



# XXXXX

## HEALTH & WELLNESS

PITCH DECK 2020



# ASPIRE

Anywhere. Everywhere. Anytime.

XXXXXX is a live streaming platform that gives users access to fitness professionals. Users are also properly incentivized to use the app for monetary gains.



## PROBLEM

- **Time:** People do not have time in their daily schedule to workout consistently
- **Price:** Gym/ trainer expenses can be overwhelming.
- **Knowledge:** Lack of centralized hub of credible information on health and wellness as most of the available ones only focus on one or more aspects.
- **Opportunity:** No current platforms that give professionals revenue generation opportunity.
- **Access/authenticity:** No community/People do not have access to Freelance Health & Wellness Professionals in the industry in real-time; so, intensity level and instruction is not always clear



## SOLUTION: ASPIRE

- **Time:** A database of classes, challenges, milestones, and live-stream capabilities for seamless daily use in assisting in a user's Health & Wellness Journey.
- **Price:** A Cost-efficient alternative to the gym as it works anywhere there is an internet connection.
- **Knowledge/Content:** A single source of truth
- **Opportunity:** Monetary gain for both instructors and users.
- **Access/Authenticity:** Real-Time Access to Freelance Health & Wellness professionals via Live Stream capability and Messaging Inbox that will keep your journey authentic, fresh and credible



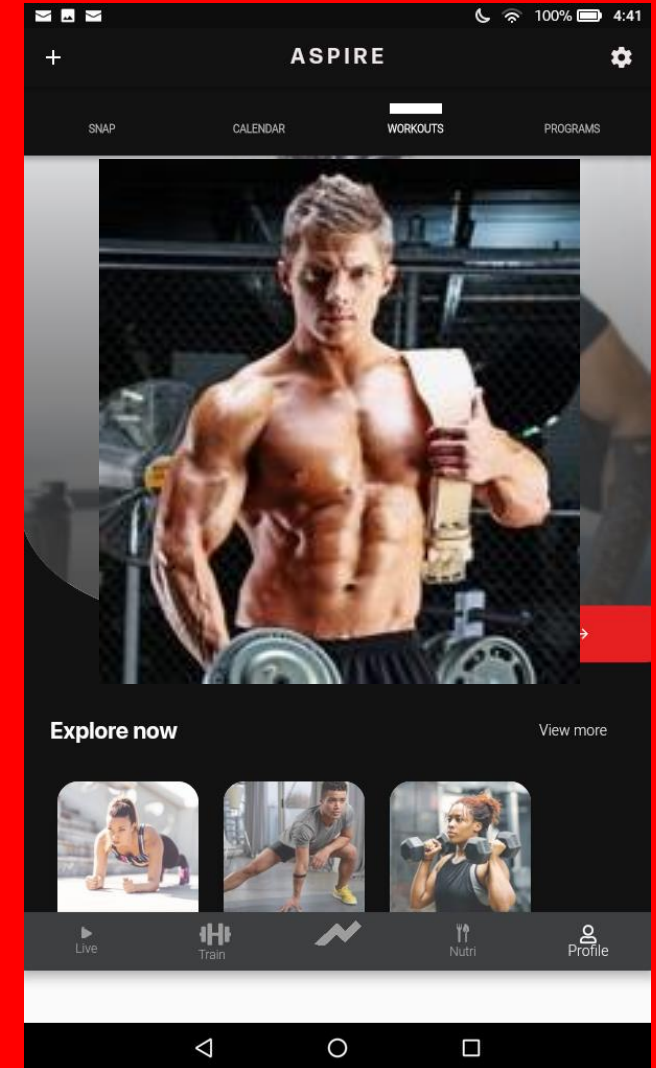


## USER PROFILE

Dave is a fitness trainer, he works at a popular gym. However, he couldn't get more clients due to the pandemic. He wants to look for another avenue to coach his clients and also make more money.

### WHAT TO GAIN AS AN ASPIRE USER:

- 1) Have live stream classes with all his clients on one platform
- 2) Get paid by clients via the platform
- 3) Make money just by using the App



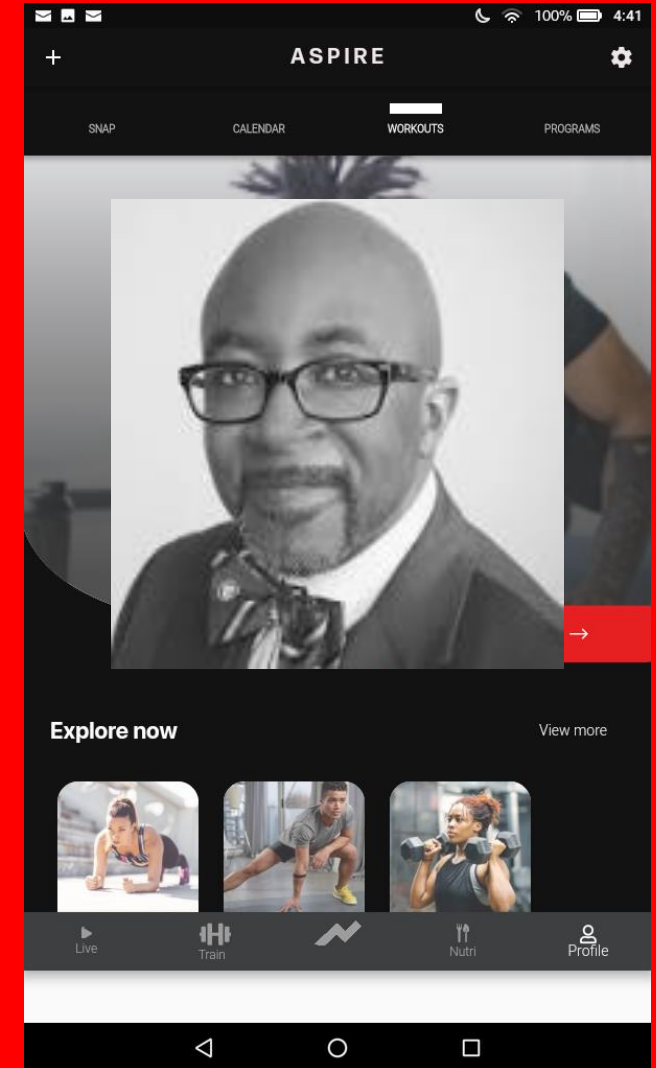
DAVE

## USER PROFILE

Todd is a frequent business traveller, who doesn't have time to go the gym but also needs a professional who can coach him through his fitness journey.

### WHAT TO GAIN AS AN ASPIRE USER:

- 1) Meet professional fitness trainers that can coach him through his fitness journey
- 2) Have livestream classes anywhere he is.
- 3) Make more money as a premium user on ASPIRE



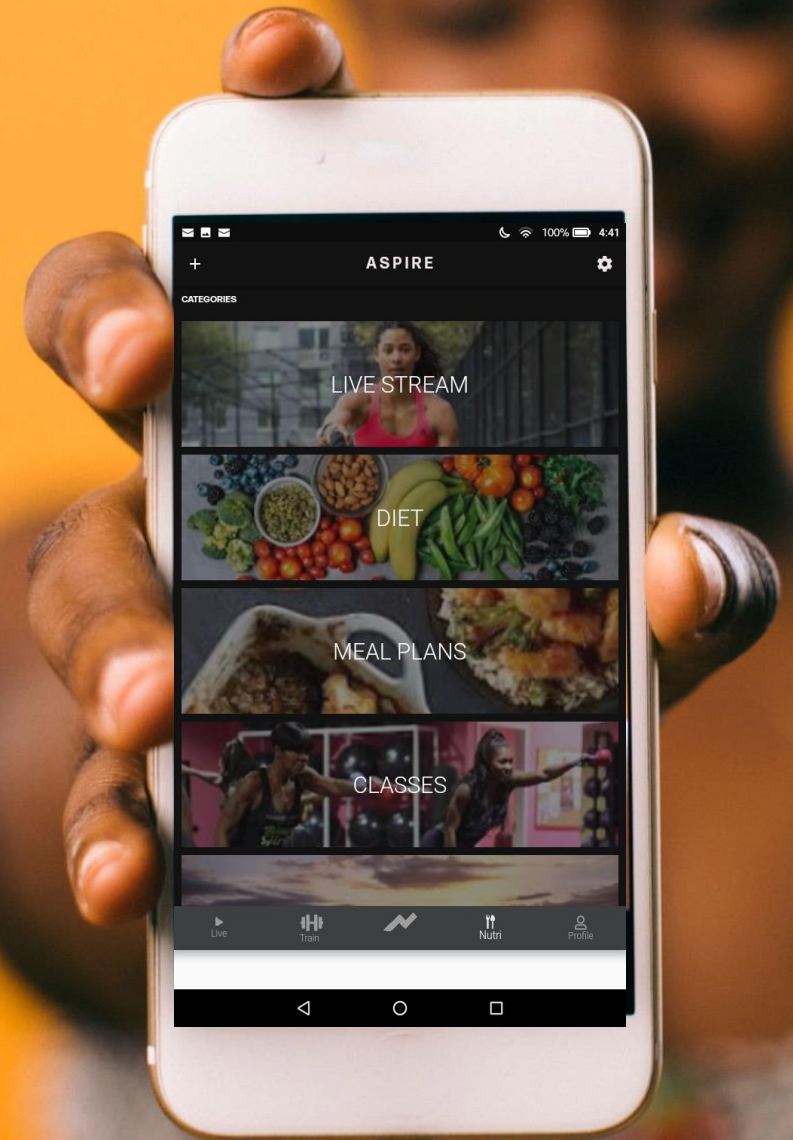
**TODD**

# PRODUCT: DEVELOPMENT STATUS

**Our MVP ready for launch**

## **Key features and functions**

- Live stream (chat, view, likes, Giftings/ tips)
- Run Tracker
- Muscle Group Exercise Selector (Body Silhouette)
- APIRE instructor/ ASPIRE Certified instructor workouts, programs, wellness and nutrition content
- Calorie Counter
- A-Clips (Similar to Instagram/ Facebook Stories Feature)
- A-Coins
- ASPIRE Run tracker/ Heart Rate monitor will easily integrate with all wearable devices for convenience.



## MARKET SIZE

According to

**60,000,000**

people do home workouts

**First  
3 yrs**

2% Market Size = 1,200,000  
people will download Aspire  
within the first 3 yrs

350,000  
people

Fitness/Yoga/Dance

2,570,000  
people

Nutritionist/Chef

272,000  
people

Physical Therapy/  
Rehabilitation

Source: Bureau of Labor and Statistics



## TARGET AUDIENCE

1

Fitness/ Health Enthusiasts

2

Fitness/Health Professionals

3

Gym/Studios

4

Freelance trainers

## MARKET VALIDATION

490,000 Users



250,000 Users



370,000 Users  
(Peloton)

Workout/Challenge Sign Ups (March  
2020)

# MARKET ADOPTION

## World Events (number of attendees)

- Corona Virus (7.6B)
- IDEA Expo (15k+)
- Afro Tech (5k+)
- NBA ASW (30k+)
- Fit Expo (100k+)
- Miami Fit Expo (15k+)
- Chef Con (10k+)

## Inspiration

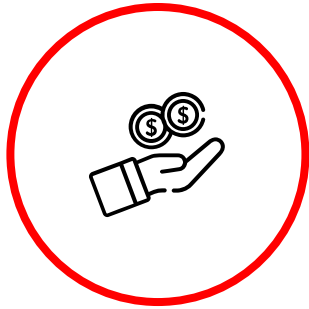
- Peloton fitness app
- Evolve Fitness app
- Skype
- Tempo fitness app
- Triller
- MeetMe social/dating app (MeetGroup Inc)
- IG / FB Live
- FaceTime
- Tik Tok
- Periscope

## Potential Partnerships

- Trainers, Instructors
- Social Media Influencers
- Spotify



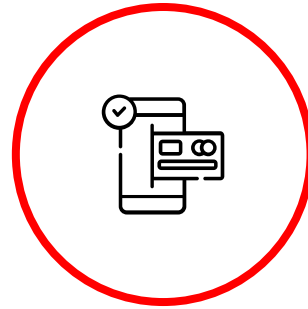
# BUSINESS MODEL



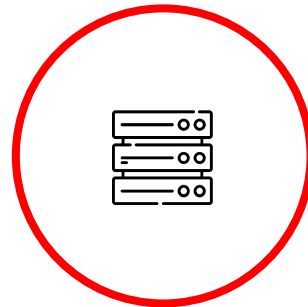
Subscription Fee for  
premium use



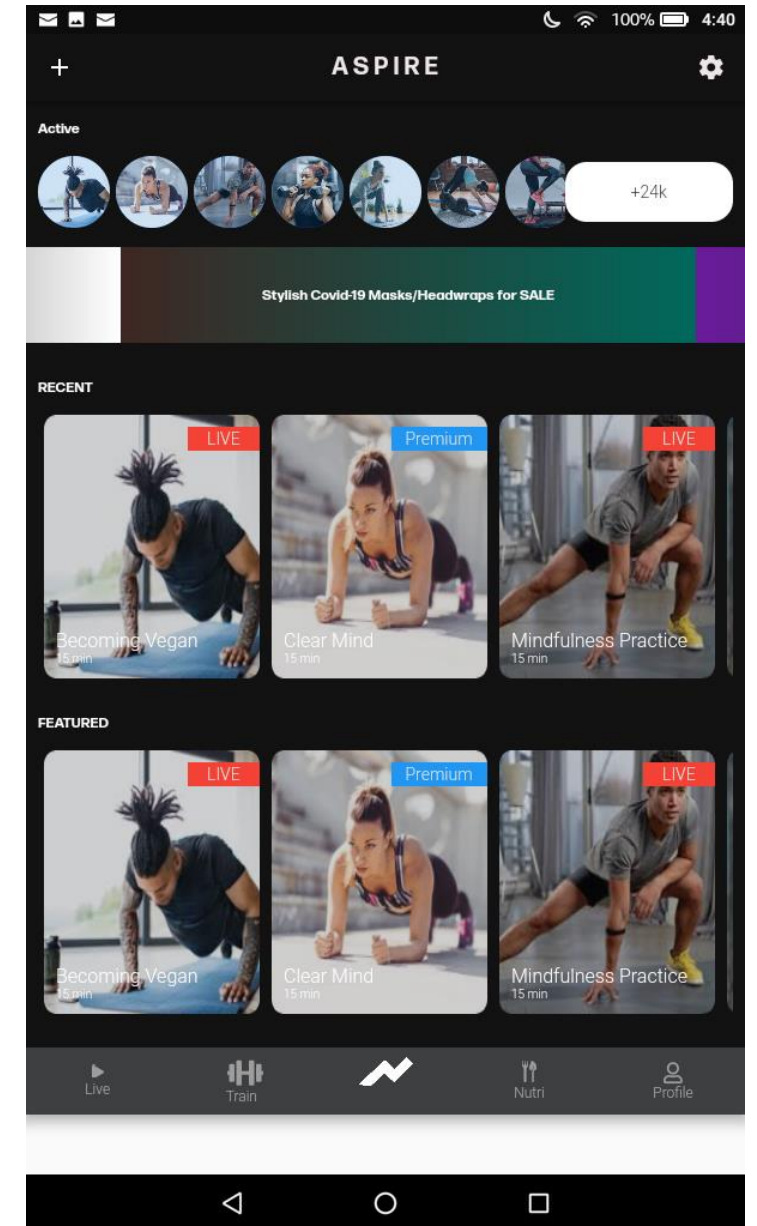
Gifts/Tip



Booked classes/Premium  
livestream



Merchandise



# UNIT ECONOMICS

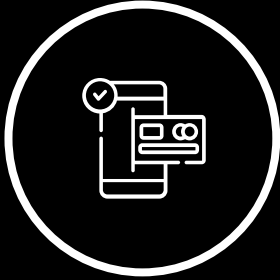
PER UNIT ESTIMATE	Year One
Monthly Premium subscription	\$4.99
Yearly Premium subscription	\$39.99
Categories of users	
Aspire Instructors	20%
Certified Instructors	10%
General users	30%
Free users	40%
Commission(% of booked classes)	20%
Merchandise	selling price
Premium sports shirts	\$20.00
Premium Dad hats	\$20.00
Premium Cotton hooded sweaters	\$45.00
Crewneck sweatshirts	\$45.00
Premium sweat pants	\$50.00
Commission (% of Gift/Tips)	20%

## COMPETITORS

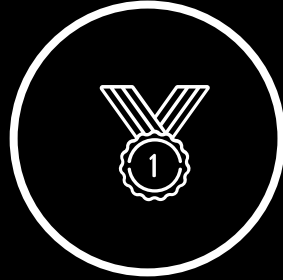




## COMPETITIVE ADVANTAGE



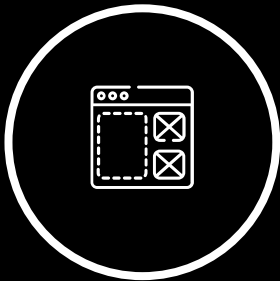
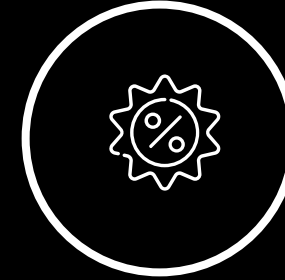
Ease of Use



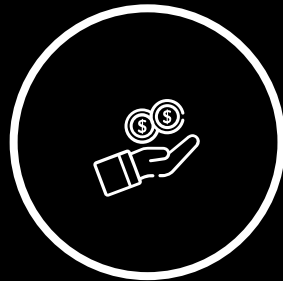
Convenience



Class / Workout Affordability 50% off with Premium  
Subscription



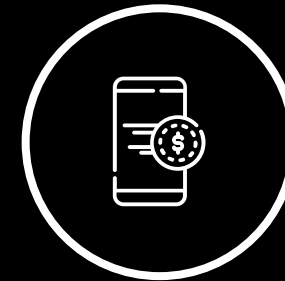
Profiles, Filters, Browsing  
(workouts, meal plans, etc)



Monthly Allowance with  
Premium Subscription



Live-Stream Fitness Hub  
(1st-to-market)



Live-Stream / Trainer  
Incentive

# THE TEAM



ASPIRE



FOUNDER



Erica Pascual - Product Designer/ Art Director



Augustine Wiah Lead Marketing Consultant



Amanda Irizarry Master HIIT Instructor



Muhammad Dauda  
App Dev Manager  
Team Creator



Frank Planes CFO



Tenara Bowman  
Chief Data Officer



Kevin Lozandier  
CTO

## INVESTMENT ASK & OFFER

**PRE-SEED:** We want to raise

**\$1.5 million**

for product launch and aggressive growth over the next 12 months (Sept 20-21)

**SEED:** We want to raise

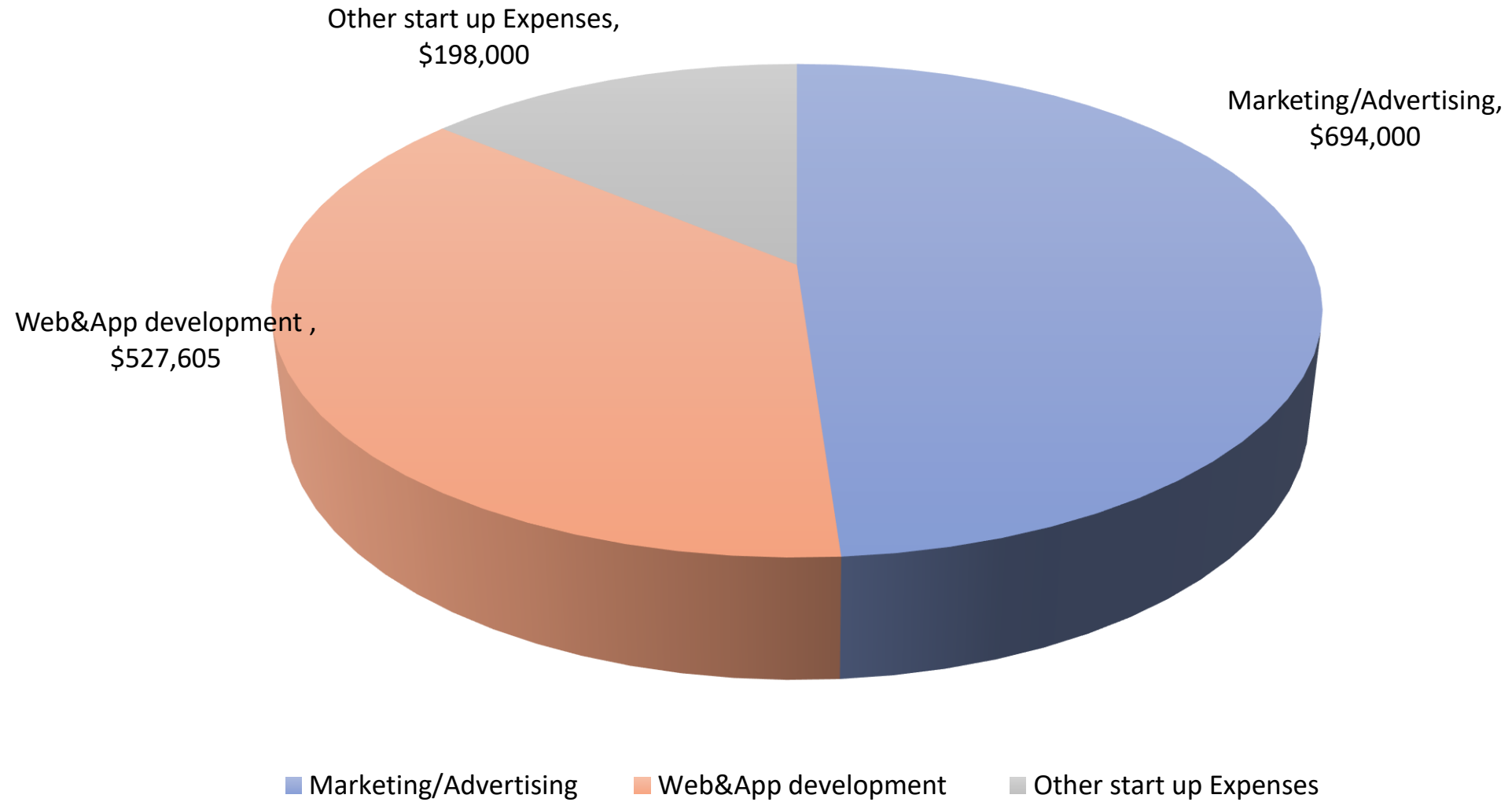
**\$500,000**

by 2021/2022 for scaling



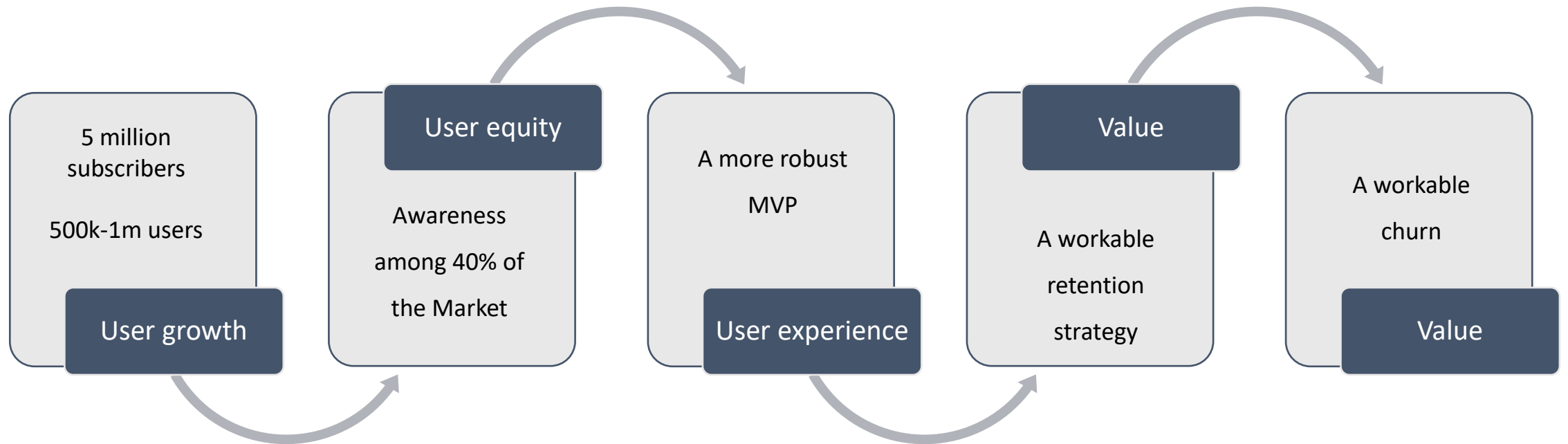


## USE OF FUNDS



# 18 MONTHS MILESTONE

## PRE-SEED TO SEED





ASPIRE

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[CONTACT US](#)