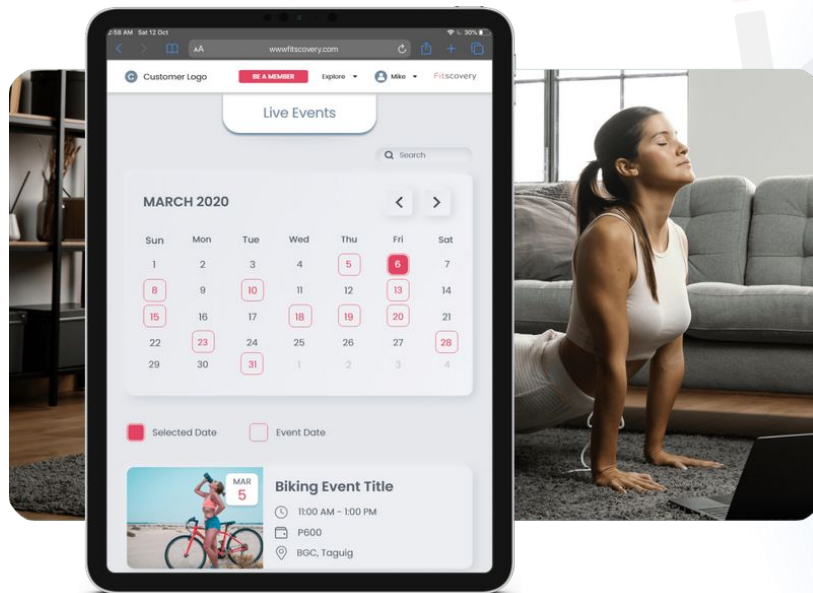




Take the “work” out of workouts



mike@fitscovery.com

Our all-in-one software puts fitness businesses on steroids



Past 6 months at a glance

318

Vendors

\$3920

Monthly Revenue

5110

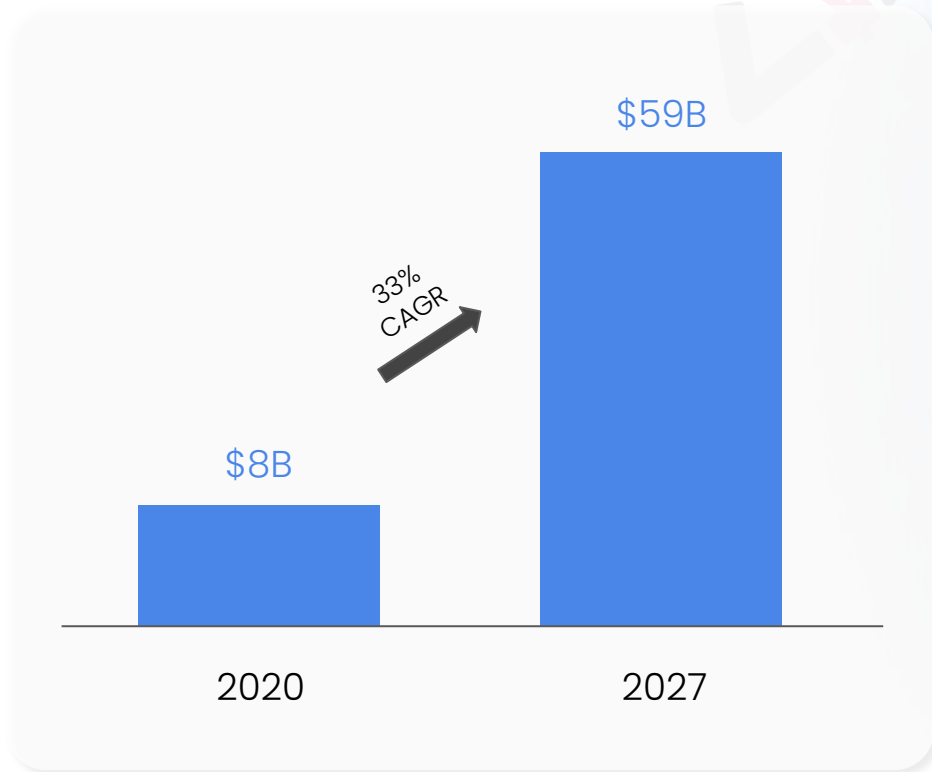
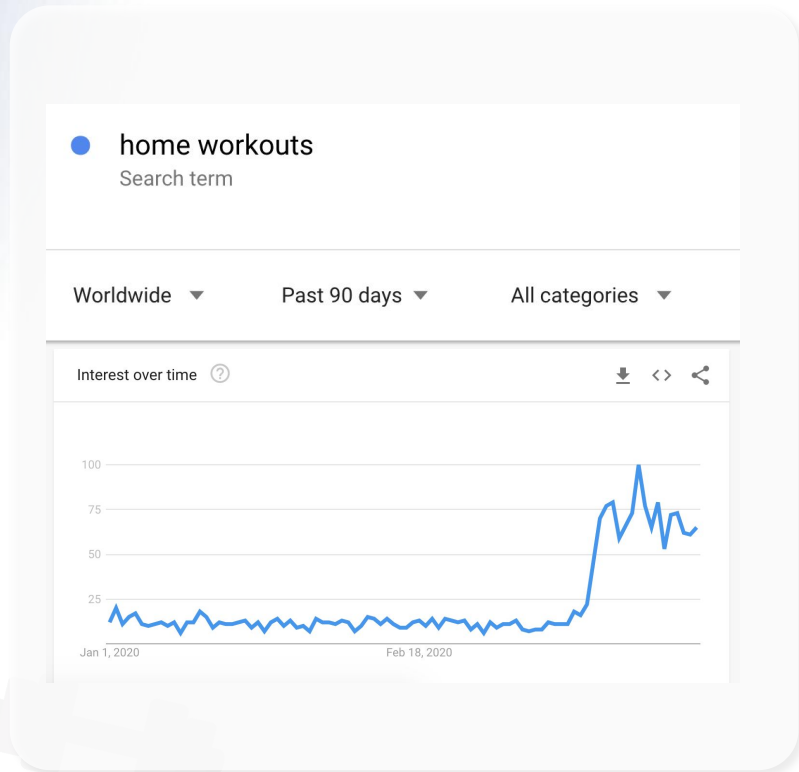
Consumers

23%

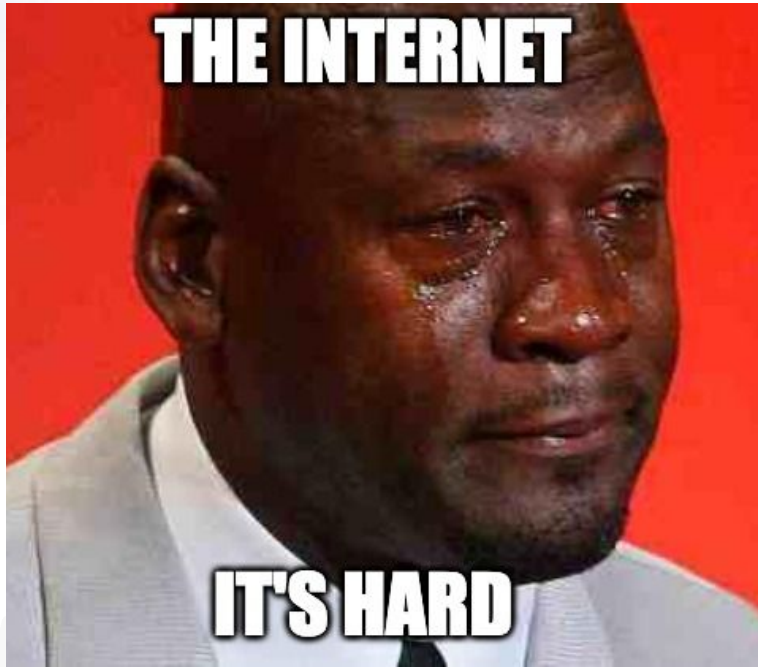
Monthly Growth



Fitness industry is shifting online



Problem: Set up is hard (2 months)



Problem: Set up is expensive (\$1000's to setup)

MOST POPULAR

Boutique Plus

Monthly rate:

\$329

w/ branded app: \$399

At this tier:

- Customer Referrals
- Loyalty & Reward Campaigns
- Guest Booking
- Social sharing

DEMO REQUEST

FOR MAVENS

Elite

Monthly rate:

\$429

w/ branded app: \$499

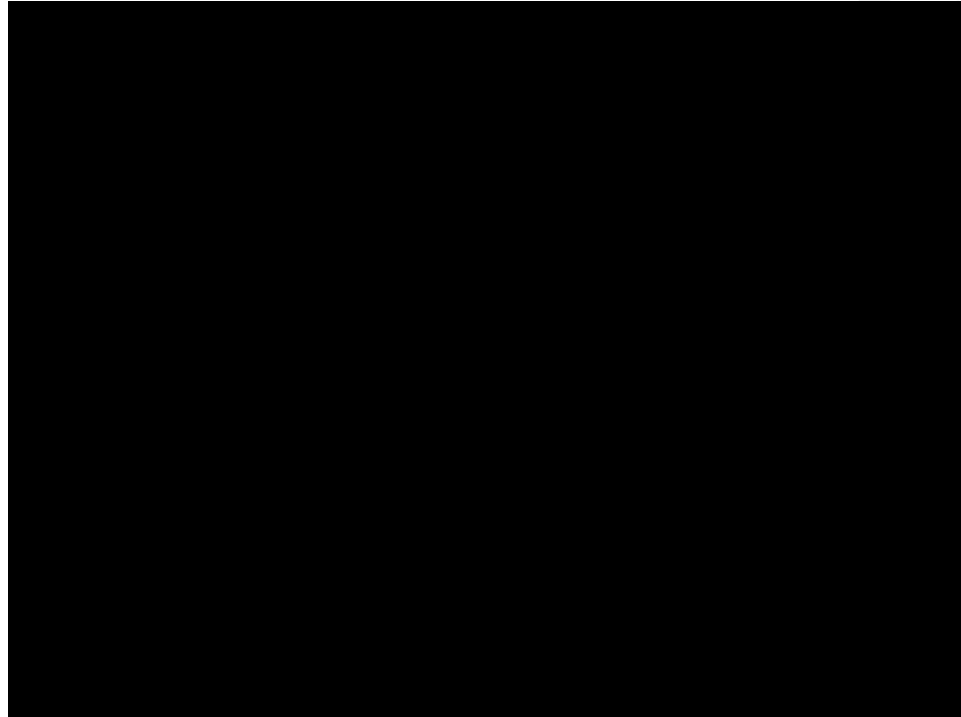
At this tier:

- Support For Franchising
- Automated Substitute Mgmt
- SES Verification

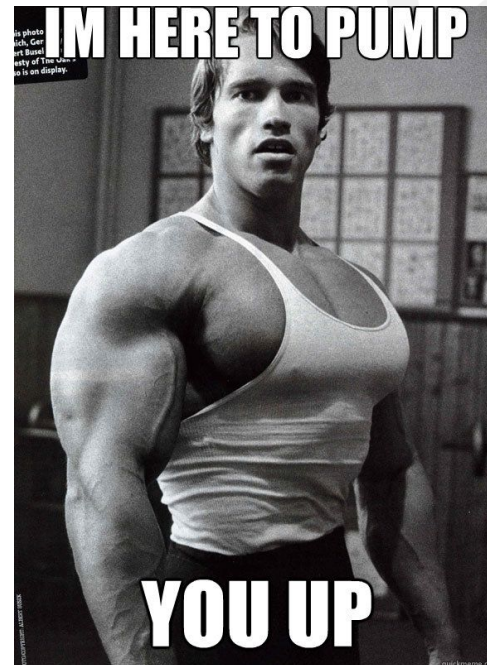
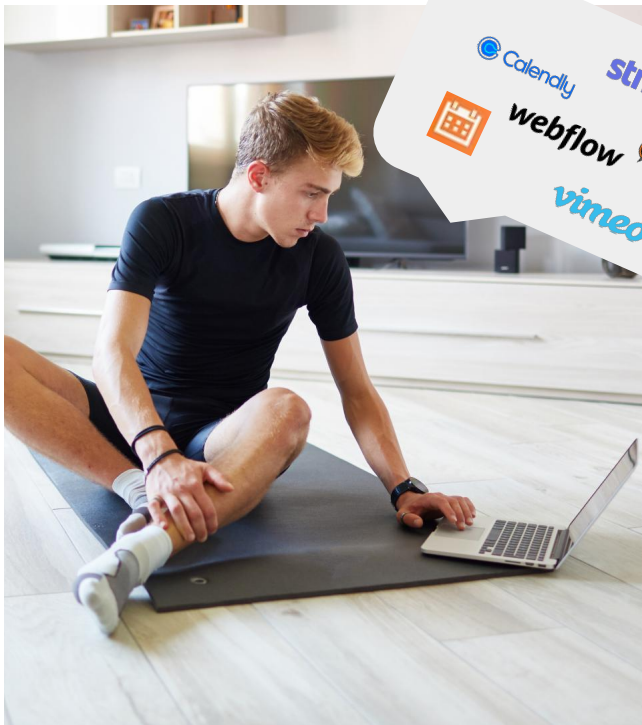
DEMO REQUEST



Problem: Doesn't work in Asia!



Fitness trainers aren't techies



We combine fitness + technology

Michael Jiang

CEO

Google

scale



Francis Aguilar

CTO

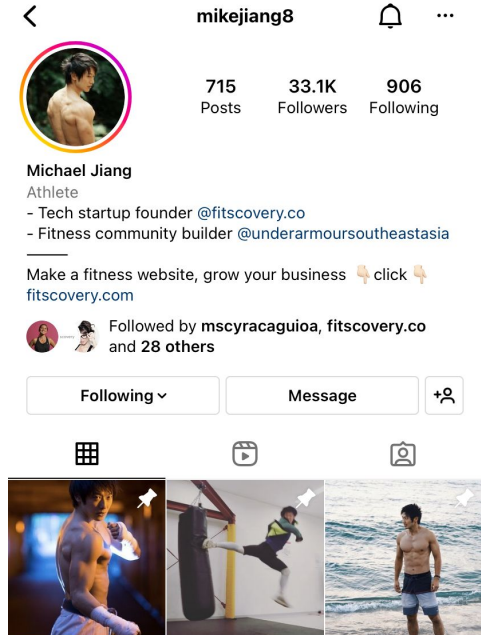


ATENEO DE MANILA
UNIVERSITY

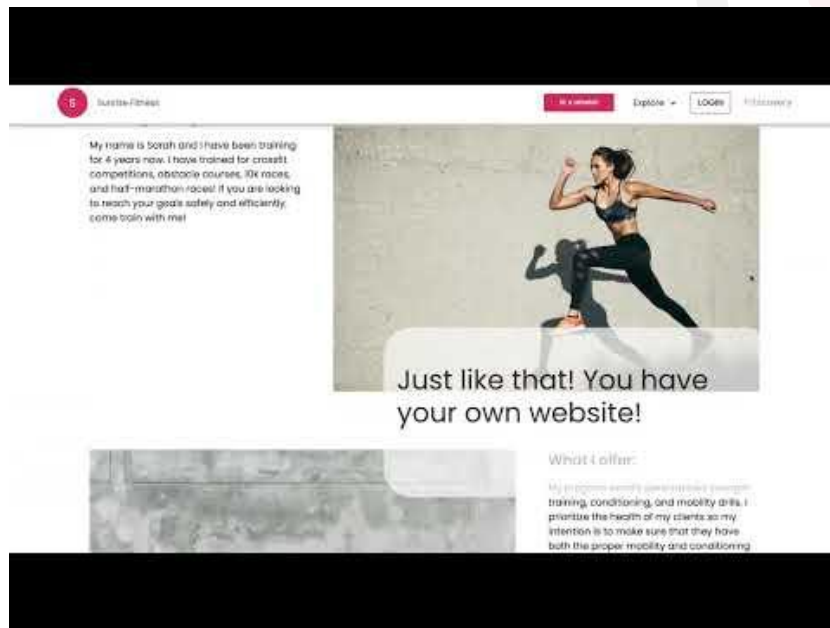
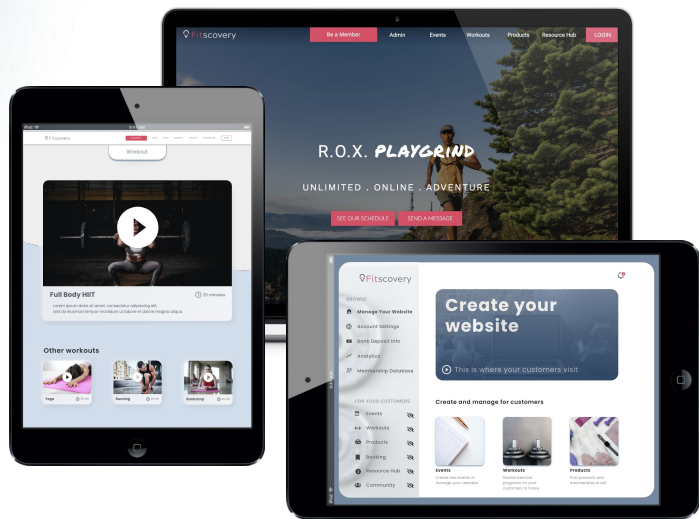
GARMIN



We built fitness communities



Fitscovery: scaling fitness businesses online



Manage offline business

Scale business online

Monetization Plan

Trainers

Fitscovery Basic
10% commission

Gyms

Fitscovery Pro
\$199/month

Corporate wellness

\$10
per member/month



kumu

SUNWAY®

Setup is
1000x
faster



Setup is
100x
cheaper



Monthly
cost is 2-5x
cheaper



We work in
Asia!



Vendors – more clients (3x) in less time (50%)

20%

1 month growth

50%

Cost reduction

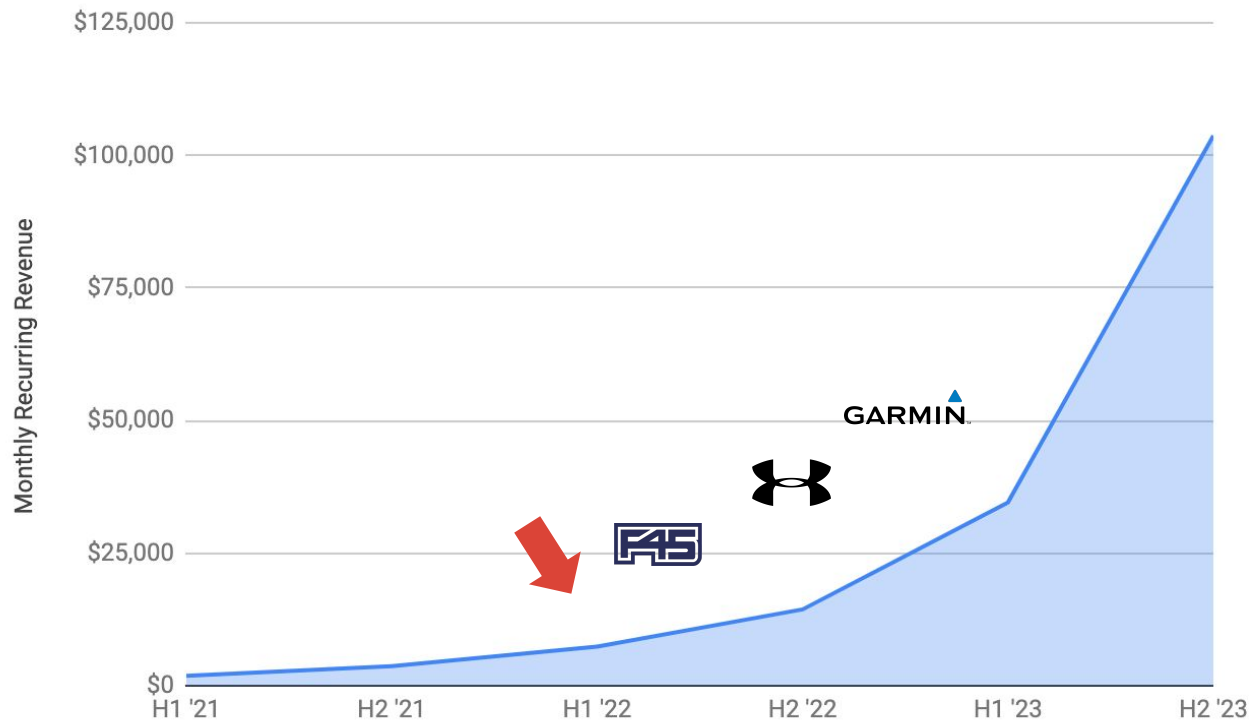
Hear from some of our clients!



Holy c[REDACTED] that's f[REDACTED]ing amazing!!
Makes the business process side so
much easier. I wish I had this when I
started.



Growing 23% monthly



Vendor success enables a flywheel for growth

Boutique studios +
individual trainers

Vendor Acquisition

Consumers

Vendors

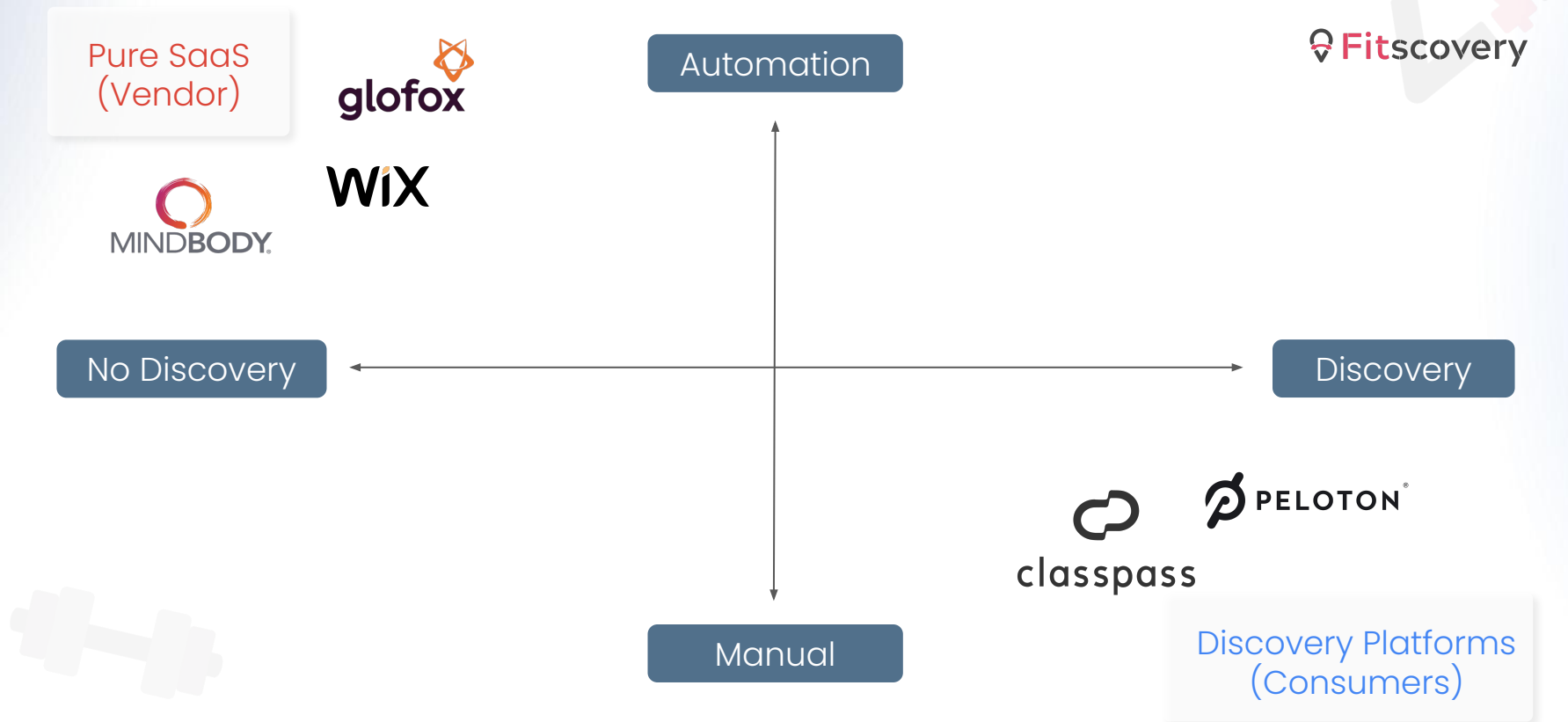
More
vendors

More
consumers

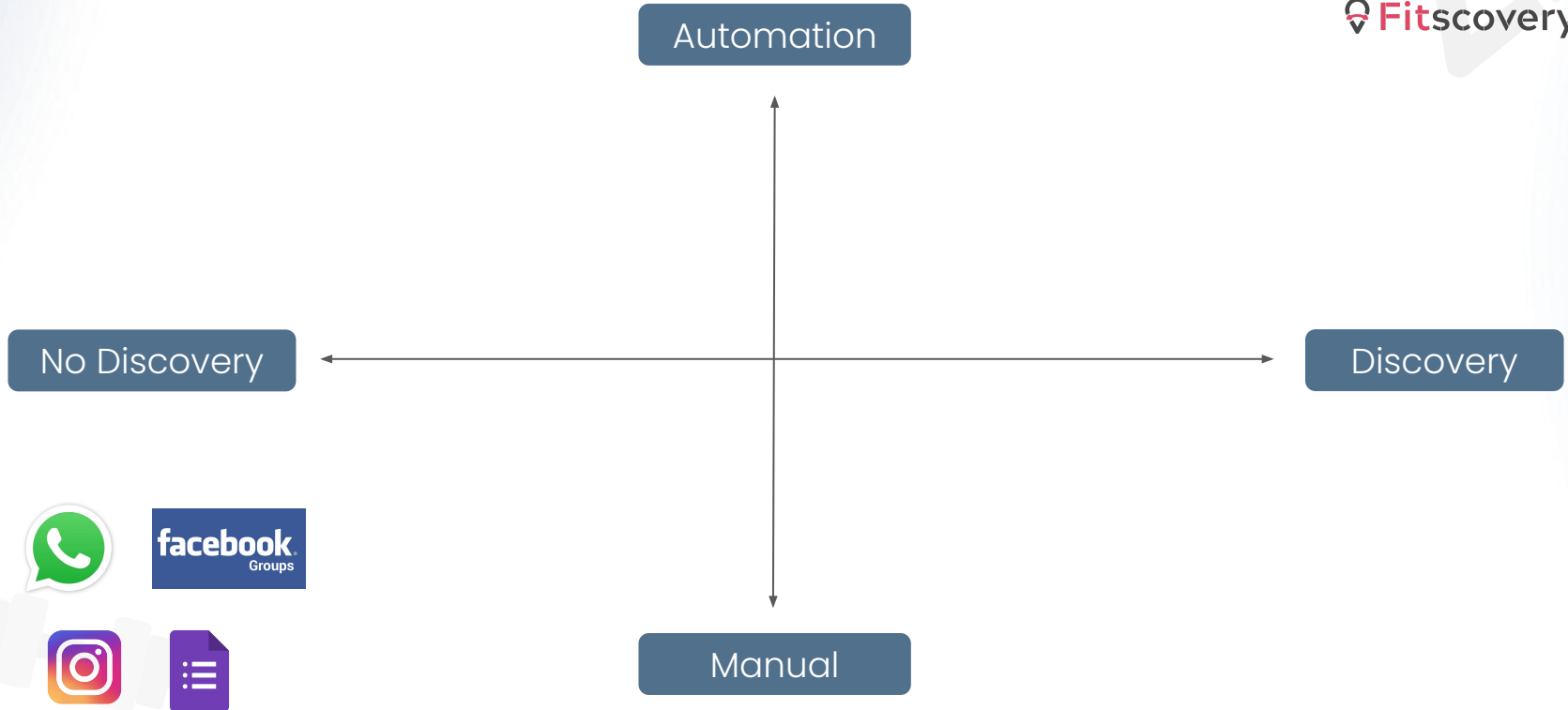
Corporate
programs



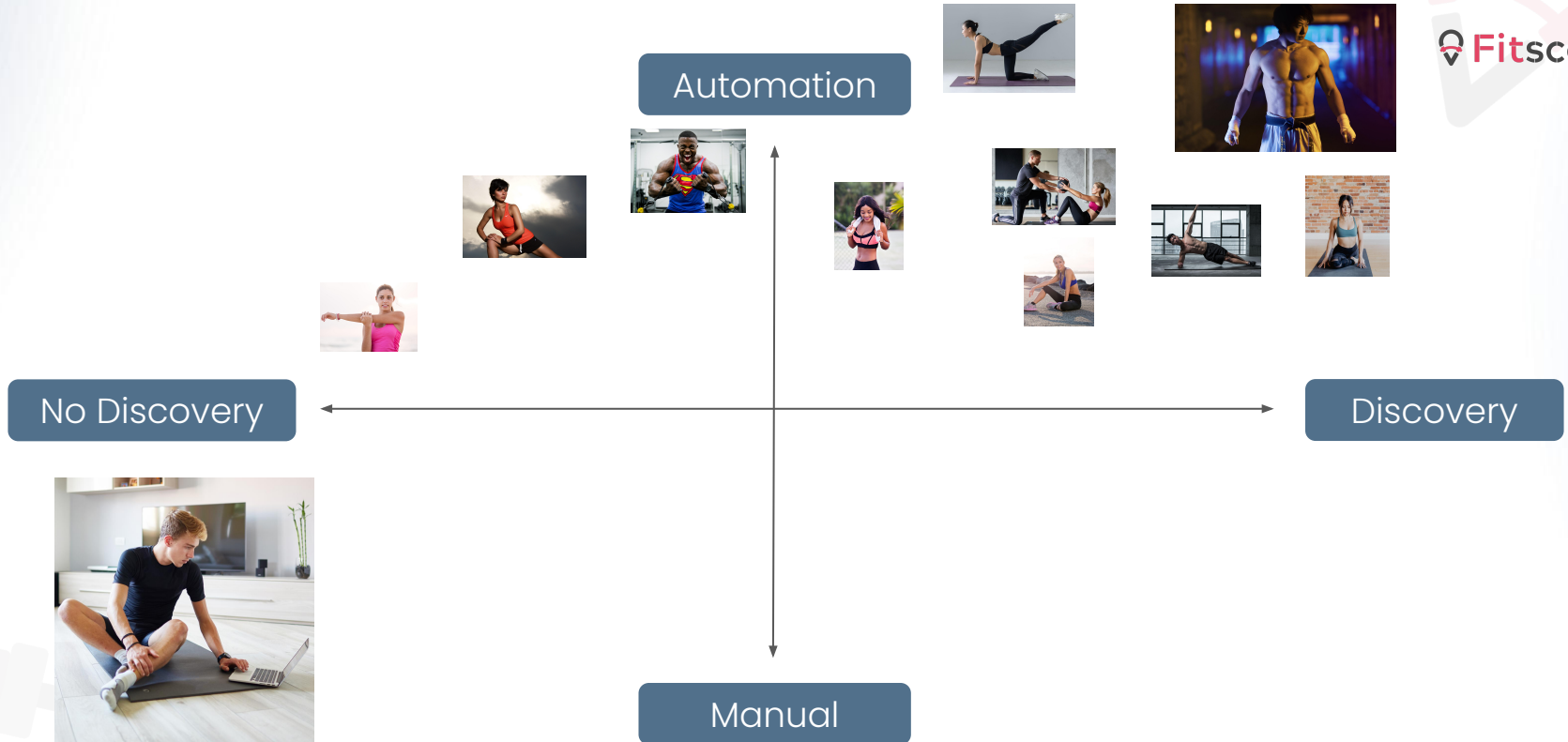
Competitors are single-sided platforms



In Asia, the real competitor is manual work



Competitors are single-sided platforms





K-STARTUP
GRAND CHALLENGE

ideaspace



SUNWAY

MAIN.PH
MALAYA ANGEL INVESTORS NETWORK

Raising \$500K USD

(50% committed)



2022

Blast off!

2023

Accelerate

2024

Max Speed



Pre-Seed (\$500K)

300 vendors
\$4000 MRR

\$5M Valuation

Seed (\$4M)

2,800 vendors
\$225,000 MRR

\$40M Valuation

Series A (\$20M)

22,500 vendors
\$1,600,000 MRR

\$250M Valuation


IPO!!

All sorts of
gains!!



For questions or
contact:

mike@fitscovery.com

+82-10-5893-8804 

@mikejiang8  

Appendix



The personal path to Fitscovery



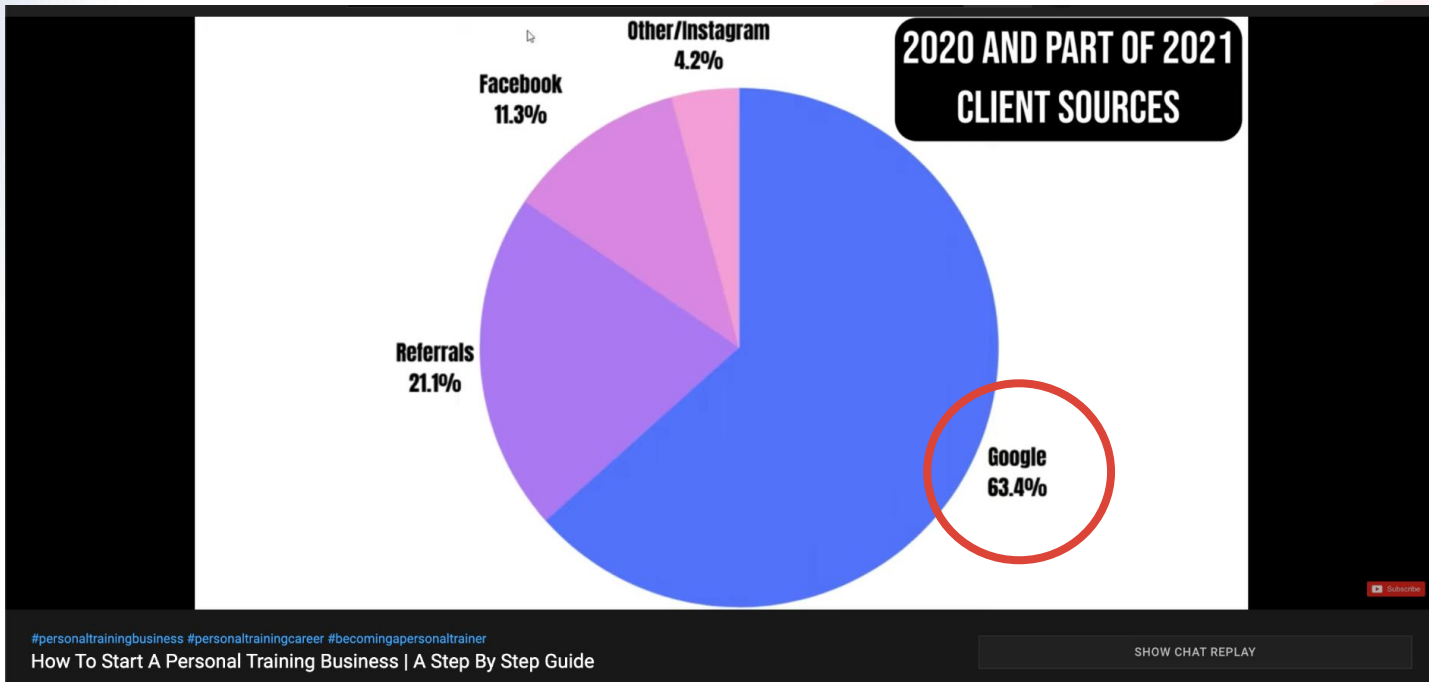
Fitness changed
my life

Share passion to
make an impact

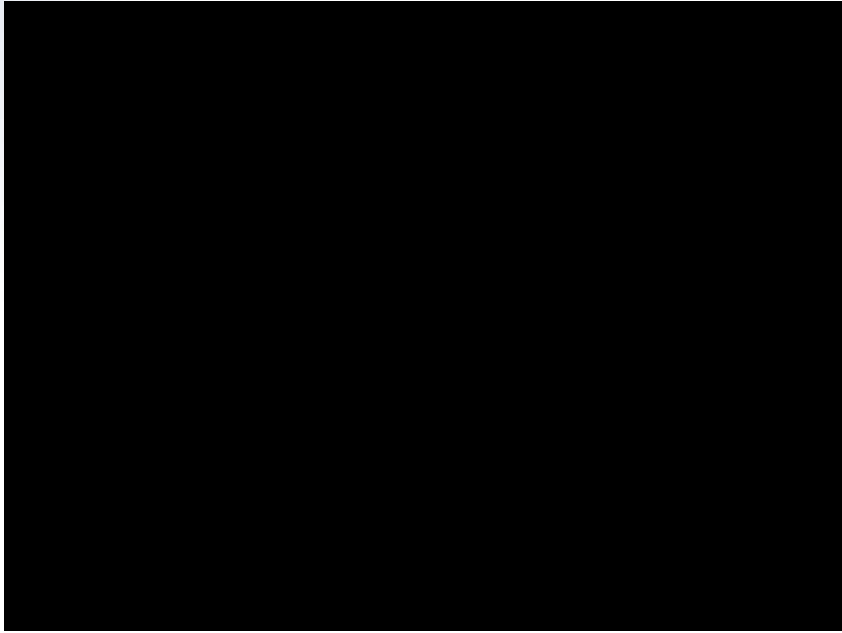
Impact at scale
with technology

Fitscovery!

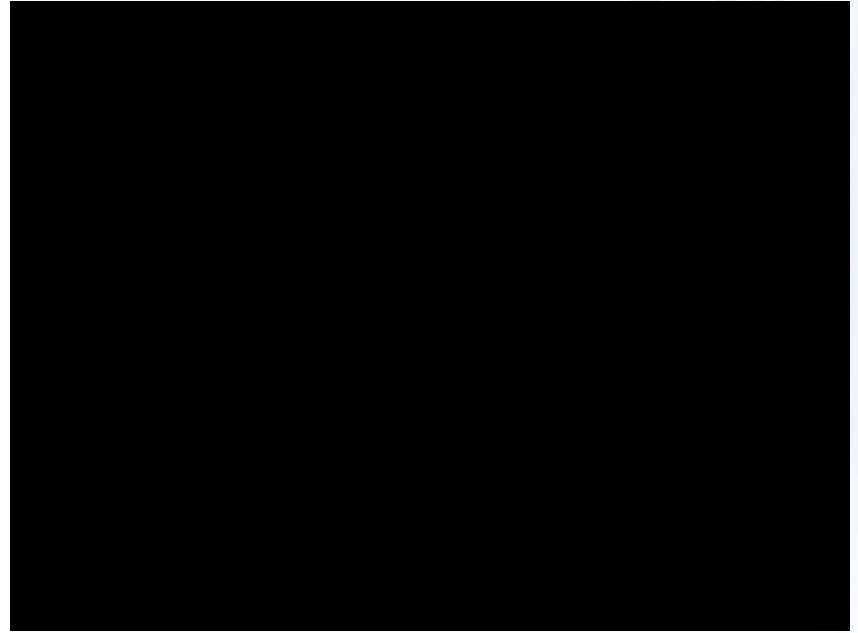
How we help trainers get discovered



We help vendors transition



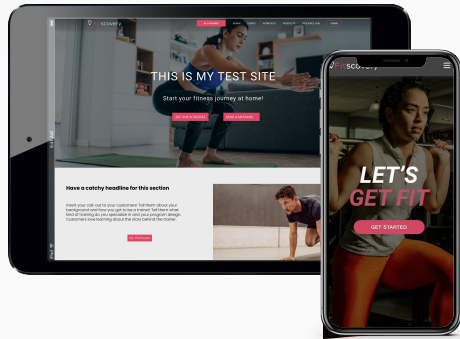
From this... (at 10x speed)



To this!!! (Normal speed)

Growth plan: evolve from SaaS to become a marketplace

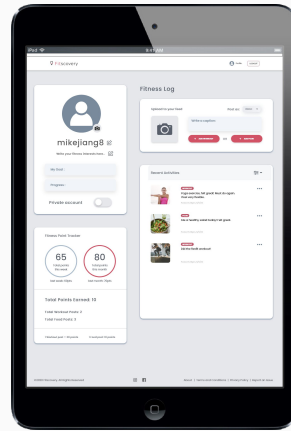
1



Provide affordable tools for vendors.

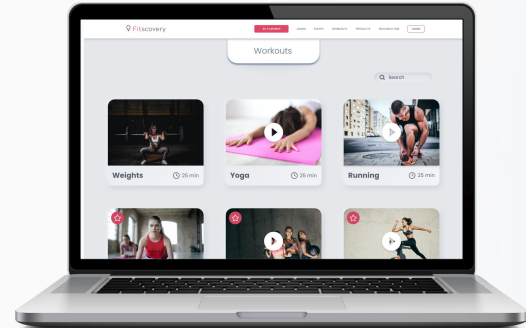
Current stage

2



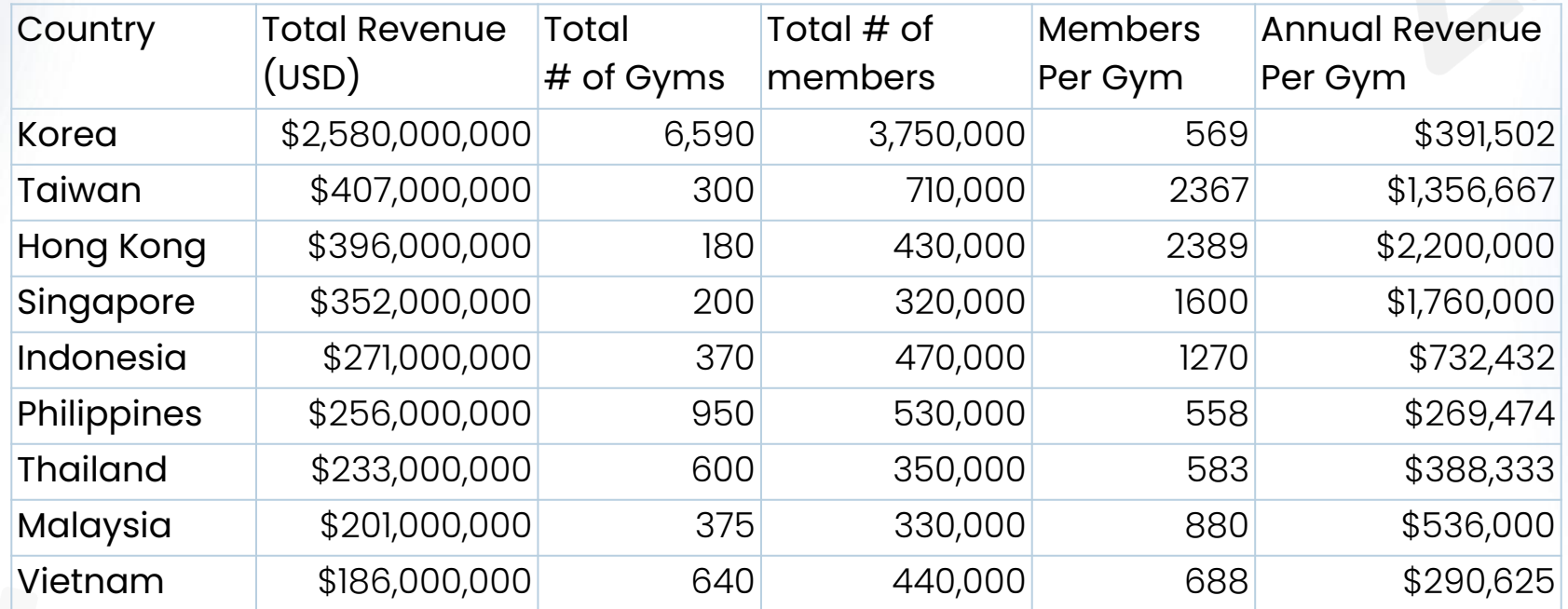
Strengthen vendor + consumers connection.

3



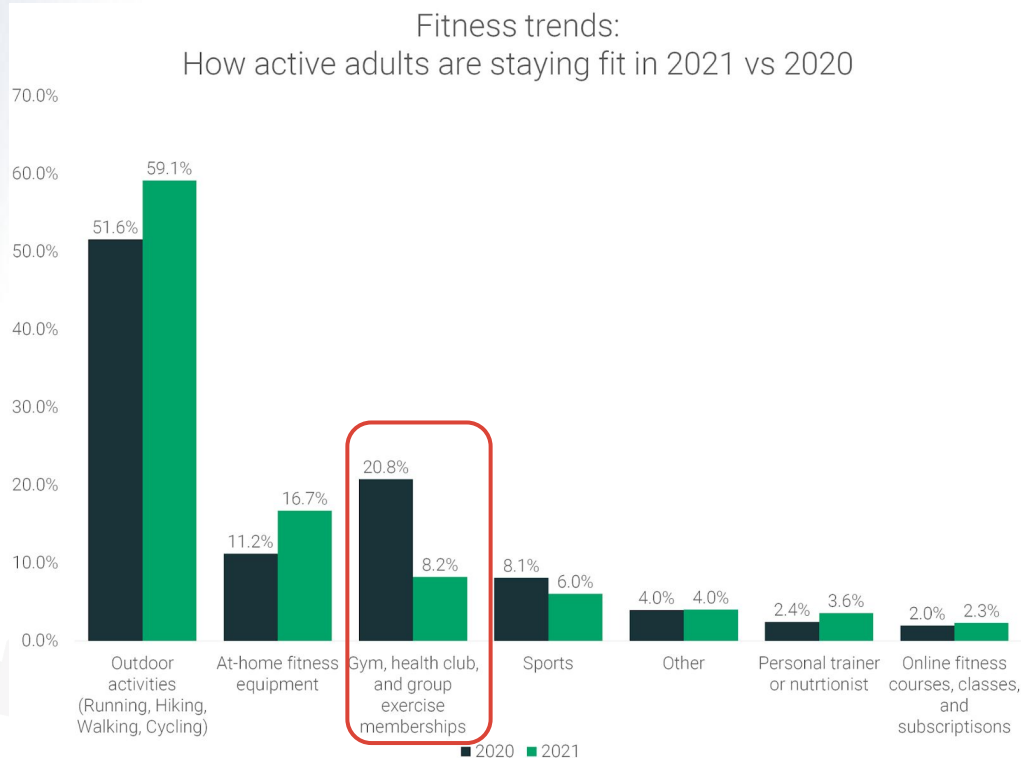
Consolidate onto marketplace platform.

Gym industry in Asia



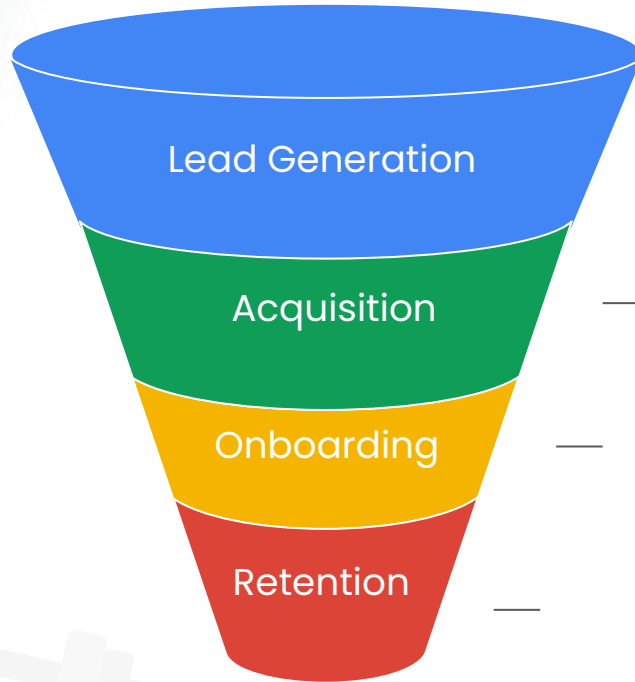
Country	Total Revenue (USD)	Total # of Gyms	Total # of members	Members Per Gym	Annual Revenue Per Gym
Korea	\$2,580,000,000	6,590	3,750,000	569	\$391,502
Taiwan	\$407,000,000	300	710,000	2367	\$1,356,667
Hong Kong	\$396,000,000	180	430,000	2389	\$2,200,000
Singapore	\$352,000,000	200	320,000	1600	\$1,760,000
Indonesia	\$271,000,000	370	470,000	1270	\$732,432
Philippines	\$256,000,000	950	530,000	558	\$269,474
Thailand	\$233,000,000	600	350,000	583	\$388,333
Malaysia	\$201,000,000	375	330,000	880	\$536,000
Vietnam	\$186,000,000	640	440,000	688	\$290,625

Gym membership represent only 8% of active adults



- Gyms represent 8.2% of total fitness
- 59% in outdoor activities (assume unwilling to pay)
- Remaining 41% of fitness adults willing to pay

Vendor acquisition pipeline



Lead Generation

— **Influencer Partnership Program (Priority)**. Offer influencers free gym visits, offer gyms free influencers for posting. Serve as lead funnel to find good targets.

Acquisition

— Direct outreach to influencers and gyms that fit our target from the lead generation pipeline

Onboarding

— **Incubation program. (Priority)** Teach selected vendors how they can grow their fitness businesses (both on Fitscovery and off)







Retention

— Monthly livestreams with vendors



Why do vendor choose to accept 10% commission through Fitscovery?



Payment with Fitscovery	Direct Transaction
10% commission	0 commission 
Fully automated with event attendance and event limit 	Manually track attendance. Manually cap class size. Or hired accountant
Integrated with analytics 	No analytics
Workout program auto-enabled with payments 	Manually check bank account and add users onto workout programs
Monthly recurring payments available 	Manually keep track of monthly payments
All business in one place 	Payments, events, videos are disjointed on different platforms

Trainers earn “Pro” status through online transactions. More clients and higher rates

Trainers with “Pro” status:

- Get discovered more
- Can charge higher rates
- Has premium features
- Earns instant credibility

Pro status encourages online transactions to grow future business.

