



**Personal Instructors.
Intense Workouts.
At Home.**

Founders:

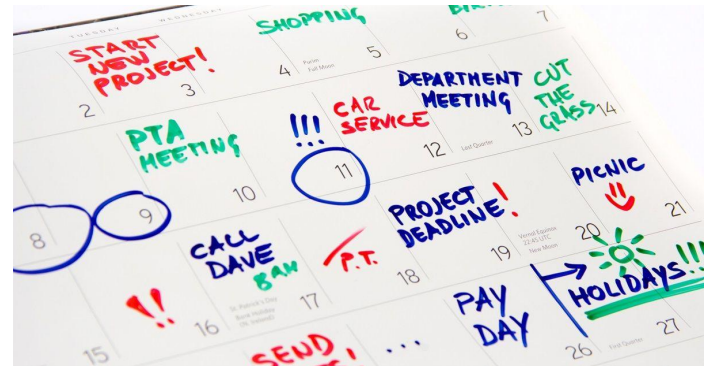
Ashley McDaniel	925-200-7746
Celyna Su	626-230-2728
Jacques Fracchia	415-961-0908
Jonathan Le	626-361-2463
Shruthi Ram	408-881-4668

**Presenting to: Michalis Faloutsos
June 9th, 2020**



Overview

- BeLively offers the same professional instruction of a gym all condensed into an app
 - Convenience
 - Tailored to the user's needs
- People may not have time to fit gym-time into their daily lives
- Expensive gym prices
- Professional
 - Certified virtual trainer 1 on 1s
 - Progress tracking
- Excellent UI
 - User friendly interface





The Problem

Claim: Paying for studio classes can be expensive.

Reasoning:

- Yoga studios = \$20+ /hour
- Pilates studio classes = \$30+ /hour
- Very unaffordable for many people

Claim: People don't always have time to go to the gym or studio.

Reasoning:

- Average American works 44 hours/week or 8.8 hours/day not including commute
- Many have children
- No time but still need a way to maintain physical well being



The Problem

Claim: Being in classes and gyms can sometimes be uncomfortable.

Reasoning:

- People are often shy to work out in public or afraid of judgement
- Gyms often can be overcrowded and not very clean

Claim: Some people in rural areas do not have access to gyms or studio classes.

Reasoning:

- ~60 million people in the United States live in rural areas
- Lack of a gym, certified yoga instructors, or personal trainers



The Solution

- Inexpensive when compared to the cost of a gym membership, personal trainer, and exercise classes
 - \$20 / month vs. \$40 / month, \$40 to \$80 / hour
- BeLively allows you to work out in the comfort of your own home with zero pressure or judgment
- Posted videos also allow you to work out whenever you have free time in your schedule
- Rentals remove the need and stress of buying your own equipment



Opportunity and Target Market

- BeLively is geared towards individuals who are anxious about working out in public and people who can't justify spending excess amounts of money on working out.
- With the spread of the coronavirus and the establishing of a nationwide quarantine, gyms and studios are also closing to prevent the spread of the epidemic.



















Technology

- BeLively is a web application coded using HTML, CSS, and Javascript with Firebase by Google as the backend framework.
- Students and instructors can sign in to the app, edit their profiles, and access/upload relevant exercise videos.
- The app also allows users to track their calories and progress, meet with a professional trainer online, and rent equipment.



Competition

Features	Asana Rebel	Fitbit Coach Premium	Adidas Training and Running by Runtastic	BeLively
Wide variety of workouts				
guaranteed monthly live one on one session				
Rental equipment				
Motivational coaching				



Marketing and Sales

SUBSCRIBE >

- Reach the Personal Fitness Market through:
 - gyms, studios, social media, athletes
- Pricing: 19.99 per month = 239.88 per year
 - Value-Based Pricing
- Average Competitor pricing per studio session
 - Yoga: \$20 per hour and up
 - Pilates: \$30 per hour and up
- People are motivated to join for self improvement, and health





Management Team

- Ashley McDaniel
 - Experienced App and Game Developer, Creative and Critical Thinker
- Jacques Fracchia
 - Experienced App and Game Developer, Spatial Analyst developer for VICE labs, Skilled in Problem-solving and Team Leadership
- Celyna Su
 - Skilled at UI, experienced in website design, Senior IT Technical Support at UCR, skilled at teamwork
- Jonathan Le
 - Experienced App Developer, Senior IT Technical Support at UCR, skilled in Financial Management
- Shruthi Ram
 - Experience as Amazon Web Services Intern, Skilled in Project Management and Planning, and Team Communication



Financial Projections

	2020	2021	2022	TOTAL
CASH INFLOWS				
Investments	\$2,000,000	0	0	\$2,000,000
Sales	\$2,992,811	\$10,888,010	\$80,813,678	\$94,694,499
TOTAL INFLOWS	\$4,992,811	\$10,888,010	\$80,813,678	\$96,694,499
CASH OUTFLOWS				
Employee Salaries	\$340,465	\$528,083	\$3,793,192	\$4,661,740
Instructor Salaries	\$4,085,577	\$6,336,993	\$38,518,310	\$48,940,880
Marketing	\$817,116	\$1,267,398	\$9,103,662	\$11,188,176
Equipment and Shipping	\$1,361,859	\$2,112,331	\$15,172,770	\$18,646,960
Other costs	\$204,279	\$316,850	\$2,275,915	\$2,797,044
TOTAL OUTFLOWS	\$6,809,296	\$10,561,656	\$48,863,851	\$66,234,803
YEARLY NET CASH FLOW	-\$1,816,485	+\$326,354	+\$11,949,827	+\$10,459,696



Current Status

- Management team and founders have invested heavily into the firm. They have each put in \$60K.
- \$300K Spent on:
 - 10 Instructors
 - Advertisement
 - Software Developers
 - Exercise Equipment
- Achieved 1,000 customers so far
- Legally owned by LLC Team BeLively



Financing Sought

- We will need 2 million dollars
- Broken down for the first three years:
 - 56 percent for 1:100, instructor:student ratio
 - 18 percent for equipment
 - 11 percent for advertisement
- Milestones:
 - 1st year: 10,000 registered customers with -\$1.8 Million profit
 - 2nd year: 100,000 registered customers with ~\$300K profit
 - 3rd year: 1,000,000 registered customers with ~\$10 Million profit



Summary

- We offer professional workout classes in the comfort every American's own home
- Our students are guaranteed a monthly one on one session with a personal trainer
- We provide our clients with rental equipment so they will never miss out on a class
- Our team is here to make sure our students have access to professional quality studio classes for magnitudes less than our competitors prices.

Questions?

DEMO: <https://belively.xyz/>