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Here's detailed mock pitch deck content for **Peloton**—perfect for your PPTX or PDF upload:

Peloton Sample Pitch Deck

Slide 1: Title & Team

- Peloton: The Future of Connected Fitness
- Founders: John Foley, Tom Cortese, Hisao Kushi, Yony Feng

Slide 2: Vision

- "To bring world-class fitness into every home through technology, community, and motivation."

Slide 3: Problem Statement

- Home workout equipment is boring, isolating, and lacks professional instruction.
- Gyms are inconvenient, crowded, and expensive; many people want motivation and flexibility.

Slide 4: Solution

- Connected stationary bike with integrated HD touchscreen for live and on-demand classes.
- Community features: leaderboard, group rides, instructors engage with users directly.
- Subscription content: cycling, running, yoga, HIIT.

Slide 5: Market Opportunity

- Global home fitness market: \$35B
- North America: \$12B, 50M potential customers
- COVID and remote work are massively expanding the home gym market.

Slide 6: Business Model

- Peloton Bike: \$1,495 (hardware sale)
- Monthly subscription: \$39 for unlimited classes, connected leaderboards, instructor access
- Apparel, accessories, digital-only subscriptions for non-bike users

Slide 7: Go-To-Market Strategy

- Flagship studios for brand awareness, influencer instructor roster

- Referral program: \$100 off for both referrer and new buyer
- Partnerships: Hotels, apartment buildings, corporate wellness programs

Slide 8: Traction / Validation

- 100,000+ bikes sold, 2.2M paid subscribers in 12 months
- 1.3M live class participations weekly; highest Net Promoter Score in industry
- Expansion into UK, Canada, Germany

Slide 9: Competition

- SoulCycle, Flywheel: in-person, limited reach, high cost
- NordicTrack, Bowflex: hardware only, no content/community
- Peloton: integrated hardware, motivational content, passionate digital community

Slide 10: Product Roadmap

- Launch treadmill, rowing machine, yoga mat integrations
- More content categories: mindfulness, strength, HIIT
- AI-powered personalized fitness plans
- Apps for Apple Watch, Android, Fire TV

Slide 11: Team Background

- John Foley: Braveheart Group, ex-CEO Barnes & Noble eCommerce
- Tom Cortese: COO, operations background
- Hisao Kushi: Head of Legal, tech startup veteran

Slide 12: Key Risks / Red Flags

- Hardware manufacturing: supply chain, quality control, tariffs
- Subscription churn: keeping users engaged, content costs
- Competitive copycats; software piracy
- Regulatory in new fitness markets

Slide 13: Financials & Projections

- Year 1: \$220M revenue, \$45M profit
- Year 2: \$500M revenue, \$90M profit
- CAC: \$250/user; LTV: \$2,200

Slide 14: Funding Ask

- Raising \$80M Series C for R&D, international expansion, instructor/streaming studio investment

Slide 15: Closing / CTA

- Peloton motivates, connects, and transforms fitness.

- Join us in powering the world's healthiest community—digitally and globally.

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