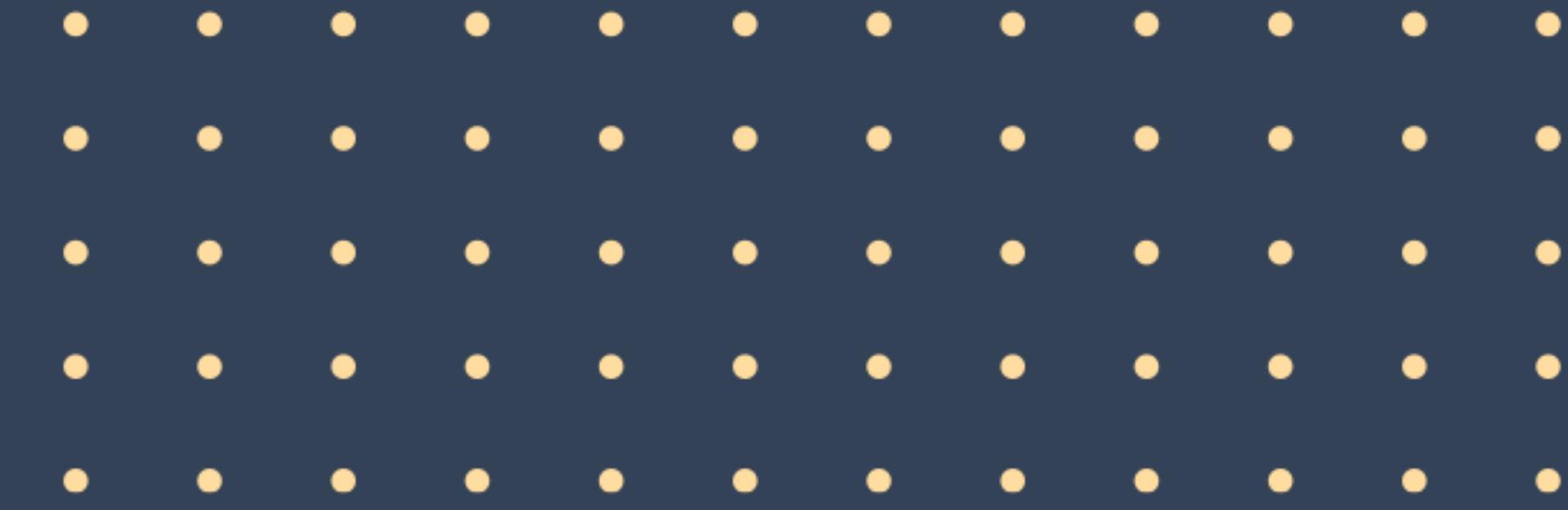


HUSTLEX

PITCH DECK



PROBLEM

PEOPLE DON'T HAVE **MOTIVATION** TOWARDS FITNESS.

NO **CUSTOMIZATION** FOR EXERCISE AND DIET PLANS ONLINE.

LACK OF **ACCESSIBILITY** TO GYMS AND FITNESS CENTERS.

SOLUTION

A FITNESS PLATFORM, WHICH PROVIDES CUSTOM PLANS AND HELPS MOTIVATE USERS TOWARDS FITNESS



CUSTOMIZEABLE WORKOUT AND DIET PLANS

USERS CAN ACES OUR LIBERABY OF WORKOUT ROUTINES AND DIET PLANS CREATED BY COACHES AND NUTRETIONIST AND CUSTAMIZE IT ACCORDING TO THEIR NEEDS.

USERS CAN ALSO CREATE THEIR OWN CUSTOM LISTS AND TRACK THEM TOO.



CONNECT AND COMPETE WITH THEM

USERS CAN TRACK THEIR ACTIVITY, CAMPARE IT WITH THEIR FRIENDS, KNOW WHAT YOUR FRIEND IS DOING NOW AND POST STORIES AND POSTS OF WHAT THEY ARE UPTO.

THESE SOCIALIZATION FEATURES WILL KEEP THE USER MOTIVATED.



GYM/FITNESS CENTER SESSION BOOKING

USERS CAN BOOK GYM SESSIONS, TICKES TO EVENTS, RESERVE A GROUND OR COURT AND OTHER FITNESS/HEALTH RELATED STUFF.

THIS FEATURES WILL MAKE IT EASY FOR THE USERS TO BOOK SESSIONS AND TICKETS FOR EVENTS

MARKET

FITNESS APP MARKET SIZED AT **2000 MILLION** AND
IS PROJECTED TO GROW **TO 6600 MILLION** BY 2027.

EVERY FITNESS ENTHUSIAST IS A POTENTIAL CUSTOMER.

THE PRODUCT

The Hustlex app interface is designed with a dark theme and features a central navigation bar at the top. Below the navigation, there are several main sections:

- Discover:** This section includes a "TRENDING" feed with video thumbnails, a "FOR YOU" feed with articles and images, and a "Workouts" tab.
- Custom Lists:** A section where users can view and manage their custom meal plans, such as "POHA" and "EGG". Each list shows nutritional information (e.g., 220 cal, 20mg CARBOHYDRATE, 10% FAT).
- Workouts:** A section featuring various exercises like "JUMPING JACKS", "PUSH - UPS", "DONKEY KICKS", and "CROSSEOVERS".
- Profile and Settings:** Includes sections for "STORIES", "TODAY", "GAMING TODAY", and "2 HOURS ACTIVITY" charts.
- Account Management:** A "SIGN UP" and "LOG IN" screen with social media integration options (Google, Facebook, Microsoft).
- Informational Content:** A "HOW TO MAKE EXERCISE A HABIT IN 6 STEPS" article with a video thumbnail of a person exercising.
- Friends and Friends:** A section showing friends' activity and progress.
- Search and Filter:** A search bar and filter options for posts and stories.

MONETIZATION

WE CAN MONETIZE OUR PLATFORM IN 2 WAYS.

FREEMIUM BUSINESS MODEL

WE CAN PROVIDE MOST OF OUR FEATURES FOR FREE
AND SHOW ADS TO MONETIZE

FOR PREMIUM FEATURES (MORE CUSTOM PLANS,
AD FREE EXPERIENCE ETC) THE USER SHOULD
UPGRADE FOR A PREMIUM PLAN

BOOKING COMMISSION

OUR PLATFORM WILL SHARE UPTO 10% FOR THE
BOOKING FOR GYMS, EVENTS AND VENUES
THROUGH OUR PLATFORM

THESE EVENTS CAN BE ANYTHING LIKE A
MARATHON, RUNNING EVENT ETC

PREMIUM PLANS

WE WILL OFFER USERS WITH FEW PREMIUM PLANS TO
ENHANCE THEIR CUSTOM PLANS AND AD FREE EXPERIENCE

1\$

2 CUSTOM PLANS
12 PREMIUM COURSES
4 PREMIUM DIET PLANS

BASIC

5\$

UNLIMITED CUSTOM PLANS
ALL PREMIUM COURSES
ALL PREMIUM DIET PLANS
EARLY ACCESS
LIVE COURSES

PRO

3\$

6 CUSTOM PLANS
ALL PREMIUM COURSES
ALL PREMIUM DIET PLANS

STANDARD

LONG-TERM STRATEGY

MARKET FIT &
REFINEMENTS

APP
LAUNCH



PRODUCT
DEVELOPMENT

SCALING &
GROWTH

COMPETITION



TEAM



CHINMAY P DEV

16, BANGLORE
DEVELOPER, DESIGNER

INVESTMENT

WE ARE RISING 100K\$ FOR 10% STAKE

THE RAISED MONEY WILL BE USED IN THE FOLLOWING PROCESS

- PRODUCT DEVELOPMENT
- LEGAL ADVICE
- DATA COLLECTION (DIET & EXERCISE CONTENT,
PHOTOGRAPHY ETC)
- MARKETING

THANK YOU!

CONTACT US IF YOU ARE INTRESETED