

HUSTLEX

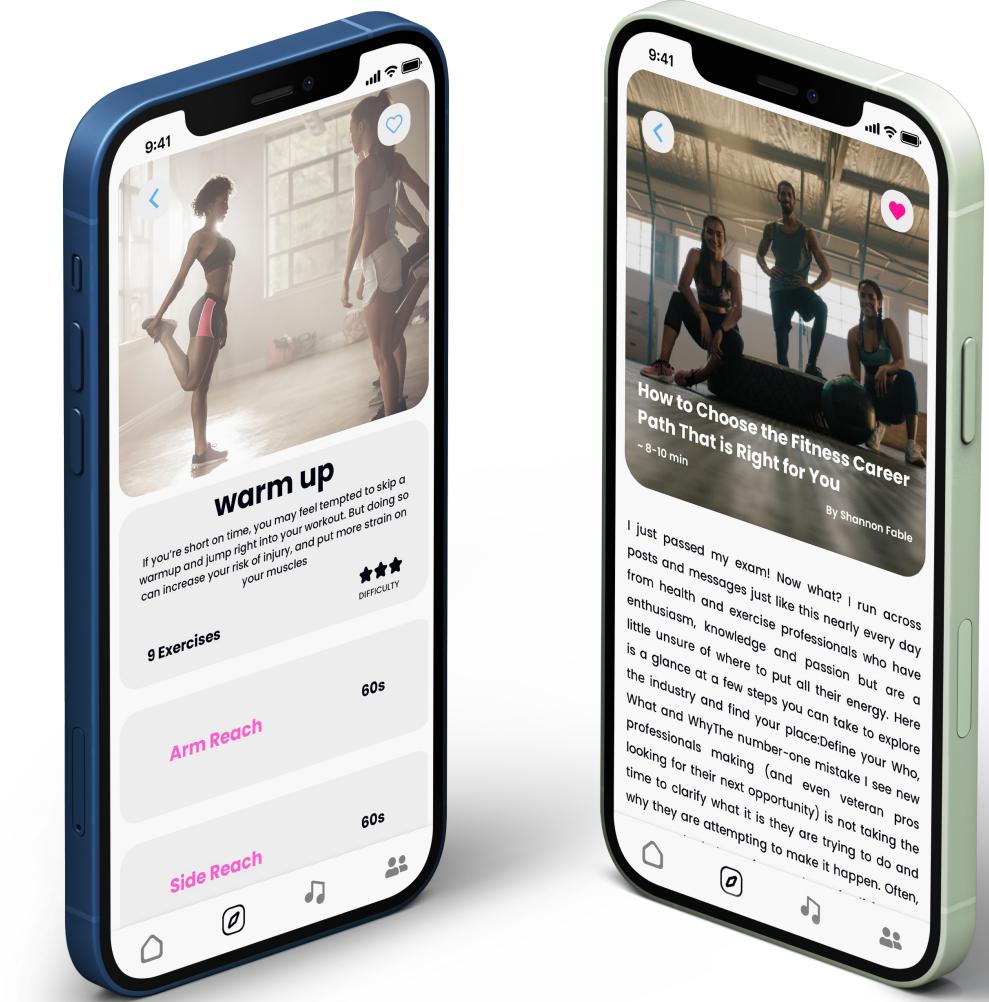
FITNESS APP FOR GAMERS AND FITNESS ENTHUSIASTS



WHO ARE WE??

A FITNESS, DIET, SOCIAL AND ACTIVITY TRACKING APP DEVELOPED FOR THE FITNESS ENTHUSIASTS.

WE ARE THE GO-TO FITNESS AND WELLNESS SOLUTION.



PROBLEM

A AVERAGE PERSON WHO TRIES TO MAKE HIMSELF FIT AND HEALTHY IS OFTEN CONFUSED WHERE TO START, THESE IS A LOT OF MISLEADING INFORMATION AND INSTRUCTIONS AVILABLE.

SO HE/SHE WOULD GET COUNFUSED OR DEMOTIVATED AND GIVEUP THEIR FITNESS JOURNEY IN THE INITIAL STAGE.

SOLUTION

A PLATFORM WHERE THESE IS REFINED AND CATEGORIZED INFORMATION FOR WORKOUT ROUTINES, DIET PLANS AND MUCH MORE.

WHICH INCLUDES ACTIVITY TRACKING AND EASE OF CONNECTING WITH FRIENDS.

AND DIFFERENT FEATURES TO KEEP THE USED MOTIVATED

TARGET MARKET

THERE IS A LARGE OPPORTUNITY IN THIS MARKET.

EVERY PERSON WHO WANTS TO GET STARTED WITH FITNESS OR IS ALREADY WORKING HIS WAY THROUGH IS A POTENTIAL CUSTOMER

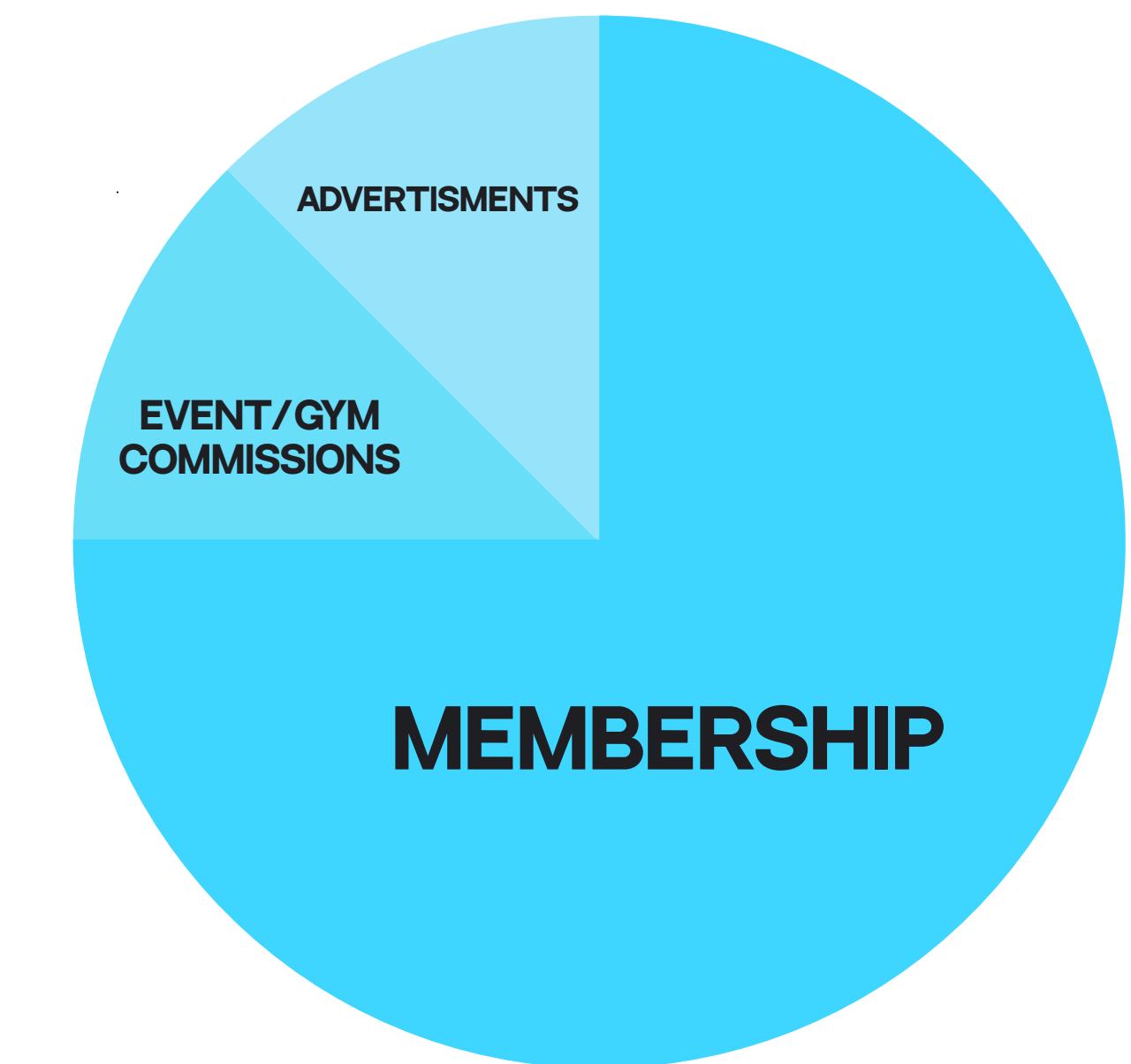
WE CAN MAKE ANY FITNESS ENTHUSIASTS LIFE BETTER!

BUSSINESS MODEL

WE ARE APPLYING A FREEMIUM MODEL

MOST OF THE COURSES AND DIET PLANS WILL
BE AVILABLE FOR FREE BUT WITH FEW ADS

THESE WILL BEA OPTION TO UPGRADE TO A
PREMIUM SERVICE WHERE THE USER WILL GET
AD FREE EXPERIENCE, MORE COURSES AND
PREMIUM FEATURES.



UNIQUE INSIGHTS

THE OTHER APPS IN THE MARKET HAVE ONLY SPECIFIC SOLUTIONS AND HAVE NO FEATURES OF SOCIALIZATION. IF THEY HAVE ONLY LIMITED FUNCTIONALITY.

WE ARE ALSO TARGETING GAMERS AS WELL BY PROVIDING SPECIFY FEATURES FOR GAMERS

COMPETITION

FITNESS APP IS A LARGE MARKET WITH APPS PROVIDING WORKOUT ROUTINES AND DIET PLANS, BUT LACK IN PERSONALIZATION

FEW OF OUR COMPETITORS

- HEALTHIFY
- HOME WORKOUT
- CULT FIT

AS OF NOW THERE IS NO FITNEES APP WHICH HAS SPECIAL FEATURES FOR GAMERS.

FINANCIALS

THE MOST OF THE CAPITAL WILL BE USED TO MAKE A BETTER PRODUCT AS IT IS OUR FIRST PRIORITY TO MAKE THE BEST PRODUCT FOR THE CUSTOMER.

THE NEXT SIGNIFICANT THING IS MARKETING. WE CAN REACH OUR AUDIENCE WITH SOCIAL MEDIA ADS AND UNIQUE AD CAMPAIGNS.

INVESTMENT REQUIRED

WE ARE RAISING 100K\$ FOR 10% EQUITY

THE FUNDS WILL BE USED IN PAYROLLS, SOFTWARE LICENCING, SERVER COSTS AND WORKSPACE.

THE REST OF THE FUNDS WILL BE USED FOR MARKETING AND AD CAMPAIGNS

THANK YOU!!

CONTACT US!



THEELITECREW19@GMAIL.COM