



# HustleX Fitness

Connect  
and Share

# What is HustleX

HustleX is a social media for fitness enthusiast, which helps them stay motivated towards fitness with existing features.

And AI Powered Custom Workout planner.

# What are We Solving and why??

Lack of Motivation towards witness and custom content online.





# How are we doing that??



## Hustle Points

Where you complete a Course, Reach a milestone, Earn Badges, or do anything one HustleX you get Hustle points. These points can be redeemed for rewards, coupons and much more.

01

02

## AI Custom Workouts

Users can create their own workouts with our AI model on the basis of their requirements.

## Profile Building

Earn badges, create custom courses, complete challenges and create a solid profile

03

04

## The Community

Users can post pictures and stories (like Instagram) and also get to know what the others are doing. ( for example which course is your friend taking, what diet plans is he following these days and a lot more.)

# Why Now??

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- The Fitness App Industry is at its all time high.
- People are starting to give attention to their health and fitness.



# The Market

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**100%**



Every Fitness Enthusiast is  
a potential customer

**2B\$**



The Fitness App market size  
2020

**6B\$**



Projected value by  
2027

# Why will use our platform

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Most Apps in the market Just provide Pre-Created Courses and diet plans and nothing else.

We Let the users Create Their own Workouts with the power of AI. Over this we all give them rewards and badges for their achievements with a lot of other Social media features.



# How we're gonna make money??

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# Time-Line

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**Market Fit &  
Refinements**



**Product  
Development**



**App Launch**



**Scaling &  
Growth**



# Go-to Market Strategy

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As we are giving a similar service as most of the apps in the market, it will be pretty tough to stand out in the space. That's the reason we have exciting features to attract customers to our platforms.

By giving rewards and badges to users for using the platform is an easy way to retain customers and attract users from other platforms. Also, we have the features of Social media (stories and posts) this will make the users choose our platform over others as others only give them pre-made, non-customizable courses and nothing else.

# Thank you!

**Do you have any questions?**

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