
PITCH DECK

HustleX Fitness

PROBLEM

- Lack of ***motivation*** towards fitness.
- No easy way to ***customise*** workouts.

SOLUTION

HustleX is a gamified fitness platform with rewards that also lets people create customized workouts.

01

REWARDS

02

AI CUSTOMIZED
WORKOUTS

03

MEET LIKE MINDED
PEOPLE

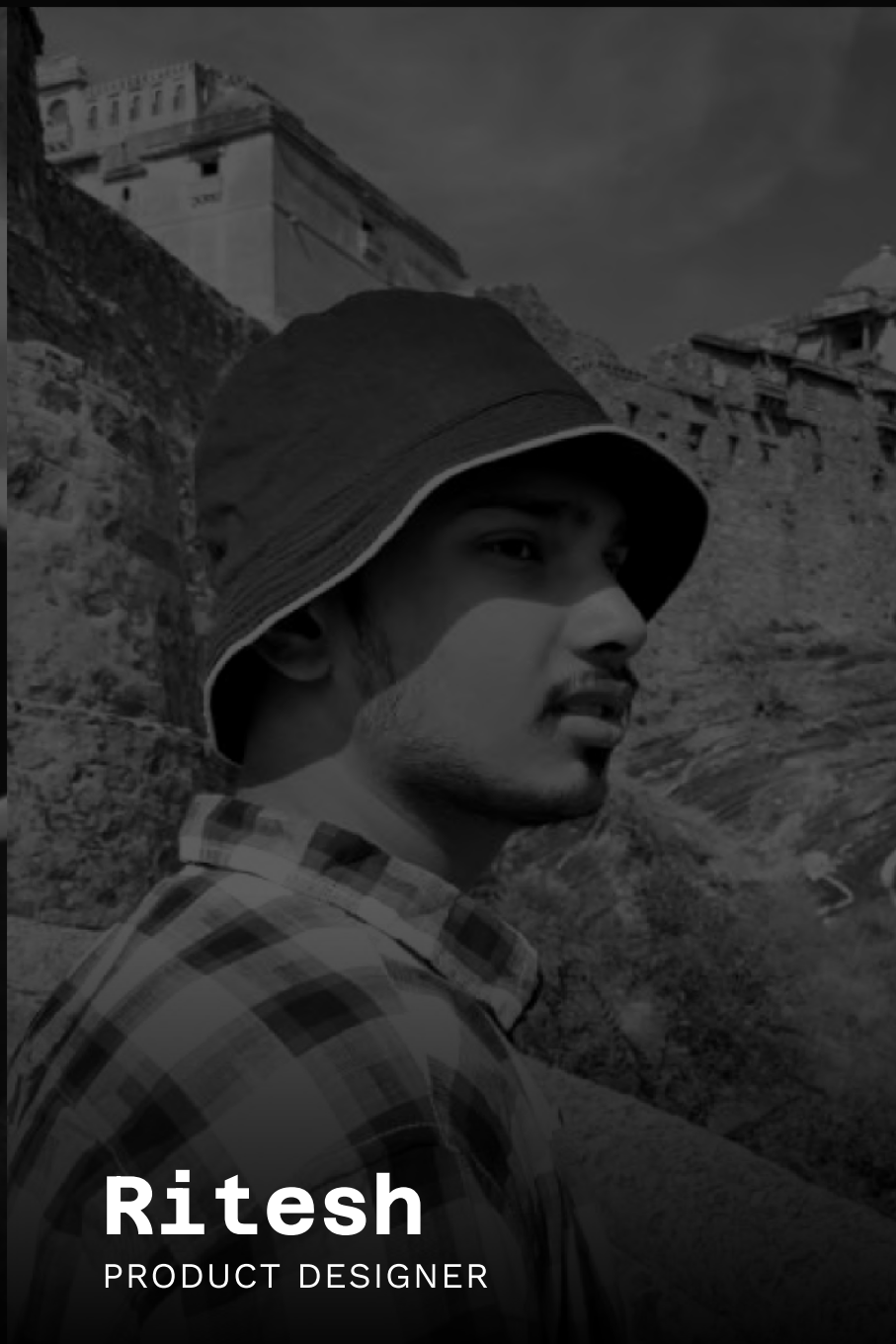
04

CONNECT WITH
FRIENDS

TEAM



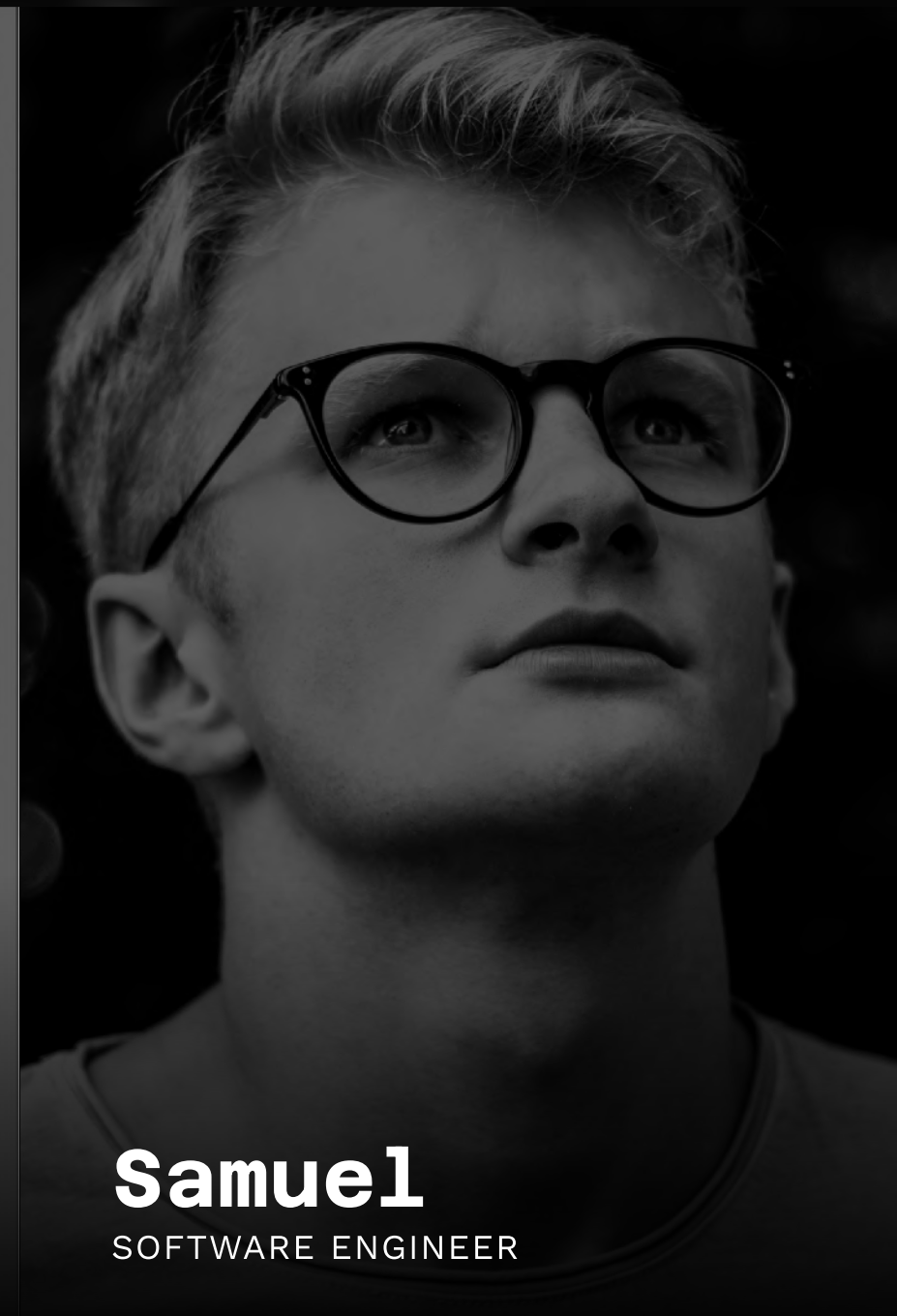
Chinmay
FOUNDER & CEO



Ritesh
PRODUCT DESIGNER



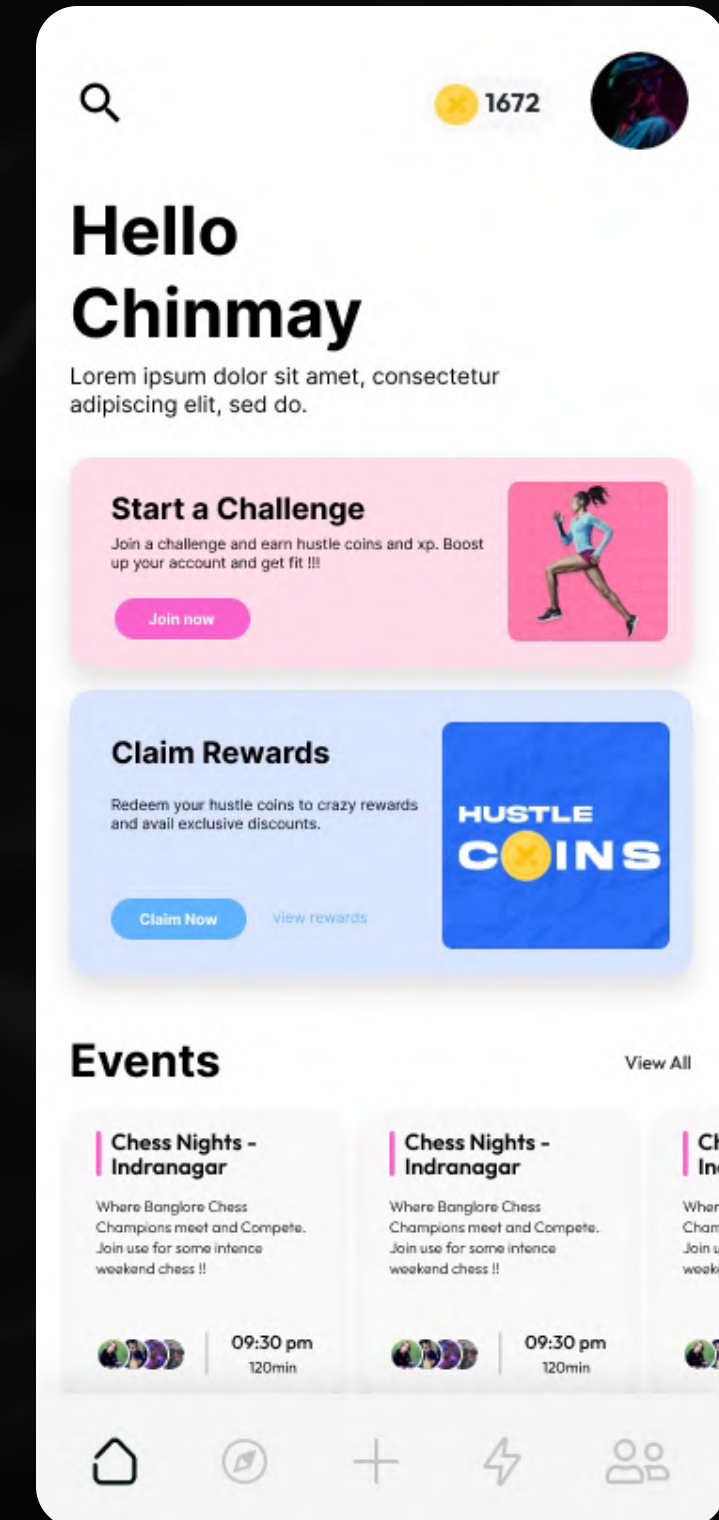
Priyanshu
CFO



Samuel
SOFTWARE ENGINEER

PRODUCT

- Gamified Fitness challenges to earn Hustle Coins.
- Redeem Hustle Coins to exciting rewards.
- Customized workouts to get more of your workout.
- Meet like-minded people.



USER BENEFITS

01

Stay motivated by completing fitness challenges and earn exciting rewards.

02

Socialize with like minded people in your locality

03

Create 100% customized workouts using AI.

04

Know the Activity Status of your friends and compete with them.

BUSINESS MODEL

Incentive Model

- HustleX **rewards** users for their activity on the app.
- HustleX partners with **businesses** to provide the offers.
- This builds brand to trust for HustleX and the **partners** gain exposure to the niche audience.
- As a result, more brands partners with us, and users have more reasons to join the platform.

Freemium

Users get free access to all features of the app except for Hustle Workout which is **free in their first month**.

Benefits of buying Hustle Pro

- Unlimited access to Hustle Workout
- Boosted Hustle Coins
- PRO Tire in Hustle Pass
- In-app cosmetic upgrades

MARKET

\$6B

GLOBAL ONLINE FITNESS MARKET 2021

33%

CAGR

\$59B

PROJECTED SIZE IN 2027

\$150

AVERAGE MONTHLY BUDGET FOR FITNESS

\$100

MONTHLY FEE FOR A FITNESS TRAINER

COMPETITION

	HustleX	STEP SET GO	fitbod	PLAYO	Instagram
Custom workouts	✓	✗	✓	✗	✗
Coins & Rewards	✓	✓	✗	✗	✗
Events & Meetups	✓	✗	✗	✓	✗
Socialization	✓	✗	✗	✗	✓

THANKS !!

Do you have any questions? Reach us out!

team@hustlex.club

<https://hustlex.club>

LinkedIn and all other links.....