

PITCH DECK

HustleX Fitness

PROBLEM

- Lack of motivation towards fitness.
- Lethargic fitness apps with poor retentio

SOLUTION

A Gamified Social Fitness App, that
incentivizes your fitness activity.

Gamification

integrating game elements challenges, xp, badges, leaderboards and more to increase user engagement and promote extrinsic motivation.

Rewards

users earn hustle coins by making progress in the app, which they can redeem to avail discounts on different products.

BUSINESS MODEL

Incentive Model

HustleX rewards users for their activity on the app, as users continue to do this, they accumulate hustle coins which can be redeemed for rewards in the app. HustleX partners with businesses to provide the offers and charges a percentage cut from the sales business make through our platform.

Freemium

Hustle Pro - the premium gamified fitness experience. Users can upgrade to a premium version of HustleX to get a premium experience and can access premium features.

GO-TO MARKET

HustleX will create a gamified fitness system that makes wellness activities more game-like and entice the user to use the platform by incentivising their accomplishments with exciting rewards.

This will help us establish a user base of health-conscious individuals, and HustleX will provide them with premium health and fitness services.

Phase 1 Acquisition

HustleX will design a gamified fitness system that makes wellness routines more game-like and intrinsically motivates people to stay fit by incentivising their accomplishments with exciting rewards.

This way, HustleX will create a community / user-base of health conscious individuals.

Phase 2 Network Effect

eventually introducing social elements to the platform like

- Hustle Meet - find people to exercise or play with.
- Social Media - Sharing fitness accomplishments and images with friends.

these social elements will help us reach more people ahead of gamification and rewards.

Phase 3 Habituation

By adding more retention and game-like features into the system, HustleX will ensure that whenever a user engages in physical exercise, they do it through HustleX.

In this position, we would have a huge user base of health-conscious people who can further be served with other Fitness/Wellness services.

Phase 4 Scaling

Having built a strong brand through the previous phases, We would introduce wellness services such as

- Hustle Gym - premium AI drive smart gym without trainers.
- Hustle Club - Wellness club for all the members of HustleX

we are brainstorming more about this phase.

TEAM



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THANK YOU !!

Do you have any questions? Reach us out !

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