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# HUSTLEX

FIT AF!

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# PROBLEM

- Lack of ***motivation*** towards fitness.
- ***Lethargic*** fitness apps with poor ***retention***.

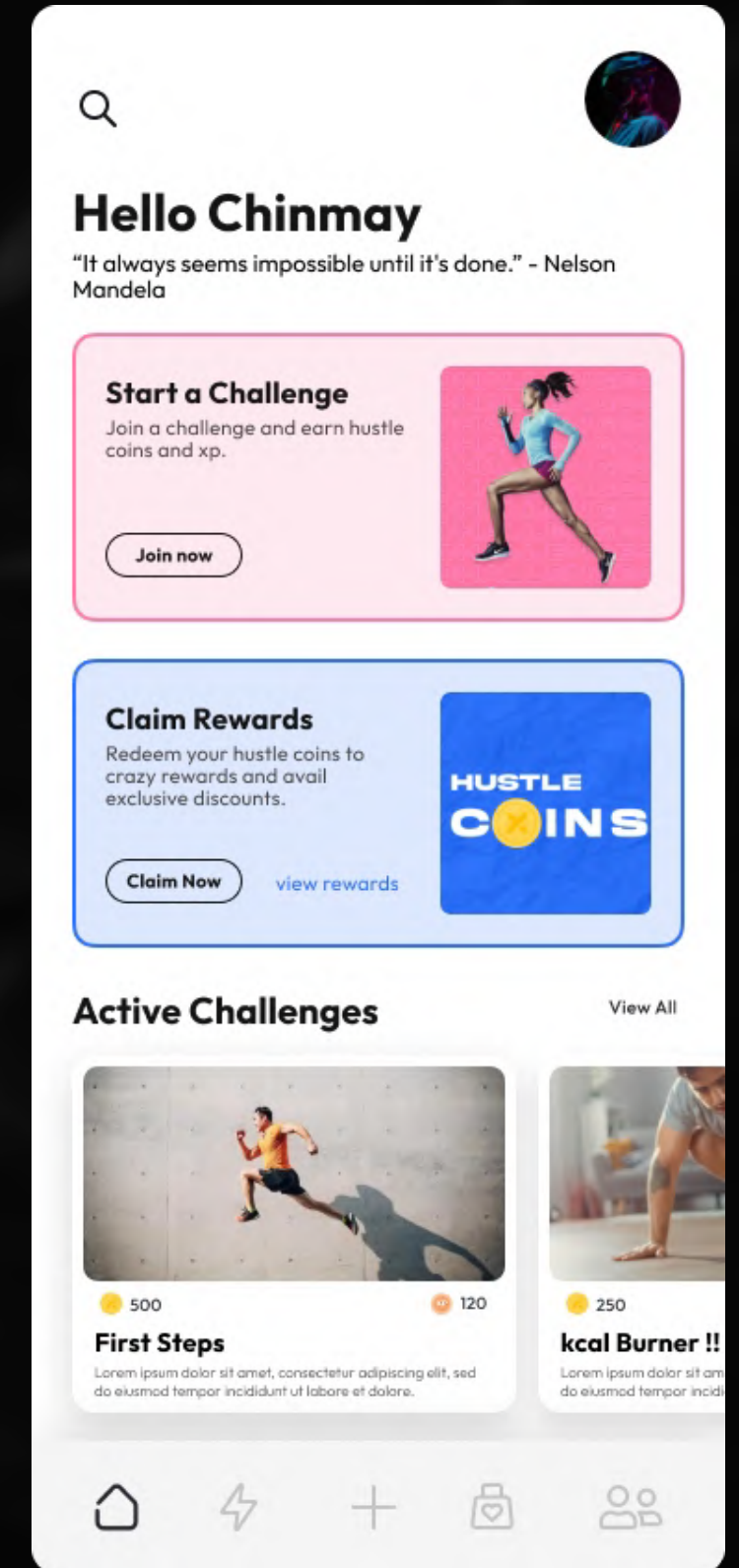
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# SOLUTION

A ***Gamified Social*** Fitness App, that  
***rewards*** you for your fitness activity.  
Let's connect with ***friends*** and other  
like-minded people.

# PRODUCT

- Gamified Fitness challenges to earn Hustle Coins.
- Redeem Hustle Coins to exciting rewards.
- Socialize with friends and like-minded people.





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# USER BENEFITS

**01**

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Stay motivated by completing fitness challenges and earn exciting rewards.

**02**

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Socialize with like minded people in your locality

**03**

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Create 100% customized workouts using AI.

**04**

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

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# BUSINESS MODEL

## Incentive Model

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- 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

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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

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# MARKET

**\$6B**

GLOBAL ONLINE FITNESS MARKET 2021

**33%**

CAGR

**\$59B**

PROJECTED SIZE IN 2027

# COMPETITION

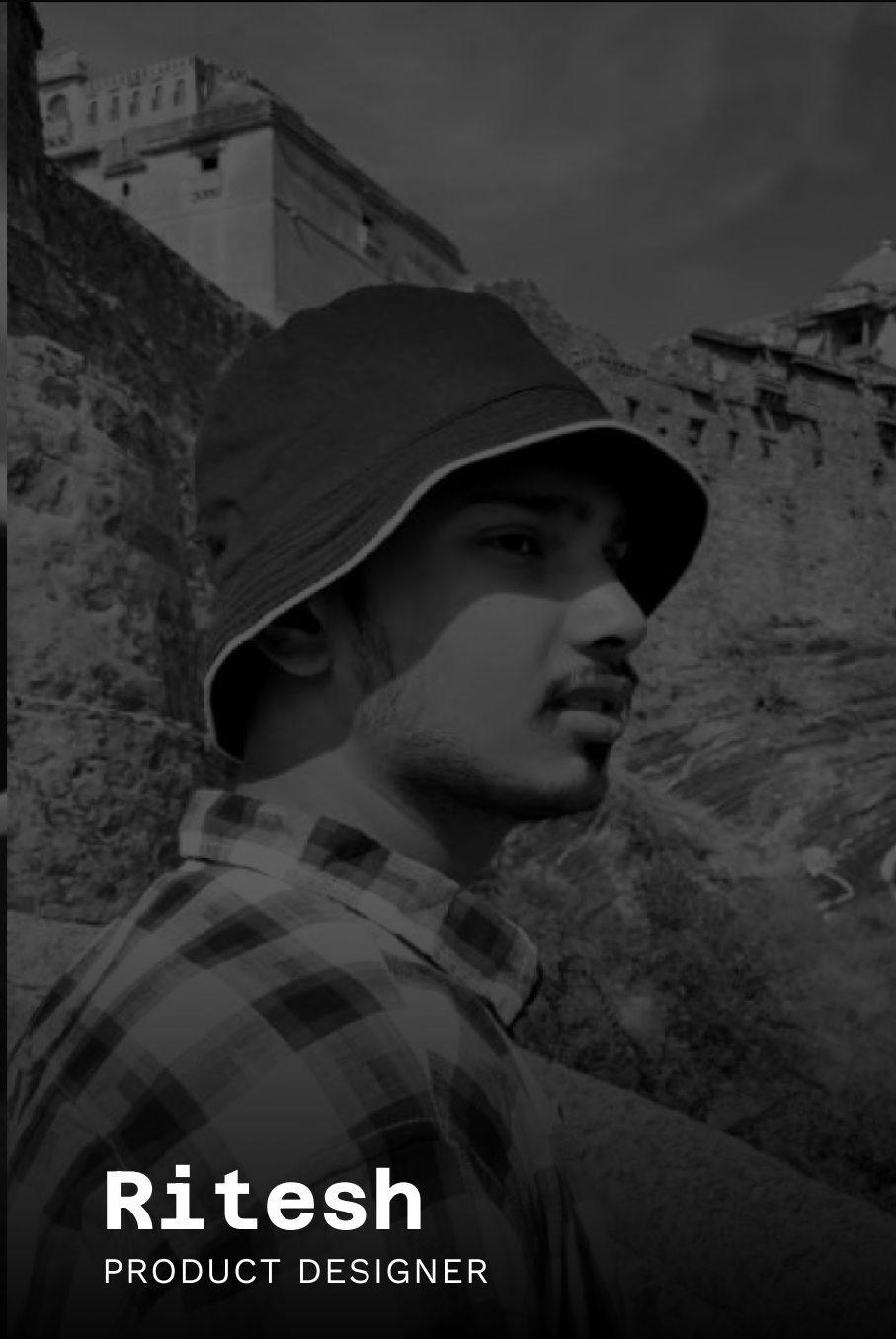
	HustleX	STEP SET GO	fitbod	PLAYO	Instagram
Coins & Rewards	✓	✓	✗	✗	✗
Custom workouts	✓	✗	✓	✗	✗
Events & Meetups	✓	✗	✗	✓	✗
Socialization	✓	✗	✗	✗	✓



# TEAM



**Chinmay**  
FOUNDER & CEO



**Ritesh**  
PRODUCT DESIGNER



**Priyanshu**  
CFO



**Samuel**  
SOFTWARE ENGINEER

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# THANKS !!

Do you have any questions? Reach us out!

team@hustlex.club

Website

LINKEDIN

ANGELLIST