
HUSTLEX

FIT AF!

PROBLEM

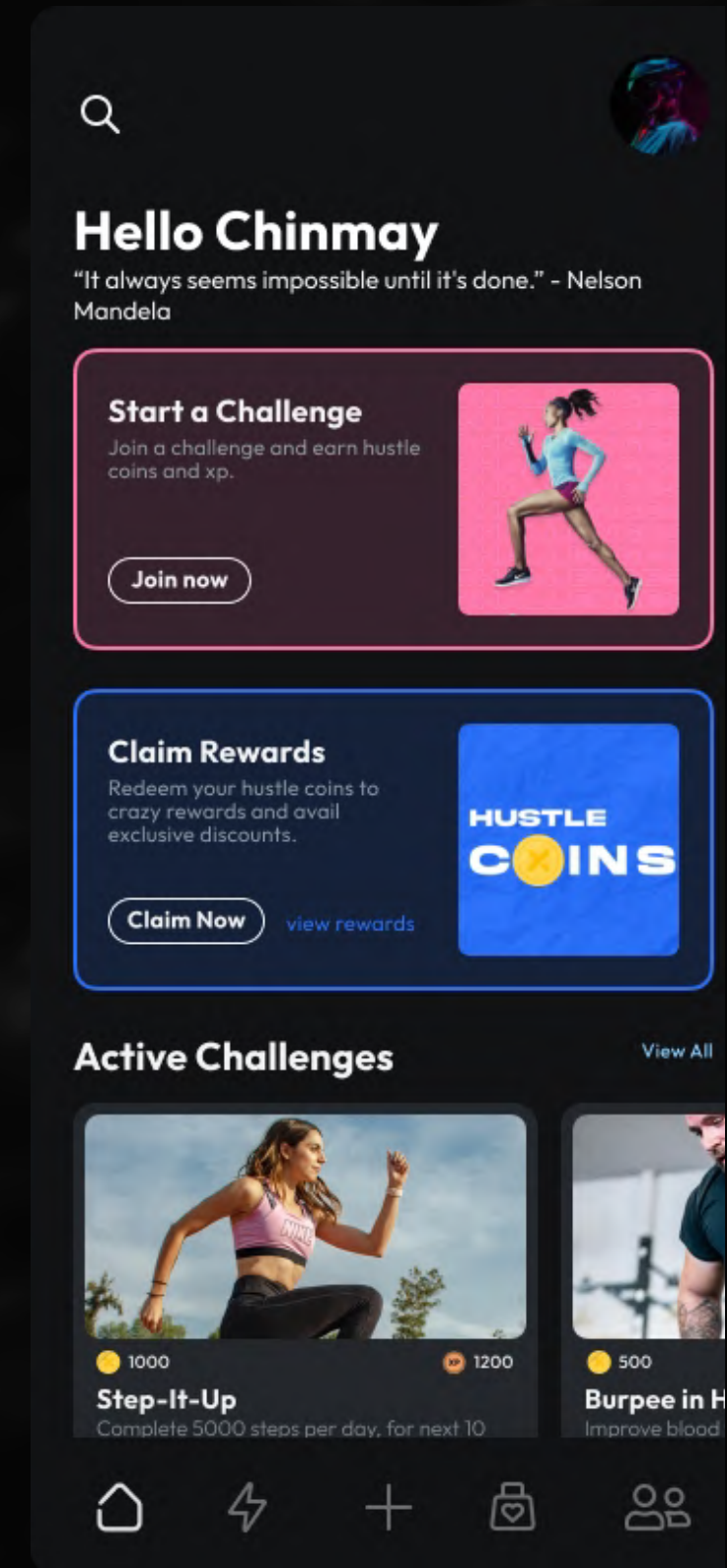
- Lack of ***motivation*** towards fitness.
- ***Lethargic*** fitness apps with poor ***retention***.

SOLUTION

A ***Gamified Social*** Fitness App, that
rewards you for your fitness activity.

GAMIFIED FITNESS.

Challenges, Experience points, Badges, Leaderboards and more to increase user engagement and promote extrinsic motivation through gamification.



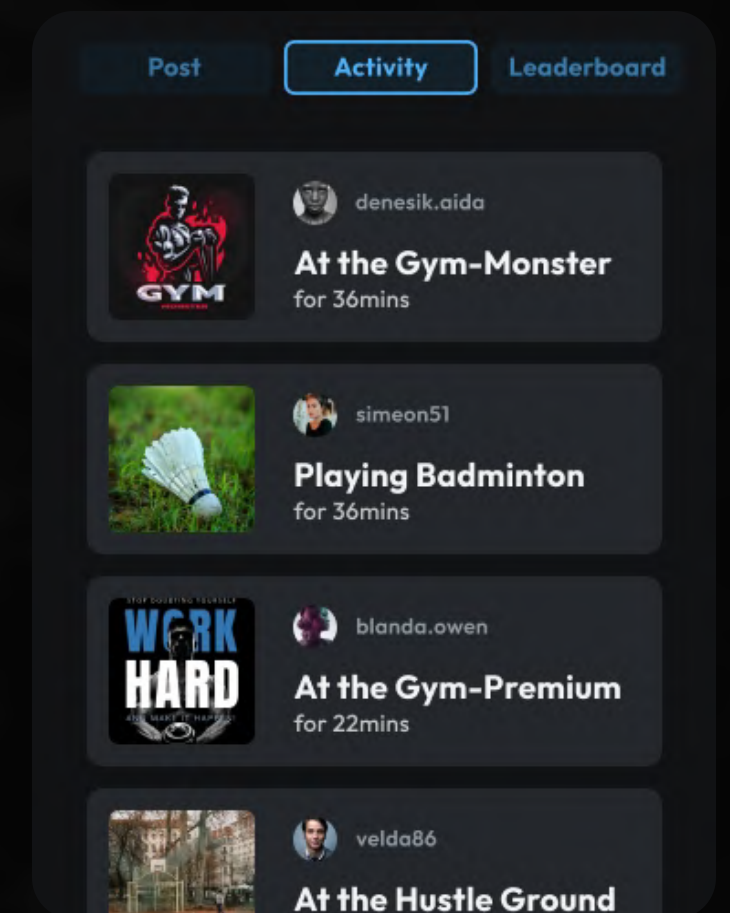
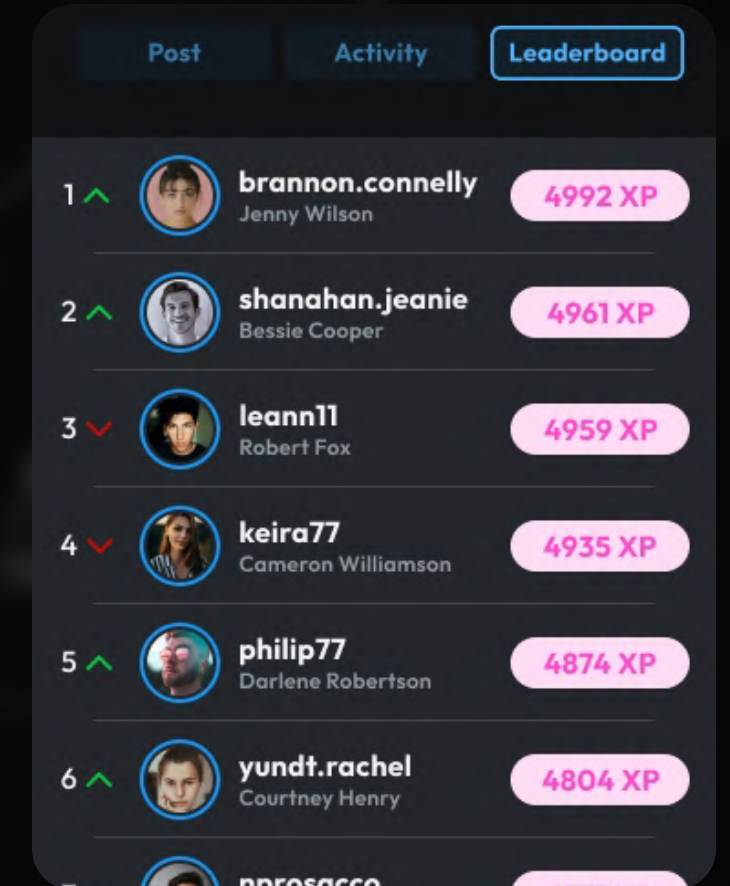
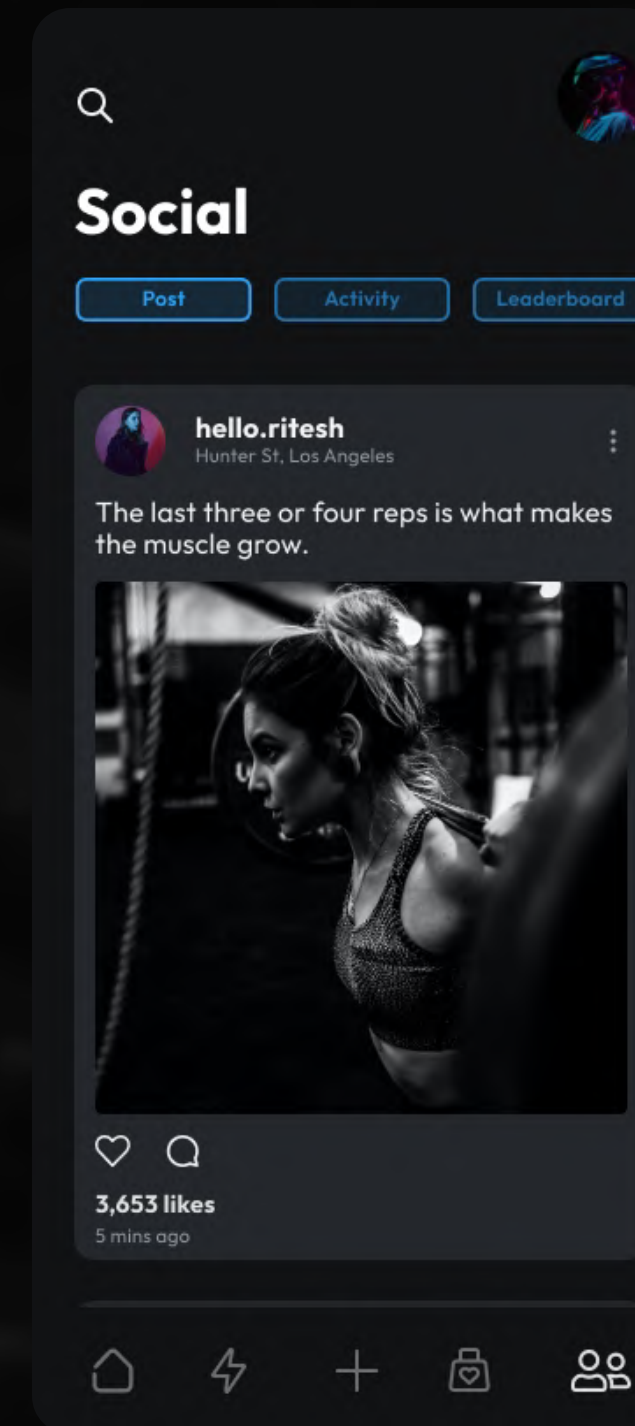
COINS AND REWARDS

Earn Hustle Coins through activity on the app. Redeem these coins for exciting rewards in the app.



SOCIALIZATION

Share posts with friends, See what your friends are doing now with **activity status**. Find people to exercise or play with, in your locality with **Hustle Meet**.



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 with ads.

And Hustle Pro has the following benefits -

- Boosted Hustle Coins
- PRO Tire in Hustle Pass
- In-app cosmetic upgrades
- Ad-free experience

MARKET

\$6B

GLOBAL ONLINE FITNESS MARKET 2021

33%

CAGR

\$59B

PROJECTED SIZE IN 2027

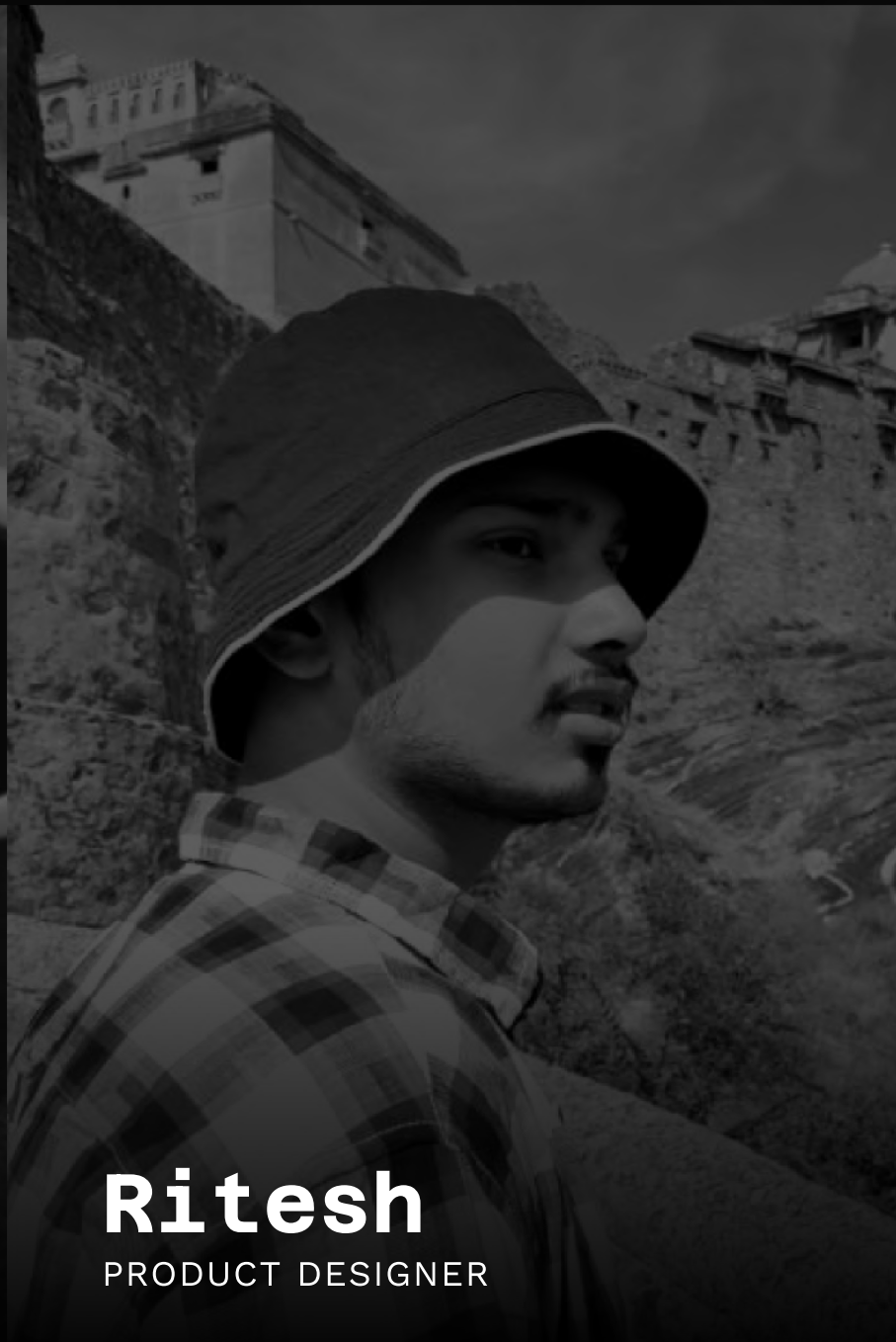
COMPETITION

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

TEAM



Chinmay
FOUNDER & CEO



Ritesh
PRODUCT DESIGNER



Priyanshu
CFO



Samuel
CTO

THANKS !!

Do you have any questions? Reach us out!

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Website

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AngelList