



PEER TO PEER GYM SHARING

An online marketplace for fitness enthusiasts, trainers and privately owned gyms and wellness spaces.



THE OPPORTUNITY

Personal fitness users, due to social and society changes (COVID, social media, increased distractions), have a demand for private fitness spaces.

Commercial, home and personal space owners need extra revenue (creating a small gym business or filling space with new customers).

Personal trainers main pain point is finding new clients and spaces to work out with clients.

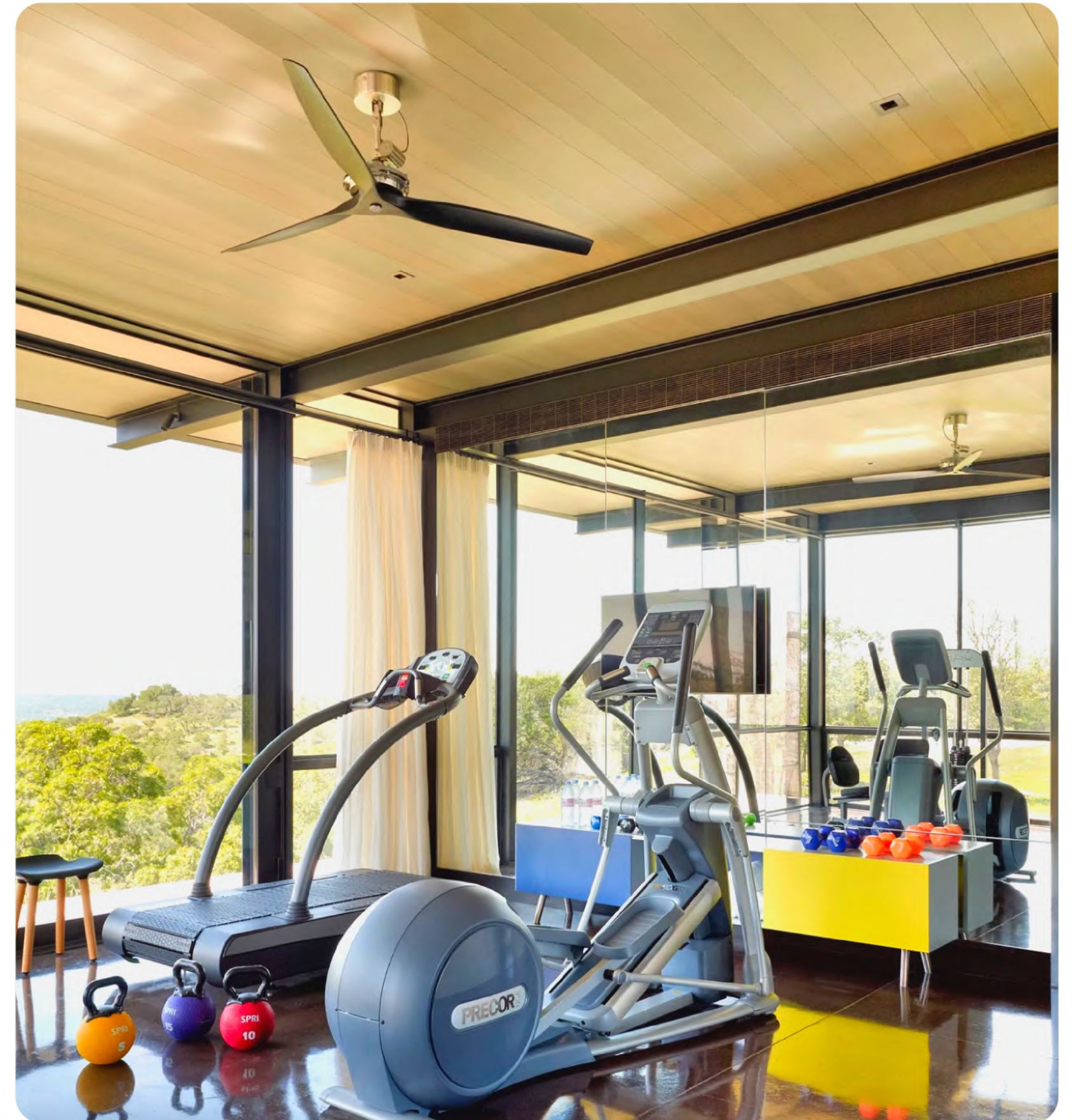
SOLUTION

A platform and marketplace that enables people to have private fitness experiences.

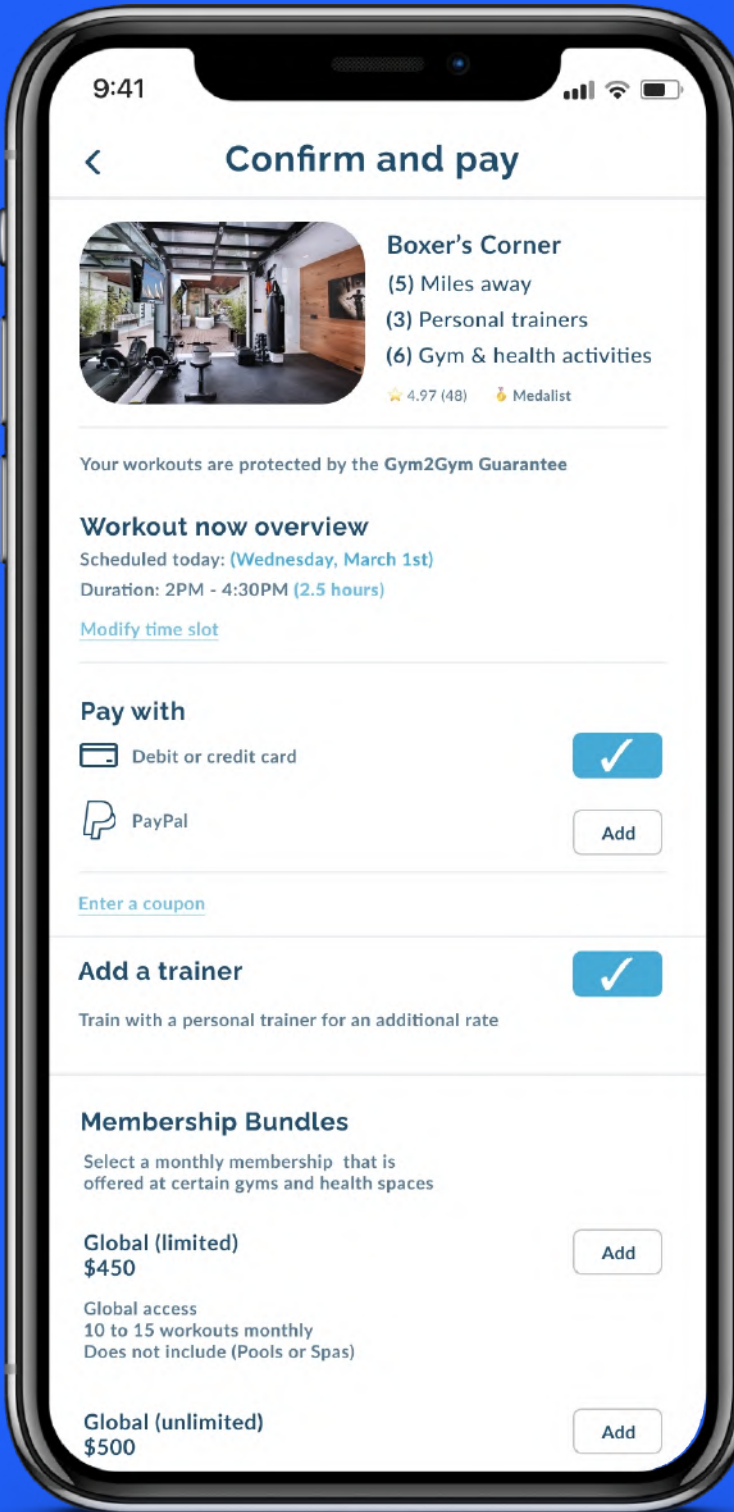
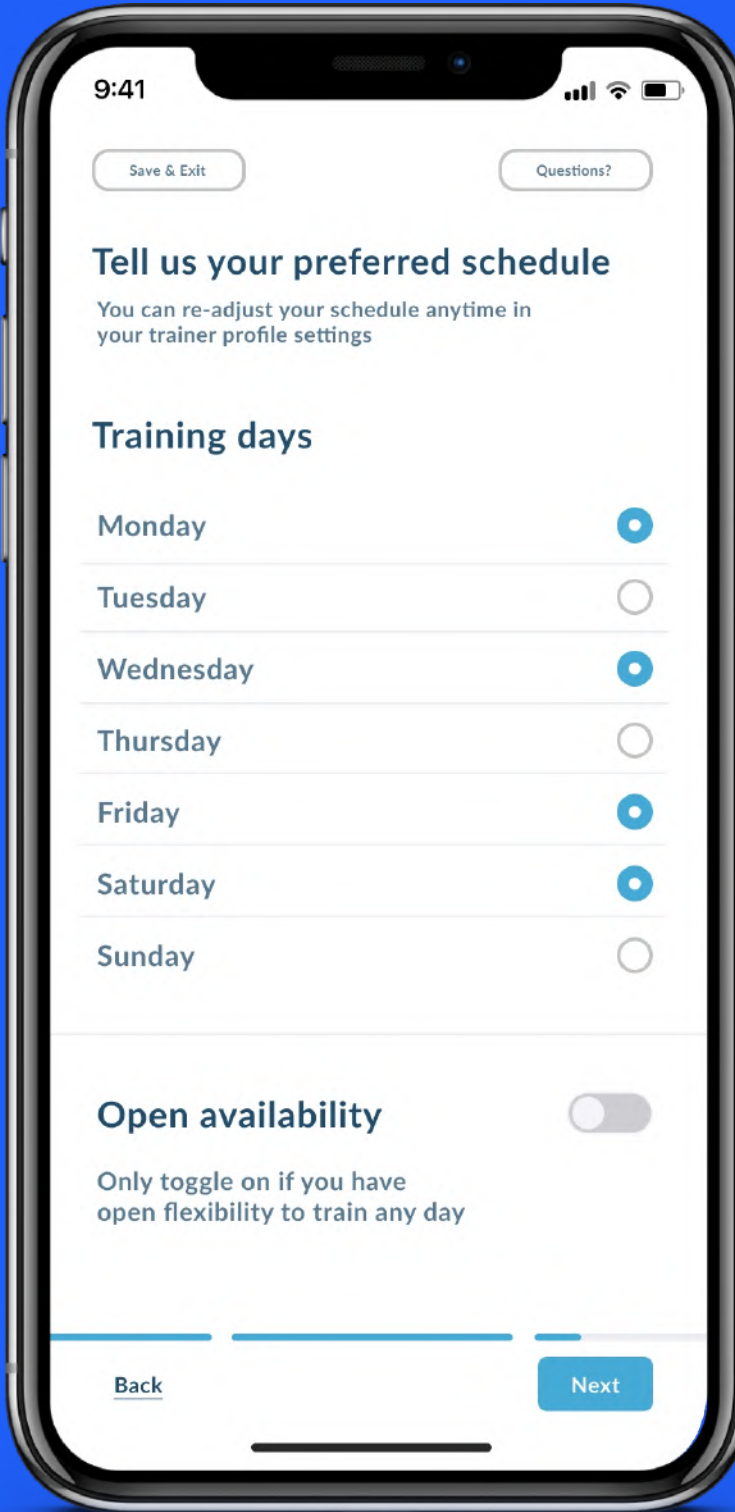
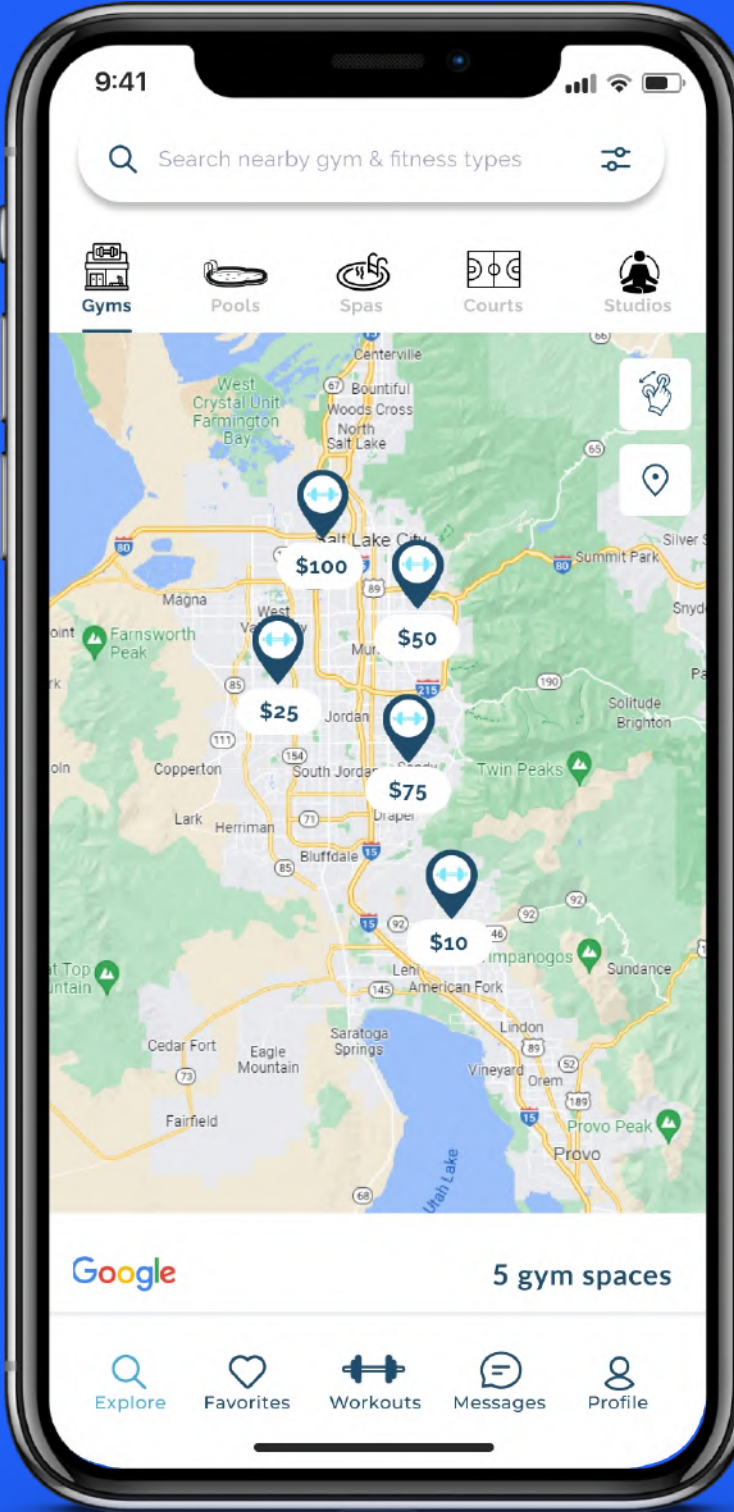
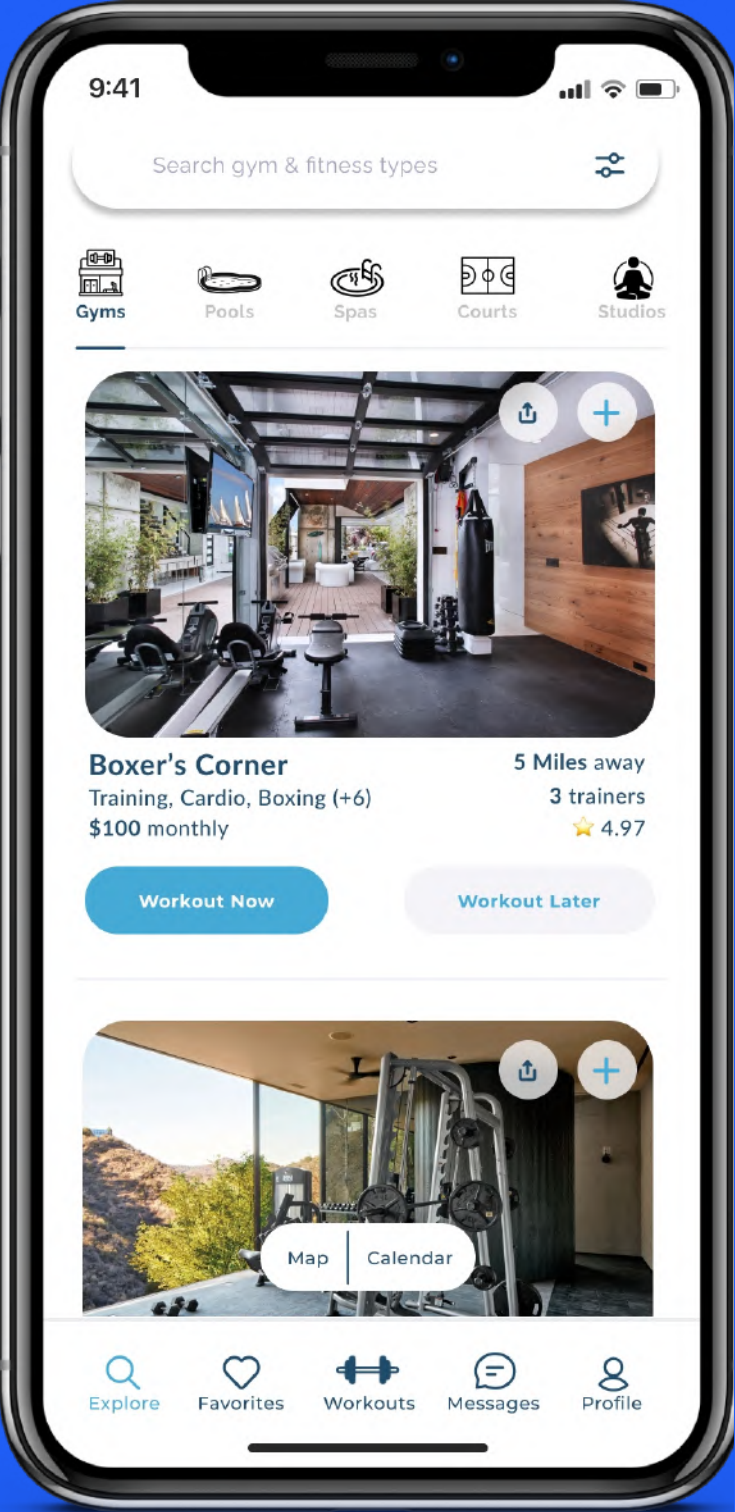
We will provide users with access to home gyms, privately owned facilities and other fitness spaces.

Users pay for what they use, and owners profit from one-off transactions during downtime or new revenue streams.

Personal trainers automatically have booked spaces for new clients.



PRODUCT



Q1 2023



SECTION 2

MARKET

Size, Penetration and Growth

MARKET SIZE

\$32 Billion:

Fitness Industry

\$1.1 Trillion:

Health Industry

\$350M - \$1.6B:

1% - 5% Share of Market
(revenue)

- Between now and 2028 the fitness industry is expected to grow 170 percent to 430+ billion
- Globally, there are en estimated 184+ million gym memberships
- 64+ million people have gym memberships in the United States alone
- From 2009 - 2020 gym memberships have more than doubled in the United States

MCKINSEY DATA

BRYAN@GYM2GYM.COM

People are becoming more and more health conscious, and thinking about fitness first experiences.

33%

Percentage of people on globe
that have gym memberships

180%

Size of fitness market growth
over next ten years according to
McKinsey

1%

Capture of market needed for
350M+ in revenue

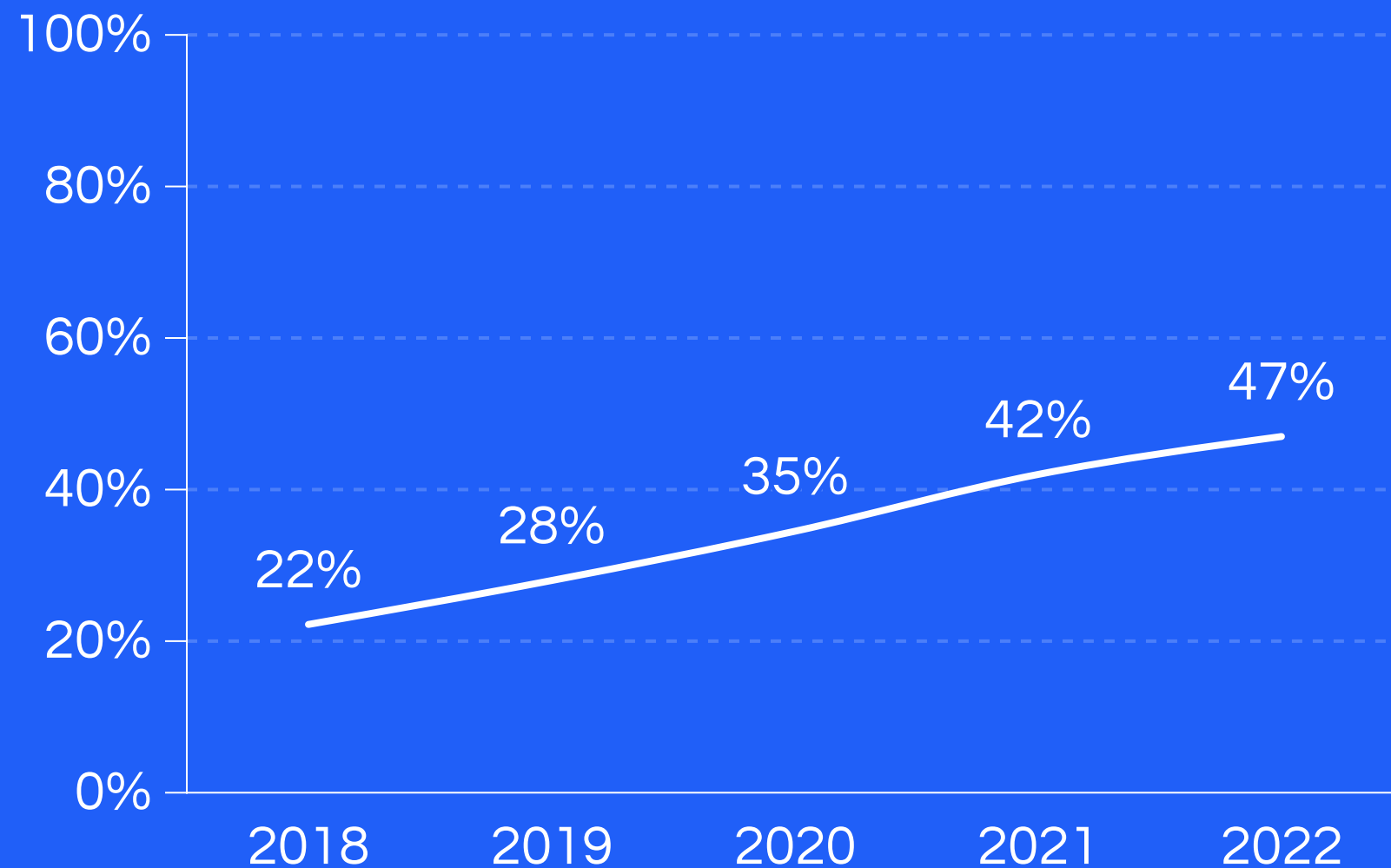
MCKINSEY DATA

BRYAN@GYM2GYM.COM

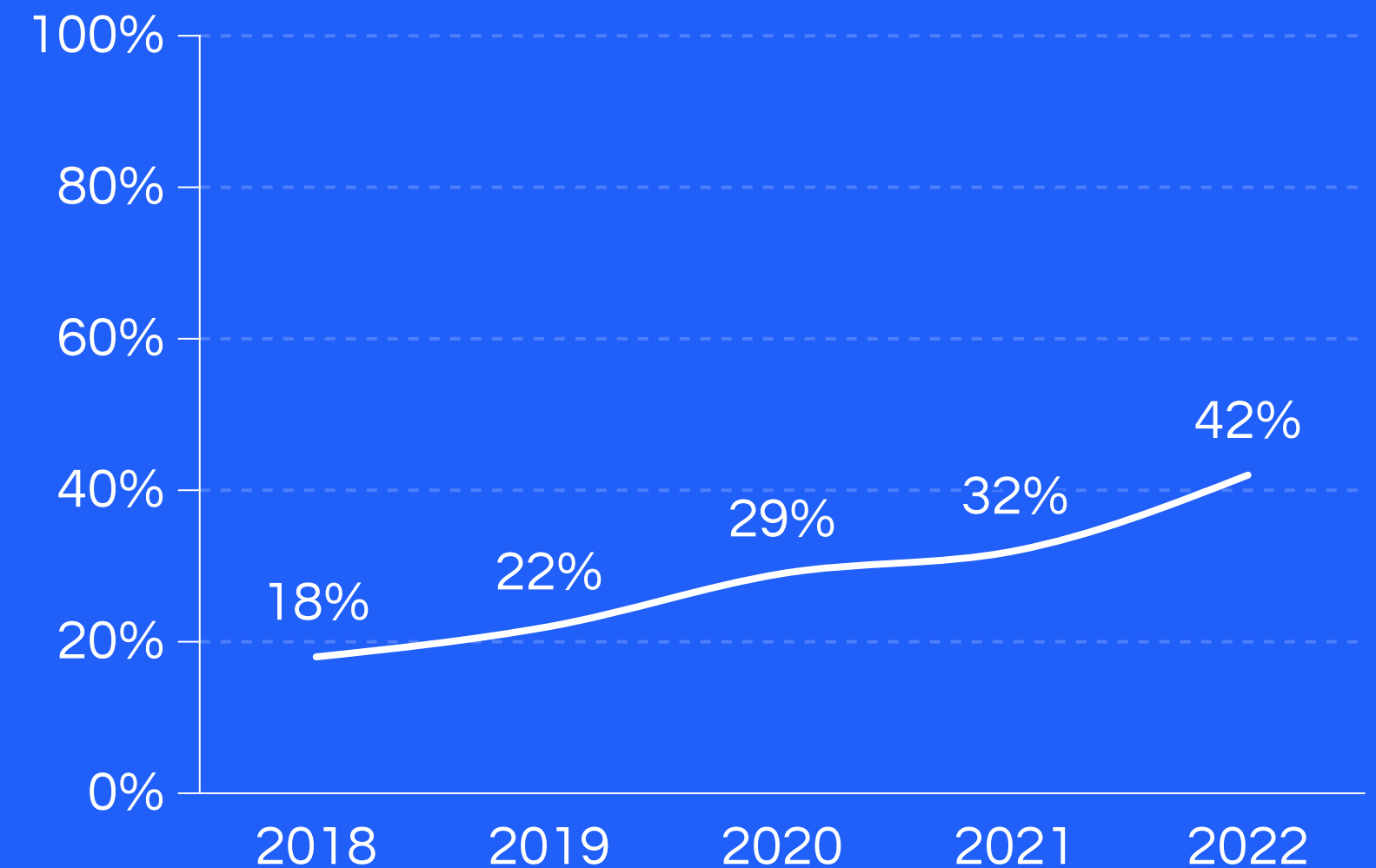
MARKET OPPORTUNITY

No one dominates the search of "private gyms" or "private gyms near me."

And the Google search is growing.



Private Gyms



Private Gyms Near Me

GOOGLE DATA

BRYAN@GYM2GYM.COM

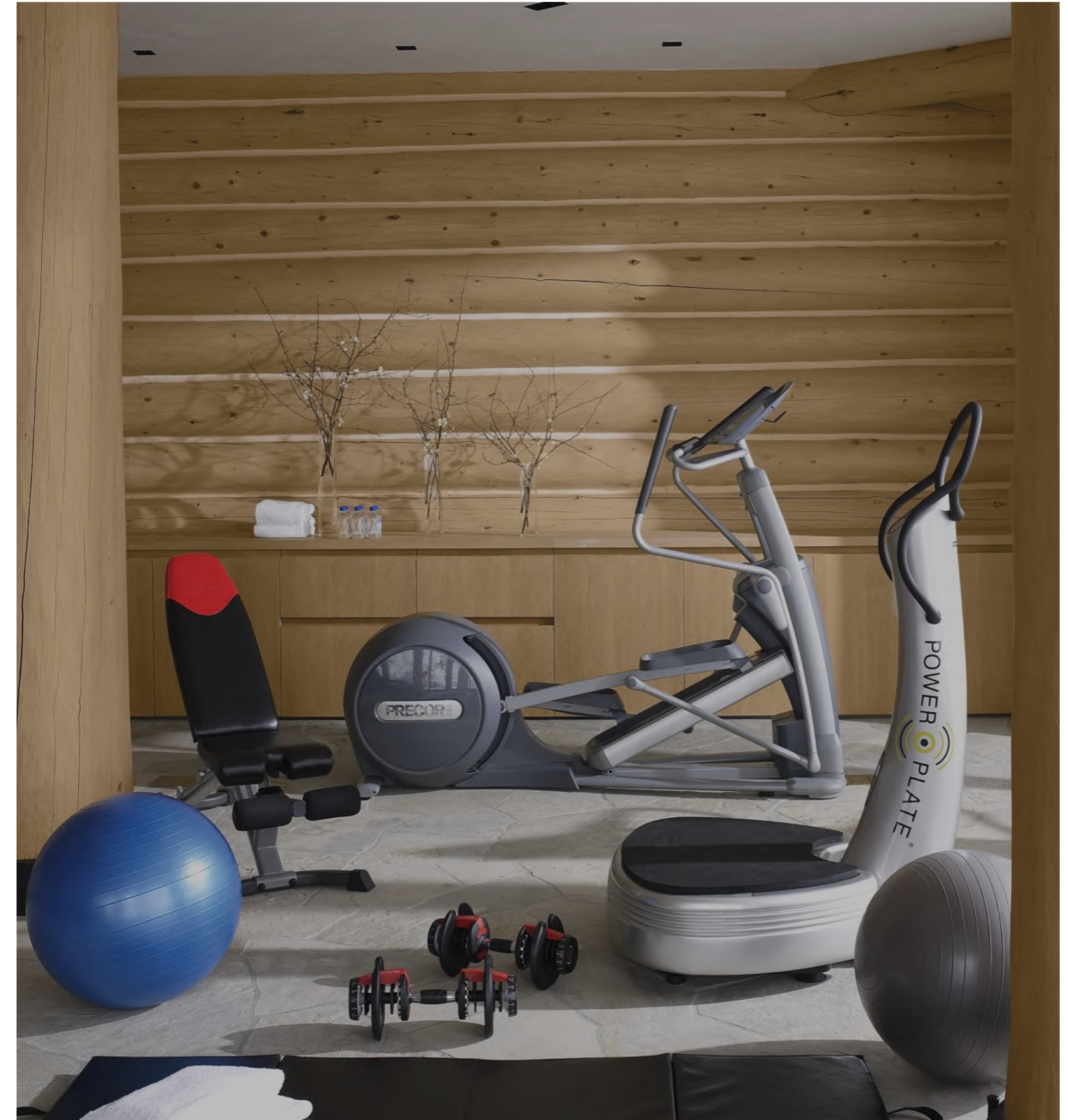
SECTION 2

BUSINESS

Business and Revenue Model

BUSINESS MODEL

- Owner (X) shares space with user (Y), and Gym2Gym (Z) provides platform. Y pays X for space, and Z captures 15% of transition.
- Users can add Personal Trainers to any of their workouts, and PT's receive clients + spaces to use for workouts. Gym2Gym receives 20% of the transaction.
- Gym2Gym provides users with indexed, independently owned gyms (IOG's) to privately use. IOG's pay Gym2Gym 20% of bookings / memberships.



Gym2Gym has virtually no operating costs, and will produce recurring revenue and quick profit for investment.

15K Investment	=	490K Revenue	+	220% ROI	833 Users
1.5M Investment	=	4.9M Revenue	+	220% ROI	8330 Users
7.5M Investment	=	24.7M Revenue	+	220% ROI	41000 Users
15M Investment	=	49.3M Revenue	+	220% ROI	82000 Users

Based on \$17.50 CAC and 12 transaction per user annually

1

Owners

Creates and lists spaces.
G2G indexes preexisting spaces for users and provides customers for owner spaces.
Makes revenue from users booking health experiences.
Gym2Gym captures 15% of transaction price

2

Trainers

Users add personal trainers to any experience through upsell
Gym2Gym captures 20% of transaction value incurred by trainers
Trainers can find private gyms to work with clients

Users

User creates profile and finds personal health spaces.
Gym2Gym captures 7.5% of transaction price incurred by the user.
User can also access secondary verticals.

Partnerships

Gym2Gym indexes independently owned gyms (IOG's) in target cities.
Gyms forms partnerships with IOG's to fill spaces during dead times.
Gym2Gym captures 20% of bookings from IOG's
Partnerships with gym equipment, nutritional food, water and athletic apparel companies.



Any health space

Gym2Gym will focus on verticals that show the most initial growth.



Any length of time and frequency

Users and owners can easily search dates, times and frequency of use. Different payment models will also be available.



Any location and price

People can private spaces anywhere and Gym2Gym will provide access to already existing private gyms.

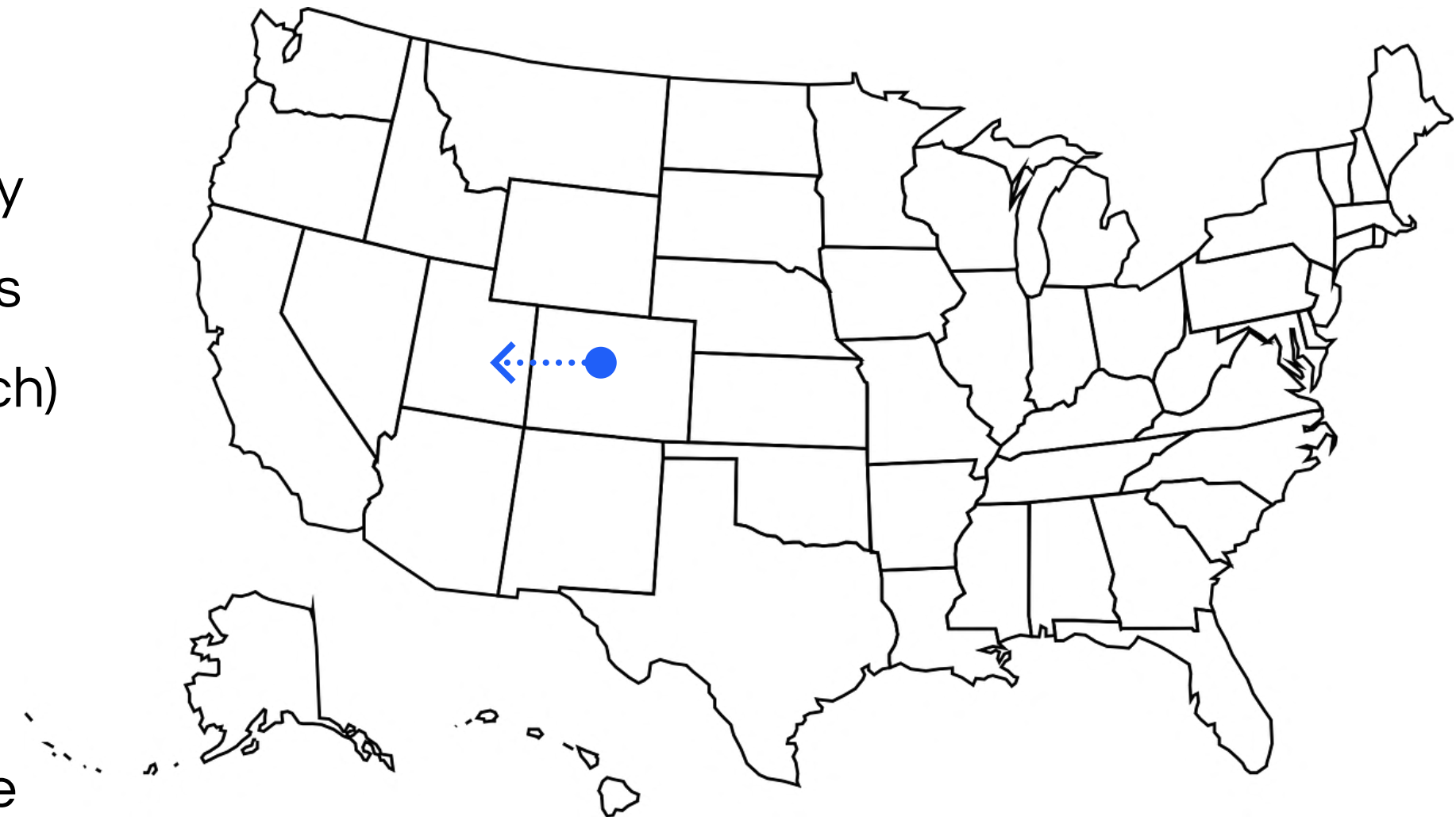
SECTION 2

STRATEGY

GTM and Customer Acquisition

Launch Strategy

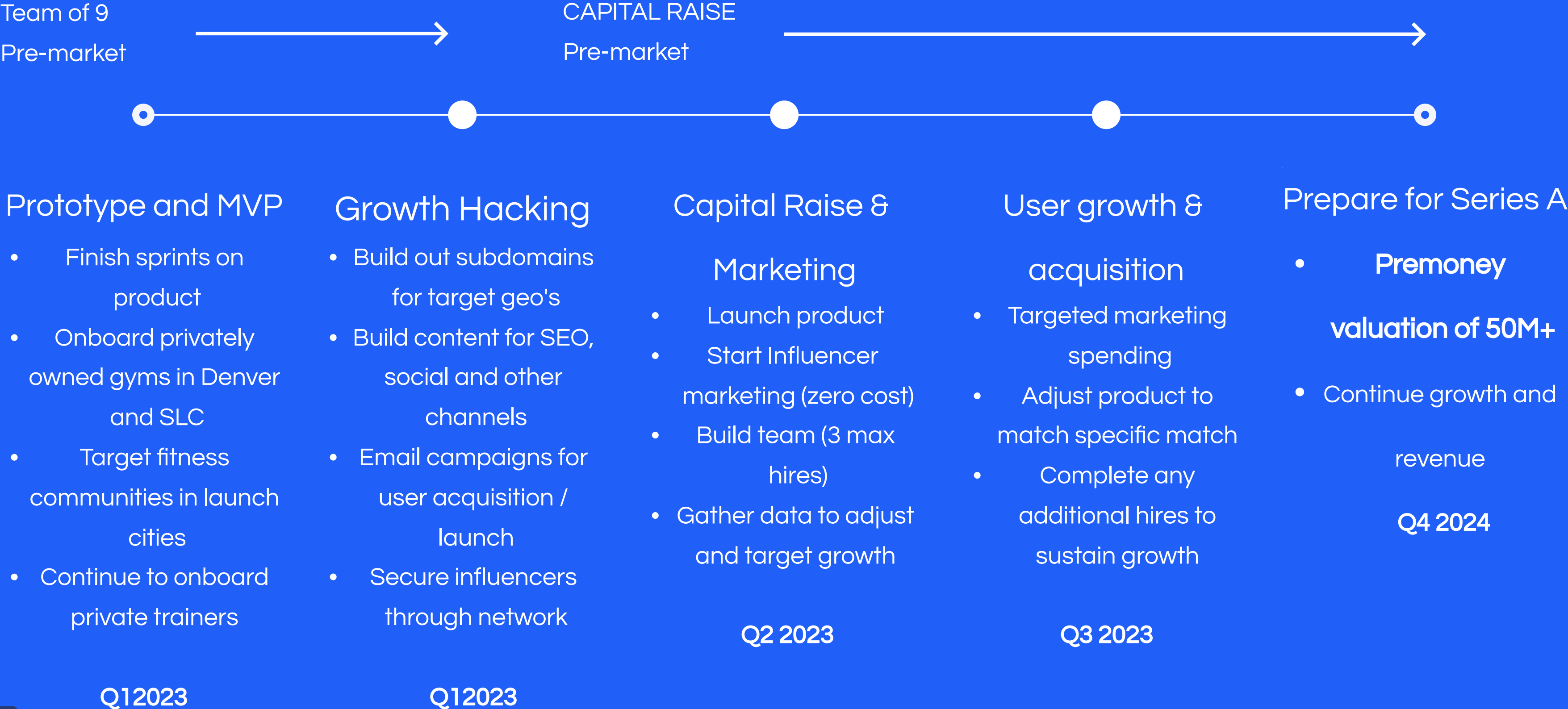
- Penetrate two submarkets: Denver and Salt Lake City
- Sign up / onboard privately owned, commercial gyms and fitness spaces in both locations (supply prelaunch)
- User acquisition through Facebook marketplace, Craigslist, and other targeting growth hacks
- Guerilla and grassroots BD in Denver and SLC
- Using B2C marketing messaging (users turn at-home gyms into profit), target initial traction and scraping data to on-board at home gyms



2.2M

- Number of followers of in-network (no op-ex) influencers
- Launch influencers strategy at time of launch (with focus on Denver and SLC)

GO-TO-MARKET STRATEGY



MARKET VIABILITY

THE ONE QUESTION TO ANSWER:

WILL PEOPLE FEEL COMFORTABLE WITH STRANGERS IN THEIR HOME AT THE SAME TIME AS THEM?

THE ANSWER, YES.

The market is primed and the time is now:

- The market has been conditioned for peer sharing platforms
- According to a recent study, 72% of the market still wants to workout alone.
- Cost of living and inflation has created a demand in the market to make supplemental income.

Show market it's convenient, easy and safe:

- Preexisting video content and users / owners will test the product prelaunch. People trust opinions now (UGC).
- Influencers (over 25 mid-tier and micro signed up) using platform to showcase for followers.
- Social media content showing solution

A platform that prioritizes safety and comfort:

- Using API's and click-through UI, the user and owner can complete sign up process in under a minute and still feel safe
- We prioritize UGC so owners and users have incentive to respect both spaces and the individuals using them

Market trends in the health and fitness spaces:

- People are starting to put health experiences first over lodging
- People are balancing life and spending more time taking "short" trips based on wellness

OUR TEAM



Bryan Klipsch

Founder & CEO

Two exits; past CRO;
grew revenue to 45M+ ARR.



Maxim Ignatiuc

CTO

Head of Mobile at Staples; built
full stack backend system for multiple
startups.



Keaton McCune

SVP Product

Co-Founder at two Web3 companies as
product lead.



Spencer Gusick

General Counsel

General Counsel at Pandora before exit;
prior legal counsel at Airbnb.

And additional 5 senior members,
SVP Engineering, two SVP's of Marketing, and Chief of Staff

Get in touch

We like questions and being told we are
wrong, so we can explain.

Gym2Gym Inc.
52 E 13th Street
New York, NY
10003



info@gym2gym.com

+424 280 2653

Thank you,
let's go.

