



Pili



Zach Blouse, Dan McGrath, Alex Wallace





68 hours

833 miles

Group Training

“Being in the group is so nice. I just get to enjoy the environment, I get to enjoy being with other people, and the workout happens on it’s own. I think that is really the power of group training”

-Michelle Khare, BuzzFeed

Ran a marathon with only 10 weeks of training



Köhler Effect

“The phenomenon that occurs when a person works harder as a member of a group than when working alone”



How do I find similar
training partners?

Solution





Dan McGrath

Average pace: 7:15 / mile
Frequently runs on : Weekday
mornings

Run with Dan



“I’ll be running
at 7:00 am
tomorrow”

Run with Dan

Building a user base

Features

- Connect athletes with similar fitness/schedules
- Group based communication and scheduling
- Fitness tracking and route finding
- Nutrition Tracking

Stakeholders



Athletes



Race Organizers



Personal Trainers

Competition



RIDE
WITH GPS



Indirect Competition



Differentiation



Revenue Streams

- Partnerships with corporate sponsors
- Downloadable premium content
 - Highly personalized training plans - generated from data
 - Personal trainer plans
- Online retail
 - Gear
 - Clothing
 - Compatible wearable technology
- Events and programming

Expense Model

- Development
- Salaries
- Marketing
- Overhead
 - Legal
 - Office Space
 - Server space

Funding

Bootstrap

- Develop app
- Network into communities
- Build user base
- Validate market

Angel Investment

- New hires
- Marketing
- Development

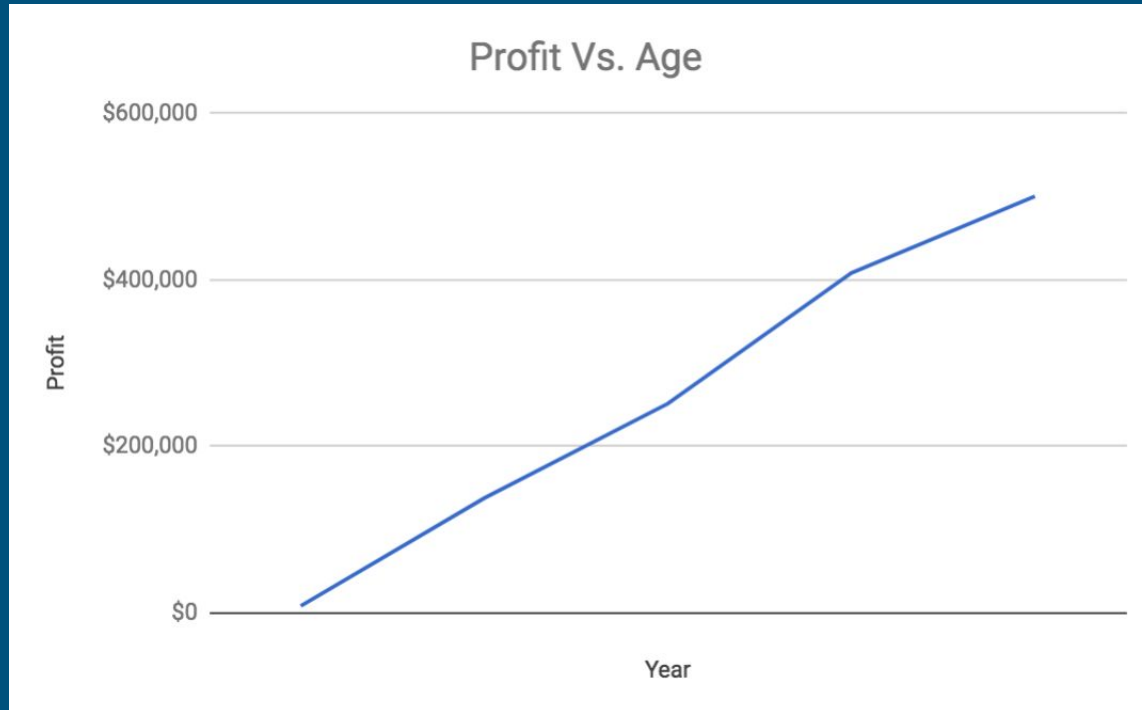
Corporate Relationships

- Partnerships
- Event funding
- Programming
- Data sales

Cashflow

Sales	Price/unit	Units Sold/yr	Revenue	Units Sold/yr	Revenue	Units Sold/yr	Revenue	Units Sold/yr	Revenue	Units Sold/yr	Revenue
Corporate Sponsorships	\$20,000.00	2	\$40,000	3	\$60,000	3	\$60,000	5	\$100,000	5	\$100,000
Custom fitness plans	\$9.99	500	\$4,995	1000	\$9,990	2000	\$19,980	3000	\$29,970	4000	\$39,960
P.T. fitness plans	\$2.00	750	\$1,500	2000	\$4,000	3000	\$6,000	4000	\$8,000	5000	\$10,000
Retail sales	\$50.00	500	\$25,000	2500	\$125,000	5000	\$250,000	7500	\$375,000	10000	\$500,000
Events	\$20.00	500	\$10,000	2500	\$50,000	5000	\$100,000	7500	\$150,000	10000	\$200,000
Net Income			\$81,495		\$248,990		\$435,980		\$662,970		\$849,960
Expenses		Year 1		Year 2		Year 3		Year 4		Year 5	
Development			\$7,000		\$10,000		\$50,000		\$50,000		\$75,000
Salaries			\$50,000		\$75,000		\$100,000		\$150,000		\$200,000
Marketing			\$10,000		\$15,000		\$20,000		\$30,000		\$50,000
Legal			\$1,000		\$5,000		\$5,000		\$15,000		\$15,000
Office Space			\$4,000		\$5,000		\$7,500		\$7,500		\$7,500
Server Space			\$1,000		\$1,000		\$2,000		\$2,000		\$2,000
Net Expenses			\$73,000		\$111,000		\$184,500		\$254,500		\$349,500
Profit			\$8,495		\$137,990		\$251,480		\$408,470		\$500,460

That obligatory beautiful growth chart



Exit Potential



Team | Founders



Dan McGrath
CTO



Alex Wallace
CEO



Zach Blouse
COO

Team | Advisors

- Entrepreneur with social media background
 - Market Penetration Advisor
- Marketing Expert
 - Marketing Advisor
- Serial Entrepreneur
 - Business Advisor

Team | New Hires

- Marketing
- Finance
- HR
- Operations
- Legal

Legal

- LLC
- Restricted stock (Co-founders)
- Stock Option Plan
 - Incentivised stock options (new hires)
 - Nonqualified stock options (advisors)
- Copyrighted code

Q&A

