

FitFriends:  
Gamified  
Activity  
Platform  
for Teens

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## Turning Real-World Action into Play

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- Mobile app rewarding real-world challenges
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- Social, competitive, reward-driven
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- Built for scale and monetization

# The Problem

- Teens are increasingly sedentary
- Games promote screen time
- Parents want healthier digital experiences
- Fitness apps aren't teen-focused

# The Solution

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- Real-world challenges
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- Points-based rewards
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- Social competition
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- Tangible incentives

# Product Overview

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- iOS & Android app

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- Daily challenges

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- Leaderboards with friends

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- Redeemable points

## Target Market

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- Teens ages 13–17

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- Parent-approved engagement

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- Global mobile-first audience

## Competitive Landscape

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- Mobile games

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- Social apps

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- Fitness apps

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Our edge: real-world +  
social + rewards

# Business Model

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- Free to download

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- In-app purchases

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- Sponsored challenges

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- Brand partnerships

# Growth Strategy

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- Viral social mechanics

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- Seasonal challenges

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- Influencer marketing

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- Brand partnerships



## Why Now

- Rising teen gaming usage
- Focus on youth wellness
- Demand for healthy tech

# Vision

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- Category leader in teen wellness gaming

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- Expand globally

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- Build rewards ecosystem