MUSCLEMAP

Executive Summary

Transform Invisible Progress Into Visual Proof

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See every rep. Know every muscle. Own your progress.

Contents

1 The Concept

MuscleMap transforms workout data into immediate visual feedback through real-time 3D muscle activation. Users log exercises and watch their muscles light up on an anatomical model. Complete weekly goals and see their entire body glow with progress.

Core Value Proposition

This isn't fitness tracking. It's visual proof that training works.

2 The Innovation: Bias Weight System

2.1 The Problem

Raw muscle activation data is meaningless for visualization. Your glutes can handle 20 sets/week, your rear delts only 6. Without normalization, small muscles never "fill up" and large muscles dominate the display.

2.2 The Solution

Proprietary normalization algorithm assigns each of 98+ muscles a "bias weight" derived from volume capacity and recovery rates.

$$\text{displayed\_activation} = \frac{\text{raw\_activation}}{\text{bias\_weight}} \tag{1}$$

2.3 The Result

Balanced, accurate progress visualization whether you're doing compound lifts or isolation work. **No competitor has this.**

Example

Before normalization:

- 10 sets squats → Glutes show 50% full
- 5 sets face pulls → Rear delts show 60% full

After bias weight normalization:

- Rear delts correctly show MORE full than glutes
- User sees: "I need more glute work" (accurate feedback)

This is the core IP. This is the moat.

3 The Business Model: Credits as Commitment

3.1 Micro-Transaction Psychology

- **100 credits = $1.00**
- **1 credit = 1 Training Unit = 1% progress**
- **Average workout = 25 credits = $0.25**
- **Monthly spend = $2-3** (at 2-3 workouts/week)

3.2 Why This Works

Price is a Feature: At 25¢/workout, there's zero price resistance. Users spend more on parking.

Skin in the Game: Even small payments dramatically increase follow-through. Free apps are easy to quit. A dollar investment changes behavior.

Behavioral Guardrails: Credits naturally prevent harmful archetype-switching mid-level.

Example User Journey

1. Day 1: Start Bodybuilder path (100 free credits)
2. Day 7: Complete 2 workouts, spend 50 credits (50% to Level 1)
3. Day 8: Tempted to switch to CrossFit
4. Day 8: App shows: "You've invested $0.50. Only $0.50 to finish Level 1."
5. Day 8: User decides to finish what they started
6. Day 14: Complete Level 1, receive 50 bonus credits + achievement
7. Pattern established: Finish before switching

Result: Focused users have **85% retention** vs 35% for "bouncers" who switch constantly.

4 The Psychology: Financial Friction as Feature

Credits serve three purposes simultaneously:

4.1 1. Monetization

- Sustainable recurring revenue at scale
- Low price point = high conversion (30-50%)
- $2-3/month × 100K users = $2.4-3.6M ARR

4.2 2. Retention

- Sunk cost effect: Users who invest (even pennies) stick around
- Data proves it: Focused users are 10x more valuable ($42 LTV vs $4.30)
- Credit friction converts "bouncers" into "focused" users

4.3 3. Commitment Training

- App becomes meta-trainer for discipline
- Users learn: "Finish what you start"
- Financial cost teaches behavioral lesson

5 Market Opportunity

5.1 Total Addressable Market

- **US:** 100M+ regular exercisers, 70M gym memberships
- **Global Fitness App Market:** $4.4B (2024) → $14.7B (2030) at 21% CAGR
- **Target Segment:** Serious fitness enthusiasts, 18-45, tech-savvy
- **Addressable:** 10M users US, 50M globally

5.2 Competitive Landscape

Competitor	Users	Price	Core Feature	Our Advantage
Strong Lifts	5M	$10/mo	5×5 program	**3D visualization**
JEFIT	10M	$7/mo	Exercise DB	**Balanced progress**
Hevy	2M	$9/mo	Social	**Science-backed**
Fitbod	1M	$10/mo	AI plans	**70% cheaper**

6 Financial Projections

6.1 5-Year Overview

Year	Users (EOY)	Revenue	Net Profit	Margin
2026	10,000	$120K	-$127K	-106%
2027	100,000	$1,980K	+$940K	47%
2028	500,000	$11,400K	+$8,000K	70%
2029	1,500,000	$43,200K	+$33,600K	78%
2030	3,000,000	$86,400K	+$69,120K	80%
5-Year Total		**$143.1M**	**$111.5M**	**78%**

Table 1: Financial projections (55K avg users Year 2 from linear 10K→100K growth)

7 Unit Economics

Key Metrics

- Customer Acquisition Cost (CAC): **$3.00**
- Average Revenue Per User (ARPU): **$2.50/month**
- Gross Margin: **95%** (pure software)
- Retention: **35%** at 90 days (vs 25% industry standard)
- Lifetime Value (LTV): **$28.50**
- **LTV:CAC Ratio: 9.5x** (Target >3.0x ✓)

7.1 Cohort Performance

Cohort	% Users	LTV	Retention 90d	Value Ratio
Focused	35%	$42.00	85%	**10x**
Strategic	25%	$23.50	70%	5.5x
Explorer	25%	$13.20	55%	3.1x
Bouncer	15%	$4.30	25%	1.0x

Table 2: Focused users are 10x more valuable than bouncers

8 The Funding Ask

8.1 Seed Round: $2M

Use of Funds:

- **Development (40%):** $800K - Technical co-founder, 2-3 mobile engineers
- **Marketing (35%):** $700K - User acquisition, brand development
- **Infrastructure (10%):** $200K - AWS, 3D models, API costs
- **Operations (10%):** $200K - Legal, accounting, support
- **Reserve (5%):** $100K - Buffer for opportunities

Milestones:

- Month 6: 1,000 DAU, $5K MRR
- Month 12: 10,000 DAU, $30K MRR
- Month 18: 50,000 DAU, $150K MRR (Series A ready)

Valuation:

- Pre-money: $8M (4x on $2M raise)
- Post-money: $10M
- Investor Equity: 20%

9 Why MuscleMap Wins

9.1 The Moats

1. **Proprietary Algorithm:** Bias weight normalization (patent pending)
2. **Data Network Effect:** More users → better calibration
3. **Behavioral Lock-In:** Credit system creates commitment
4. **First Mover:** Category-defining position in 3D visualization
5. **Platform Effects:** Wearable integrations increase switching costs

9.2 The Vision

- **2026:** Best fitness tracking app with 3D visualization
- **2027:** Platform for real-time wearable biometric feedback
- **2028:** Vision Pro spatial training = virtual personal trainer
- **2030:** The operating system for human fitness data

10 Investment Highlights

✓ **Unique Value Prop:** Only 3D visualization with bias weight normalization

✓ **Proven Psychology:** 85% retention (vs 35% without credits)

✓ **Exceptional Unit Economics:** 9.5x LTV:CAC, 95% gross margin

✓ **Large TAM:** $14.7B market by 2030, 10M addressable users

✓ **Clear Moats:** Algorithm, data network, behavioral lock-in

✓ **Scalable Model:** SaaS economics, 77% margins at scale

✓ **Future-Proof:** Wearable integration, Vision Pro ready

✓ **Capital Efficient:** Profitable Year 2, Series A ready Month 18

11 The Pitch

We're not selling software. We're selling commitment.

At 25¢ per workout, price isn't an obstacle—it's a feature. When someone invests even a dollar in their training, they show up. And when they show up, they succeed. And when they succeed, they invest more.

This isn't a fitness app. It's a commitment engine disguised as a bargain.

The bias weight system solves a real problem (accurate progress tracking). The credit system solves another (retention through commitment). The price point ($2-3/month) removes friction while creating just enough sunk cost to matter.

The market is massive. The competition is stale. The technology is ready.

With proper execution, MuscleMap becomes the default fitness tracking platform for serious athletes worldwide.

12 Contact

Let's build something together.

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"See every rep. Know every muscle. Own your progress."

MUSCLEMAP - Making progress visible, one credit at a time.