

PRANAV WADHWA

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# MILO

Move Better. Feel Better.



MISSION STATEMENT

To help people move better.

# Modern lifestyles are ruining our mobility



The image features three donut charts arranged horizontally. Each chart has a blue outer ring and a yellow inner ring. The first chart on the left shows a blue segment representing 50% of the circle. The middle chart shows a blue segment representing 33% of the circle. The third chart on the right shows a blue segment representing approximately 70% of the circle. Each chart contains a percentage value and a descriptive sentence with a superscripted reference number.

**50%**

of Americans suffer from a  
musculoskeletal condition<sup>[1]</sup>

**33%**

of people globally don't get  
enough physical activity<sup>[2]</sup>

**~70%**

of people globally live a  
sedentary lifestyle<sup>[3]</sup>

Humans are built to move, not sit all day.  
Milo helps restore the movement our bodies need.

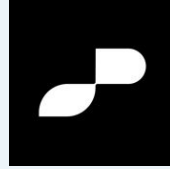
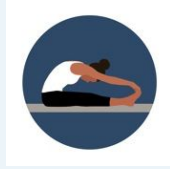
# Poor mobility leads to injuries & chronic pain

- 80% of adults experience low back pain at some point in their lives <sup>[4]</sup>
- Active individuals face a higher risk, as 50% of runners report an injury at least once a year <sup>[5]</sup>
- Regular stretching/exercise routines significantly reduce pain for many injuries <sup>[6,7]</sup>

**\$381B**

Annual healthcare spending  
due to musculoskeletal  
conditions in the U.S. <sup>[8]</sup>

# Existing solutions are ineffective and unengaging



## LACK OF PERSONALIZATION

Most stretching apps provide static, one-size-fits-all routines, making them ineffective for long-term adherence.

## REPETITIVE EXPERIENCES

Because these apps are filled with the same content on repeat, many users find stretching unengaging, leading to low adherence rates.

## INCOMPLETE GUIDANCE

Existing stretching apps focus solely on mobility, neglecting the strength and stability needed for true functional movement.

71% of users abandon fitness apps within 3 months<sup>[9]</sup>.  
How do we fix that?

# Milo is the AI-powered coach that helps people move better

## Real-time voice guidance

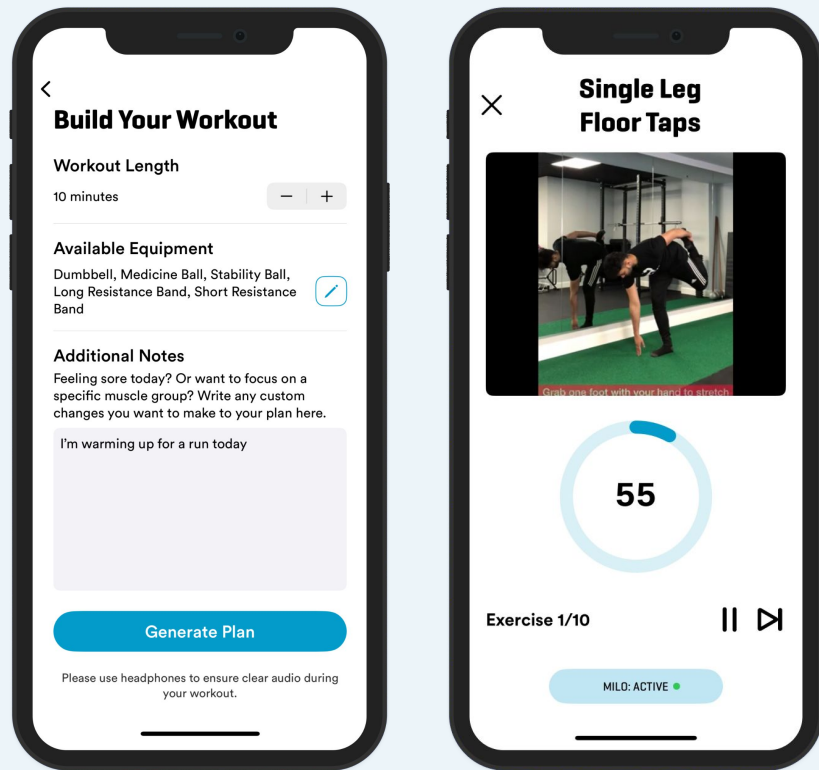
Milo has real conversations with users—explaining exercises, answering questions, and adjusting workouts based on verbal feedback.

## Animated demonstrations

Milo is an animated character who provides users with 360° views of proper exercise form.

## Personalized progress tracking

Milo listens to your feedback before, during, and after workouts, so you get a plan that truly works for you.



Early version with YouTube videos—animated coach coming soon

# What people are saying about Milo

Out of 18 interviews, 16 users said they would continue using Milo.

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My knee pain is gone and my long run yesterday felt great, so thank you Milo."

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If there was a stretching app I could use without touching my phone, I would pay for that."

//

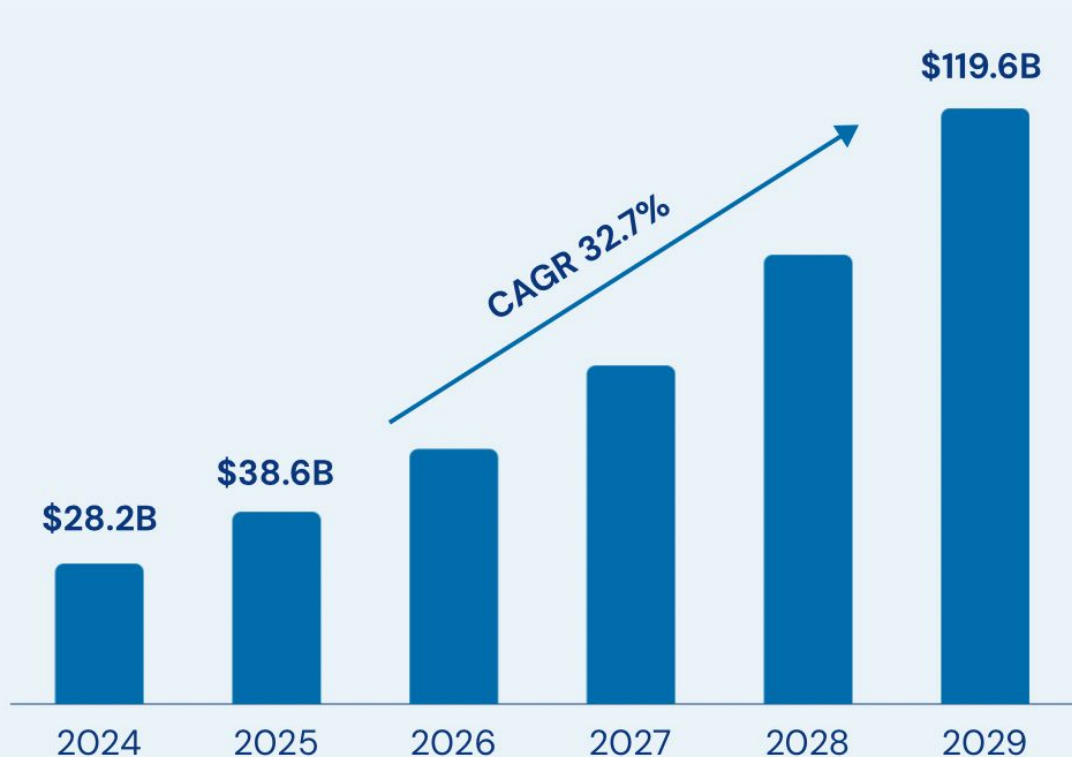
My first workout on the app, I was pretty shocked how tailored it was towards me."

Who has transformed boring into personalized, interactive, and fun?





## Global online/virtual fitness market size<sup>[10]</sup>



## Business Model

Freemium, subscription based model

- 5 free sessions per month
- \$10/month for unlimited sessions

Customer acquisition strategy

- Influencer marketing
- Brand partnerships
  - Offer resistance bands, yoga mats, or other equipment to new subscribers
- Marketing through sports medicine doctors



# Pranav Wadhwa

Founder of Milo

## Experience

SWE @ Bloomberg

iOS @ Squarespace, Fueled

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