

RUNREALM

The World's First Real-World Territory Conquest Running Game

A fitness-tech startup building behavior-driven digital experiences that increase real-world consistency through game mechanics and social competition.

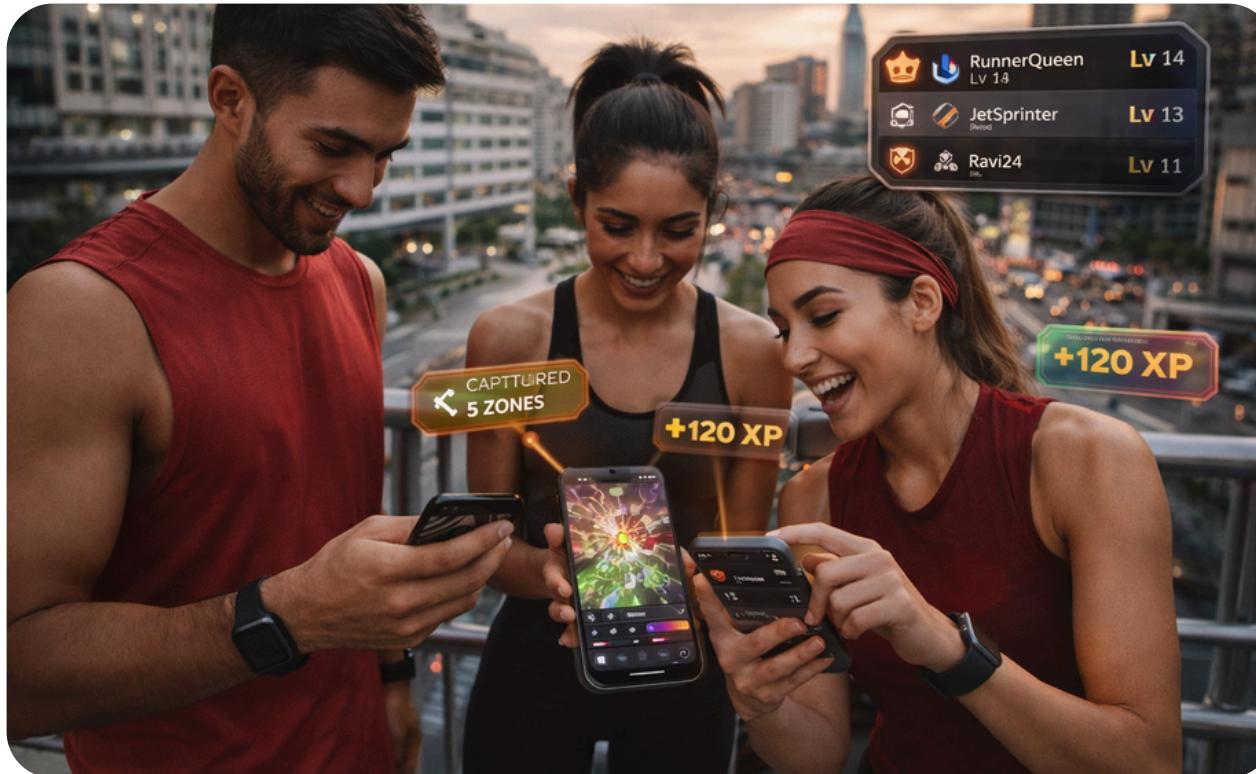
Founded in India. Built for the world.

Start Presentation



RETENTION CRISIS IN FITNESS APPS

Despite growing awareness about health and wellness, most fitness app users fail to stay consistent beyond the first few weeks.



Urban users (18–35) in Tier 1 & 2 cities seek gamified, social, and competitive experiences – not passive tracking tools.



High Churn Rate

80–90% of fitness app users drop off within 90 days. Low retention directly limits Lifetime Value (LTV).



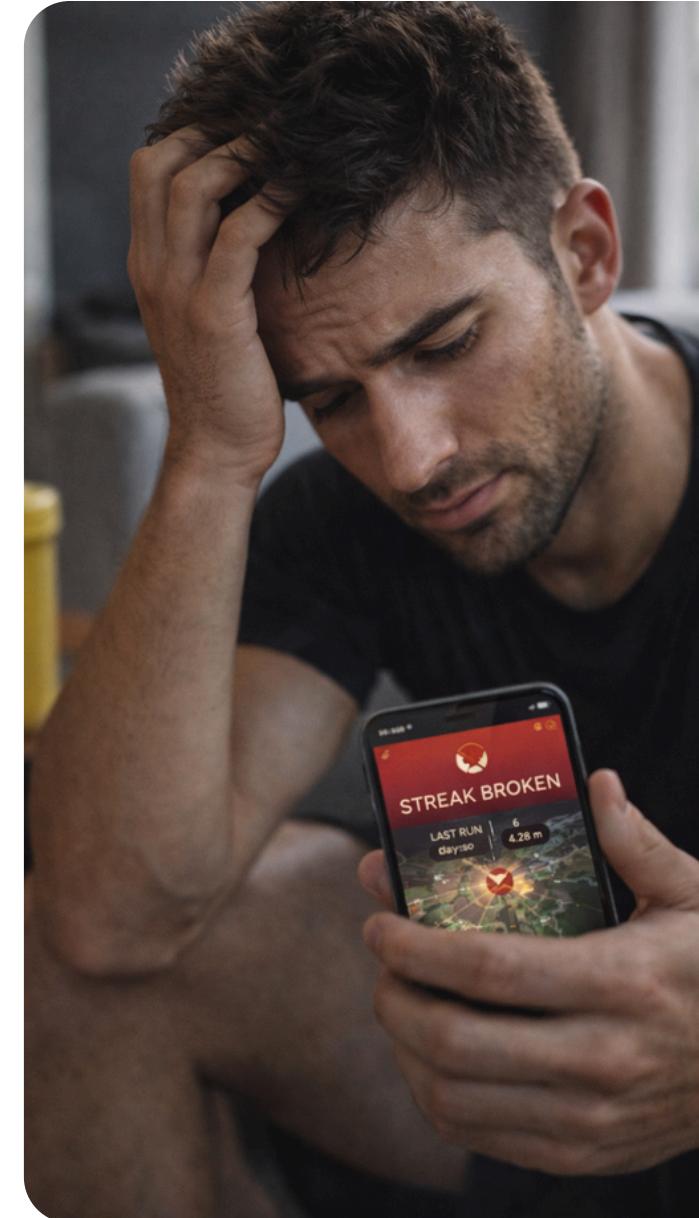
No Consequence for Inconsistency

Missing workouts has no structural impact. There is no ownership, no loss, no accountability loop.



Lack of Emotional Engagement

Most apps track steps and calories – they do not create identity, competition, or long-term progression.



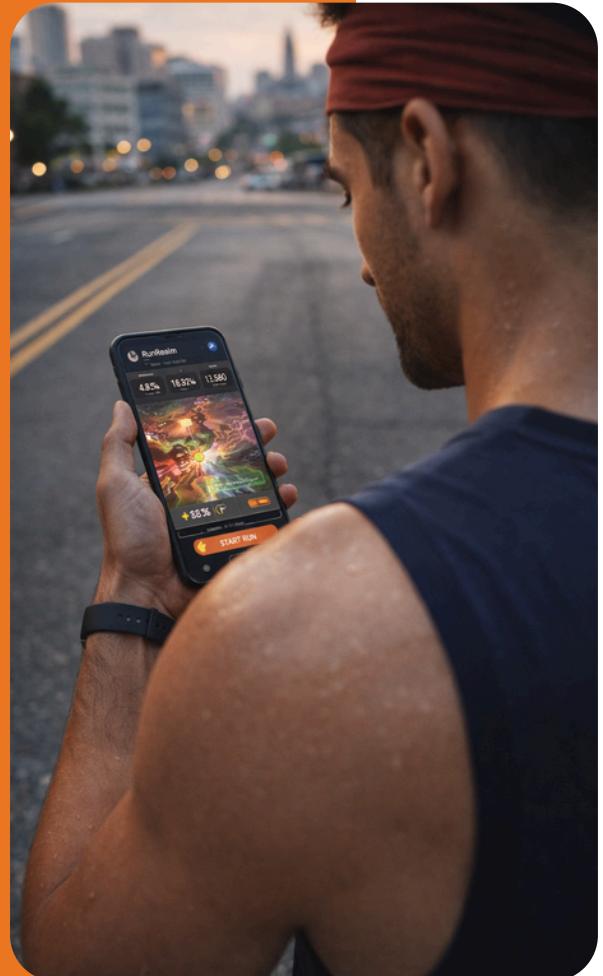
\$150M

India's fitness-tech + mobile gaming intersection represents a multi-million dollar early-stage opportunity.

Urban users spend on:

- Performance tracking
- Social competition
- Digital upgrades
- Gamified engagement

RunRealm sits at the convergence of fitness, gaming, and social identity.



A BEHAVIOR-LOCKED FITNESS GAMING PLATFORM

RunRealm transforms physical movement into persistent digital ownership. Every kilometer captures territory. Every streak strengthens control. Consistency becomes strategy — not willpower.

☑ Built-In Retention Engine

Territory decays without activity.
Loss aversion reinforces habit formation.

☑ Social Network Effects

Clans and city wars create competitive density.
More users in a city = higher engagement loops.

☑ Monetizable Digital Economy

Progression is earned through running. Revenue comes from cosmetics, battle passes, and sponsored territory events — not pay-to-win mechanics.



THE PRODUCT / SERVICE (CURRENT STAGE)

STAGE: VALIDATED CONCEPT + DESIGNED MVP

RunRealm has completed problem validation and product-market hypothesis testing within the target demographic (18–35, Tier 1 & 2 India).

We have:

- Defined core game mechanics (territory, decay, clan system)
- Designed full mobile UI/UX flows
- Structured monetization framework
- Identified scalable city-based rollout model

What Is Built

- Complete UI prototype
- Core gameplay logic framework
- Retention loop architecture
- Revenue model blueprint

What Is Next

- Backend game engine development
- GPS-based grid implementation
- Closed beta launch (City 1)
- Retention testing & iteration



The global fitness app market is projected to surpass **\$30B by 2030**, growing at ~17% CAGR, while the mobile gaming industry already exceeds **\$180B annually**. Despite strong demand, fitness apps experience **70–80% user churn** within the first 90 days, significantly limiting LTV.

There are an estimated **200M+ active runners globally**, with approximately **50M digitally engaged** through tracking platforms and wearables. This digitally active cohort represents a monetizable intersection of fitness and gaming behavior, where structured gamification can materially **improve retention** and **ARPU expansion**.



FREEMIUM + SOCIAL GAMING MONETIZATION

Battle Pass (₹199/month)

- Exclusive territory skins & seasonal themes
- Advanced performance analytics & heatmaps
- Clan progression boosts & private war access
- Early access to new features
- **Recurring revenue layer built on engaged users**

Sponsored Territory Events

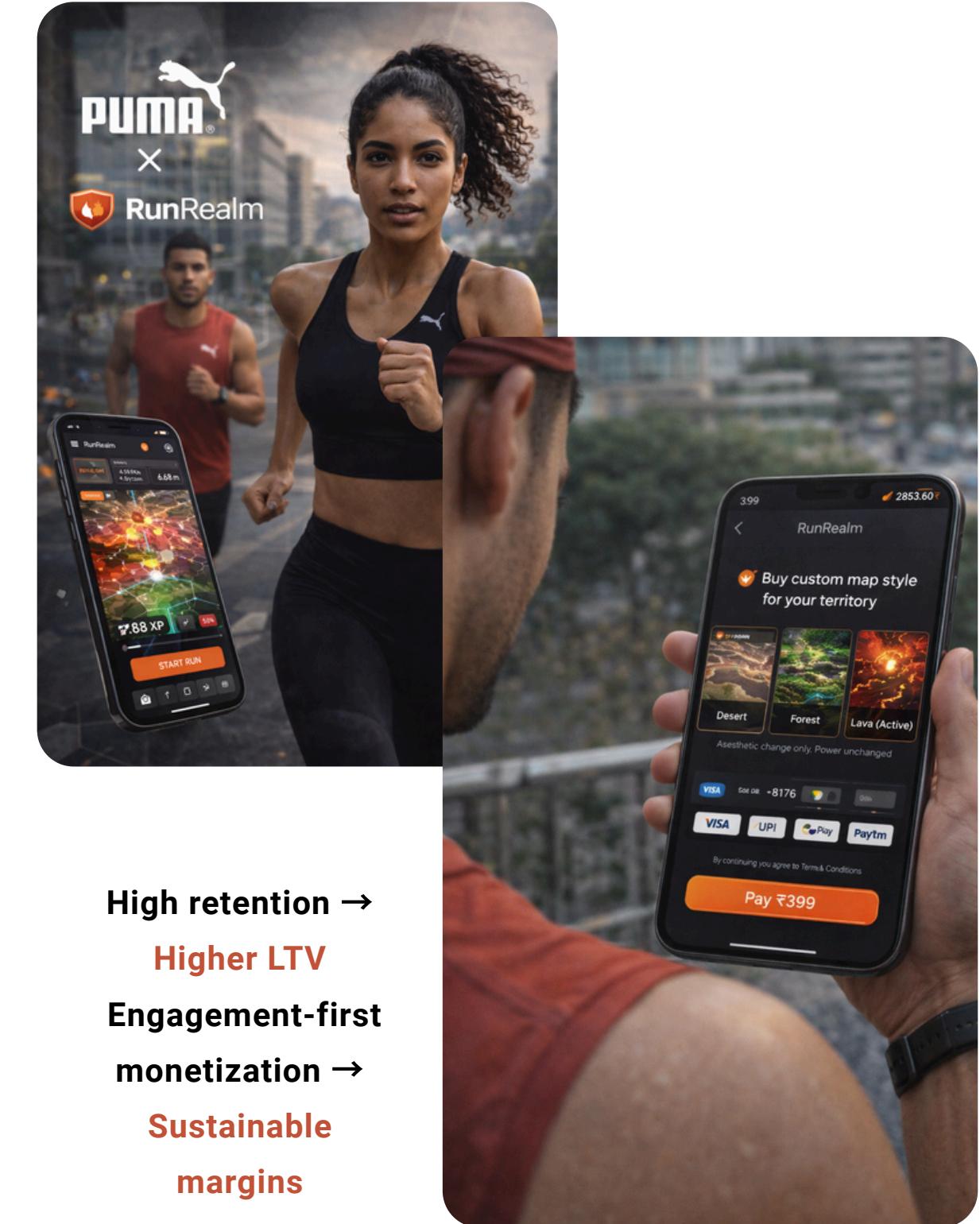
- Brand-sponsored city conquest campaigns
- Sports & fitness brand collaborations
- Sponsored landmarks & reward zones
- Event-based prize pools
- Location-based brand integration
- Engagement + advertising hybrid model

Cosmetic Microtransactions

- Custom map themes (Urban, Terrain, Satellite variants)
- Kingdom style upgrades
- Territory border effects
- Avatar customization & badges
- **High-margin digital goods**
- **Non pay-to-win**
- **Identity-driven purchases**

Corporate Wellness (Phase 2)

- Private company clans
- Team fitness competitions & leaderboards.
- B2B expansion layer
- Higher ARPU segment
- Scalable across metro cities



**High retention →
Higher LTV
Engagement-first
monetization →
Sustainable
margins**



VALUE PROPOSITION

For the Users

1. Converts exercise into ownership, not obligation
2. Reinforces habit through structured loss aversion
3. Turns solo fitness into competitive social identity
4. Makes consistency visible, measurable, and rewarding

RunRealm transforms running from a task into a progression system.

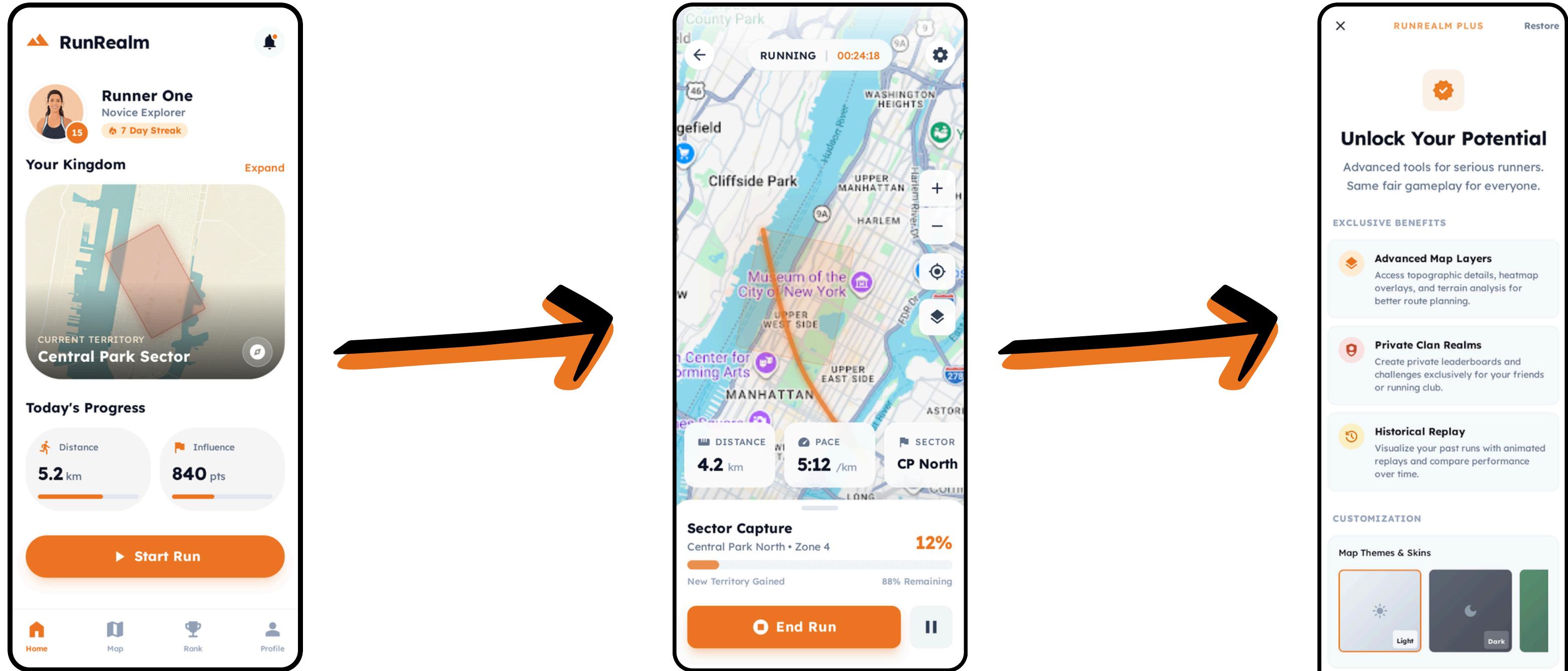
For the Market

1. Structurally reduces fitness app churn
2. Increases retention through embedded gamification loops
3. Expands monetization beyond subscriptions into digital goods & events
4. Operates at the intersection of India's fast-growing fitness-tech and mobile gaming sectors



RunRealm creates a new engagement category: Real-World Competitive Fitness.





RunRealm converts physical activity into a structured progression loop.

Users begin from a **personalized dashboard**, transition into **live territory capture through GPS-based gameplay**, and unlock advanced features through a **premium layer designed for serious runners**.

The flow demonstrates our core engagement engine:

Action → Ownership → Progression → Monetization.

This structure drives retention through visible growth, competitive motivation, and optional premium upgrades – without compromising fair gameplay.

THANK YOU FOR YOUR TIME.

Say hello to our founding team!

Aryan Singh



Technical Lead

Asmi Gupta



Project & Operations Lead

Vedanshi Dabbawala



Design & UX Lead

Aditya Tiwari



Product & Strategy Lead

