

#TRAINTOEARN



# MOVERA

Powered by AiFIT

World's first health & fitness platform on the blockchain

 Multi disruptive; a gig app with a social marketplace, built on the blockchain

MOVERA is a AI-Powered B2C and B2B mobile app coming to iOS and Android Q2 2023.

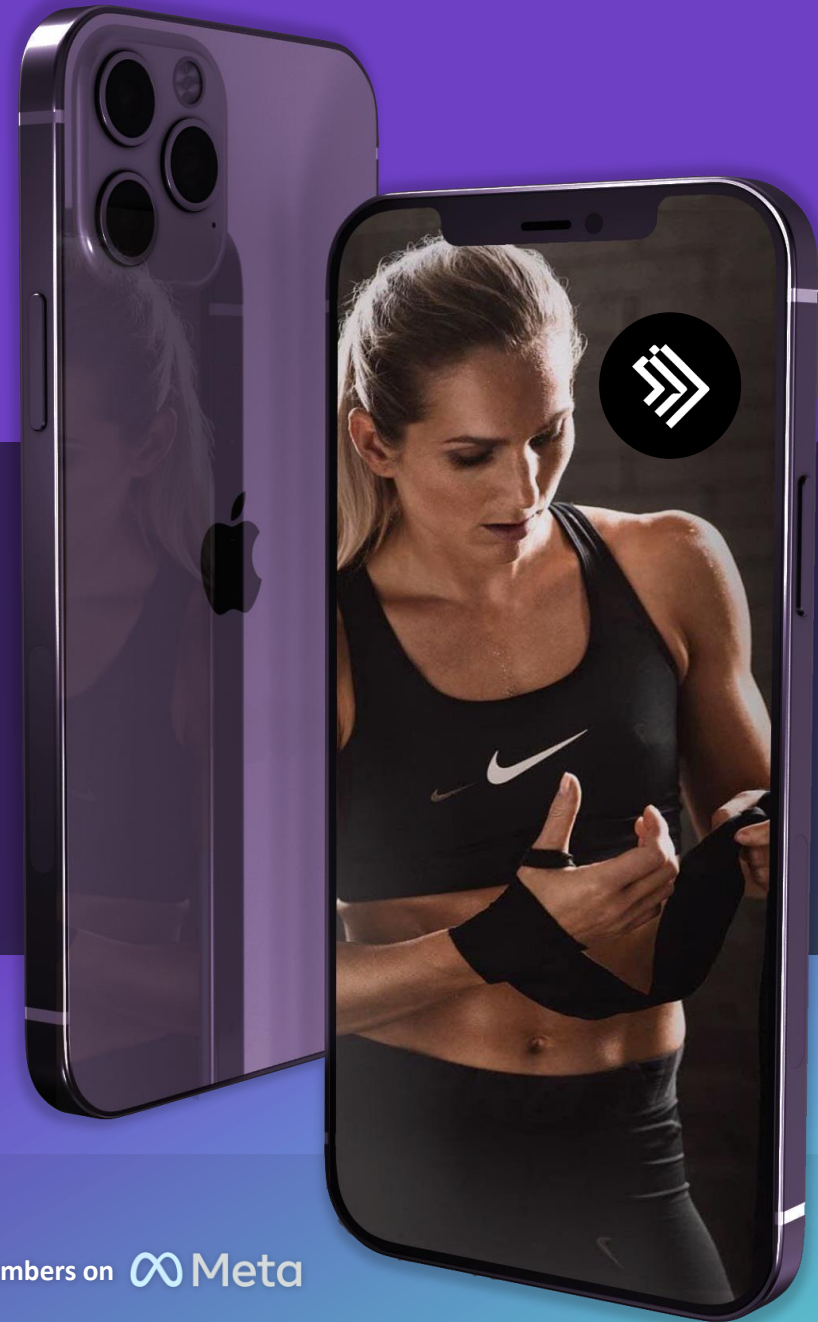
BJÖRN BORG 

 Microsoft

CONTRACTED LAUNCH PARTNERS

 **SELF**  
OMNINUTRITION

And 35 000 members on  Meta



# THE WINNING TEAM - OPERATIONS

**Isak Barrow – CEO**

Marketing, Sales & Finance grad., multiple sales venture founder



**Lion Martinez – Product Manager** former Electronic Arts

15+ years in digital marketing, multiple founder and business owner inc several blockchain ventures. National level sprinter and coach, world champion Masters sprinter



**Alexander Walter – Business Developer, Gamification**

Esport Pro, Marketing, Sales & Finance Gothenburg Uni. Commerce Grad



**Sara Wiss – Content Lead**

Top National Sprinter  
Fitness Influencer, PT



**Jason Coombes - CTO**

Full Stack Developer, decades of entrepreneurial success and international ventures CTO



**Emelie Troedsson – Marketing & Brand Strategist**

Serial Entrepreneur, Social Media Expert, international experience in brand building



**Salman Khan – Blockchain Business Dev**

Former Nat. Gov. Entrepreneur, Civil Engineer, multiple crypto projects



## THE WINNING TEAM - ADVISORS



Linda Pimmeshofer – Snr Business Developer, Microsoft

Mårten Skogman – Psychologist, Swedish Ministry of Health

Lasse Tienshoff – Doctor of Biomedicine, Lecturer Royal School of Sports

Emanuel Widmark – Nutritionist, Product Innovation Manager, Protein Import Inc

Peder Berge – CEO, Payer AB

Patrik Kvant – CEO of Jungle Design, designed former Nike apps etc

Alberto Amigo – Lead Game Designer, Bublar/Goodbye Kansas

Maximilliam Jonsson – Crypto Entrepreneur, over 50 successful blockchain ventures

Alexander Benitez – Former Senior Electronic Arts Exec, founder of Vorto Gaming

Henrik Bunge – CEO of Björn Borg AB



# THE MARKET

The global wellness market is valued at over \$4.75 trillion (\$54.2bn US) and online digital wellness is the BIGGEST growing trend.

On average, every consumer of wellness and health spends \$155 per month.

Today there are over 350 000 personal trainer jobs open in the US alone, proving the mass market demand for health oriented knowledge, inspiration and motivation.



**\$5.99**

Willingness to spend on app download



**58%**

Of smart phone owners on the planet has downloaded a health app



**132Mn**

In the US alone



**3.5Bn**

Globally

More than 1 app: **41%**

## MARKET FIT - INFLUENCERS

\*

- It's predicted to **grow at 33.1% CAGR**.
- This means it would be worth **\$59bn by 2027**



Online coaching is the fastest growing area in health fitness. Supply and demand is proven and personal health investments are hitting spendemic levels\*.



Huge volumes of appreciation and "likes" is traded daily across socials, creators cannot monetize this properly.



Gig apps have proven utility but creators cannot scale their business, have to invite existing clients. Marketing on social media is a gamble at best.



Movera offers a platform where users can trade attention and positive feedback and earn while doing so. Users can also earn by simply logging their workouts or uploading content. Even just opening the app rewards the user.

As Movera offers free endemic content, all potential users have a high incentive to download and use the app. Influencers can freely market themselves to their target audience.

## MARKET FIT - CONSUMERS

\* In Europe, the IHRSA report highlighted **Russia, Poland, and Turkey** as having the biggest potential for growth. It also identified the **Middle East, North Africa, and Latin America** as being regions with development opportunities.



Over 80% of the world wants to improve their lives through better physical health.



Gyms can be intimidating and asocial and for many, memberships and app subscriptions can be expensive. Most completely inaccessible for the emerging markets\*.



Women use mobile health apps twice as often as men and are many times more active in exchanging positive messages with peers.



Movera is completely free to download and use. It's simple to find the content needed to get started and find peers and influencers that inspires purchasing more content. Our audience caters foremost to women and we reach a global audience instantly.

## TARGET AUDIENCES



**Main 1:** Female consumers 22-54

**Main 2:** Female content creators/PTs



**Sec 1:** Male content creators/PTs

**Sec 2:** Crypto enthusiasts



## CASES PROVEN



FITon App – 6M users, 450M minutes watched



CALO Run, Step Tracker – 200M users



Native OS apps (we're API:ed of course)

# THE APP

SOCIAL & GIG IN SYNC

SOCIAL MARKETPLACE

GIGS: THE HOME GYM

GAMIFICATION: THE LOCKER

CONTENT LIBRARY

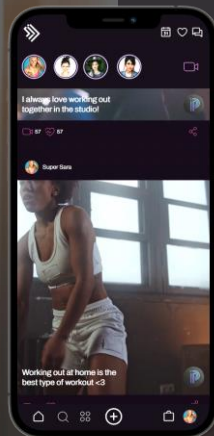


#TRAINTOEARNS

Let's Go

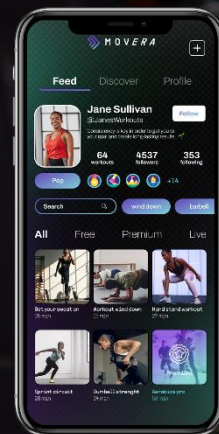
## SOCIAL MARKETPLACE

Discovering new content is easy, feeds designed to meet expectation where users share and consume content from friends and experts.



## GIGS: THE HOME GYM

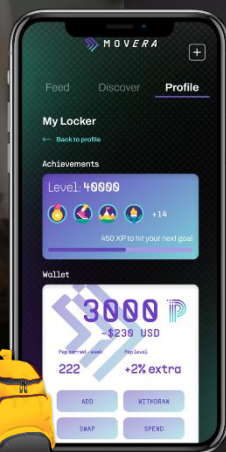
The Home Gym is where the magic happens. Influencers can sell workouts, hold live classes and interact directly clients.



## GAMIFICATION: THE LOCKER

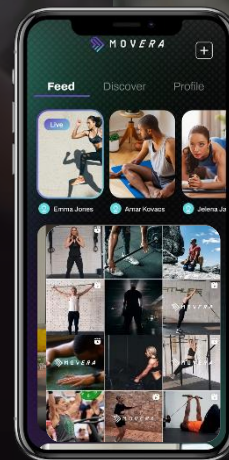
Usage is incentivized with every action; user earns by completing missions and quests and gets to open new GYM BAGS.

Users pick up or purchase gym bags in their Locker. Gym Bags are fun to open, they unlock cool and useful items!



## THE MOVERA CONTENT LIBRARY

The Movera Content Team has already produced over 400 videos for a growing library of simple workouts which will be available to every user from day 1, for free.





# MoverAi FIT

## POWERING THE FUTURE OF FITNESS

Gone are the days of 1000s of hours of manual labor to produce sellable content and services.

With MoverAi FIT (AiFIT for short) our personal trainers can create workout templates coupled with their video content, write feedback and create beautiful remixes of old content. MoverAi FIT will single-handedly render all other gig apps obsolete.

Better yet; non PT users can access restricted features for a subscription, such as non-revisable workout programs. It's a revolution and Movera is leading it.



# INTRODUCING #TRAINTOEARN

Our in-app currency "PEP" is earned by all actions and can be used to purchase content from creators, tip other users, open virtual goodie bags, buy mission packs and of course be withdrawn as cash.



Sara earns Pep by:

- Uploading content
- Users watching her content
- Users Pepping her content
- Users sharing her content
- Inviting a friend and more!



## BRANDS AND PARTNER PERKS

Our brand affiliation program allows brands to merge with their influencers and talent in an unprecedented way, by connecting their pages and co-branding them, creating a virtual influencer network with a constant flow of available shareable and monetizable content.



From the other viewpoint this creates a seamless way for influencers to approach brands, submit content which would be reviewed by the brand at a 1to1 level

# PROJECT TIMELINE

MARCH



- Round closed

APRIL



- MVP

MAY



- Pre/IDO
- Token Launch on swaps
- Listing on CMC/CG

JUNE



- Alpha Launch

JULY



- Beta Launch
- Pre-Staking
- User testing
- Pre-launch growth and hype

LATE JULY



- **Full Product Launch**

October



Seed raise to accelerate growth

## THE ASK

### THE ASK

We're asking for \$600 000 on a pre-money evaluation of \$3 000 000 for 20% of the company to finalize app development and scale Movera to 320K users 12 months from launch.

Email CEO [isak@movera.io](mailto:isak@movera.io) for more!

