



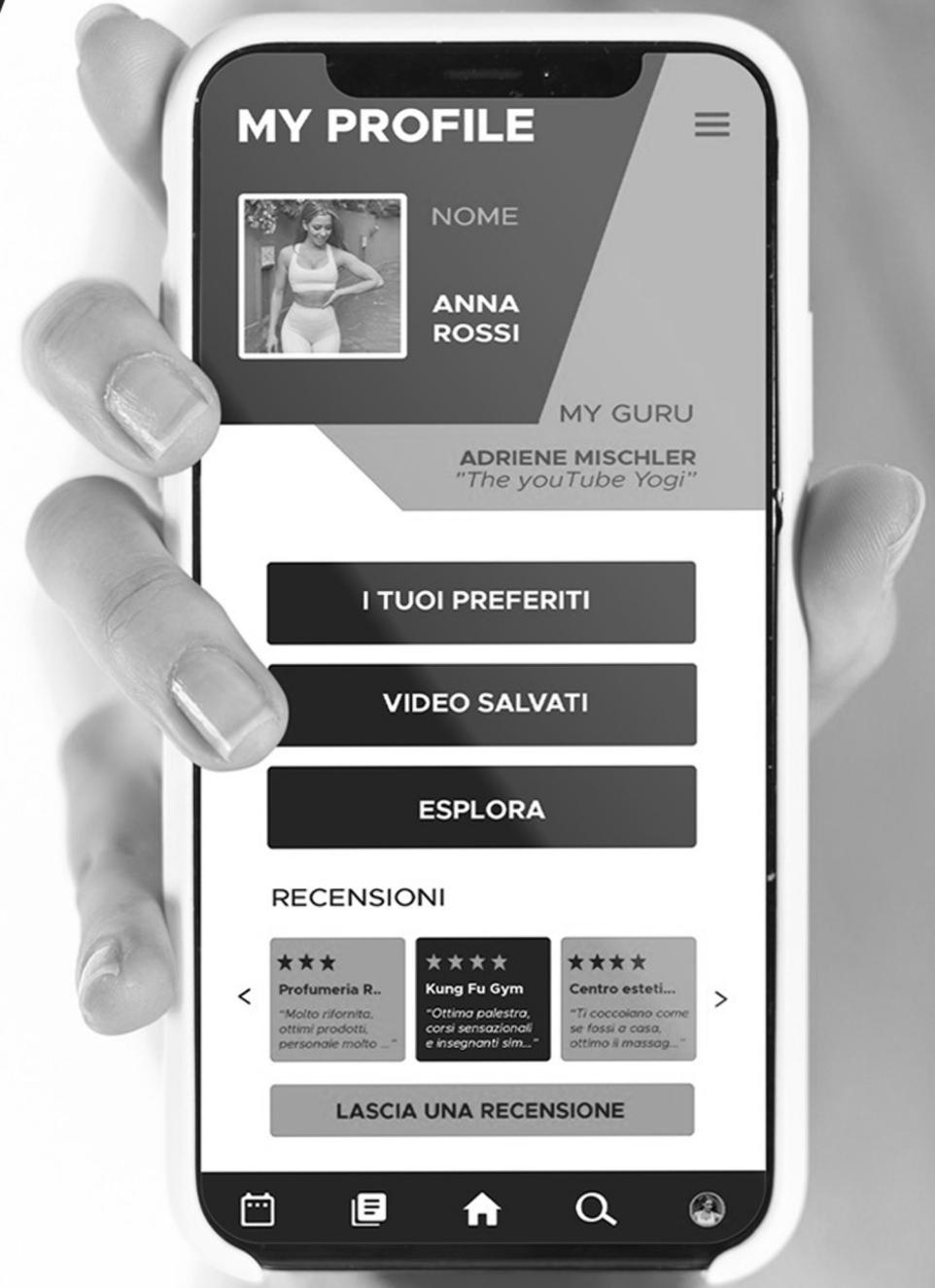
**Bringing the wellness professionals
into the cloud!**



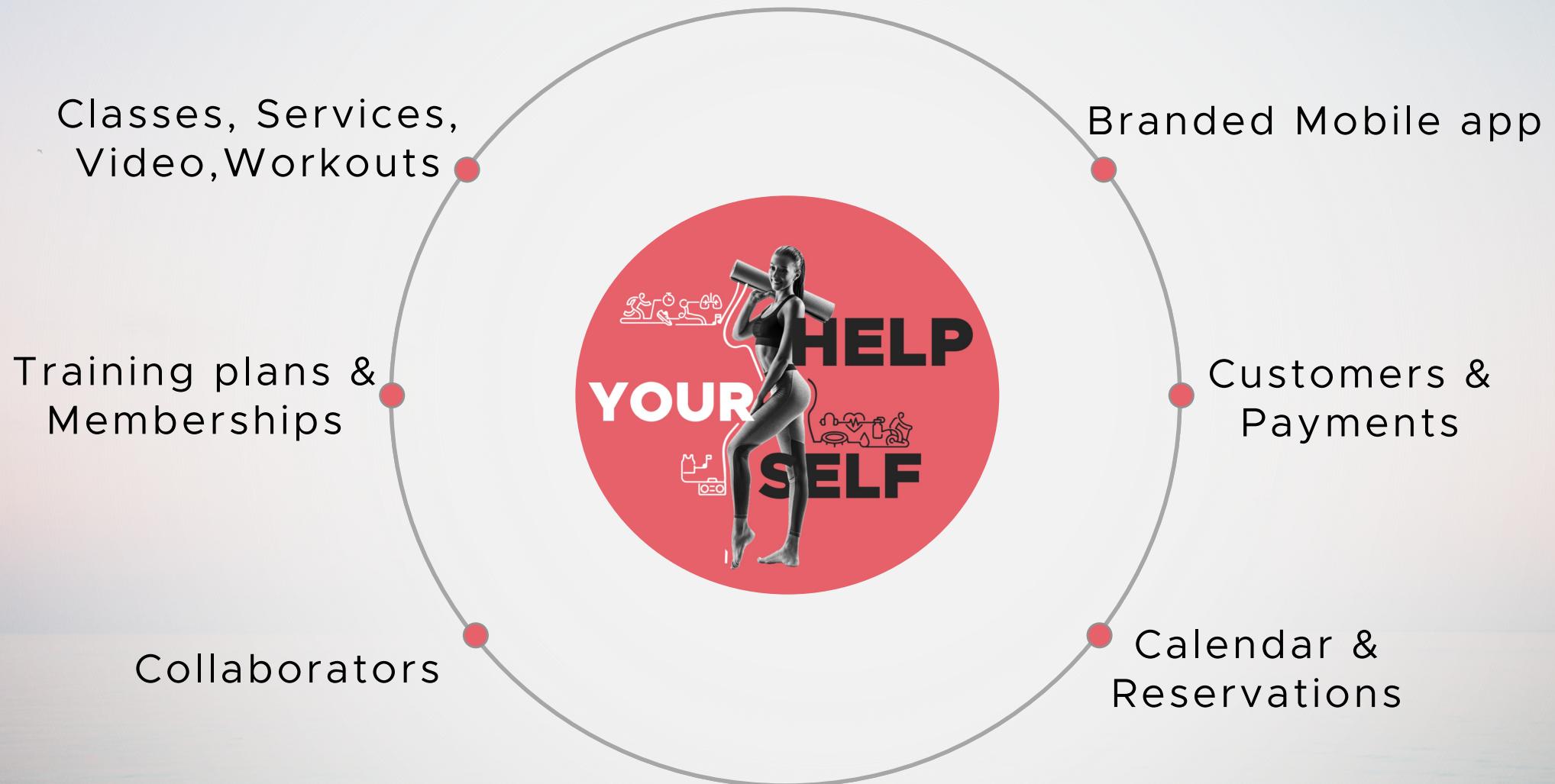
Wellness professionals are in the urgent
need to jump into the digital!



We help wellness professionals to launch their app in less than 4 weeks.



All-in-one platform



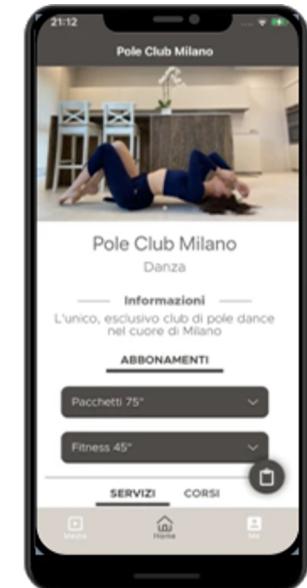
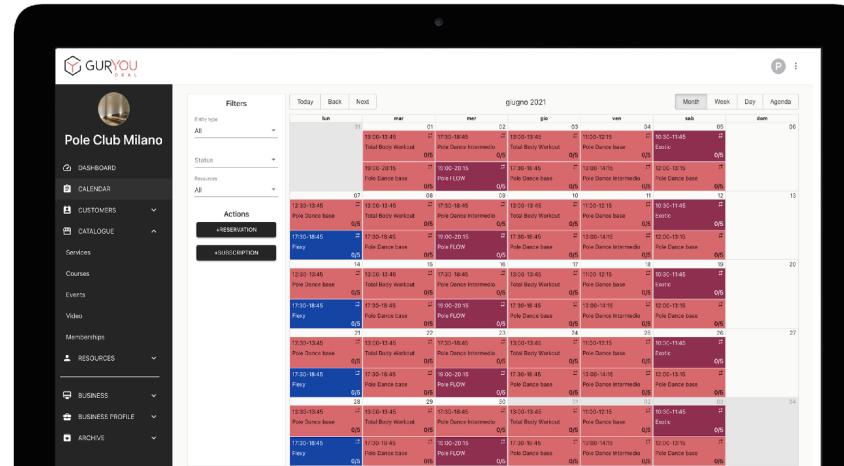
Easy to use:

register

configure

launch

- No coding
- Direct support
- Continuous evolution



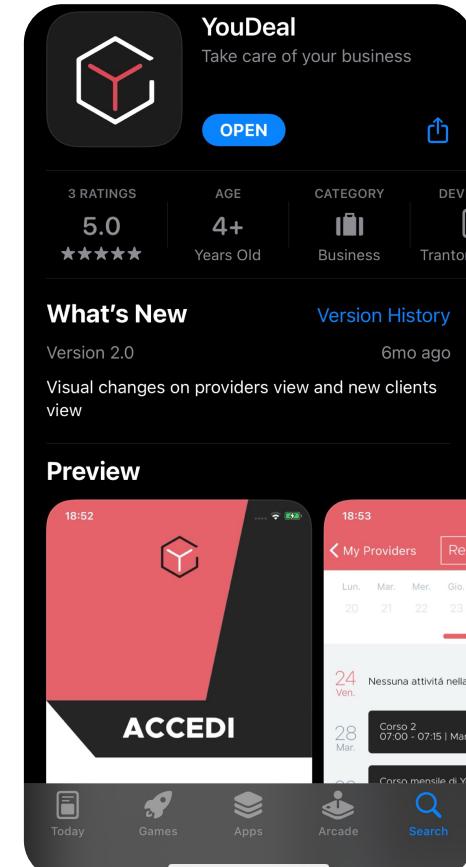


YouDeal (Web, Mobile app)

BUSINESS App

For Business users

- Branded mobile app for your customers
- Marketplace B2B, B2C
- Payment integration and marketplace
- Products, Services, Courses&Events,
- Online payments
- Video classes (Video On Demand)
- Workouts



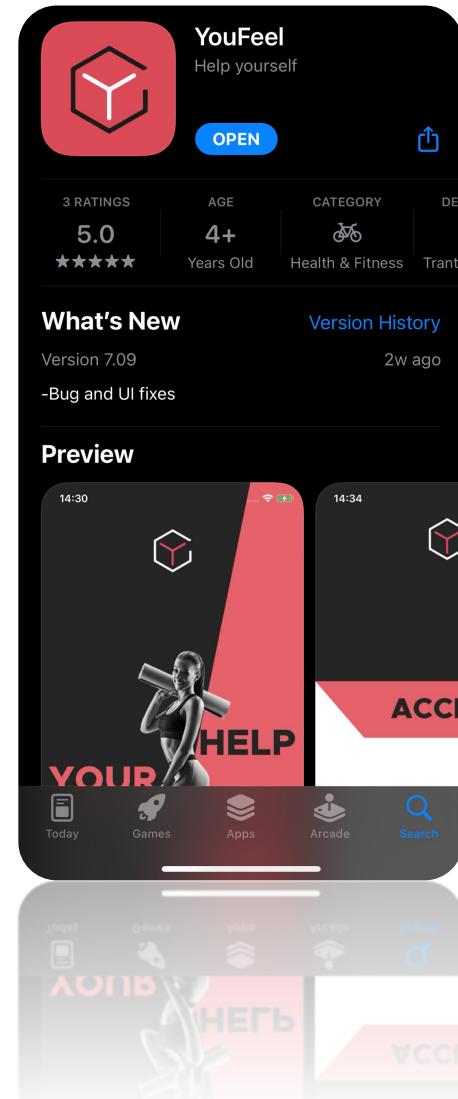


YouFeel + White Label apps

END-USER MOBILE App

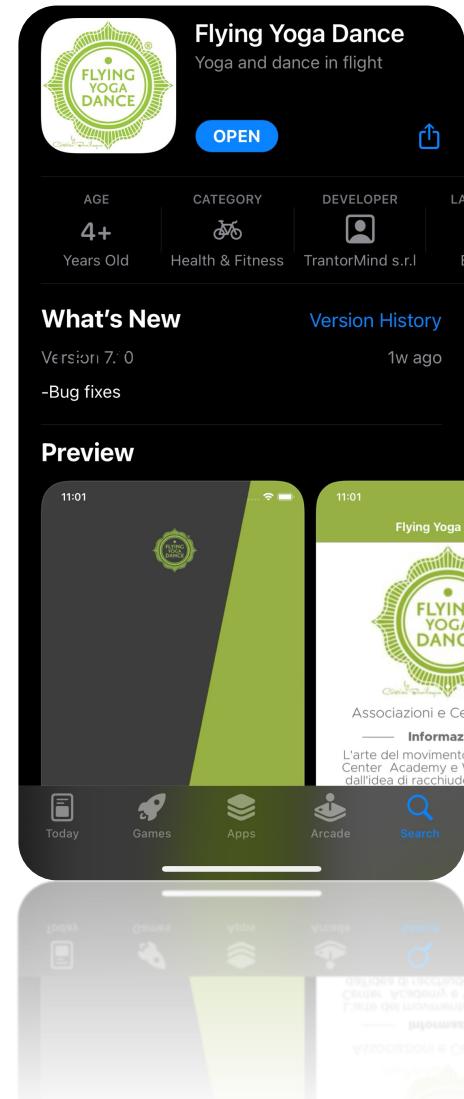
Mobile focus

- The app is the reflection of the user journey where the user will be **absorbed from the first moment.**
- The GurYou app would not merely be just a service booking app, but storytelling that will attract the audience from the first click.



Your Brand

Your Logo



YouStart: training app

Workout
personalized

Feedbacks

The screenshot shows the YouStart web application interface. On the left, there's a sidebar with a user profile picture of Paul Aibi and a list of navigation items: PLANCIA, CALENDARIO, CLIENTI, CATALOGO, LIBRERIA, PERSONALE, BUSINESS, PROFILO BUSINESS, and ARCHIVIO. The main area displays two separate circuit training sections.

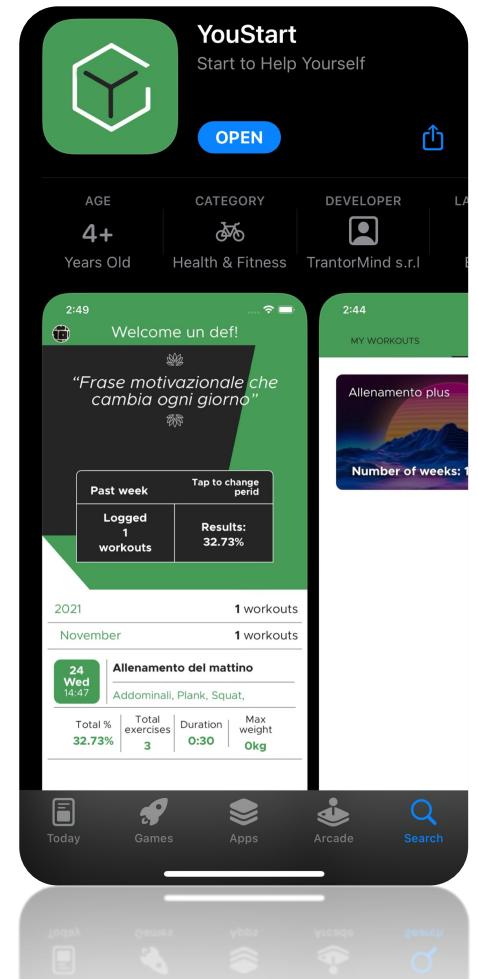
Top Circuit:

- Circuit title: Cardio Training warm up
- Circuit type: Warm up
- Circuit repetitions: 1
- Exercise: Crunch with one leg (Mode: Repetition, Max: 5, Min: 0, Units: Times, Rest: 20 seconds)

Bottom Circuit:

- Circuit title: Training
- Circuit type: Training
- Circuit repetitions: 1
- Exercise: Affondi sul posto (Mode: Repetition Per Side, Max: 3, Min: 1, Units: Times, Rest: 20 seconds)
- Exercise: Burpees (Mode: Repetition, Max: 10, Min: 5, Units: Times, Rest: 20 seconds)

Buttons for "ADD CIRCUIT", "ADD EXERCISE", and "REMOVE CIRCUIT" are visible.



Trasparency

Free



0€

- ✓ Calendar
- ✓ CRM
- ✓ Unlimited reservation
- ✓ Web integration
- ✓ Personnel
- ✓ App YouFeel

[Register](#)

Grow



29€

- ✓ All in FREE +
- ✓ Payments
- ✓ Memberships
- ✓ Waiting lists
- ✓ Collaborators
- ✓ App for business

[Upgrade](#)

+Video



59€

- ✓ All in GROW +
- ✓ Video on demand
- ✓ Workouts
- ✓ Training plans

[Upgrade](#)

All in One



159€

- ✓ All in +Video +
- ✓ Branded App
- ✓ Logo and colours
- ✓ iOS & Android
- ✓ Free app updates

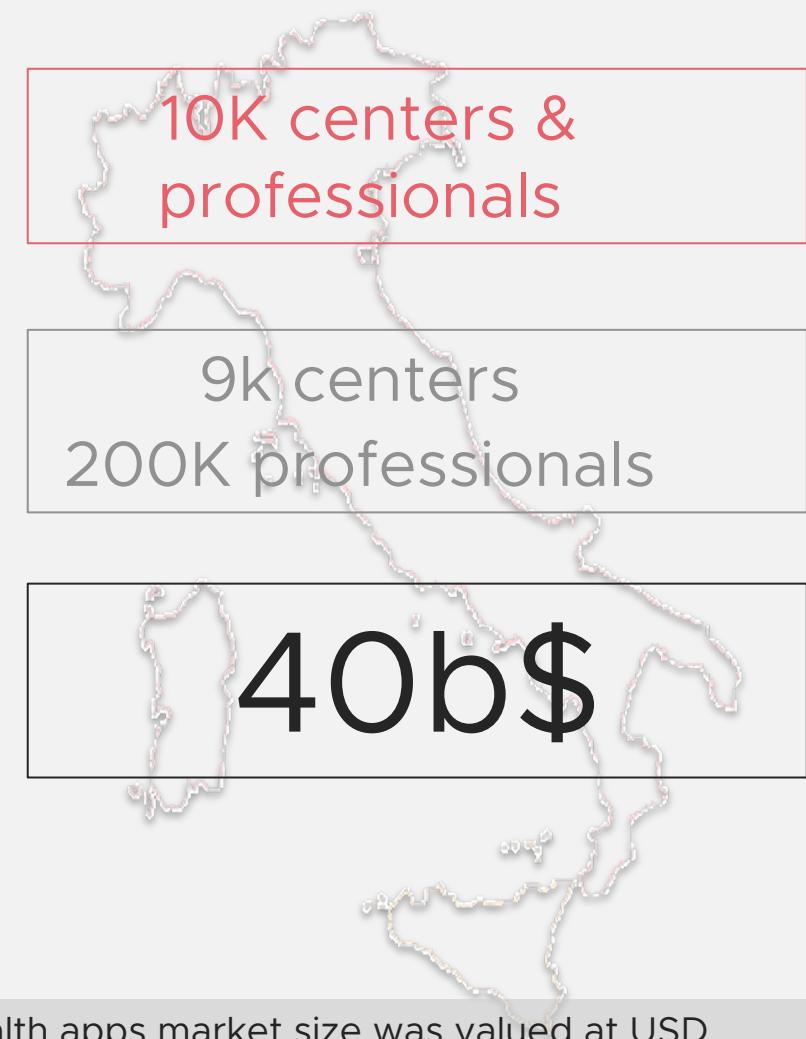
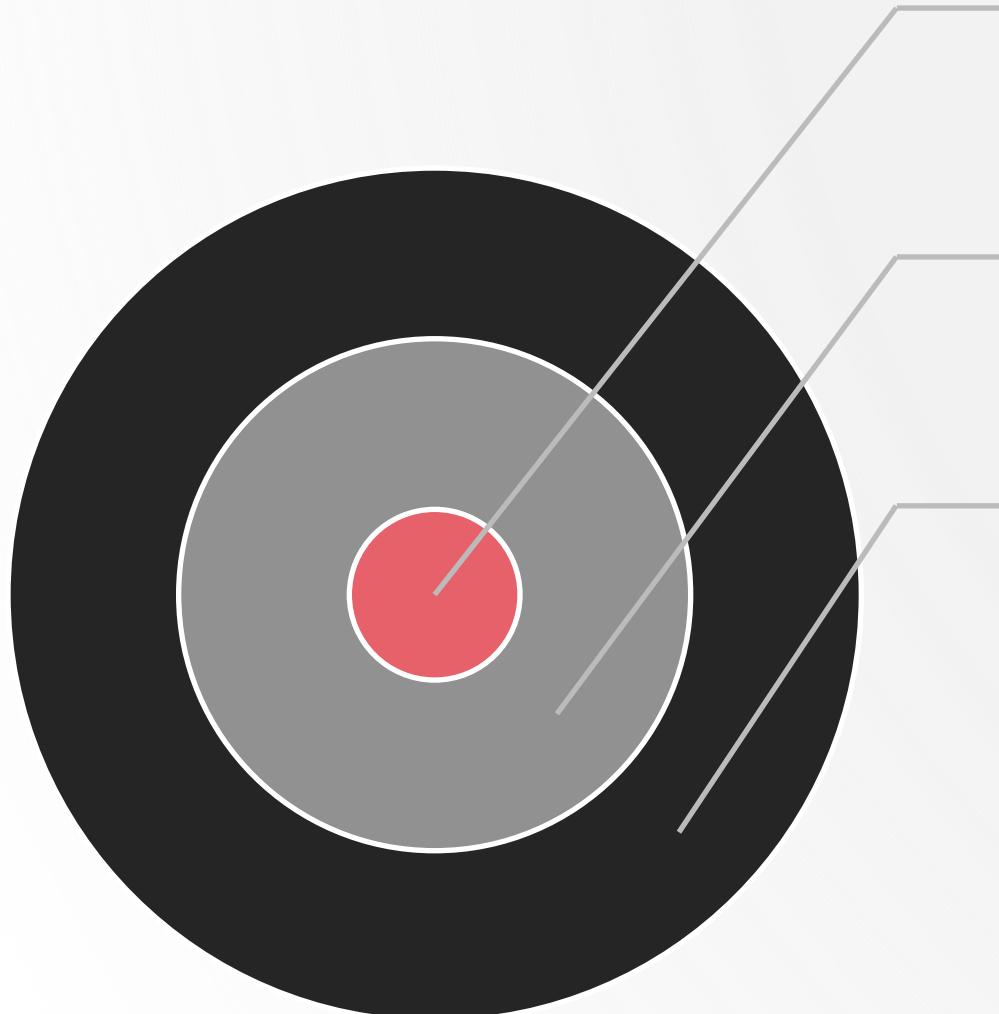
[Upgrade](#)

Centers

Professionals

Freemium with monthly plans.

The opportunity



The global mHealth apps market size was valued at USD 40.05 billion in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 17.7% from 2021 to 2028. *

(*) grandviewresearch

Milestones - Roadmap

- ✓ MVP → E2E product
- ✓ Users growth
- ✓ Paying customers
- ✓ ★★★

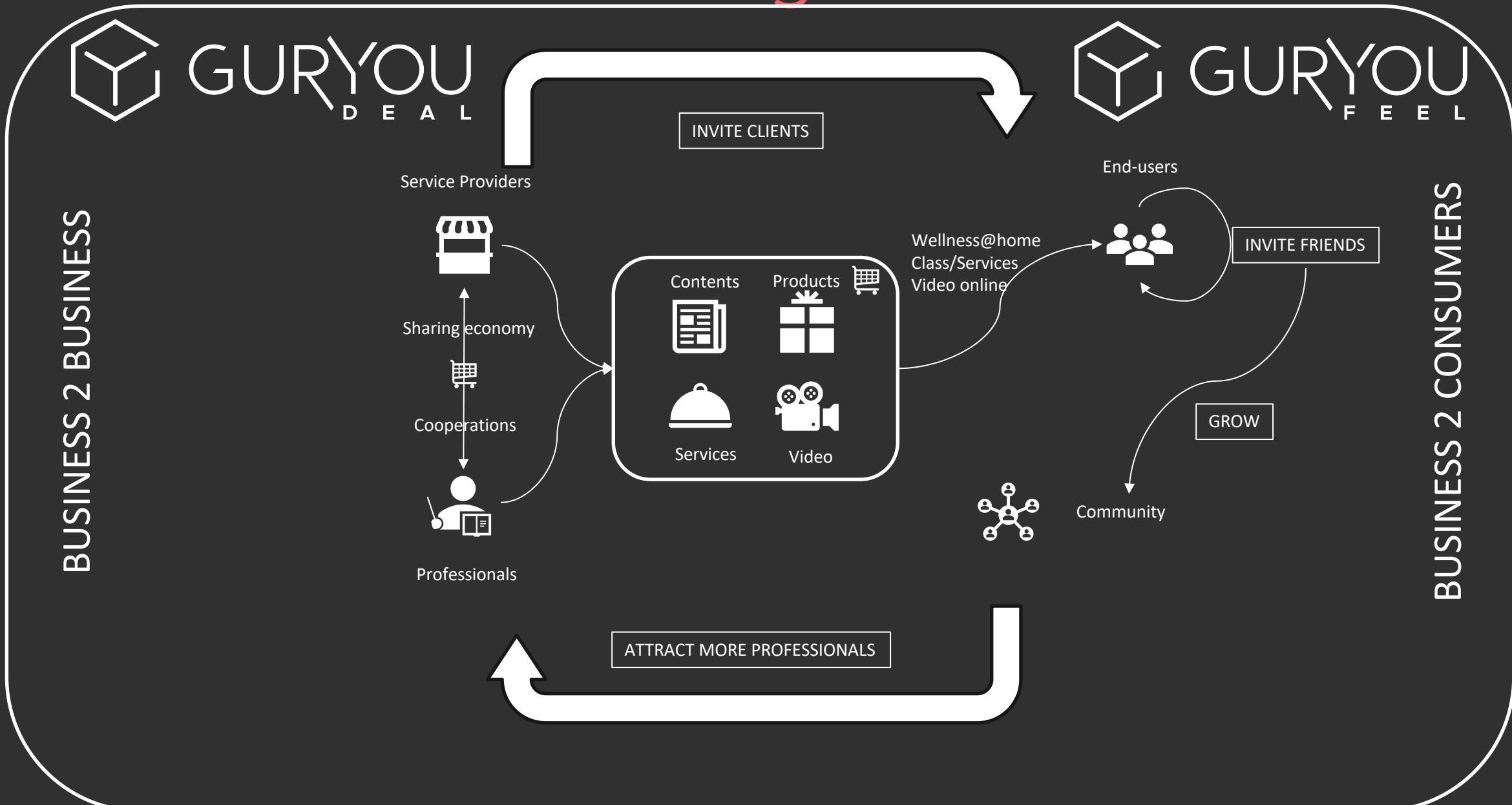
High Level Roadmap



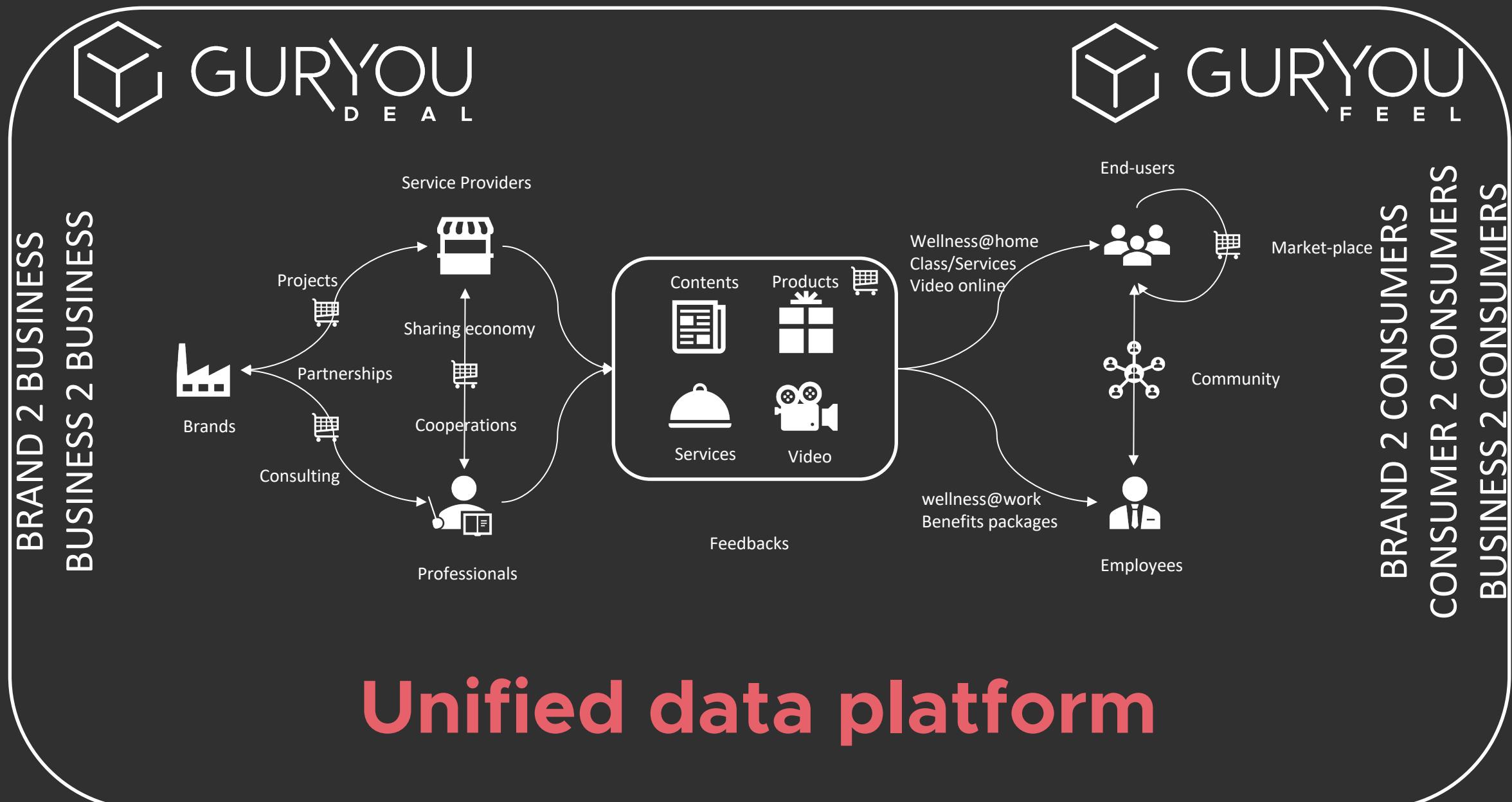
NEXT:

1. Sales automation
2. Launch in US, UK, Nordics by 2023

Networking effect



Marketplace



Team



Francesca Di Salvatore
CEO & Co-Founder

Leadership, commitment, passion for work and determination.
20+ years of experience in BI / ERP systems.



Francesco Caroli
Technology & Co-Founder

20+ years in Technology.
Current Dev Team:

- 1 UX/UI - Frontend developer
- 2 Full stack developers
- 1 Mobile App developer



Stefania Vaccaro
Content Strategist

Accuracy, competence, and focus on objectives. Copywriter. Creative mind always looking insights of the variety in wellness world.



Asia Kitaichik
Digital & Marketing Strategy

Precise, attentive to branding position and digital strategy. Business development covering different aspects from planning to B2B marketing.

Collaborators



Paul Aibi

Mindset mentor & business coach

Focus and expertise in health lifestyle.
He brings more depth to the team with his skills and experience.



Alessia Tanzi

Founder Yoga Coaching

Vast experience in Neuro training and meditation practices.



Alessio Boni

Music therapist

Composer, Arranger, Music Therapist, Vibrational Researcher, Holistic Operator, 432 Hz Musician... Benefits of sounds and vibrations for body and mind.



Antonio Pannella

Sport personal trainer

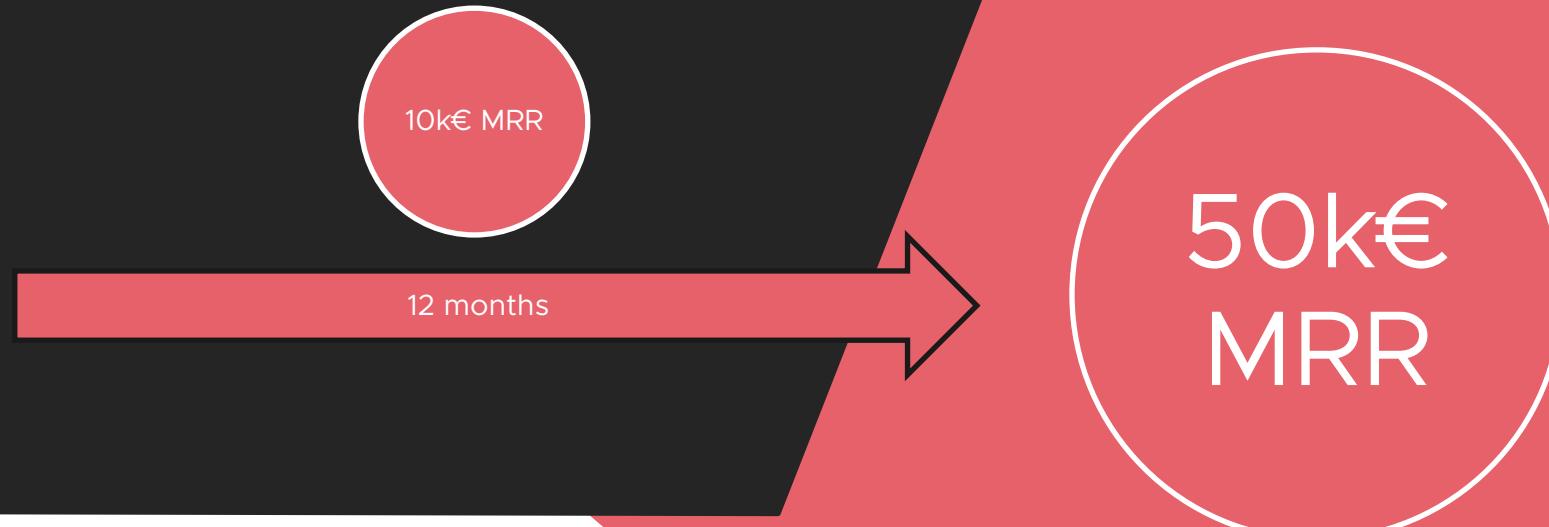
Personal trainer ISTRUTTORE POWERLIFTING, specialized in sport performance. Postural gymnastic and functional training.

Pro-forma statement

		2021	2022				2022	2023	2024
		FY	Q1	Q2	Q3	Q4	FY	FY	FY
KPIs	End-users	2553	3064	4000	5500	7000	7000	25000	100000
	Business users	616	661	720	800	900	900	2000	4000
	Subscriptions	8	12	30	60	120	120	708	1063
	MRR (At End of Period)	€ 720	€ 1 080	€ 2 700	€ 5 400	€ 10 800	€ 10 800	€ 63 720	€ 95 670
	MRR Growth %			150%	100%	100%	1400%	490%	50%
Income Statement	Revenue *	€ 13 179	€ 10 950	€ 30 150	€ 40 950	€ 57 150	€ 139 200	€ 444 000	€ 1 490 000
	Cost of Sales	€ 49 431	€ 12 500	€ 12 500	€ 12 500	€ 12 500	€ 50 000	€ 265 500	€ 350 500
	Gross Profit	-€ 36 252	-€ 1 550	€ 17 650	€ 28 450	€ 44 650	€ 89 200	€ 178 500	€ 1 139 500
	Gross Margin %	-275%	-14%	59%	69%	78%	64%	40%	76%
	Operating Expenses	€ 36 840	€ 15 000	€ 15 000	€ 15 000	€ 15 000	€ 60 000	€ 511 370	€ 832 399
	EBITDA	-€ 73 092	-€ 16 550	€ 2 650	€ 13 450	€ 29 650	€ 29 200	-€ 332 870	€ 307 101
	EBITDA Margin %	-555%	-151%	9%	33%	52%	21%	-75%	21%
FTE	Headcount	5	5	5	5	5	5	12	20
	Avg Rev / Empl (Annual)	€ 2 635,80					€ 27 840,00	€ 37 000,00	€ 74 500,00
Cash	Investment and Financing	€ 113 000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Cash (At End of Period)							-€ 400 000,00	

400-600k€ to reach 50K MRR

- 65% Sales & Marketing
- 35% Development (new features) & Support
- 700 paying customers





Where innovation meets wellness!