



GET FIT WITH  
**pulse**

# Meet Jaidus



**JAIDUS**

SOULCYCLE®

Atlanta, GA

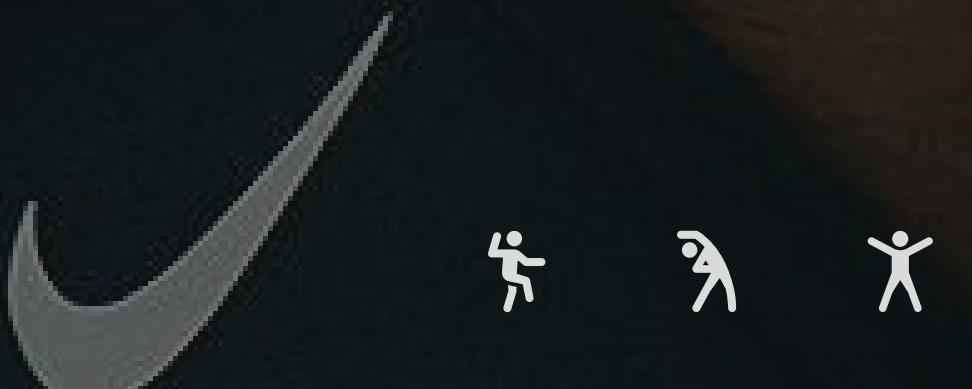
**SPOTLIGHT SERIES**

<b>07.21</b> 9:30 a.m. ET/ 6:30 a.m. PT Live 30 min	<b>07.21</b> 12:00 p.m. ET/ 9:00 a.m. PT Live 45 min	<b>07.22</b> 9:00 a.m. ET/ 6:00 a.m. PT Live 45 min	<b>07.22</b> 12:00 p.m. ET/ 9:00 a.m. PT Live 30 MIN
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## Jaidus' Problem:

He needs ways to **monetize** his **expertise**.

Fitness Creator



# Meet Kaitlen



Fitness Seeker

**Kaitlen's Problem:**  
Wants to **train** with Jaidus  
**beyond** the Soul Cycle studio.

# Introducing *Pulse*

USERS CAN:

**Create** Moves → **Build** Stacks →  
**Monetize** Rounds

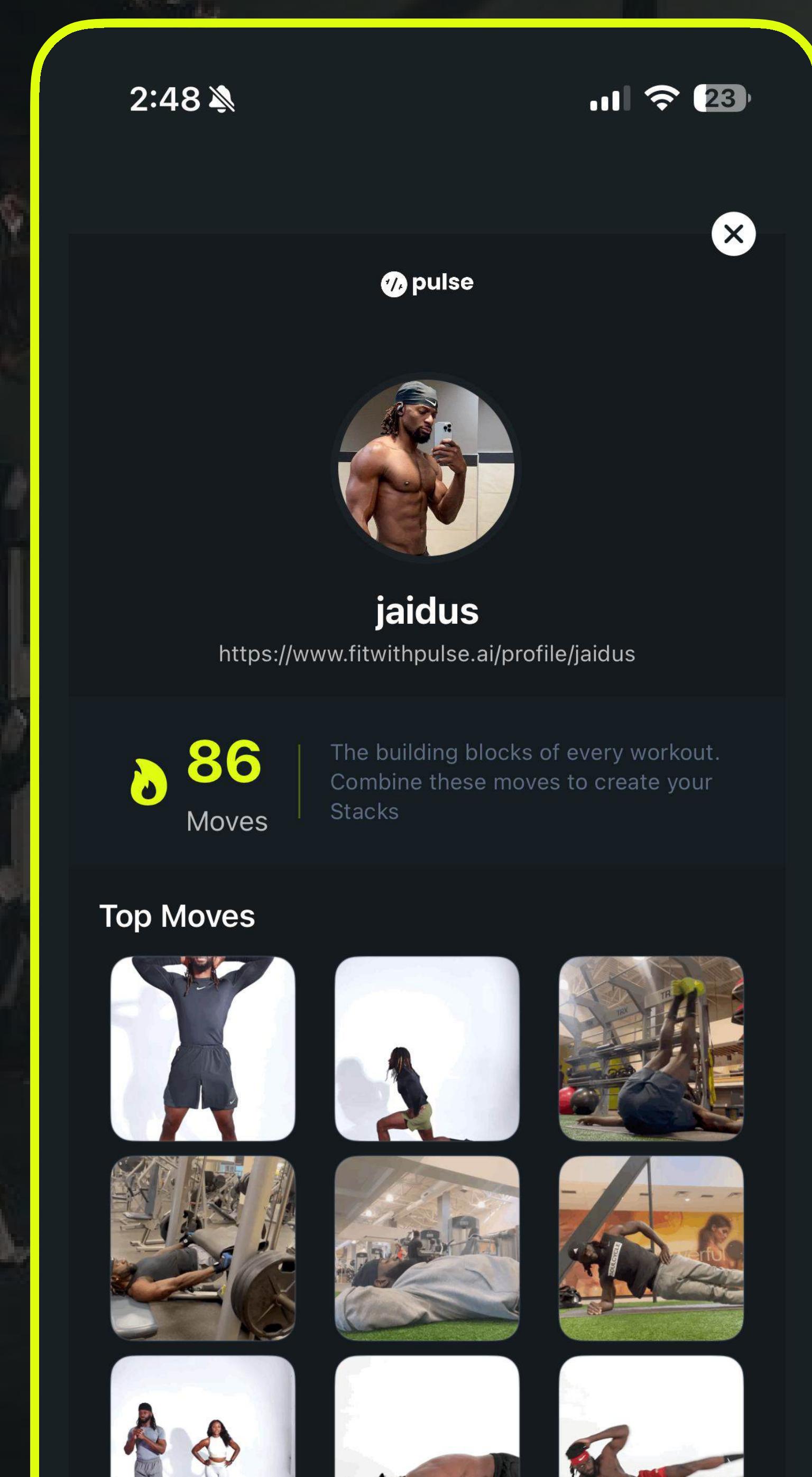
Patented Architecture

fitwithpulse.ai

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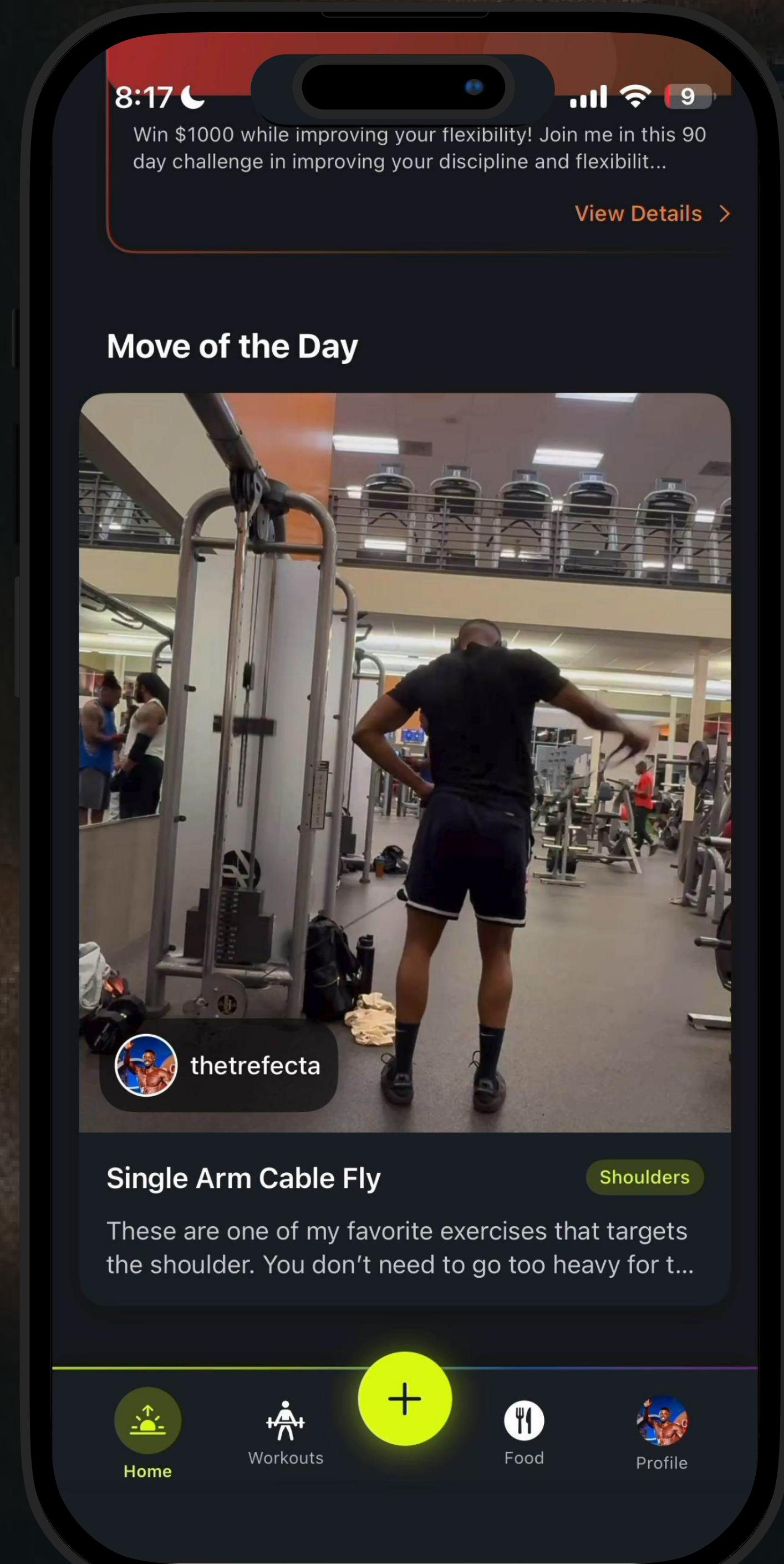
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# Moves

CAPTURE  
Single **byte-sized**  
*movement videos*



# Rounds

## COMPETE

**Workout plan** where multiple members of your **community** can **compete**

**Standard Rounds(access with subscription)**

**Premium Round(subscription + additional cost set by Creator)**



# Creators are *discoverable* by seekers

Move of the Day



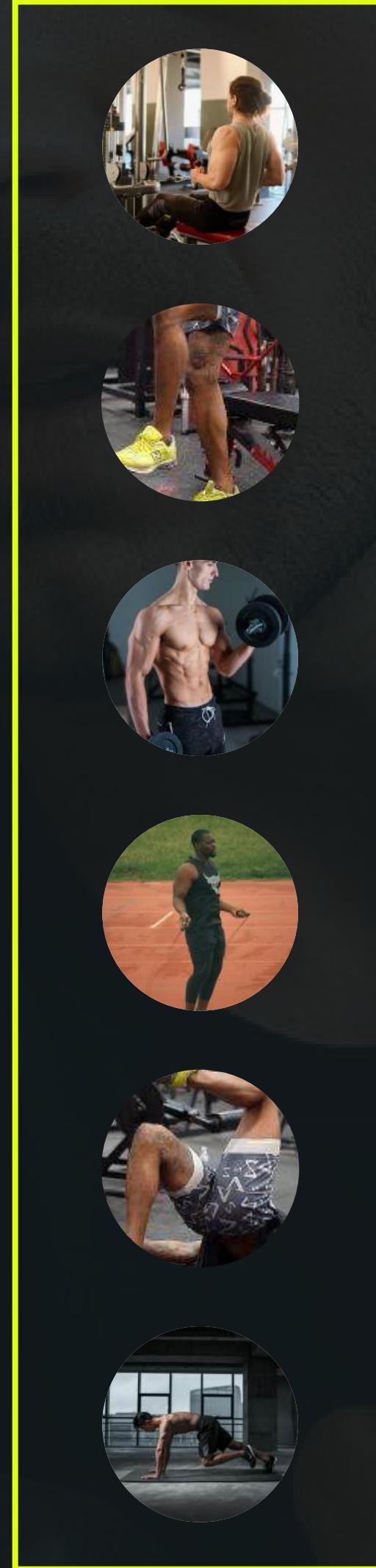
jaidus

Plank Knee To Elbow

While holding a plank position, bring your left knee to the left elbow, return to the plank position, then...

PULSE AI  
← AI matches fitness seeker with creator workouts →

AI creates Stack



# People **connect** with *real people*.



**Pulse**

2025  
\$4.99/month  
\$39.99/annually



**Strava**

2009  
\$11.99/month  
\$79.99/annually  
50 million + installs



**Trainerize**

2008  
\$5 per client  
\$250 / 500 clients  
1.6 million trainers



**Instagram**

2010  
Free  
Estimated 280 million fitness content creators

Fitness Specific



User Generated Content(UGC)



Community



Creator Compensation



We *invest*  
in the  
*creators*

Pulse → Pulse Recruiting Channel →

Instagram, Gyms/ Studios,  
and brand partnerships

Fitness Creators



Creators  
bring their  
*community*

Creator Recruiting Channel →

Followers, Clients, Class participants

Fitness Seeker



# Pricing

## Fitness Creators



\$79.99/ year

## Fitness Seekers



\$1.99/ week  
\$4.99/ month  
**\$39.99/year**

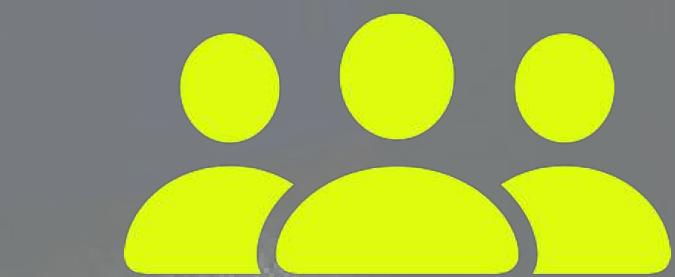
*We take 3% on custom priced rounds for trainers, training clients.*

# Results

Since launch:



**\$6k Revenue**



3 Rounds  
Launched  
50 subs/round

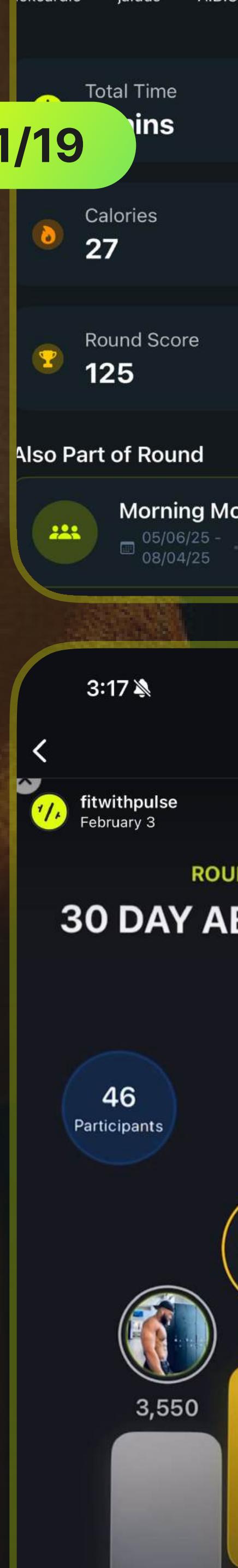
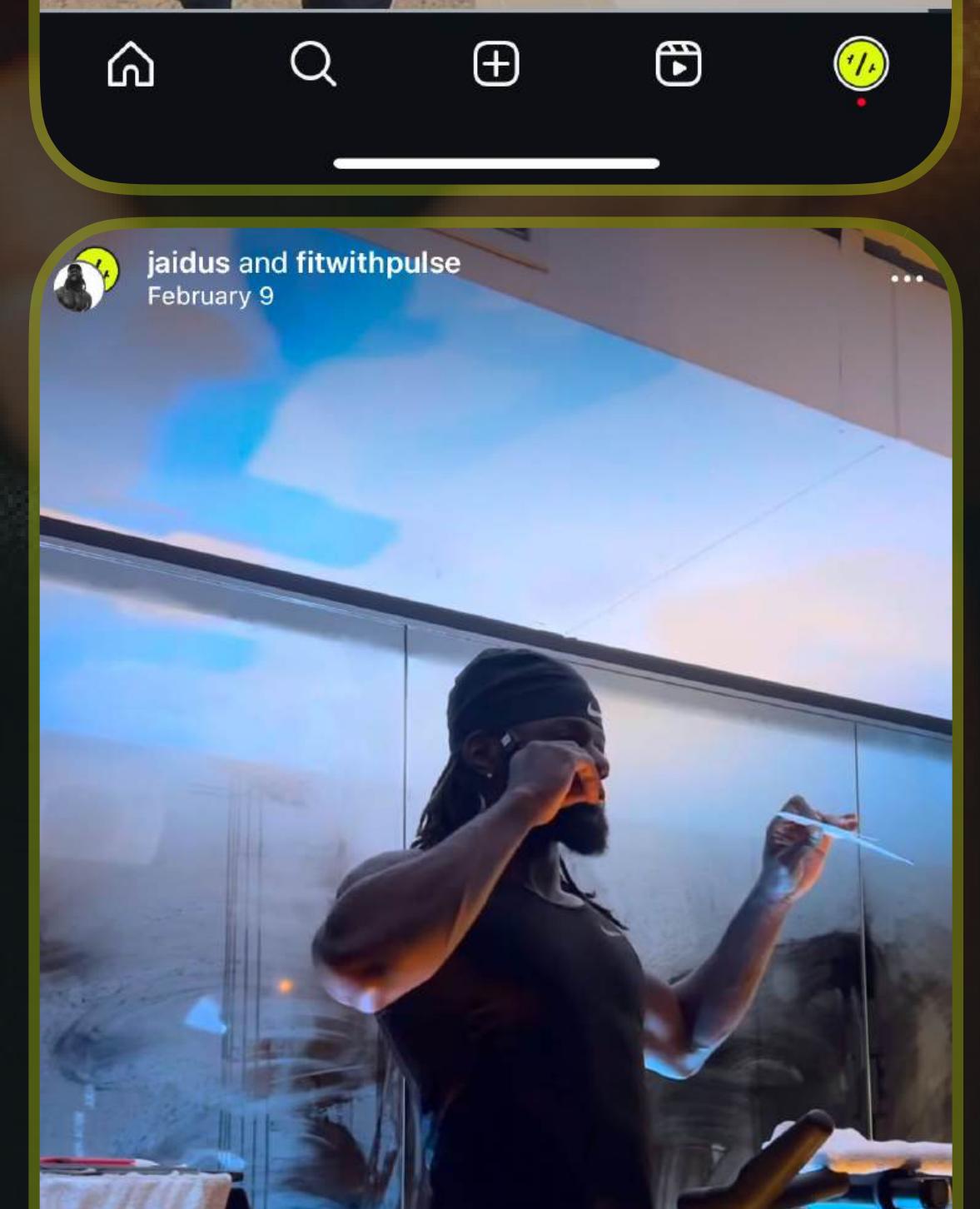


2 Instructors  
hosted Rounds

[solidcore]



Pending  
Partnership



# Our Take



Fitness Creators

&



Fitness Seekers

$$\$80 + (\$40 \text{ subscription fee} \times 50 \text{ Subscribers}) = \$2080$$

We encourage fitness creators to host at least **2 Standard Rounds** per year



2 Rounds x \$2000 each = **\$4080**

# Beachhead Market



**350,000**

personal trainer and fitness instructors  
(12% growth rate)

X

\$4080

=

**1.4 Billion**

# Path to \$100M

25,000 Creators

\$1M

123  
creators

\$10M

2450  
creator

\$50M

12,500  
creators

\$100M

25,000  
creator

625000  
seekers

6150  
seekers

2450  
creator



We focused on building **partnerships** with brands that **align** with our **mission**.

Brands we've worked with:



[solidcore]

Brands we'd love to work with:

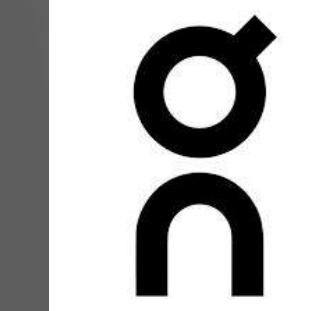
L'ORÉAL



lululemon

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wellhub

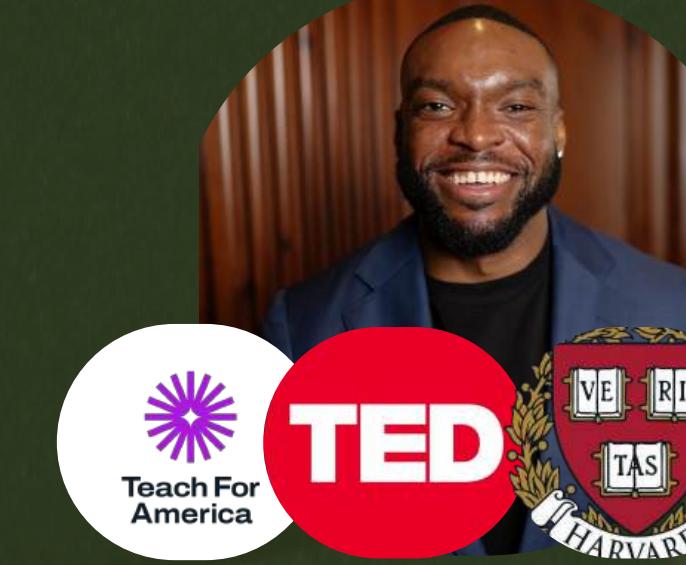


# Who's building *Pulse?*

## Core Team



**Tremaine Grant**  
CEO/ Founder  
Principal Software Engineer



**Bobby Nweke**  
Chief of Staff  
Executive Leader and Learning Consultant



**Lola Oluwaladun**  
Product & Brand Design Lead  
Led 15+ Consumer Rebrands



**Ricardo Bailey**  
Digital Creator Lead  
Exercise Science Major • 50k+  
Follower Accounts

## Advisors



**Deray Mckesson**  
Activist & Community Builder  
Founder  
@ Campaign Zero



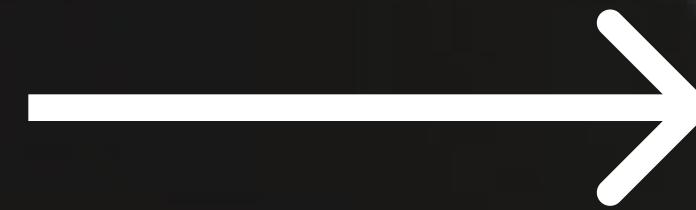
**Valerie Alexander**  
Fortune 500 CEO Consultant  
CEO  
@ Speak Happiness



**Marques Zak**  
Marketing & Growth  
Chief Marketing Officer  
@ ACC

# \$500K to turn creator acquisition into a machine

\$500K



## Use of funds

- Product Team(Engineer)
- Creator Success Team
- Incentivize large creators to convert
- Partnership Focused Hire

## Outcome

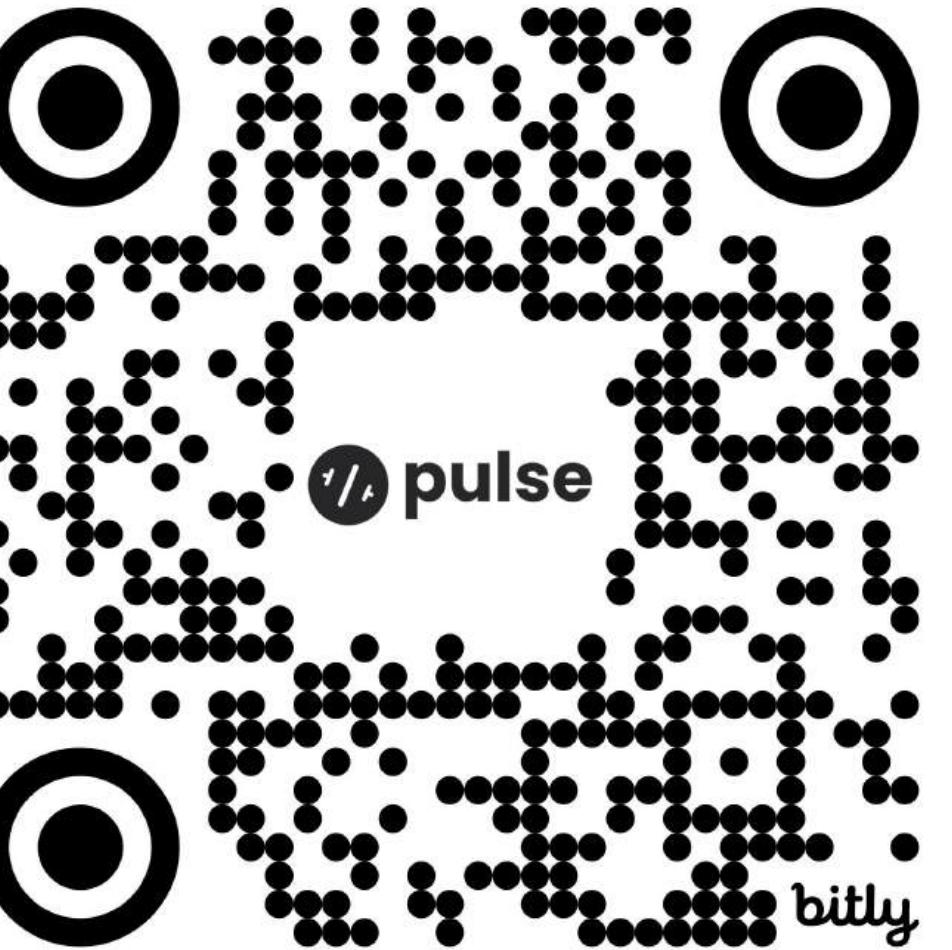
25,000 creators

19/19



Whether you're **learning**,  
**earning**, **teaching**, or just  
**having fun**— there's a  
place for you on **Pulse**

[fitwithpulse.ai](https://fitwithpulse.ai)



Get in touch with us!

[fitwithpulse.ai/GetInTouch](https://fitwithpulse.ai/GetInTouch)



**At 2 Standard Rounds and 4 Premium  
per year**



6 Rounds x \$2000 each = \$12080

# Beachhead Market



**350,000**

personal trainer and fitness instructors  
(12% growth rate)

X

\$12080

=

**4.2 Billion**

TAM



1,350,000

Certified instructors, Group fitness instructors, Online trainers,  
Fitness creators >10K followers, Athlete-adjacent creators,  
Studio instructors (Pilates, Cycle, HIIT)

X

\$12080

=

\$16 Billion