Move & Fuel ATL

Move together. Fuel smarter. Earn rewards.

Pulse × Hills4ATL × Atlanta Meal Prep

Powered By Rounds on Pulse

pulse
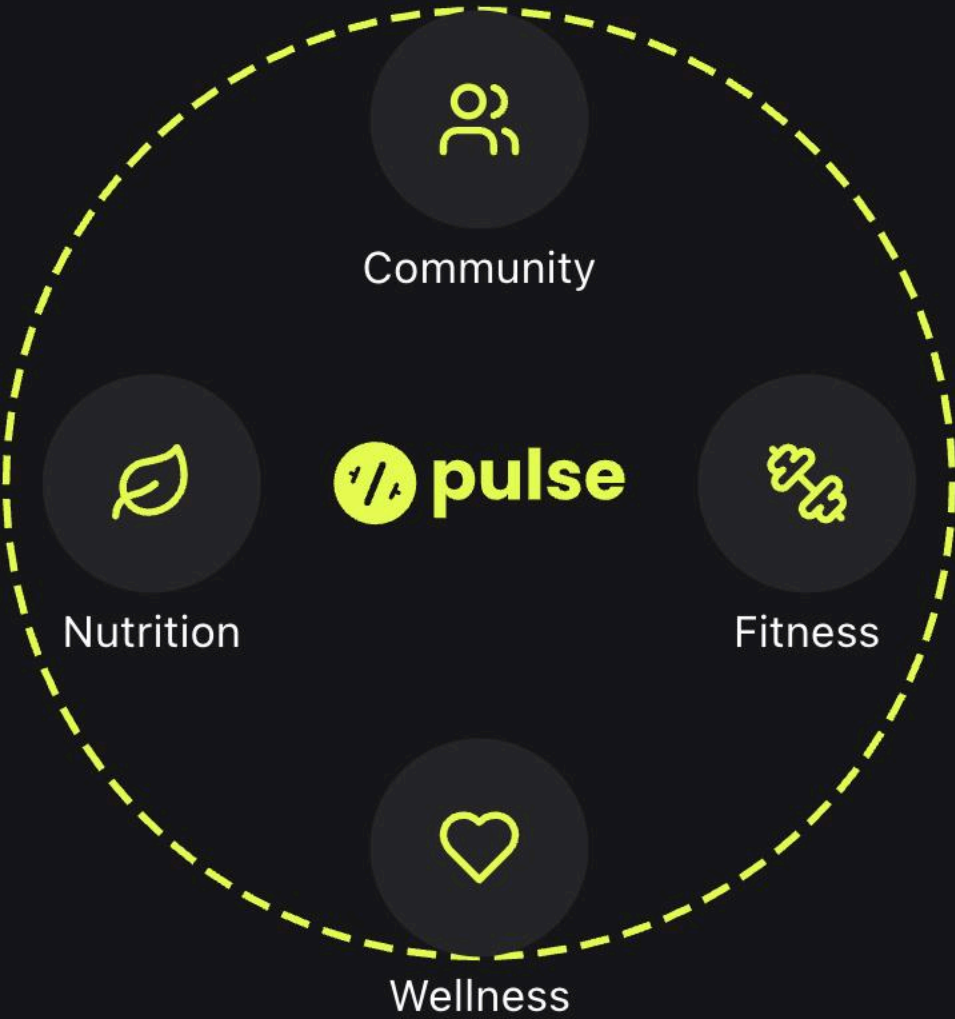
Why Pulse Exists

Pulse exists to make fitness more social, accessible, and rewarding. We believe that working out is better when shared, and that technology should connect us in real life, not just virtually.

👥 **1.1K**	🏋 **12K+**	🧠 **AI-powered**
Creators	Workouts	Programming

Community

🍃 **pulse** 🏋

Nutrition · Fitness

♡

Wellness

Meet **Tremaine**

Tremaine Grant

Founder & CEO of Pulse Fitness Collective, reimagining how we facilitate connection and community through fitness experiences.

- Principle Engineer at companies such as General Motors, IQVIA, Warby Parker, and more

- Former Track and Field Athlete at Florida State University

- Passionate about making fitness social, accessible, and rewarding

- Creating technology that bridges the gap between in-person and digital fitness connection.

Hills4ATL

Alvin "A.B." Bailey

Professional DJ and founder of Hills4ATL, a free weekly workout community at Piedmont Park.

- Averages 120-150 participants every Wednesday
- Created a safe, traffic-free workout environment
- Building a growing "fitness family" in Atlanta
- Welcomes all fitness levels to join the community

"I knew I wanted to create a fitness option in a public park, where there's no automobile traffic." - A.B. Bailey

Atlanta Meal Prep

Bea Lewis
Founder

Tasty. Wholesome. Convenient.

Established in 2015, Atlanta Meal Prep has become one of the city's leading healthy meal delivery services under Bea Lewis's leadership.

- Featured in Atlanta Magazine and The Atlanta Journal-Constitution
- Serves actors, athletes, and health-conscious individuals
- Uses fresh, locally sourced ingredients
- Offers diverse meal plans with flexible subscription options

Culinary excellence meets nutritional goals, making healthy eating both convenient and enjoyable.
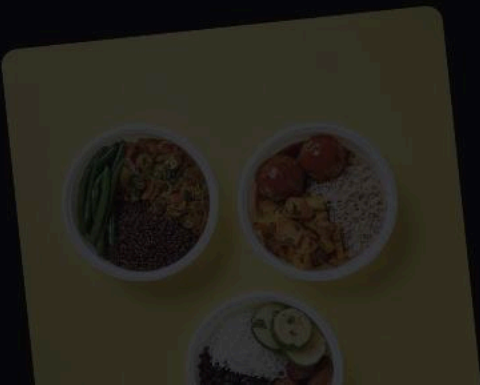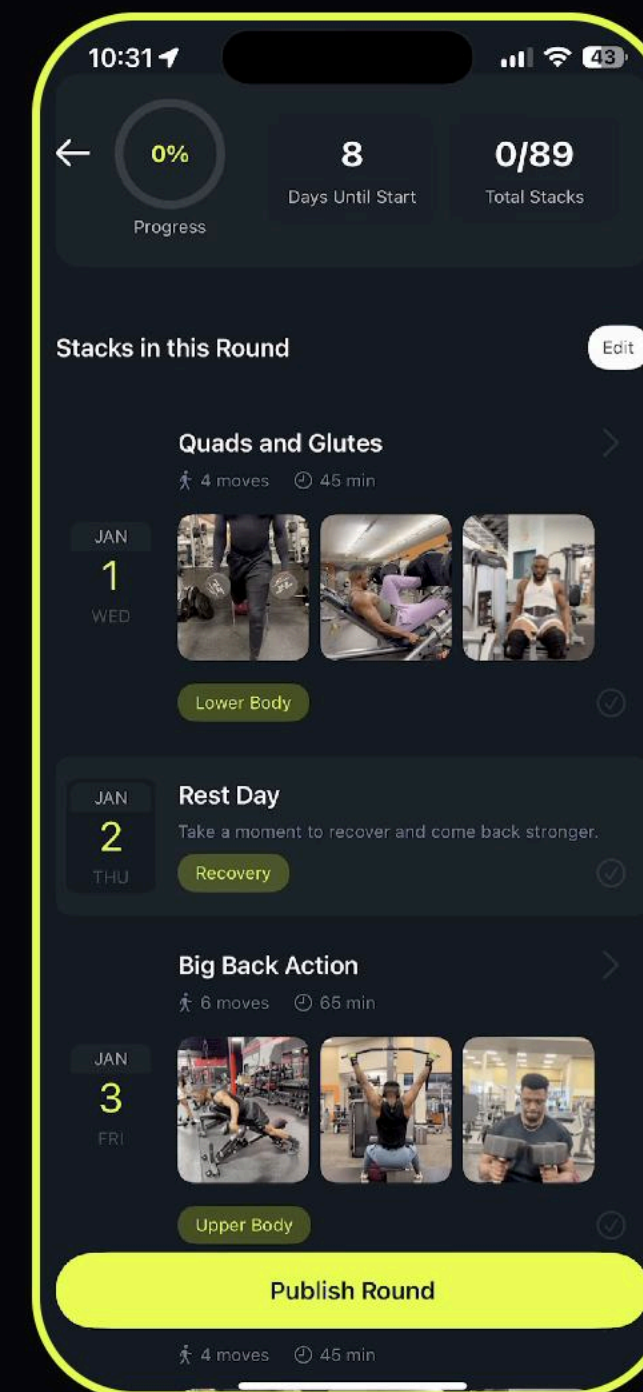
What's a Round?

A Round is a community fitness challenge with a set timeframe, workout program, and leaderboard. It transforms solo workouts into shared experiences, where participants track progress together and motivate each other.

75+ active members in our Morning Mobility Challenge.

10:31

| 0% | 8 | 0/89 |
| Progress | Days Until Start | Total Stacks |

Stacks in this Round Edit

Quads and Glutes
🏃 4 moves ⏱ 45 min

JAN 1 WED

Lower Body

Rest Day
Take a moment to recover and come back stronger.
Recovery

JAN 2 THU

Big Back Action
🏃 6 moves ⏱ 65 min

JAN 3 FRI

Upper Body

Publish Round

🏃 4 moves ⏱ 45 min

Building **Connections** Through Competition

Our platform fosters intentional community building through friendly competition, progress tracking, and shared achievements.

Meaningful Engagement

Participants stay motivated through real-time progress tracking and community recognition of achievements.

Friendly Competition

Leaderboards and point systems create healthy competition that drives consistent participation.

Digital + Physical

Our platform bridges online and offline experiences, creating deeper connections between participants.

Introducing Move & Fuel ATL

Experience a **360° fitness lifestyle engine**

Duration	Target
45 days	**1,000 participants**
	city wide

Program Includes:

- Gym workouts (strength + cardio)
- Meal plan (calorie ranges + meal-prep option)
- IRL Experiences (run, yoga, staircase sprint)
- Points System (earn, share, redeem)
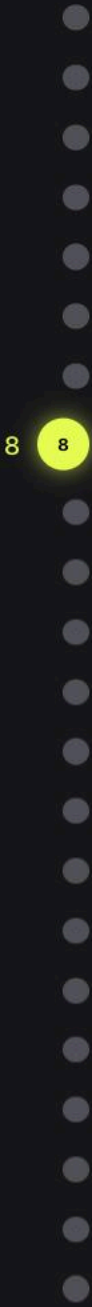
Program **Components**

Workouts
Strength & cardio routines for all fitness levels

Meal Plan
Nutrition with calorie targets and meal prep delivery

IRL Events
Group activities at iconic ATL locations

Points
Earn rewards for workouts and participation

QR Codes
100+ discount codes for community engagement

Fully Integrated Experience
All components connect through the Pulse app for seamless participant engagement

TECH MAGIC UNDER THE HOOD

POWERED BY ADVANCED ALGORITHMS

HEALTH DATA SYNC
API v2

Automatic syncing with Apple Health data for seamless activity tracking. Workouts are recognized and points awarded automatically.

Sync Rate	Latency
99.7%	<500ms

AI CALORIE ESTIMATOR
ML

Neural network identifies food from photos and estimates calorie content. Precise tracking for Atlanta Meal Prep items.

Accuracy	Recognition
94.2%	7,500+ foods

AUTO-QR CHECK-INS
SECURE

Encrypted QR check-ins with real-time leaderboard updates. Anti-fraud validation ensures integrity of competition.

Processing	Security
<1.2 sec	AES-256

GAMIFICATION ENGINE
ADAPTIVE

Dynamic point system with adaptive challenges. Personalized rewards and competition tiers based on activity levels.

Engagement	Challenges
+186%	50+ templates

PREDICTIVE ANALYTICS
AI

ML algorithms forecast participant activity patterns and predict outcomes. Optimizes engagement with behavioral insights.

Prediction	Data Points
92.8% accuracy	240+ per user

SOCIAL INTEGRATION
VIRAL

One-tap social sharing with branded templates. Achievements generate automatic shareable content with partner attribution.

Share Rate	Networks
37.8%	5 integrated

DATA PROCESSED	DAILY ACTIONS	SERVER UPTIME	ML MODELS
2.4 TB+	178K	99.997%	12

Value for Hills4ATL

1 Rich Data Insights

Gain unprecedented insights into your participants through QR check-ins. Access detailed analytics on workout behaviors, attendance patterns, and engagement metrics beyond basic demographics.

2 Global Reach Opportunity

Expand beyond Atlanta with our collaborative digital platform. Connect with fitness enthusiasts worldwide through virtual challenges and global leaderboards.

3 Revenue Share

Receive 30% of total round revenue with zero up-front cost. Based on our projections, that's approximately $17,700 in additional revenue for a 1,000-participant round.

100%

Data Ownership
of participant insights & analytics

Additional Benefits

- New foot traffic to your physical locations
- Participant retention tracking and analytics
- Exclusive featured partner status

Value for **Atlanta Meal Prep**

1 **New Customer Acquisition**

Directly connect with health-conscious consumers actively seeking nutrition solutions. Built-in cross-selling opportunities.

2 **In-App Integration & Incentives**

Your meals featured directly in the app with nutrition data and one-tap ordering. Points system rewards meal plan adherence and incentivizes recurring orders through gamified challenges.

3 **Revenue Share**

Receive 30% of total round revenue with zero up-front cost. Based on our projections, that's approximately $17,700 in additional revenue for a 1,000-participant round.

+125
Projected Orders
weekly during challenge

Exclusive Features

Official Meal Prep Partner Badge

Official Partner Badge in app and promotional materials

First access to future Pulse nutrition partnerships and features

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Go-to-Market **Playbook** — Channel Strategy

Channel	Target
Pulse Email Database	300
ATL Hills Members	200
Atlanta Meal Prep Customers	150
Partner Social Media	180
Paid Advertising	100
Word of Mouth / Referrals	70
Total	**1,000**

Pulse Email Database   300/1,000

ATL Hills Members   200/1,000

Atlanta Meal Prep Customers   150/1,000

Partner Social Media   180/1,000

Paid Advertising   100/1,000

Word of Mouth / Referrals   70/1,000

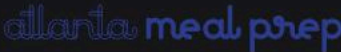# Go-to-Market Playbook — Team Responsibilities

HOW WE HIT 1,000 PARTICIPANTS TOGETHER.

pulse
40% Pulse

- Platform & payment processing
- $3,000 ad spend fronting
- Email marketing to 50K users
- Content calendar & creative

HILLS4ATL
35% ATL Hills

- Member promotion (2,500)
- Social media amplification
- 5 in-person events hosting
- Weekly challenges content

atlanta meal prep
25% Meal-Prep

- Customer promotion (4,000)
- Social media amplification
- Meal plan content creation
- In-app nutrition integration

>1,000
Seats forecasted

CAC < $6
Projected
after revenue share

85%
Of spend fronted by Pulse

Revenue **Model**

Zero Up-Front Cost — Three-Way Profit Share

Round Access

Price per participant	**$59 one-time fee**

What Members Get

- 4-week gym + cardio plan
- AI-matched calorie targets
- 5 ATL Hills IRL events
- Live leaderboard + rewards

Partner Share

40% Pulse	**30%** ATL Hills	**30%** Atlanta Meal Prep

$59K Gross Revenue at full capacity	**$17.7K** To Each Co-Host 30% partner share	**40%** Pulse Margin supports platform costs

Financial Projections

At-a-Glance Figures

Target participation	1,000 members
Projected gross revenue	**$59,000**
Each partner share	$17,700
Pulse platform margin	40%

Why $59 Hits the Sweet Spot

- Typical 4-week coached program $200-$500/mo (HevyCoach & ISSA data)
- Meal-plan add-ons alone average $150-$400/mo
- Our $59 price keeps fitness accessible while still projecting $59K gross on 1,000 sign-ups

Additional Revenue Opportunities

1. **Membership Conversion**
   Est. 25% of participants convert to ongoing Hills4ATL memberships

2. **Recurring Meal Plans**
   Est. 35% adoption of Atlanta Meal Prep subscriptions

360° LIFESTYLE ENGINE

THE RECURRING CHALLENGE ECOSYSTEM

45-Day Challenge

AI Optimization

Data Analysis

2-Week Cooldown

Seasonal Cadence
Set custom intervals year-round or align with seasonal fitness goals for maximum engagement and retention.

AI-Powered Evolution
Machine learning algorithms create increasingly personalized plans with each cycle, minimizing manual intervention.

Community Momentum
Recurring rounds foster stronger community bonds, with retention rates 4x higher than one-time challenges.

| **$250K+** | **74%** | **~$3** | **-85%** |
| Annual Revenue Potential | Re-enrollment Rate | Decreasing CAC | Admin Time Per Cycle |

Timeline & Milestones

Sign-off	Promo Blitz	Kick-off	Finale
Week 1	Weeks 2-3	Week 4	Week 8

Pre-Launch Phase

- Partner content creation & approval
- Technical integration of tracking systems
- Staff training on app features
- Early access for VIP members

Launch & Maintenance

- Kickoff event with all partners
- Weekly engagement emails & push notifications
- Mid-challenge special event
- Finale celebration & awards ceremony

What We Need From You

1

Sign-off & Official Partnership

✓ Partnership agreement signed by all three parties

✓ Official announcement coordination

✓ Logo/brand assets sharing

2

Content Coordination

✓ Workout & meal plan schedule integration

✓ Social media promotion calendar

✓ Workout & nutrition content creation

3

Technical Integration

✓ API integration for meal ordering

✓ Payment processing setup

✓ QR codes for partner communities

Ready to move forward? Let's talk

Next Steps

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Ready to move forward? Let's talk

"When Atlanta moves and fuels together, everyone wins."

Let's create a fitness movement that transforms Atlanta's wellness landscape while driving growth for all partners involved.

Yes, Let's Co-Host!   **⬇ Download PDF**

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