

PULSE x WUNNA RUN

Investment Brief

The Company

Pulse is a community-first fitness platform that helps brands, athletes, and community leaders build deeper connections through digital group training. Think of it as the operating system for fitness communities — check-ins, gamification, challenges, communication, and data in one place.

Traction

- Product launched January 2025
- Live on iOS and Web
- 50+ creators onboarded and growing
- Categories: Lift, Stretch, Run, and Bike
- Backed by investors behind Uber, Calm, and Robinhood

Business Model & Revenue Drivers

Pulse generates revenue through multiple streams tied to creator and community growth:

- **Creator Subscriptions** — Creators pay monthly to access platform tools (community management, challenges, analytics, communication)
- **Platform Transaction Fees** — Pulse takes a percentage of creator-to-fan transactions (memberships, merch, paid challenges, VIP access)
- **Enterprise Partnerships** — Custom integrations for brands, athletes, and organizations (like Wunna Run) with dedicated support and features
- **Data & Insights** — Aggregated, anonymized community data that powers sponsorship and partnership opportunities for creators

Market Comparables

Pulse sits at the intersection of fitness technology and creator economy infrastructure:

Company	What They Do	Valuation / Exit
Strava	Run/bike tracking, social fitness	\$1.5B+ valuation
Peloton	Connected fitness, content + community	\$8B peak (public)
Trainerize	Coaching platform for personal trainers	Acquired by ABC Fitness
Mindbody	Booking + management for fitness studios	Acquired for \$1.9B
Patreon	Creator subscriptions + community	\$4B valuation

Teachable	Creator courses + memberships	Acquired for \$250M
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Pulse's position: Community infrastructure for fitness creators — combining Strava's engagement model with Patreon's creator economics. No direct competitor owns this space for fitness communities.

Path to \$100M

This is an investable business with a clear path to scale. The fitness creator economy is early — and Pulse is positioned to be the infrastructure layer that powers it.

Unit Economics:

Creators hosting premium community challenges generate approximately **\$2,000 per round**. With an average of 2 rounds per year, that's **\$4,000 in annual revenue per creator**.

The Math:

- 2,500 creators × \$4,000/year = **\$10M ARR**
- 10,000 creators × \$4,000/year = **\$40M ARR**
- 25,000 creators × \$4,000/year = **\$100M ARR**

The Multipliers:

- Enterprise partnerships (run clubs, gyms, athlete brands) — higher contract values
- Wearable data creates a health insights layer — partnerships with insurers, employers, wellness programs
- White-label infrastructure for brands who want their own community apps
- International expansion — fitness communities are global

Gunna has the opportunity to help build this from the foundation.

The Team

Tremaine Grant — Founder & CEO

Principal software engineer with deep experience in biotech and life sciences. Built enterprise systems at Pfizer, IQVIA, General Motors, and Warby Parker. Previously launched Bulk, a fitness app with 100,000+ downloads. Former D1 Track & Field athlete (Florida State). 20+ years as personal trainer and physique competitor.

Bobby Nweke — Chief of Staff. Harvard-educated, former TED coach. Brings storytelling, operational excellence, and investor communications. Teach for America alum, former high school principal, and personal trainer of over a decade.

Lola Oluwaladun — Design Lead. 15+ consumer rebrands. UX/UI and brand strategy.

Advisors:

- Marques Zak — CMO, Atlantic Coast Conference (ACC)
- Valerie Alexander — Fortune 500 Consultant, IP Attorney
- DeRay Mckesson — Founder, Campaign Zero

Legal Counsel: Erik Edwards, Partner at Cooley LLP (former General Counsel of Sergey Brin's family office). Cooley is the #1 law firm for VC-backed companies.

The Round

Round Size \$1.4M pre-seed

Structure SAFE (Simple Agreement for Future Equity)

Use of Funds Product development, creator partnerships, infrastructure

Terms Available upon request

The Opportunity

We're offering Gunna two paths to ownership in Pulse — or a combination of both:

1. Partnership Equity

Wunna Run adopts Pulse as its official community platform. In exchange, Gunna receives equity in Pulse via **restricted stock**, vesting over 2-4 years. Partnership equity is typically structured in the **1-3% range** depending on scope, promotional commitments, and exclusivity.

2. Investment Equity

Gunna invests in Pulse's pre-seed round via SAFE alongside institutional partners. Early partners who invest may receive favorable terms. Investment amount flexible based on interest.

3. Combined

Partnership equity + investment for maximum alignment. Gunna becomes a true stakeholder with meaningful ownership, product input, and a seat at the table.

How This Works

Phase 1: Partnership launches with Paris (March 20) or London (March 31) as soft launch. Gunna receives partnership equity. We prove the model together.

Phase 2: Once partnership is working, Gunna has the opportunity to invest additional capital via SAFE — with favorable terms for early believers.

Timeline

February 2026 Review, align on structure, draft agreements

March 20 Paris — potential soft launch

March 31 London — potential launch

Q2 2026 Full rollout across Wunna Run events

Next Steps

1. Review this brief and the attached Partnership Proposal
2. Schedule a call with Tremaine to discuss questions and interest
3. Align on structure — partnership, investment, or both
4. Draft formal agreements

Tremaine Grant

Founder & CEO, Pulse

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