

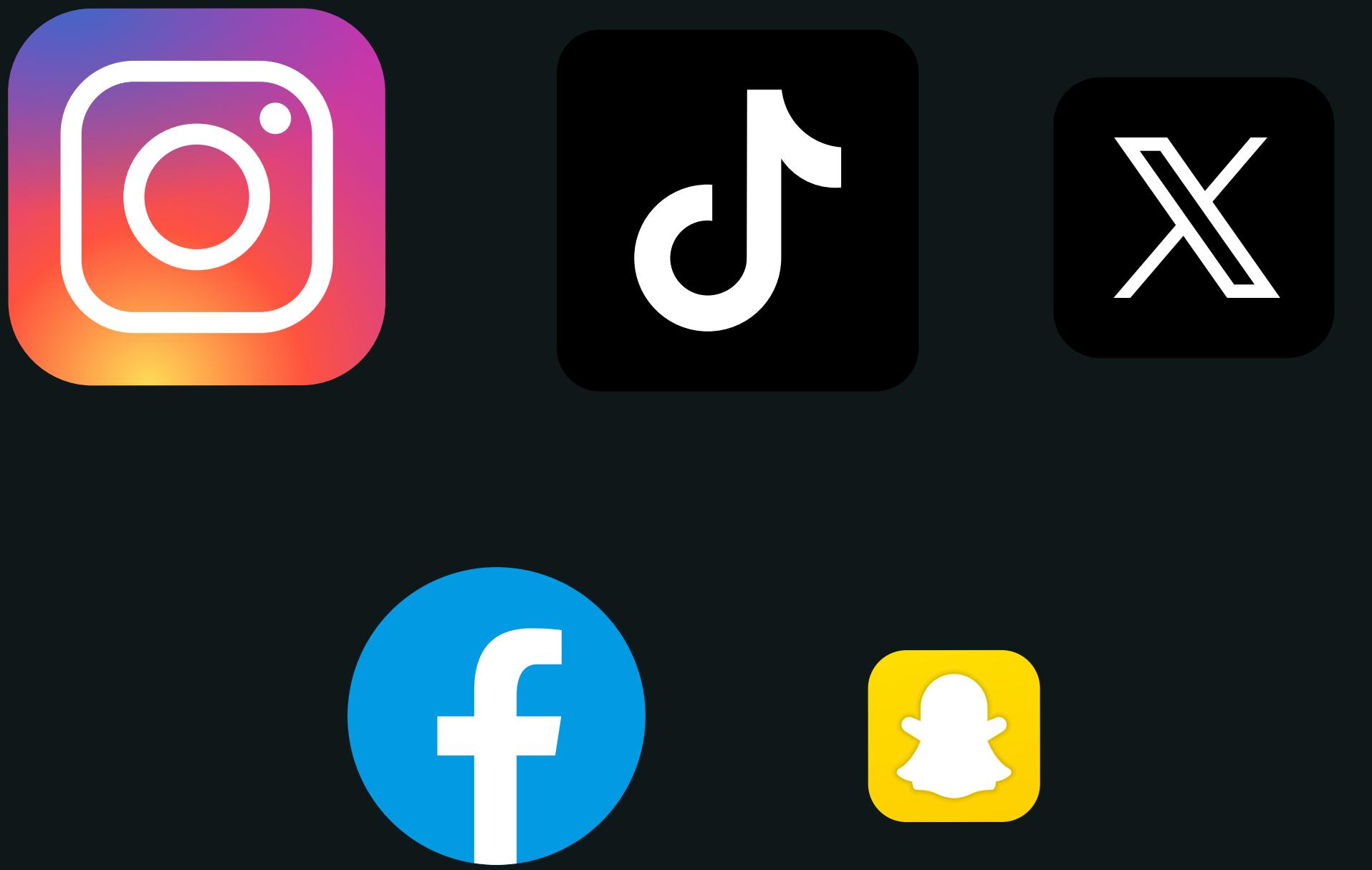
# GET FIT WITH pulse

**Gamified fitness** app where pros grow, users level up, and everyone **wins together**

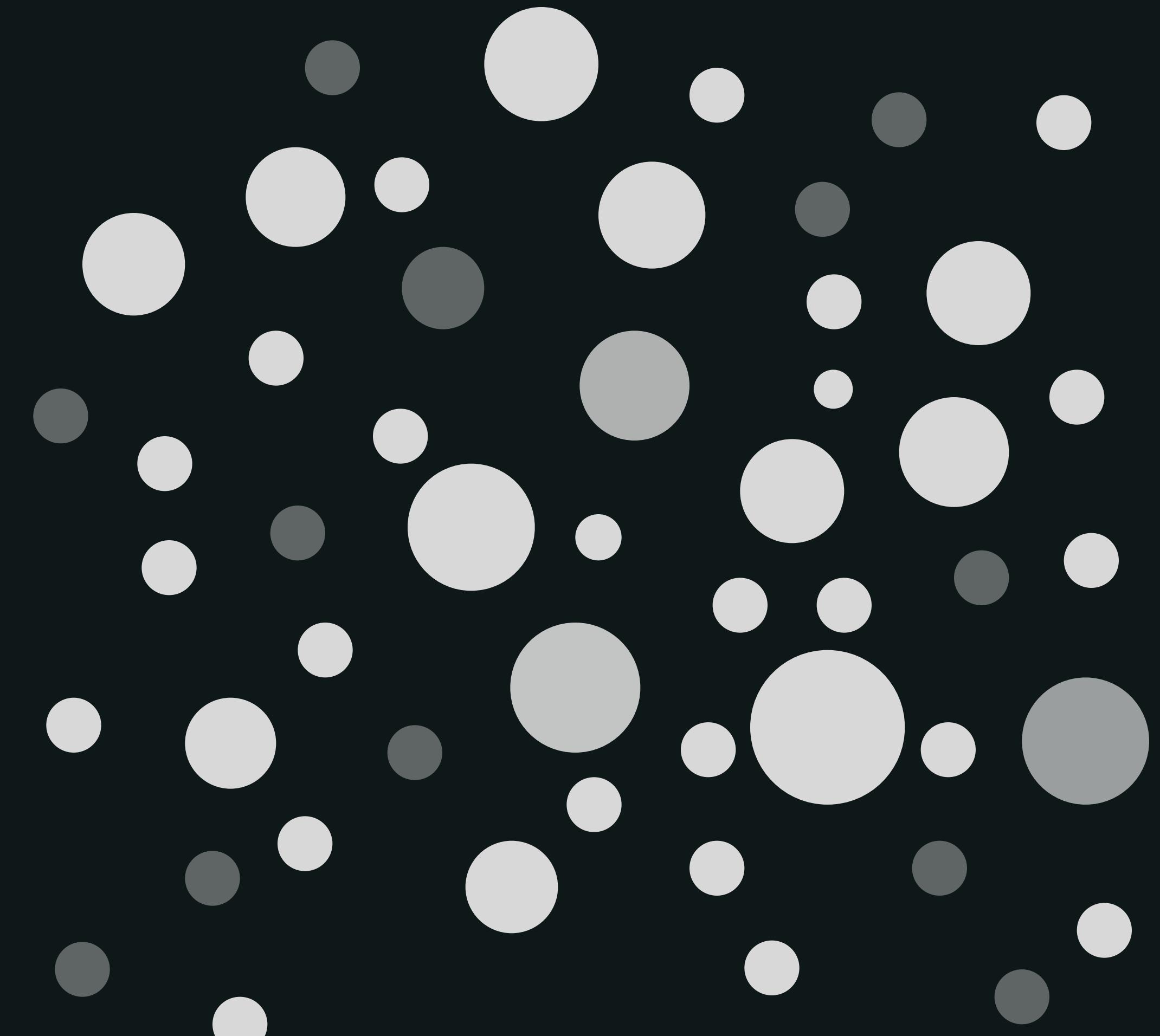
[fitwithpulse.ai/about](http://fitwithpulse.ai/about)



# Social Media



# Fitness



**None own fitness**

# Meet the first.



Pulse will own fitness



# The ACCI Framework



# Accountability



# The ACCI Framework

# Accountability



# Connection

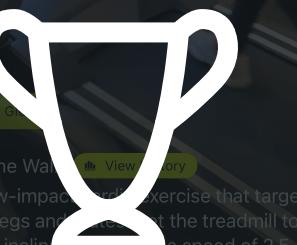


# The ACCI Framework

# Accountability



# Competition



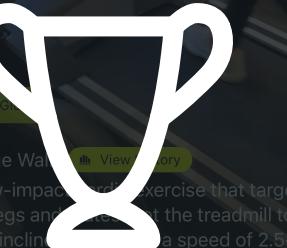
# The ACCI Framework

# Connection



# The ACCI Framework

Competition

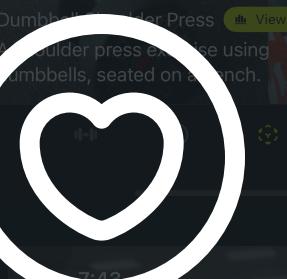


fitwithpulse.ai

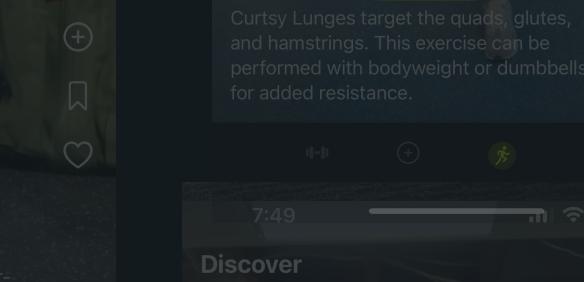
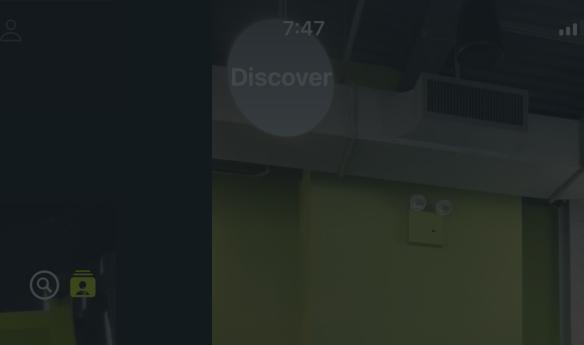
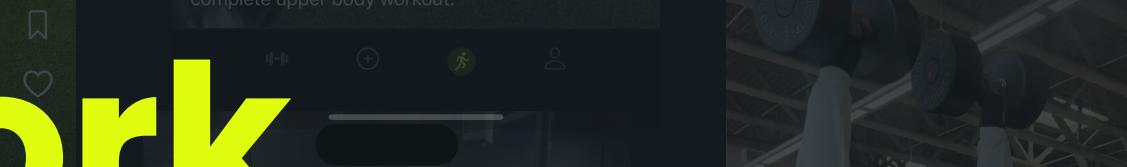
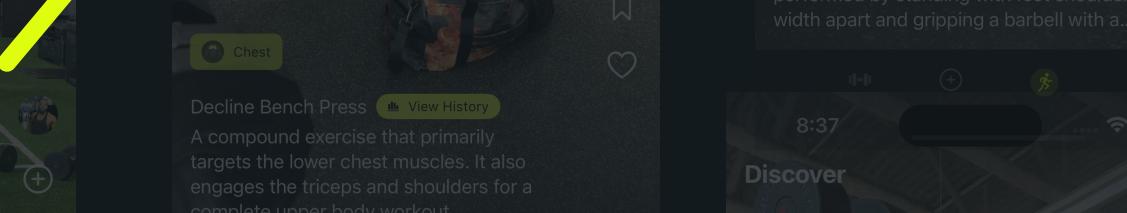
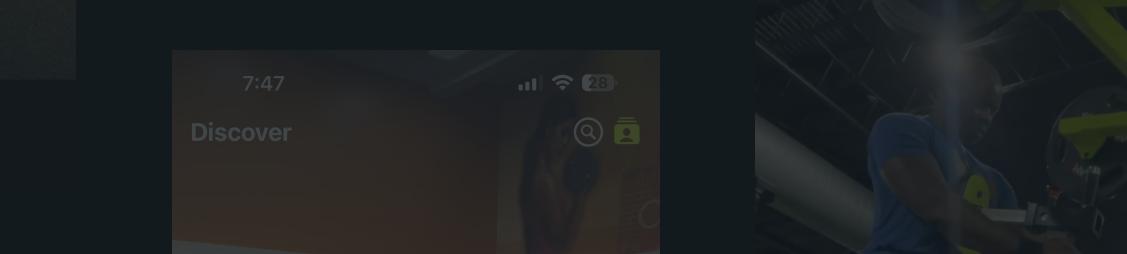
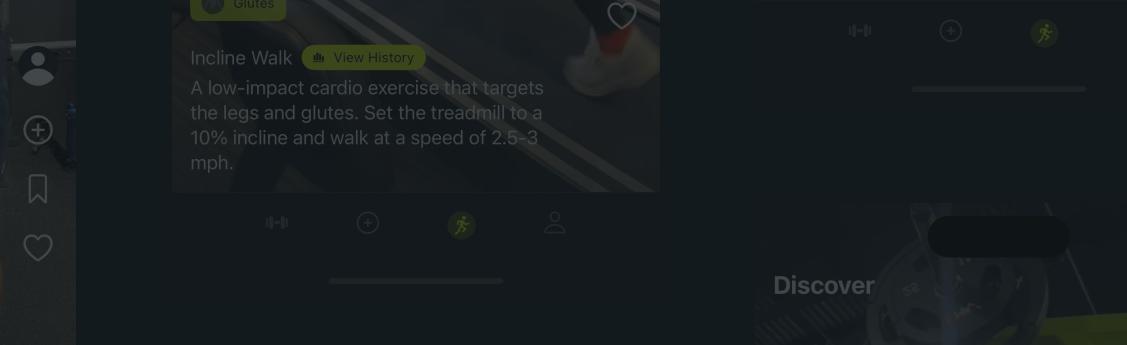
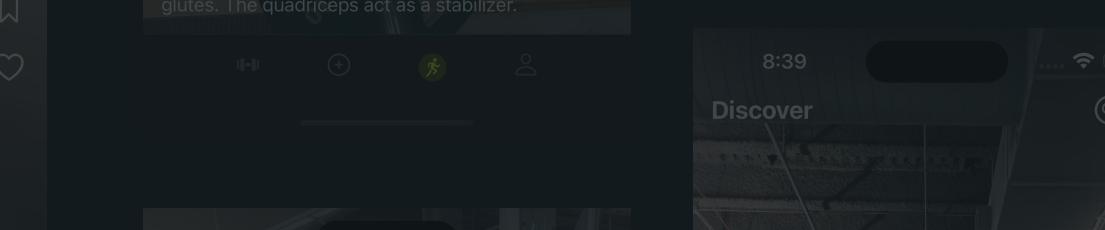
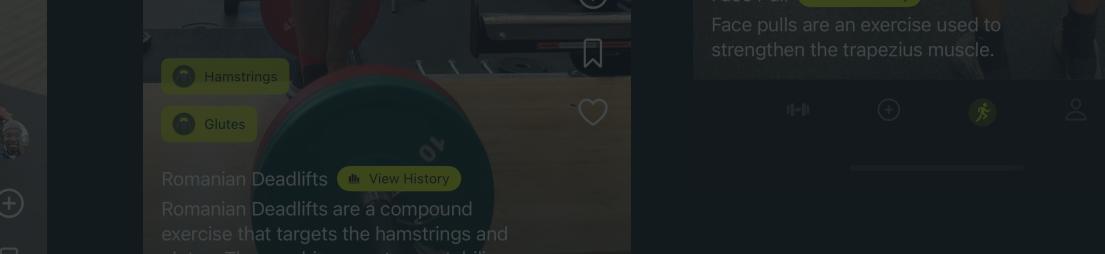
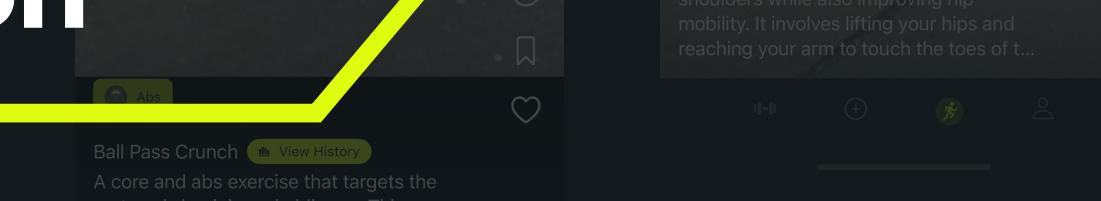
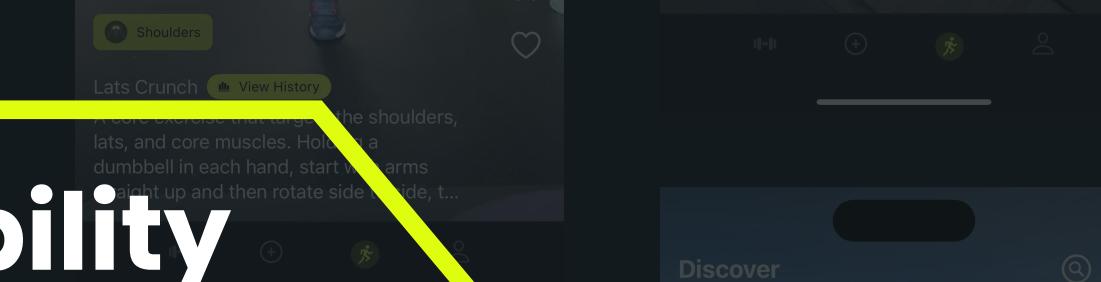
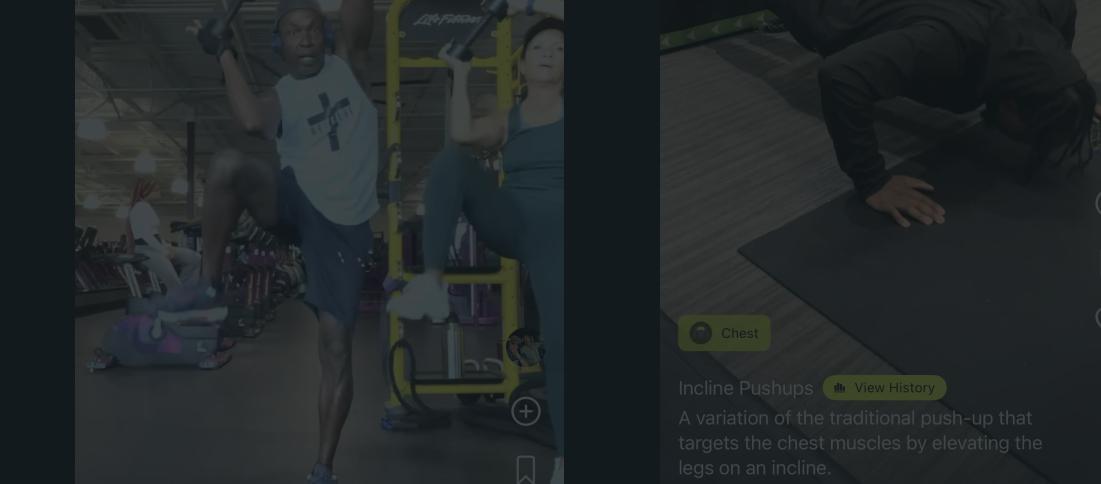
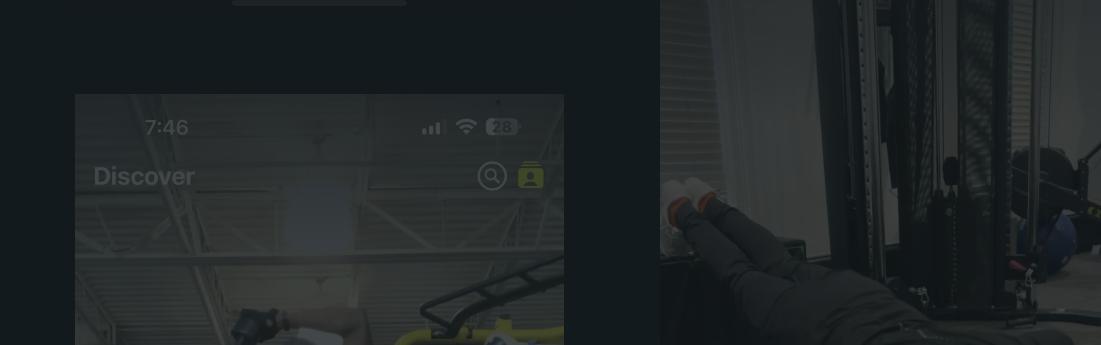
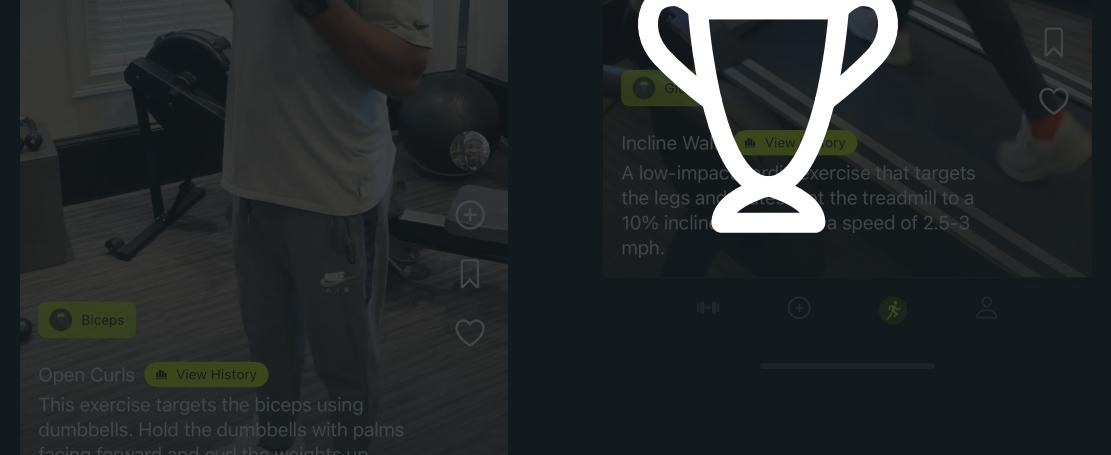
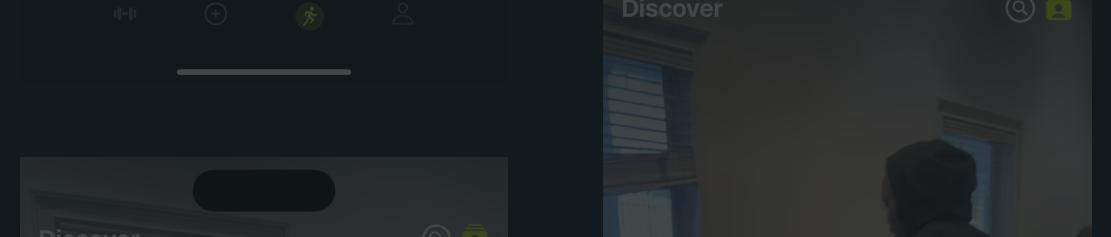
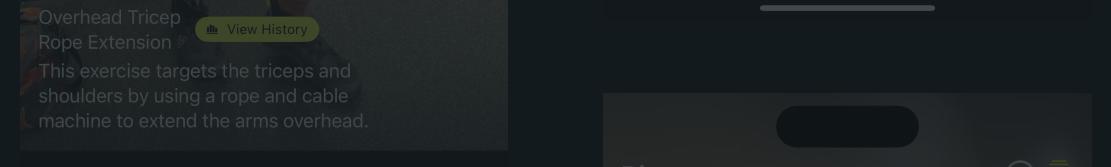
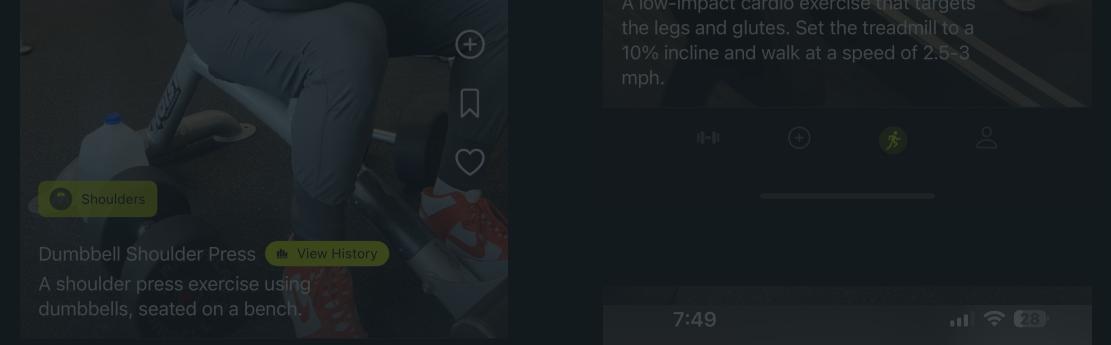
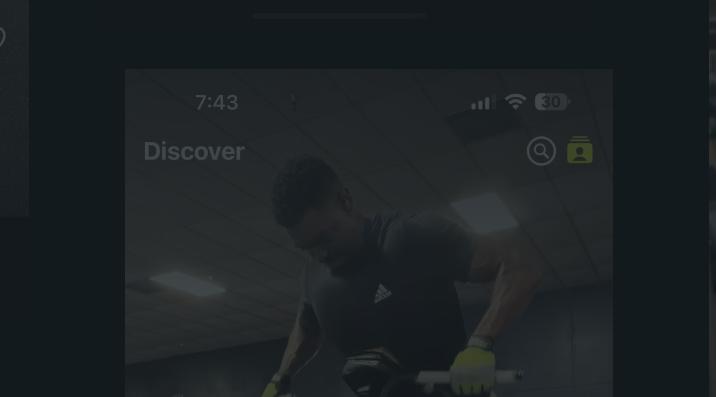
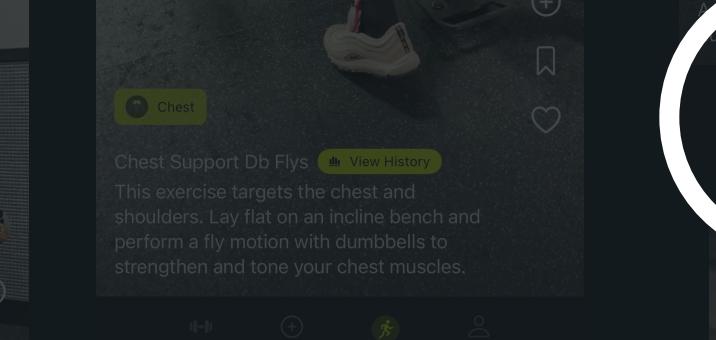
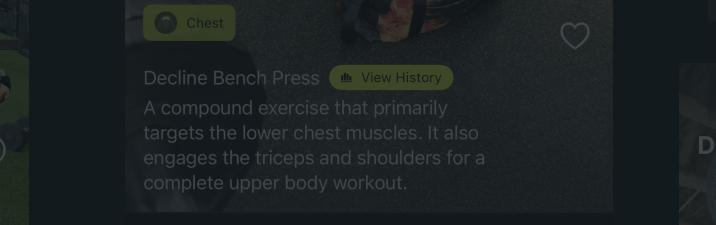
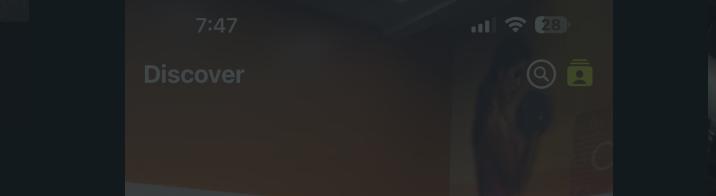
Accountability



Intrinsic Incentive



Connection



# Who's advising us

# Who's building Pulse



**Tremaine Grant**  
**CEO / Founder**

Principal Engineer • Data Science Expert • Former D-I Track Athlete • 10 yrs CPT



**Lola Oluwaladun**  
**Product & Brand Design Lead**

Senior Designer • Led 15+ Consumer Rebrands



**Bobby Nweke**  
**Chief of Staff**

Executive Coach • Speech and Communications Coach • Former Principal



**Ricardo Baily**  
**Digital Creator Lead**

Exercise Science Major • Veteran • Experience Growing 50k+ Follower Accounts



**Deray McKesson**  
**Activist & Community Builder**

Founder of Campaign Zero • Civil Rights Activist • Best Selling Author



**Valarie Alexander**  
**Fortune 500 CEO Consultant**

Former AI Tech-Start-Up CEO • Author & speaker • 20 Yrs Advising Growth-Stage Startups



**Marques Zak**  
**Marketing & Growth**

Former Head of Multicultural Mktg, AmEx • Brand Strategist, Advertising Hall of Achievement

# We inspire **accountability**.



10:27 10:27 10:27  
Viewing: qysl

Workout Complete!  
09-May-2025

Also completed by (swipe to see more)

rickcardio jaidus A.B.CSo... phinalcut\_ lordgenin thetrefecta...

Total Time 6 mins Moves ✓ 15

Calories 27 Pulse AI

**fitwithpulse.ai**

10:32 10:32 10:32  
Viewing: thetrefecta

How was the workout?  
Too Easy 😊 Too Hard 😬 Just Right 🤝

Check-in Complete  
Day 3 down 😊 +25 points ★

Share & Tag for Bonus!  
Tag @fitwithpulse on Instagram for +5 points

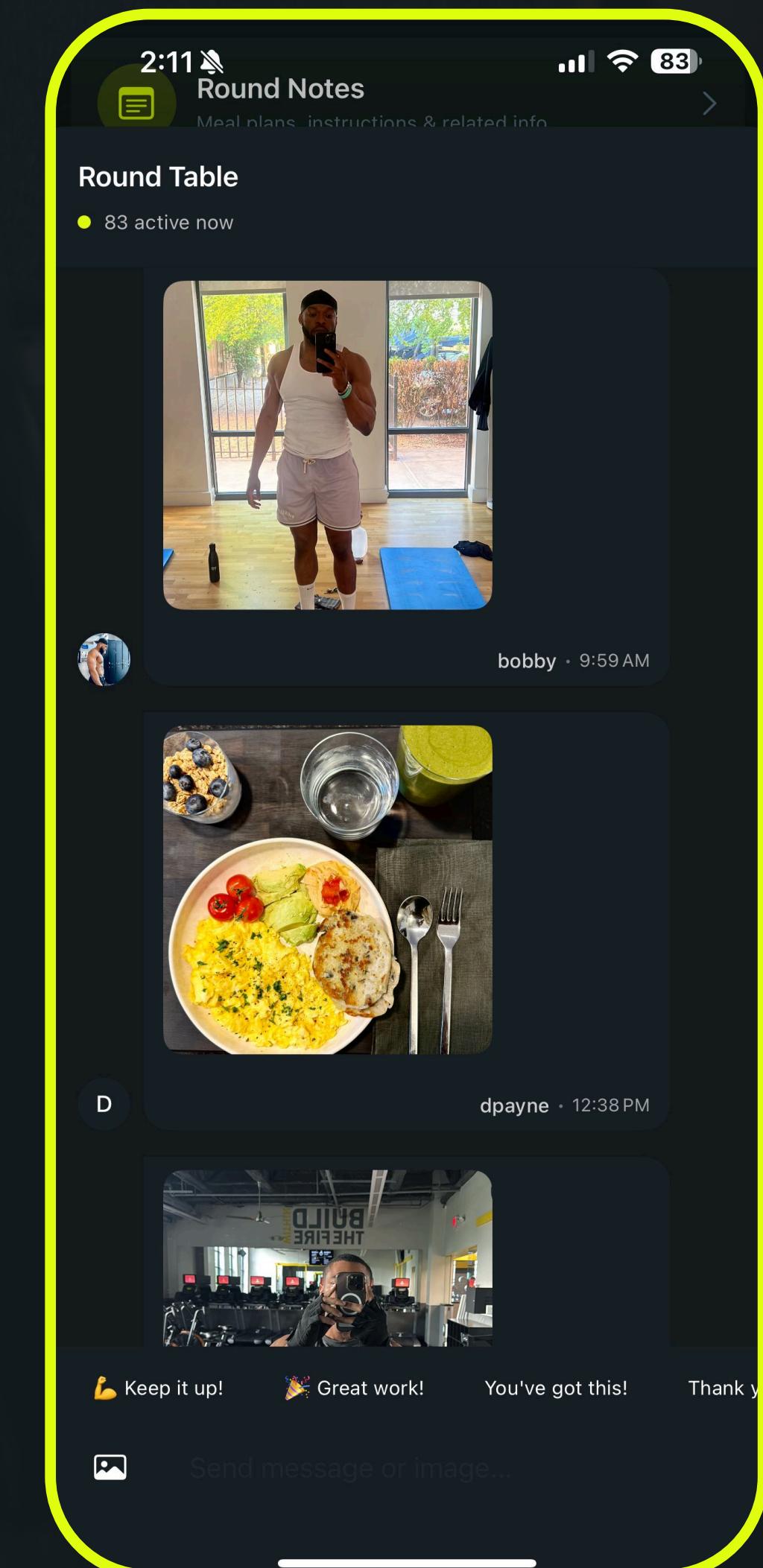
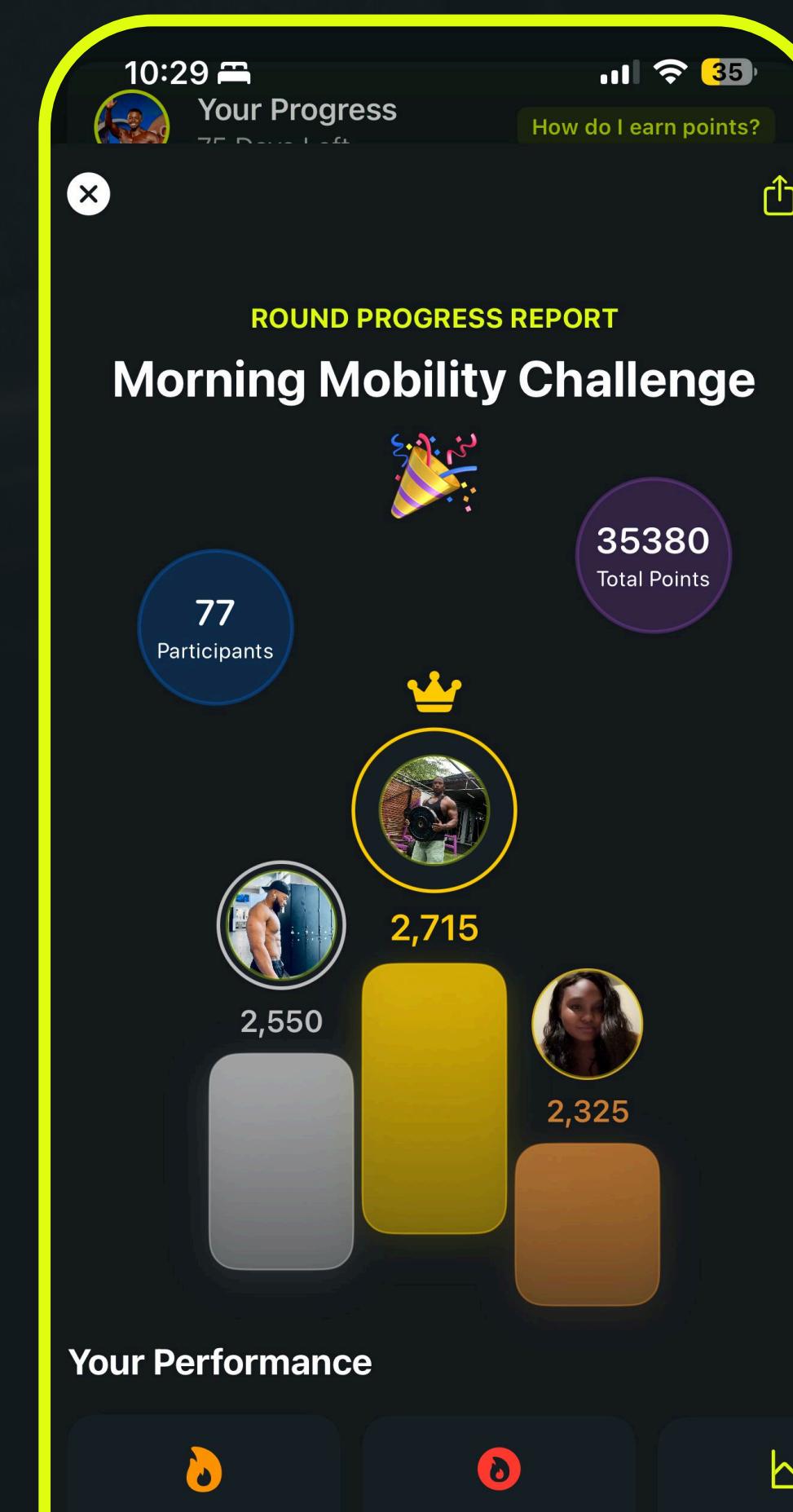
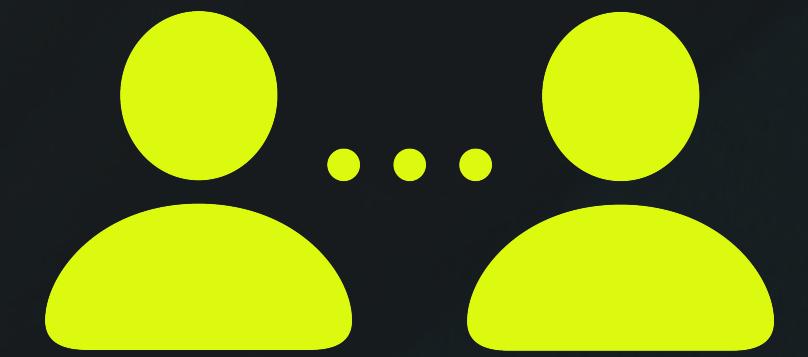
Completed Moves  
What is your progress rating?

90 Holds(Left) 62



# We facilitate **connection**.

Authentic relationships bonded through a shared journey, and goals.





# We fuel competition

Healthy dynamics that push everyone to put their best forward.

The image displays two side-by-side screenshots of a mobile application interface, both highlighted with a thick yellow border.

**Left Screenshot:** This screen shows a "Round Notes" section at the top with a timer of 2:10 and a "Round Notes" button. Below it is a "Leaderboard" section with a yellow question mark icon. The leaderboard lists participants with their names, profile pictures, and points:

- A.B.CSociety: 4,465 pts
- gigi: 3,487 pts
- BTheGreat: 3,261 pts
- dpayne: 2,850 pts
- j5ive: 2,650 pts

At the bottom, there's a "Show all (82) participants" link and a "Host Score" section for "thetrefecta" with 3,092 points.

**Right Screenshot:** This screen shows a "Your Progress" header with the time 10:29, signal strength, battery level at 35%, and a "How do I earn points?" link. The main title is "ROUND PROGRESS REPORT" for "Morning Mobility Challenge". It features a purple party hat emoji and a purple circle with "35380 Total Points". It also shows "77 Participants" and three bar charts representing individual scores: 2,550 (gray), 2,715 (yellow), and 2,325 (orange). At the bottom, there's a "Your Performance" section with three cards showing values 16, 16, and 18%.

We help people discover  
their ***intrinsic incentive.***



Just a great add on to my daily wor...

jcfit • 10:20 PM

05/17/25

Pulse.**AI**

powered by



Gemini

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



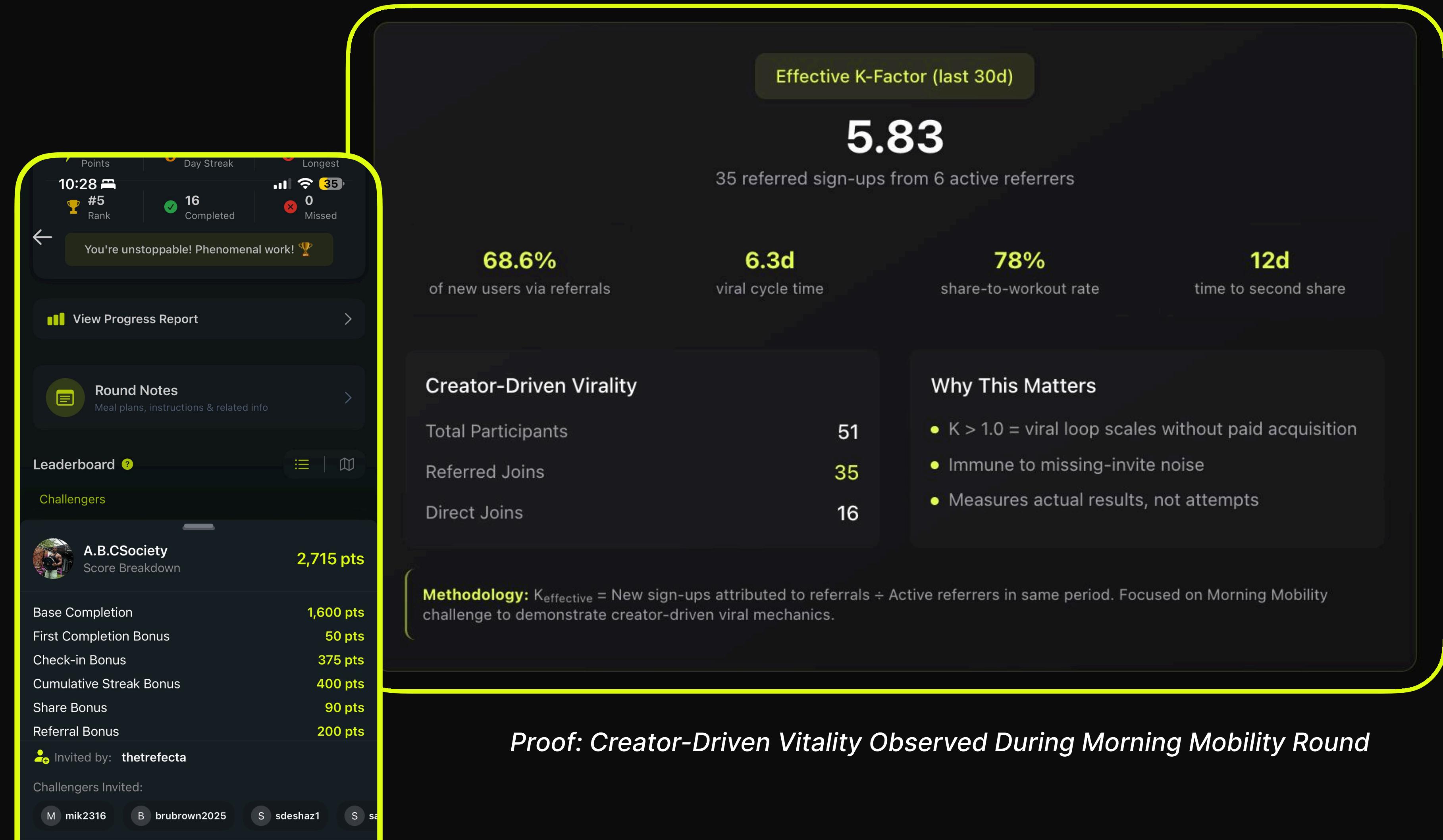
My Favorite Stack 😍



gigi • 7:03 PM

# K-Factor Case Study

Measures How Many Friends Each User Brings To Your App - Above 1.0 Means It Spreads By Itself



# Traction

## Key Performance Indicators

Total Members

**808**

Since Jan 2025 launch

Monthly Active Users

**286**

61% retention rate

Paying Subscribers

**144**

18% conversion rate

MRR

**\$625**

Growing monthly

CAC

**\$0**

100% organic growth

Revenue (4 months)

**\$2.5K**

Monetization validated

Avg. Session Time

**1h 29m**

High user engagement

Sessions per User

**4.8**

Strong habit formation

# REVENUE MODEL

*No freemium version, all users pay a subscription fee*

## Subscriptions

### Fitness Seekers:

- \$4.99/ Monthly
- \$39.99/ Annually

### Fitness Creators:

- (Only if opting into monetized accounts)
- \$79.99/ Year

## Additional Upsell Percentage

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

**Whether you're learning,  
earning, teaching, or just  
having fun—**

***there's a place for you on  
Pulse.***

**[fitwithpulse.ai/about](http://fitwithpulse.ai/about)**  
**[tre@fitwithpuls.ai](mailto:tre@fitwithpuls.ai)**



**Join the Morning  
Mobility Challenge!**