

# Pulse: Fitness Community App

Pulse is a **social fitness app** that **turns** every **workout into a multiplayer experience**— and every **trainer or fitness enthusiast into a creator-economy entrepreneur**.

**Founded, June 2023**

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





IQVIA  
BIOTECH



Clinical ink

WARBY PARKER



BULK

g<sup>B</sup>E<sup>A</sup>T<sup>A</sup>



H[F]

Vote for Reform



## Tremaine Grant

CEO / Technical Founder

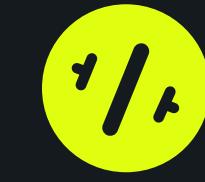
- Principal Software Engineer
- Former D1 athlete and personal trainer
- Experience across the automotive, e-commerce, and life science industry
- Mobile app go-to-market specialist
- Founder of one of the first strength training iOS. **(Bulk 2014)**

*"As a **former athlete** and a **programmer** since **age 12**, I bring a unique perspective on the gaps between technology, sports, and wellness "*



# The Problem

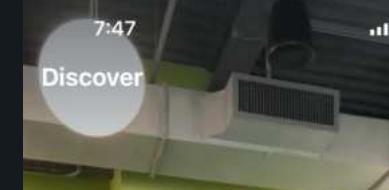
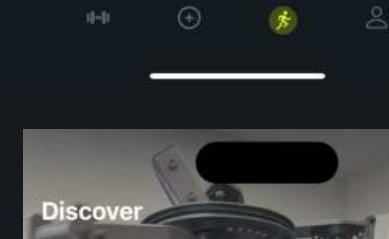
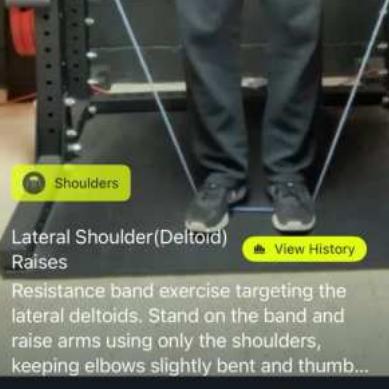
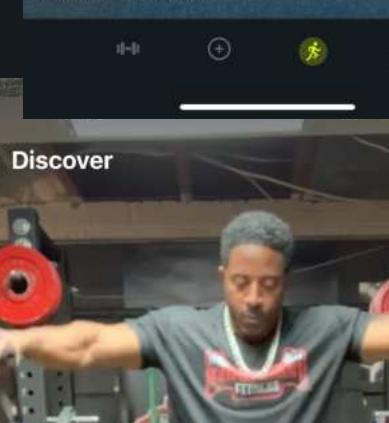
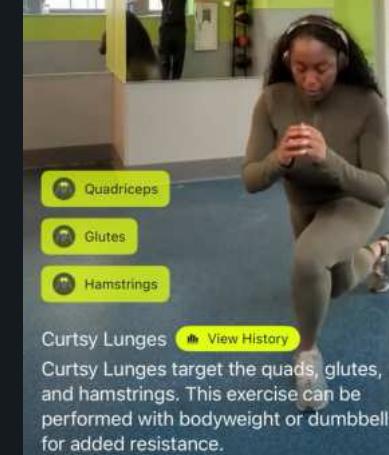
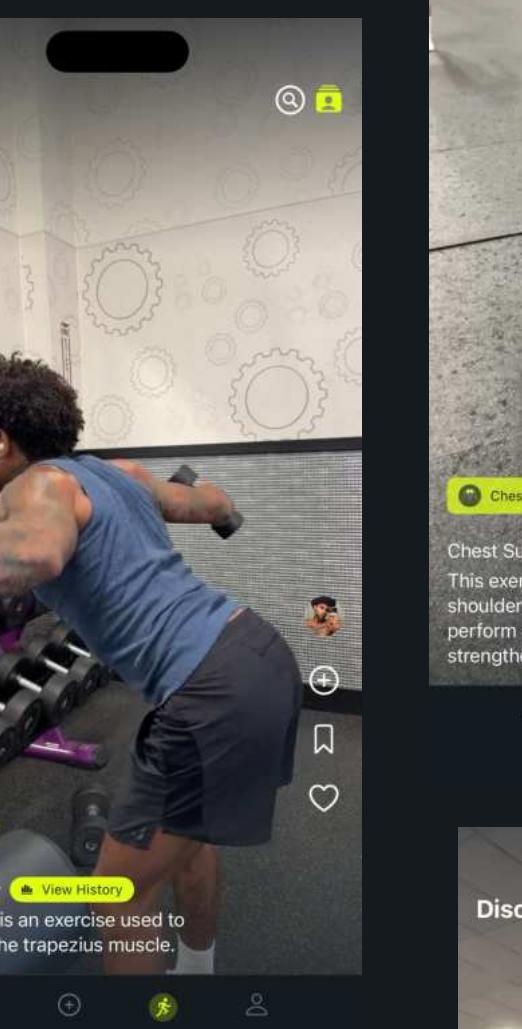
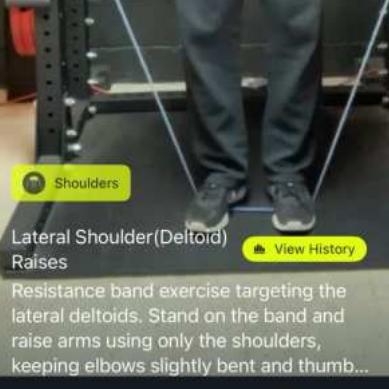
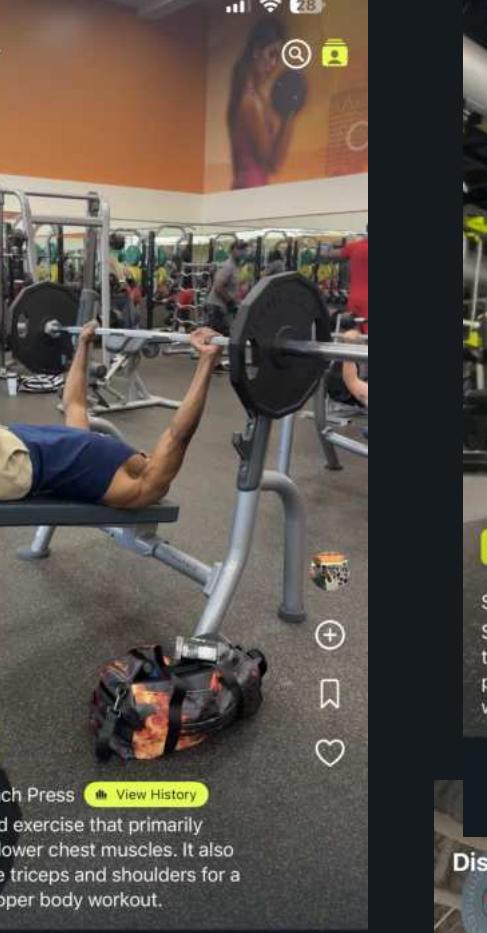
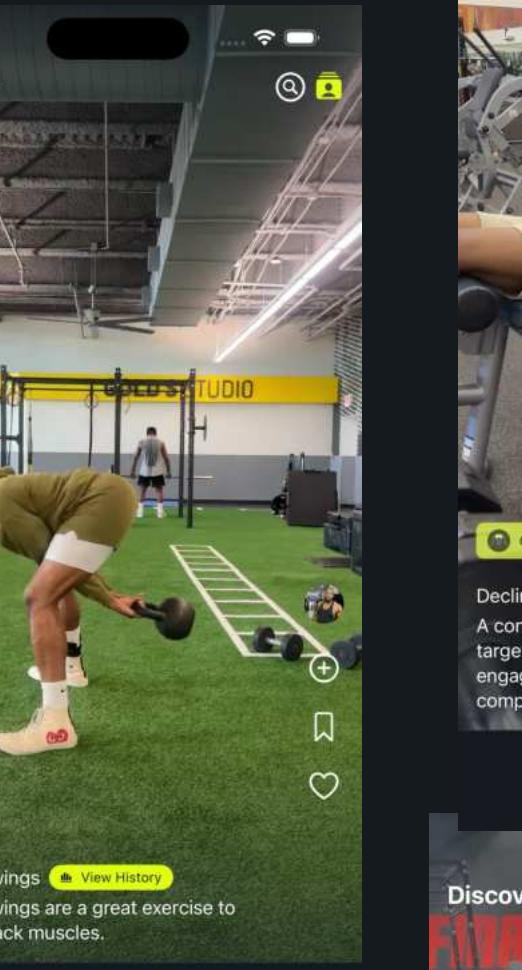
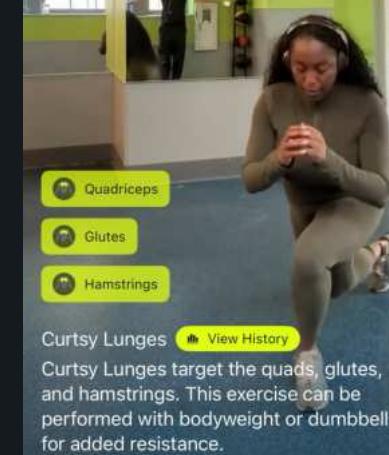
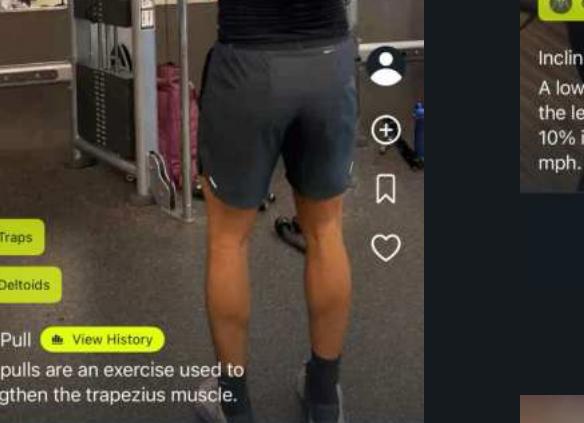
The fitness app market is not oversaturated – it's fragmented across hundreds of isolated apps because it lacks a content-agnostic, democratized platform like Instagram that enables frictionless creator distribution and monetization.



# Fitness should be content-agnostic and *democratized.*

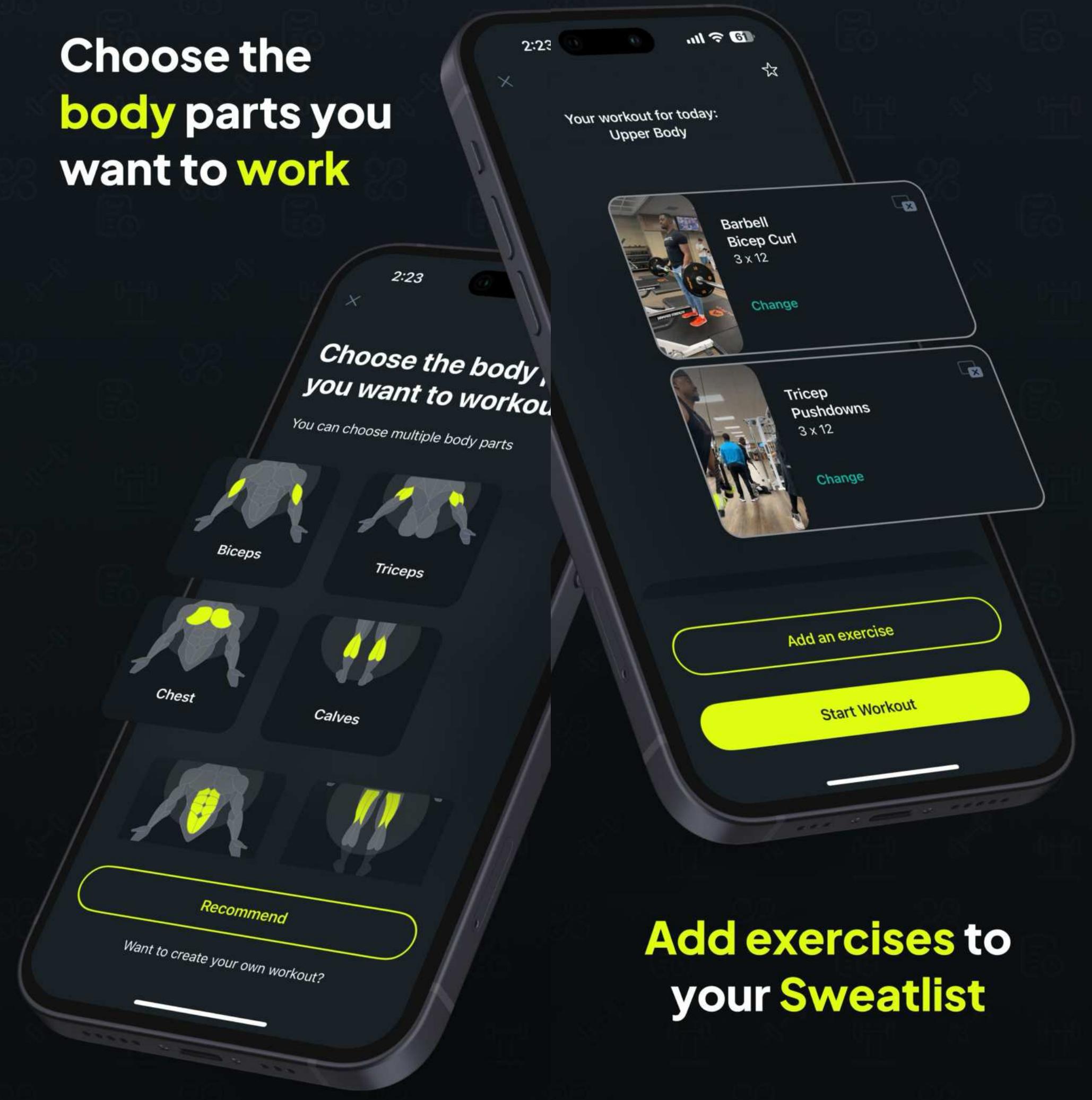
*Fitness is better when it's a shared  
experience*

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





Choose the  
**body** parts you  
want to work



Add exercises to  
your Sweatlist

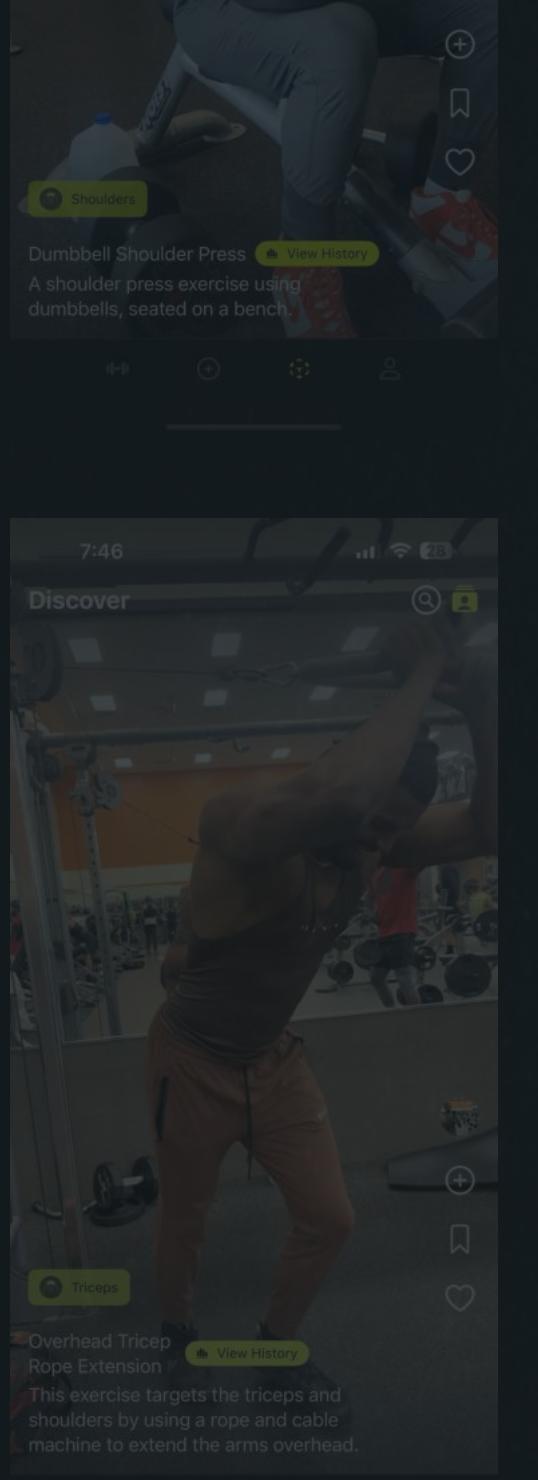
# The Solution

Pulse turns workouts into a **multiplayer game**, allowing anyone to create shared community experiences.

“Pulse doesn’t just gamify fitness — it **gamifies community building** itself.



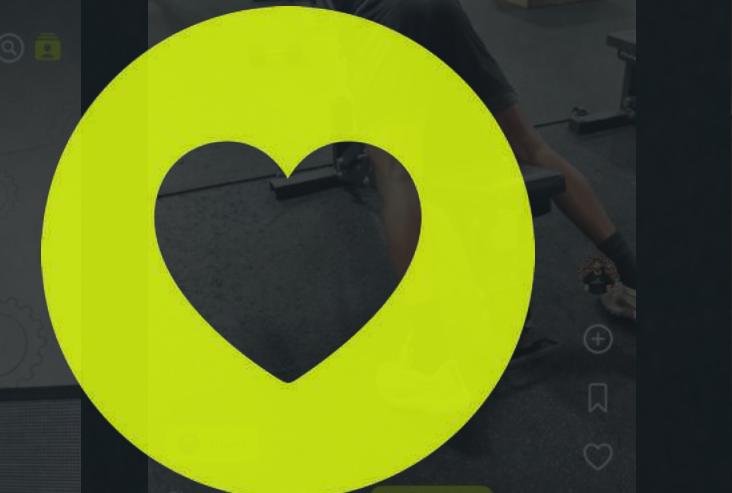
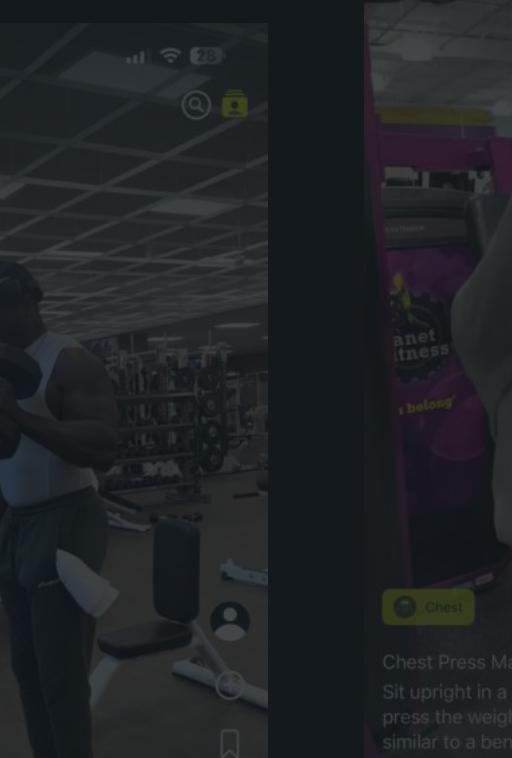
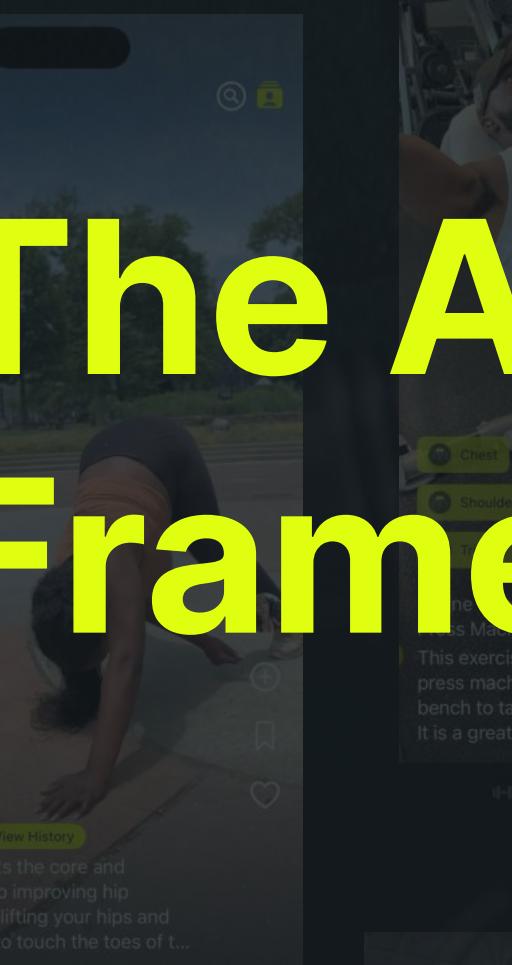
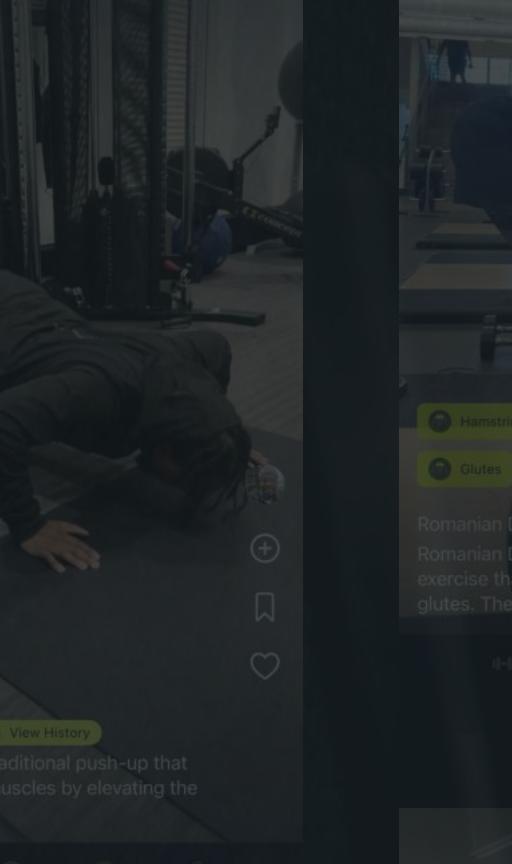
## Accountability



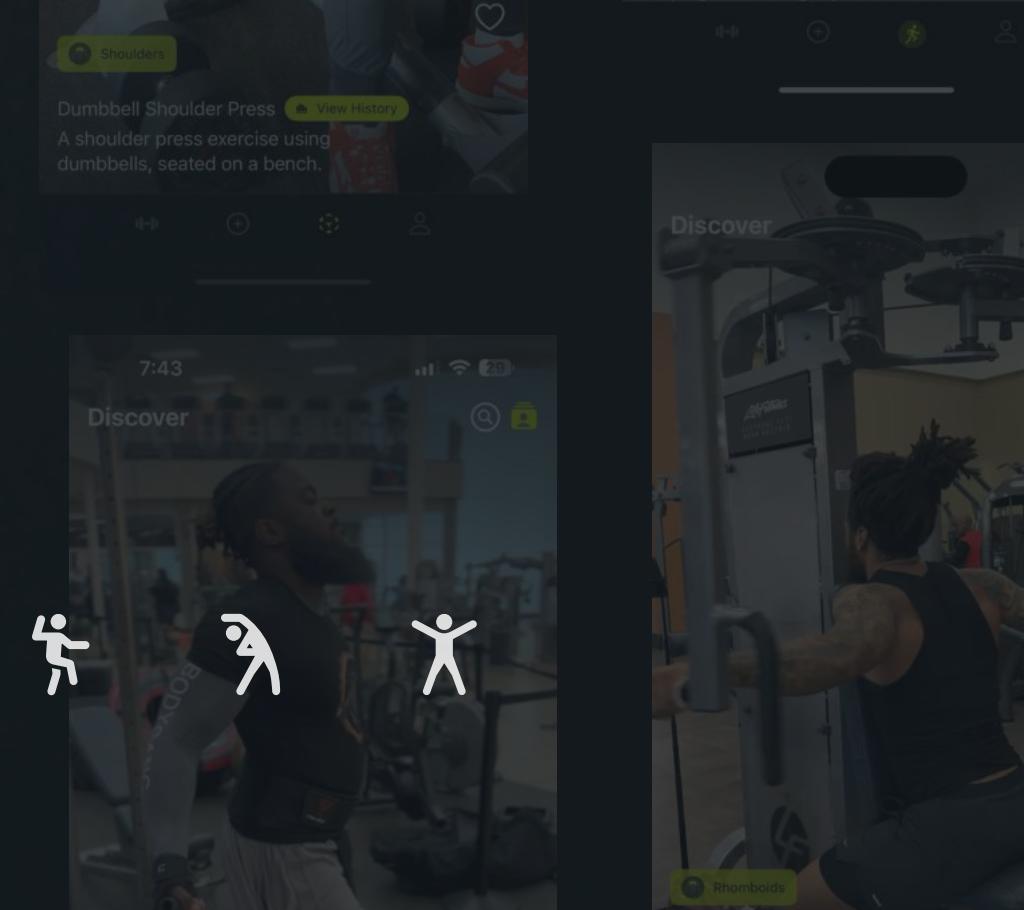
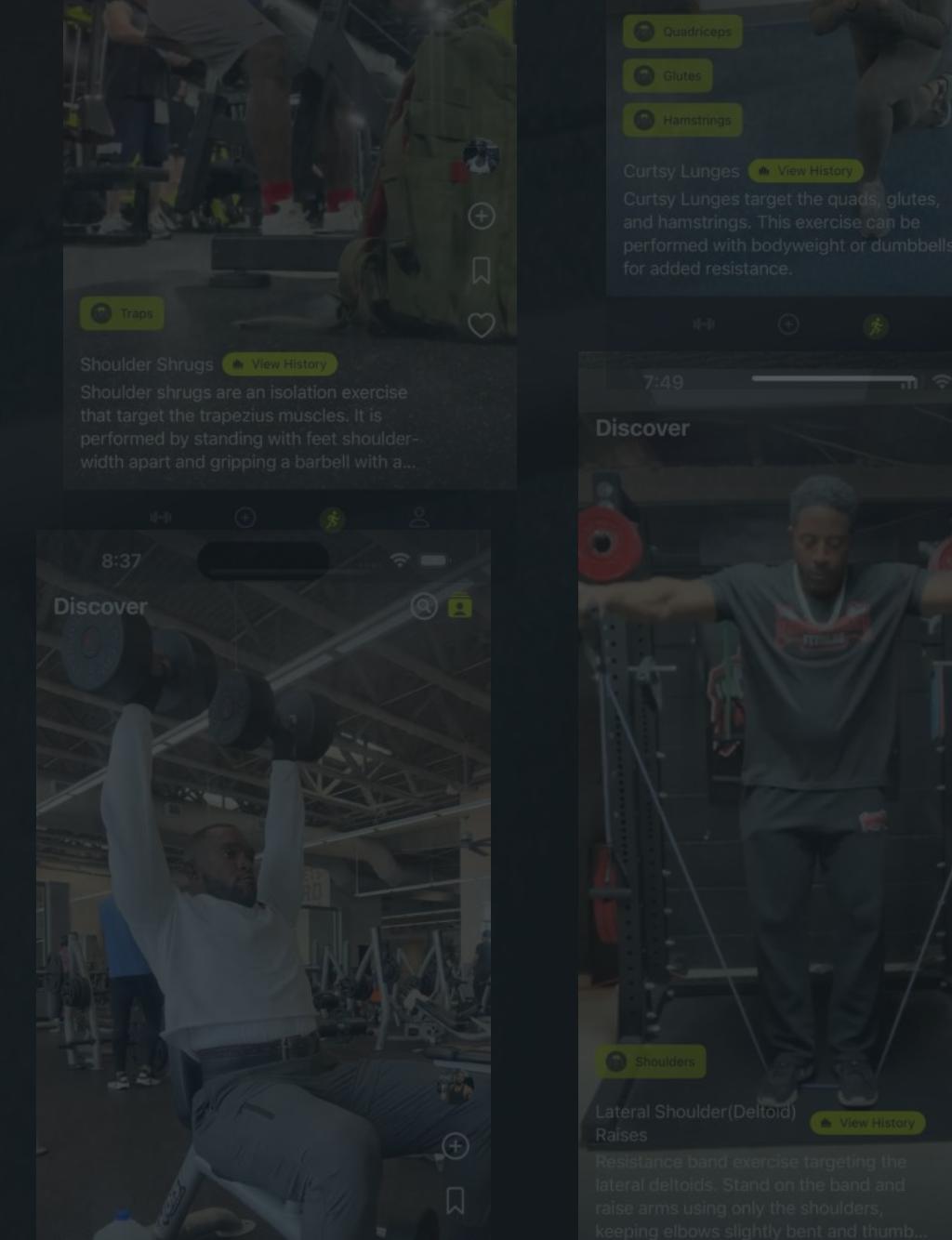
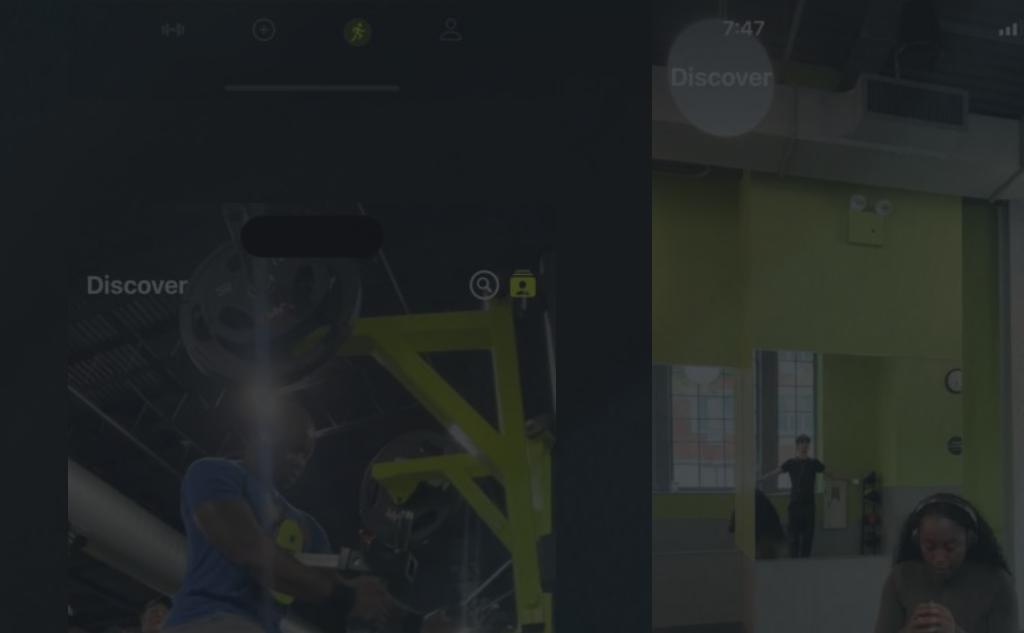
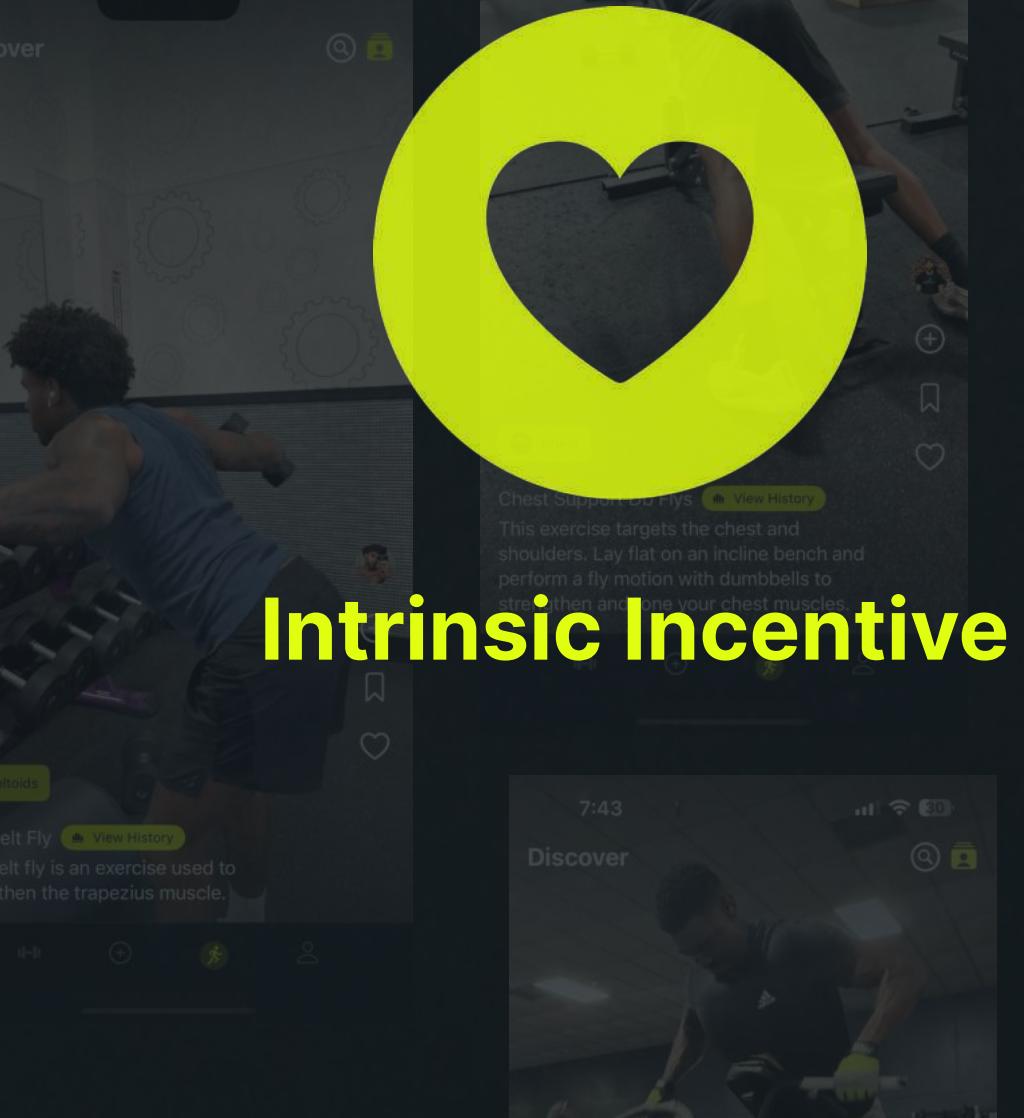
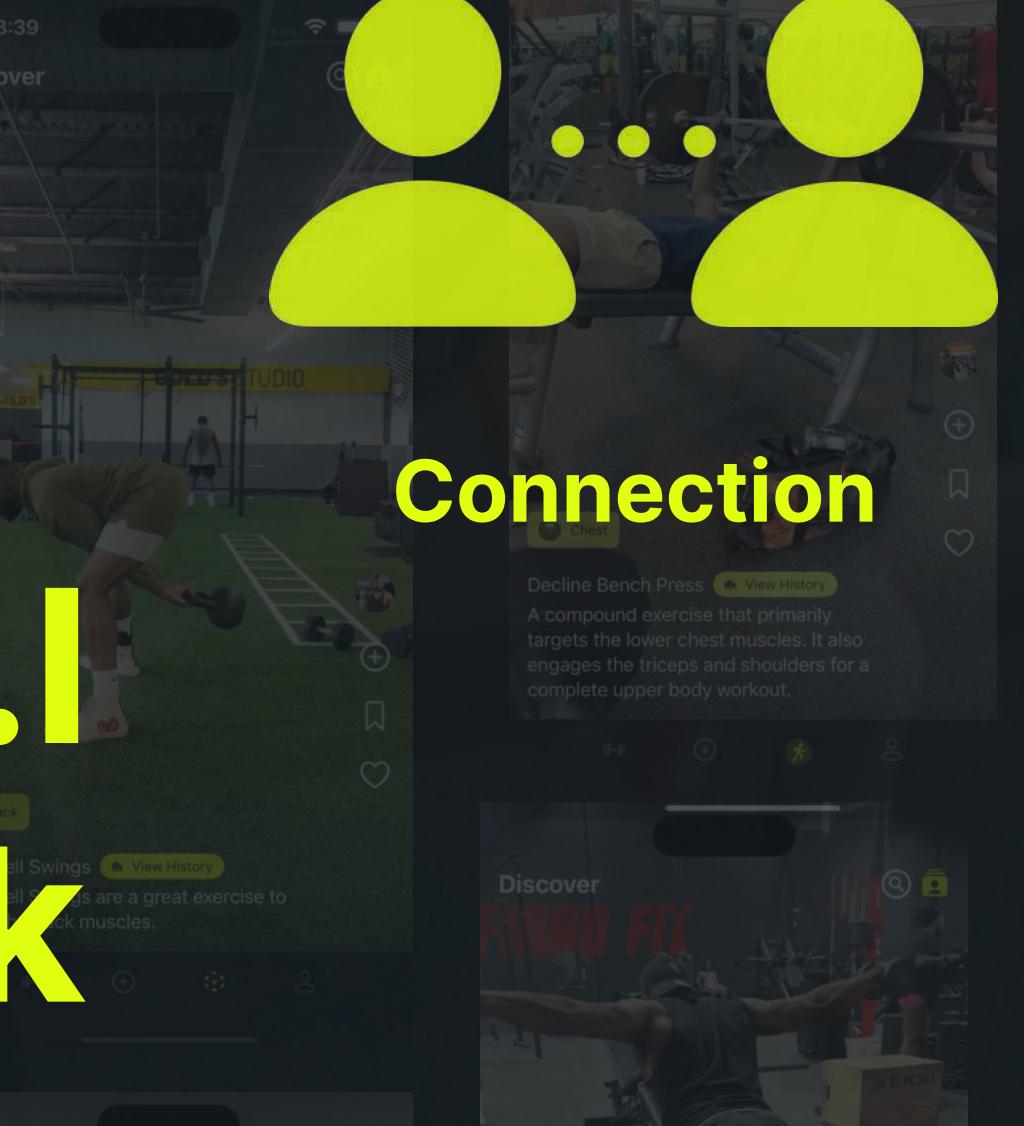
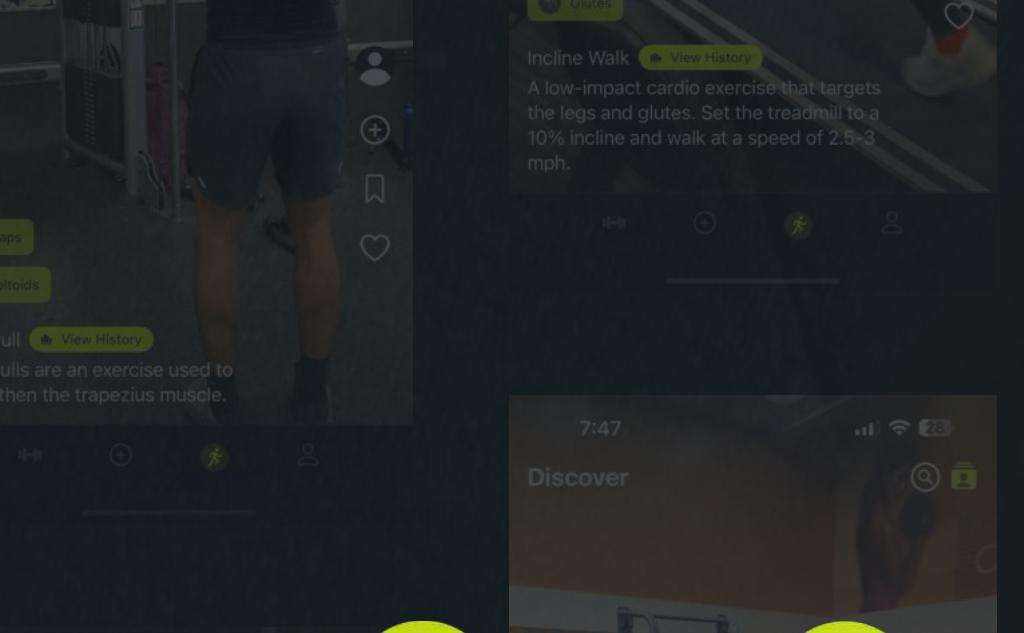
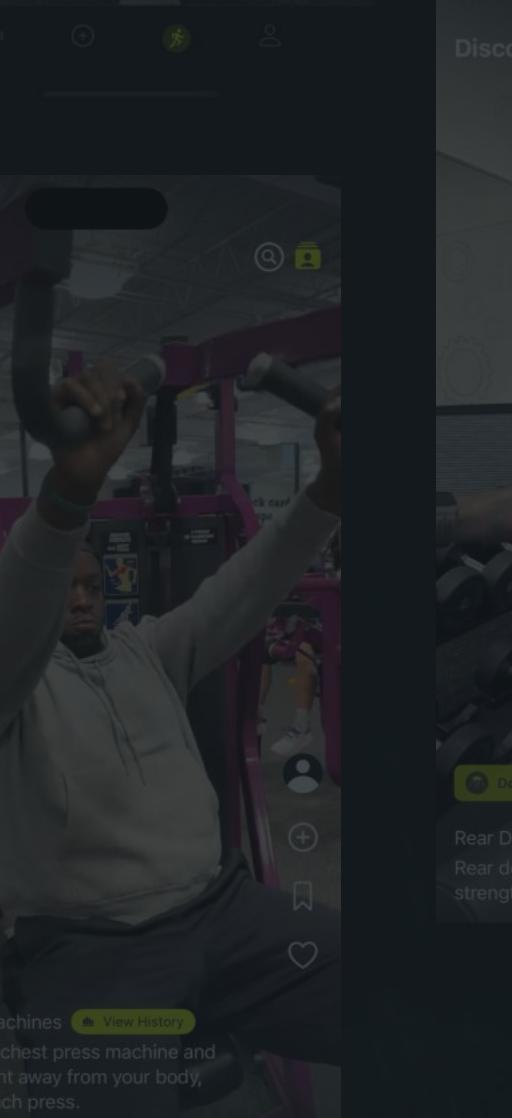
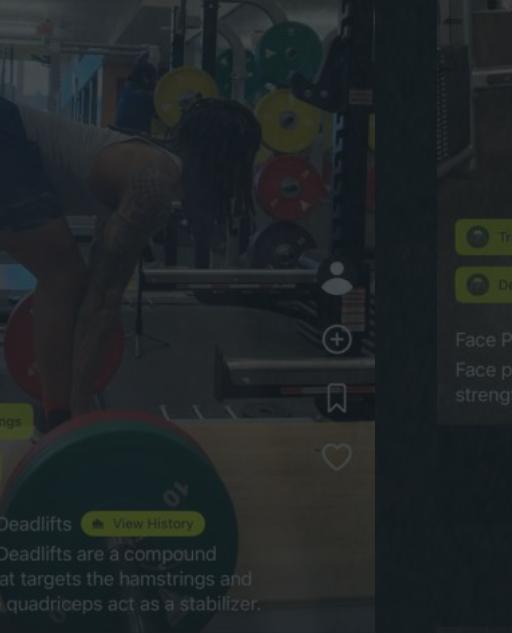
## Competition



## Connection



## Intrinsic Incentive

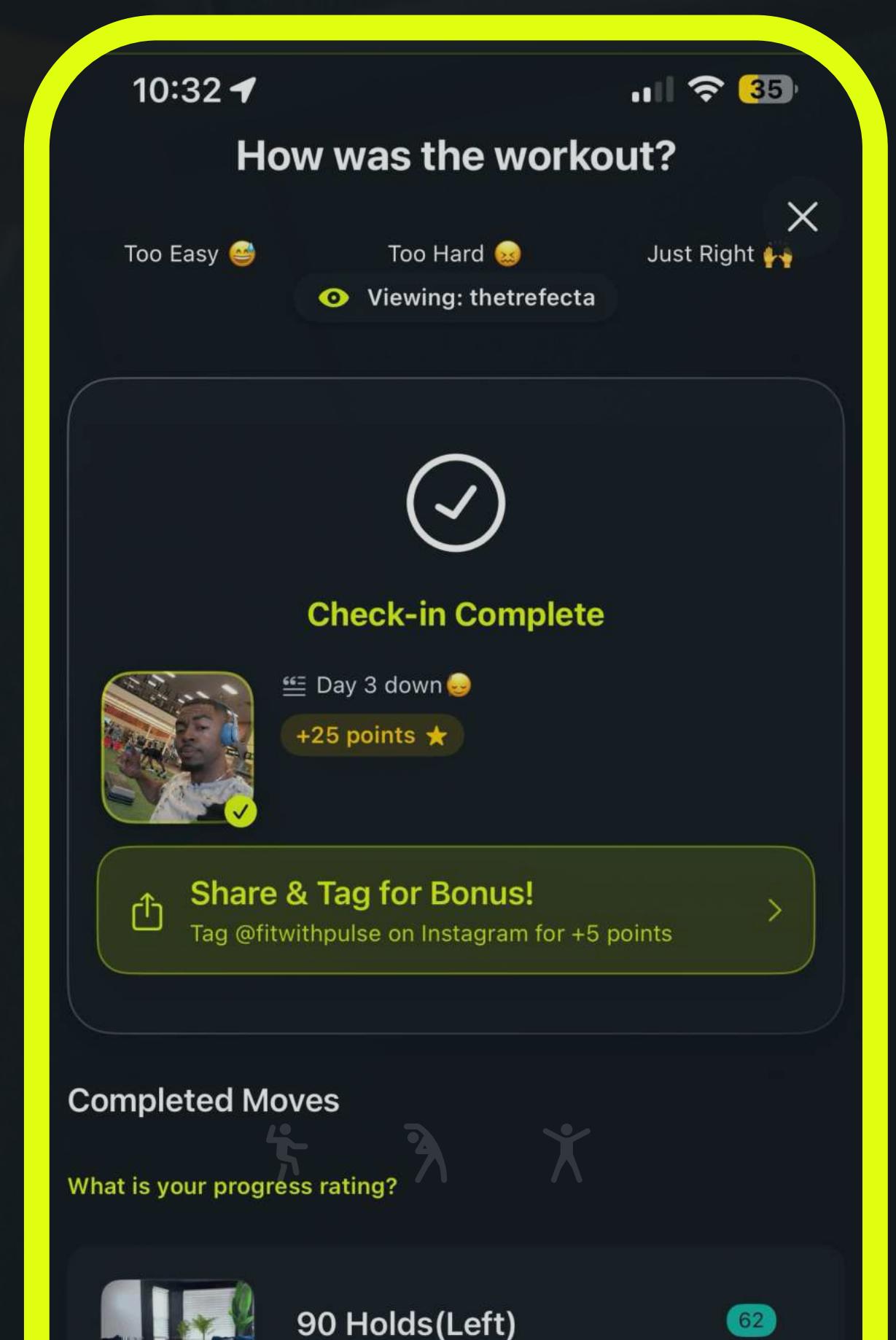
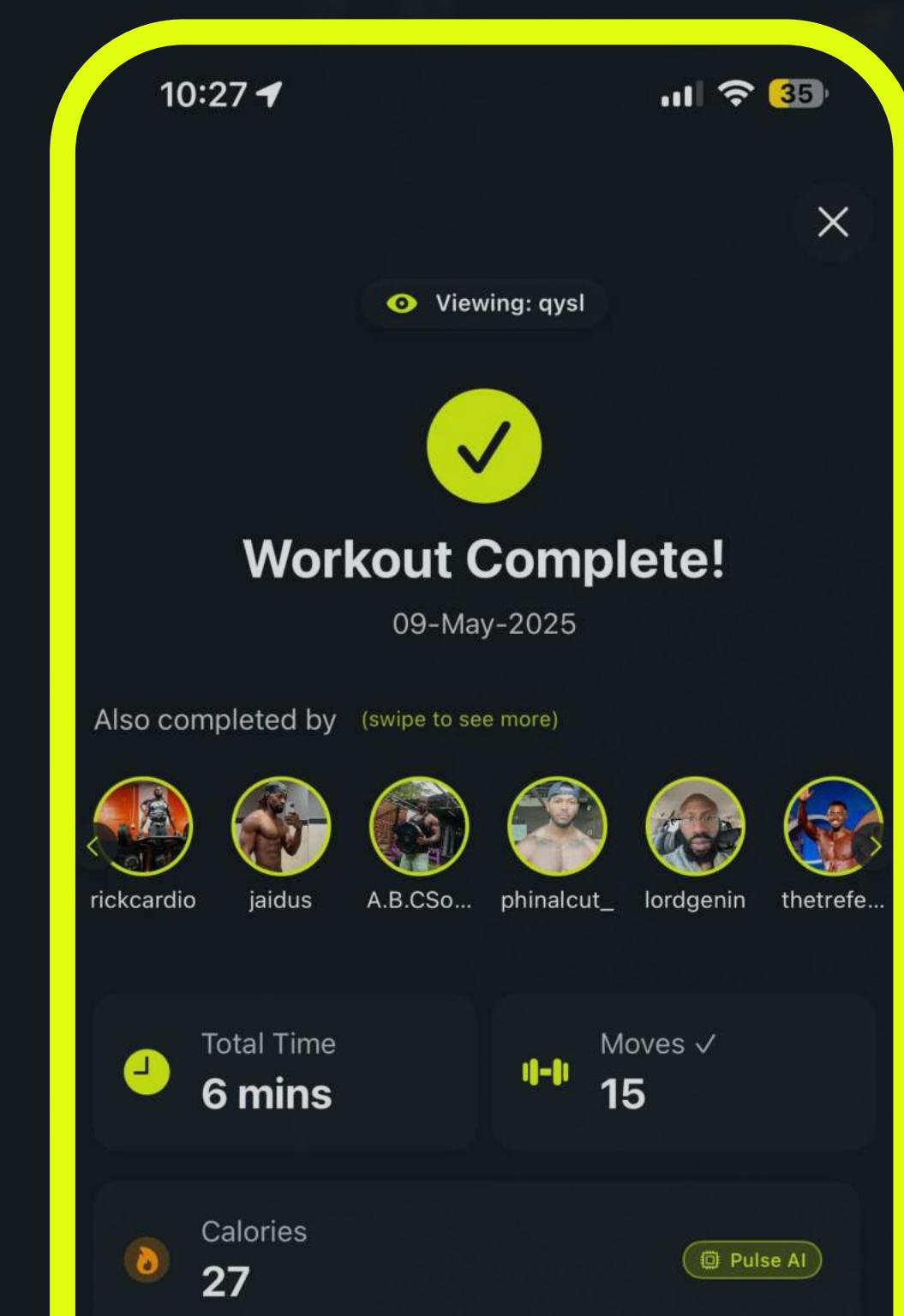


# We inspire **accountability**.

Real commitment to real people, not just an app.

- Daily **Check-ins**
- **Push notifications** of others starting workouts
- Receiving "**Hype**" from other challengers.

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

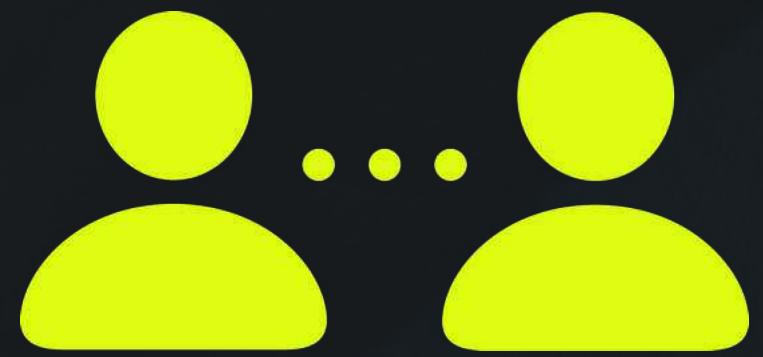
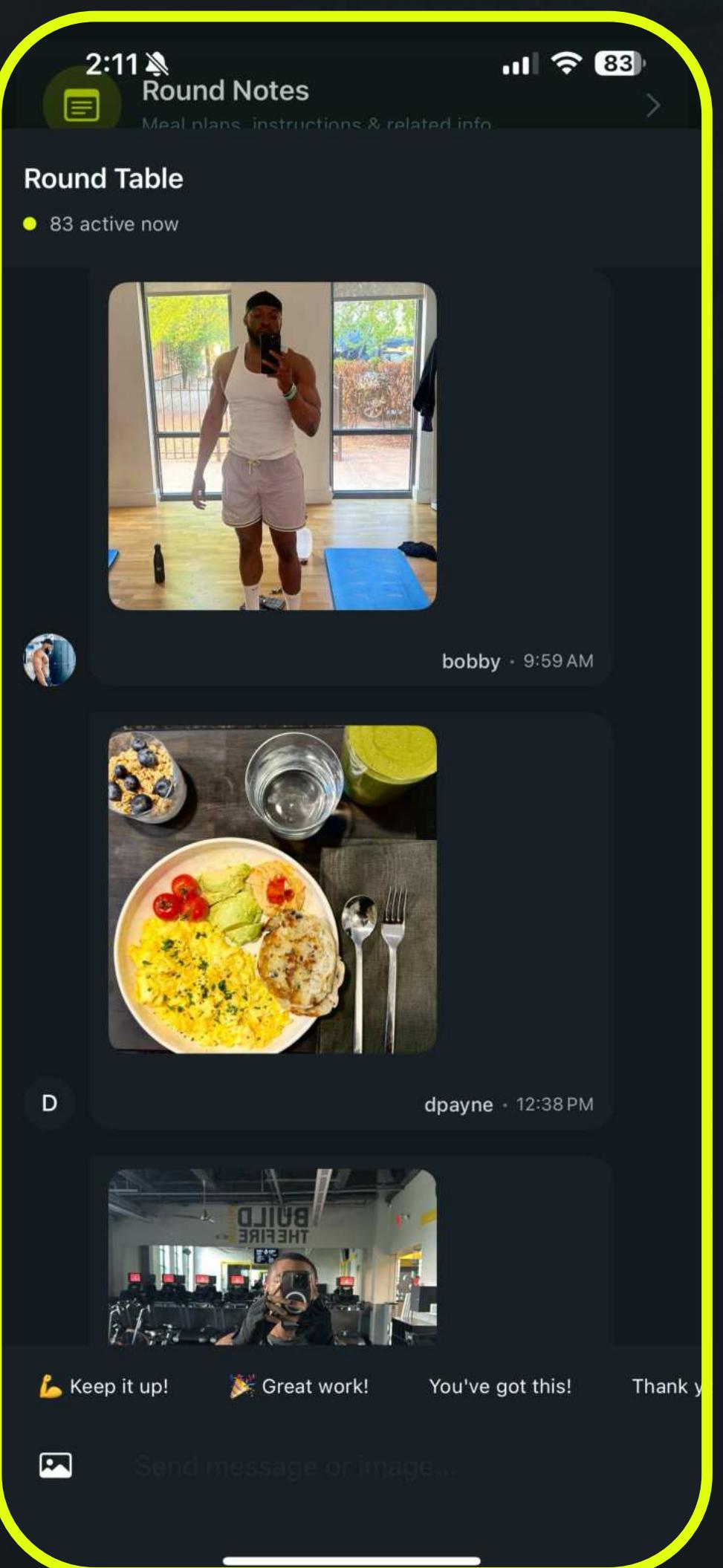
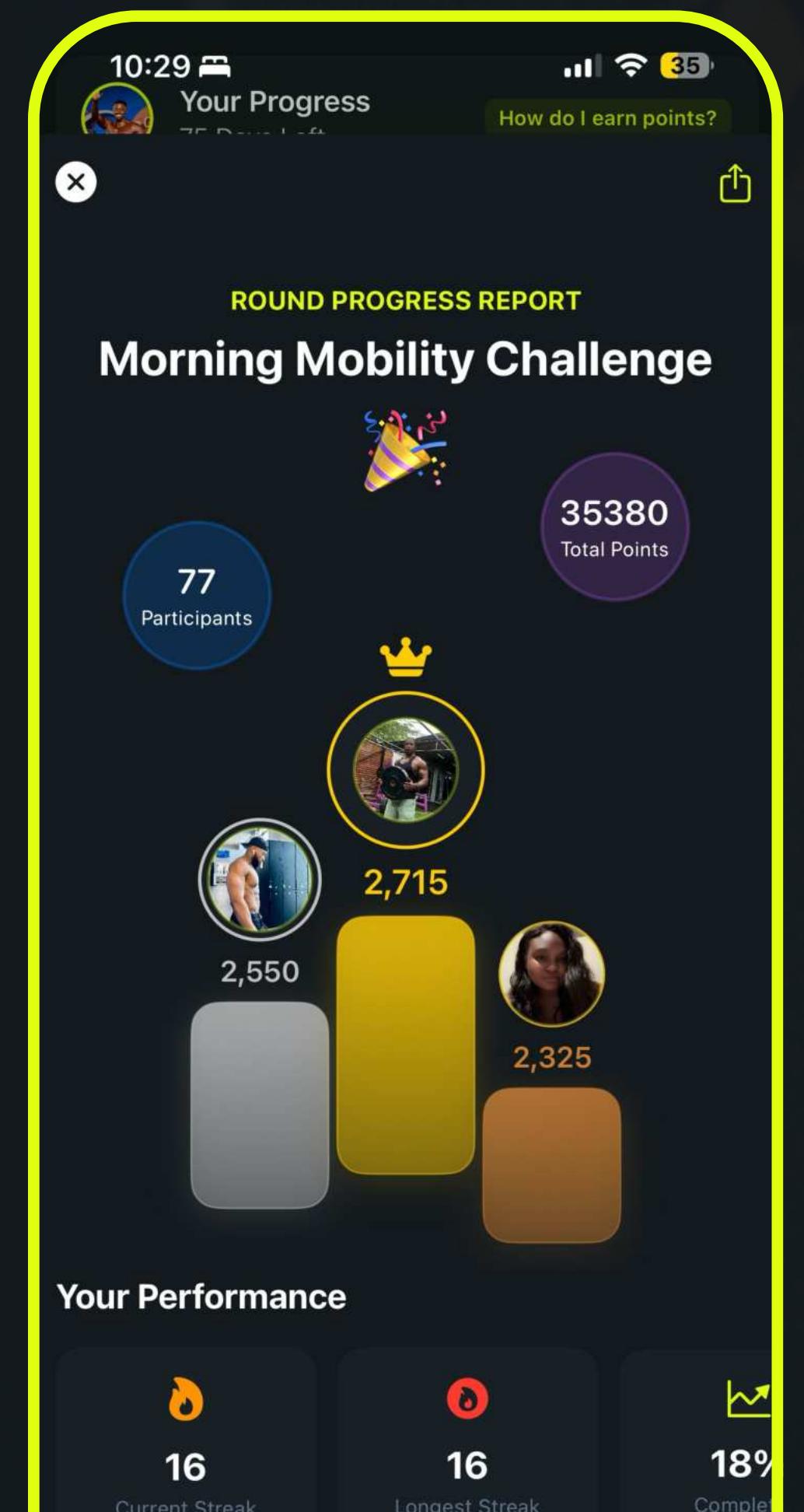


# We facilitate **connection**.

Authentic relationships bonded through a shared journey, and goals.

- Round table chat
- Chain events
- Reactions to check-in photos

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



# We fuel competition

Healthy dynamics that push everyone to put their best forward.

- Leaderboard
- Round Participant Insights
- See everyone who has completed a workout



2:10 Round Notes  
Meal plans, instructions & related info

Leaderboard

Challengers

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

Show all (82) participants

Host Score

thetrefecta 3,092 Host

10:29 Your Progress How do I earn points?

ROUND PROGRESS REPORT Morning Mobility Challenge

77 Participants

35380 Total Points

Your Performance

16 Current Streak

16 Longest Streak

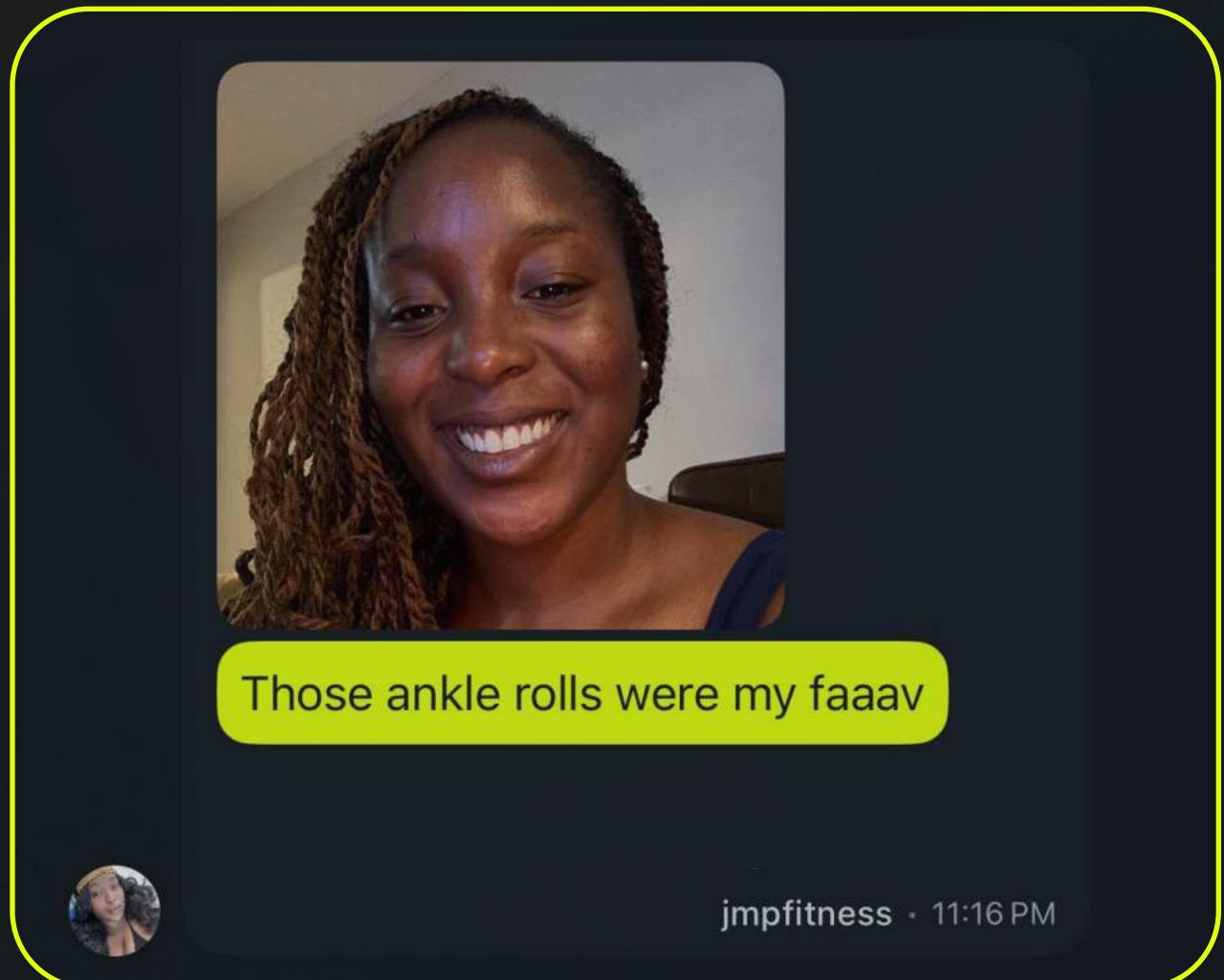
18% Complete

Check-in Gallery

# We help people discover their intrinsic incentive



Each person's, personal 'why' - for some it will be the prizes, for others it's meeting that special someone, and for others its owning their health.



# Fly Wheel



**Accountability**



**Intrinsic Incentive**



**Connection**



**Competition**

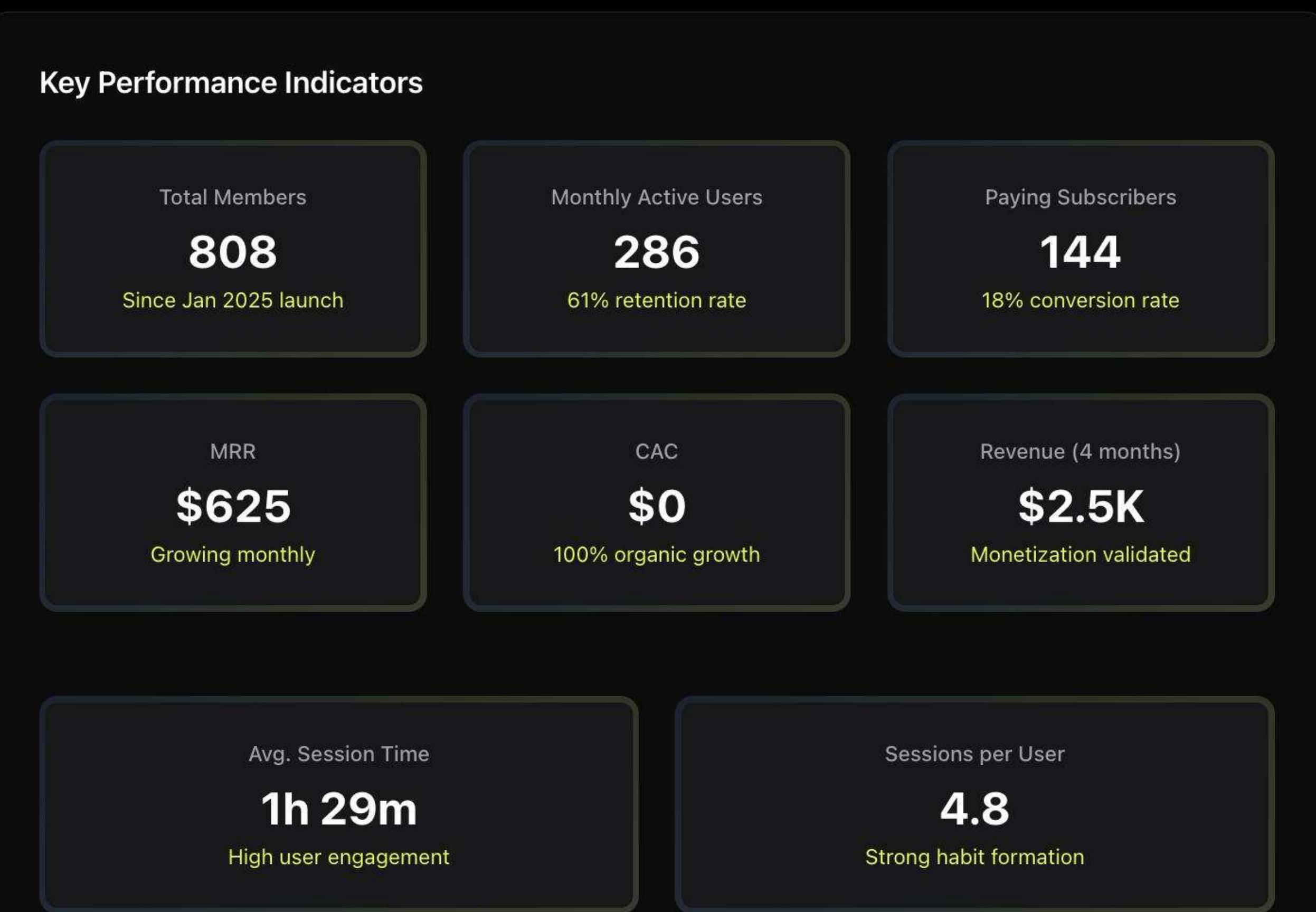


**fitwithpulse.ai**

# Traction

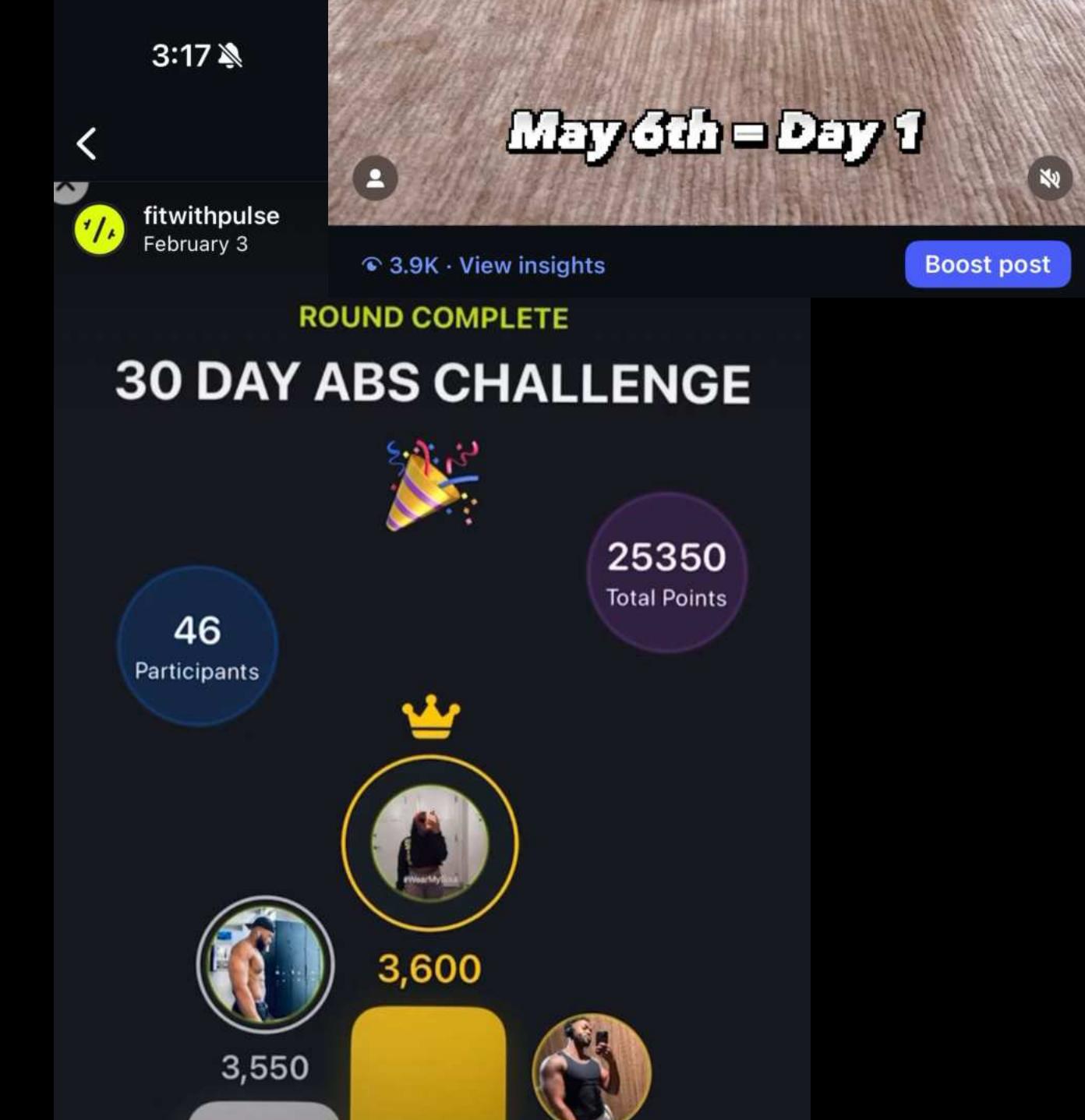
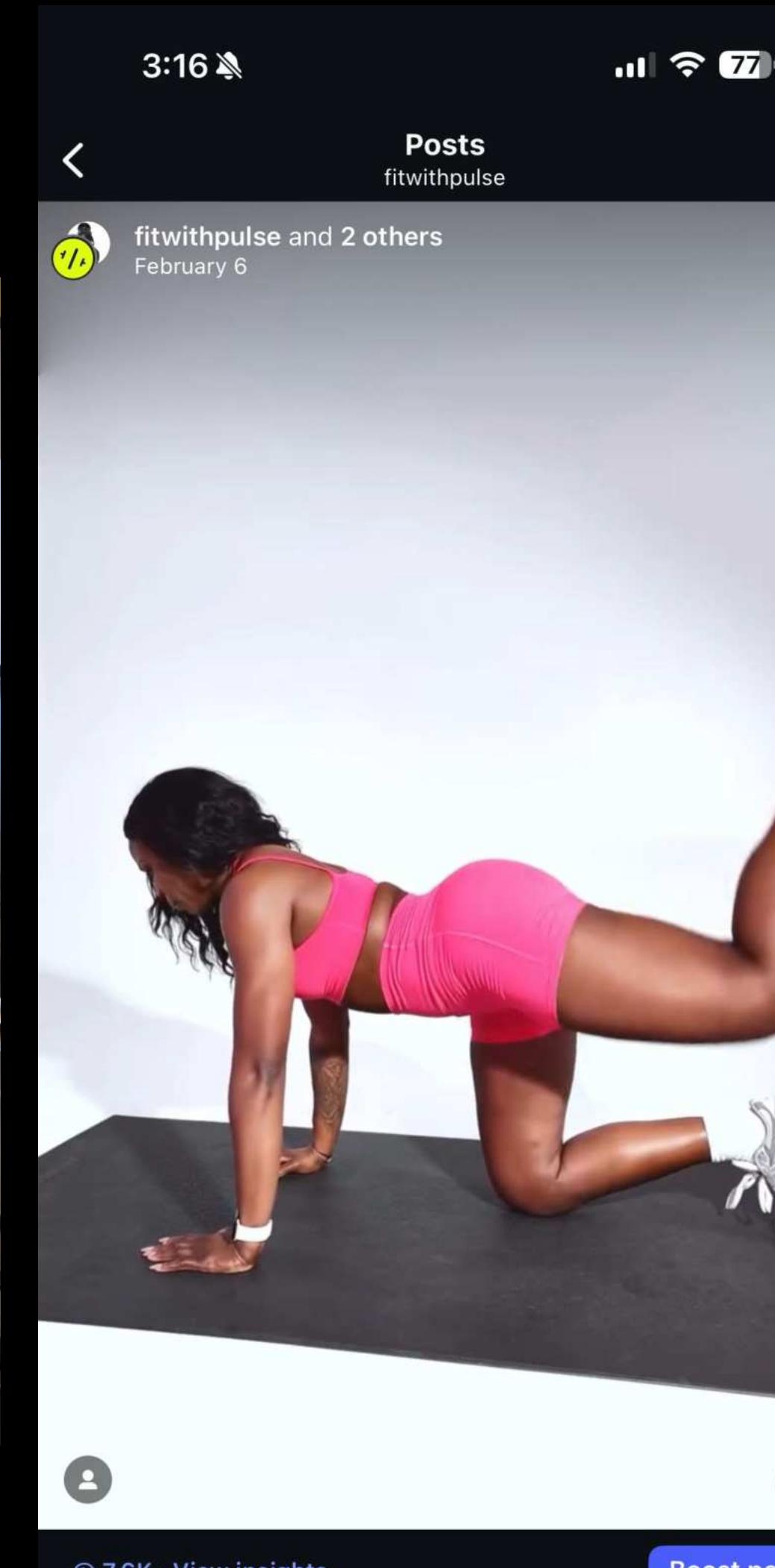
Since beginning our journey in June 2023 we've accomplished:

- Built and released our **Beta** in May 2024.
- Hired **Digital Creators Lead**.
- Hired **Lead Product Designer**.
- Public announcement and **full release** in **Jan 2025**
- **Partnered** with **Soul Cycle Atlanta** bringing in two of their instructors to host 2 Rounds
- Both host brought in a combined **75 new paying members**
- Hosted my first Round (currently at **83 participants**).
- Secured **1 Provisional Patent, 1 Pending Patent, and 1 Trademark**



# Go-To-Market

We are focused on direct creator recruiting

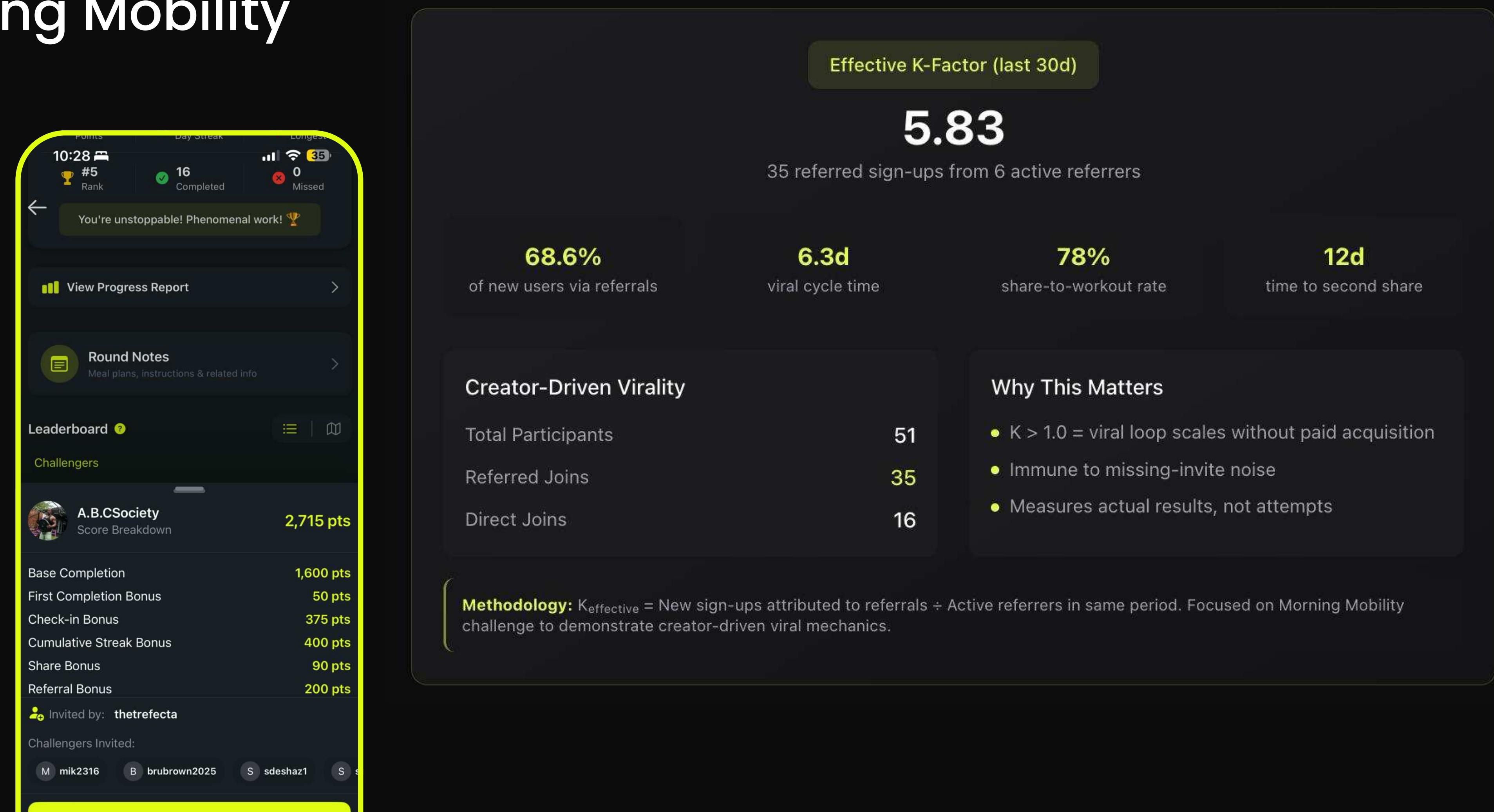


thetrefecta and fitwithpulse  
lawoffattractions0 · Original audio (may include audio from ...)

## 90-Day Morning Mobility Challenge

# K-Factor Case Study

## Proof: Creator-Driven Vitality observed during Morning Mobility Round



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

Where else can we upload content, track fitness progress, and make money supporting people's growth?



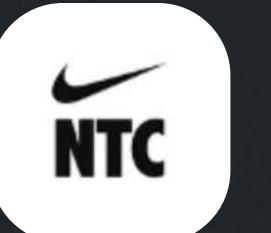
## Pulse

Pre-launch  
\$4.99/month  
\$39.99/annually



## Strava

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



## Nike Fit Club

2009  
\$14.99/month  
\$119.99/annually  
10 million+ installs



## Instagram

2010  
Free  
Estimated 280 million fitness content creators

Fitness Specific



User Generated Content(UGC)



Community



Creator Compensation



# REVENUE MODEL

*No freemium version, users must 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.*

# REVENUE OPPORTUNITIES

*Future revenue drivers we are working on*

- Market Place – Discover and purchase fitness products
- Corporate Wellness/ insurance Contracts
- Deep AI Insights – Higher subscription tier
- Pulse Programming – Chat GPT for Trainers, collaborate with AI to build Rounds(Workout Programs) – separate subscription



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

# Market Analysis

**\$244 Bn**

**Total Addressable Market**

Total Fitness Industry Value  
2023 [source]  
(5.6% growth rate)



**\$41.3 Bn**

**Total Addressable Market**

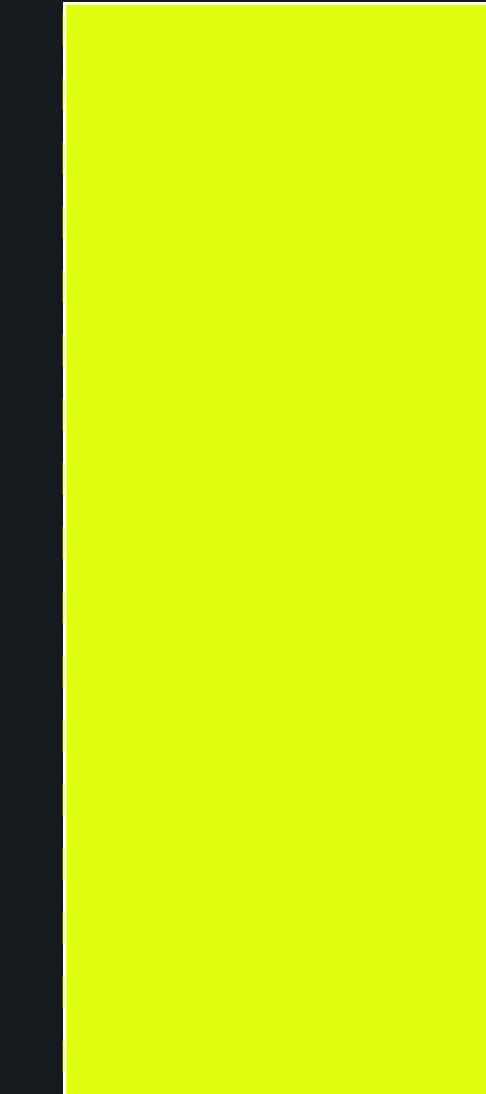
Based on influence &  
fitness seeker  
population



**\$810 Million**

**Service Obtainable Market**

5M users (over 5 years  
period)



# The Team

## Product Development Team



**Tremaine Grant**  
CEO/ Principle Software Engineer



**Rickardo Bailey**  
Digital Creators Lead



**Lola Oluwaladun**  
UI/UX Designer

## Fitness Creators:



# Strategic Partners & Accelerators



## HYPE Sports Innovation Accelerator

- Access to 200+ sports brands
- Investor Network



## IBM Startup Program

- Mentor Network
- Cloud credits + AI/ML tooling

# We are *not fixing fitness.*

# We are *rebuilding how fitness happens.*

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



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