



GET FIT WITH
pulse

Meet Jaidus



JAIDUS

SOULCYCLE®

Atlanta, GA

SPOTLIGHT SERIES

07.21 9:30 a.m. ET/ 6:30 a.m. PT Live 30 min	07.21 12:00 p.m. ET/ 9:00 a.m. PT Live 45 min	07.22 9:00 a.m. ET/ 6:00 a.m. PT Live 45 min	07.22 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

2:48

23°

4/19

pulse



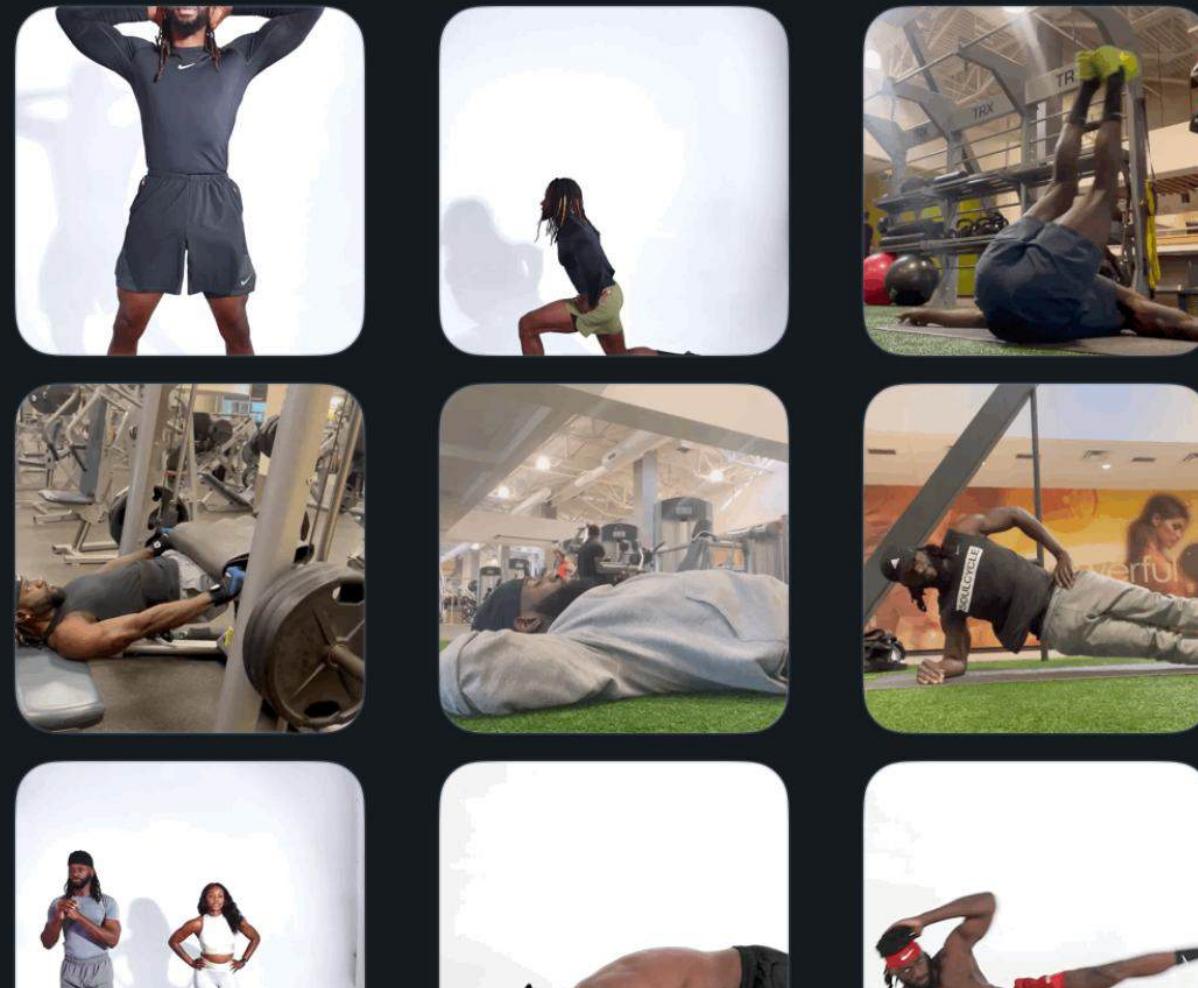
jaidus

<https://www.fitwithpulse.ai/profile/jaidus>

86
Moves

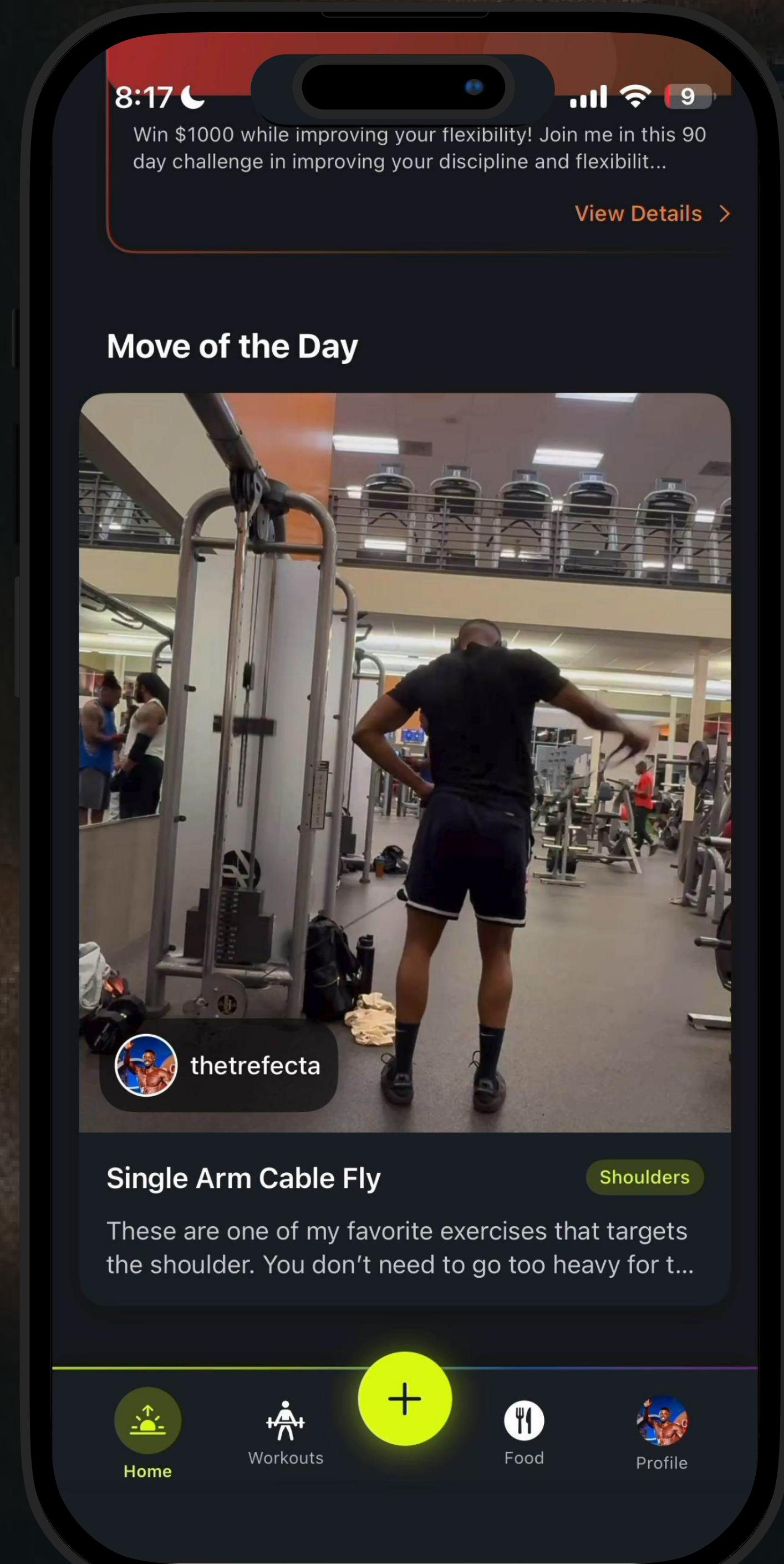
The building blocks of every workout.
Combine these moves to create your
Stacks

Top Moves



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



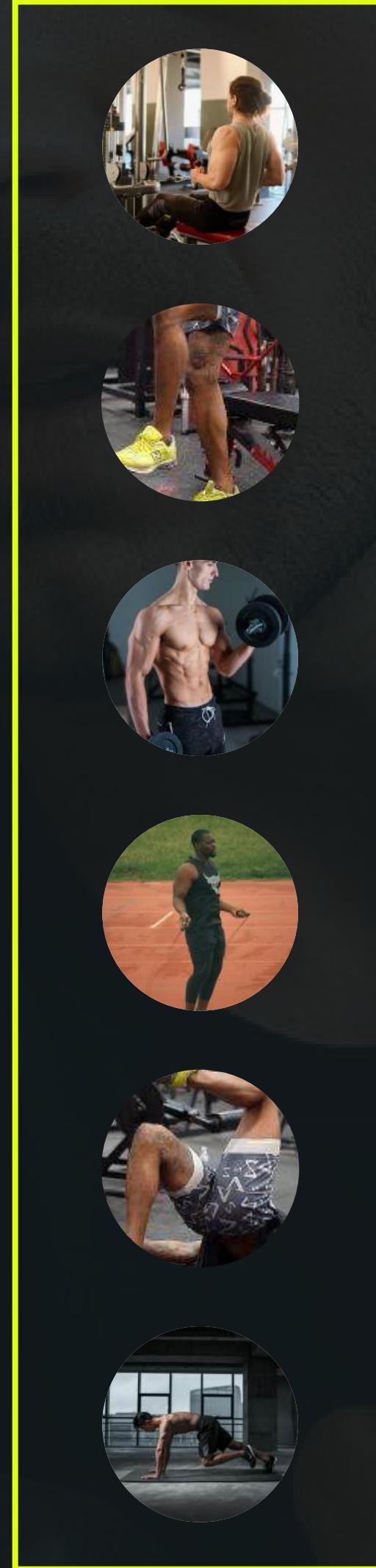
jaidus

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**

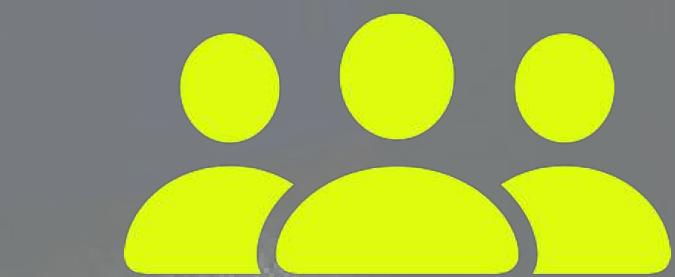
We take 3% on custom priced rounds for trainers, training clients.

Results

Since launch:



\$10k Revenue



3 Rounds
Launched
50 subs/round

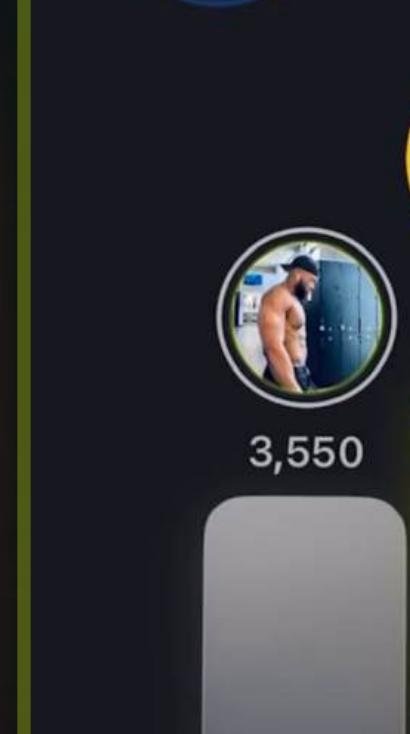
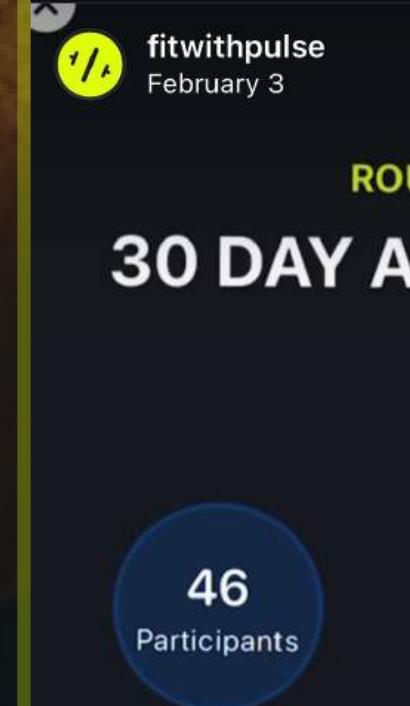
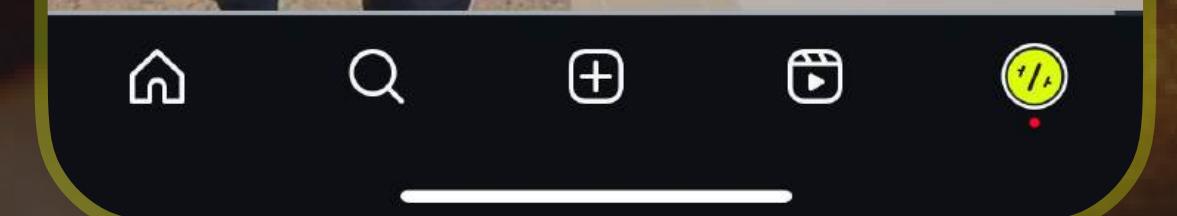


2 Instructors
hosted Rounds

[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:

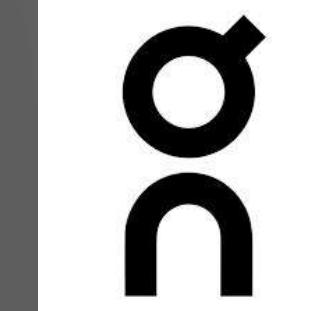
L'ORÉAL



lululemon

alo

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



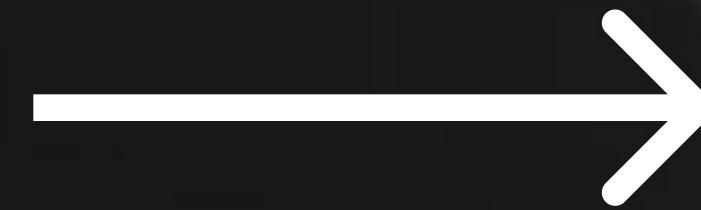
Valarie Alexander
Fortune 500 CEO Consultant
CEO
@ Speak Happiness



Marques Zak
Marketing & Growth
Chief Marketing Officer
@ ACC

\$1.5M to turn creator acquisition into a machine

\$1.5M



Use of funds

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

Outcome

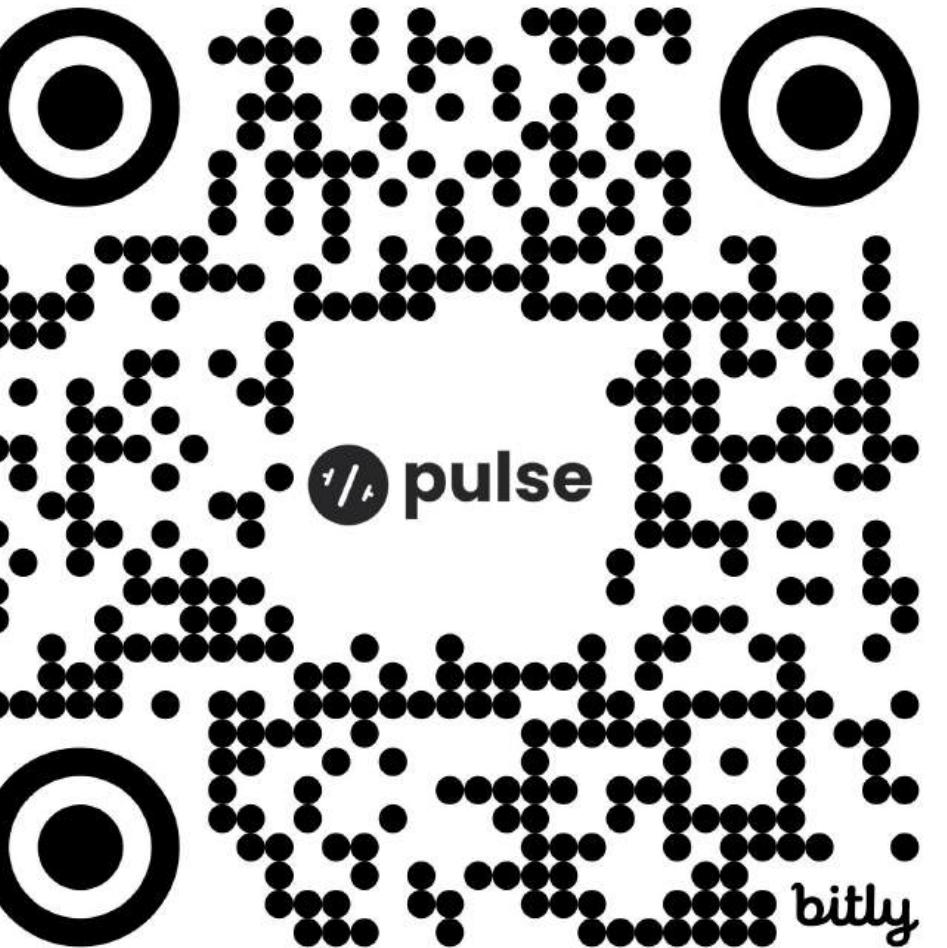
25,000 creators

19/19



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

fitwithpulse.ai



Get in touch with us!

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