

# 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

<b>Round Size</b>	\$1.4M pre-seed
<b>Structure</b>	SAFE (Simple Agreement for Future Equity)
<b>Use of Funds</b>	Product development, creator partnerships, infrastructure
<b>Terms</b>	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

<b>February 2026</b>	Review, align on structure, draft agreements
<b>March 20</b>	Paris — potential soft launch
<b>March 31</b>	London — potential launch
<b>Q2 2026</b>	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
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**Tremaine Grant**

Founder & CEO, Pulse

[tre@fitwithpulse.ai](mailto:tre@fitwithpulse.ai) • (954) 548-4221 • [fitwithpulse.ai](http://fitwithpulse.ai)

*Pulse Intelligence Labs, Inc.*