



GET FIT WITH pulse

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

fitwithpulse.ai





IQVIA
BIOTECH



Clinical ink

WARBY PARKER



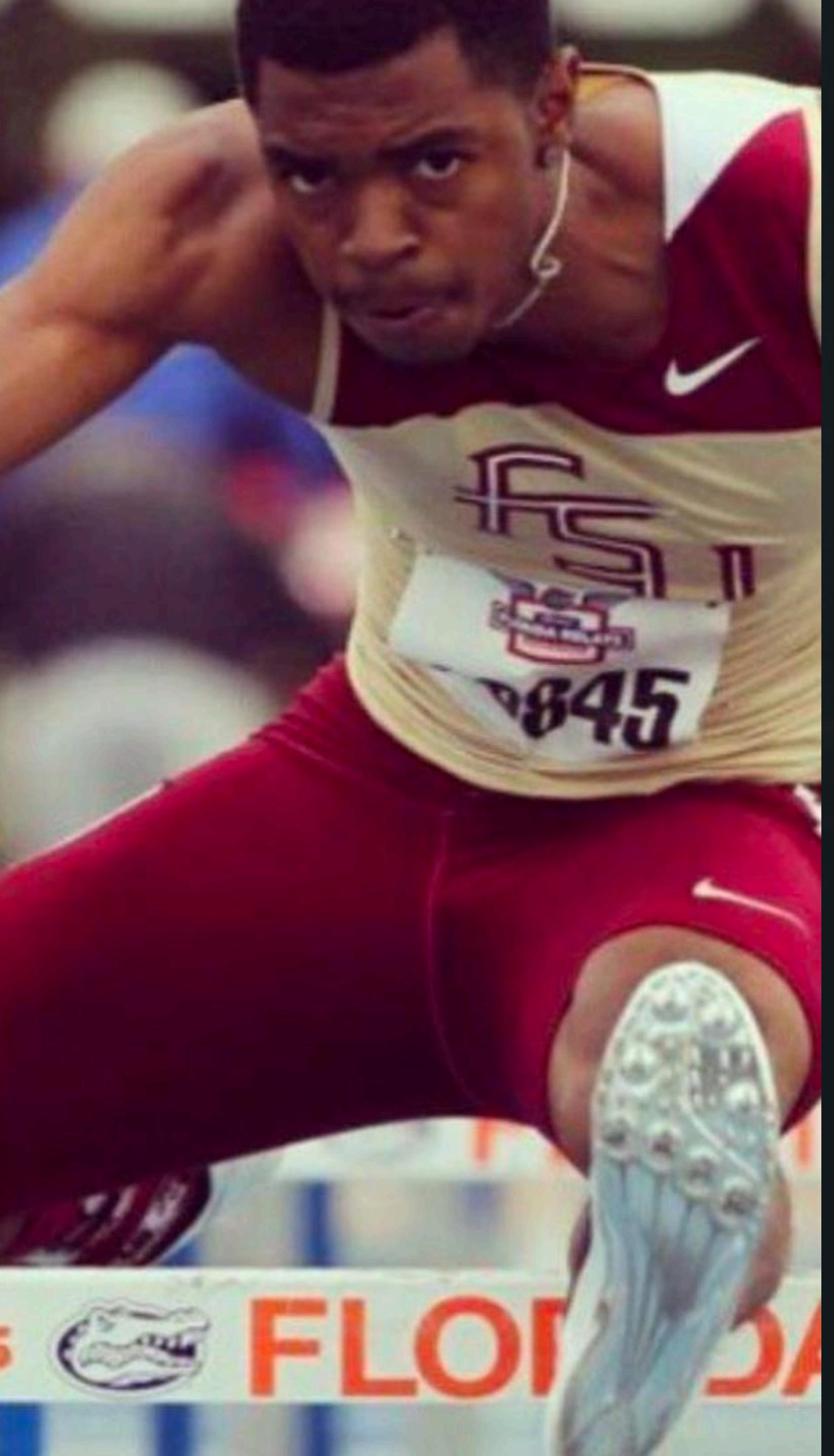
BULK

g^BEТА



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!

The market fragmented across hundreds of isolated apps because it lacks a content-agnostic, democratized platform like Instagram that enables frictionless creator distribution and monetization.

Social Media



Only a **few** apps **own** social

Top-3 = ~75 % of total social minutes.

Fitness



None own fitness

Introducing *Pulse*

How Pulse Works:

Patented Architecture

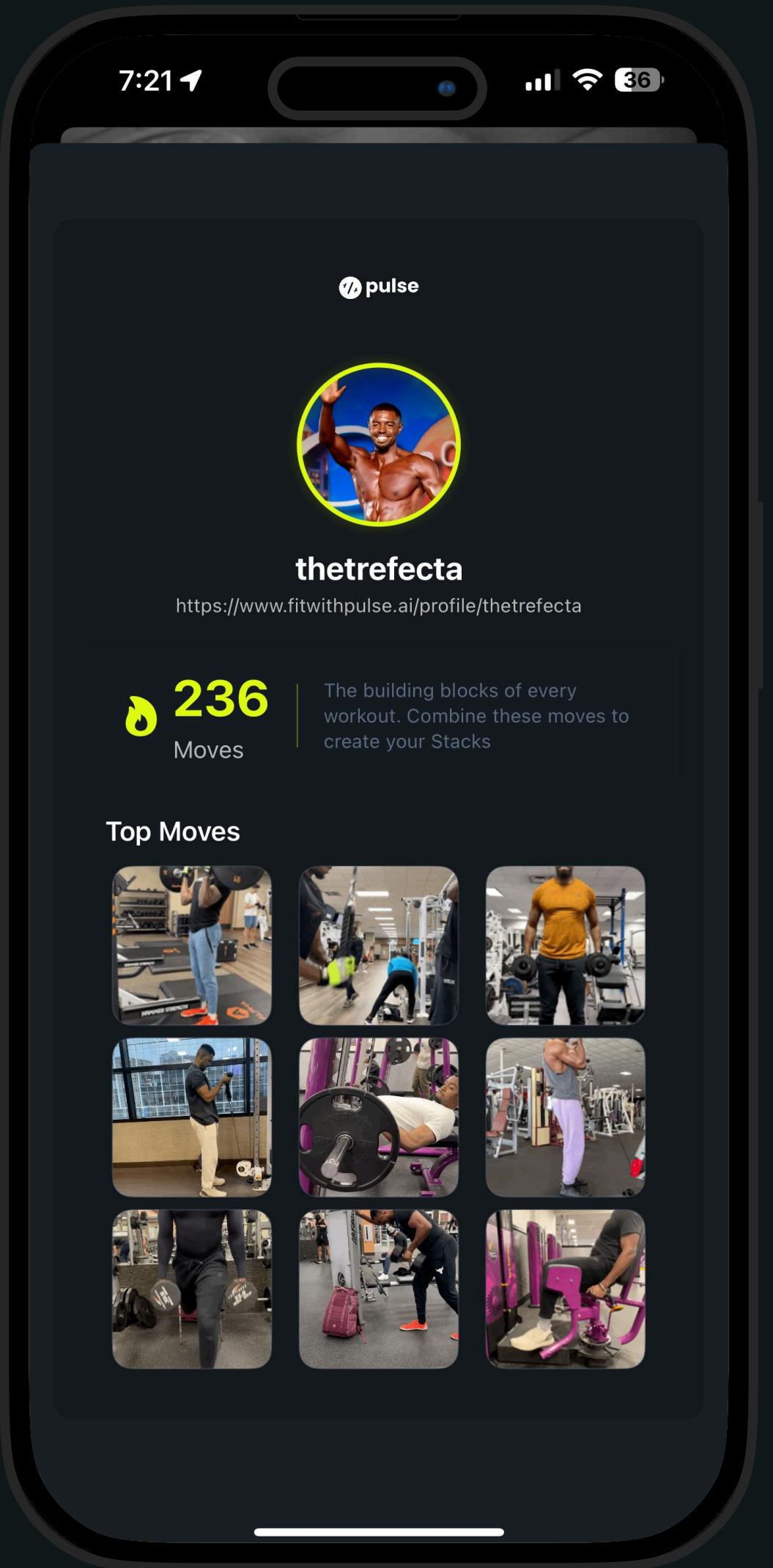
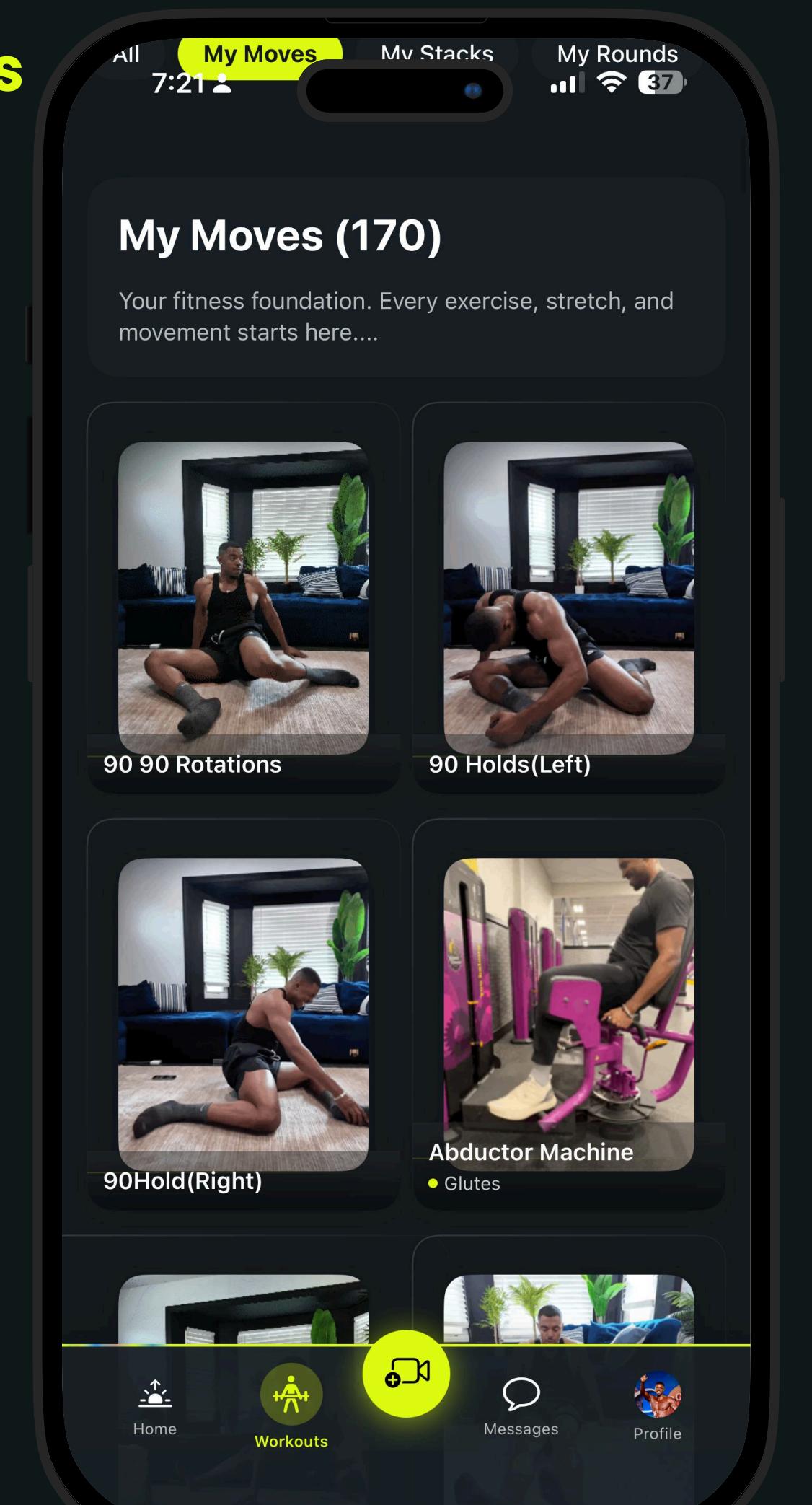
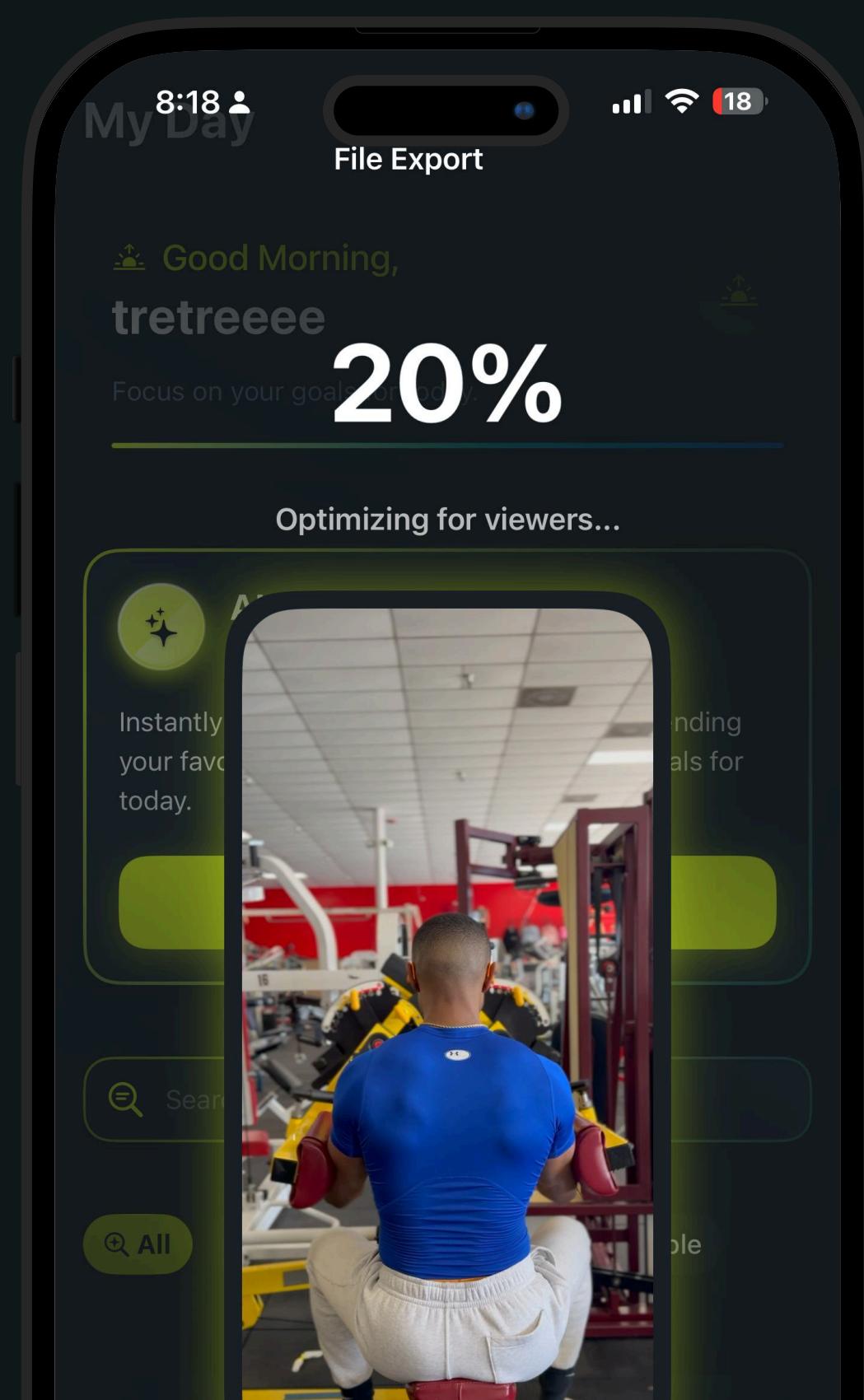
Moves → Stacks → Rounds



Moves

CAPTURE

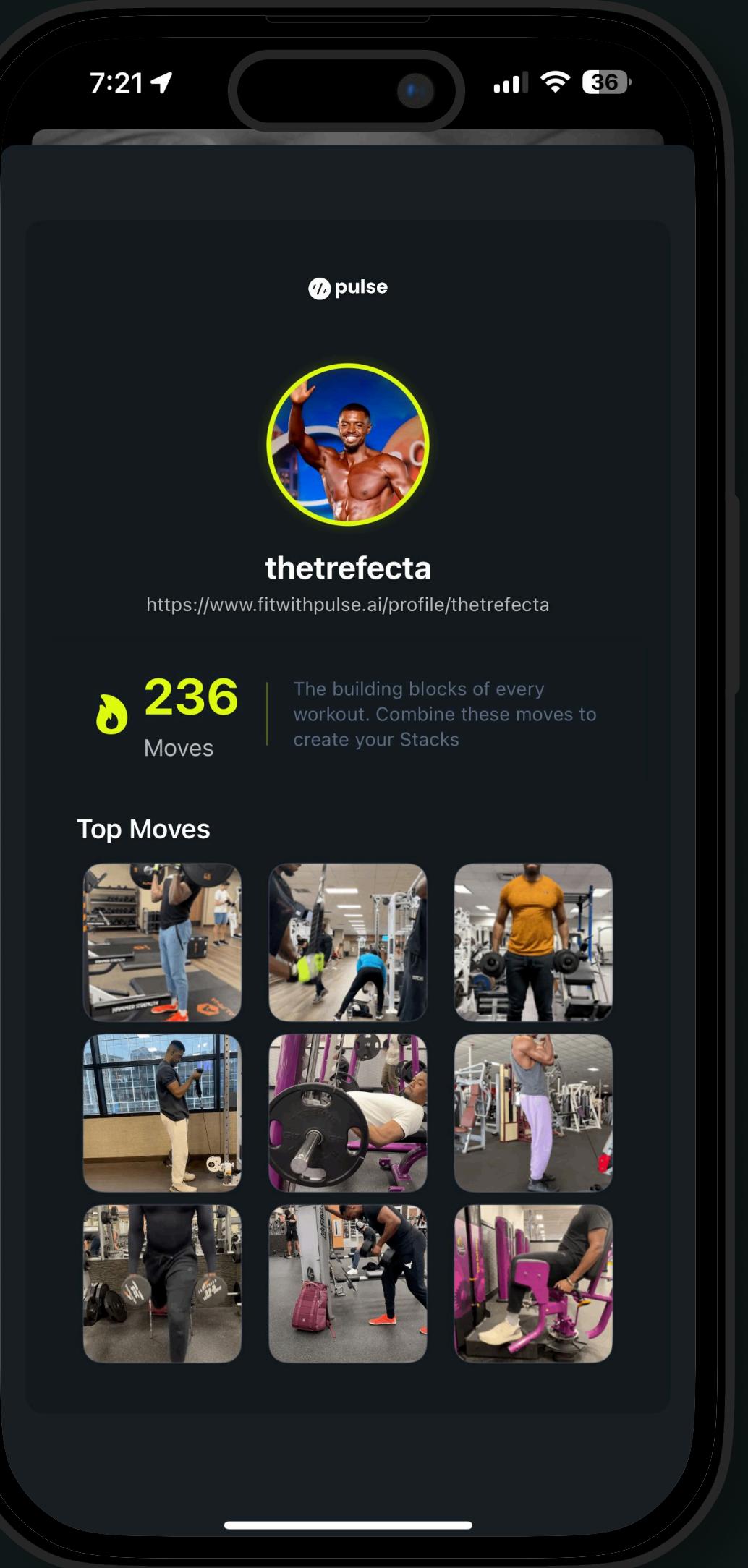
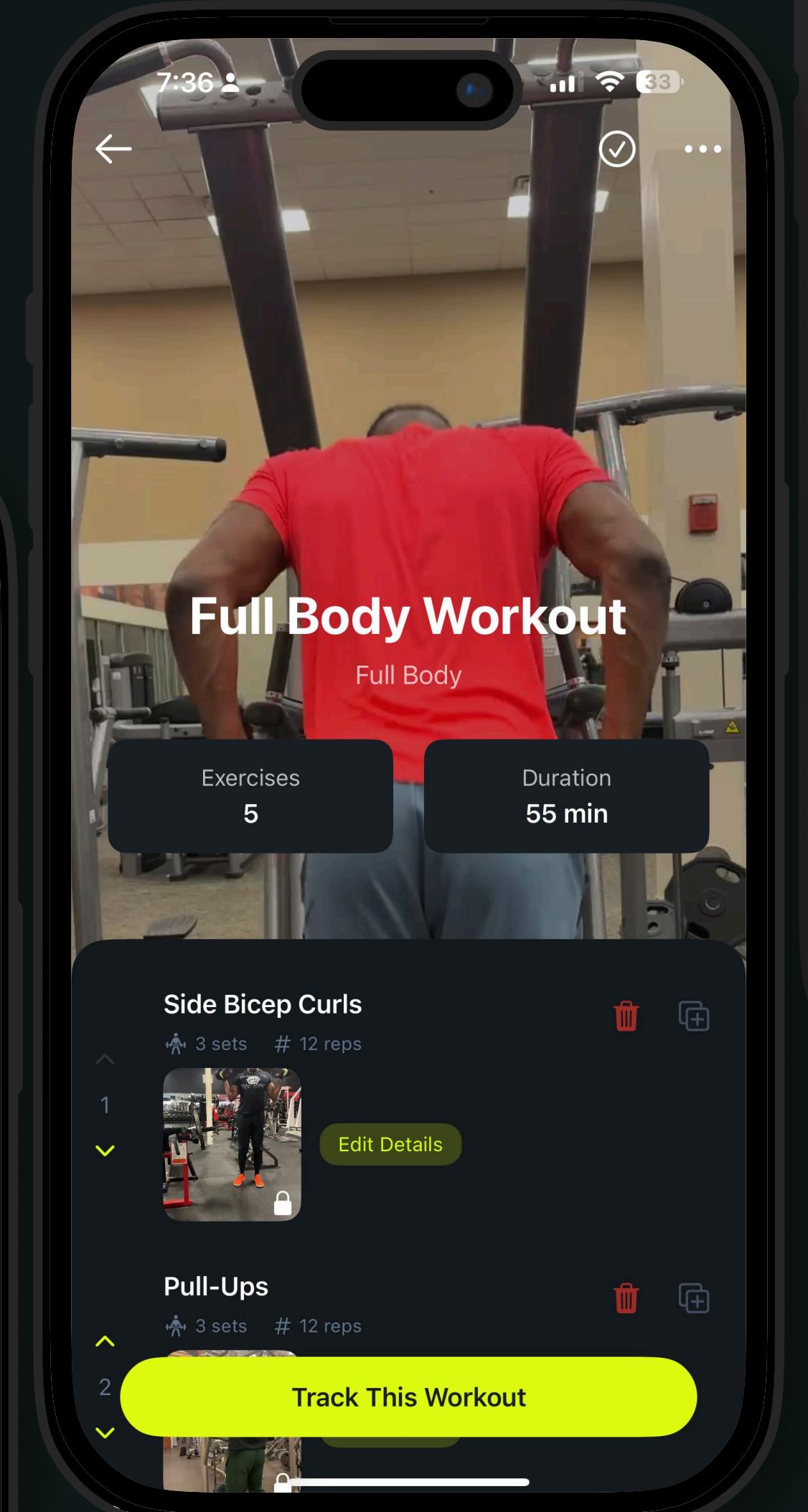
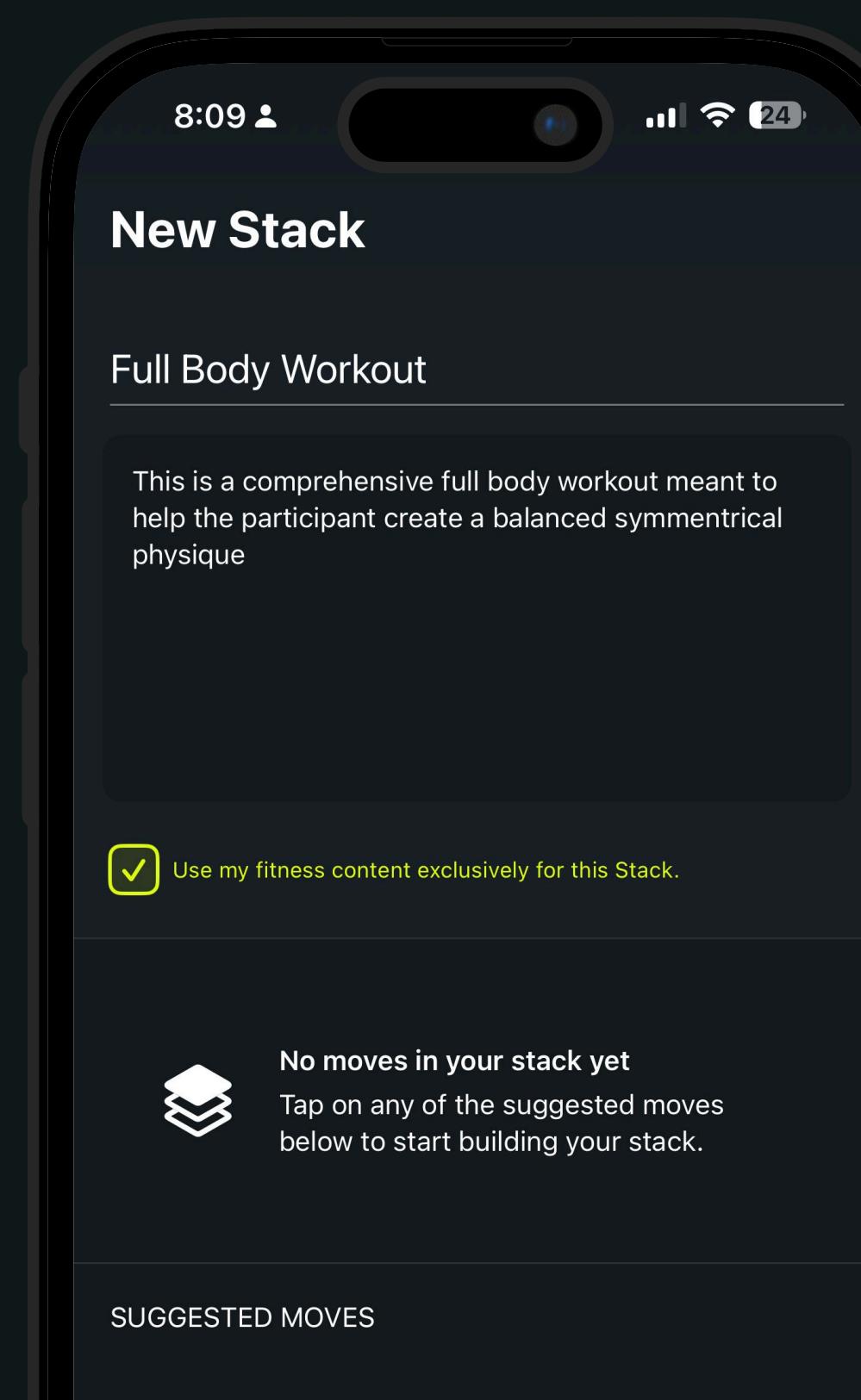
Record and post your **single bite sized movements** in short form component exercise **videos**.



Stacks

CREATE

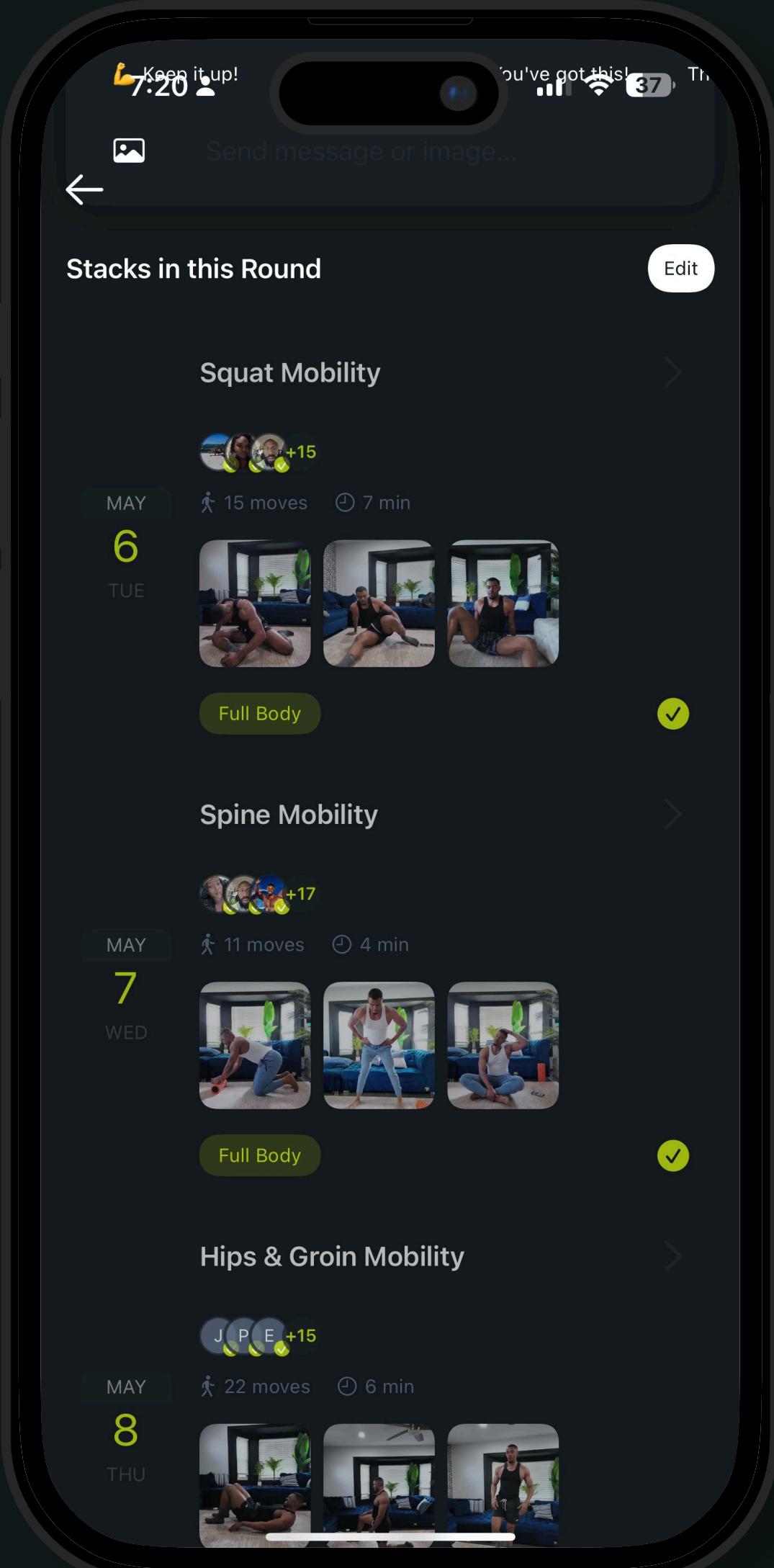
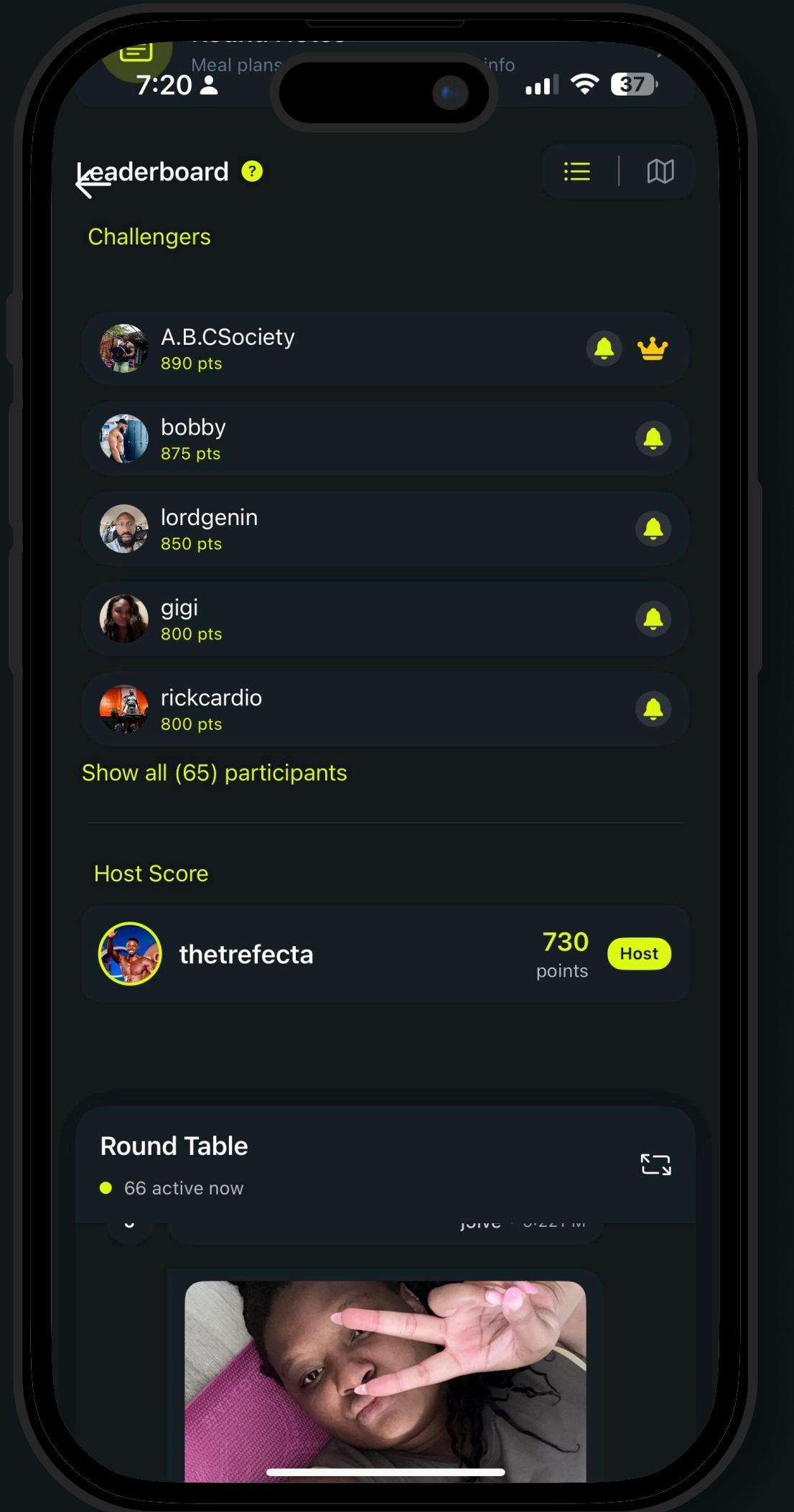
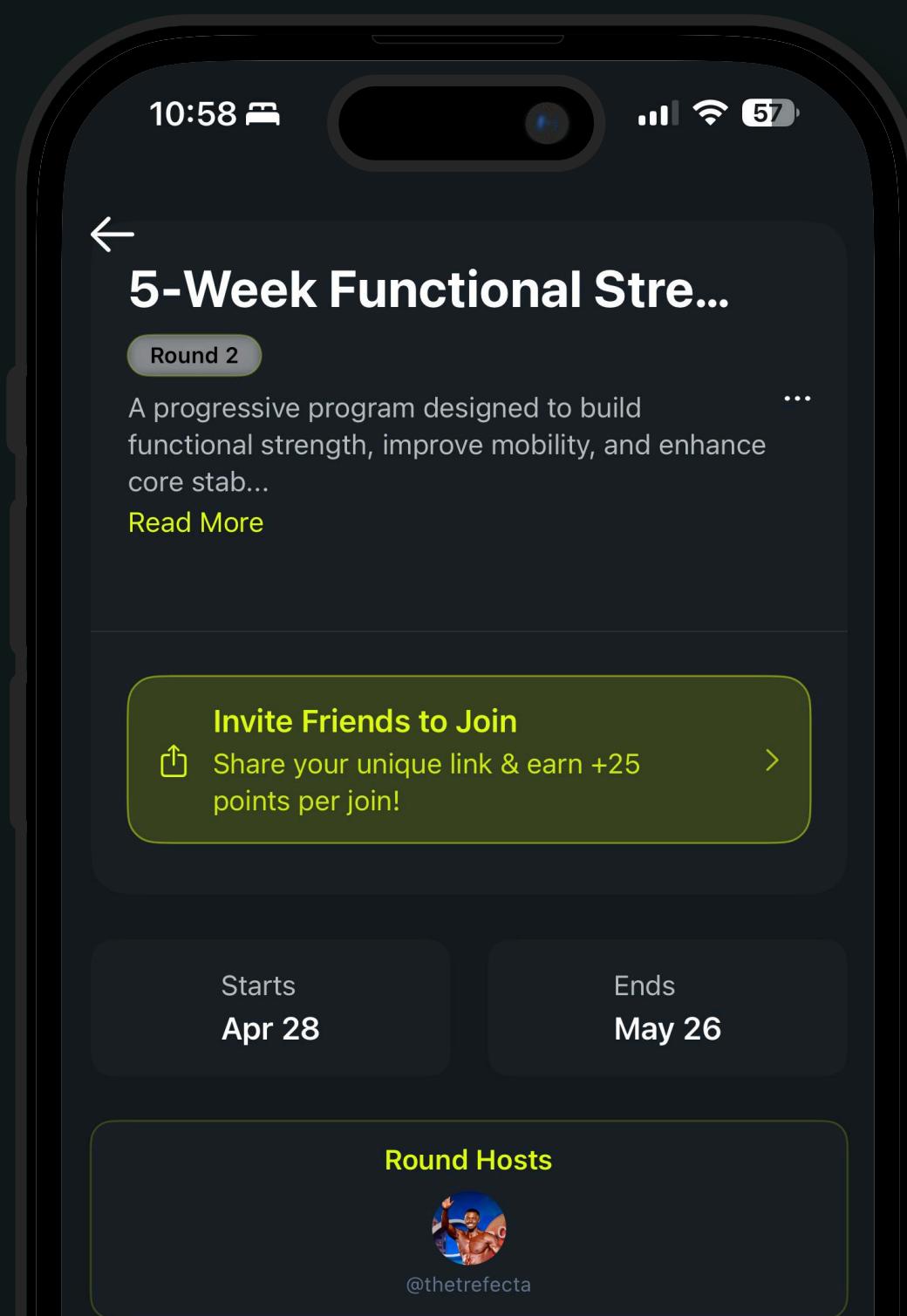
Create **sharable lists** of your custom moves to form your stack. Members can track each workout using your stack, as they **log historical workout data, progression, and patterns**.



Rounds

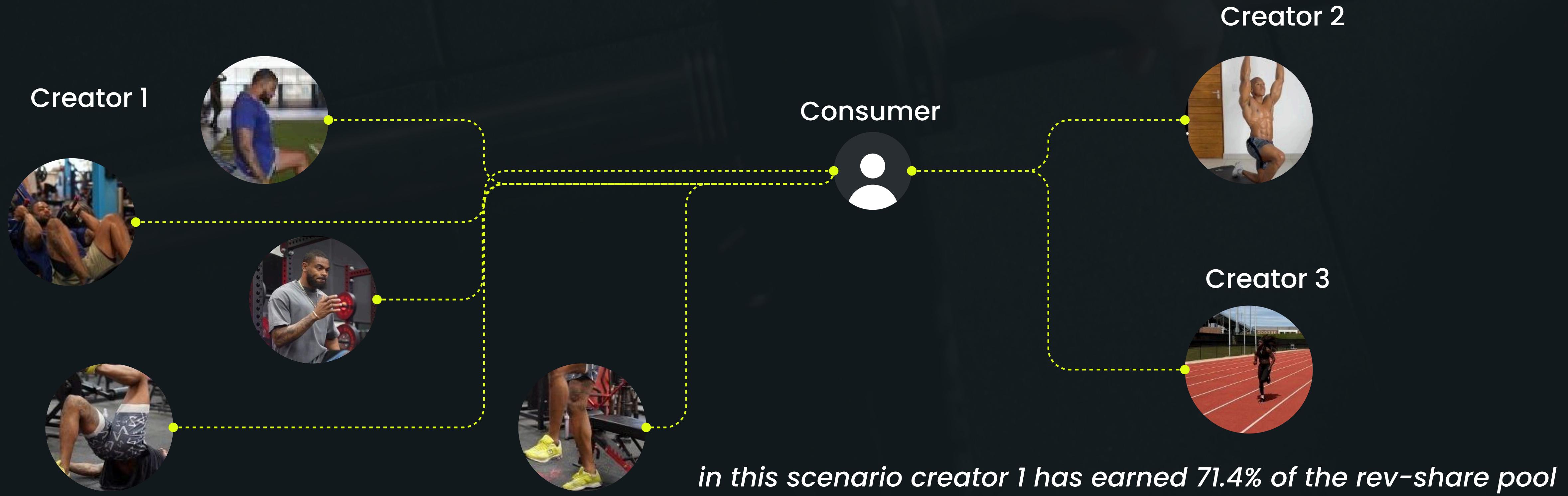
COMPETE

Create a **workout program** that becomes a game, **where multiple members of your community can compete**, transform, and earn cash.



Creators can monetize their movements

The more your content is used, the higher the percentage of revenue share you earn.



Business Model

Subscriptions

Fitness Seekers:

- \$1.99/ Weekly
- \$4.99/ Monthly
- \$39.99/ Annually

Fitness Monetized Accounts:

- \$79.99/ Annually

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

Market Analysis

\$244 Bn

Total Addressable Market

Total Fitness Industry Value
(5.6% growth rate)

\$41.3 Bn

Total Addressable Market

influence + fitness seeker
population

\$810 Million

Service Obtainable Market

5M users (over 5 years
period)

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

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



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



Traction

Since we began building in June 2023, we've accomplished:

- *Beta Release* 2024.
- **Full Launch in Jan 2025**



Partnered with **Soul Cycle Atlanta** bringing in two of their instructors to host 2 Rounds, who brought in a combined **87 subscribers**



Founder hosted the Morning Mobility Round(**83 participants.**)



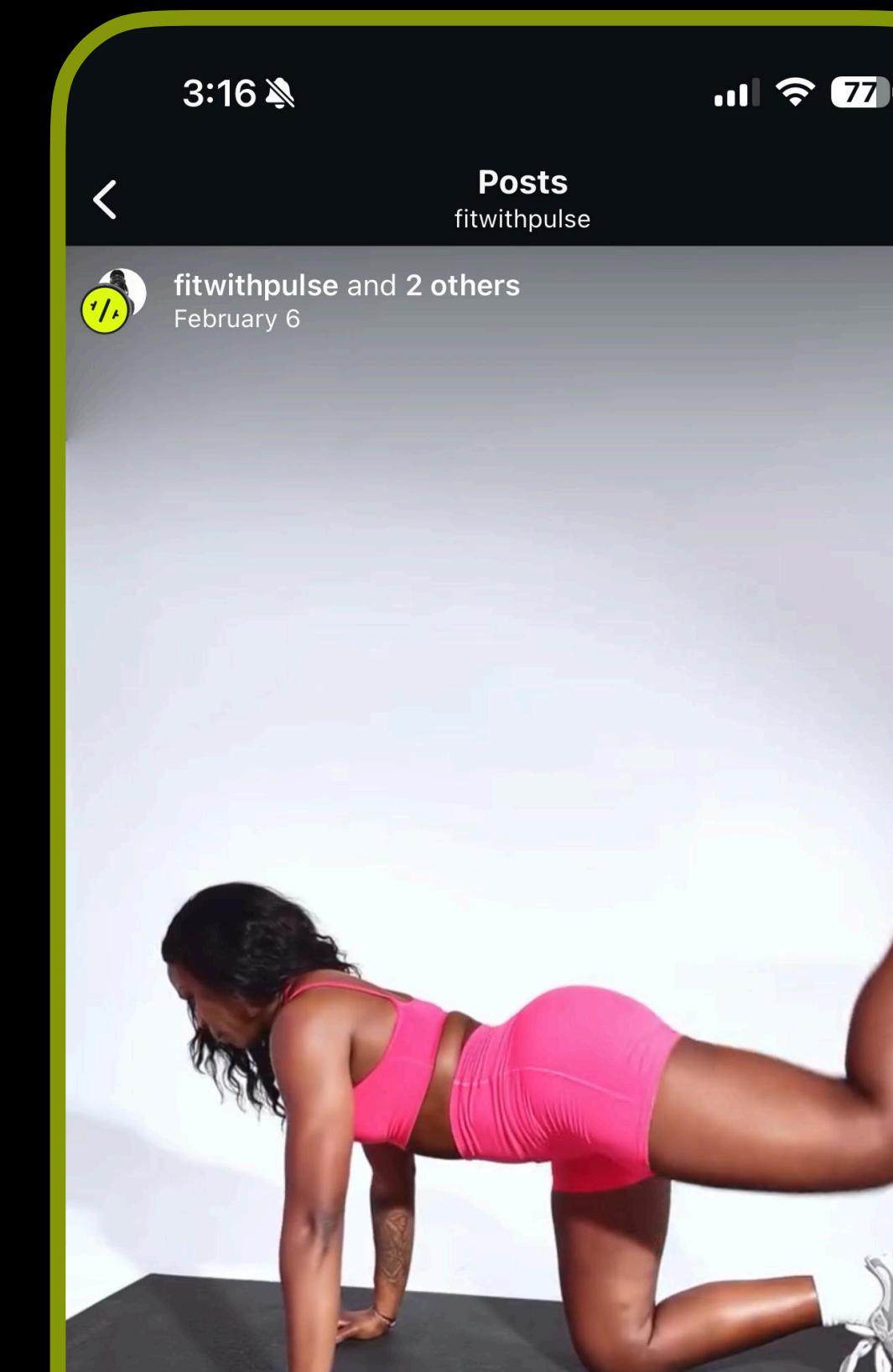
Secured **1 Provisional Patent, 1 Pending Patent**, and **1 Trademark**

\$10k Revenue

since jan launch

SoulCycle Partnership

- We partnered with Soul Cycle to launch 2 Rounds with Soul Cycle instructors bringing in a total of **87 new subscribers.**



Workout Complete!
09-May-2025

Also completed by (swipe to see more)

rickcardio jaidus A.B.CSo... phinalcut_ lordgenin thetref...

Total Time 6 mins Moves ✓ 15

Calories 27 Pulse AI

Round Score 125

Also Part of Round

Morning Mobility Challenge Active
05/06/25 - 08/04/25 0 participants

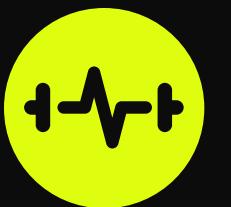
3:17 Posts fitwithpulse

jaidus and fitwithpulse February 9

ROUND COMPLETE
30 DAY ABS CHALLENGE

25350 Total Points

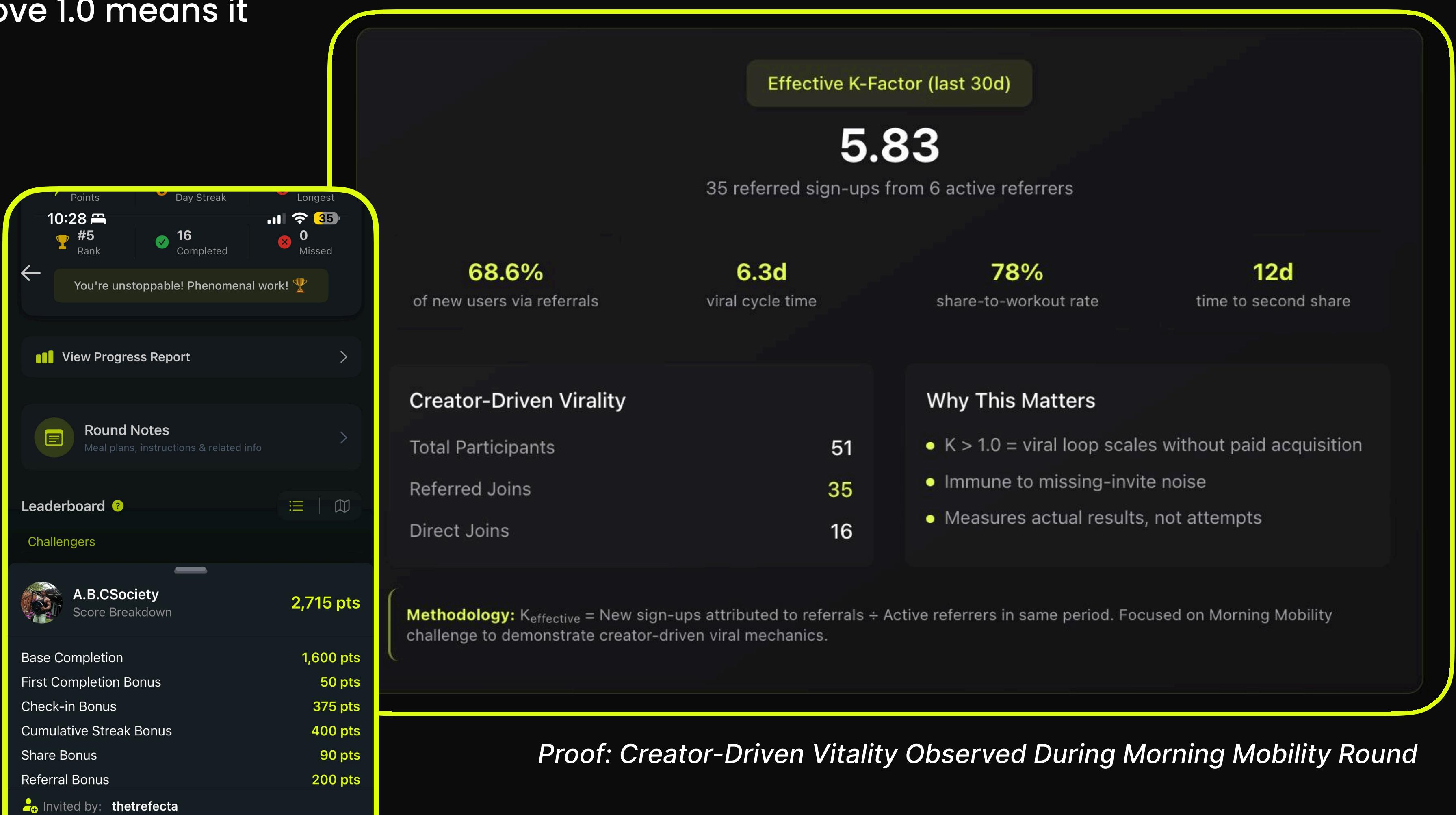
46 Participants



K-Factor Case Study

Measures how many friends each user brings to your app - above 1.0 means it spreads by itself

We scored a 5.8 while testing virality of the Morning Mobility Round



How we built a software that influences sticky fitness habits:

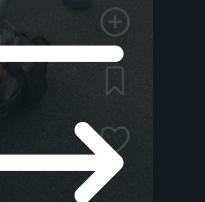
Accountability



Competition



Connection



Intrinsic Incentive



The ACCI Framework

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 thetref...

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

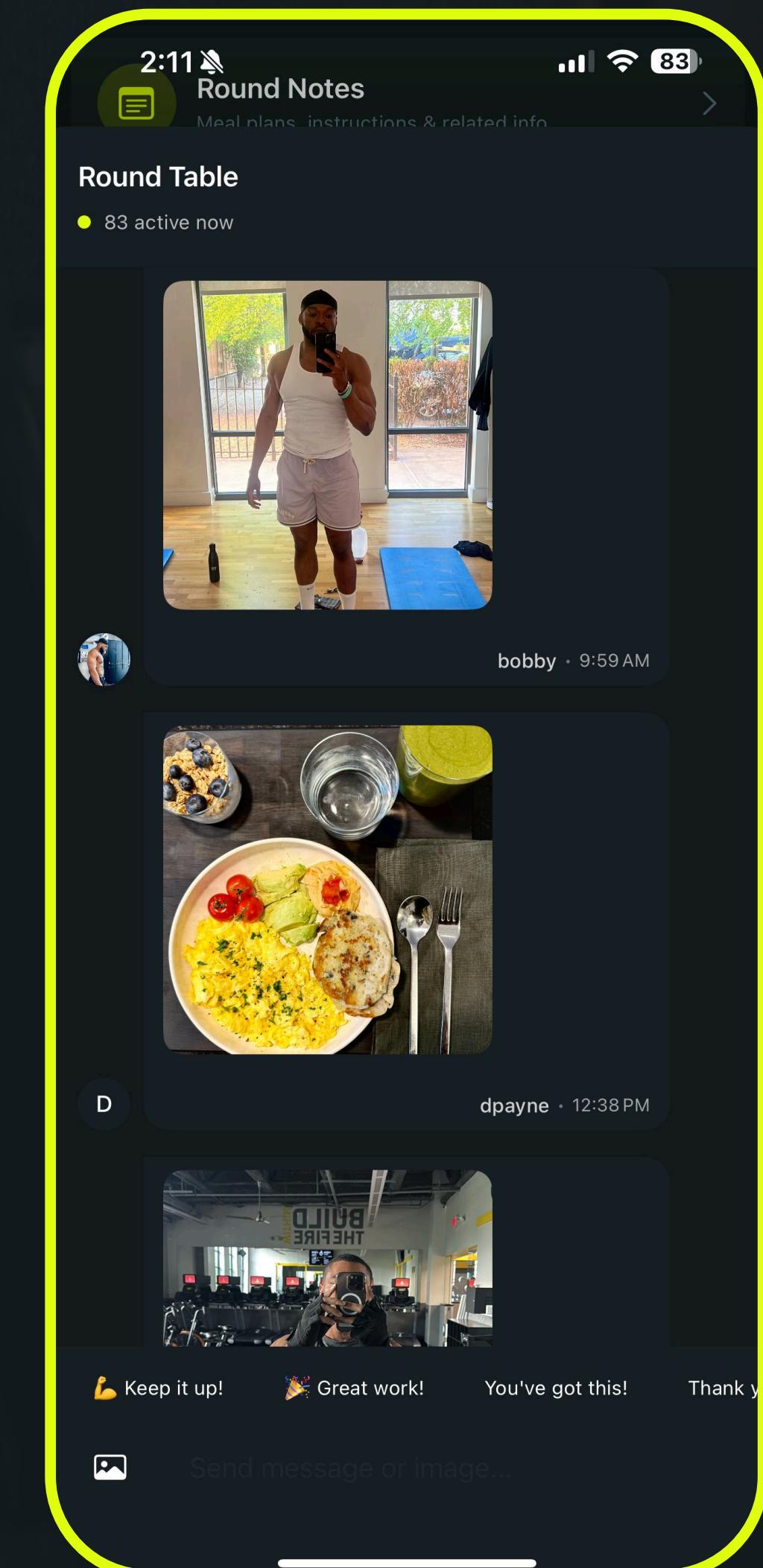
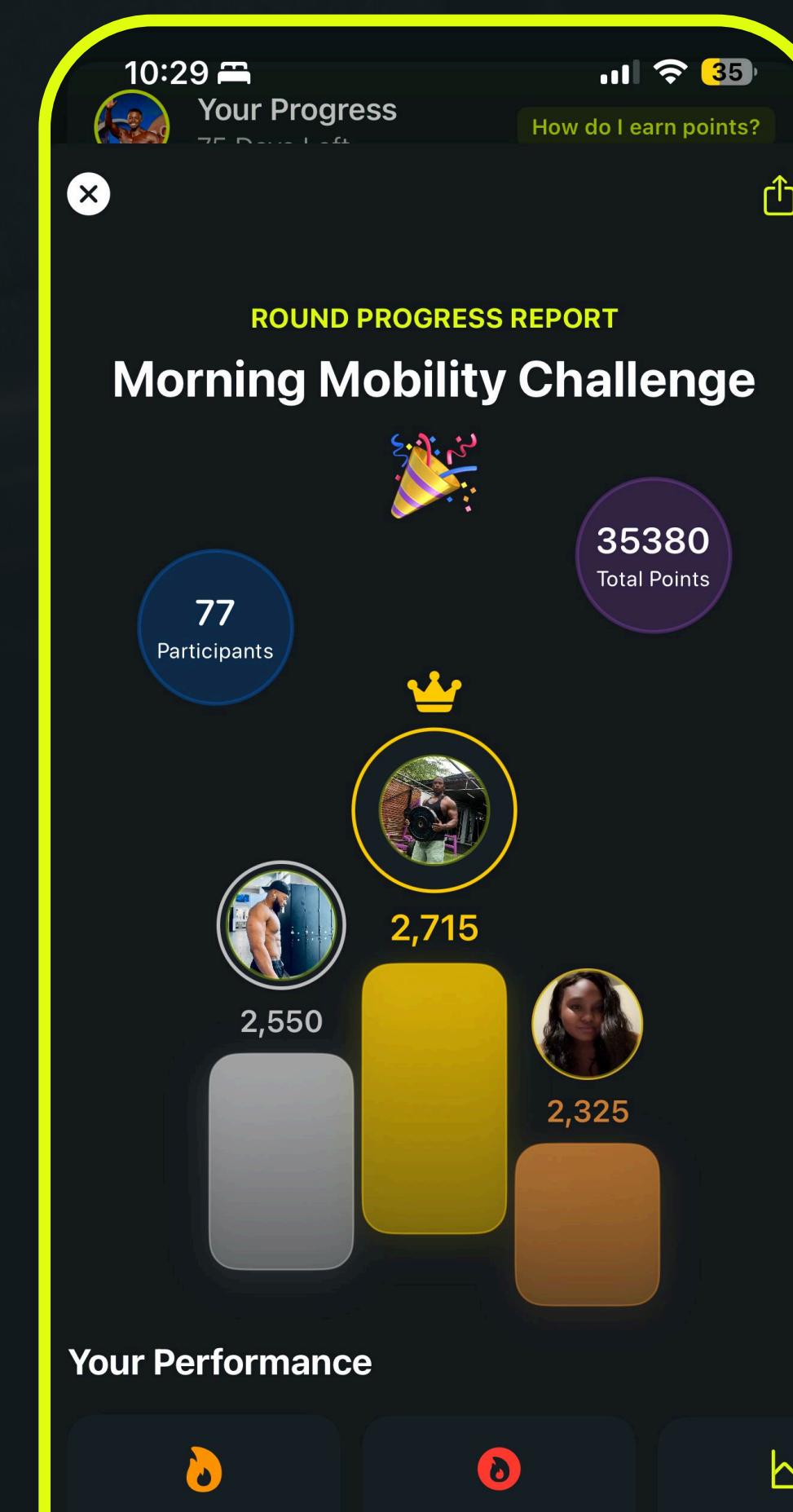
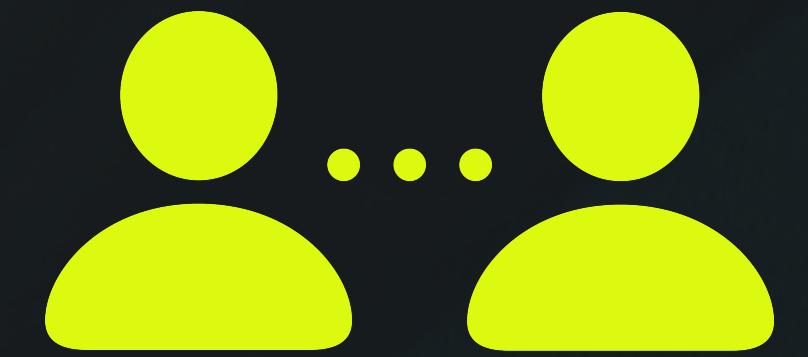
Completed Moves
What is your progress rating?

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.

Left Screenshot: Leaderboard

2:10 Round Notes
Leaderboard
Challengers

| Participant | Score |
|--------------|-----------|
| 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

Right Screenshot: ROUND PROGRESS REPORT

10:29 Your Progress
How do I earn points?

ROUND PROGRESS REPORT
Morning Mobility Challenge

77 Participants
35380 Total Points

Bar chart showing performance:
- Grey bar: 2,550
- Yellow bar: 2,715
- Orange bar: 2,325

Your Performance



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



Whether it's earning, learning, or leveling up!



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

jcfit • 10:20 PM

05/17/25

*"Pulse reminds me of the best classrooms –
They're places where every student can feel
success."*



My Favorite Stack 😍



gigi • 7:03 PM

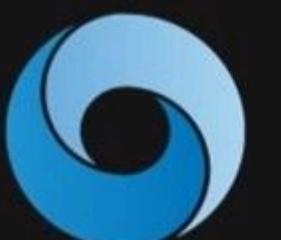
The Health Evolution

Pulse uses deep ai integration to capture rich user context data to feed to our LLM's for deep learning.

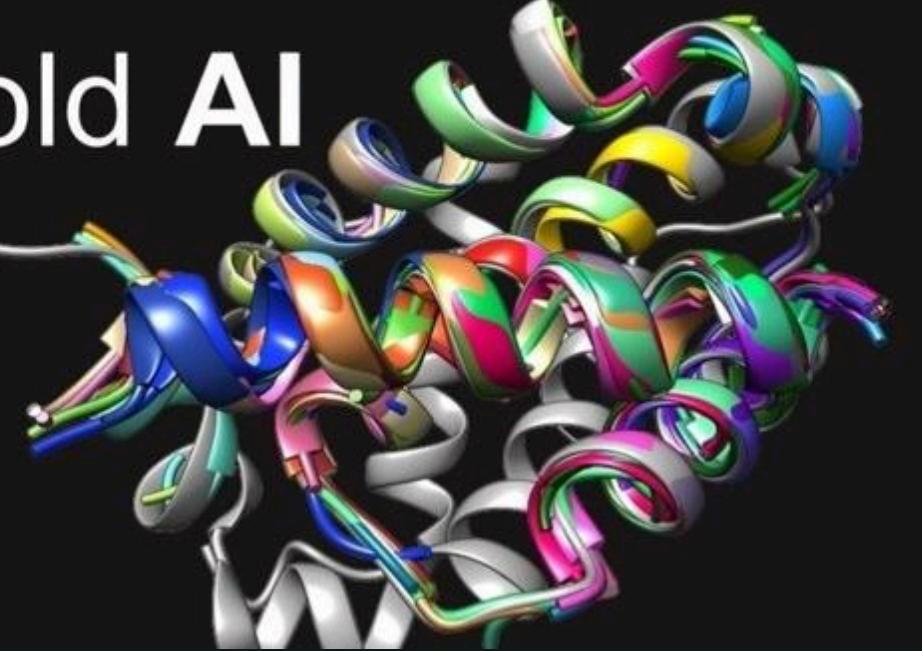
Pulse.**AI**

powered by

 OpenAI 

 DeepMind

AlphaFold AI



google-deepmind/
funsearch



We are *raising our pre-seed round.*



\$1.5M

Outcome:
100,000 creators over 18
months.

We're betting on the creator economy, with a GTM strategy centered on community-driven fitness creators who want to turn their content and expertise into a sustainable, monetizable business.

Who's building Pulse?



Tremaine Grant

CEO / Founder

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



Bobby Nweke

Chief of Staff

Executive Coach • Speech and Communications Coach • Former Principal



Lola Oluwaladun

Product & Brand Design Lead

Senior Designer • Led 15+ Consumer Rebrands



Ricardo Bailey

Digital Creator Lead

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

Who's advising us?



Deray Mckesson

Activist & Community Builder

Founder of Campaign Zero • Civil Rights Activist • Host of Podcast *Pod Save the People* • Author



Valarie Alexander

Fortune 500 CEO Consultant

CEO of Speak Happiness • Former AI Tech-Start-Up CEO • Author & Speaker • 20 Yrs Advising Growth-Stage Startups



Marques Zak

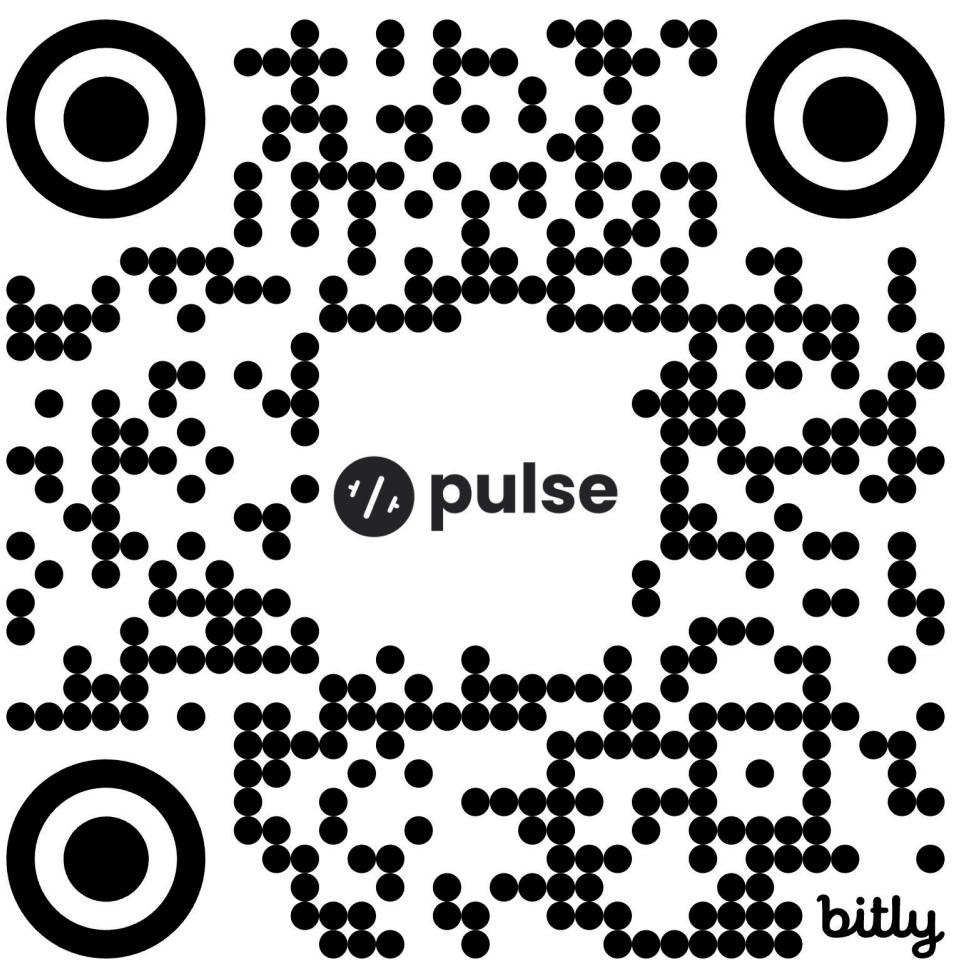
Marketing & Growth

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



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

fitwithpulse.ai
tre@fitwithpuls.ai



Get in touch with us!

fitwithpulse.ai/GetInTouch

