

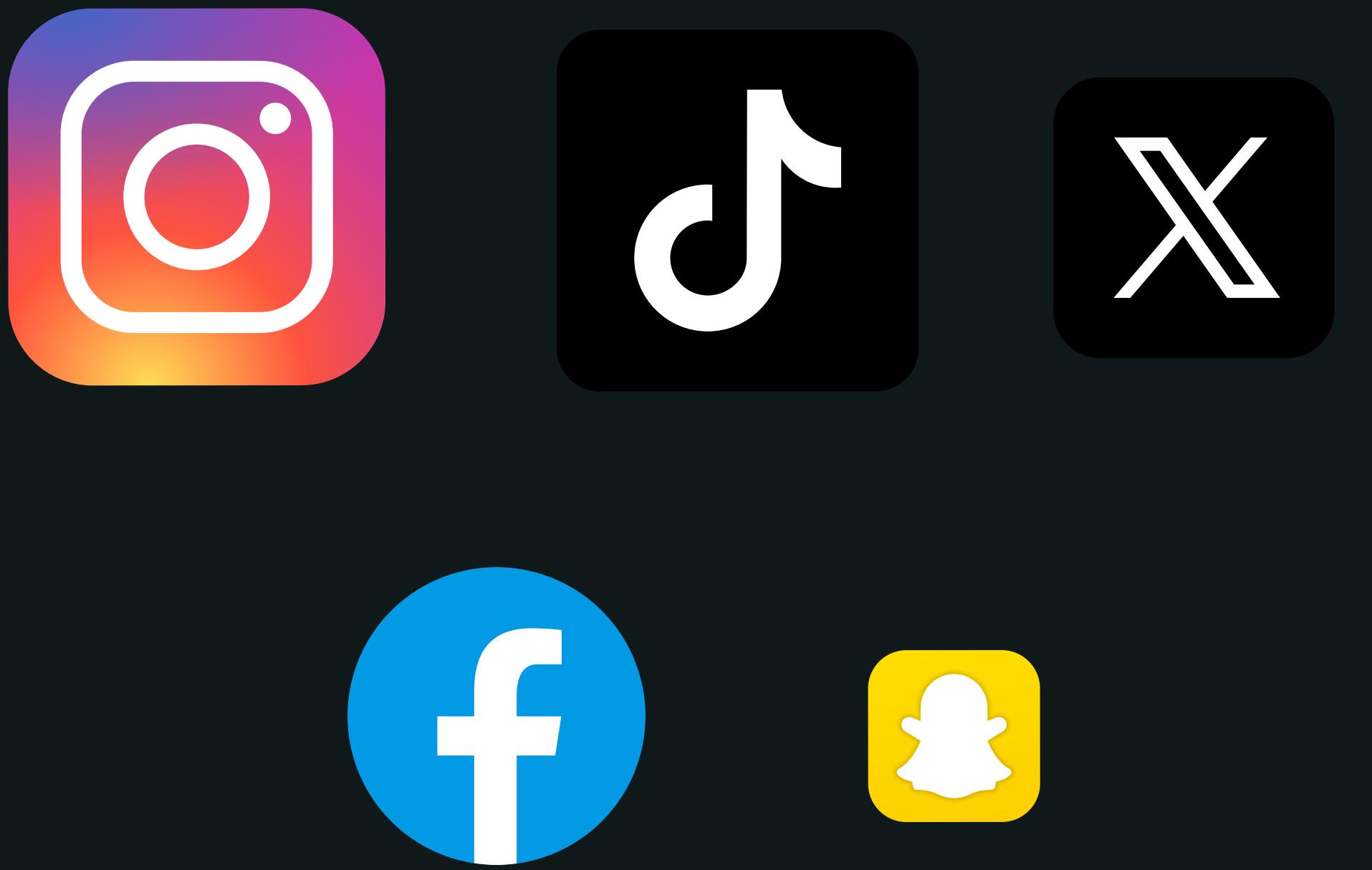
# GET FIT WITH pulse

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

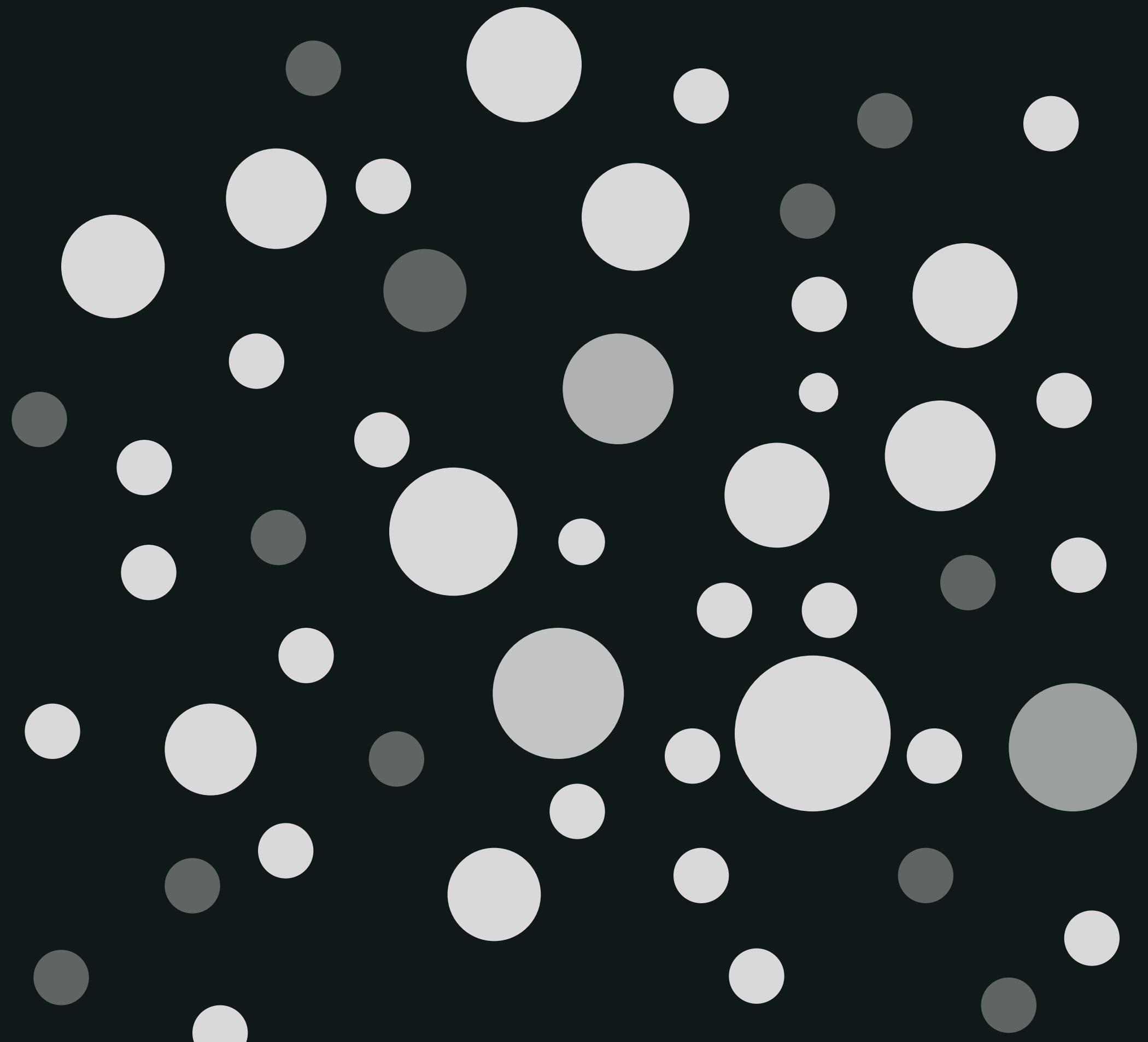
[fitwithpulse.ai/about](http://fitwithpulse.ai/about)



# Social Media



# Fitness



**None own fitness**

# Meet the first.



Pulse will own fitness



# The ACCI Framework

**Accountability**



# The ACCI Framework

# Accountability



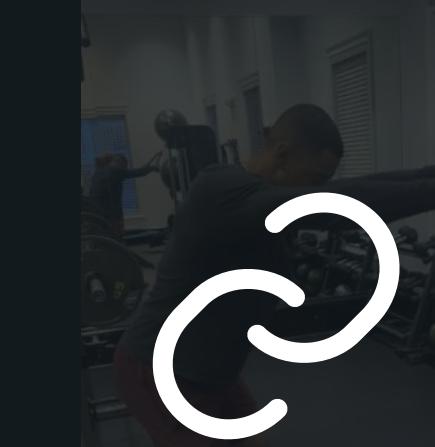
# Connection



# The ACCI Framework

# The ACCI Framework

Competition



Accountability

Connection

# The ACCI Framework

Competition



fitwithpulse.ai

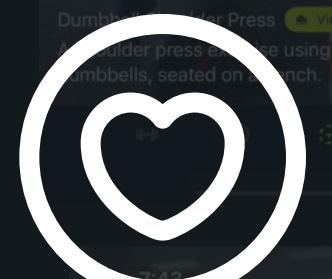
Accountability



Connection

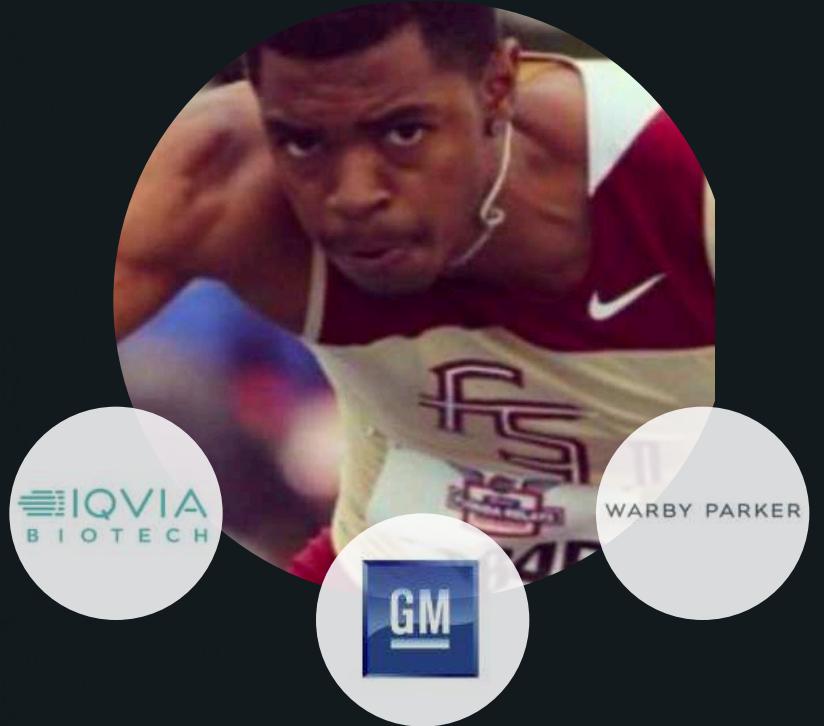


Intrinsic Incentive



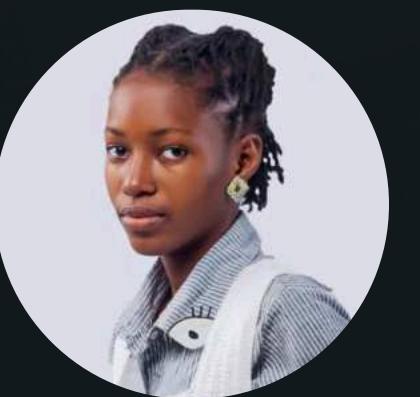
# Who's advising us

# 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 • Host of Podcast Pod Save the People • Author



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

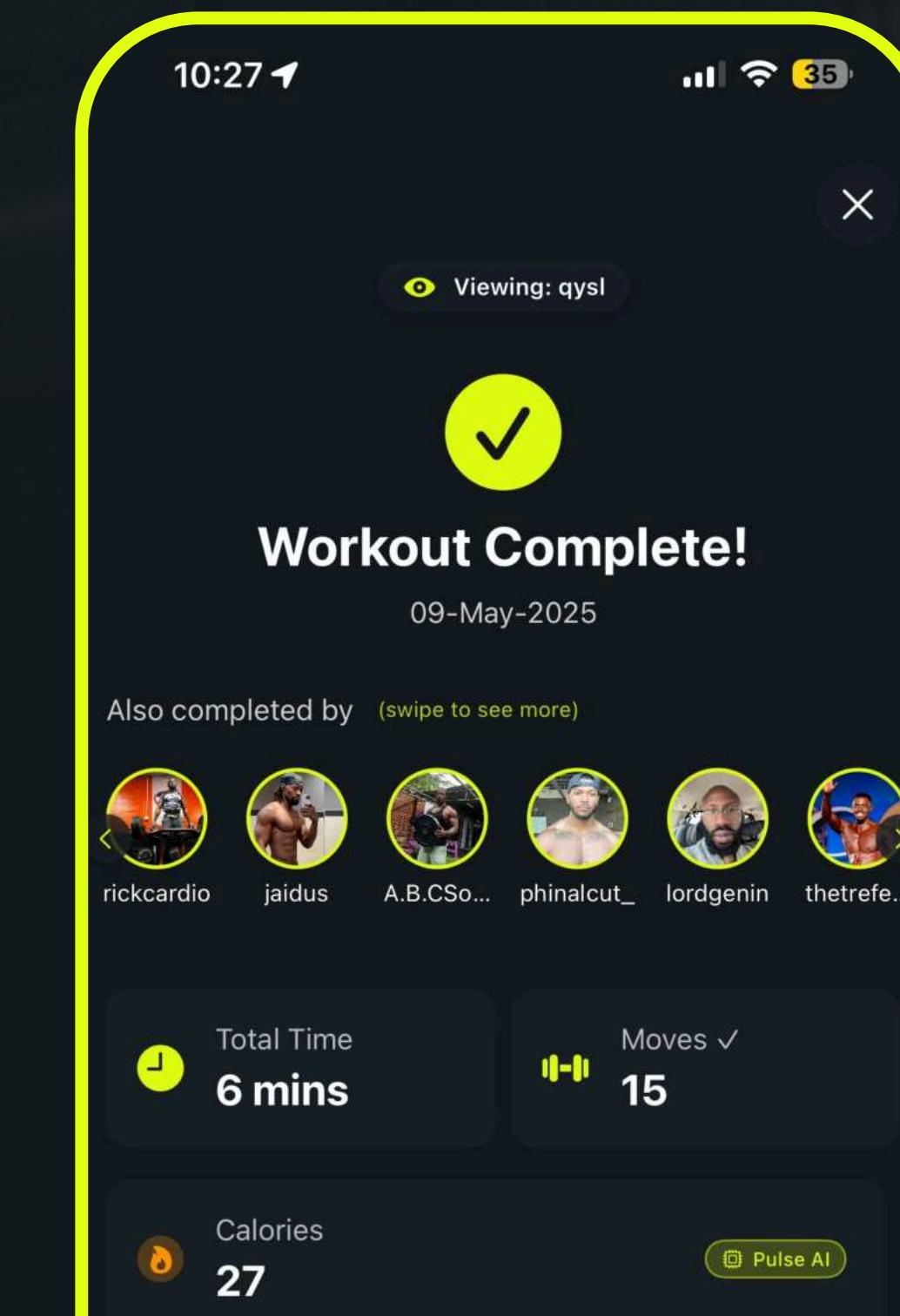
CEO of Speak Happiness • Former AI Tech-Start-Up CEO • Author & Speaker • 20 Yrs Advising Growth-Stage Startups



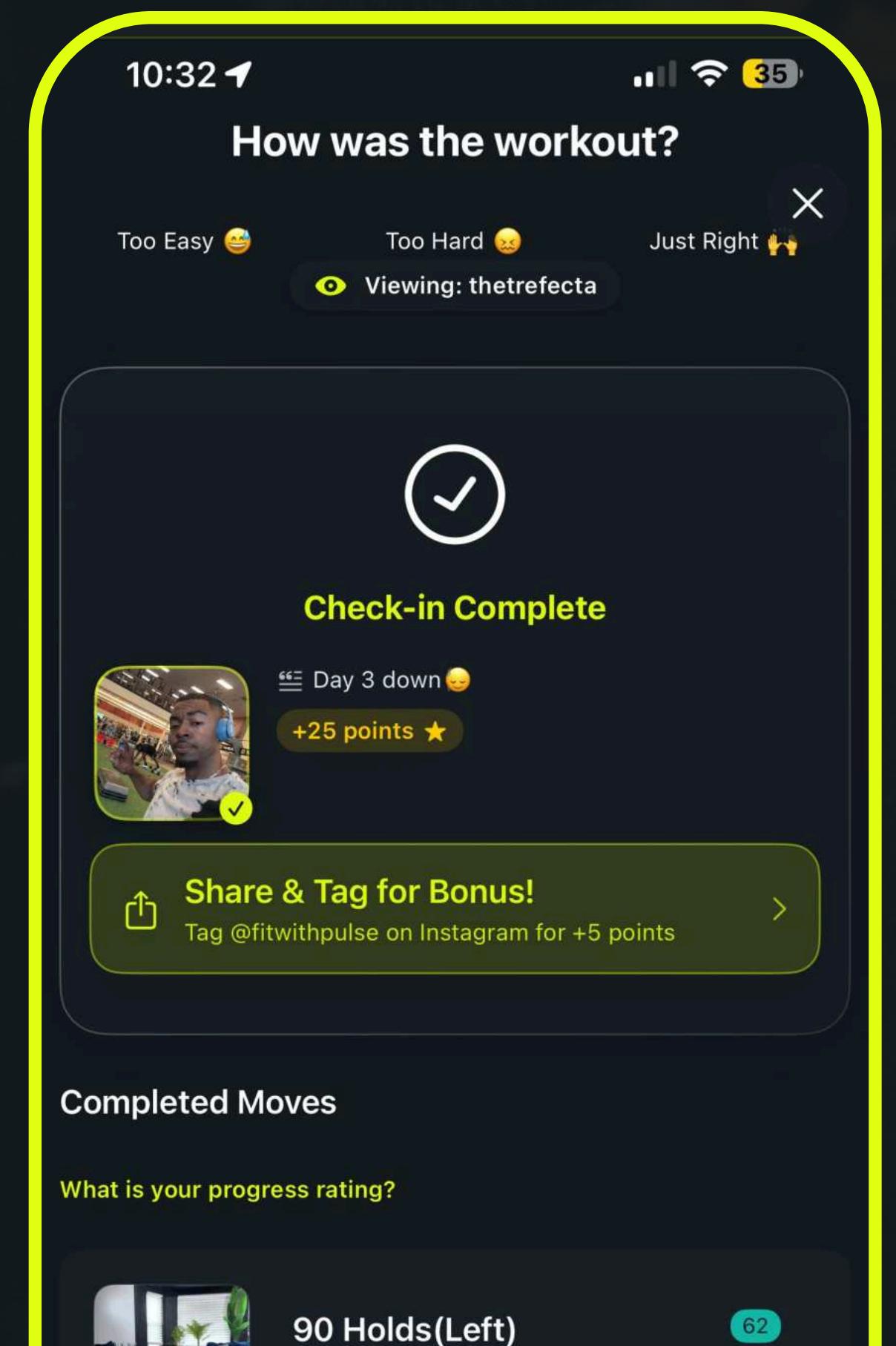
**Marques Zak**  
**Marketing & Growth**

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

# We inspire **accountability**.

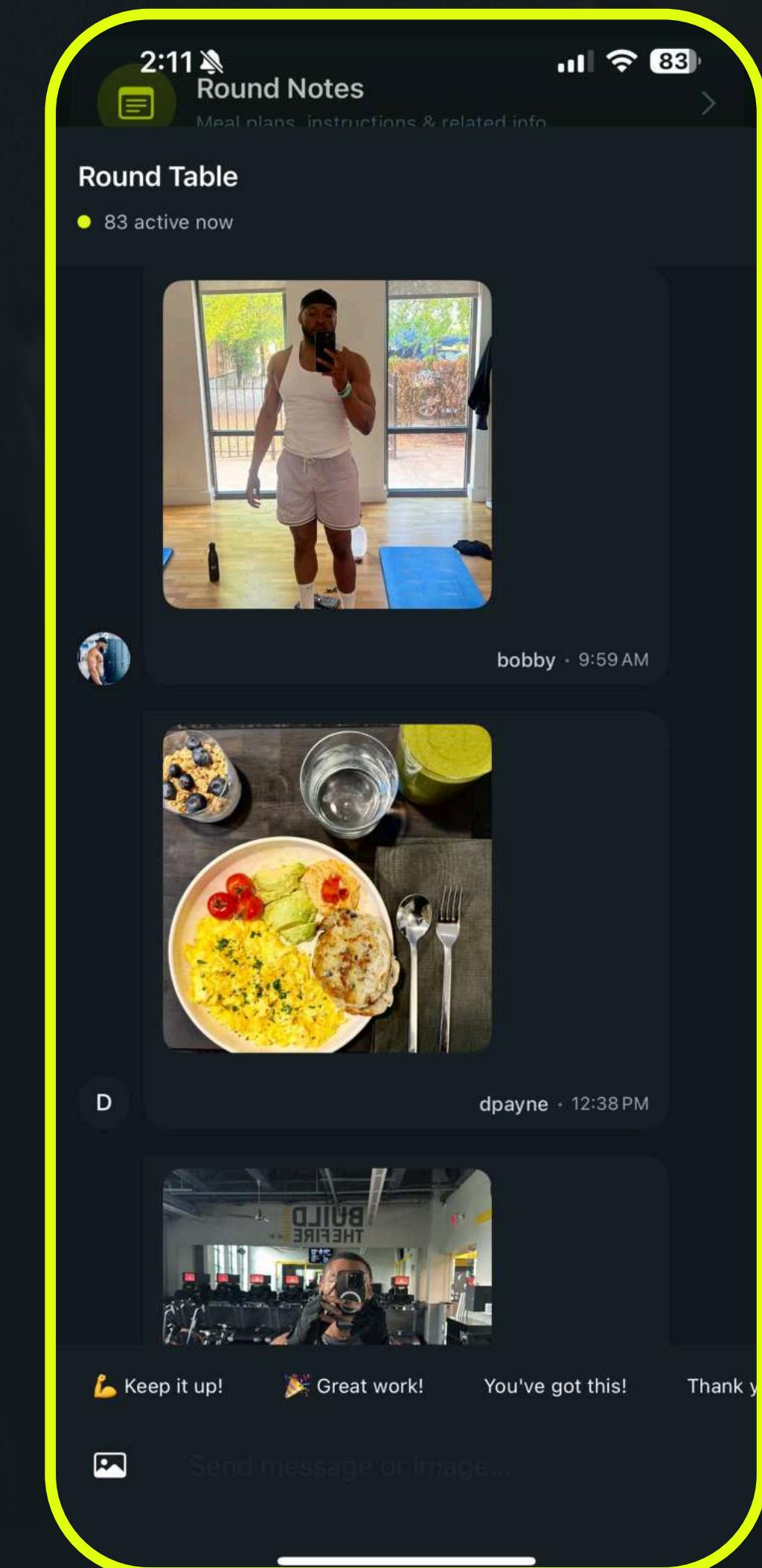
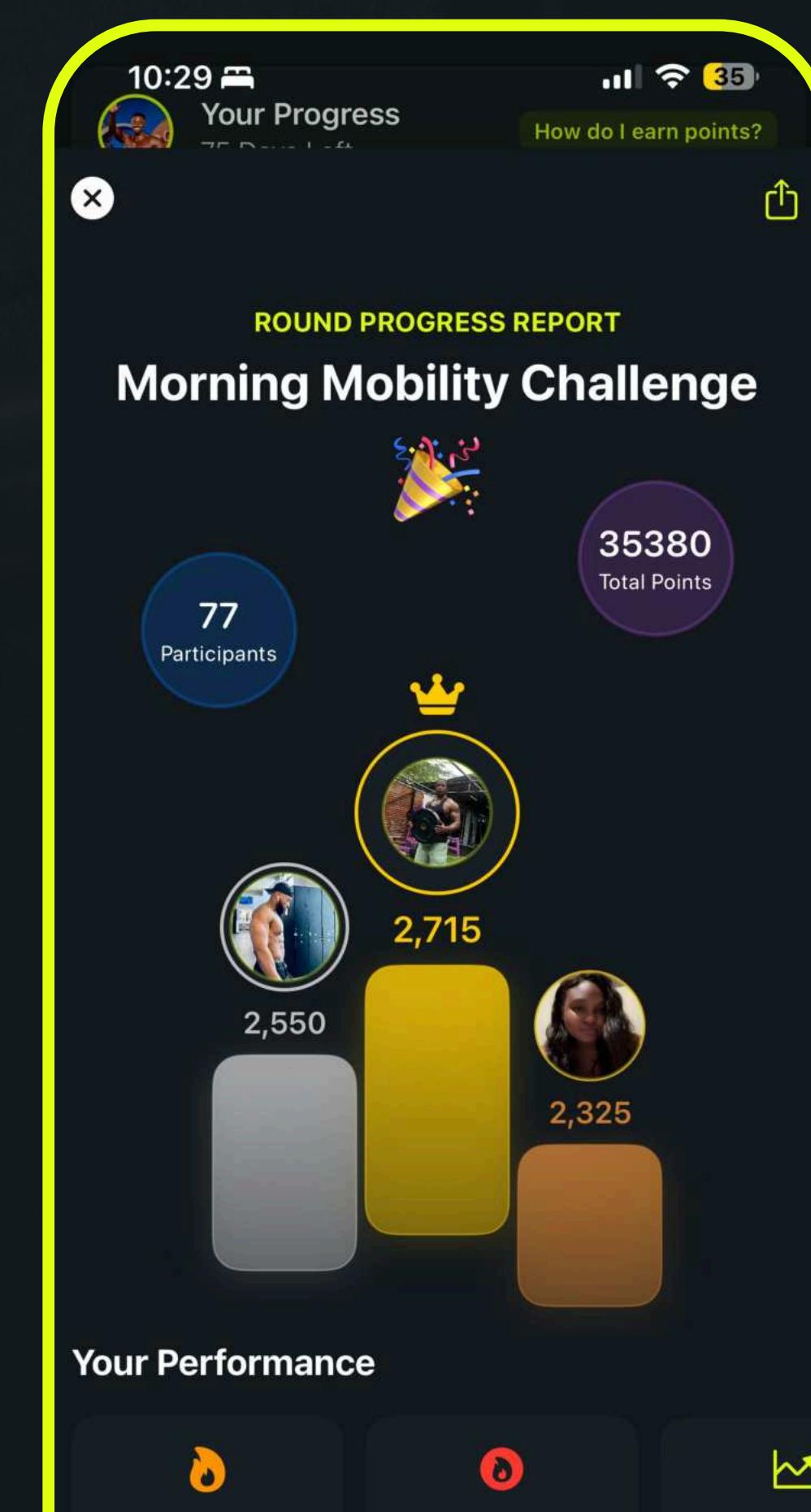
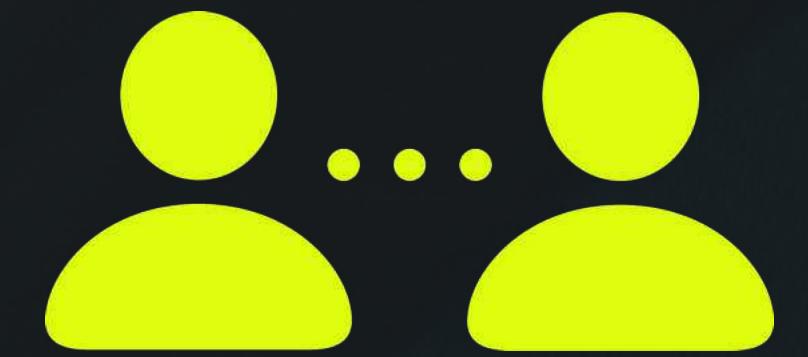


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# We facilitate **connection**.

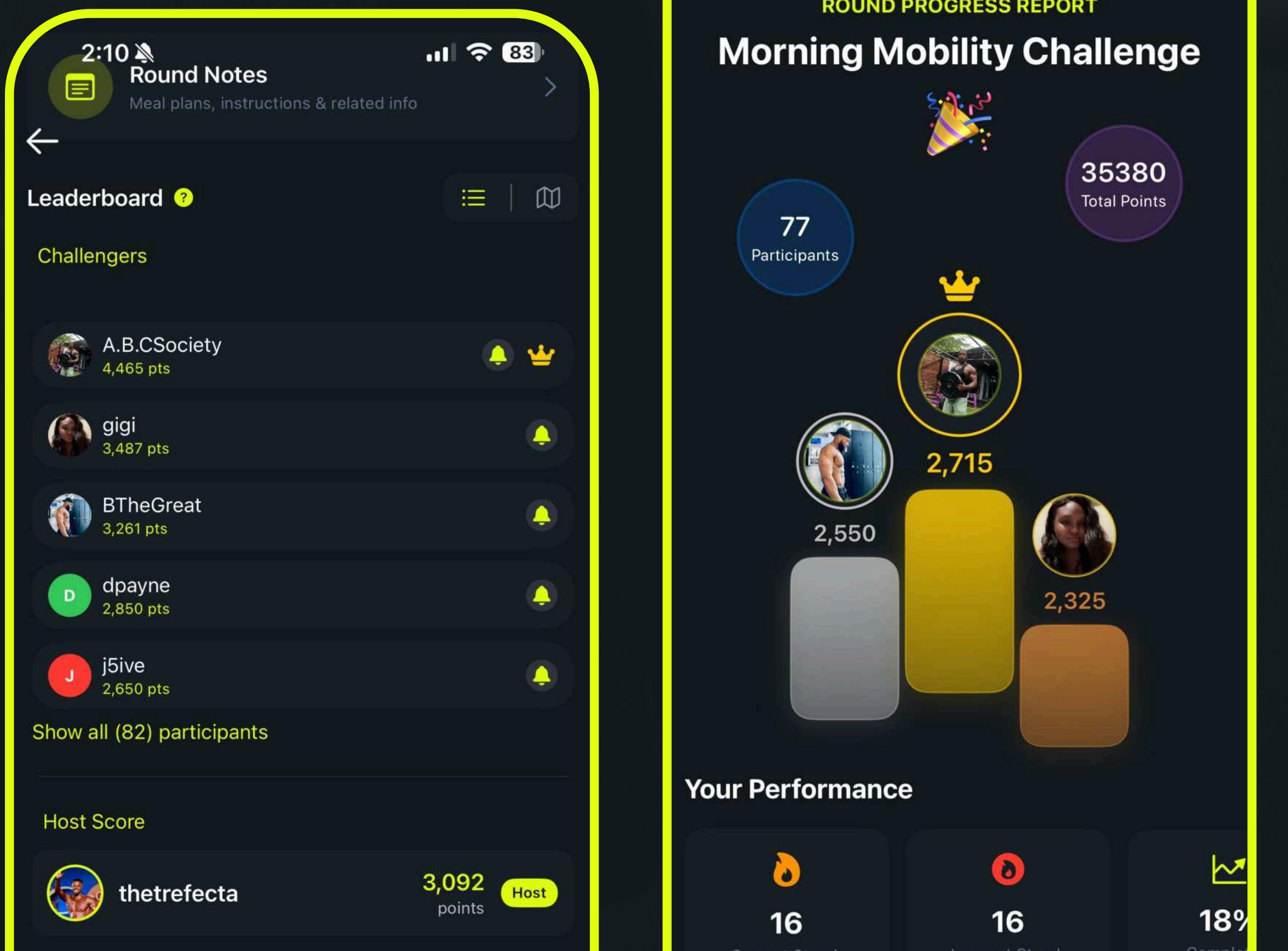
Authentic relationships bonded through a shared journey, and goals.





# We fuel competition

Healthy dynamics that push everyone to put their best forward.



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



Pulse.**AI**

powered by



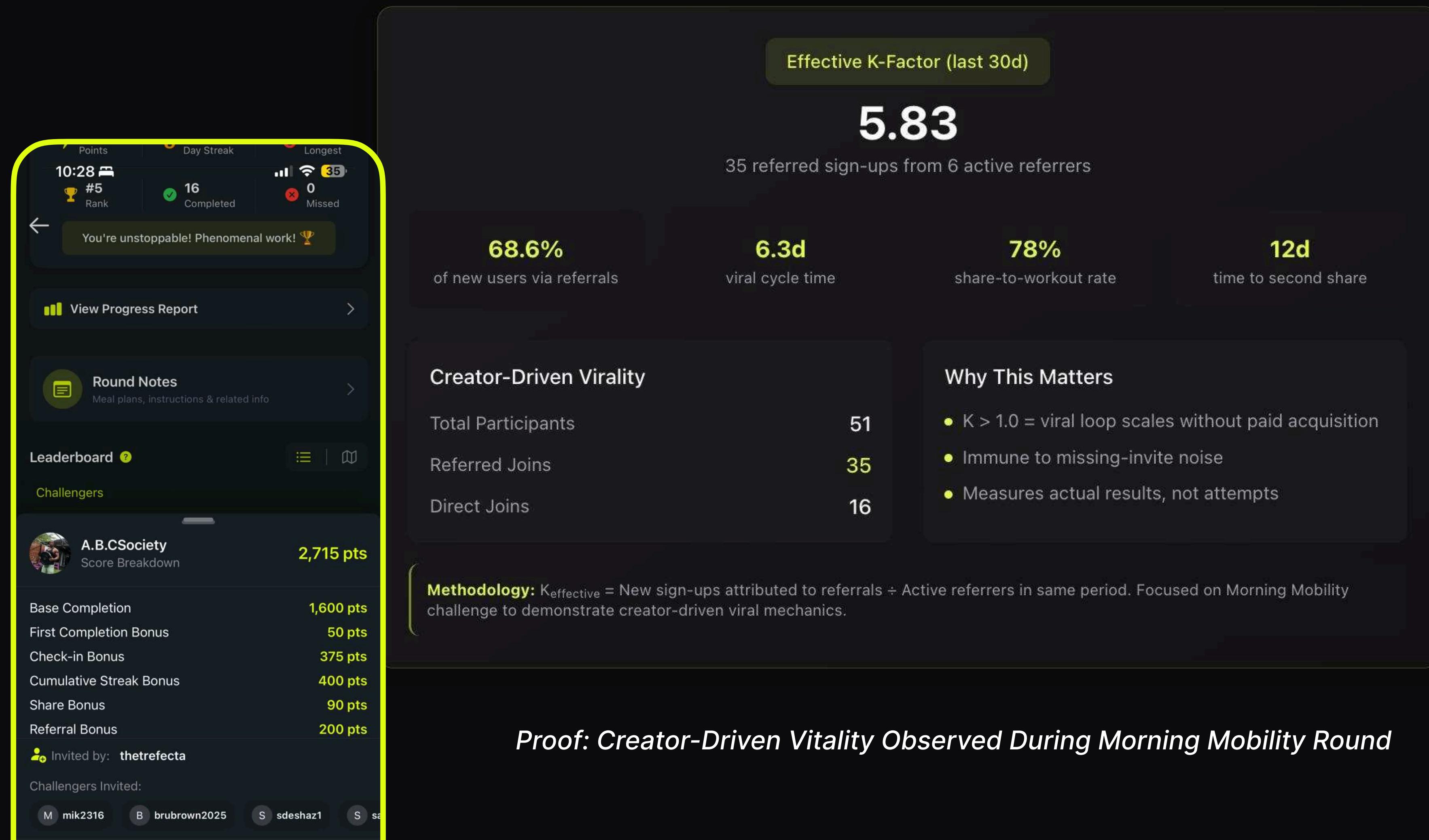
Gemini

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



# 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@fitwithpulse.ai](mailto:tre@fitwithpulse.ai)**



**Get in touch with us!**

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