



Pulse: Fitness Community

Founded, June 2023

fitwithpulse.ai



The Problem

The fitness industry is fragmented and impersonal, leaving both fitness seekers, and experts feeling disconnected, isolated, and ill-equipped





IQVIA
BIOTECH



Clinical ink

WARBY PARKER



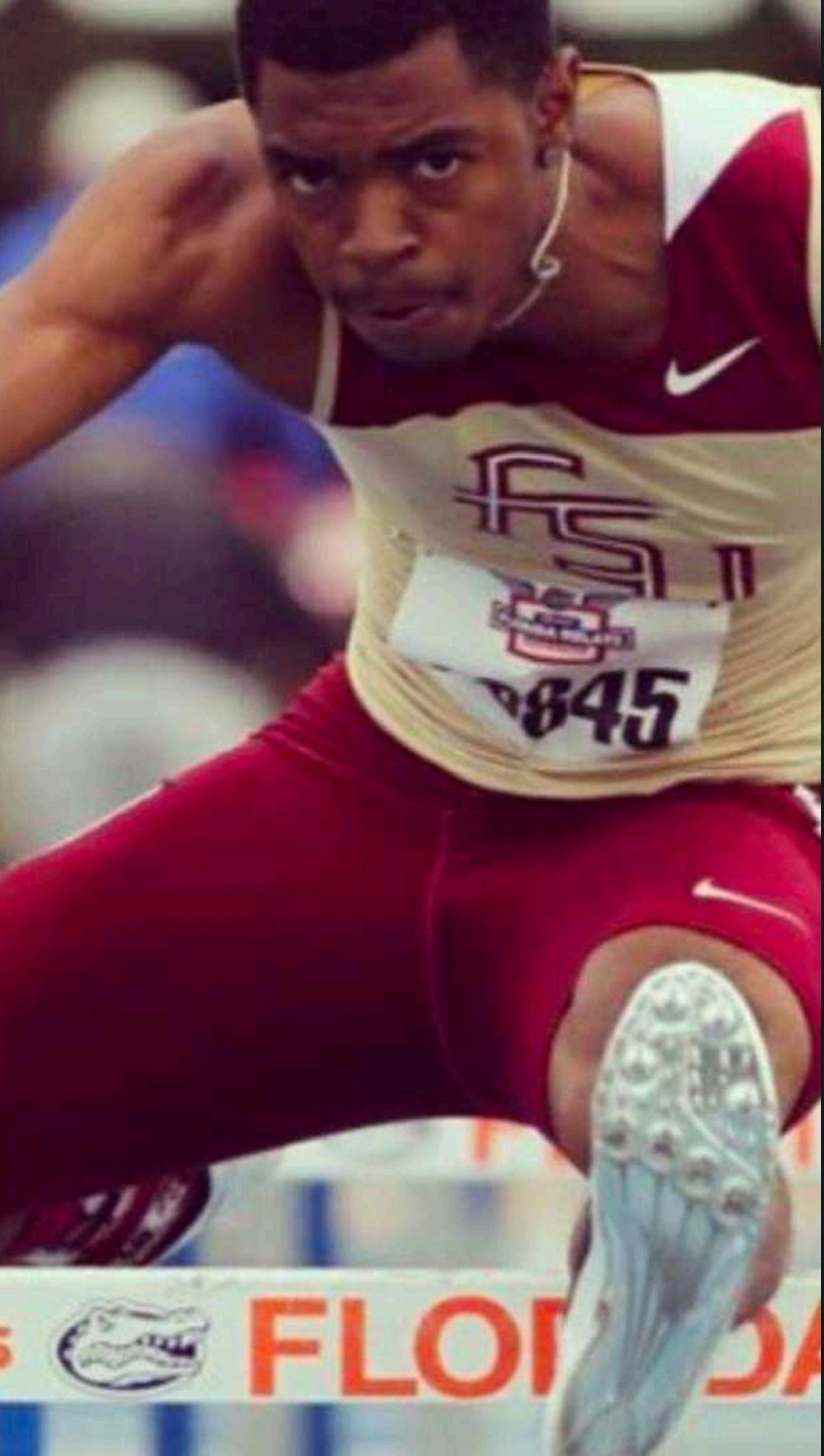
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Vote for Reform



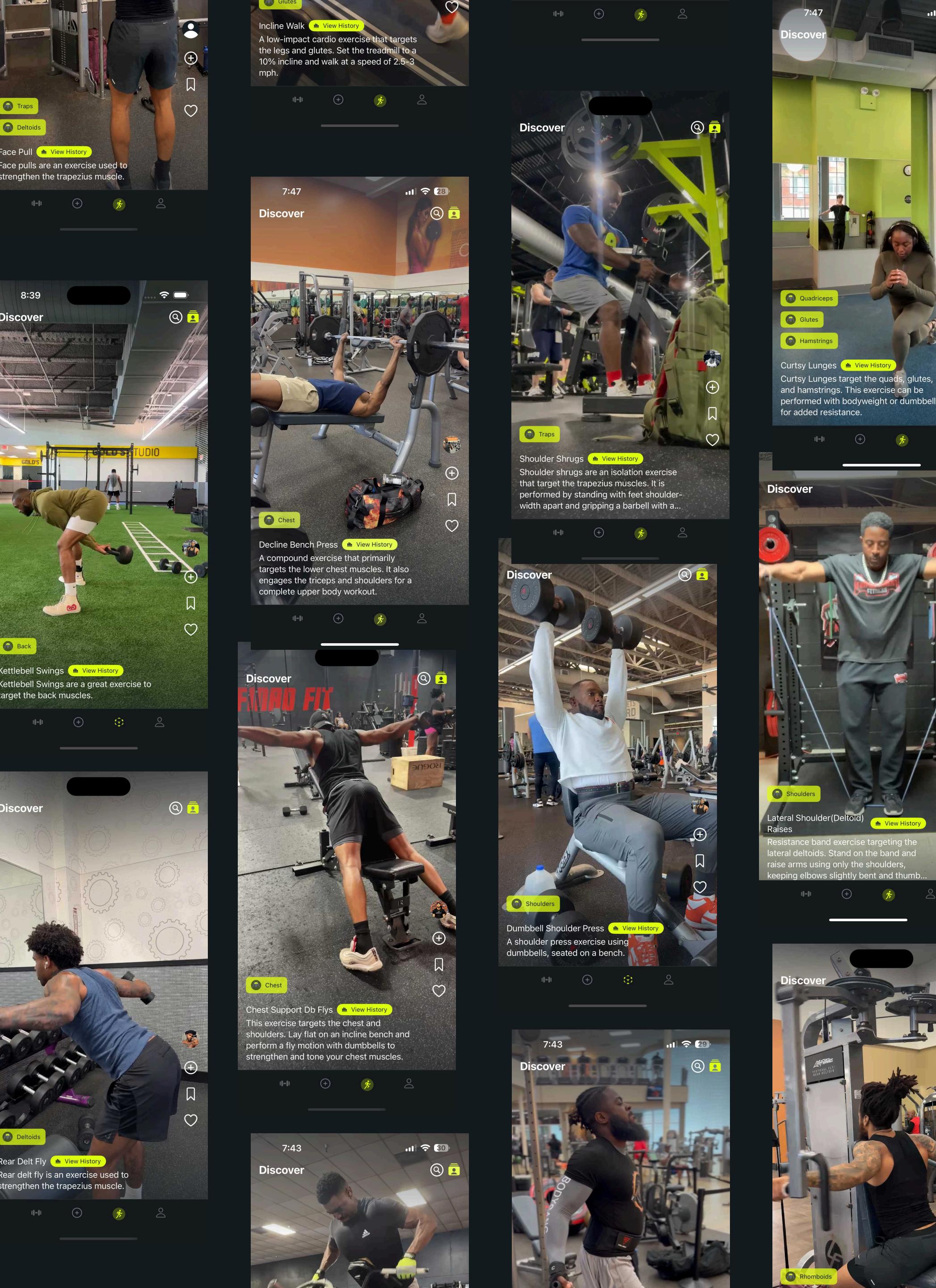
Tremaine Grant
CEO / Technical Founder

- Principal Software Engineer
- Former **athlete** and **personal trainer**
- Experience across the automotive, e-commerce, and life science industry
- Serial Mobile app founder
- 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 and sports."*

Fitness is always a shared experience

real people inspire and grow
together by creating and
discovering authentic workouts.



Monetize content and build your fitness brand

“The more people incorporate **your content** into their **workouts**, the more you **earn**.“



We **learn** from each other

We **grow** with each other

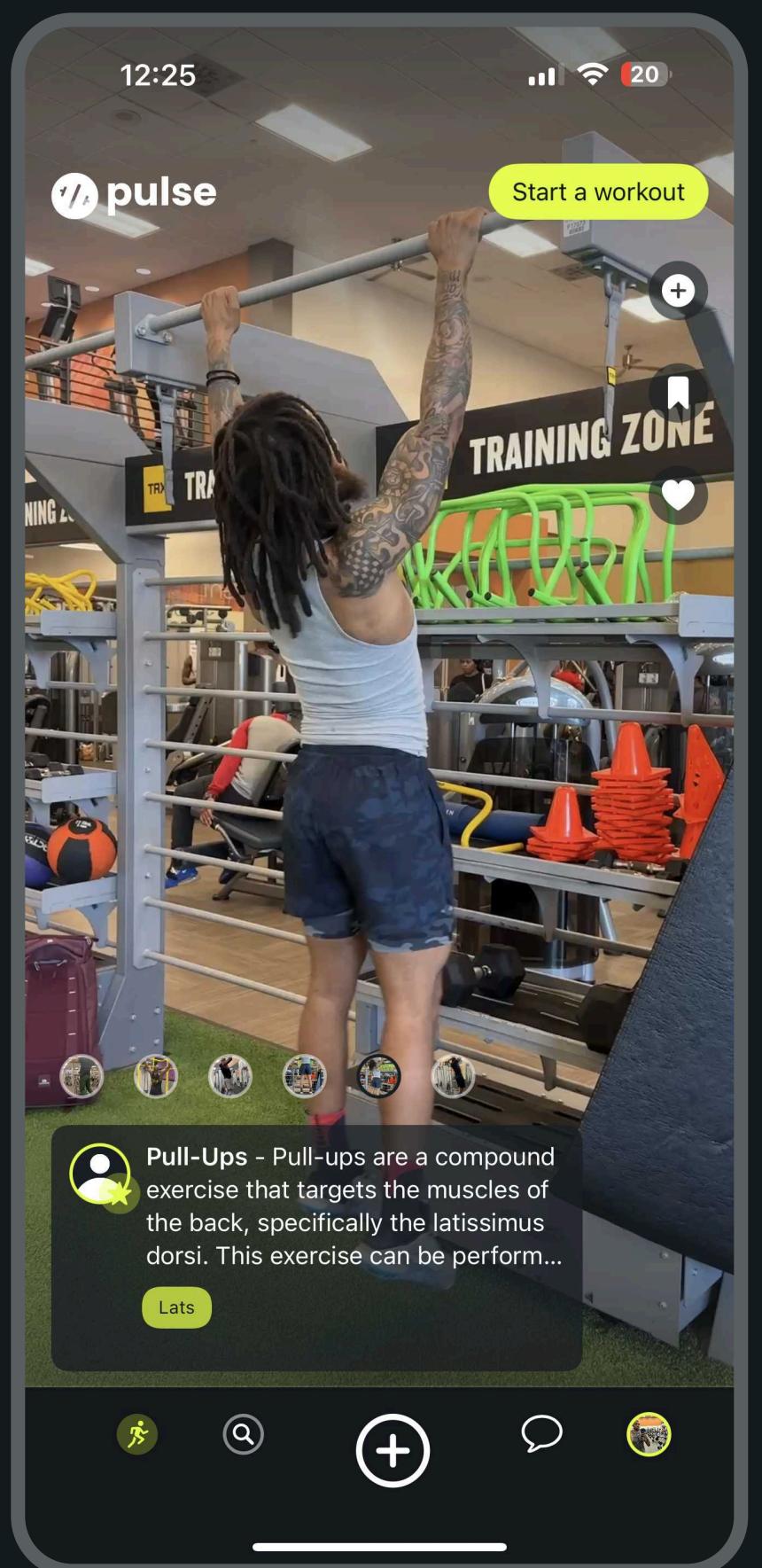
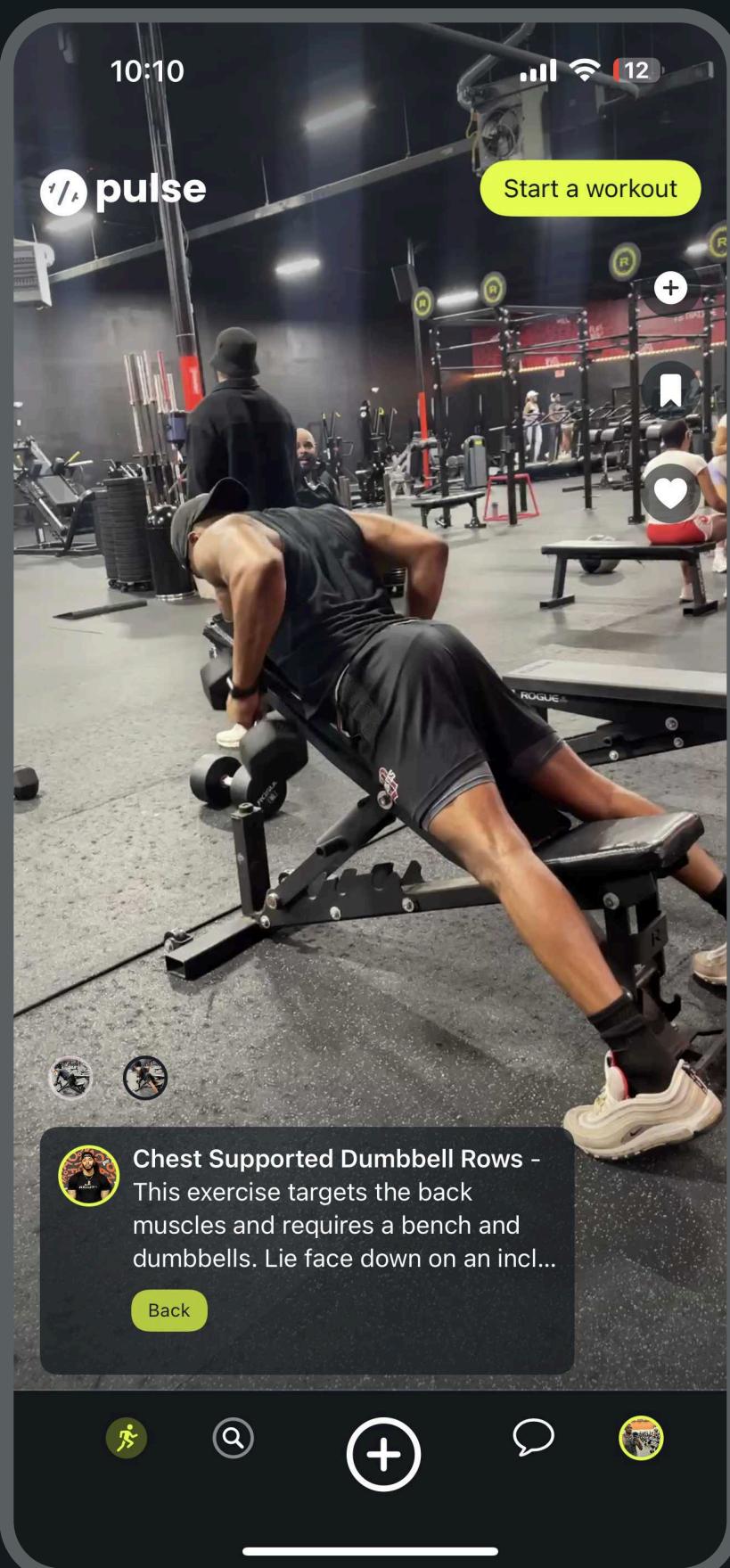
We **love** who we can be

We strive to be our best selves!



We learn from each other.

Because every exercise is performed by real people, not studio actors.



We grow with each other.

Get quality workouts
and insights to improve
results through AI

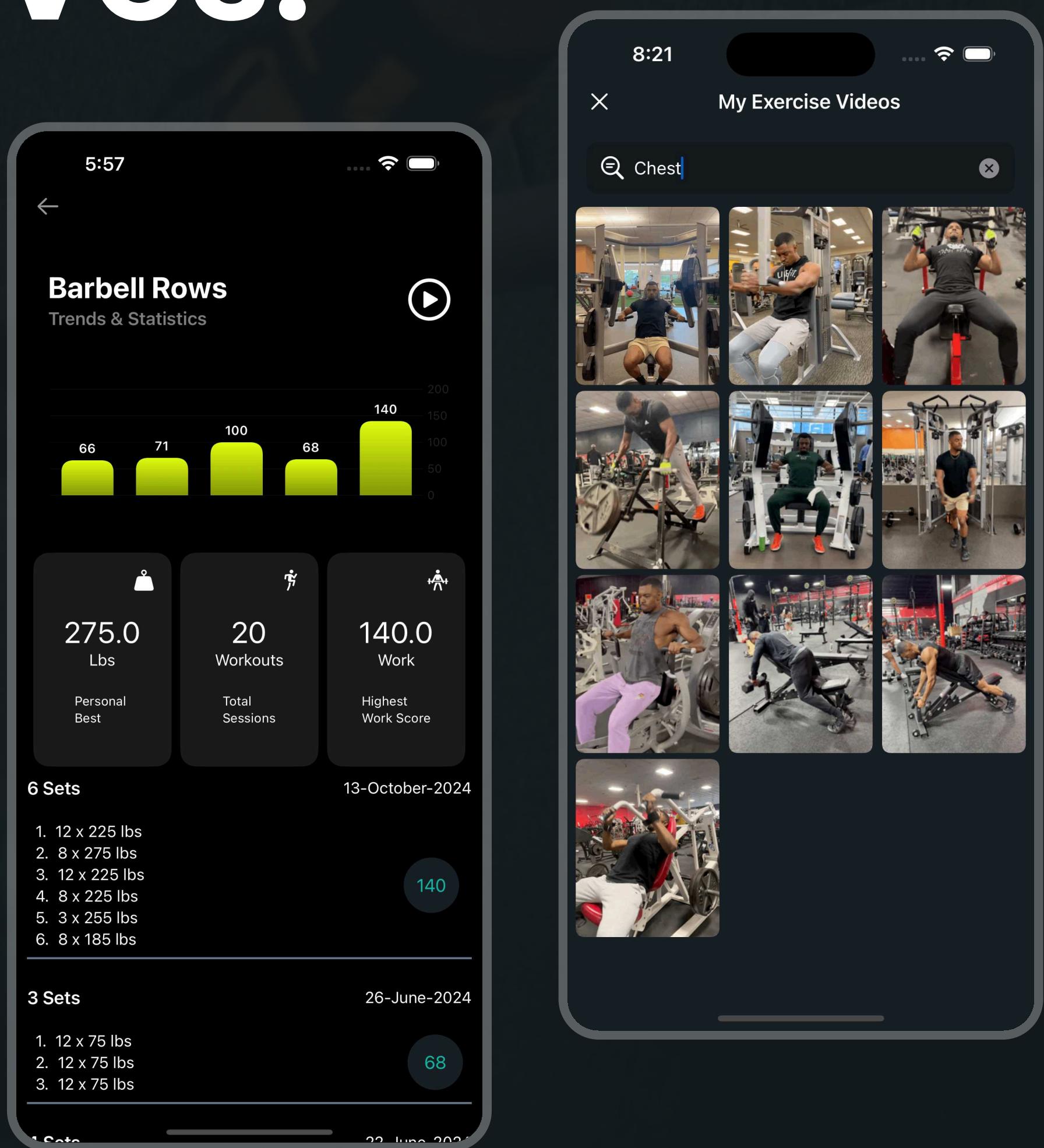
Pulse.**AI**

powered by

 OpenAI

 Gemini

We love our future selves.
traverse through time and see
the journey as it unfolds



Revenue Model

No freemium version, users must pay a subscription fee

Subscriptions

Fitness Seekers

\$4.99 / Monthly

\$39.99 / Annually

Sweat equity partnership

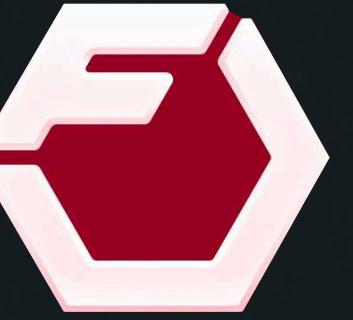
\$79.99 / Year

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



FitBod
2015
\$12.99/month
\$79.99/annually
5 million+ installs



Trainerize
2008
\$5 /per client
\$250 /500 client
1.6 million trainers



Instagram
2010
Free
estimated 280 million fitness content creators

Fitness Specific



User Generated Content(UGC)



AI Curated Workouts



Creator Compensation



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)

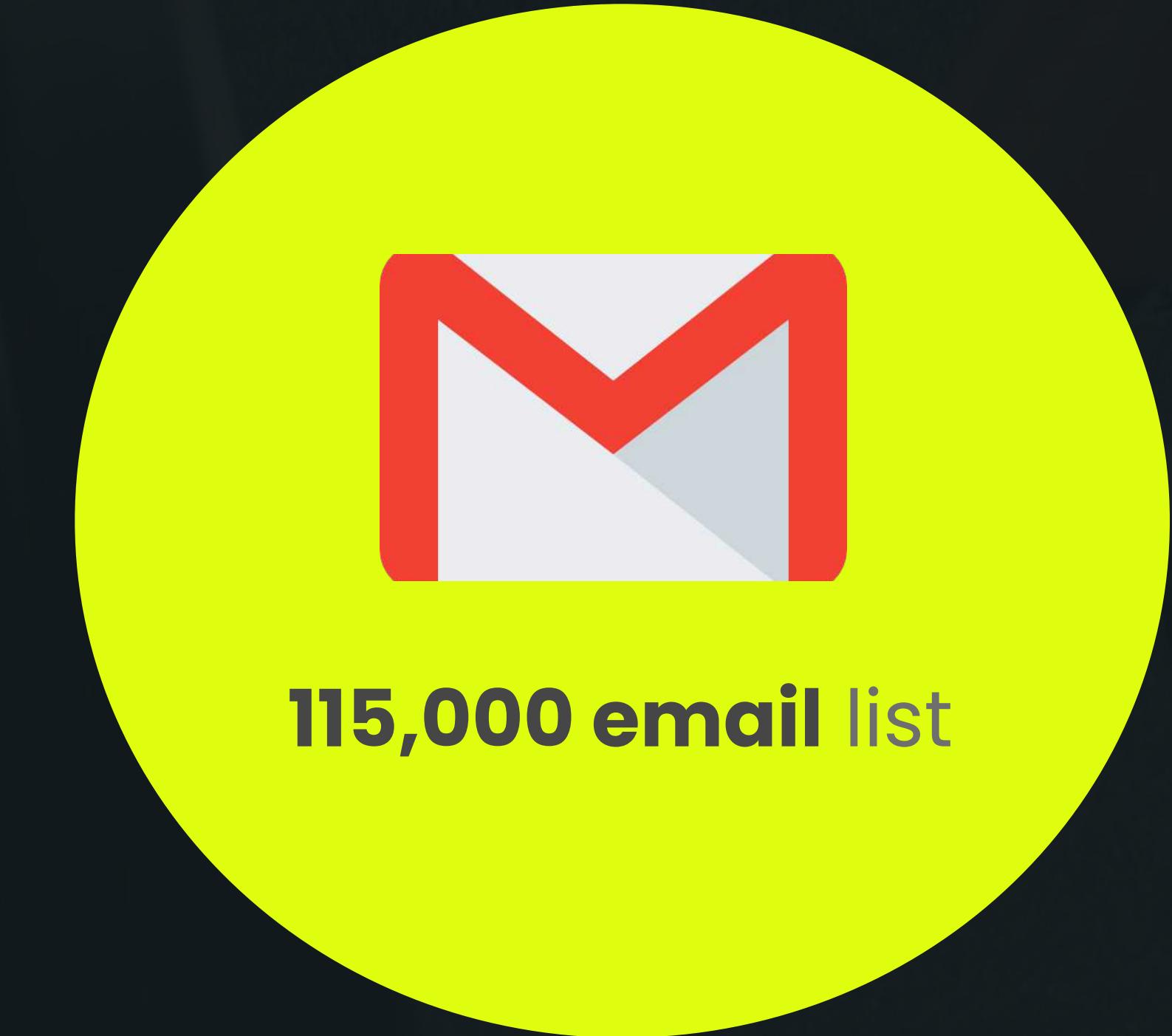


Traction & Milestones



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

- Hired a **UI/UX designer**
- Hired a **Head of Digital Creators**
- Built and **released our V1-Beta in May 2024**
- **700+ users reached. (120 paid users)**
- **20 Sweat Equity Partners. (content creators)**
- **506 move videos recorded as of May 2025.**
- Accepted into **IBM Start-ups program**
- Accepted into **Hype Sports Innovation**
- **5000+ workouts completed**



“
Very happy with this workout/ health app. The capabilities are top tier! Love how interactive the app is while also being easy to navigate..

“
I found Pulse to be really intuitive and helpful for my workouts. Having videos I can refer myself and clients to is awesome..

“
Great way to track my progress and share my progress with others for motivation!

Strategic Partners & Accelerators



HYPE Sports Innovation Accelerator

- Access to 200+ sports brands
- Investor Network



IBM Startup Program

- Mentor Network
- Cloud credits + AI/ML tooling

The Team

Product Development team



Tremaine Grant
CEO/ Principle Software Engineer



Rickardio Baily
Digital Creators Lead



Lola Olu
UI/UX Designer

Fitness Creators



It's time for a fitness app
that allows people to
**learn together, grow
together, and become
who they can be —
together.**

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