

# GET FIT WITH pulse

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



IQVIA  
BIOTECH



Clinical ink

WARBY PARKER



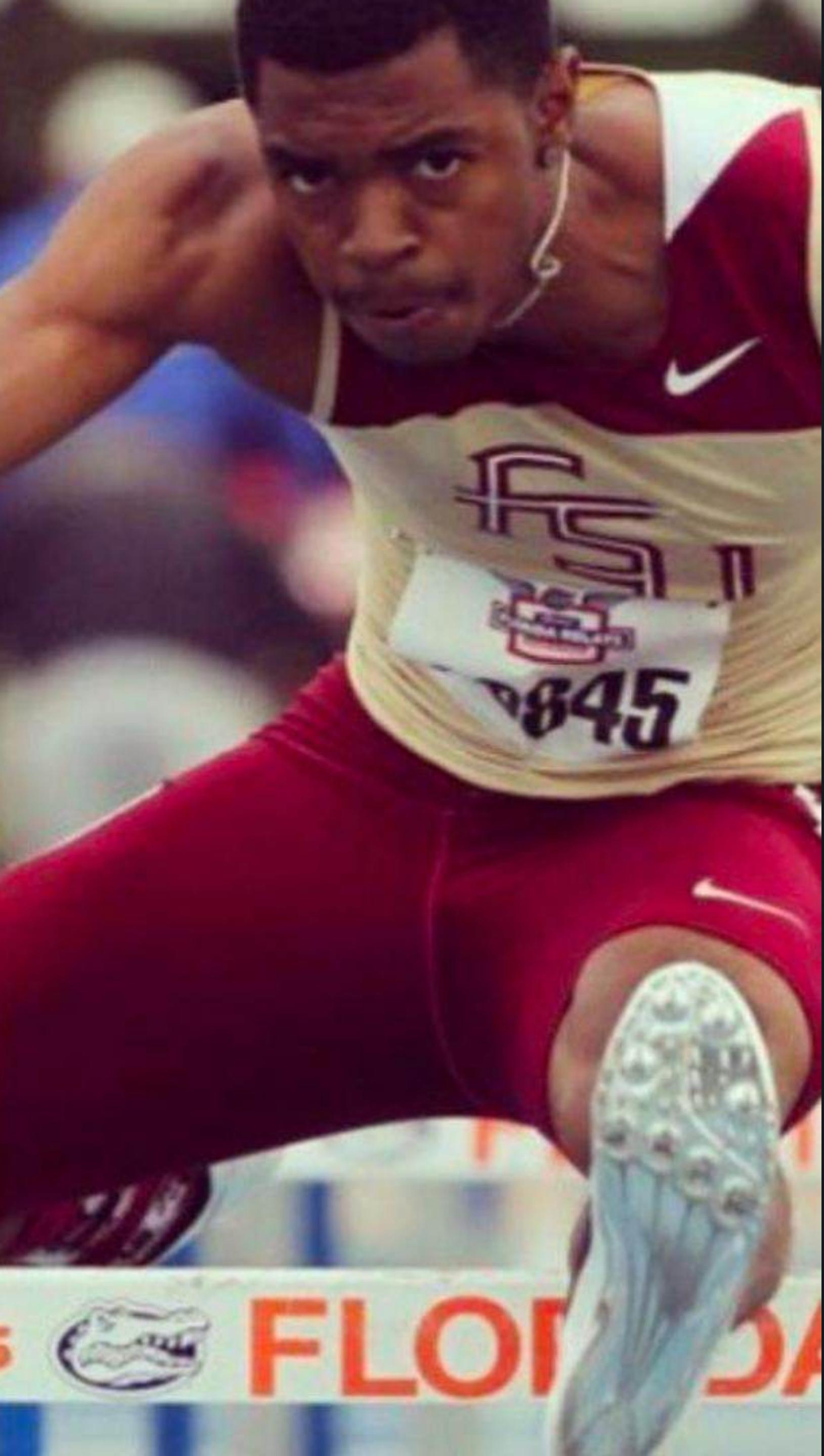
BULK

g $\beta$ ETA



H[F]

Vote for Reform



## Tremainie 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)**

“With a background as both a **former D1 athlete** and **a programmer since age 12**, I bring a unique perspective on the **intersection of technology, sports, and wellness.**”



# The Problem

Fitness content creators have trouble monetizing

# Introducing **Pulse**

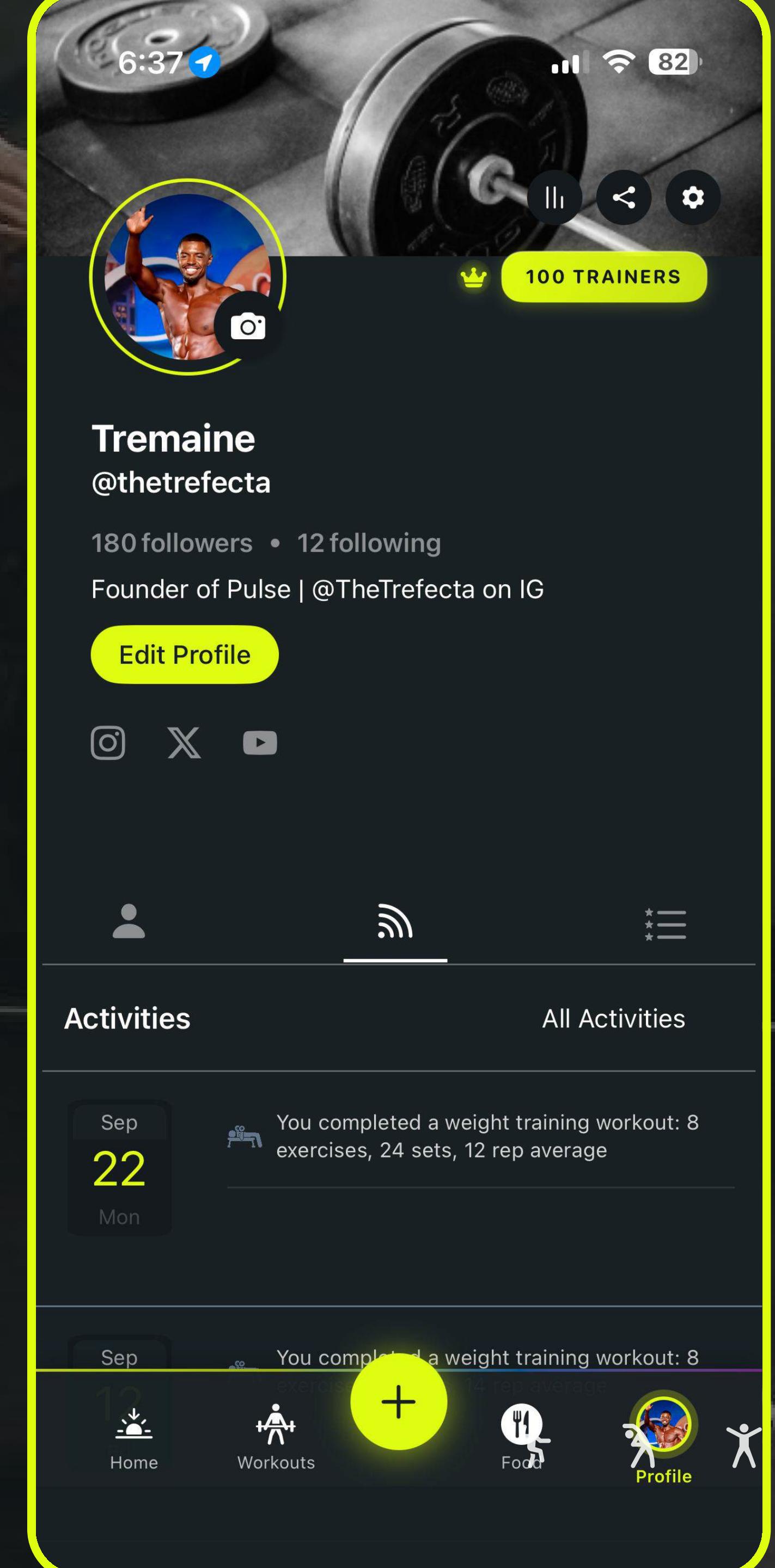
We help creators, coaches, and enthusiasts turn their workout content into monetizable multiplayer games.

Users can:

**Create Moves → Build Stacks  
→ Monetize Rounds**

Patented Architecture

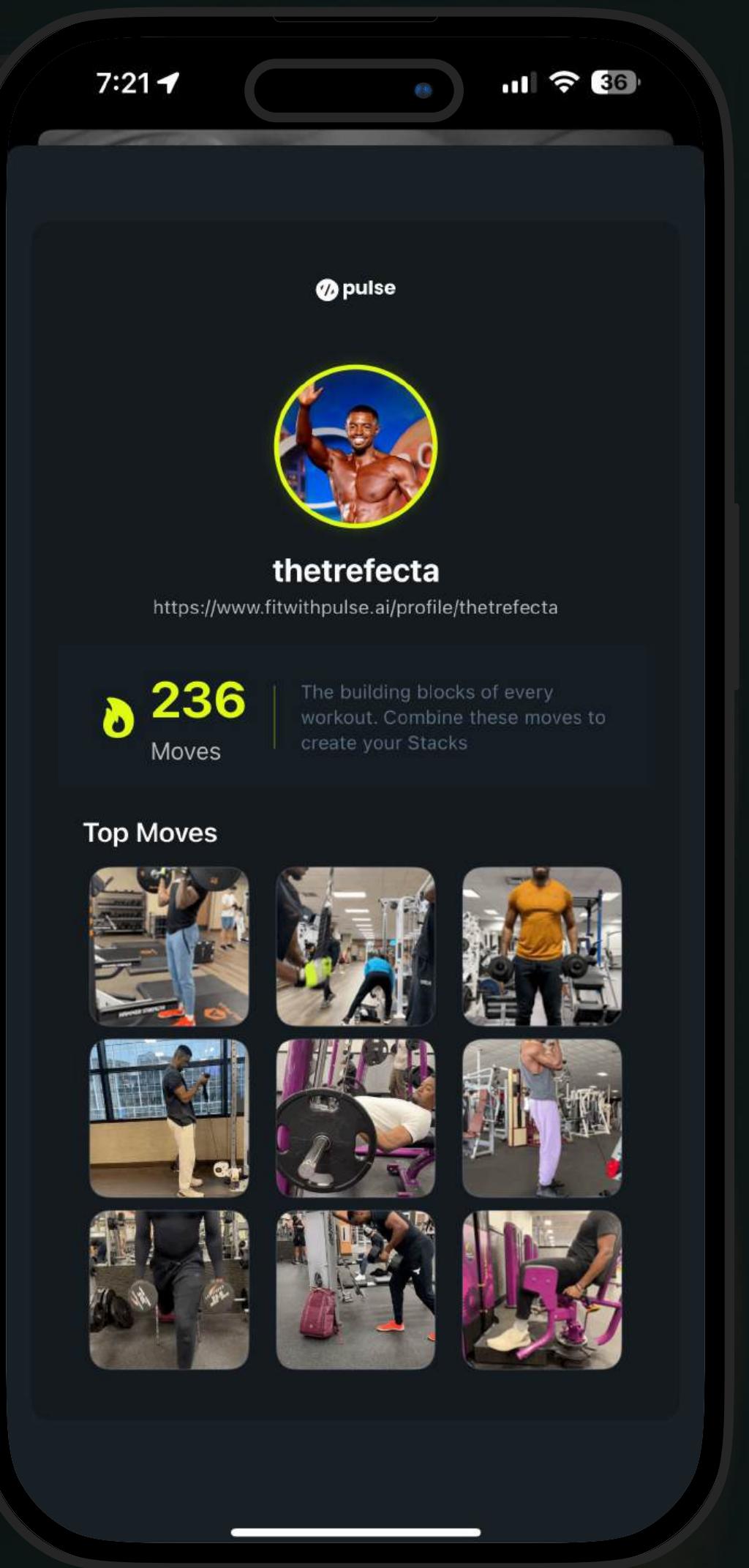
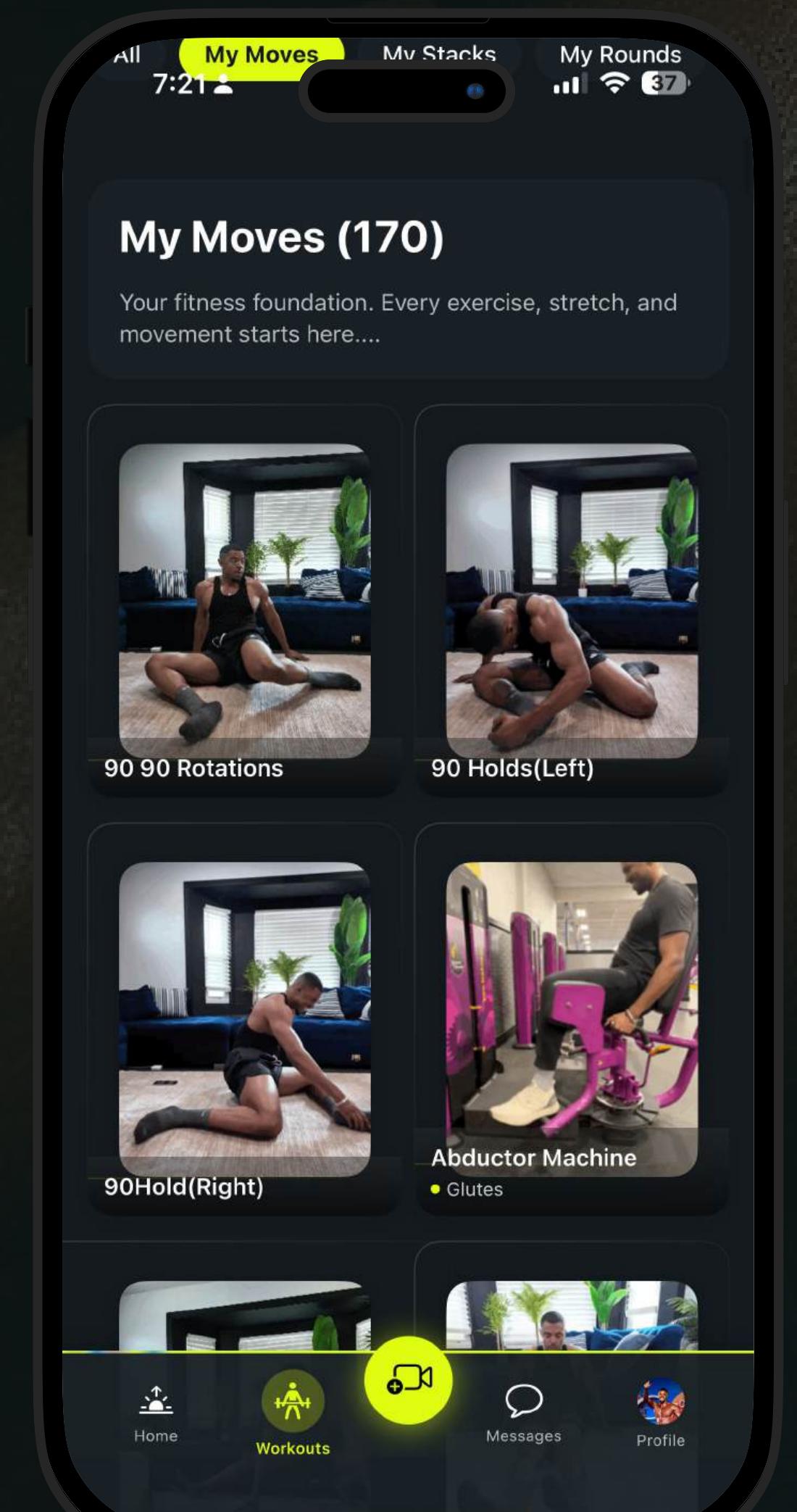
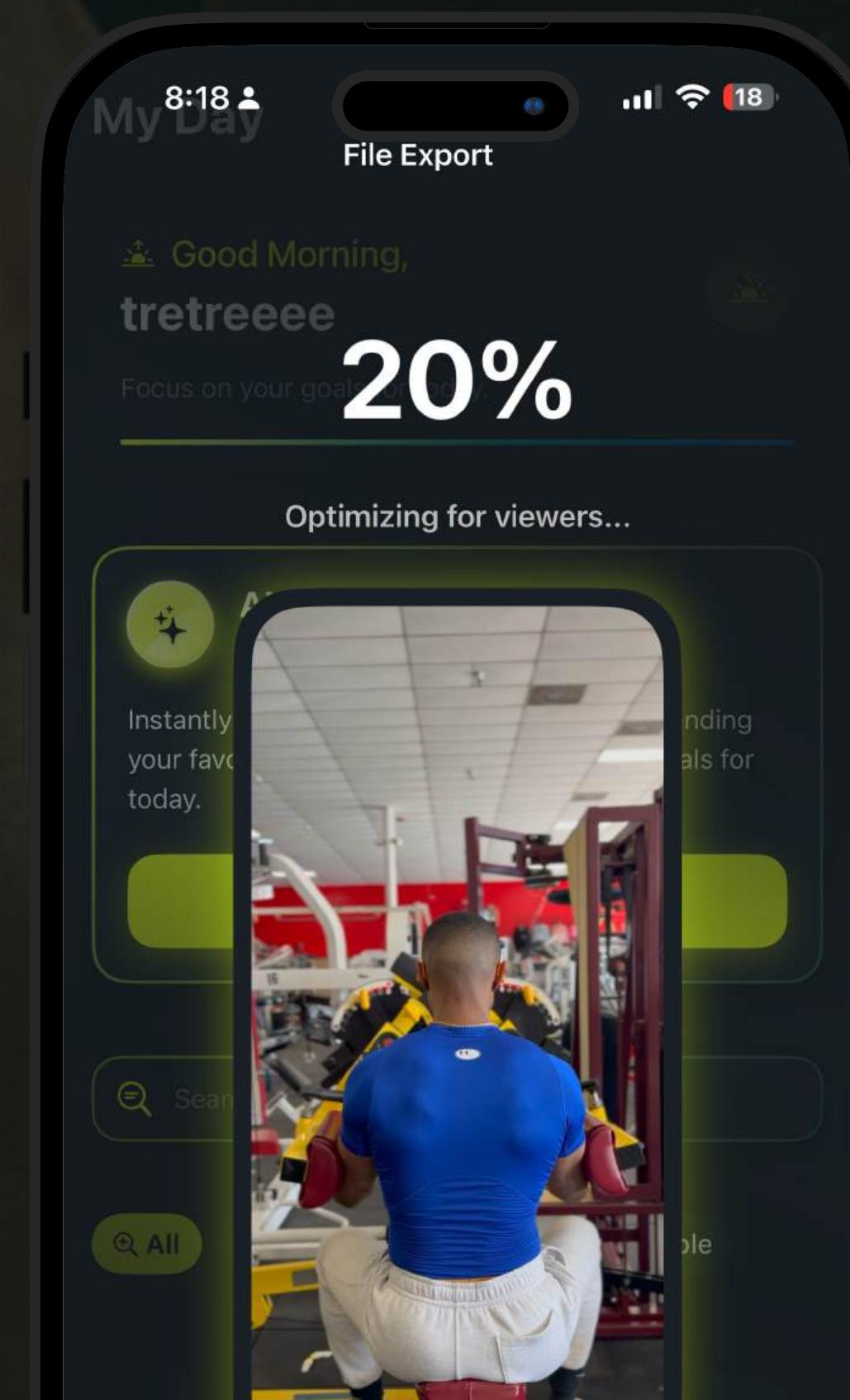
[fitwithpulse.ai](http://fitwithpulse.ai)



# Moves

## CAPTURE

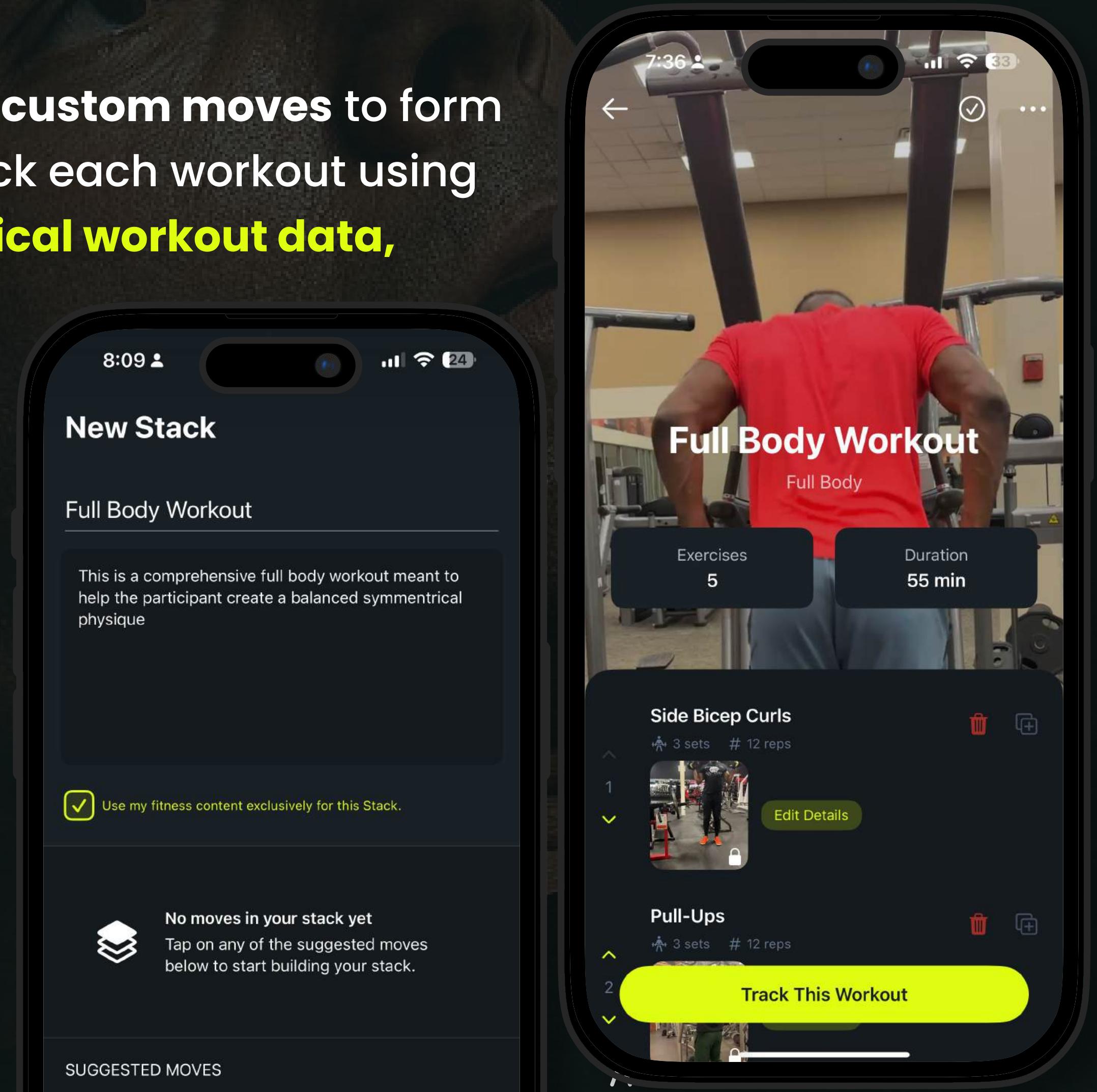
Record and post your **single bite sized movements** in short form component exercise **videos**.



# Stacks

## CREATE

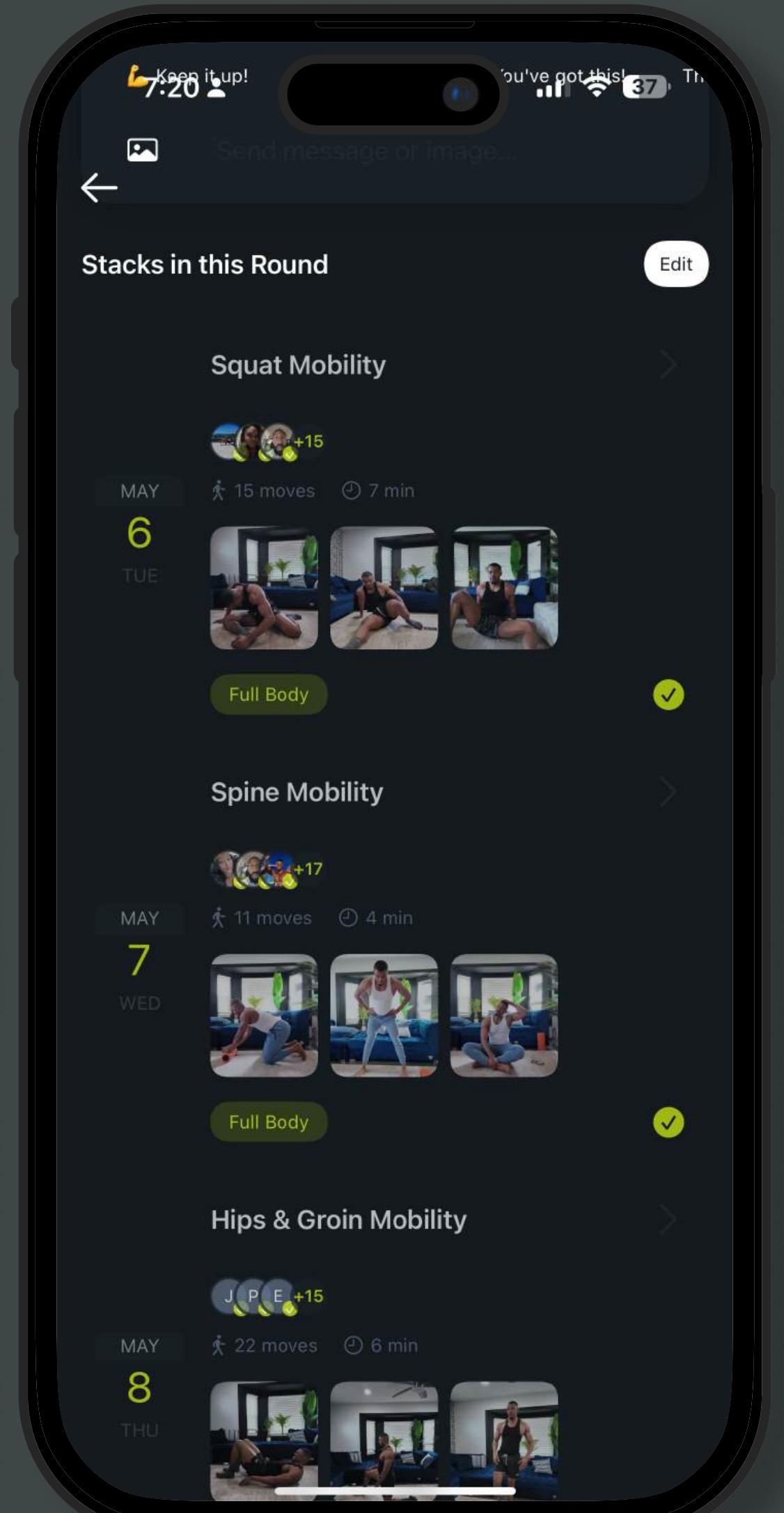
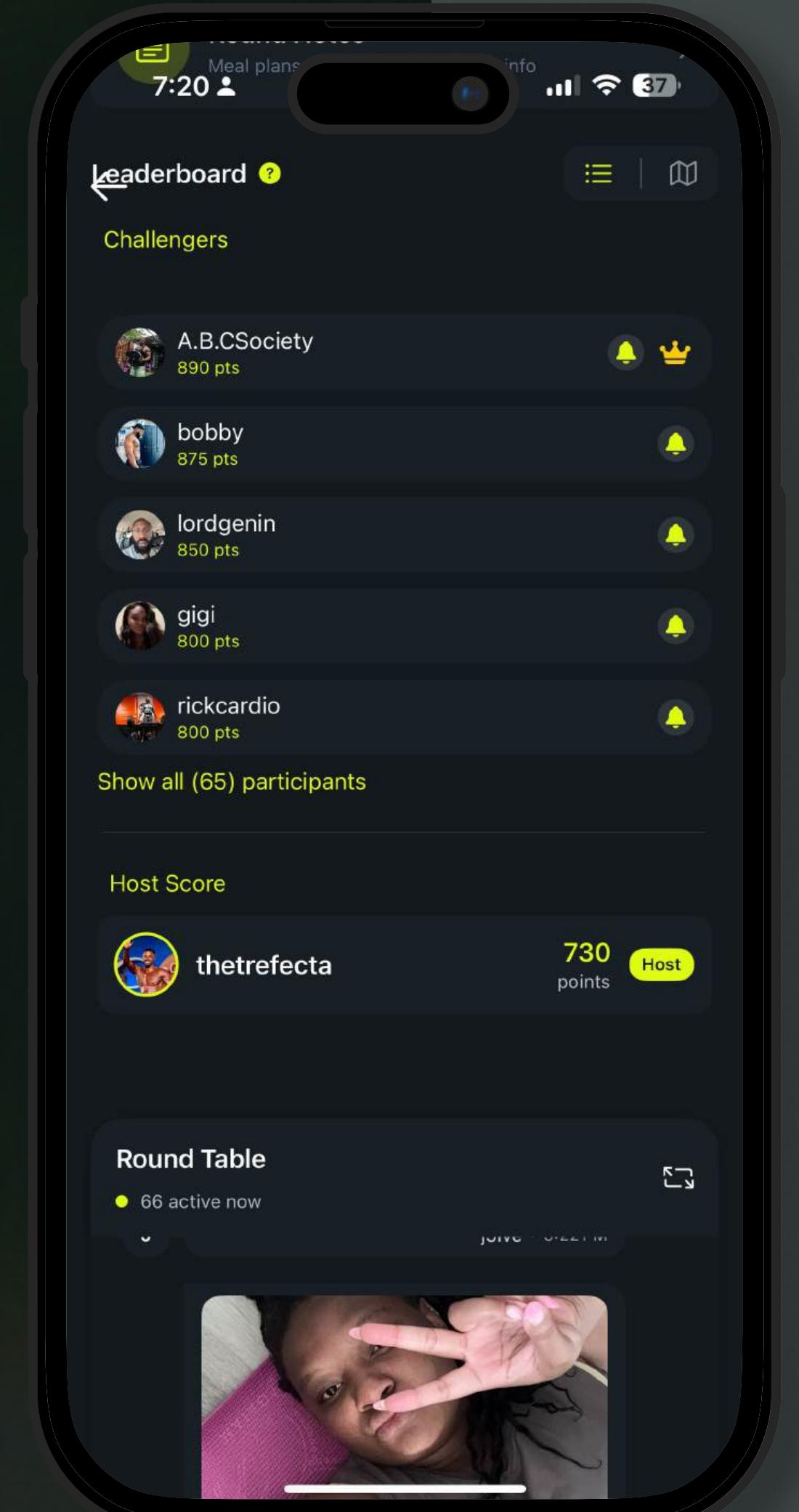
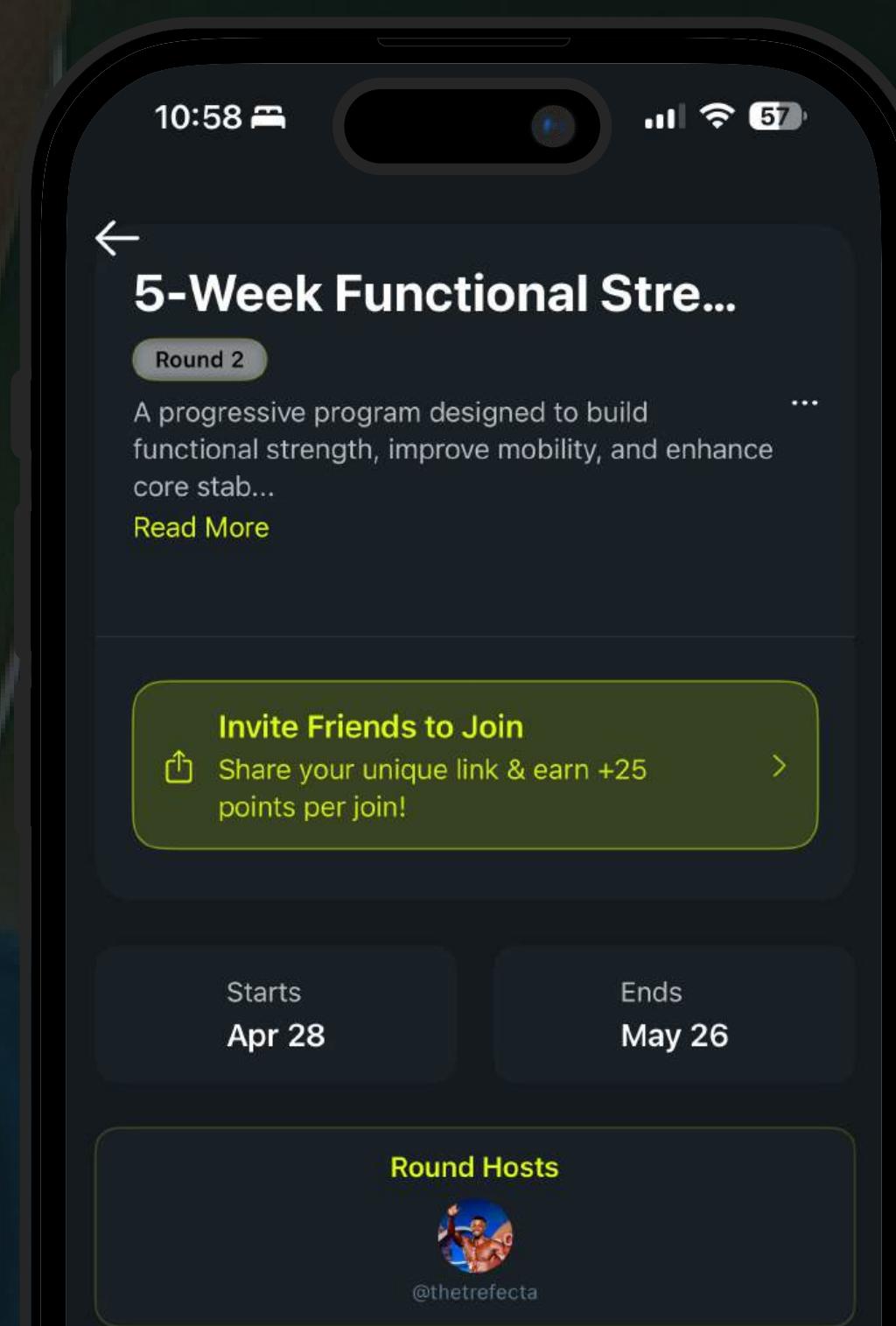
Create **sharable lists** of your custom moves to form your stack. Members can track each workout using your stack, as they **log historical workout data, progression, and patterns**.



# Rounds

## COMPETE

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



# 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**

**Service 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

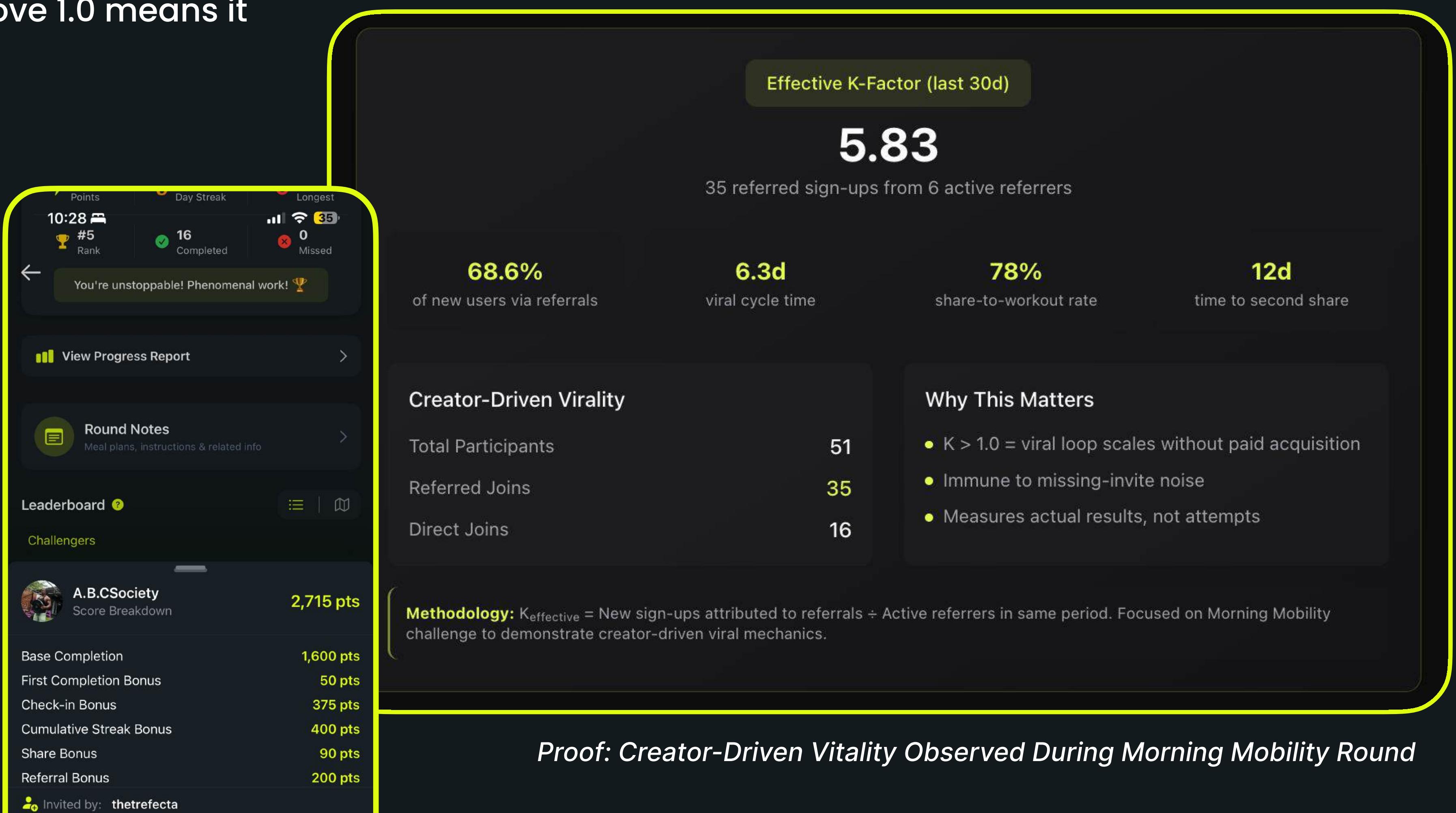




# K-Factor Case Study

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



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

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

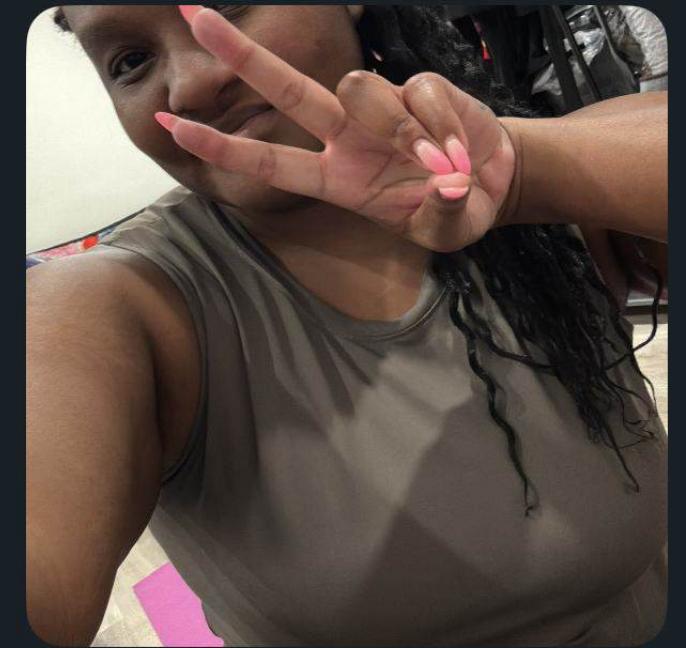


Just a great add on to my daily wor...

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



My Favorite Stack 😊



gigi • 7:03 PM

# We are raising our pre-seed round

\$1.5M

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.

**Outcome:**

100,000 creators over 18 months.

# Creators can *monetize their movements*

Fitness seekers can create workouts using creators' content

Creator 1



Fitness seeker using  
creator content



Creator 2



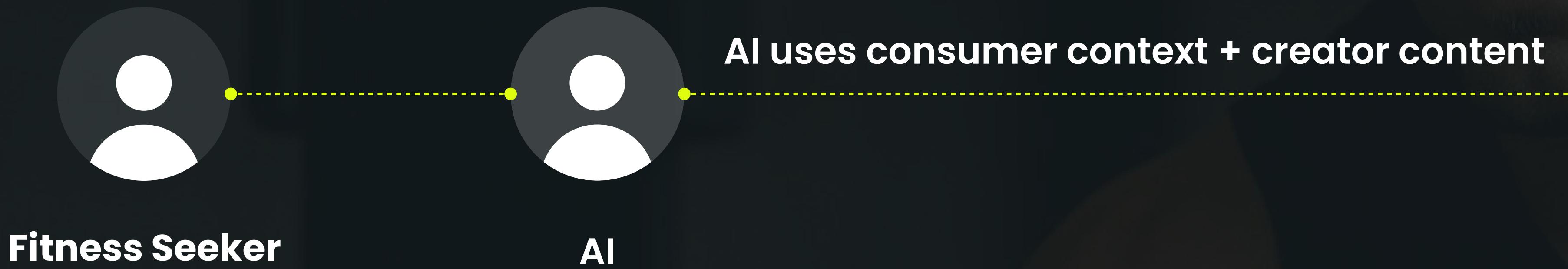
Creator 3



*In this scenario, Creator 1 has earned 71.4% of the rev-share pool for this consumer.*

AI creates Stack

Fitness Seekers can leverage **Pulse AI** to **generate** workout using creator content



*The more of your content that is used, the higher rev-share percentage you receive.*

# Our Traction to date

Since launch:



# \$10k Revenue



2 Instructors,  
87 subscribers



Morning Mobility  
Challenge, 83  
subscribers.

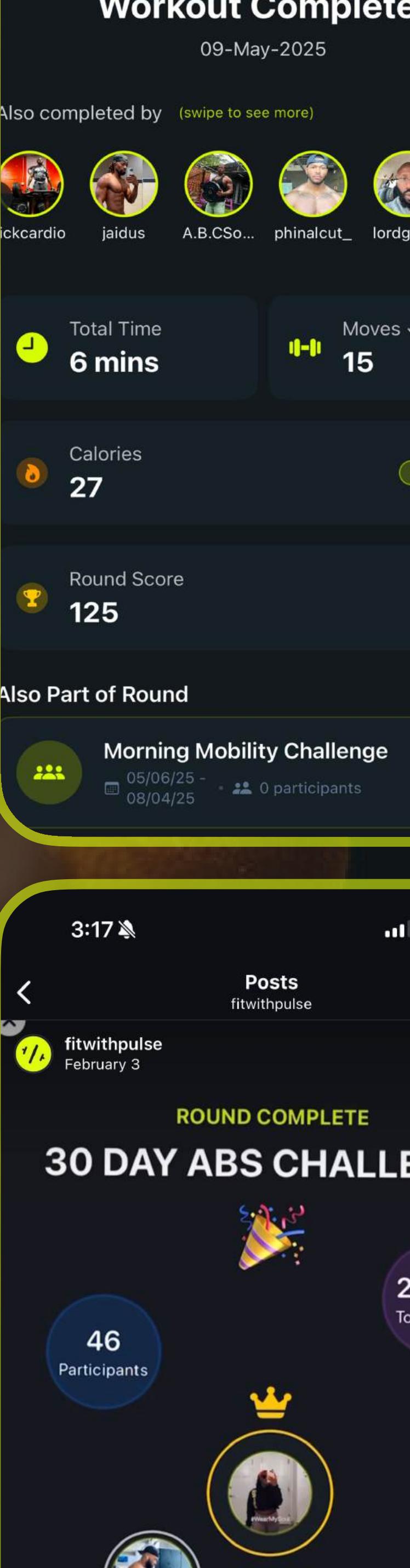
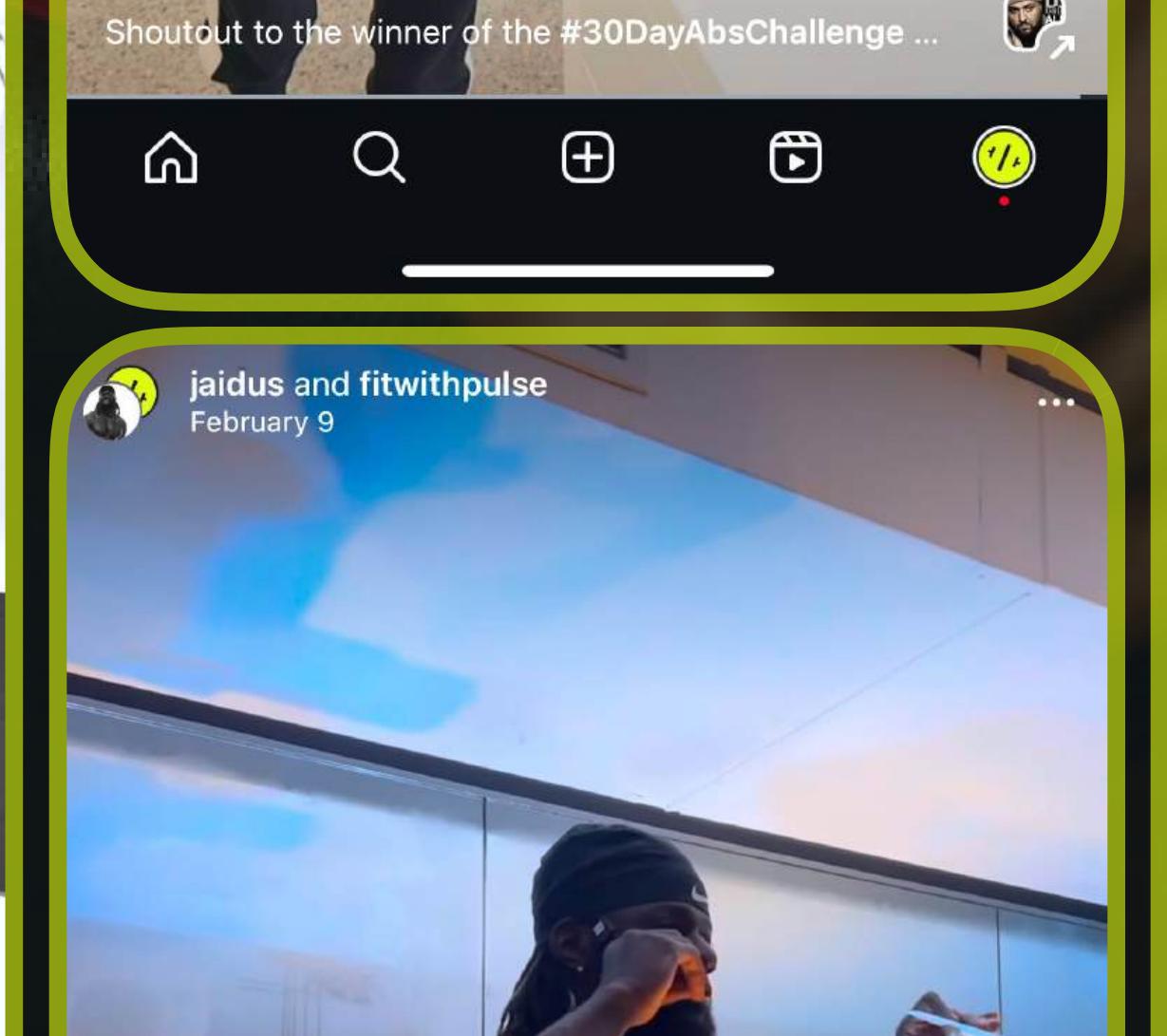
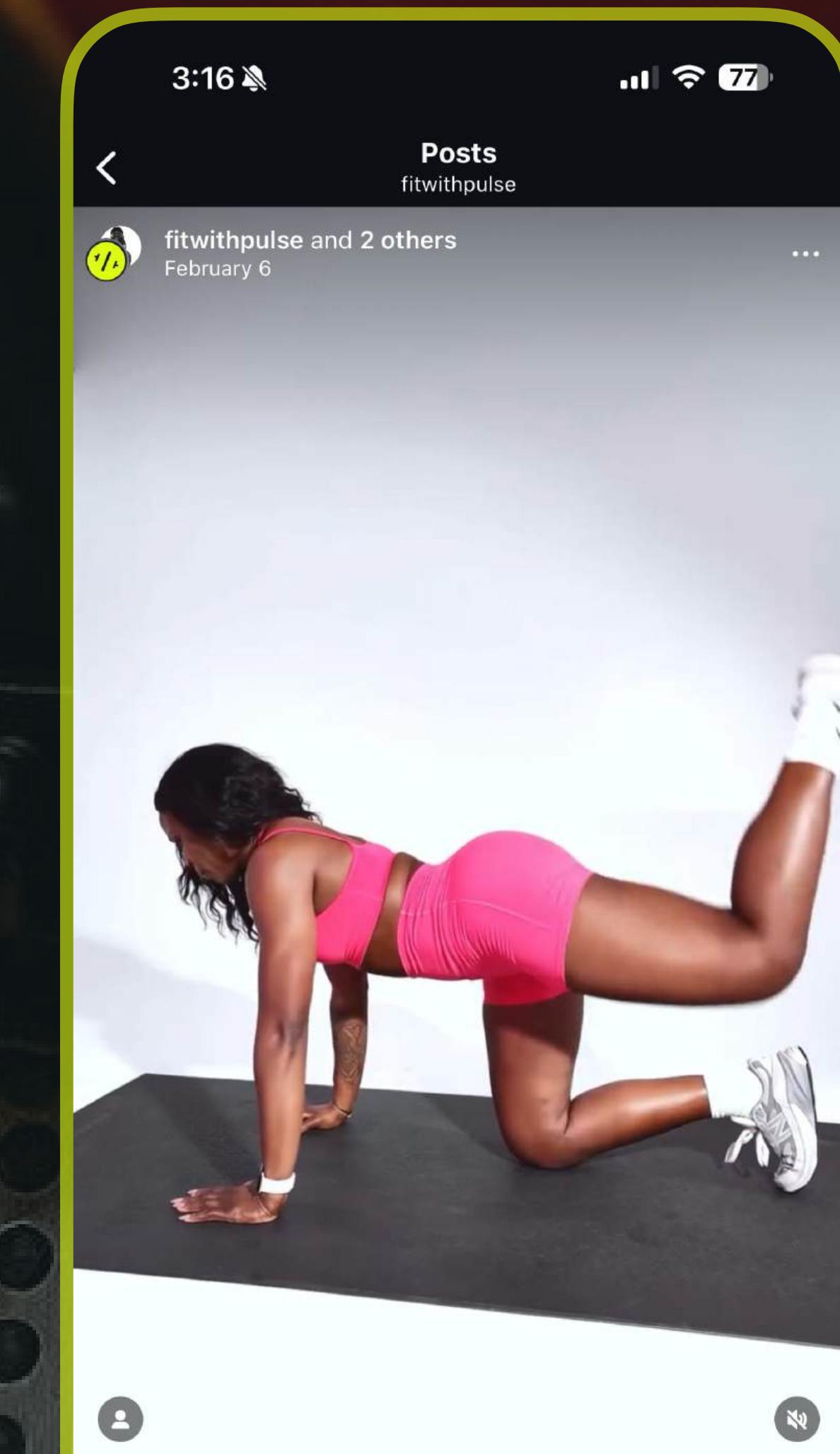
## [solidcore]



Pending  
Partnership



Patents and  
Trademark



# 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**

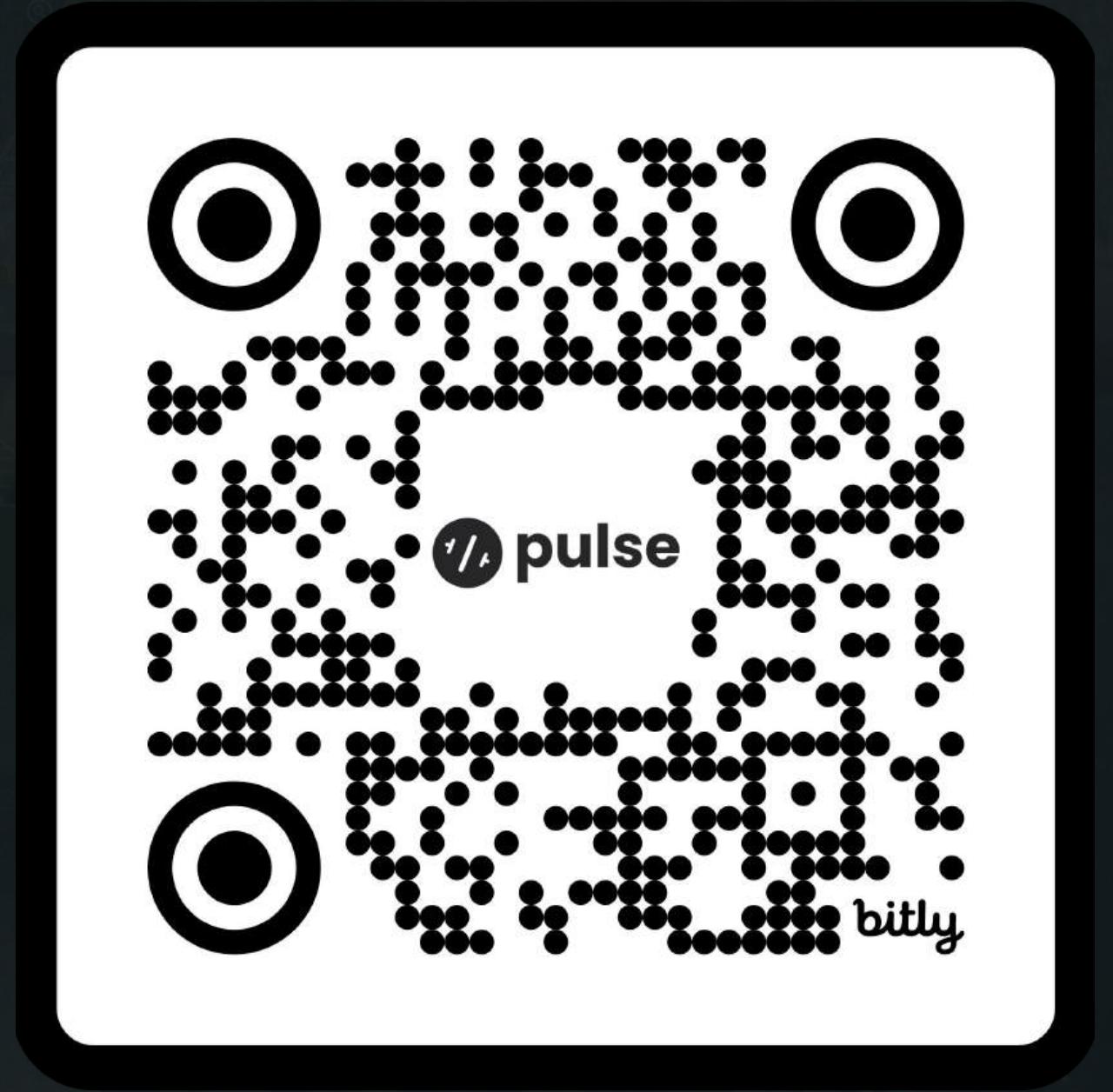
**Marketing & Growth**

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](http://fitwithpulse.ai)



Get in touch with us!

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



# Traction

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

- Beta Release 2024.
- Full Launch in Jan 2025

Since full Launch in Jan 2025,  
we've made:

**\$10k Revenue**



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 Challenge** (83 Participants).



Secured 1 provisional **Patent**, 1 pending **Patent**, and 1 **Trademark**

Also completed by (swipe to see more)



Total Time  
**6 mins**

Moves ✓  
**15**

Calories  
**27**

Pulse A

Round Score  
**125**

Also Part of Round



3:17 ⓘ

Posts  
fitwithpulse

fitwithpulse  
February 3

ROUND COMPLETE

30 DAY ABS CHALLENGE

25350  
Total Point

46  
Participants



3,600

# SoulCycle Partnership

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