



GET FIT WITH pulse

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



IQVIA
BIOTECH



Clinical ink

WARBY PARKER



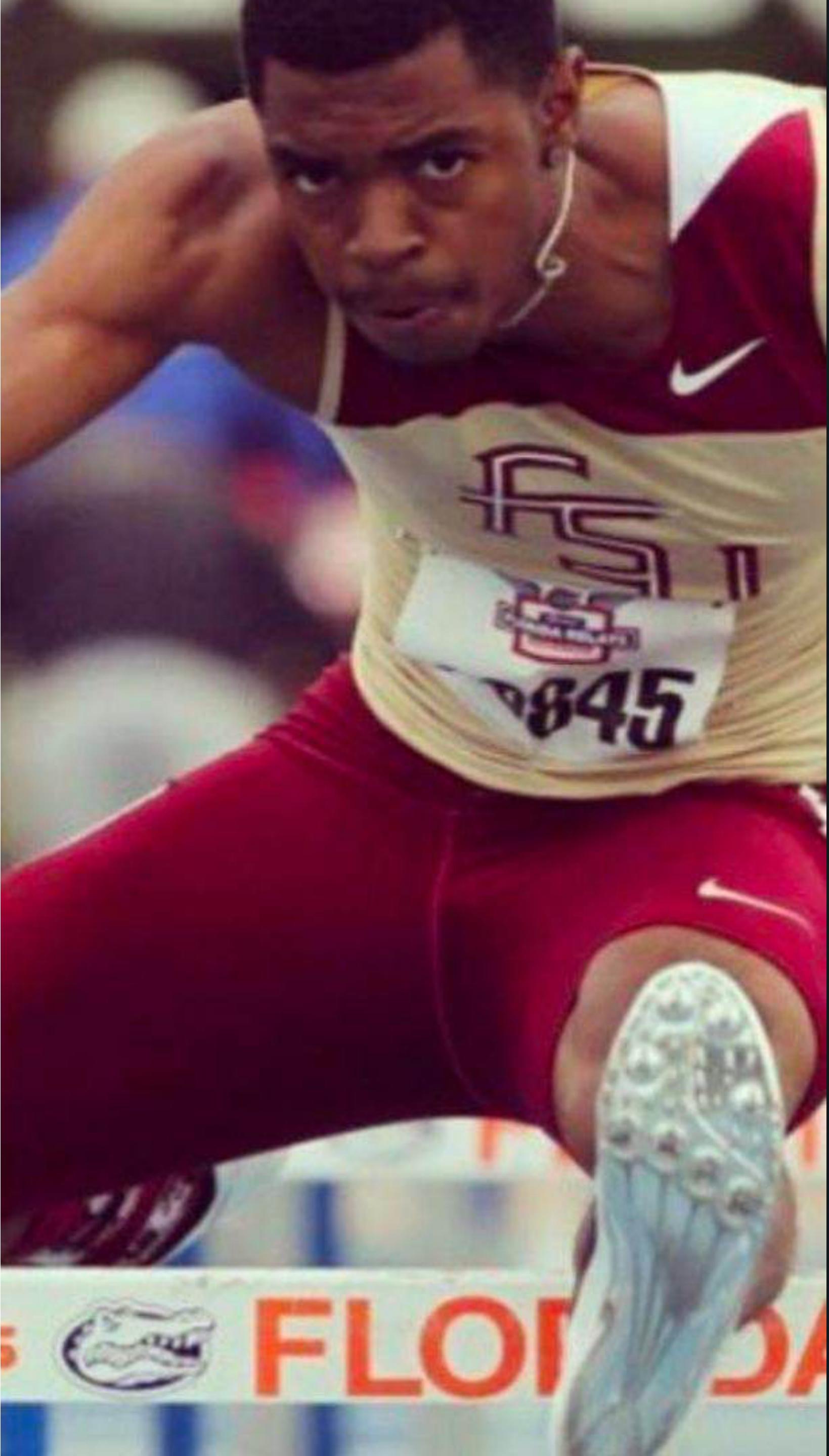
BULK

g β 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**

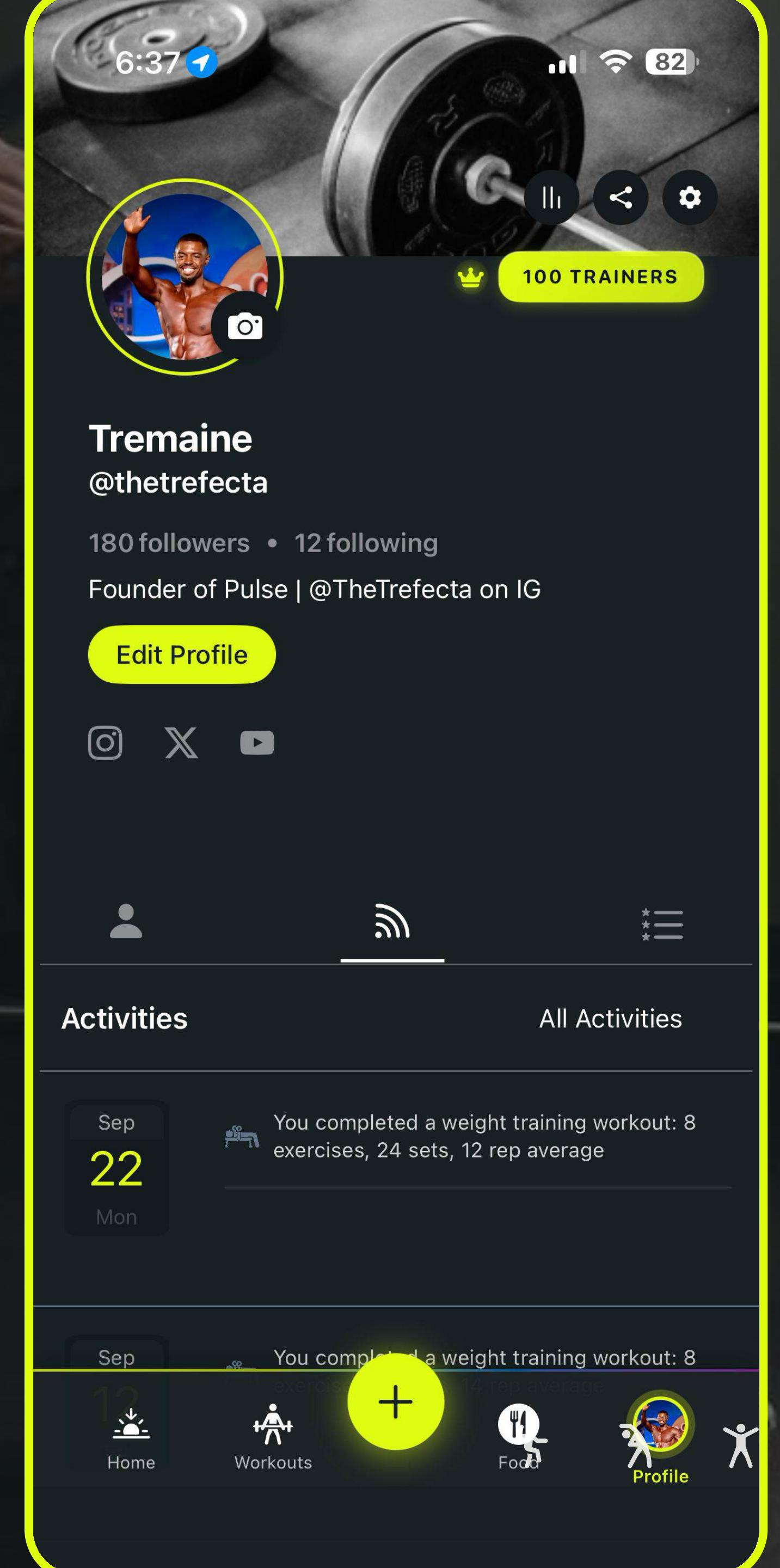
We help creators, coaches, and enthusiasts turn their workout content into monetizable multiplayer games.

Users can:

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

Patented Architecture

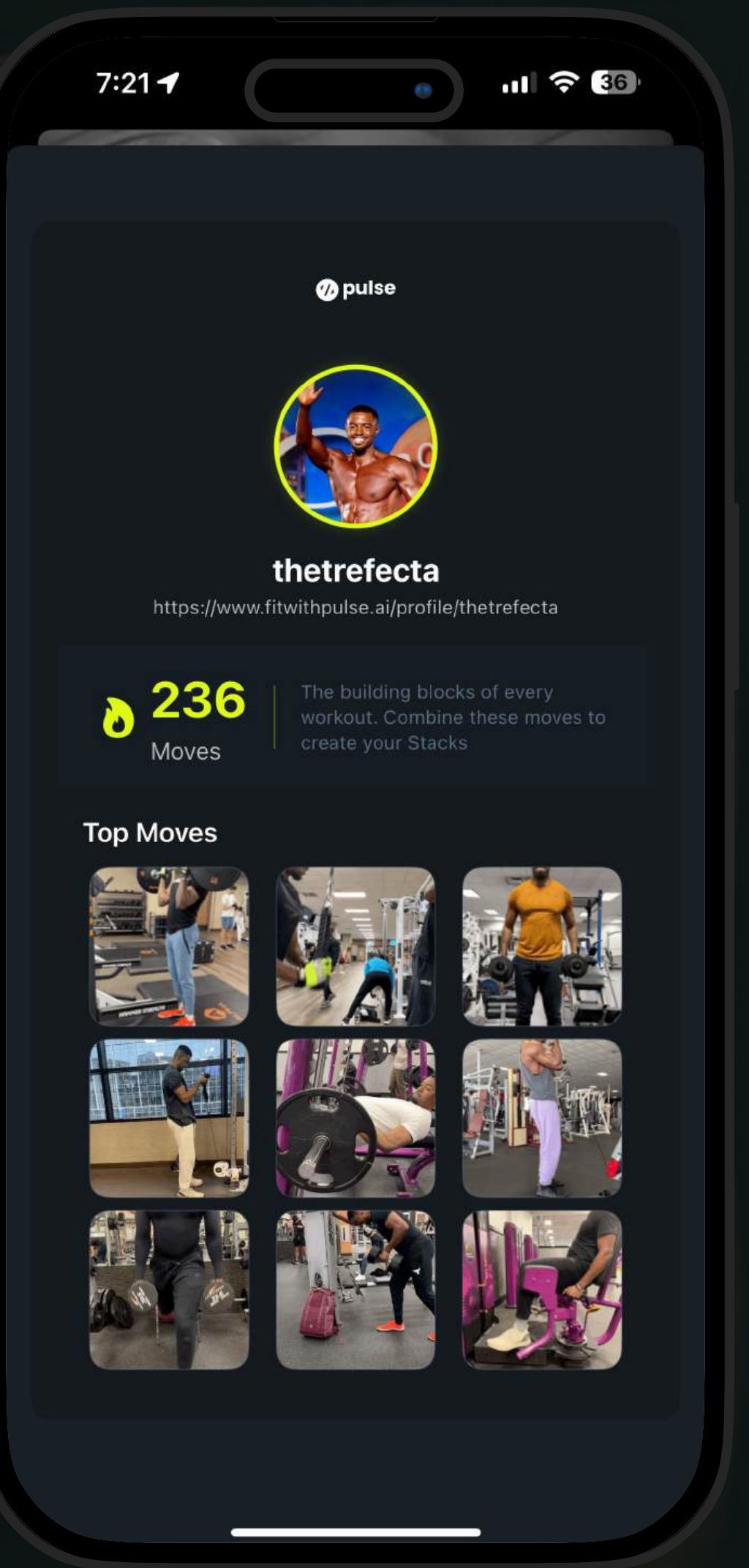
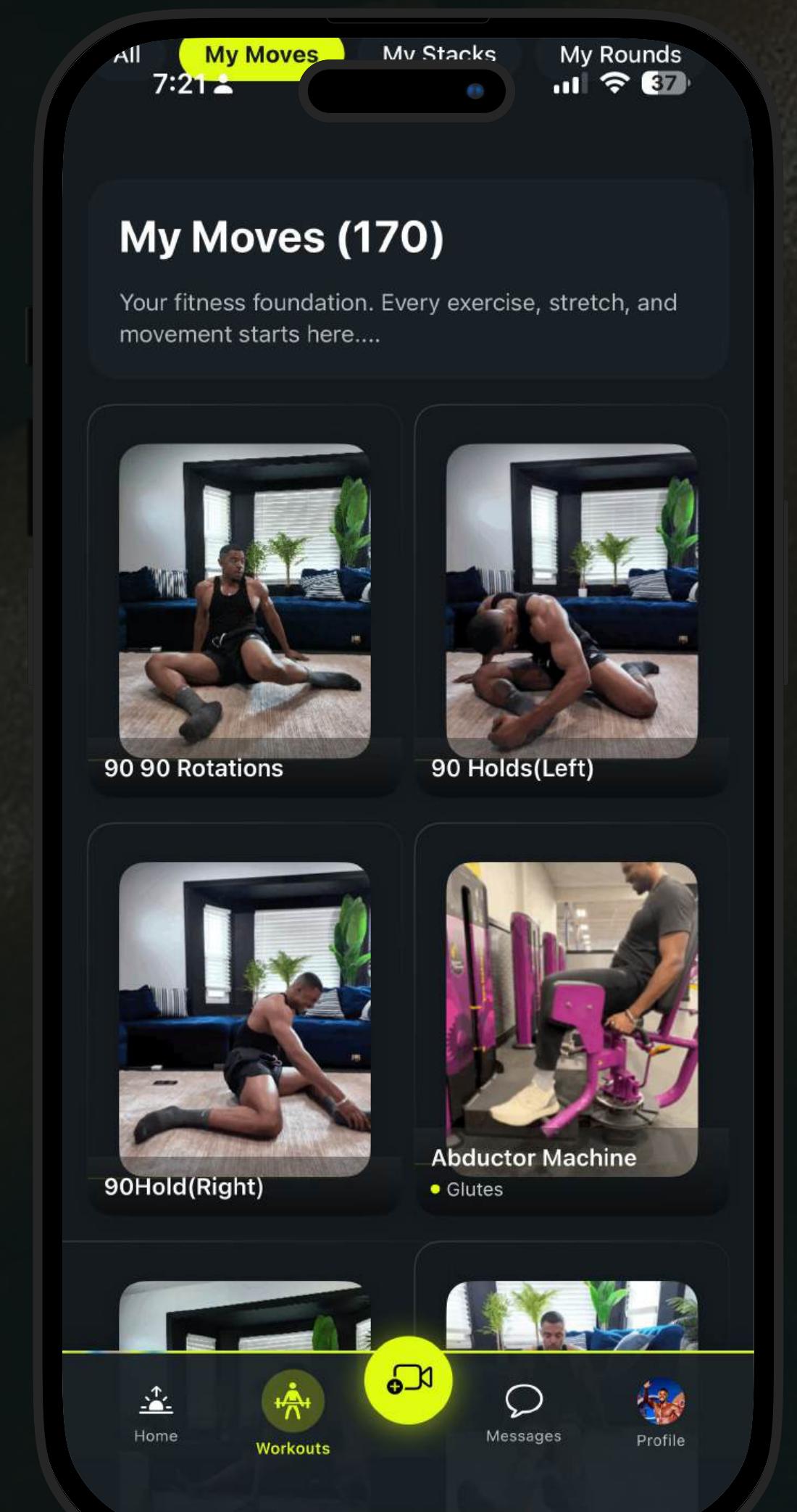
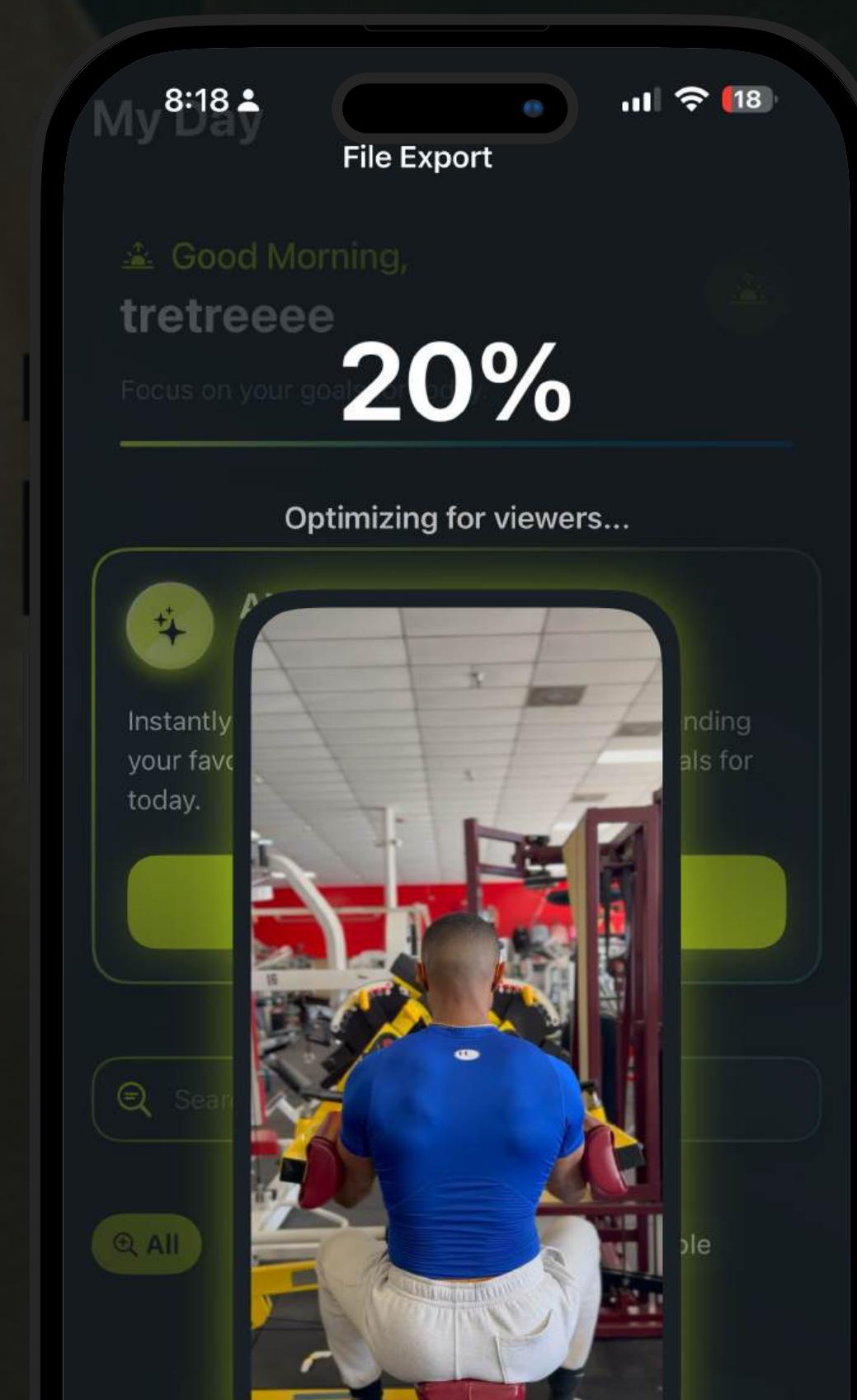
fitwithpulse.ai



Moves

CAPTURE

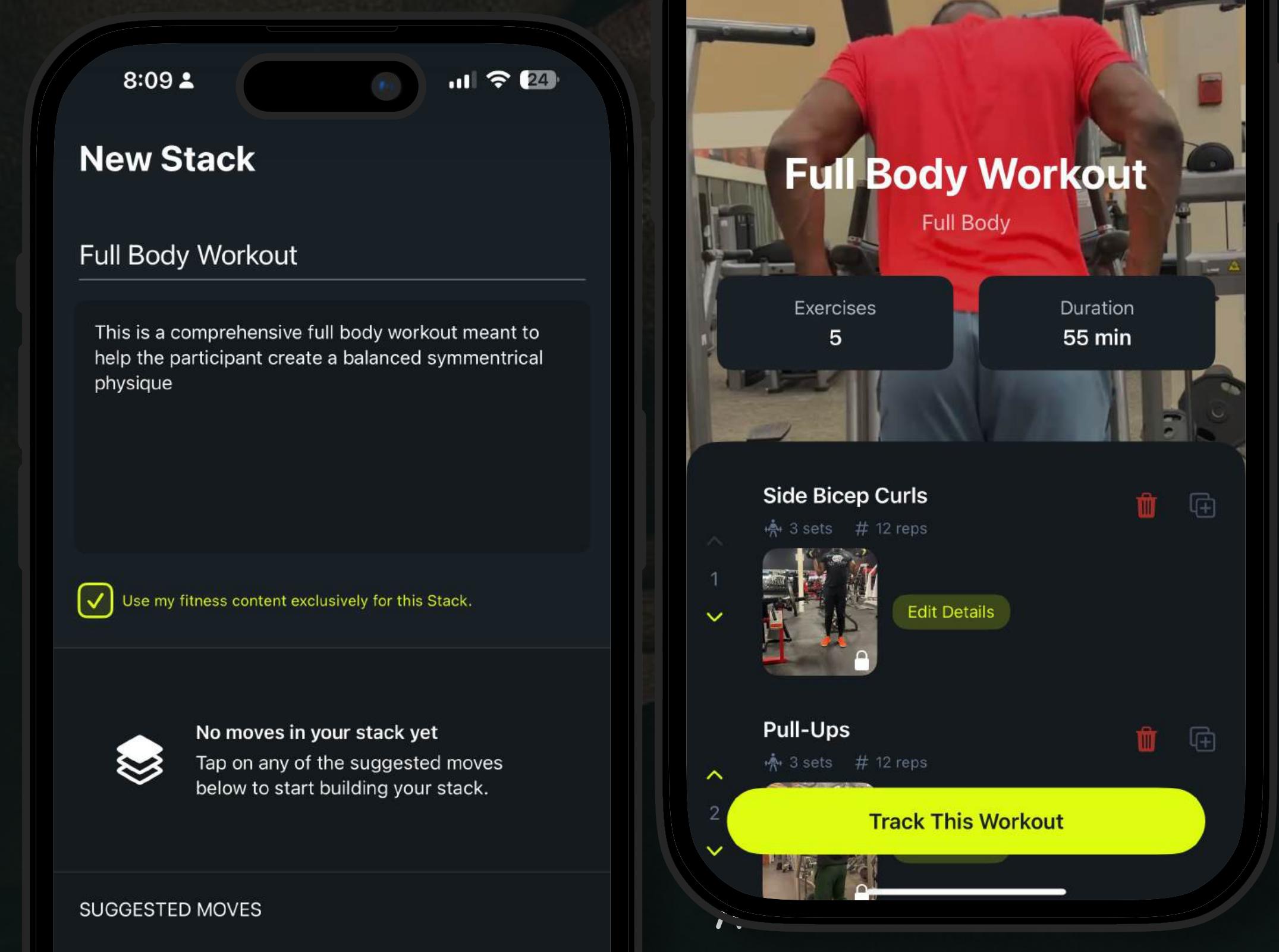
Record and post your **single bite sized movements** in short form component exercise **videos**.



Stacks

CREATE

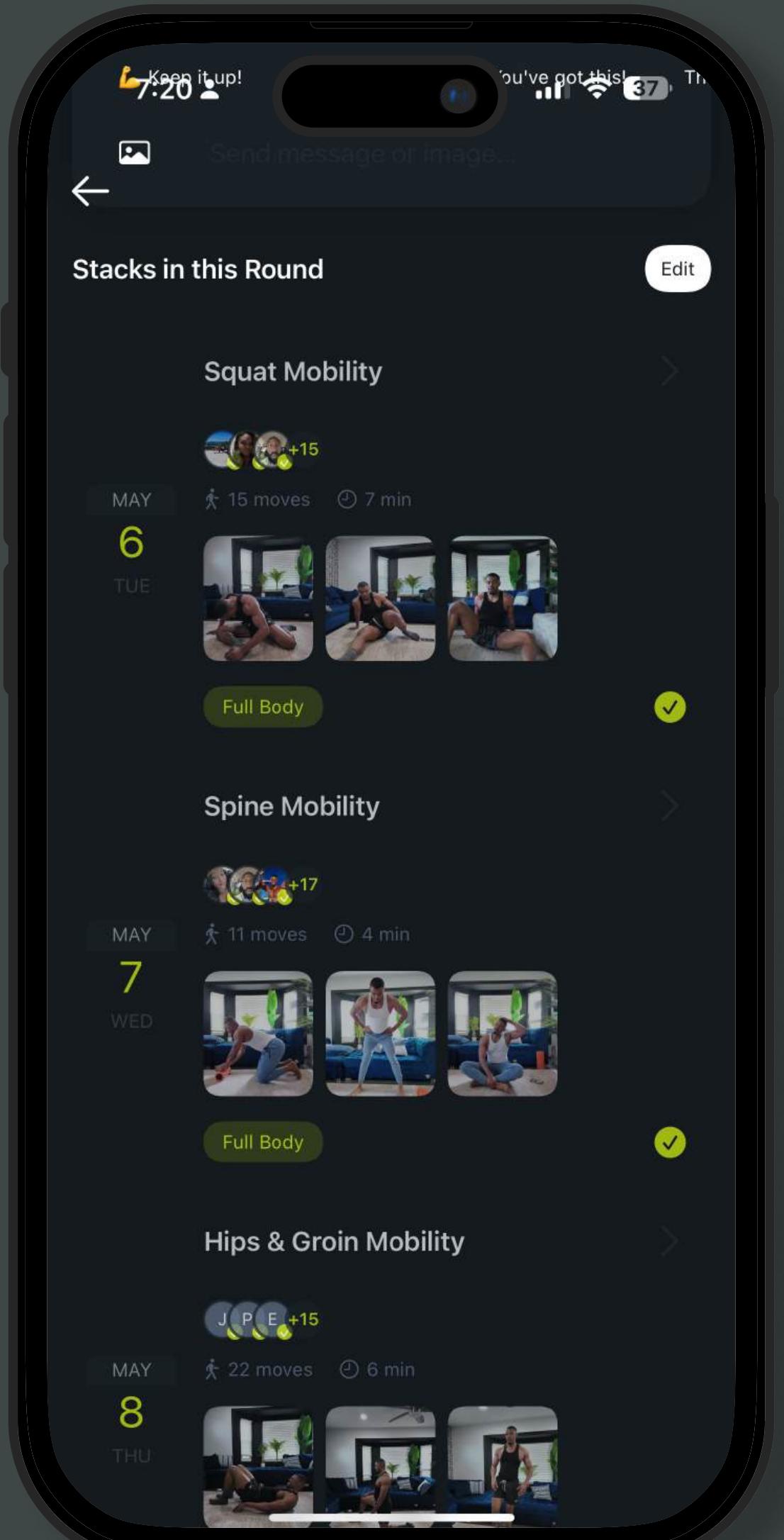
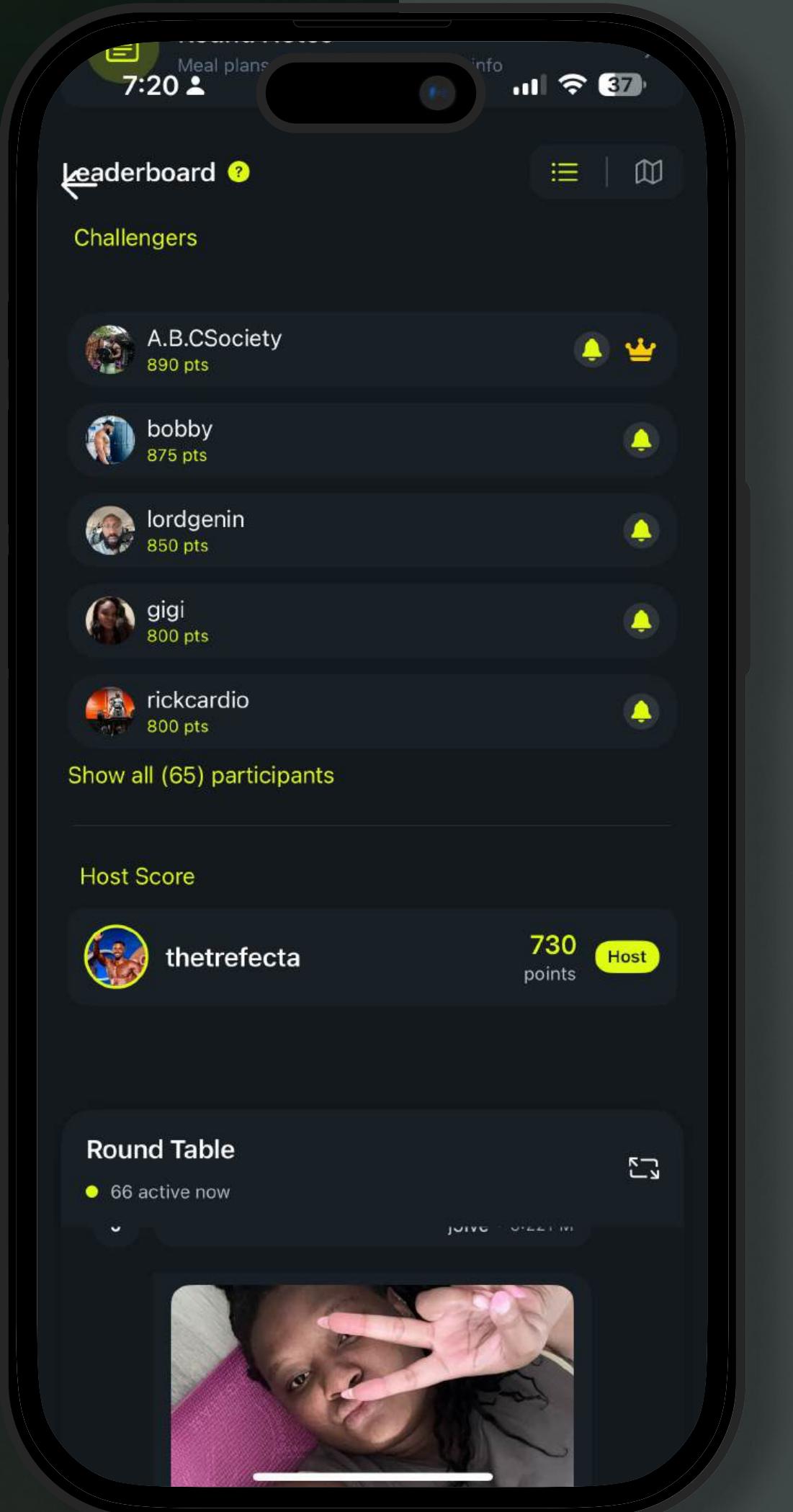
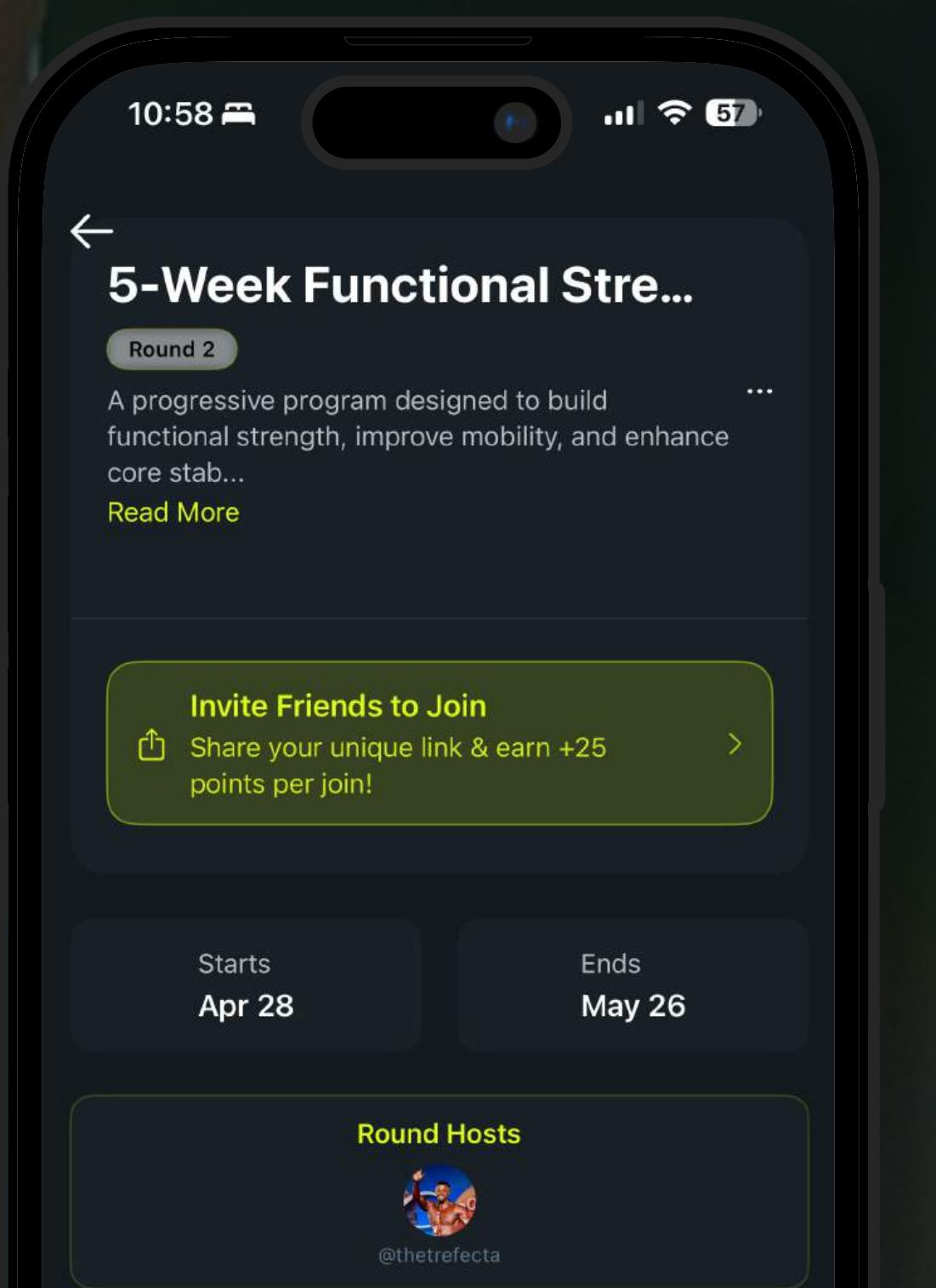
Create **sharable lists** of your custom moves to form your stack. Members can track each workout using your stack, as they **log historical workout data, progression, and patterns**.



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

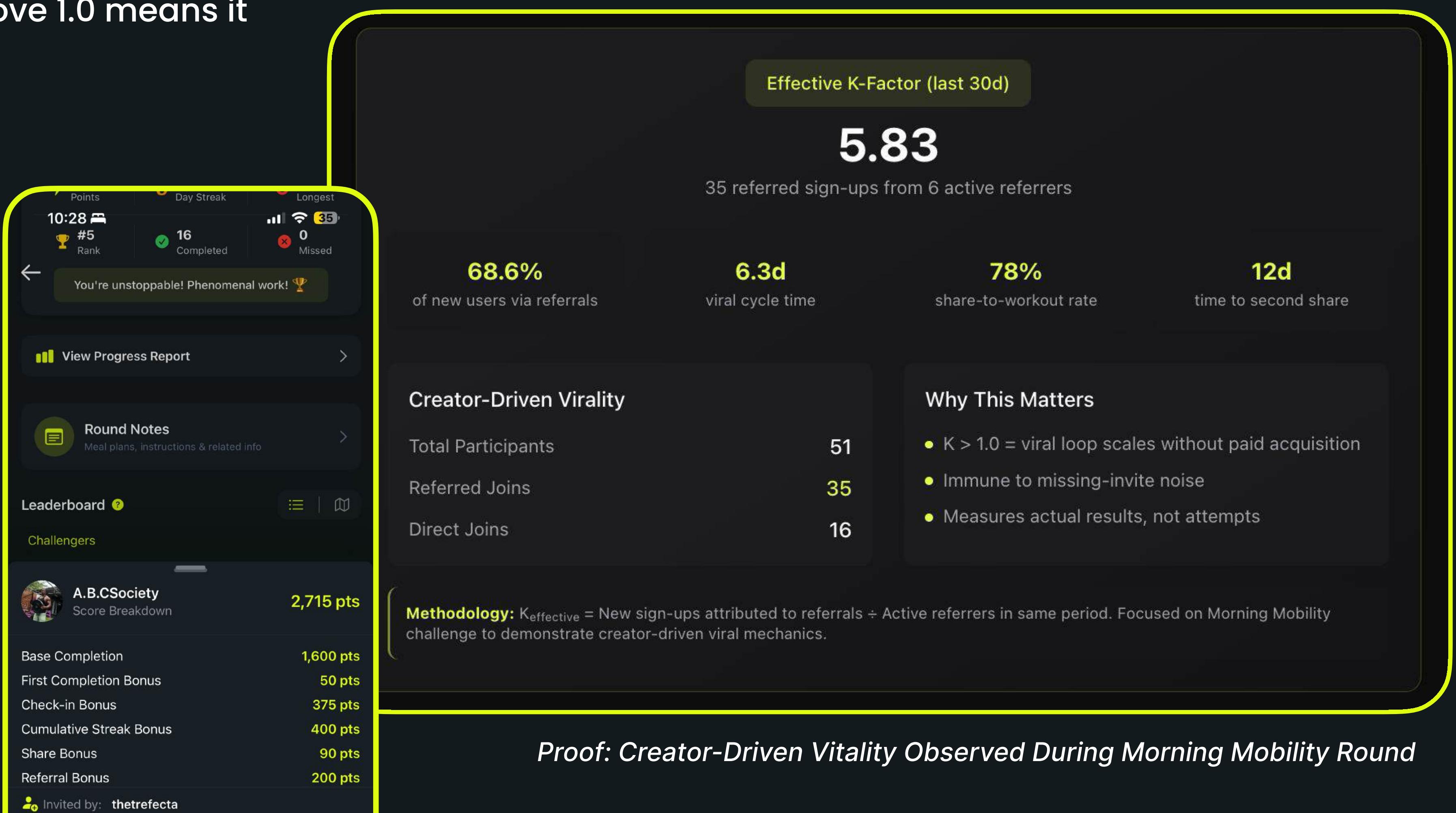




K-Factor Case Study

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!

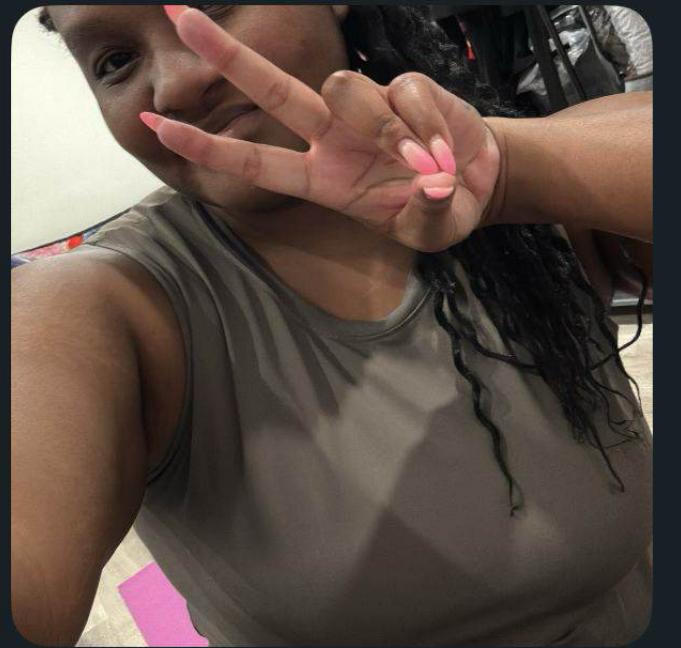


Just a great add on to my daily wor...

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



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

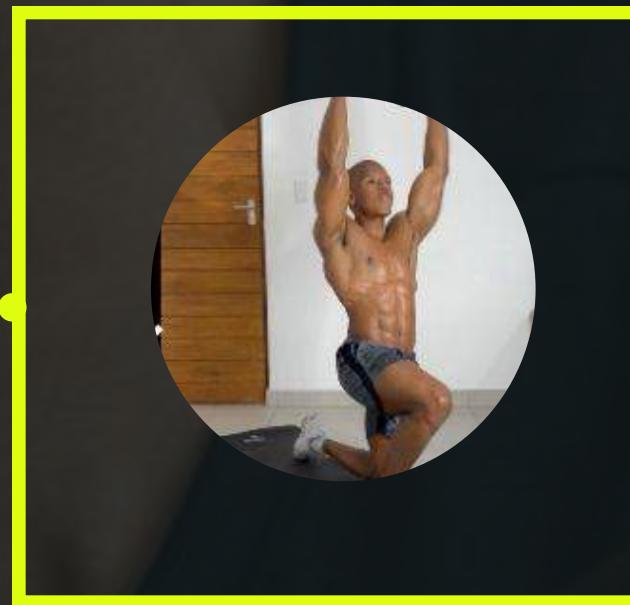
Creator 1



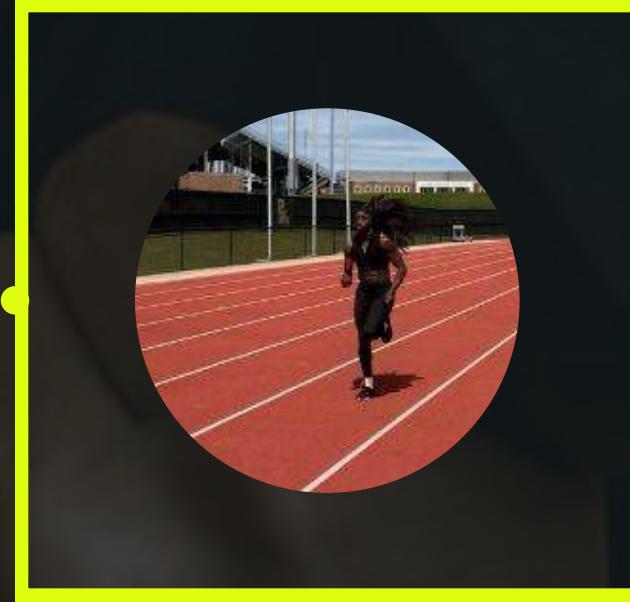
Fitness seeker using
creator content



Creator 2

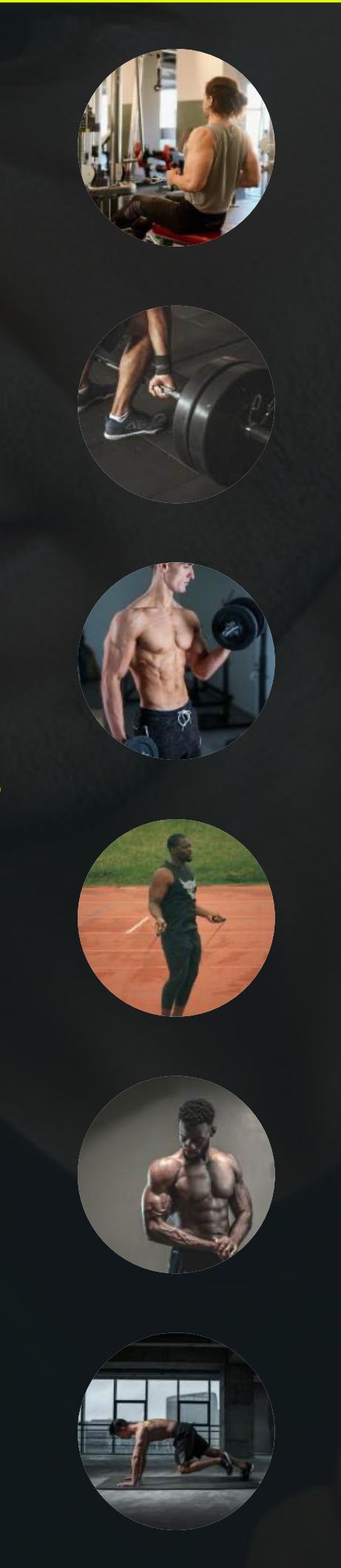


Creator 3

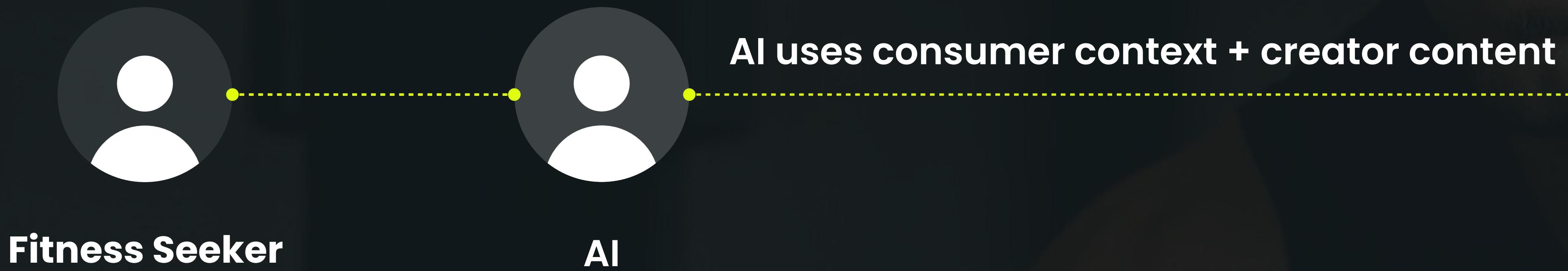


In this scenario, Creator 1 has earned 71.4% of the rev-share pool for this consumer.

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.

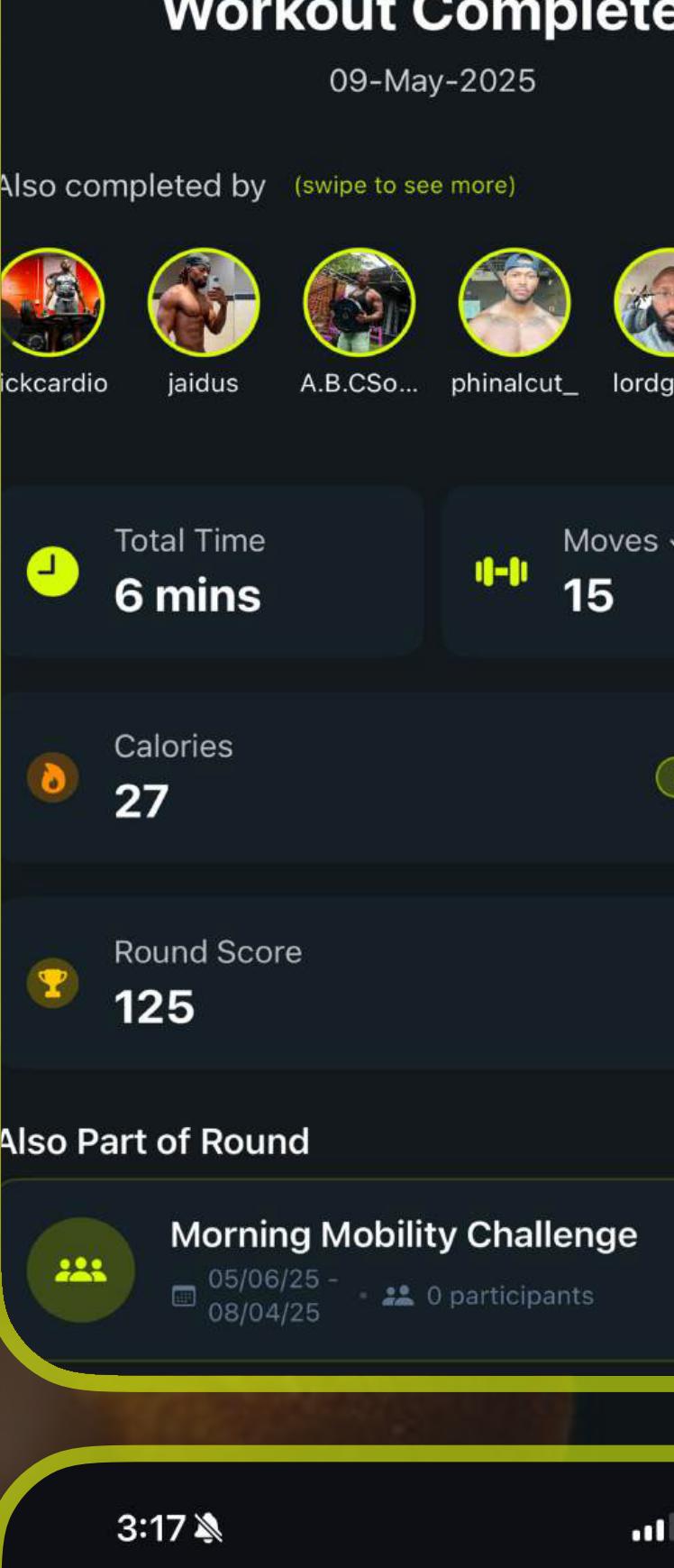
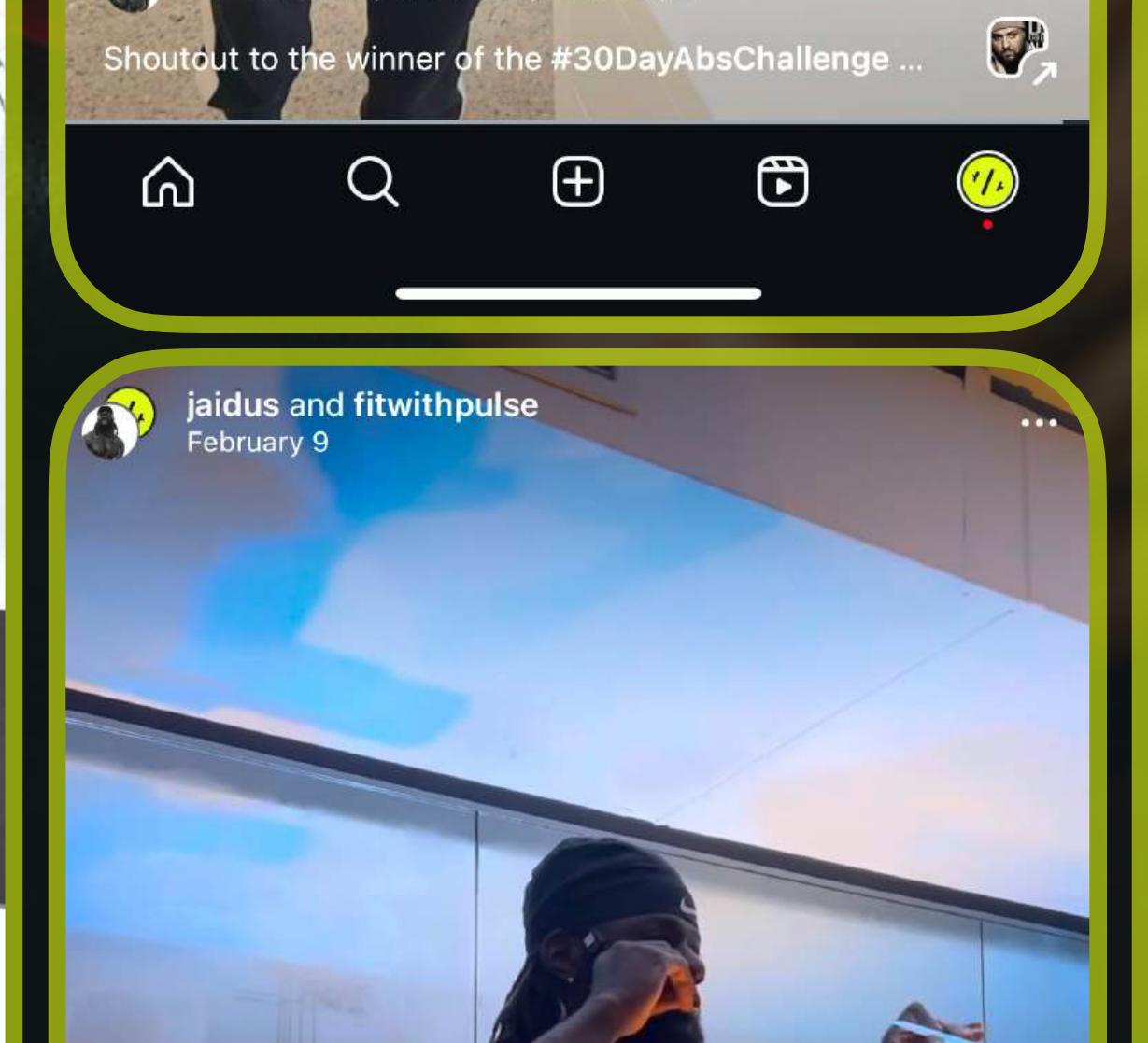
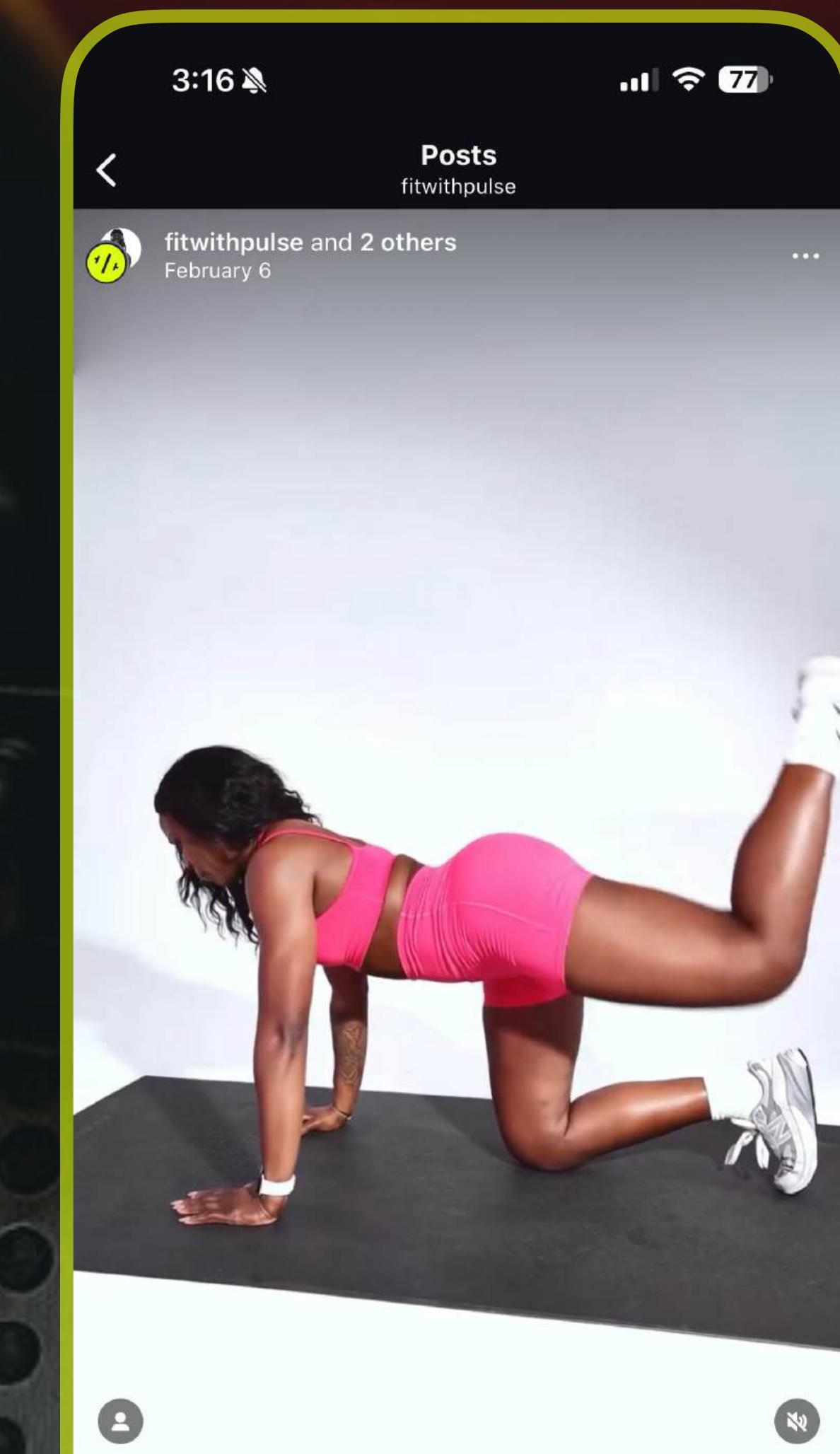
[solidcore]



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

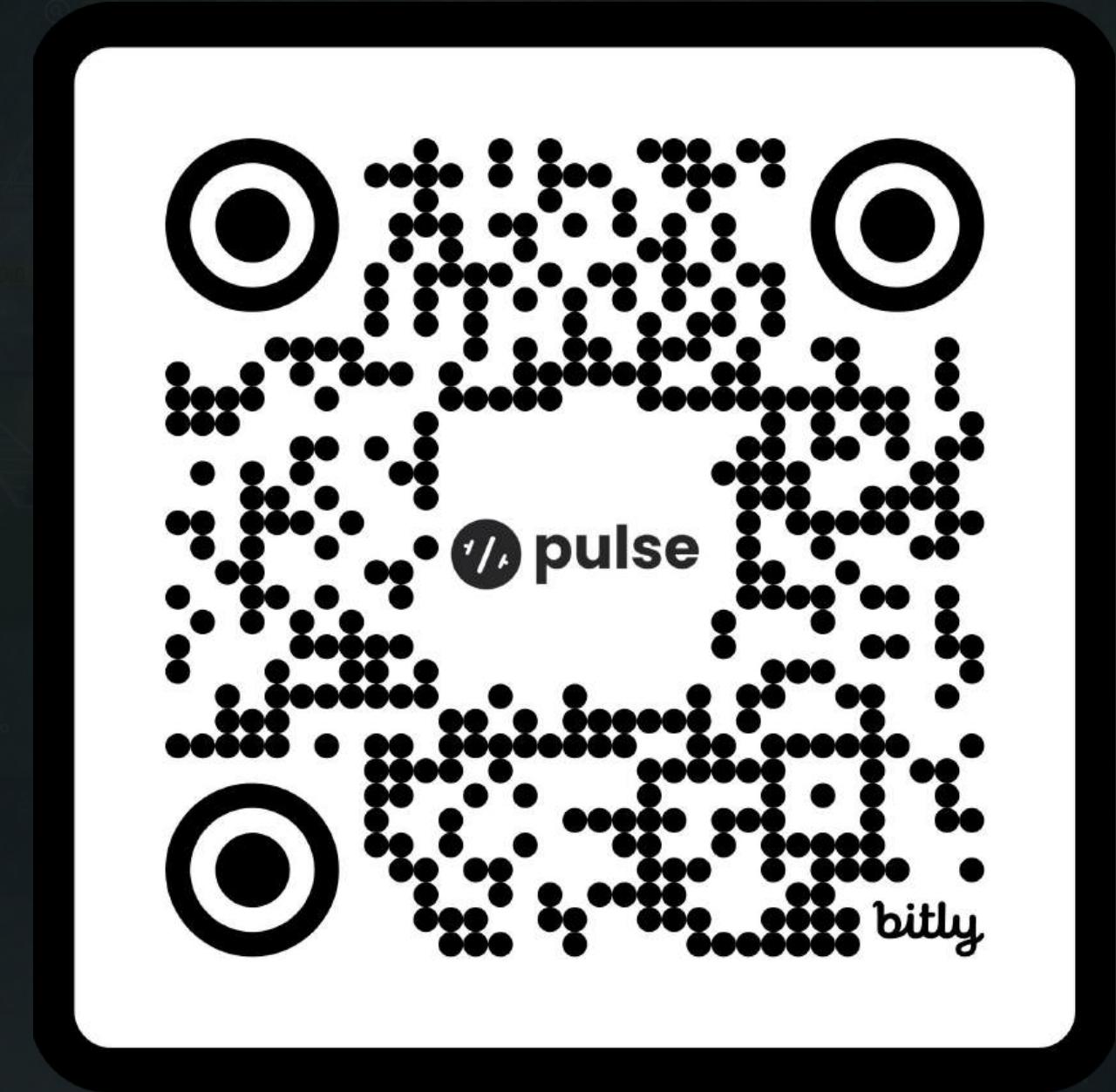
Marketing & Growth

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



Get in touch with us!

fitwithpulse.ai/GetInTouch

