

# Squad

Updated: 29/02/2020

# People are moving towards working out in social/group training And meeting new people through fitness activities.

Here's what the up-and-coming fitness players are doing in Singapore and abroad:



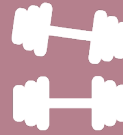
## **ClassPass**

- Fitness pass for group classes
- Founded in 2013
- Valued at USD 1bn, expanding rapidly



## **F45**

- Emphasis on team
- "Team training, life changing"
- Extremely popular and growing fast in Singapore



## **Field Assembly**

Like personal training,  
but done in small groups

People  
prefer to  
work out  
together

People  
want to  
explore  
new social  
circles

...But organizing workouts  
can be **difficult**.

Inefficient

Not enough friends

No initiative

Coordinating time & place

Unresponsive friends

... Extremely hard for working  
adults to explore new social circles

... Finding strangers can be  
**intimidating** and **unsafe** especially  
for women.

# Squad

## Target Audience



### University students

- Students who love playing group sports (e.g. basketball, soccer, touch rugby etc) that require a minimum amount of players, but hard to coordinate with friends and strangers



### Working Adults

- 21 to 35 year-olds
- Busy with their careers, happy to meet new people during work out / prefer to meet people with similar lifestyle

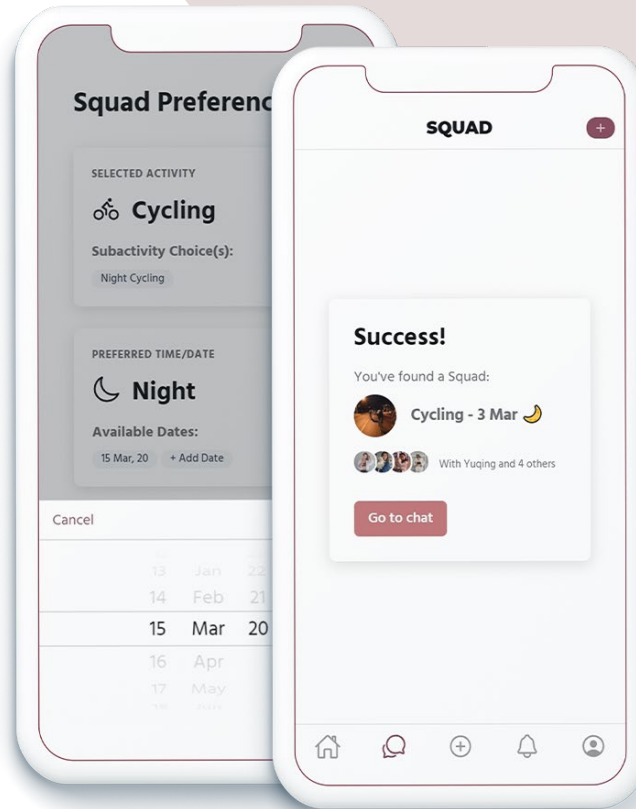


### Male-Dominated Sports

- University to working age girls (18-30)
- Want to participate in male-dominated sports (e.g. weights, mixed martial arts, etc), but are intimidated
- Want to find other girls to join them

# Squad is the Solution

Squad is a mobile app that helps users find the right crowd to work out together.



## ✓ Automated

State your preferences and get automatically matched.

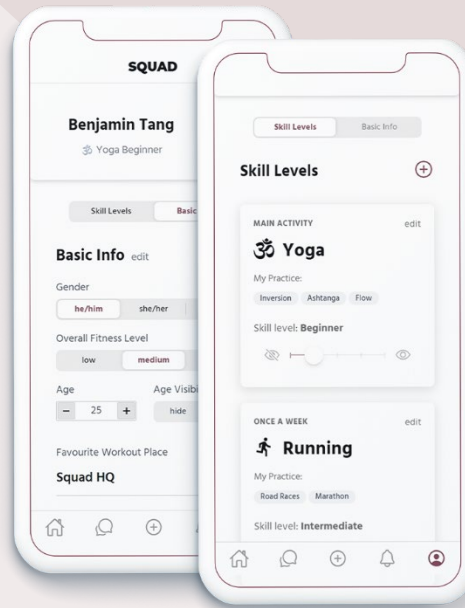
## ✓ Efficient

Every Squad comes with a private group chat moderated by a bot, facilitating coordination even if nobody takes the initiative.

## ✓ Private

Coordinate group activities without sharing personal details.

# Squad Features



Choose your preferred crowd & activity

Personalised preferences:

Skill Level

Group Size

Demographic (Age, Gender)

Timing

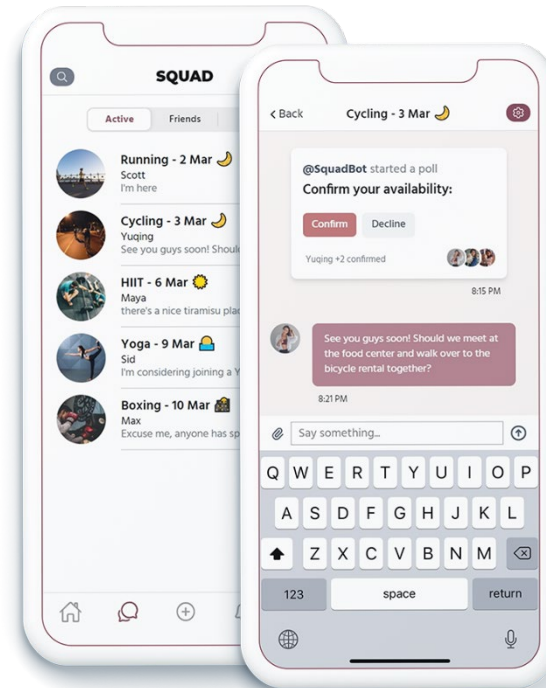
Location

Automatic Group Matching  
like Online gaming

Temporary group chats

- ✓ Protection of personal accounts/ details
- ✓ Unresponsive members given poor ratings

Book classes & venues  
within the app



# Squad Go-to-Market Strategy

## Marketing & Events



Influencer Marketing:  
Yuqing herself &  
other prominent  
local fitness influencers

Launch Events with  
partner studios  
(acroyoga, team-based  
semi-competitive HIIT)

## Partnerships w/ Local Studios



Local studios optimize  
revenue by selling  
unused slots to Squad  
users (when they  
matched on Squad) at  
a discounted price

Users tend to have  
more positive  
experience associated  
w/ studio due to social  
aspect

## Social Media Marketing



Instagram/Facebook  
ads and content  
marketing to appeal to  
targeted user  
demographics

Video content series,  
interviewing couples  
and friends met  
through sports, etc

## Word-of-Mouth



App is inherently viral  
in nature as users need  
to invite their friends  
to join the app before  
they can do  
activities together

# Business Plan

## Other Possible Expansions

Expanding to new cities

Expanding to other areas

- ✓ hobbyist classes (non-fitness)
- ✓ Interest groups

Expanding new features

- ✓ Forum
- ✓ Dating-focused

# Streams of Profits :

## Fitness Studios

Take a 20% cut of all classes booked through the app

Fitness studios can promote group classes/class packages, making sales more efficient

## Squad Events

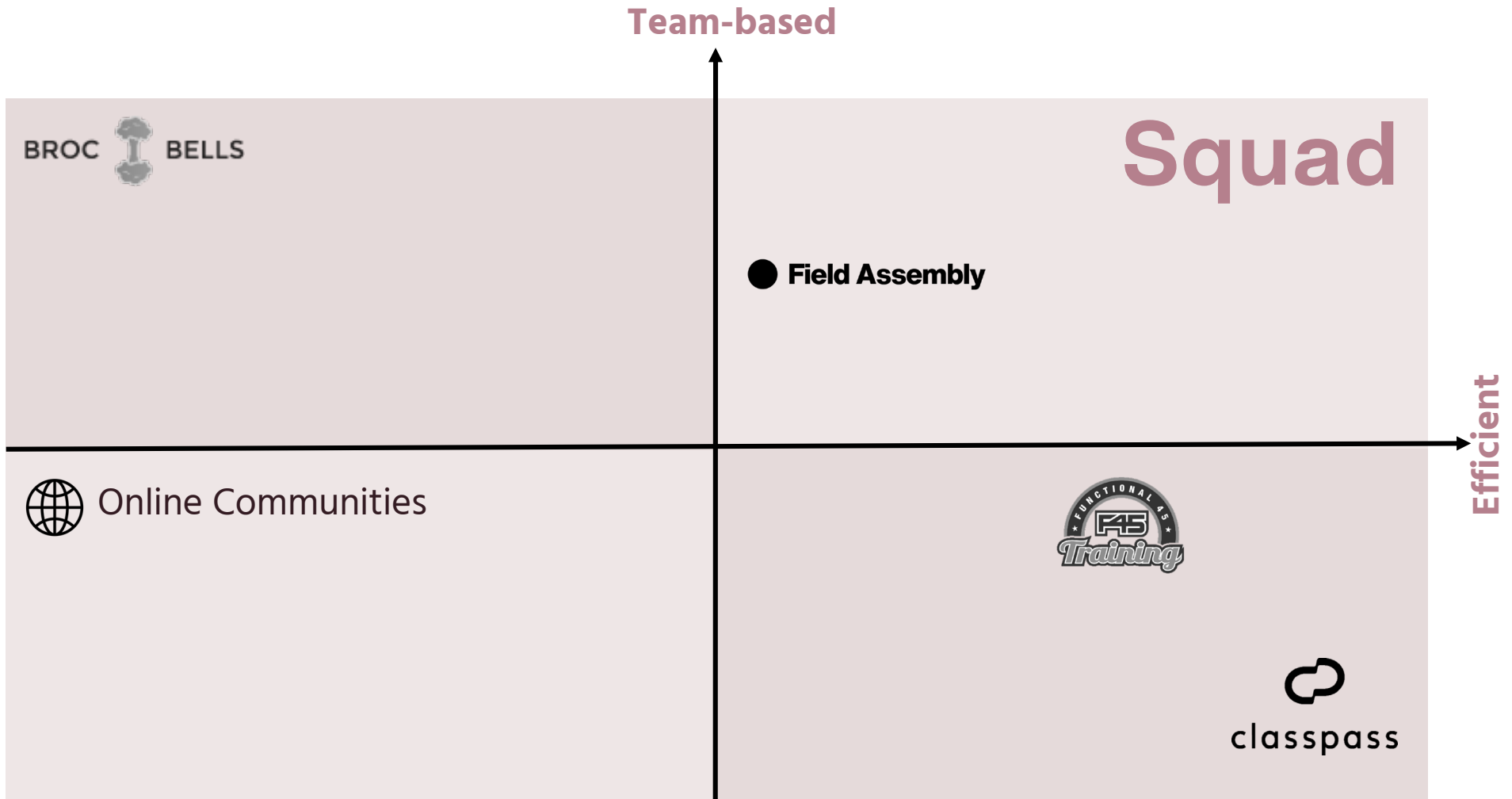
We can liaise with fitness studios to organise group workout events for our users

## In-app ads:

Personalised ads that cater to their fitness needs



# Squad Competition



Note that these players only provide similar experiences,  
and are not perfect substitute for **squad**.

# Squad Team



**Yuqing Zhao**  
Co-founder, Marketing

With over 240,000 followers on Instagram, Yuqing ranks among one of the top lifestyle and fitness influencers in Singapore. She has also worked with well known fitness brands such as Puma, Sketchers, ClassPass, and many others. She is also a rising content creator on YouTube.

Yuqing is currently working as a broker at a commodity trading firm. She graduated from NUS in 2017 with a degree in Communications & New Media.



**Benjamin Tang**  
Co-founder, Technology

When he was 22 years old, Ben was offered a position as a quantitative analyst at a top investment bank, making him the youngest ever to attain the role. Ben specialises in applying AI to quantitative research topics, and is also an experienced fullstack developer with many successful projects under his belt.

Benjamin is also an ex-national athlete in middle distance track and field, and had previously represented Singapore in regional games.

# Squad Competitive Advantage

## 1<sup>st</sup>-to-Market

- ✓ **Squad** is the first fitness platform specifically built for social workouts.
- ✓ **Untapped market:** potential to acquire male customers into the fitness studio ecosystem

## Experienced Team

- ✓ **Yuqing:** Six years experience as a fitness influencer
- ✓ **Benjamin:** youngest-ever quant at a top investment bank

## Young Founding Team

- ✓ Millennials and Gen-Z have vastly different tastes and preferences from existing consumer groups
- ✓ We are customers ourselves;  
**we understand the market**

# Fitness Market is doing better than ever.

The 2020 global fitness market  
forecast:

**US\$94b**

Market size of global  
health club industry

**210k+**

Number of health &  
fitness clubs worldwide

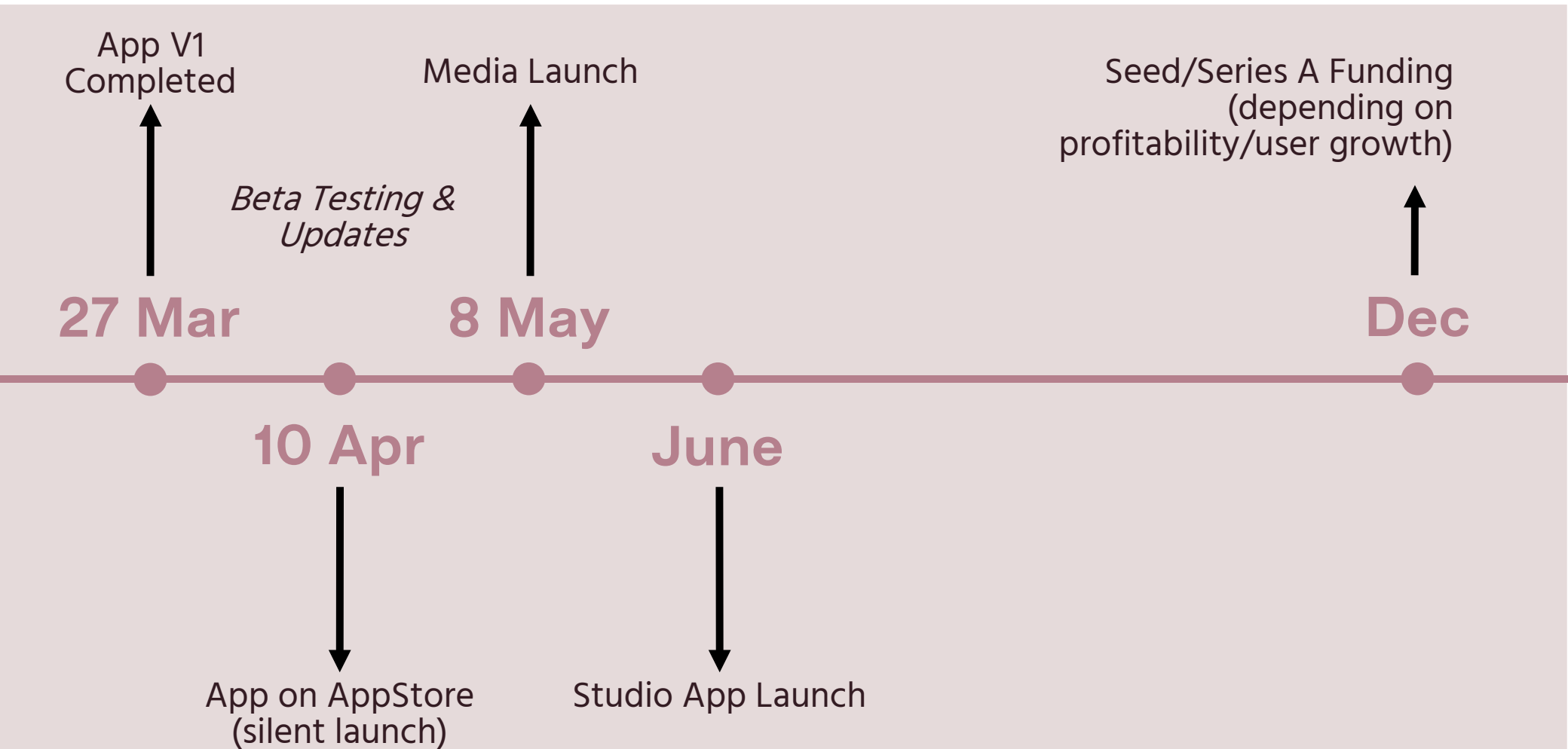
**183m**

Number of club members  
worldwide

**US\$18b**

Global fitness related  
e-service spending

# Squad Timeline: 2020



# Squad Funding Status

**100% bootstrapped:**  
\$10k initial investment from founders

**Software & Server Costs:**  
\$200/mth once launched

**App & Web Development:**  
Completely in-house, paid fully in equity

**Salary Cost:**  
\$0/mth

## Proposed Allocation of \$50k Grant:

**\$10k**

Marketing Content creation

**\$35k**

Events & Paid Advertising

**\$5k**

Buffer & Reserve

# Thank you

<https://squad.fitness>  
[hello@squad.fitness](mailto:hello@squad.fitness)