

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:



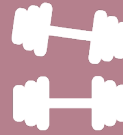
ClassPass

- 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

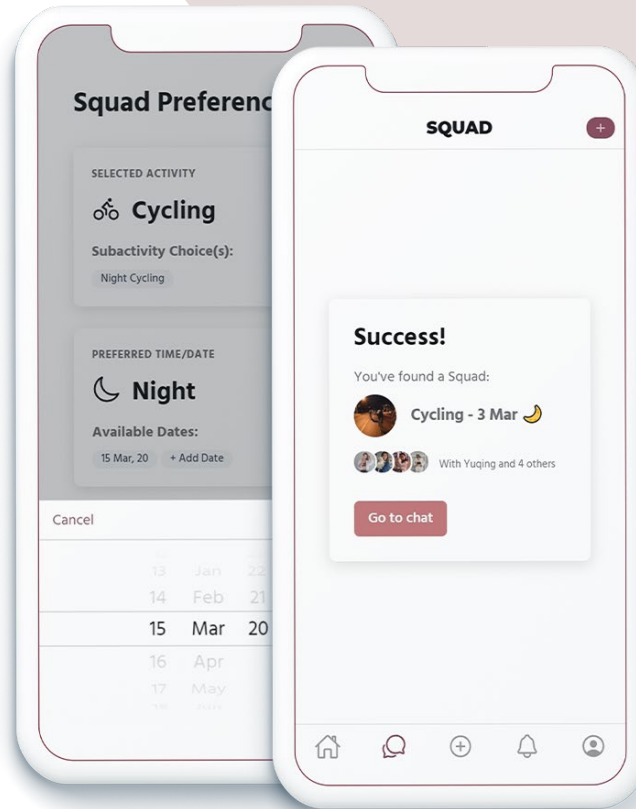


Male-Dominated Sports

- 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.

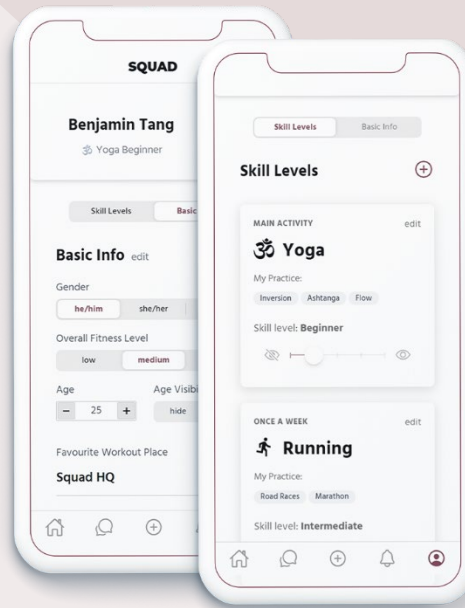
✓ Efficient

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

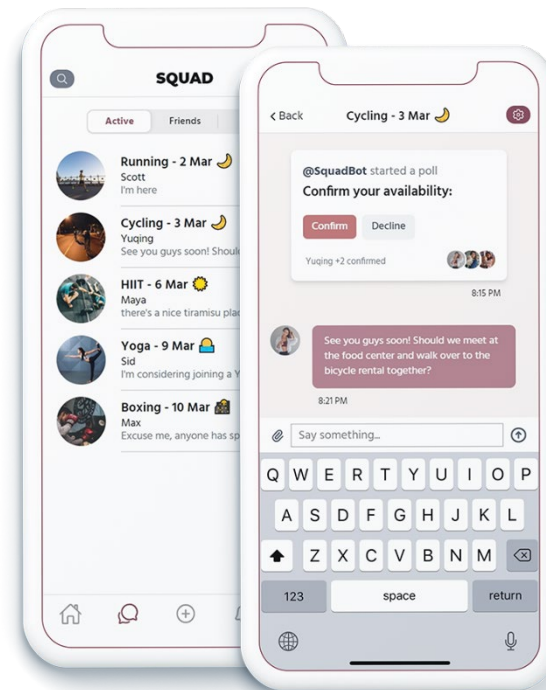
Location

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

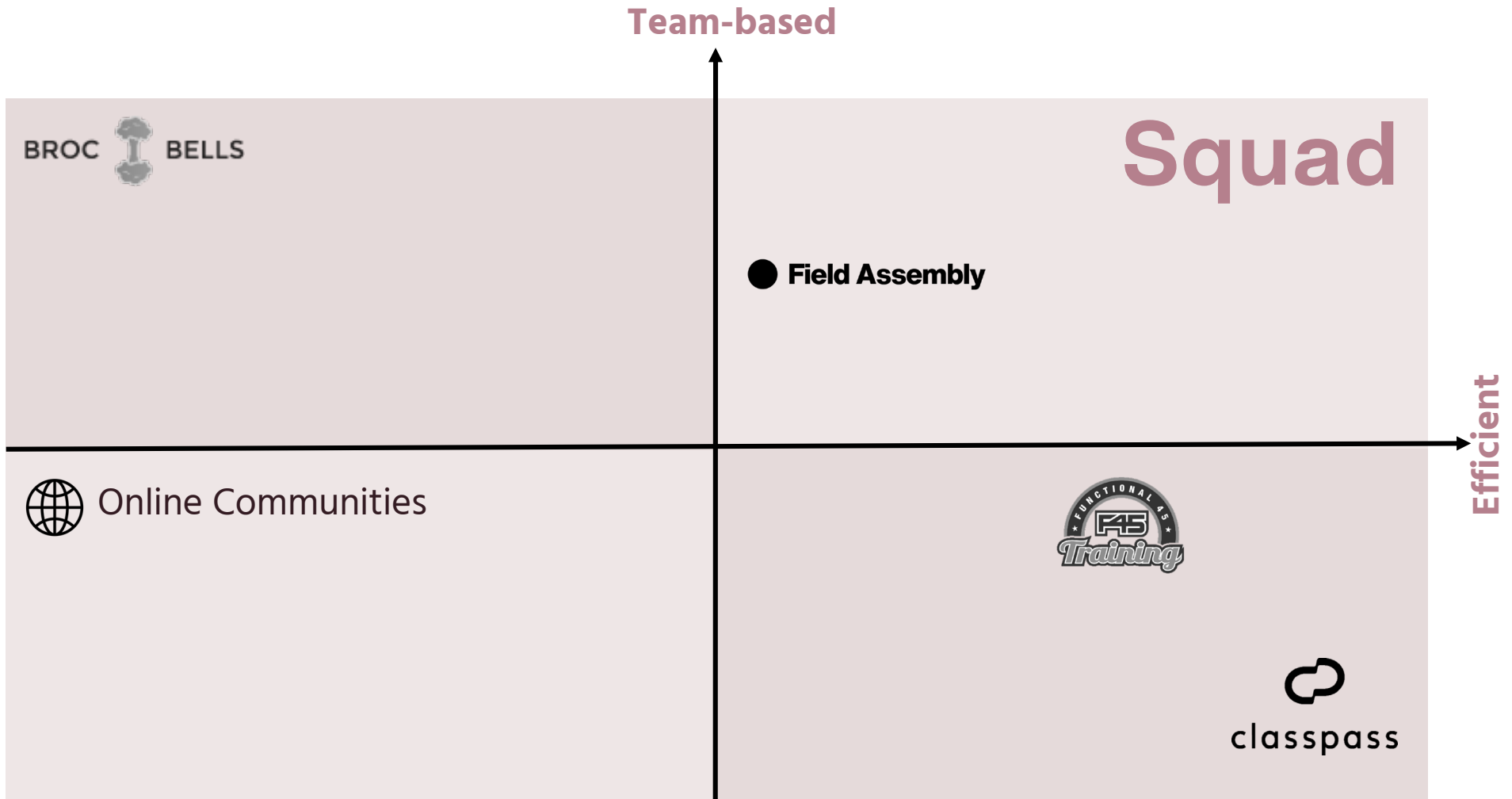
Squad Events

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

1st-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

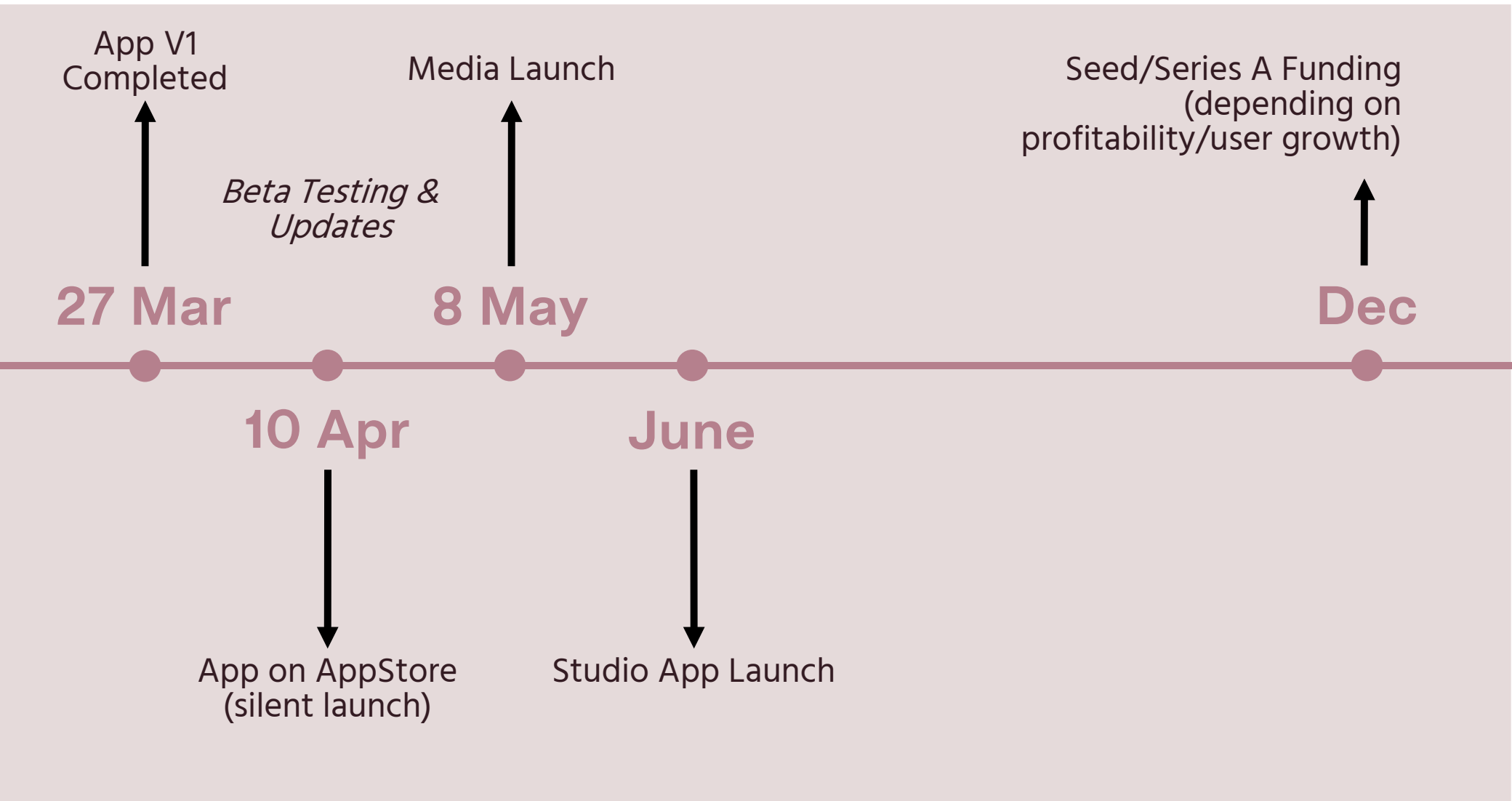
183m

Number of club members
worldwide

US\$18b

Global fitness related
e-service spending

Squad Timeline: 2020



Thank you

<https://squad.fitness>
hello@squad.fitness