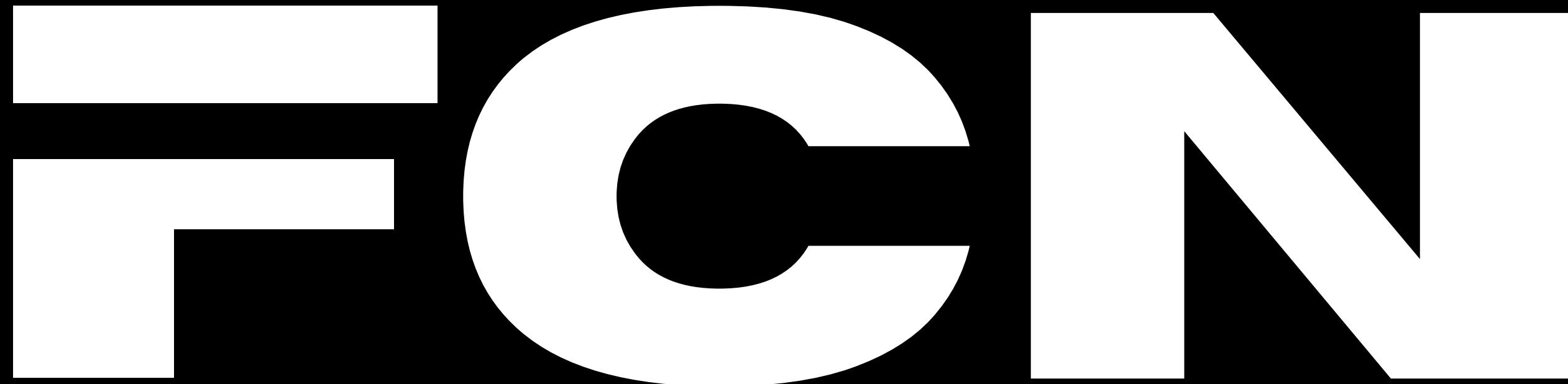


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F I G H T   C A M P   N U T R I T I O N

‘MAKE CUTTING WEIGHT SIMPLE’

[MYFIGHTCAMPNUTRITION.COM](http://MYFIGHTCAMPNUTRITION.COM)

O1

# WELCOME TO MY FIGHT CAMP NUTRITION

An app exclusively for fighters! **MY Fight Camp Nutrition** is there to guide you through your weight cut. It incorporates weight loss principles designed just for fighters, to ensure you are in prime condition for competition!

## FIGHTERS NUTRITION

Fighter nutritional programmes are unique in the challenges that they pose, when compared to conventional programmes.

They require a fine balance of cutting significant weight in short periodic intervals, whilst maintaining optimal performance for battle.

MY Fight Camp Nutrition is here to guide athletes through these - scientifically backed, weight loss protocols.



O2

# OUR VISION

## COMBAT SPORTS GROWTH

- Combat sports is the one of the fastest growing sporting sectors, with an estimated 300 million fans worldwide.
- There are a huge amount of fitness apps in the market but NONE are tailored exclusively for fighters!
- An estimated 1.2million athletes took part in competitive MMA sport in the USA in 2023 (Statistica).
- Nearly 1 million people regularly took part in combat sports in England in 2024. An increase of 54.85% since 2022 (Sport England)



03

# THE PROBLEM

Aside from the elite, very few competitors can afford dedicated nutritionists to guide them through their weight cut safely and effectively.

There is a lack of knowledge around fighter nutrition. This leaves athletes muddling through weight cuts dangerously - under fuelled and under performing.

## Study

Crighton et al. 2016 - MMA athletes who relied on extreme dehydration methods had significant impaired strength and cognitive function which did not fully return prior to competition.

Relying on extreme dehydration to make weight is a dangerous practice. It is the result of poor nutritional planning and a lack of knowledge around the weight cutting process.





04

# THE SOLUTION

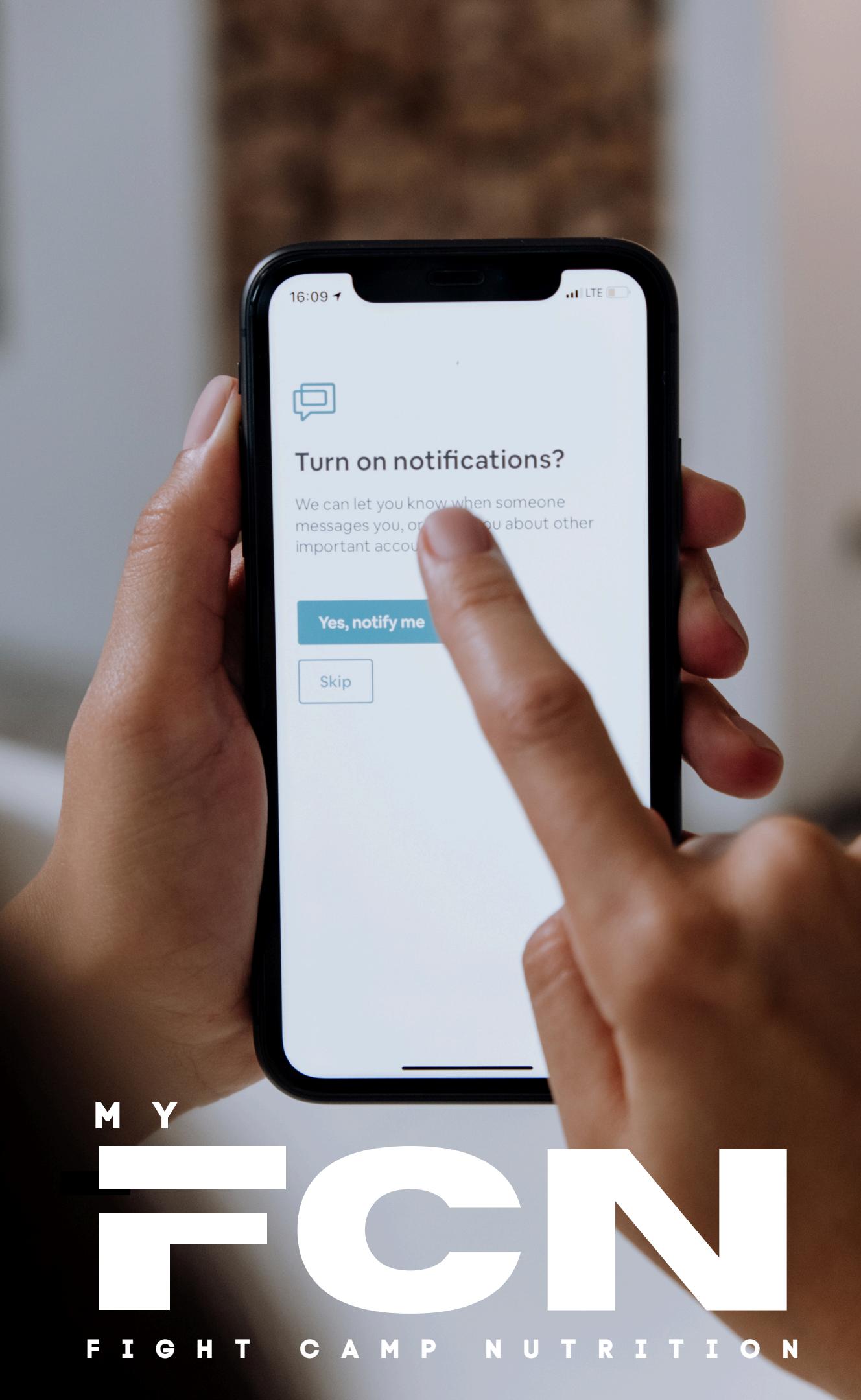
**MY Fight Camp Nutrition** app guides you through the weight cutting process effortlessly, leaving you to concentrate on fight preparation!

The app delivers complete nutritional packages, personalised macro goals, weight targets and weight loss protocols. The same used by professional athletes - but at a fraction of the price!

It utilizes known macro ratios, standardised formula's and percentiles to calculate your nutritional guide for the duration of your fight camp. It will simplify and walk you through complex weight loss protocols such as glycogen management, water loading, sodium manipulation and fibre reduction.

It produces weekly and long term goals, and walks with you through different weight loss protocols.

MY FIGHT CAMP NUTRITION



# 05

# OUR BUSINESS MODEL

## HOW IT WORKS

Users will create a fighter profile, entering the date of their fight and weigh in. They will pay a subscription fee for the length of their fight camp preparation; optional 8, 10 and 12 weeks. Fees will increase depending on length.

Using their data, a nutrition and supplement programme will be generated for the specified period.

The built-in calendar will notify the fighter when amendments need to be made or when a specialised weight loss principle must be started.

06

# APP FEATURES

- Macro nutrient and calorie calculator
- Walk you through weight loss protocols, such as glycogen management, water loading, sodium manipulation & fibre reduction
- Macro tracker
- Weight loss protocols; macro and micro nutrient manipulation
- Rehydration management post weigh in
- Supplement guidance
- Notification calendar to remind fighter of important dates in their weight loss programme.
- Weight cut fact gallery - where fighters can store useful facts and information as they progress through fight camp
- Post fight recovery and nutrition adjustments



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FIGHT CAMP NUTRITION

07

# PRICING

A high end Nutritionist costs approximately £300 - £400 per fight camp.

We are looking to provide the SAME programme profiles for a fraction of the cost:

- 8 week subscription - £30
- 10 week subscription - £35
- 12 week subscription - £40

We also want to provide a yearly subscription for £120.

This will support fighters who fight a number of times per year.



08

# MARKET OPPORTUNITIES

1.2 million people took part in competitive MMA in 2023 in the USA (Statistica).

**MY Fight Camp Nutrition** app is suitable for all combat athletes, including Boxing, Muay Thai, BJJ and wrestling, so the target audience is much higher.

If 1% of these MMA athletes signed up for a single 8 week MY Fight Camp Nutrition subscription (£30), this would produce £360,000 revenue in one year. 10% would produce £3,600,000 revenue. And this is just MMA athletes!

We want to bring this app GLOBALLY to ALL combat sports athletes!



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# 09 DISTRIBUTION FRAMEWORK

- Marketing strategies would be centered around global martial arts hubs - USA (MMA), United Kingdom (MMA), Thailand (Muay Thai) & Brazil (BJJ).
- We would seek commercial clients by allowing Combat clubs to pay premium rates, in exchange for allowing all members access to the app.
- We would utilise a referral scheme to allow fighters to be rewarded for spreading the word of MY Fight Camp Nutrition.

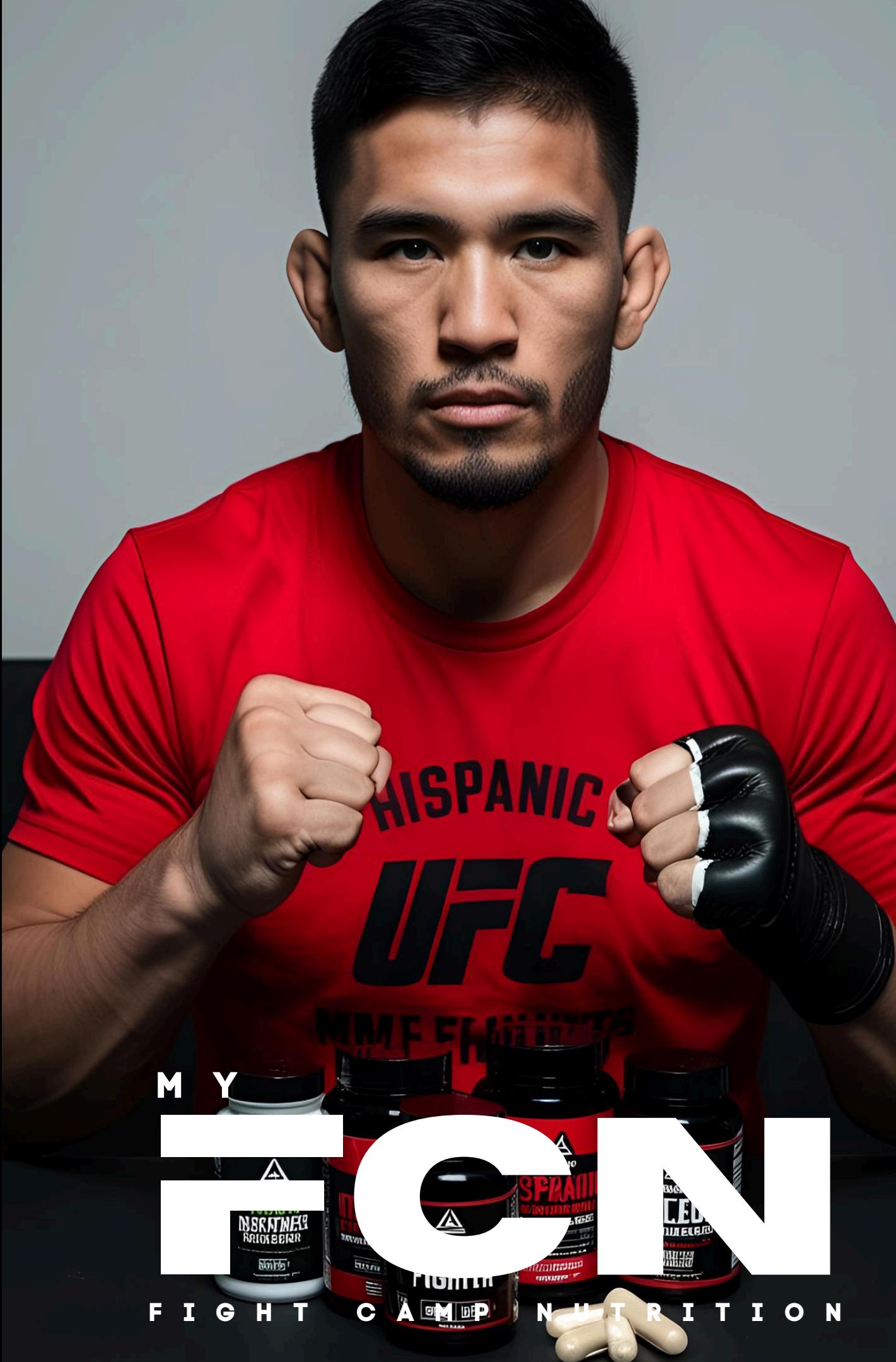
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MY FIGHT CAMP NUTRITION

# 10

# SCALABILITY

- There is nothing like this currently on the app market, this is designed just for fighters.
- Partnerships with supplement companies and marketing opportunities for the supplements recommended to the consumer.
- Partnerships with healthy Food Prep companies.
- Premium subscriptions for additional services or yearly membership options.



11

# PROTOTYPE

- link

12

# ABOUT US

## DEVLIN SMITH

- Active Muay Thai fighter and Coach
- Nutrition trained and qualified
- 5 years experience in nutrition
- Bachelor of Science (BSc Biology)
- Diploma in Hormone Health
- NCFE Nutrition & Exercise
- Serving Police Officer of 10 years
- Domain: Myfightcampnutrition.com
- @myfightcampnutrition



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# INTERESTED?

MY Fight Camp Nutrition has the potential to help fighters & athletes globally.

To make this dream a reality, I am looking for investment to develop the App and bring it to the global market.

Will you be part of the first ever nutrition app tailored for fighters?

