





Elevating **Health**, **Motivation** and
Performance of your workforce



A Fundamental Problem

Excessive sedentary
behavior at the
workplace leads to
physical damage

61 %

of Germans
suffer from
back pain

45 %

of Germans
suffer from
neck pain

Excessive **sedentary behavior** at the **workplace** leads to physical **damage**

Productivity of employees is **negatively impacted** by poor health conditions

Rising absenteeism causes **increased workload** and significant additional **costs**

Why is this relevant for you?



Impact of corporate health management (CHM) on company performance?

- Strong correlation between employee well-being and performance
- CHM focused companies **outperform** competitors by **76%** on the stock market
- Increase in **returns** by **14%** over 5 years
- Employee **turnover** reduced by **40%**

The current market situation



Strong Trend
towards
investments in
own workforce



Employers are **forced** to take action

Benefit-Programs significantly influence **contract negotiations**

The current market supply includes:

Ergonomic workstations – Fitness programs – Massages

But all of the current options are...

But all of the **current options** are



Time-inefficient



Analog



Generic



Expensive



The Solution

Our health program & USP



Time-efficient

Exercises completed in just 5-7 minutes during working hours

Digital

AI-driven technology with scalable solutions through the app

Tailored

Personalized programs designed to meet the latest standards

Unique

The most cost-effective and innovative provider



A circular diagram divided into four quadrants by a horizontal and vertical axis. The center circle contains the text "5 Key Activities". The top-left quadrant is yellow, the top-right is light green, the bottom-left is teal, and the bottom-right is orange. The entire diagram is set against a dark grey background.

5 Key Activities

Key activities



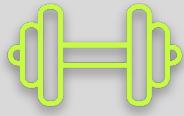
Oberkörper
Spannungslöser

⌚ 3 Tage
⚖️ Leicht



Stretching

to relax tense
body parts



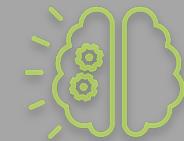
Strengthening

to build important
foundational muscle



Balance & Coordination

to improve overall
body control and
movement efficiency



Mental Health

to reduce stress and
boost emotional
resilience



Nutrition

to fuel the body
with essential
nutrients

App structure



Home Screen

- Based on comprehensive health analysis
- Brief overview of key progress
- Access to current training plan
- AI-support for exercise execution

App structure



Progress:

- Overview of key metrics
- Four main user statistics
- Activity level & trained body regions
- Insights into company leaderboard and additional gamification aspects
- Benefits in terms of sustainability

App structure



Library:

- Access to training plans and exercises
- Option to create personalized training plans
- AI-based exercise recommendations
- Exercise preview
- Tips and useful information

App structure



Profile:

- Customization of personal settings
- Modification of comprehensive health analysis
- Access to the company network (with colleagues)
- Access to personal network (with friends)

Our system



dynamis acts as a sole provider



dynamis is focused on health



dynamis emphasizes highest standards



No additional contracts or equipment are required

The sessions are primarily health-focused, with fitness as a secondary goal

Universities and leading doctors will confirm the effectiveness

The benefit for you



Tax exemption

§ 3 Nr. 34 EStG:

CHM-Interventions are **tax-free** up to **€ 600** per employee per year

ROI

- **€ 2,7** savings per invested euro
- **25 %** reduction of health-related costs
- Increase in **returns** by **14 %** over 5 years
- **Employee turnover** reduced by **40 %**

Intangibles

- Improved **Employer Branding**
- Enhanced employee **Motivation** and **Performance**
- Stronger position in **Contract Negotiations**
- Better **Retention-Rate**
- Boosted **Team-Dynamics**

Our subscription **models**



Essential Package

€ 8

Included:

- Basic exercise library
- Personalized training plans
- Comprehensive Health Analysis
- Gamification features

Pro Package

€ 12

Additionally included:

- Sustainability aspect
- Access to expert network
- Access to gamification features
- Additional tools are provided

Elite Package

€ 25

Additionally included :

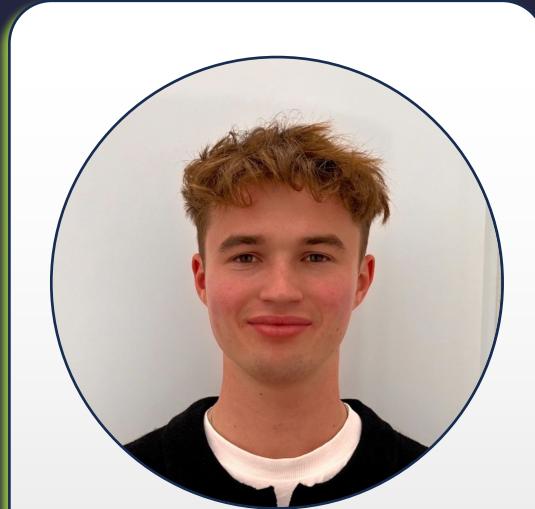
- Tips section in the progress tab
- On-site consultation through expert network
- Exercise demonstrations by real people in app
- Company-specific branding of the app
- AI-supported exercise monitoring and support

Based on a long-standing friendship and complementary interests, we now want to **realize our vision**



Cornelius

22 years old
B. Sc. in Sport, Business and Law
Initial practical experience in investment banking
Passion for sports, corporate finance and marketing



Moritz

21 years old
B. Sc. in Business Informatics
Several years of experience in BI and Data Analytics (partly in a startup)
Passion for sports, IT and technology

Appendix

Our **subscription** models

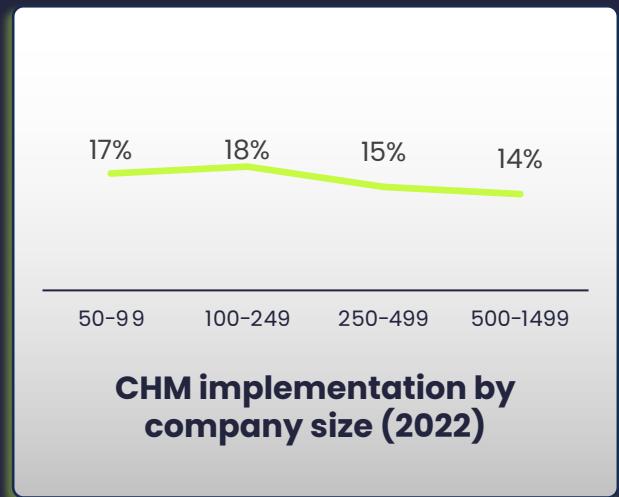
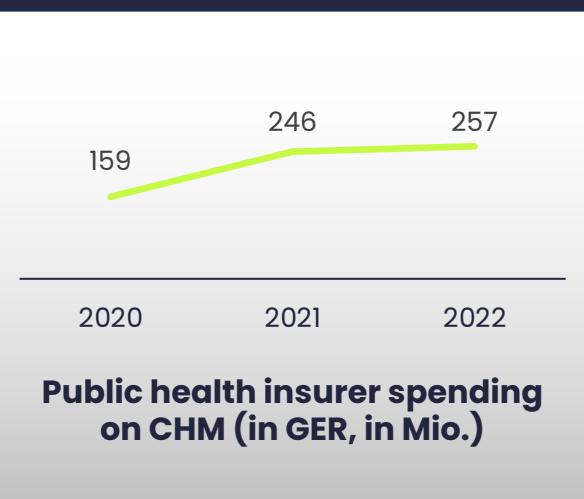


Three tailored pricing models designed to meet every customer's unique **needs** and **budget**

Our subscription model generates **consistent recurring revenue** with **great scalability**

We focus on selling the **Pro Package** to **mid-sized companies** – the customer group with the **greatest potential** and **optimal product-market fit**

The current market situation



Sources: Statista;
GKV-Spitzenverband;
IFBG & TKK

Our 4-year vision



65.000 users

In 4 years, we aim to help 65.000 users achieve better health



€ 7.350.000 annual revenue

Through steady growth, we aim to reach a revenue of € 7,350,000 after 4 years



KPIs

Market Volume: € 13,92 Bn. – Gross Margin: ca. 86 % – ARPU: € 3,5 k per month



International Expansion

International markets should be tapped as soon as possible



Market Matrix



	Time-efficient	Digital	Tailored	Low-price	B2B	European Market	Focused on health
E GYM WELLPASS					✓	✓	
HUMANOO		✓		✓	✓	✓	✓
kaia health	✓	✓	✓			✓	✓
dynamis	✓	✓	✓	✓	✓	✓	✓