



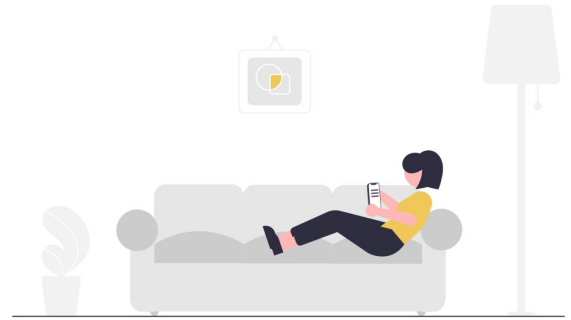
SPORTMATE

Find your motivation!

Problem

People easily **lose motivation** to do sports:

- they **don't see the progress** of their work.
- they see **sports** as something they are **supposed to do**.
- their **goals seem always far** and not achievable.



Market

20 Million

People in Italy do sports¹

6 Million

People in Italy go to the gym²

50%

Of new gym members quit in the first
6 months

90%

Of the people that join gyms on
January quit on February³

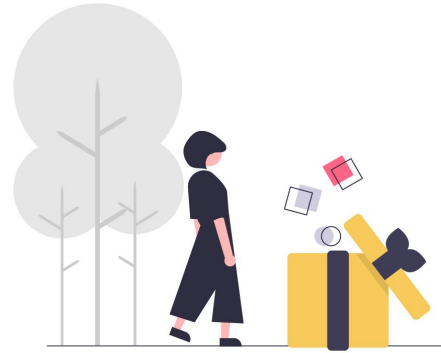
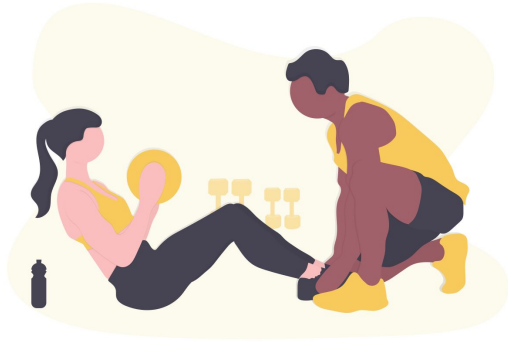
(1) [Istat sport in Italy](#)

(2) [Gym Statistics 2021](#)

(3) [Why do people quit gyms by February end?](#)

Our solution

A platform where people can get **motivation** to do sports by achieving bite-sized goals.



Our users will be able to **challenge** themselves and their friends on those **goals** and **earn points** upon completion.

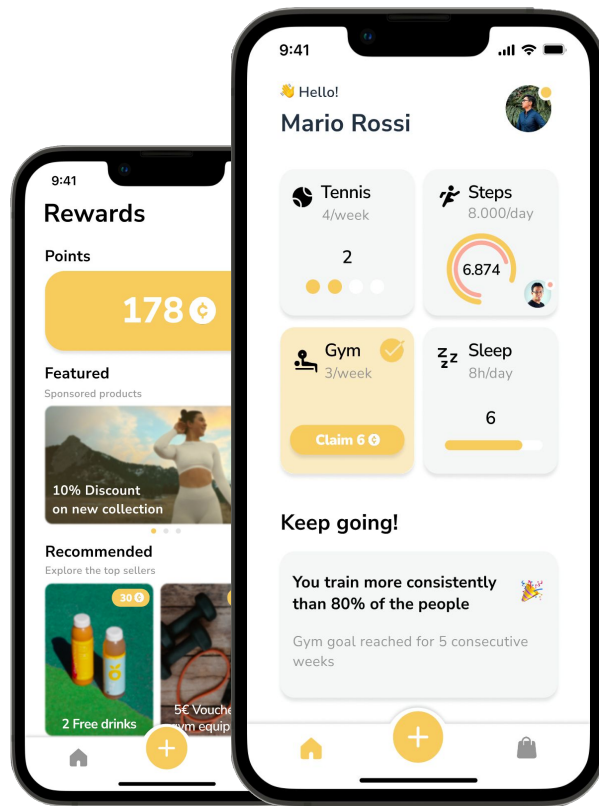
How does it work?

Create and **track** multiple **goals**.

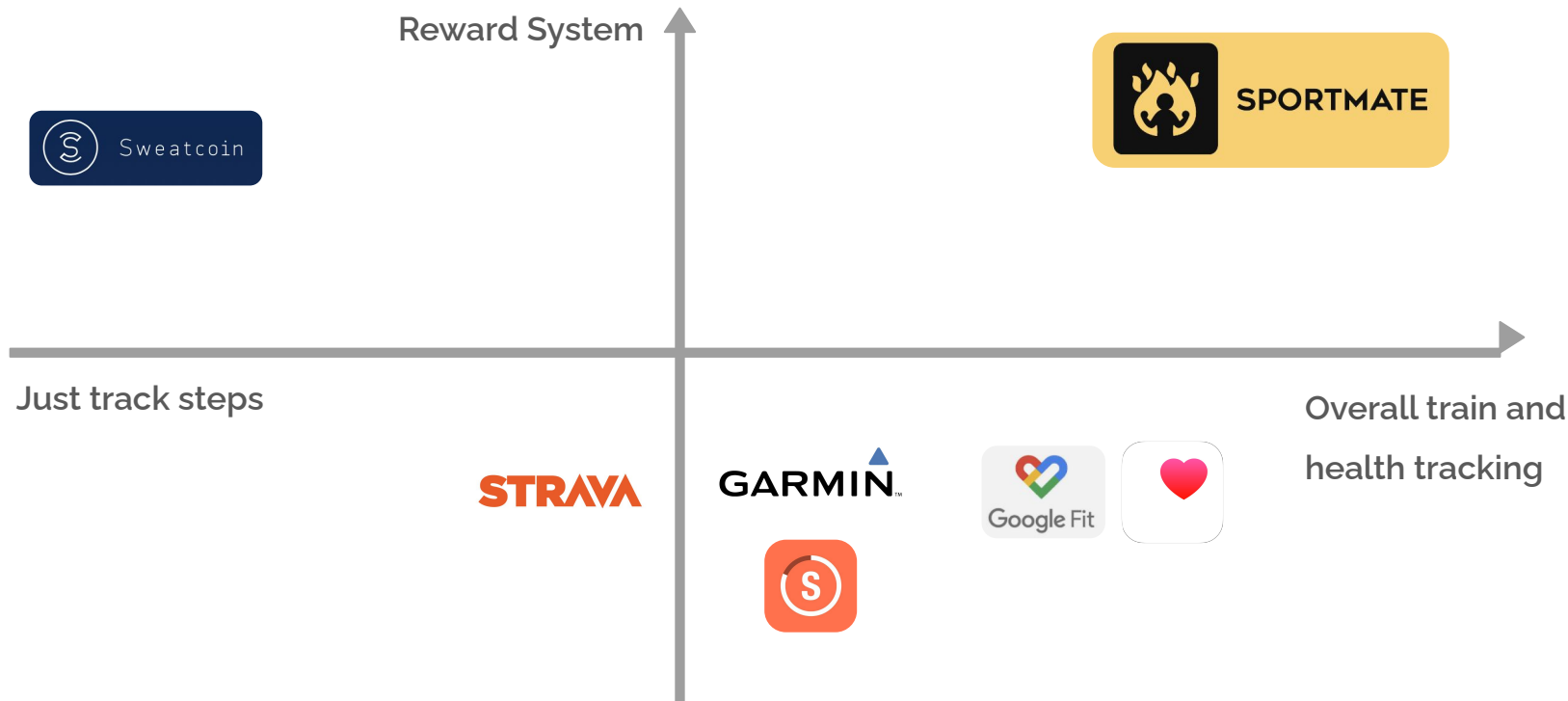
Receive points when a goal is completed.

Convert points into **rewards**.

Track your progress.



Competitor Analysis [1/2]



Competitor Analysis [2/2]

						
Reward system	✓	✓	✗	✗	✗	✗
Automatic tracking	✓	✓	✗	✓	✓	✓
High variety of goals	✓	✗	✓	✗	✗	✗
Standalone app	✓	✓	✓	✓	✗	✓
Gamification	✓	✓	✗	✓	✗	✗

Business Model



Users

Freemium model:

- **Free:** track up to 3 different goals, earn up to a maximum amount of points a day, ads.
- **Premium (2.99/month):** no limitations, bonus earnings.

Affiliated companies

Percentage on company sales that use a discount code from our app.

Roadmap

Spring 2022

Build the first version.

Fall 2022

Launch the app.
Marketing and partnerships.

2023

Reach 125k users.
Expand to Italy.

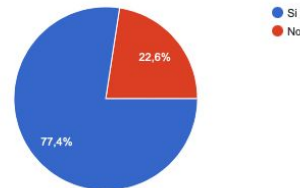
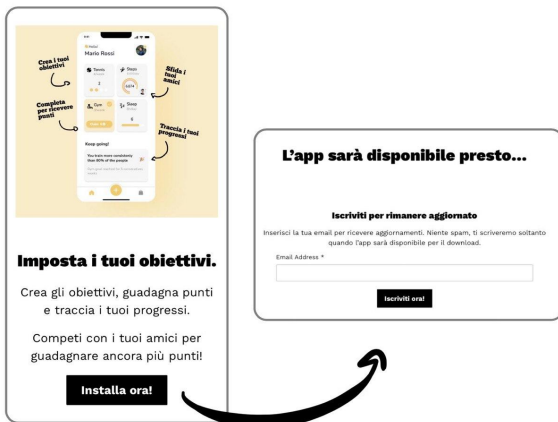
2025

Reach a user base of 250k users in the Italian market.
Validate Europe expansion.

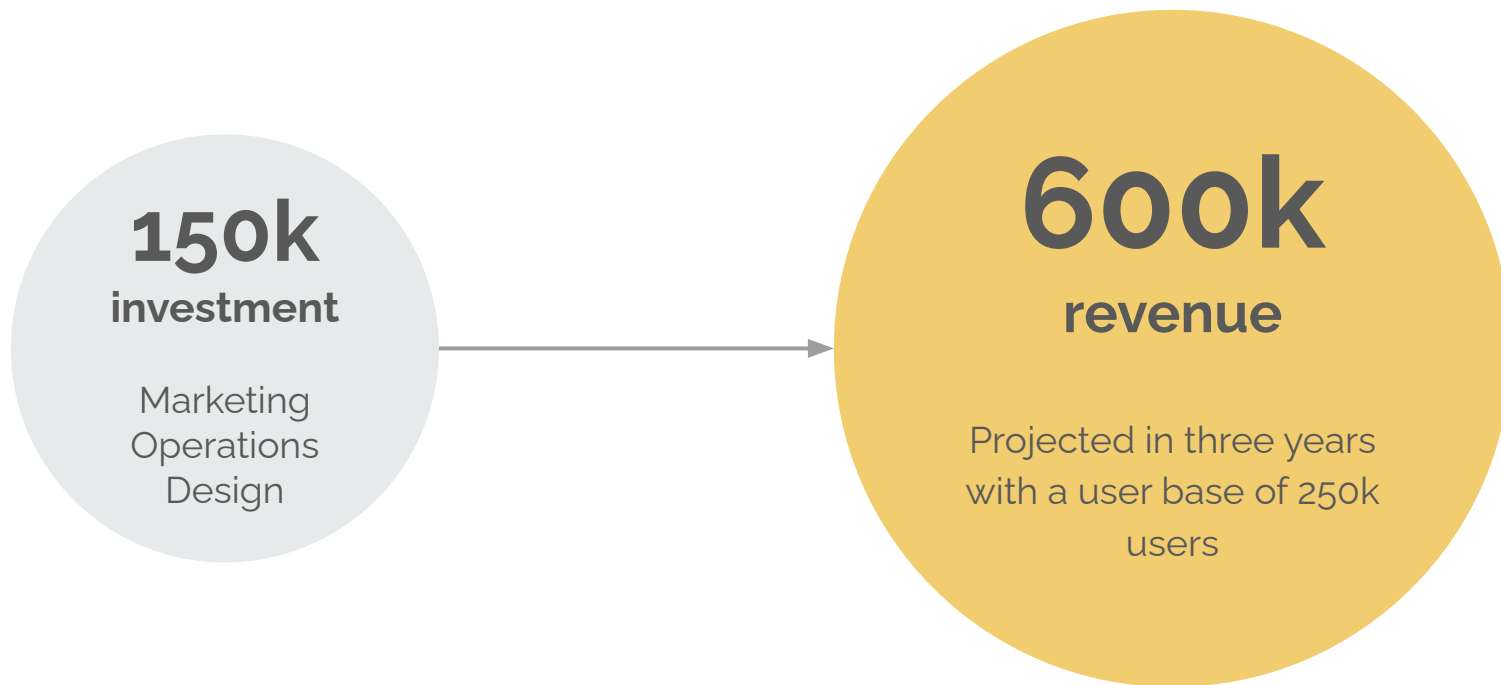
Validation

more than **75%**
Of surveyed people would use the app

~400
People surveyed through Instagram, Google Forms and a fake door landing page.



Needs



The team



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Thanks

