

Syncc Pitch Deck

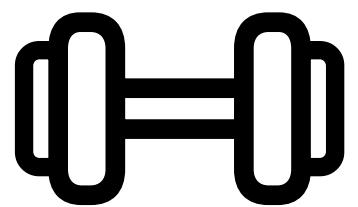
Stay in Syncc, stay connected



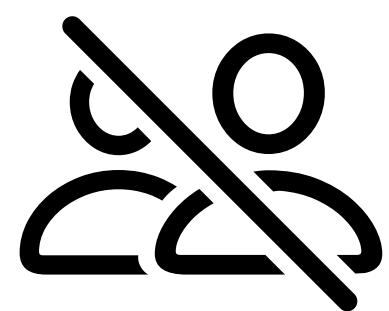
Finding workout partners is hard...



People struggle to **meet new** training partners



Current solutions don't focus on connecting new people



Users lose **motivation** and **accountability** without partners

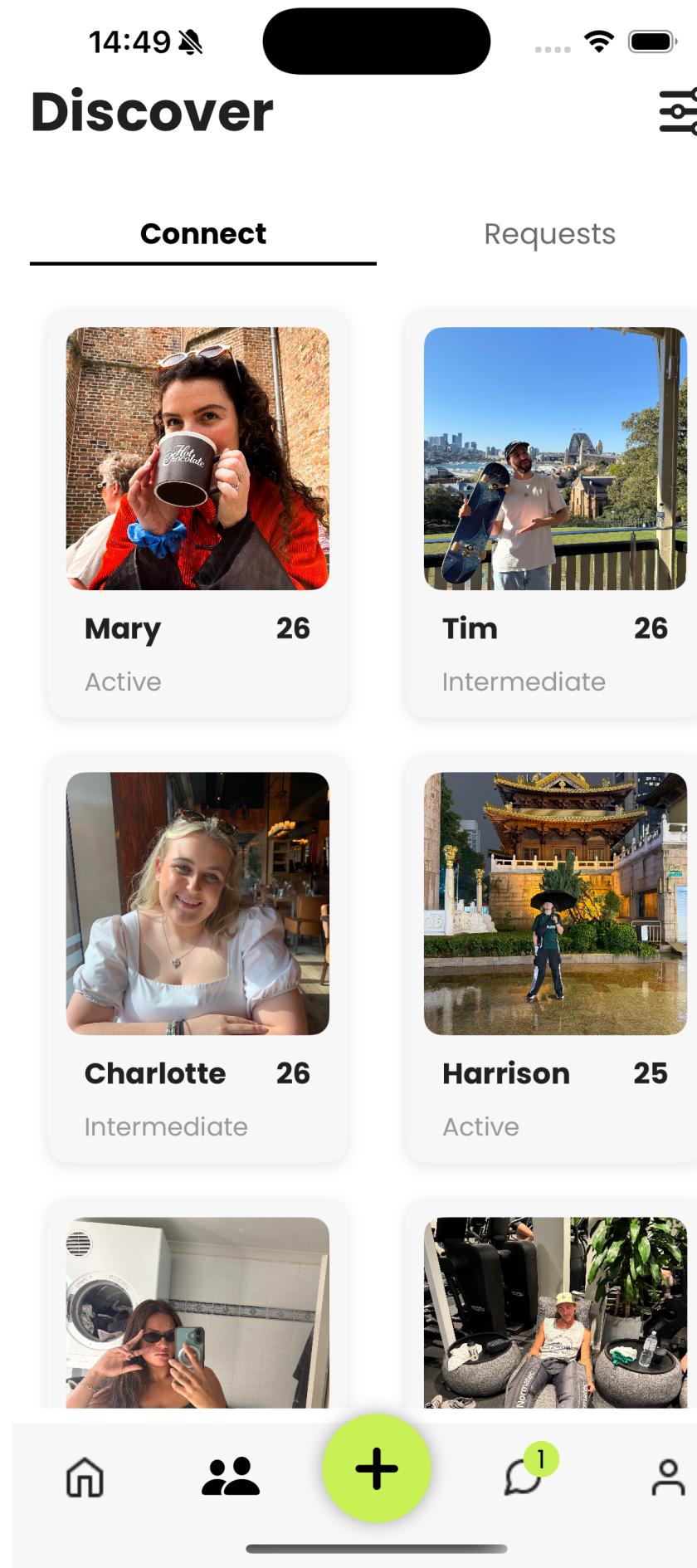
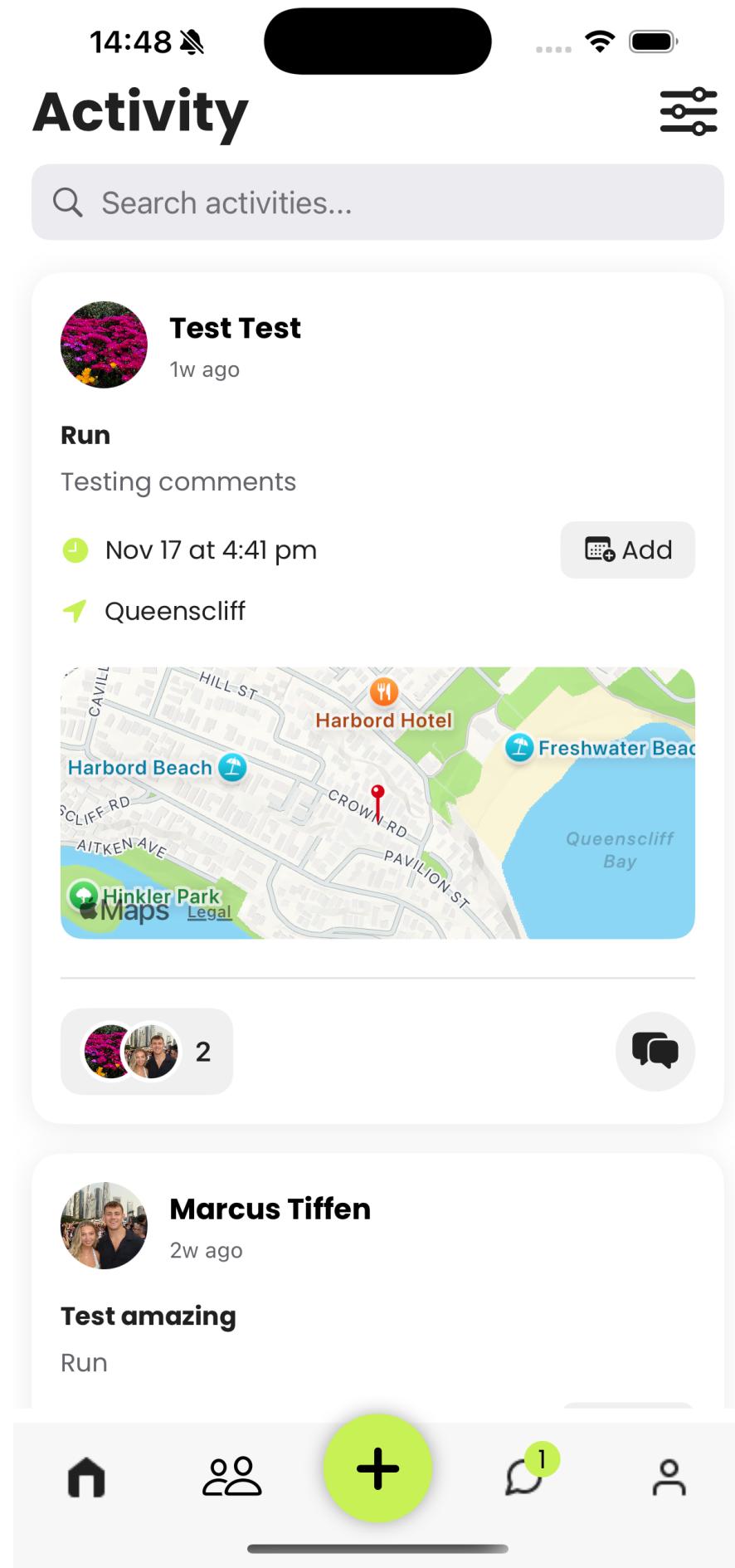
Solution

Algorithm
matches by
fitness **goals**,
style, and
location

safe place to
see new
potential
workout
partners

In app match
and **chat**
features to
arrange **meet-**
ups

Product



Create an account and search for people based on your **fitness goals, workout preferences and location**

Send a “**Syncc request**” and get chatting

Arrange a place and time to start working out **together**

Why Sync?

Social Focus



We launch with a clear mission: connect people through fitness. Growth will deepen our fitness focus without losing sight of connection.

For the M.V.P:



Advanced filtering
on users



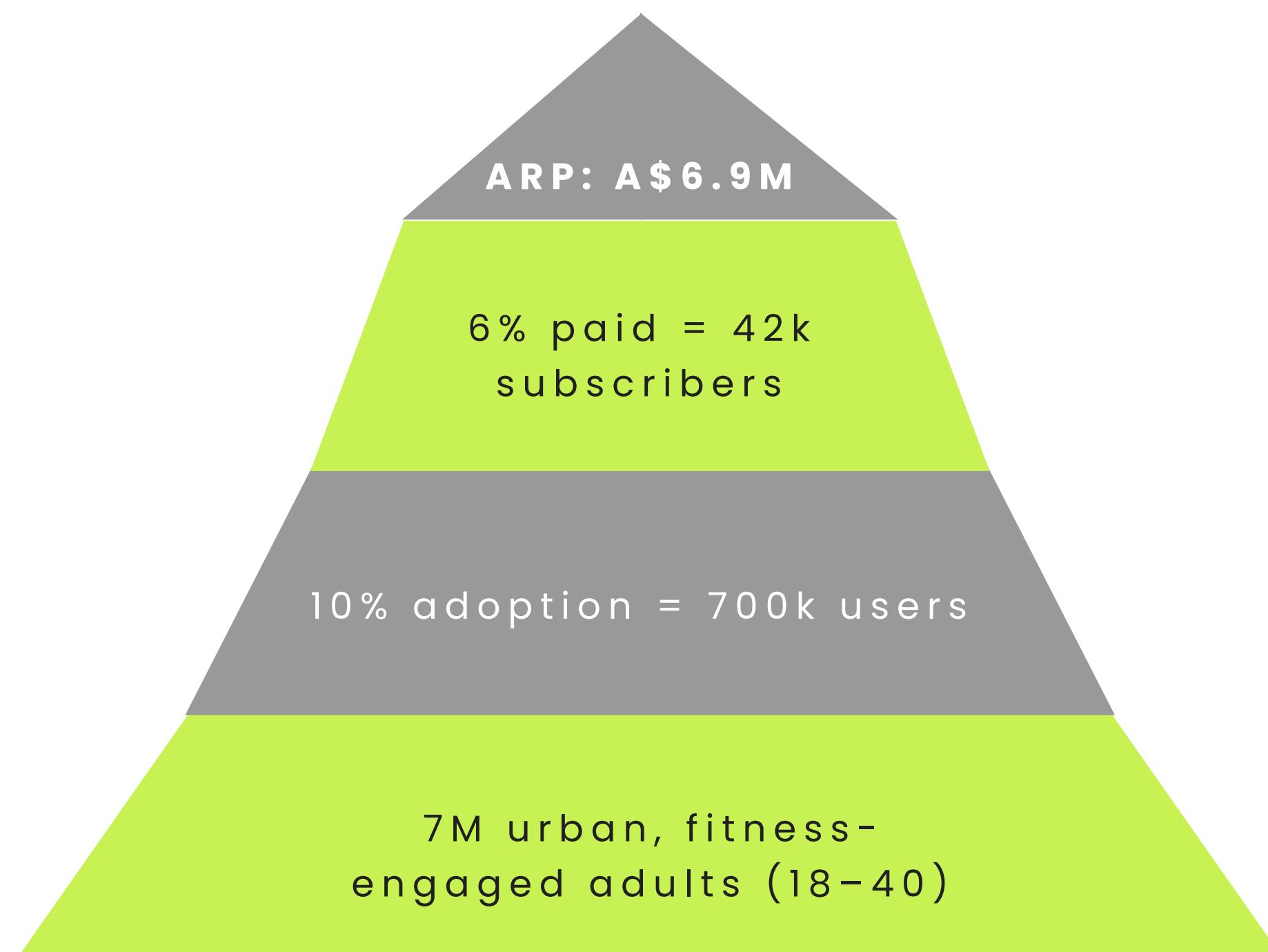
Pure emphasis on
connecting people to
workout together



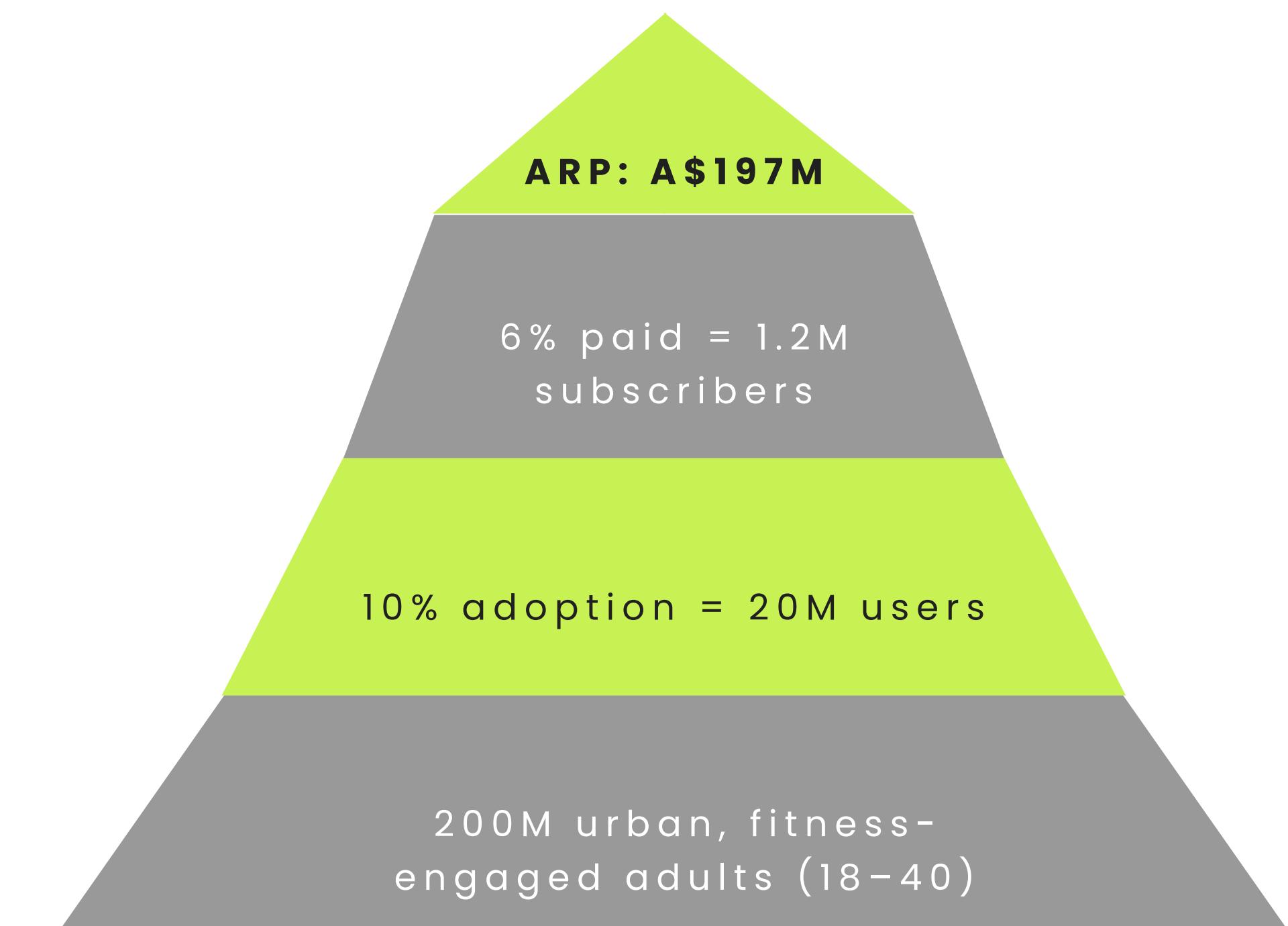
Block your profile from a
chosen sex

The Market

I am going to assume a conservative conversion rate for subscribers of 6%, with 50% of them choosing the annual plan, and 50% choosing the monthly plan.



Local (M.V.P)



Global

Target Audience

Demographic

Gen-Z & Millennials,
18-40, urban/suburban

Lifestyle

Active, tech-savvy,
uses apps socially

Motivations

Enjoys training and
socialising

Initial start

Users based in
Australian cities



Growth Strategy/Roadmap

0-6 months

MVP Launch,
build user base
focusing on
activities
created and
matches

6-12 months

New features:
Community
content, fitness
group discovery

12-18 months

100k user target
+ add workout
software
integrations.

18+ months

PT & gym tools,
ads,
monetisation
ecosystem



Business Model (M.V.P)

Freemium Model

Access to basic features but limited daily

Premium Model

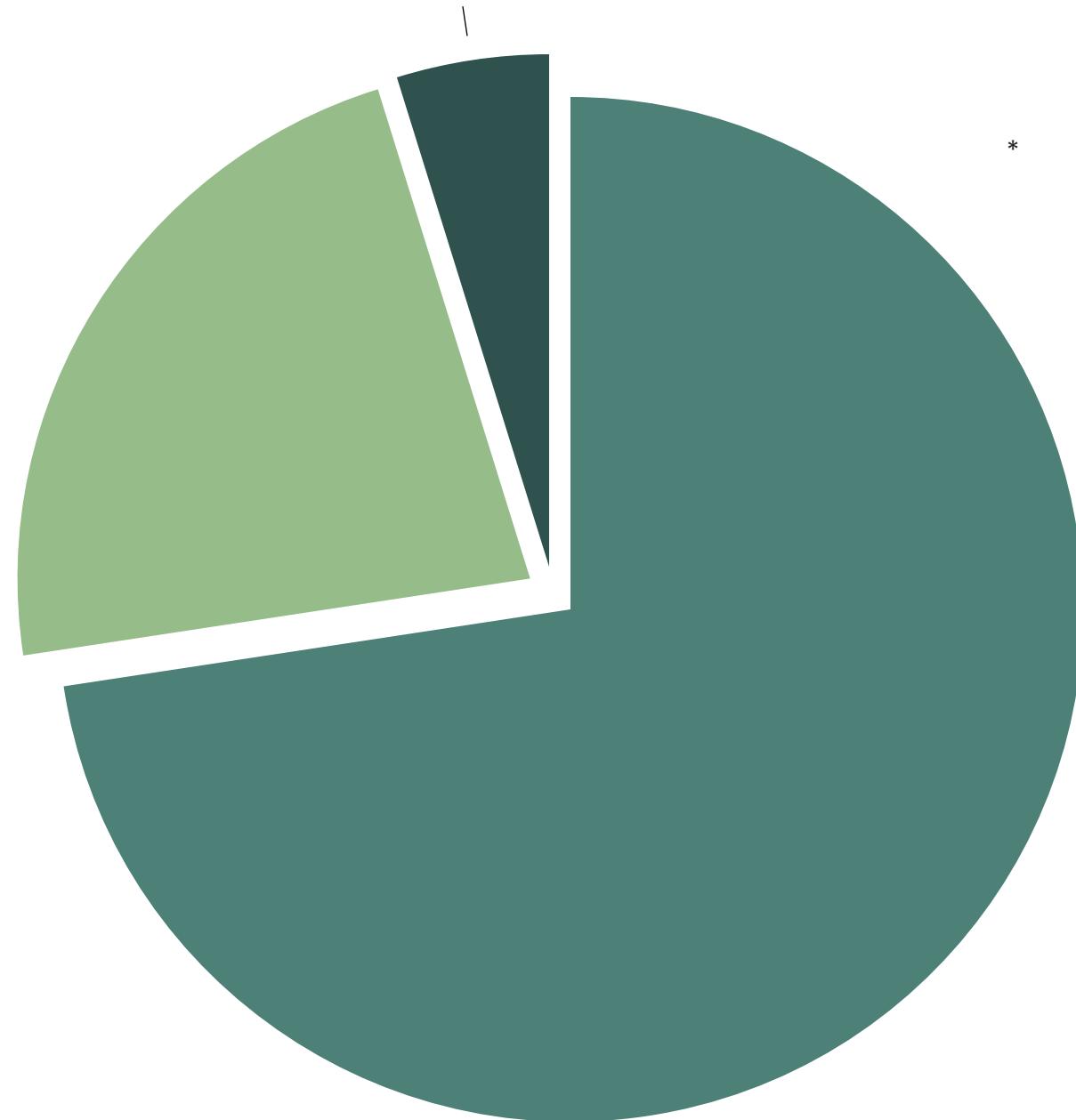
Unlimited chats, likes and advanced filters

A\$14.90/month

A\$149.90/year

Validation

72.6% open to
meeting
through fitness.



56.7% would
share
goals.



Market Strategy

Pre Launch

Build user base with a landing page, social media hype/stunts, influencers, referral program

Launch

PR push, TikTok & Instagram challenge, targeted ads

Post Launch

Execute growth strategy and continue the push on socials highlighting improvements

The Team



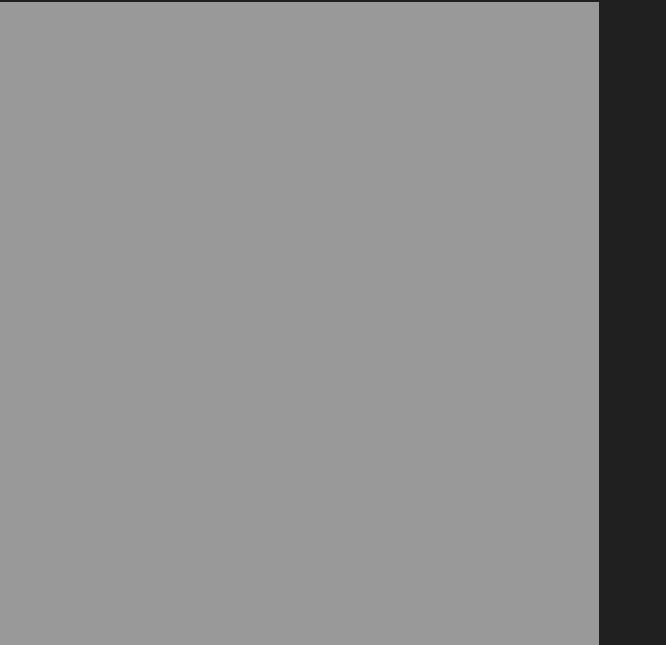
Marcus Tiffen

Founder / Technical
Co-Founder



Mia Perry

Head of Marketing &
Media (Contractor)



Tbc

Product Lead
(Contractor)



Tbc

Designer
(Contracted)

Why now?

Post-COVID Shift

People want in-person connections again, and fitness is how they're finding them.

A Gap in the Market

No one focuses on connecting people through fitness.

The Moment Is Now

Culture, tech, and demand finally align - this couldn't have worked five years ago



The Ask

We're raising a sum of **A\$250k** with a **12 month** runway

How we will spend it:

A\$60,000: Directors salary and visa application

A\$100,000: Head of Marketing and Product Lead

A\$50,000: Marketing Strategy (ads, campaigns, influencers etc.)

A\$10,000: Company setup, accounting, trademark, legal contracts

A\$30,000: Safety Buffer

T h a n k Y o u !

