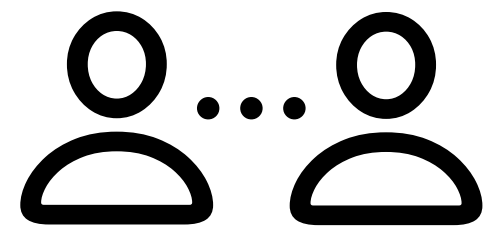


Syncc Pitch Deck

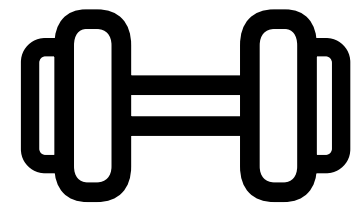
stay in Syncc, stay connected



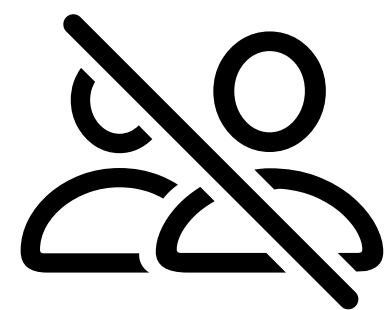
Finding workout partners is hard...



People struggle to **meet new** training partners



Current solutions don't focus on connecting new people



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

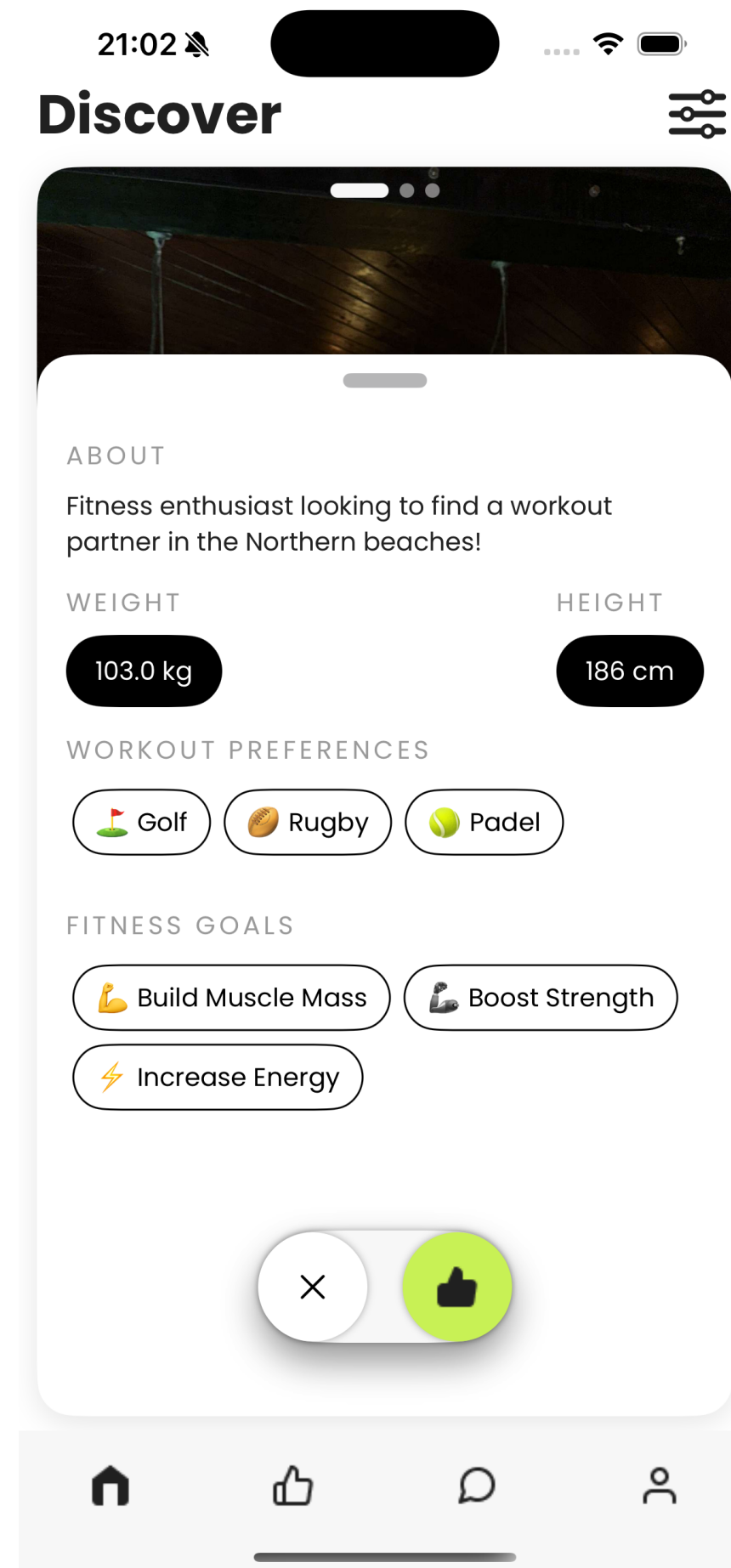
Solution

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 Syncc?

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 to ensure safety

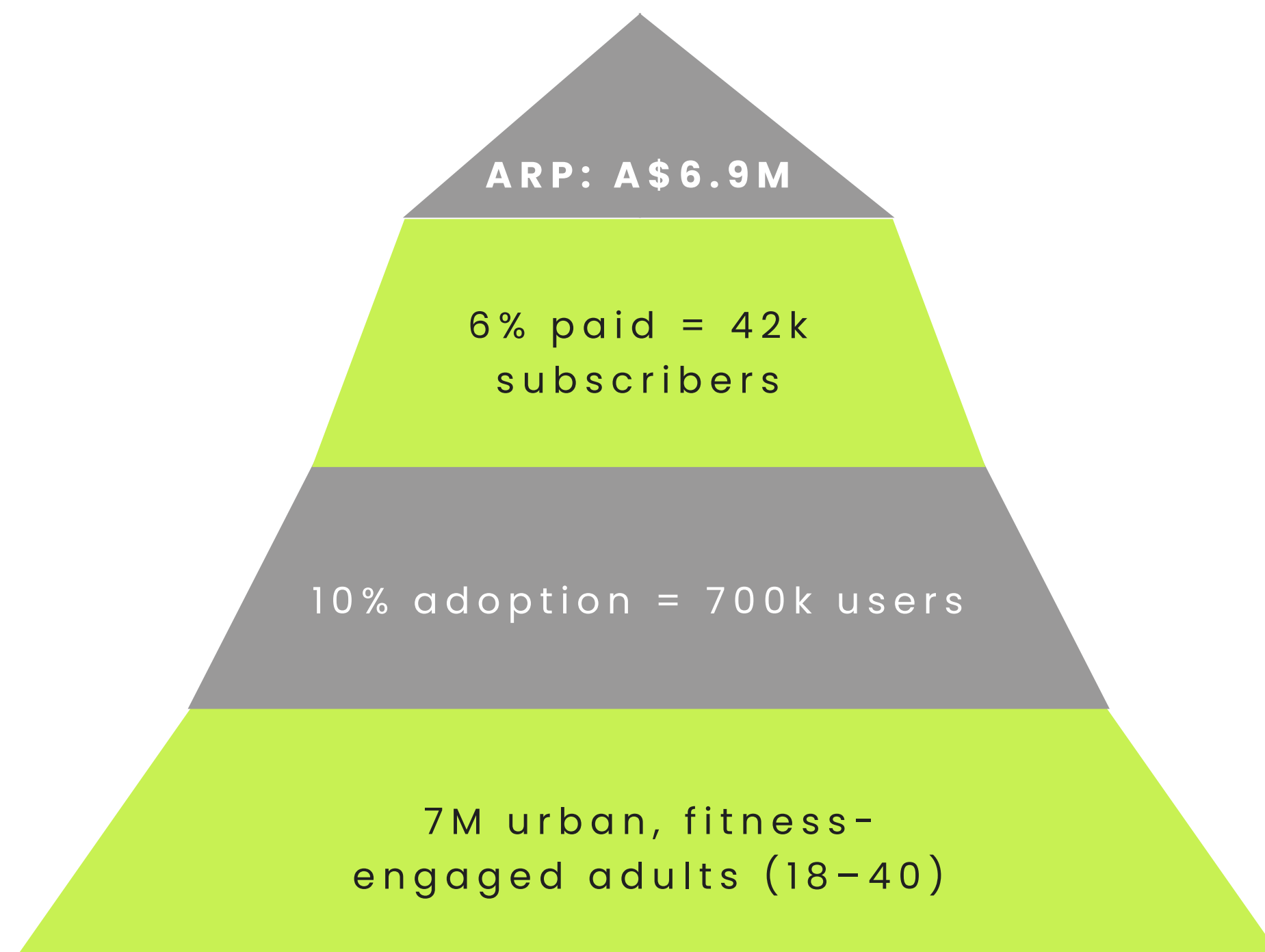
Social Focus



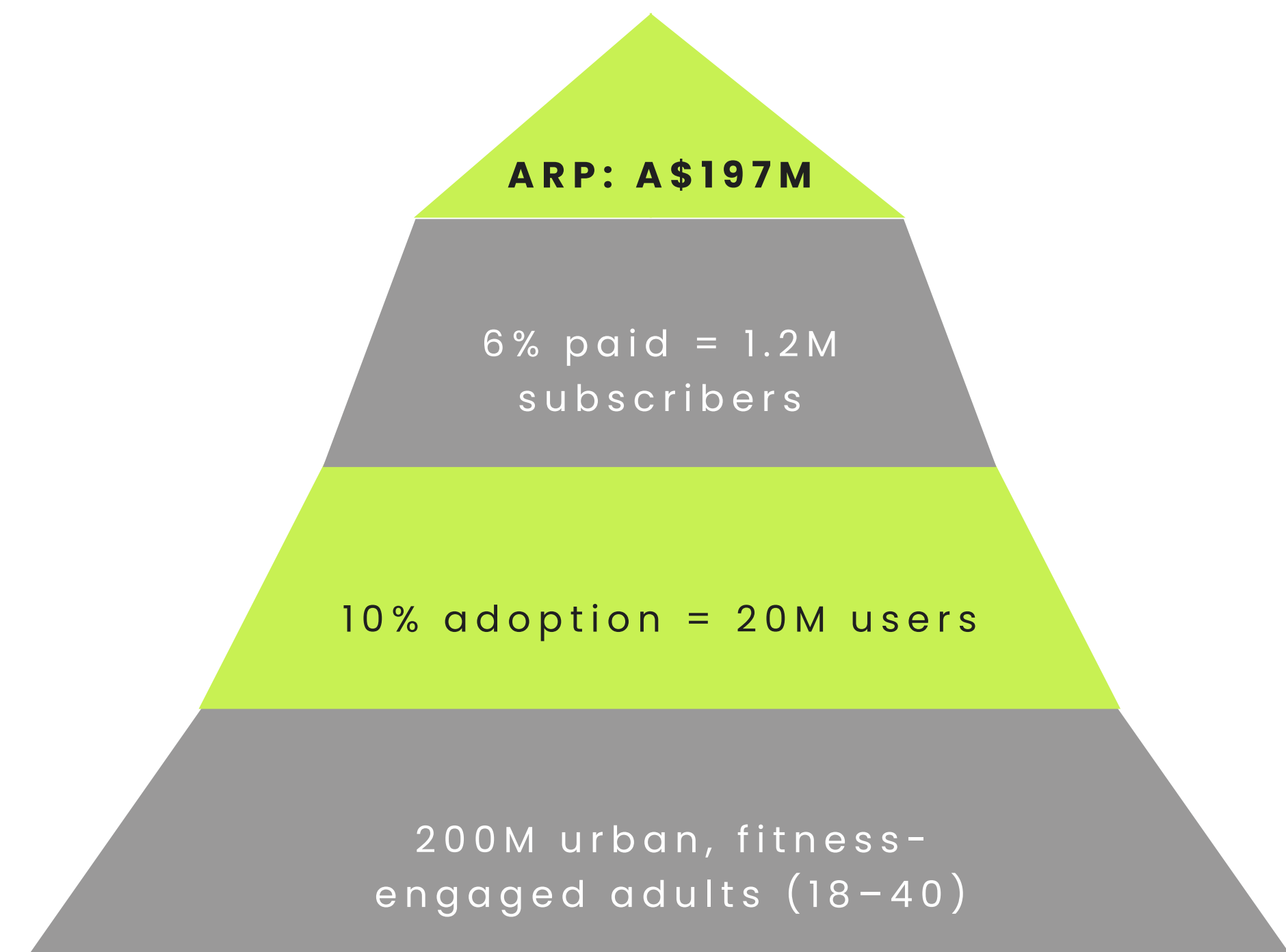
Fitness Focus

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

Motivations

Enjoys training and
socialising

Lifestyle

Active, tech-savvy,
uses apps socially

Initial start

Users based in
Australian cities



Growth Strategy/Roadmap

0-6 months

MVP Launch,
build user base
focusing on 1:1
matching

6-12 months


New features:
Group chats,
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

Freemium Model

Access to basic
features but
limited daily

Premium Model

Unlimited chats,
likes and advanced
user settings

\$8.90/month

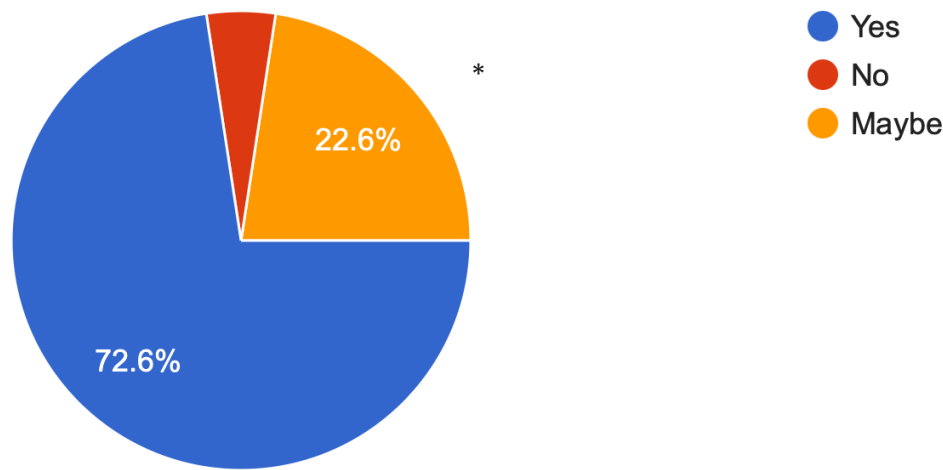
\$89.90/year

Validation

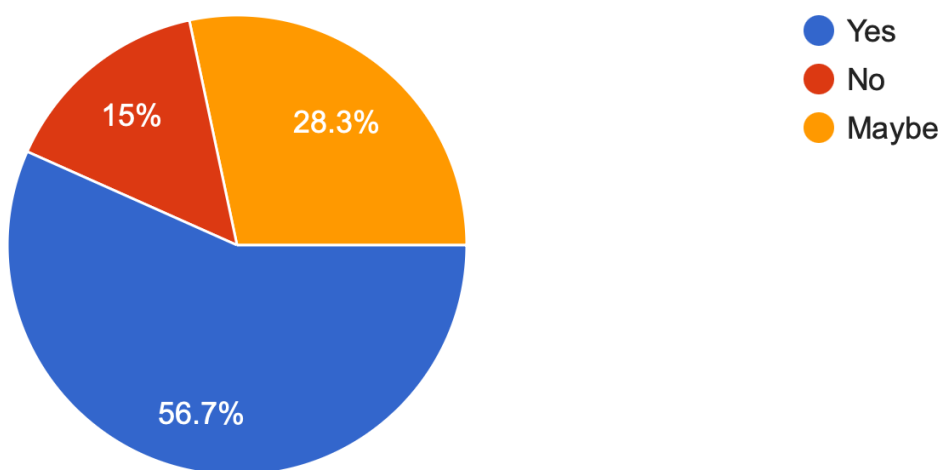
72.6% open to
meeting
through fitness.

56.7% would
share
goals.

Would you be interested in meeting new people through fitness?
62 responses



Would you want to share your fitness goals publicly with others on the app?
60 responses



*data collected from a self made survey

Market Strategy

Pre Launch

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

Launch

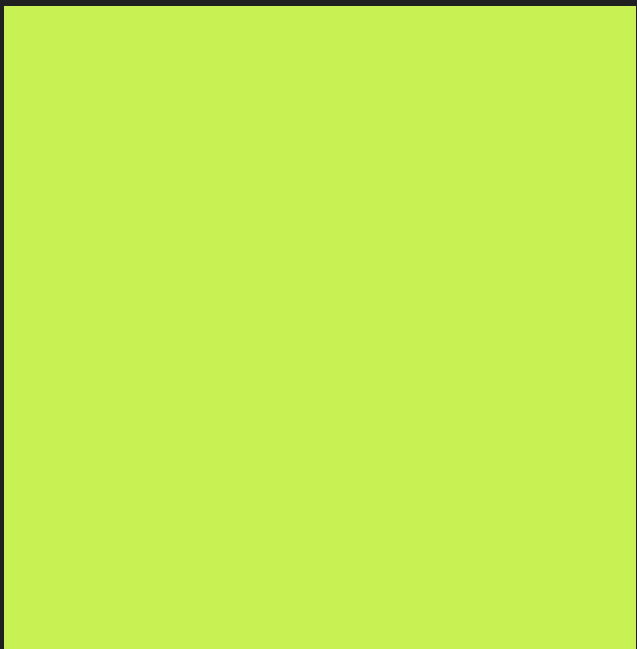
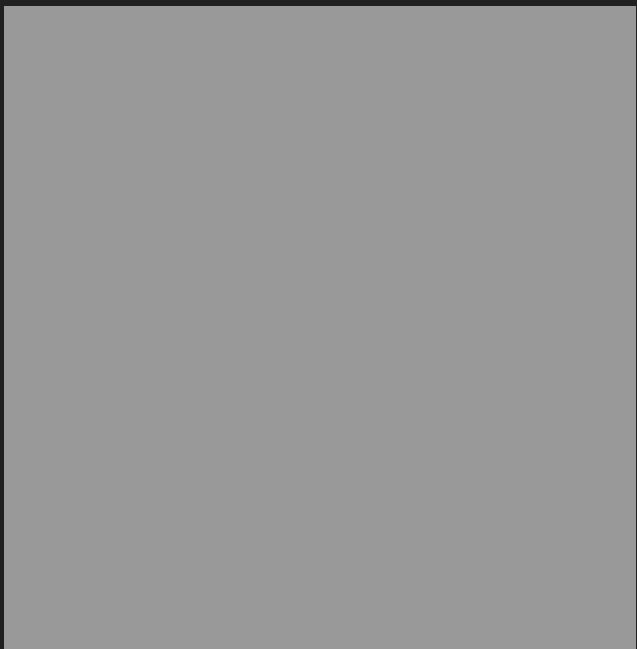
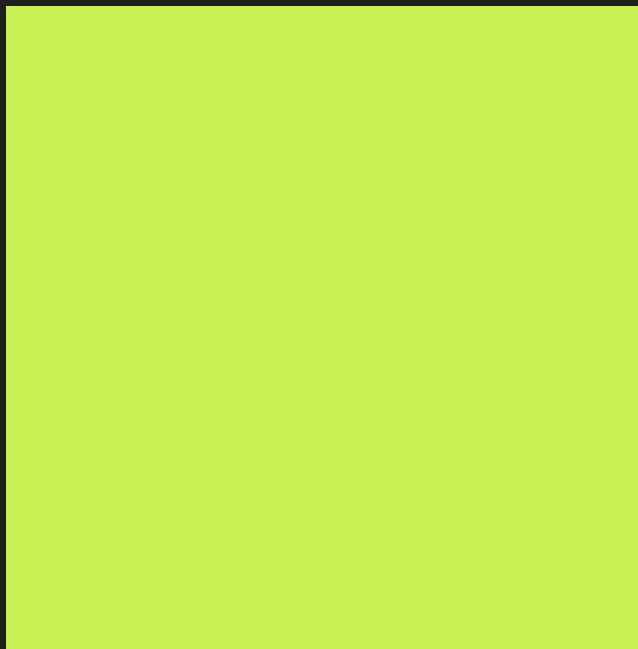
PR push, TikTok &
Instagram
challenge,
targeted ads

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



Thank You!