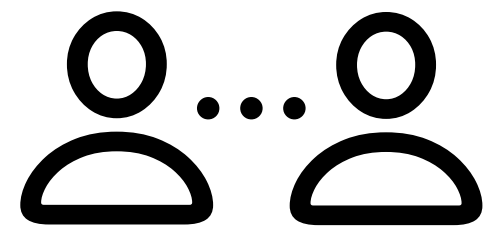


# Syncc Pitch Deck

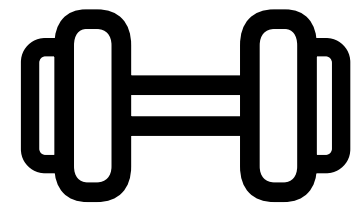
**stay in Syncc, stay connected**



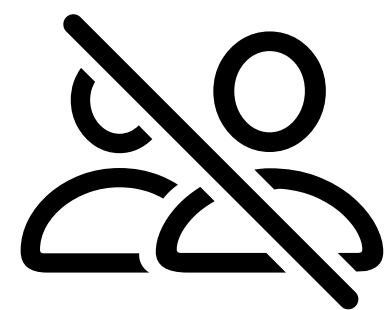
# Finding workout partners is hard...



People struggle to **meet new** training partners



**Current solutions** don't focus on connecting new people



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

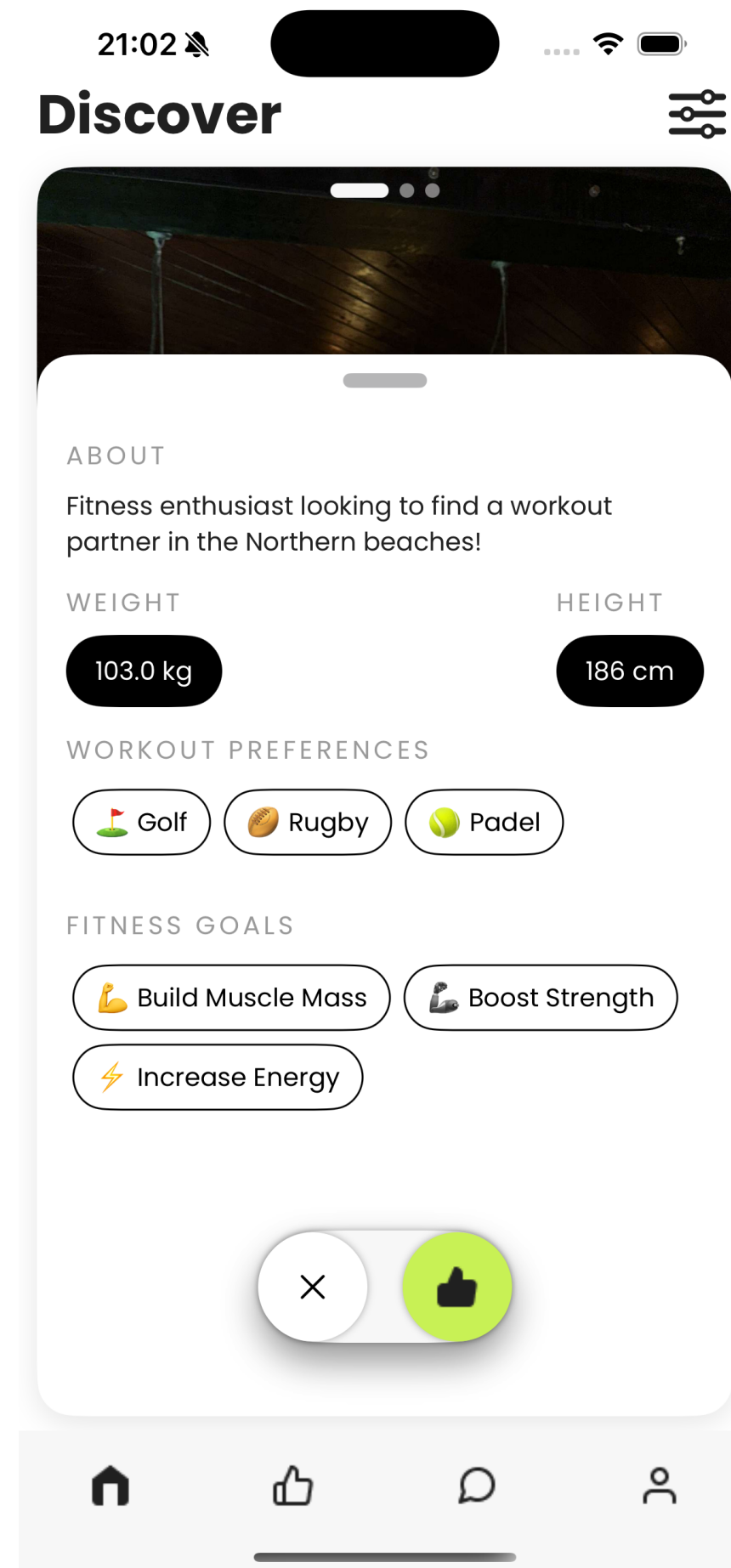
# Solution

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?

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

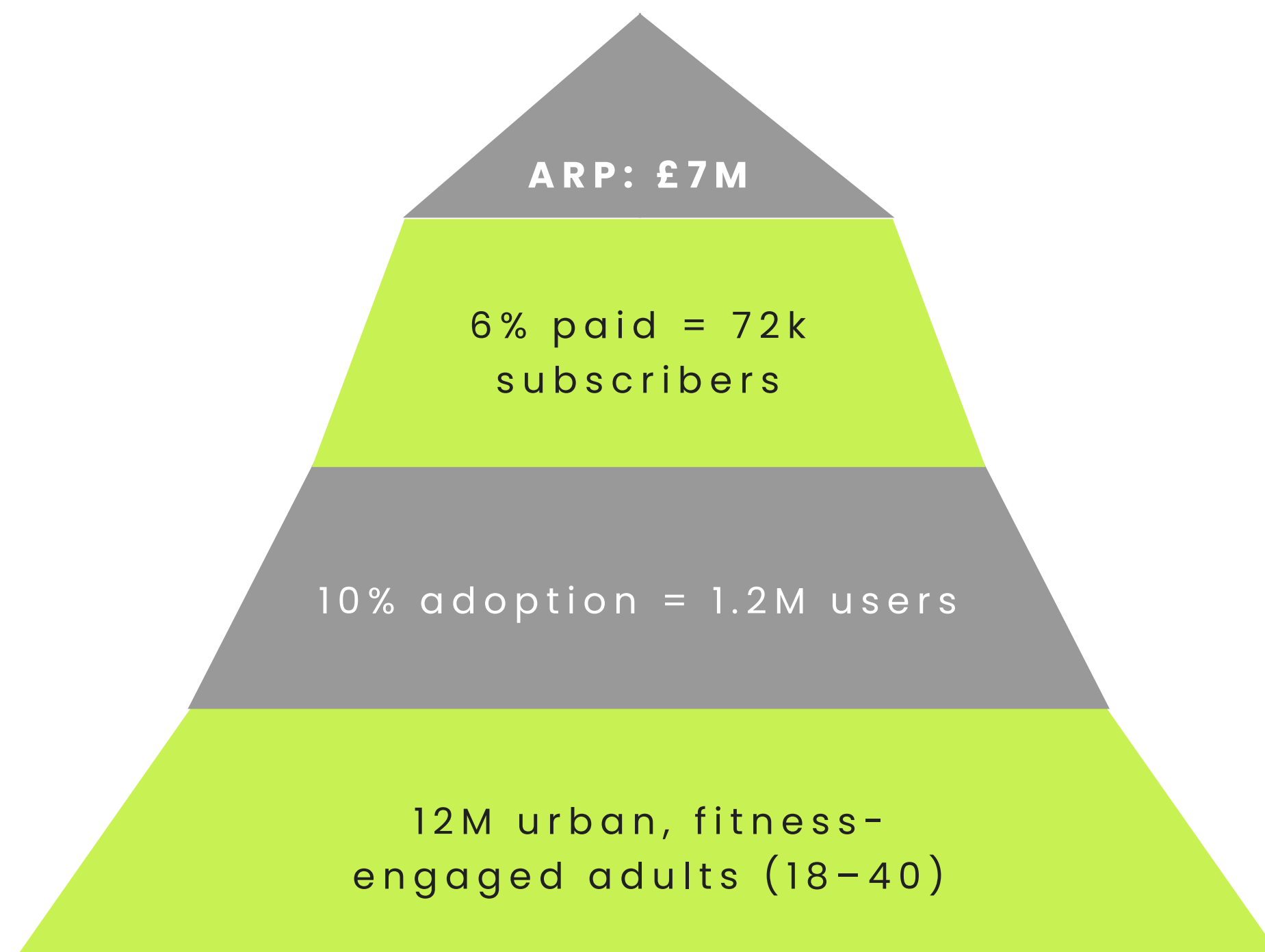
Social Focus



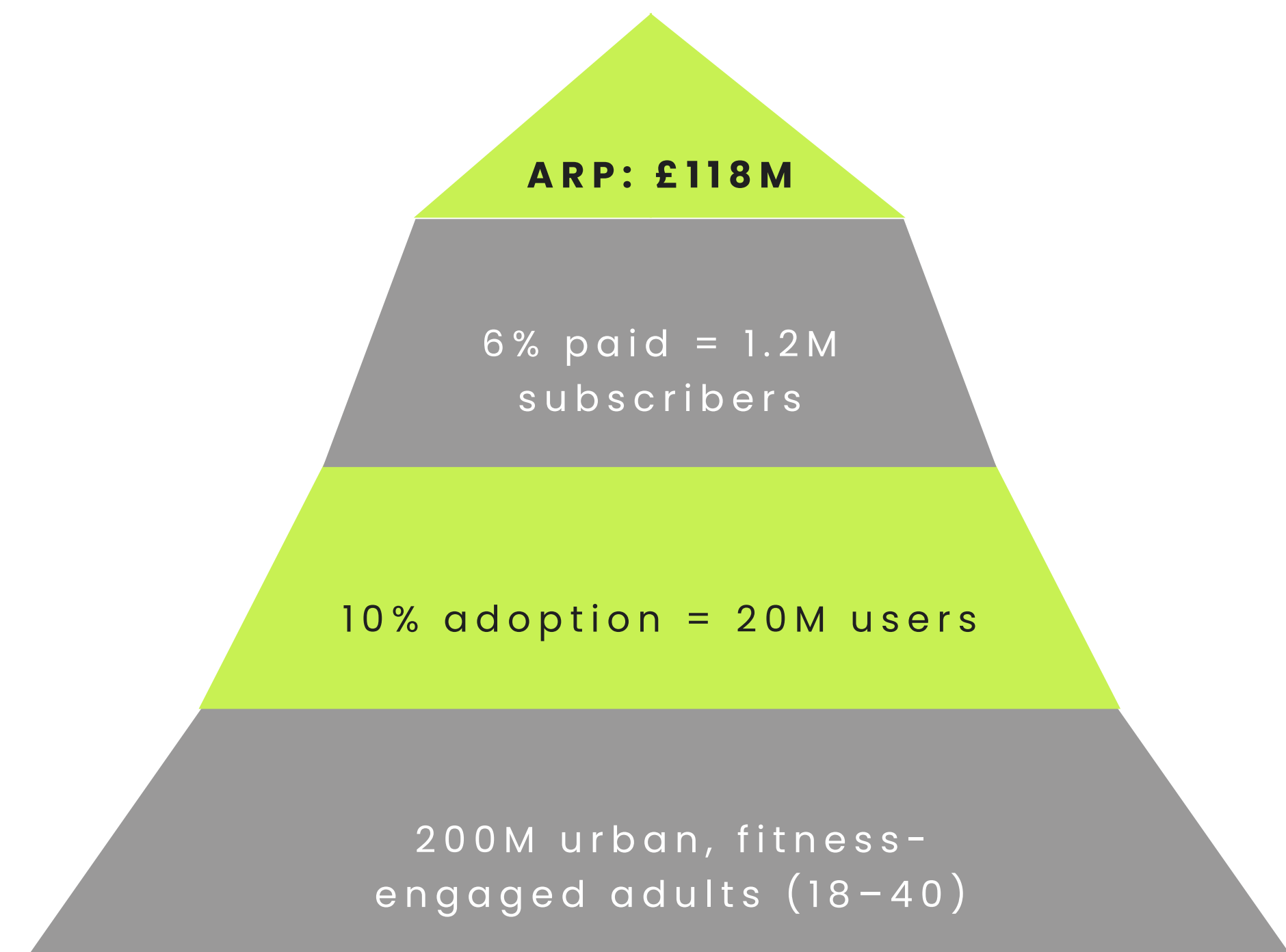
Fitness Focus

# 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**

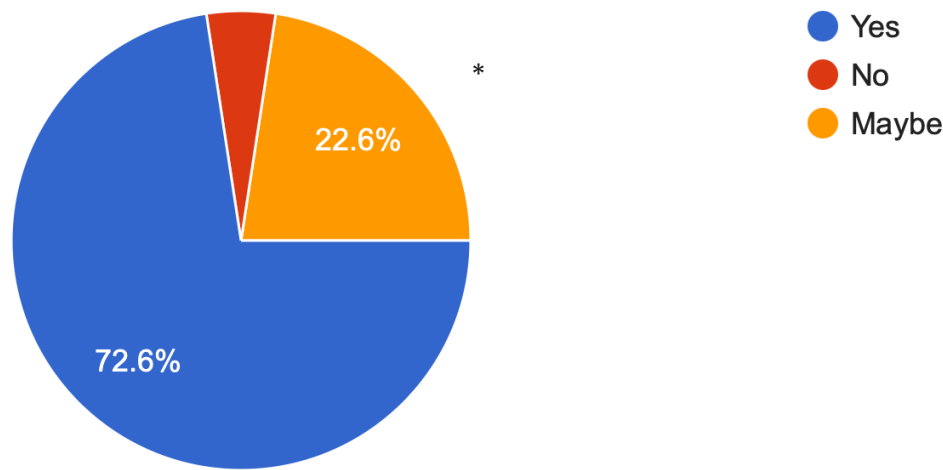
**\$89.90/year**

# Validation

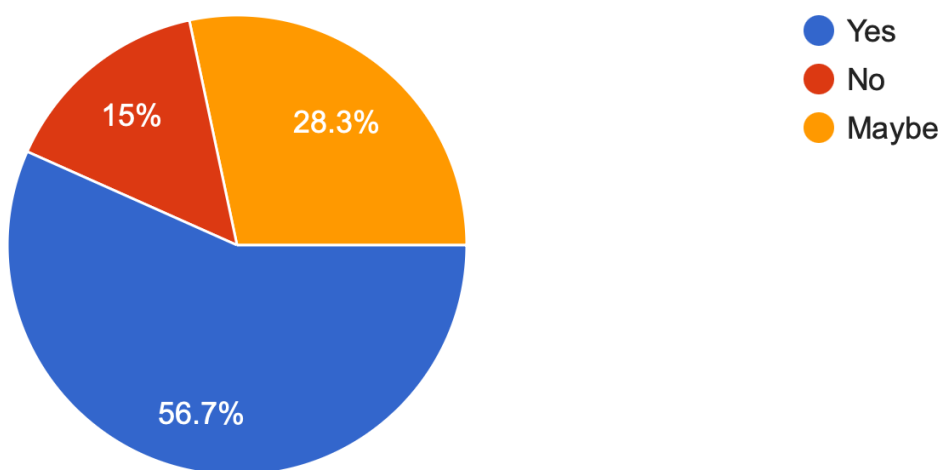
72.6% open to  
meeting  
through fitness.

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

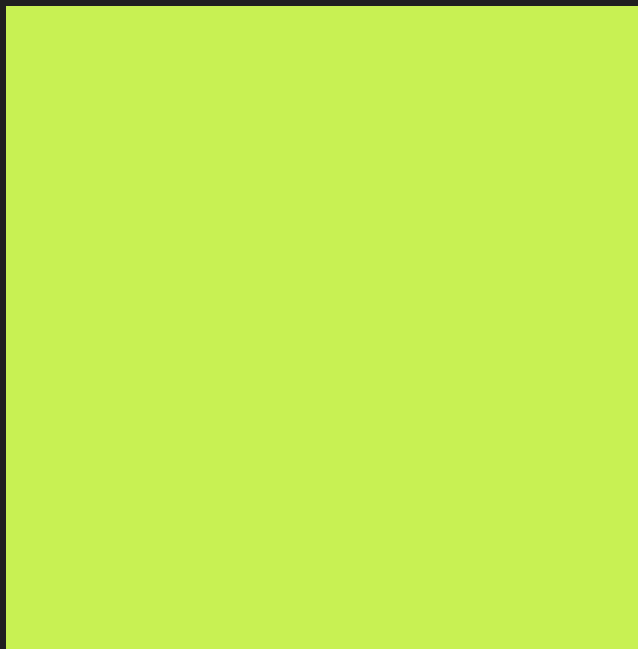


# The Team



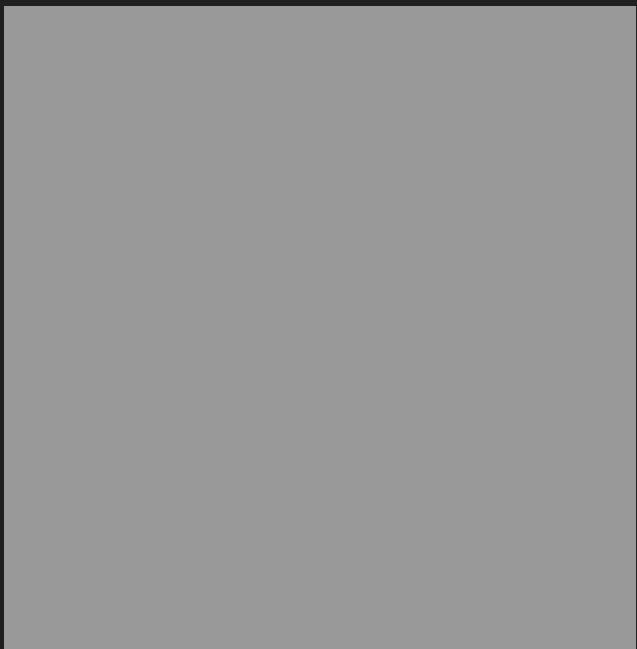
**Marcus Tiffen**

Founder / Technical  
Co-Founder



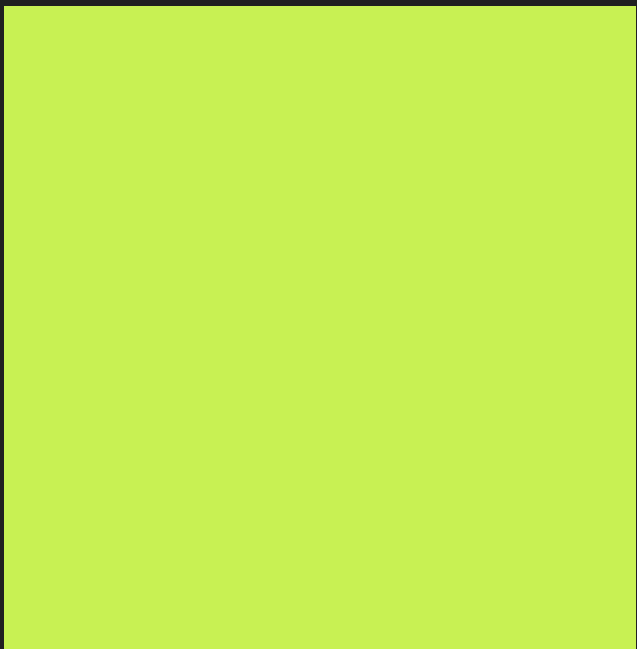
**Mia Perry**

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 **£125k** with a **12 month** runway

How we will spend it:

**£25,000:** Directors salary and visa application

**\$50,000:** Head of Marketing and Product Lead

**£25,000:** Marketing Strategy (ads, campaigns, influencers etc.)

**£2,500:** Company setup, accounting, trademark, legal contracts

**£15,000:** Safety Buffer



**Thank You!**