

RHYTHM



Your cycle, your perfect workout.

Ever feel like fitness apps don't understand female physiology?

You are not alone.

"**Garmin's menstrual cycle tracking** feature, bluntly, **sucks**. I want more customisation"

"There aren't **enough menstruating data nerds who** care about creating an app that blends fitness and cycles"

"Most apps ignore the fact that **performance and recovery are deeply connected to hormones**. It's frustrating."

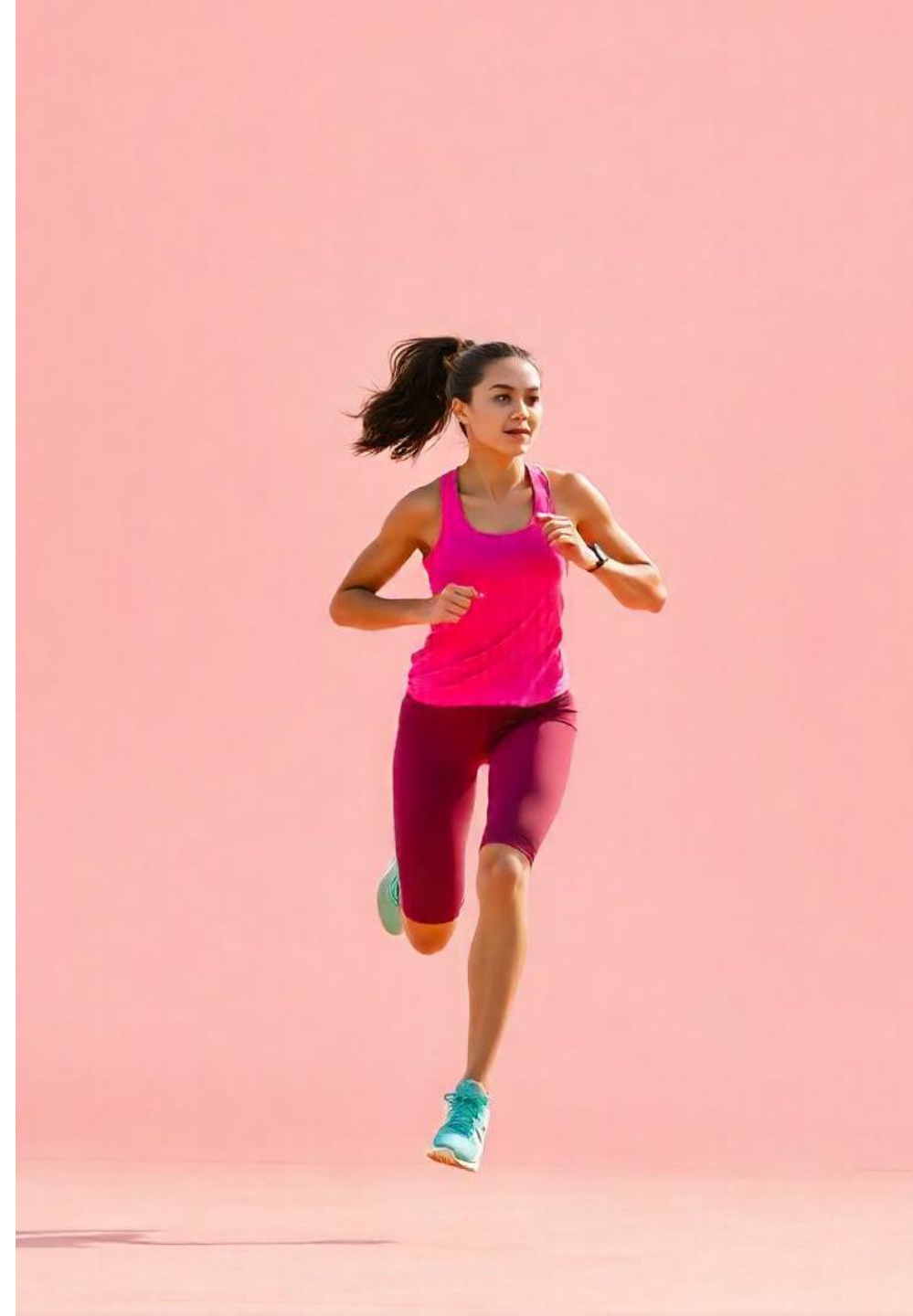
"It's not about avoiding exercise on your period—**it's about understanding what works best for your body**."



What we heard
from
60+
interviews
with women in
fitness

That's because
over 90% of
sports science
ignores female
biology.

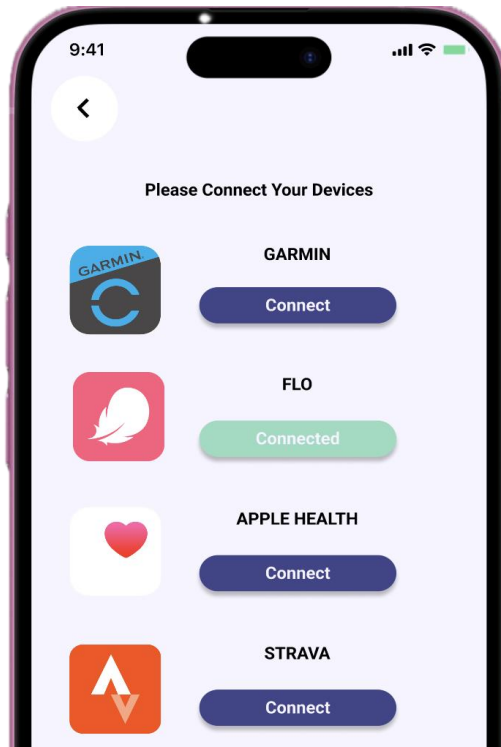
[Source: Women in Sport and Physical Activity Journal](#)



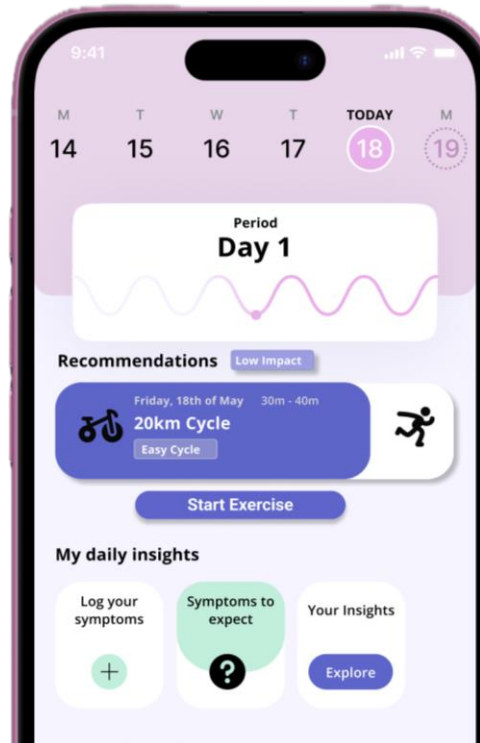
We're changing that.

Rhythm automatically optimises training around your cycle.

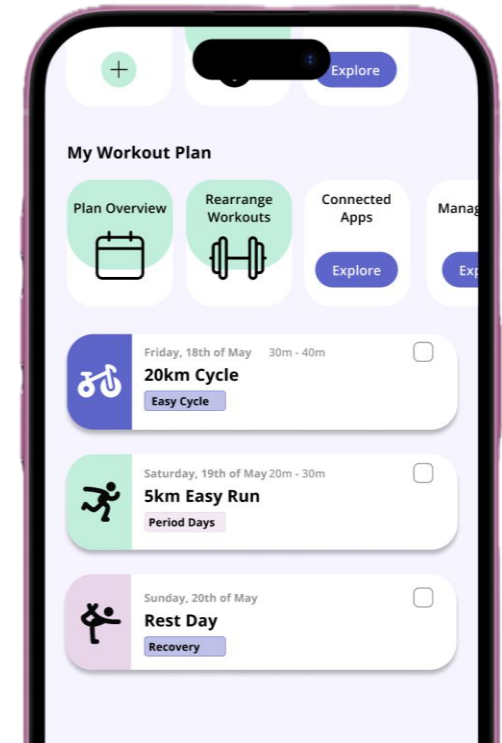
Connects to your favourite fitness and cycle tracking apps



Analyses your performance patterns across your cycle



Automatically adjusts training intensity for peak performance



Customers subscribe to monthly / yearly plans

Free access

- Track fitness progress
- General recommendations on activity based on cycle phase
- Personalised workouts for two weeks only

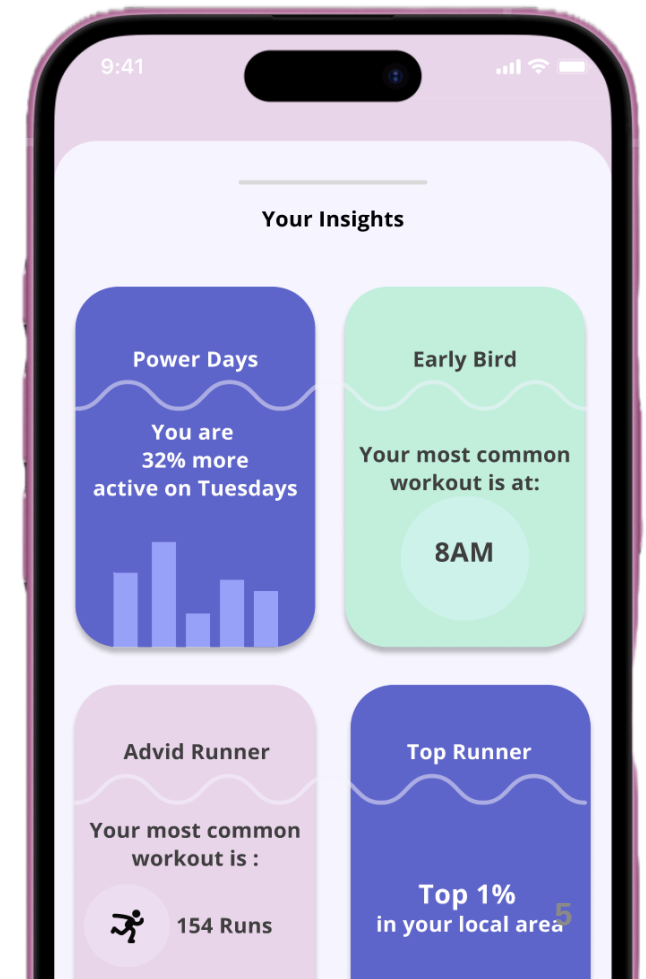
Premium access

£50/year

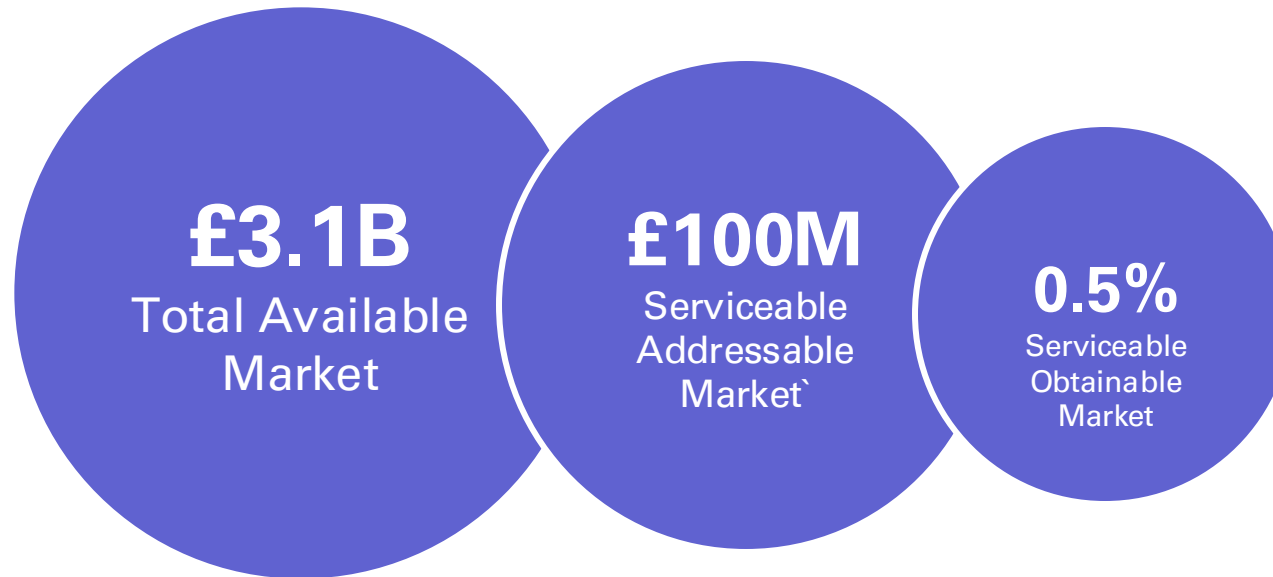
- Advanced activity analysis and insights
- Custom goal setting (e.g., half marathon in 12 weeks)
- Personalised training plans generated by machine learning into your own data



Premium access



This is a £3.1B market of which we will capture £500K in one year



TAM US & EU, 2025

Female fitness & menstrual health app market

SAM UK, 2025

UK female fitness & menstrual health app market

SOM 2025

£10 ARR per user*

X

50,000 users

=

£500K

2030

We have great early traction and positive feedback from women in fitness

"Omnggggg I'm very much a core customer for this 🥰🥰🥰 so excited to try it!!!"

"Finally, someone who gets it! Love the idea of lower impact exercises during my period and more intense workouts when I have more energy"

200+

waitlist signups within one week¹

50+

Women have agreed to provide their **fitness and cycle data** to train our model

20+

Women have committed to test our MVP for 4-6 weeks

¹) [As of 19th November, 2024](#)

Rhythm is built by athletes and machine learning engineers



Scott Matthews
Co-Founder / CEO

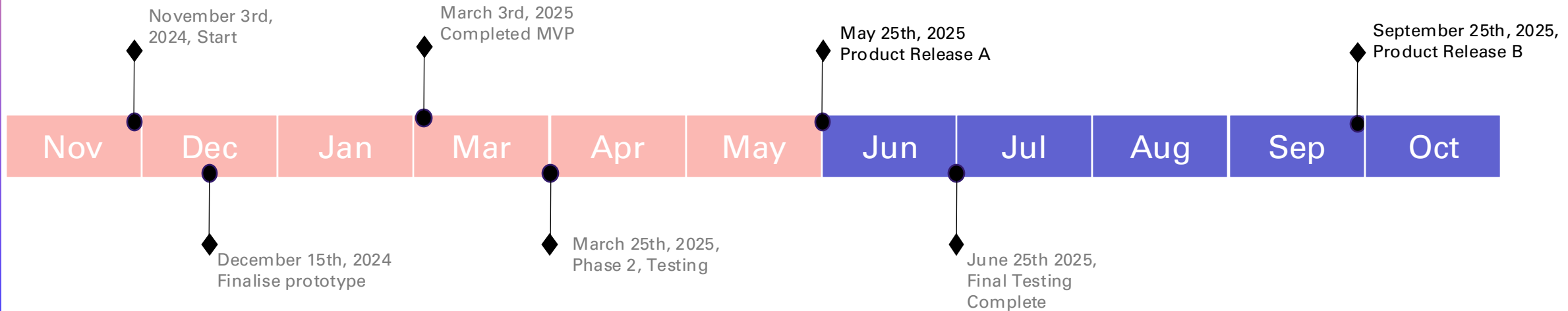


Taise Sosina
Co-Founder / CTO



Our goal is to have 50,000 women using Rhythm by 2026

Our next year:



RHYTHM

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THANK YOU

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