



HYPETODAY

A One-stop Destination for Fitness Leaders to Build and Manage
Their Business Platforms

Guizhou Xiang Yu Technology LLC (CHINA)

February 2022

**S. Rong, a
Lululemon
ambassador,
built her
platform using
Hypetoday in
2021**





- **Summary**
 - Mission & Vision Statements
 - Problem Statement
 - Value Propositions
- Investment Highlights
 - Team
 - Competitive Advantage
- Market Analysis
 - Overview
 - Opportunity
- Product
 - Business Logic
 - Revenue Model
 - Competitor Analysis
 - Market Size
- Strategy
 - Proof of concept
 - Timeline
 - Sales and Marketing
 - Investment Needs
 - Financial Projection

Our Mission

Empower Lives By Exercising Together

Our Vision

Become the most popular tech provider for fitness leaders

Problem Statement

Chinese fitness leaders are holding in-person exercises with their enthusiastic fans. To expand their influence, they need to be able to:

- Provide attendees a seamless experience in registration, payment, after-class communication, etc.,**
- Analyze participants behaviors, engagement, and traffic**
- Find potential advertisers or sponsors**
- Leverage technology (wearable devices, VR, etc.) into training and decisioning**

We are looking to be the Shopify of the fitness leader industry!

Seamless Customer Experience

- Build a personalized platform to provide users with a seamless registration and payment experience

Real-time Traffic Analysis

- Understand the composition and behavior of participants

Leverage Machine Learning

- Find the best time and place to organize in-person exercises for higher revenue

Boost Reputation and Brand Recognition

- One-stop destination to find advertisers and sponsors
- Generate social influence reports

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Our founders come from the banking and the entertainment industries with distinct concentrations



Dai, Xingchi

Harvard University, MS
Computational Science and Engineering

- Four-year **Machine Learning, Data Science, and Corporate Strategy** experience
- Manager @ Capital One Corporate Strategy
- 2017: Pecunia – College Students Digital Wallets
- 2018: Smart Tourism Transport Solution – Top 50 in China International Big Data Competition
- 2020: Cooktoday – Recipe Sharing App



Gong, Yunlei

Communication University of China, MA
Broadcasting and Television Arts

- Seven-year **TV, Reality Show, MCN, and New Media Marketing** work experience
- Executive producer for multiple popular TV shows in China
- Worked in the core managing teams of numerous startups
- Initiated and managed over 50 TV and New media projects

We have been preparing for the success of Hypetoday

Support from Olympic Champions

- Jike Zhang and Ning Ding will use Hypetoday for their personal training classes
- The team is working with other famous athletes' agents

Strong Government Relationship

- Career transition for retired national athletes has always been a major concern of the government
- We will work with the government to assist many national athletes build their platforms using Hypetoday

Complementary Team

- We have built connections with top talents in distinct areas after working in different industries many years in U.S and China
- Our founders trust each other, have excellent resilience, and do not shy away from problems

8-month Market Exploration

- The team has been talking to potential customers, testing POCs, and asking for feedback since Q2, 2021

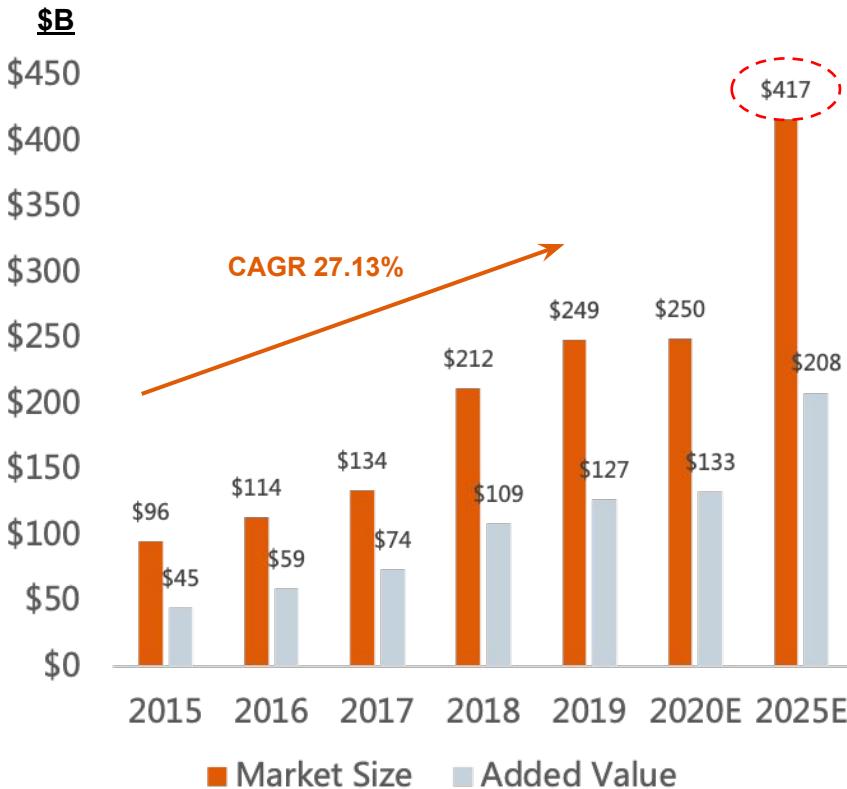
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China's sports service industry is expected to exceed \$420B by 2025

China's Sports Service Industry



Major Government Sports Policy

Date	Policy
2014/10	<i>State Council on Accelerating the Development of Sports Industry and Promoting Sports Consumption</i>
2016/06	<i>The National Fitness Programme</i>
2016/07	<i>13th Five-Year Plan for Sports Development in China</i>
2016/10	<i>Healthy China 2030 Action Plan</i>
2018/07	<i>The National Fitness Programme</i>
2021/02	<i>Ice-and-snow tourism and its sustainable development</i>

Driven by the government's policies, China's sports service industry is booming

Notes: Compound annual growth rate (CAGR) is calculated based on publicly reported data from 2015 - 2019; The sports service industry includes, but not limited to, gyms, O2O platforms, sports apps, data services; In 2018, the percentage of the overall Chinese population that was physically active reached to 48.5%; Due to pandemic, the growth rate in 2020 went down; It has been estimated that the total sports industry will exceed over \$850B; The value added of sports industry refers to the added value created by the production activities of sports industry in a certain period of time by all permanent resident units of a country.

Sources: National Bureau of Statistics of China; General Administration of Sports of China; Team estimates;

Most fitness leaders are holding in-person exercises weekly

Zhang, Kun (Frisbee)



Rong, Shan (Yoga)



Guo, Guo (Running)



- The “Godfather of Frisbee” in China
- Was invited to introduce frisbee on multiple TV shows
- Organize frisbee events in multiple major cities every week
- Has >1M followers

- Lululemon ambassador
- Interviewed by *Cosmopolitan* last month
- Famous for “Yoga with dog” event in Beijing
- Organize events in Beijing & Shanghai
- Has >100K followers

- The founder of “Hi! Running Club” in Beijing, sponsored by Nike
- Organize running events twice a week in Beijing
- Each event has ~100 attendees

Many sports enthusiasts are becoming fitness leaders

Who can be fitness leaders?



Comparison Between Fitness Leaders and Online Influencers

	Fitness Leader	Influencer
Definition	Offline	Online only
Place	Local Community	App, Websites
Scope	100-500 attendees	10K+ followers
Style	In-person	Virtual
Influence	Face-to-face	Social Media Posts
Scale	1M	100K

A business platform can greatly assist leaders with operations



QR code for sharing

Rong's intro and followers

Purchase membership

Available exercises this week

Date, Time, Address, Price

Current

With Platform

Registration

Direct messages / Texting / Phone call

Payment

In-person / Transfer

Promotions

In-person refund

Analysis

Excel

Engagement

Direct messages / Texts / Phone call

Acquisition

Words of mouth

But the current solutions in the market receive low traction

“amazon”
for fitness leaders



Amazon-alike Platform

Fitness leaders can post their events for registration

- Include all advanced functions (registration, payment, promotion, etc.)
- Attendees can choose from favorite leaders on the platform
- Leaders have to ask their attendees to register an account on platforms where other leaders are posting events as well
- The platforms earn advertising fees from the traffic of fitness leaders, yet to whom the added value provided is minimal

Fitness leaders hope to monetize their own traffic rather than hand it over to the platforms in return for small added values

What fitness leaders need is a tool to build their self-branded business platform



for fitness leaders

Exclusive

- A private business platform exclusive to one influencer
- The owner fully controls the design of the platform
- No potential market cannibalization
- Able to monetize the traffic

Powerful

- Includes all necessary functions for business operations
- Integrate powerful analytical tools as well as predictive models
- Leverage technology (wearable devices, VR, etc.) into training and decisioning

Trouble-free

- Easy to build, manage and maintain

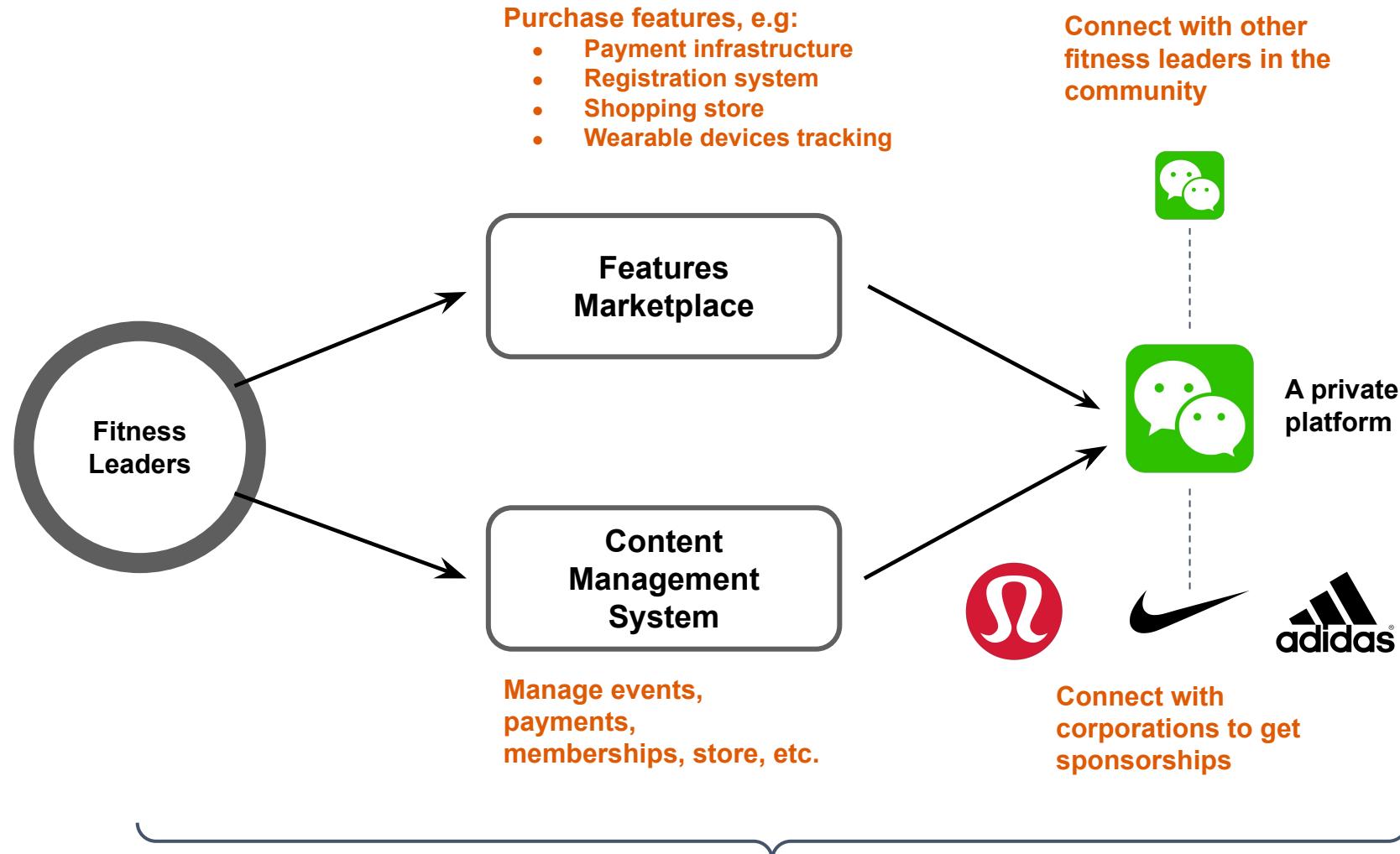
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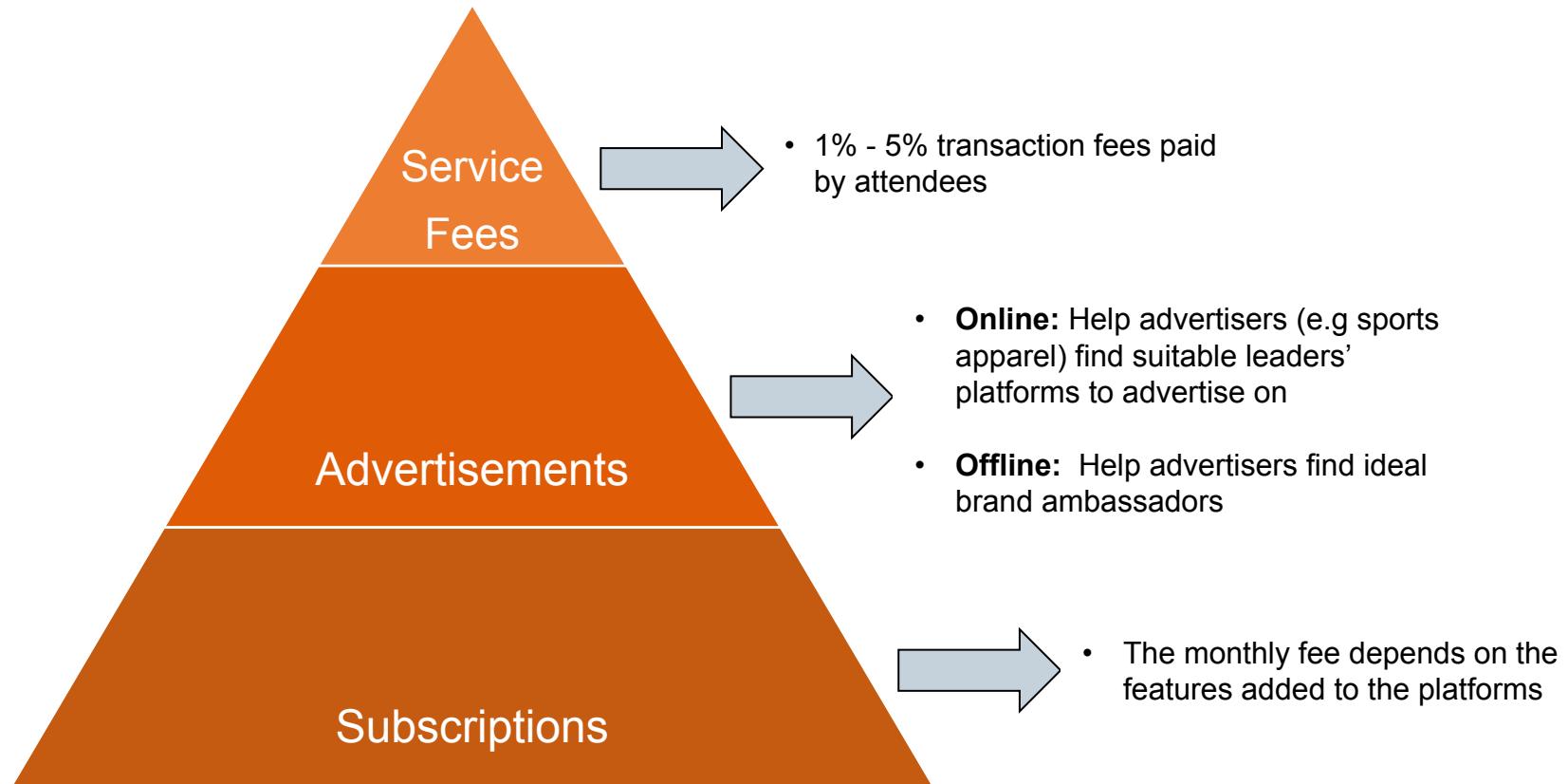
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Hypetoday provides a way to build and manage platforms and a community to connect



An ecosystem designed specifically for fitness leaders

Various revenue streams ensure the profitability of Hypetoday

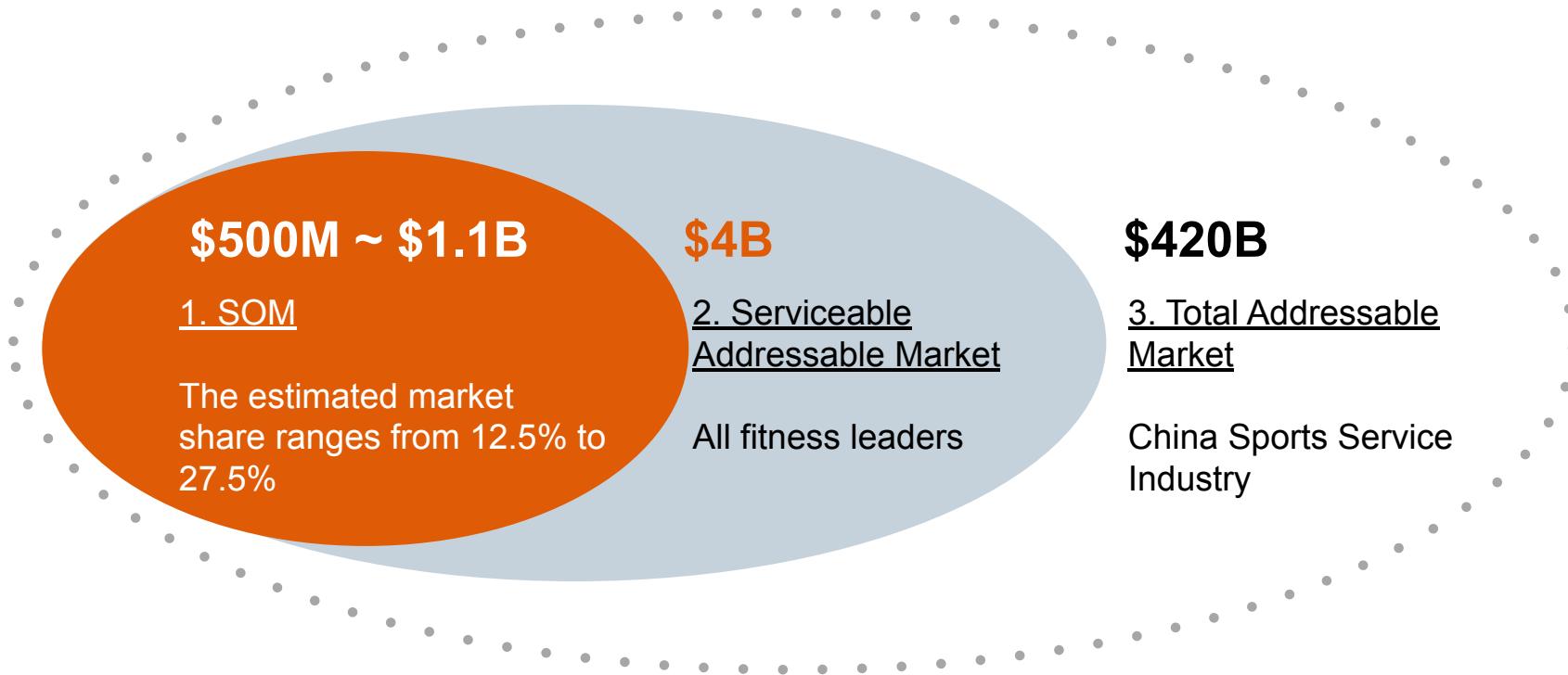


Hypetoday is the only “app-builder” designed for fitness leaders

Competitors

		HT	SXL	JI SU	Joyrun
Introduction	Platform builder + Community	DIY website / mini program	Contractors	Social Running App	
Funding		A+ / \$20M	A / \$10M	C / \$16M	
Pricing	~\$60/Month	\$290 / Year	\$1500 / Contract	Free	
Targeted Market	Sports	Ecommerce/Restaurants Corporate	All	Running clubs	
Pros	Designed for fitness customers	Users control the layout of the platform completely	Worry-free; Customize everything	More traffic and exposure	
Cons	Build your own traffic is a must	limited to premade features (may not be geared towards fitness customers)	Pricey; long turn-over; quality varies; cannot make changes after the contract is over	No customize functions; lots of competitors	

By 2025, we estimate Hypetoday's SOM will range from \$500M to \$1.1B



Notes: The serviceable obtainable market estimate is based on the assumption that by 2025, Hypetoday will have 500K leaders onboarded; On average, each influencer generates \$130 profits per month if he selects the basic features and has 1000 participants. It has been estimated that by 2025, China will have over 2M fitness leaders in the areas of professional trainers, yoga, body combat, running, etc.,

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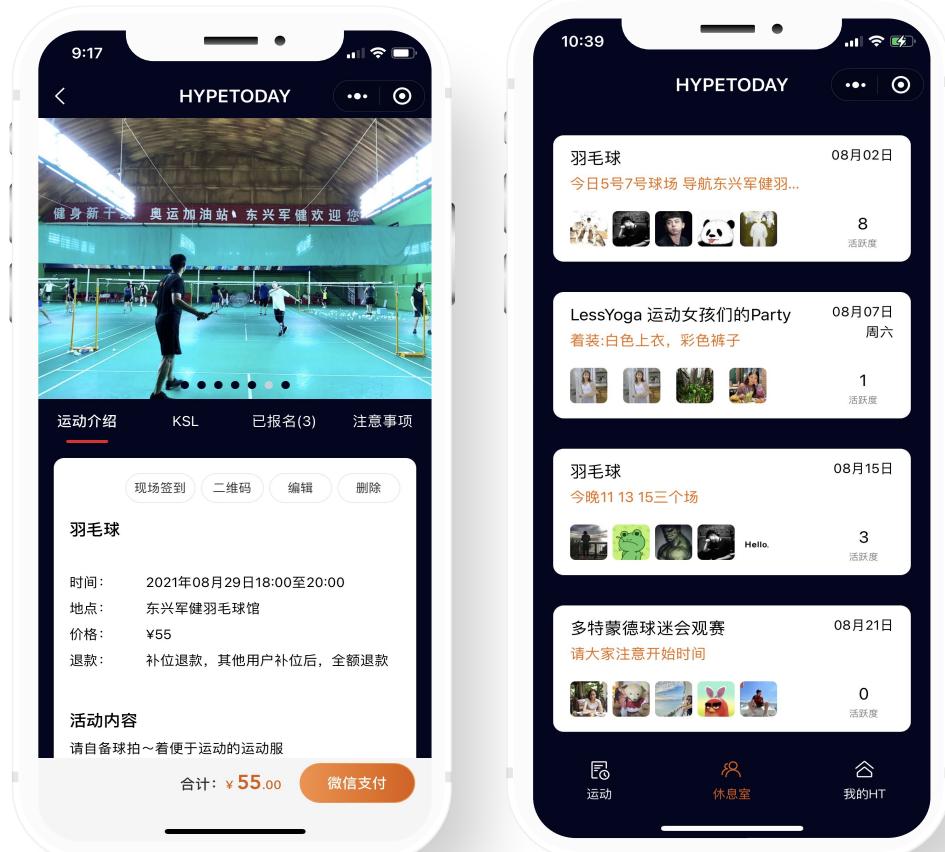
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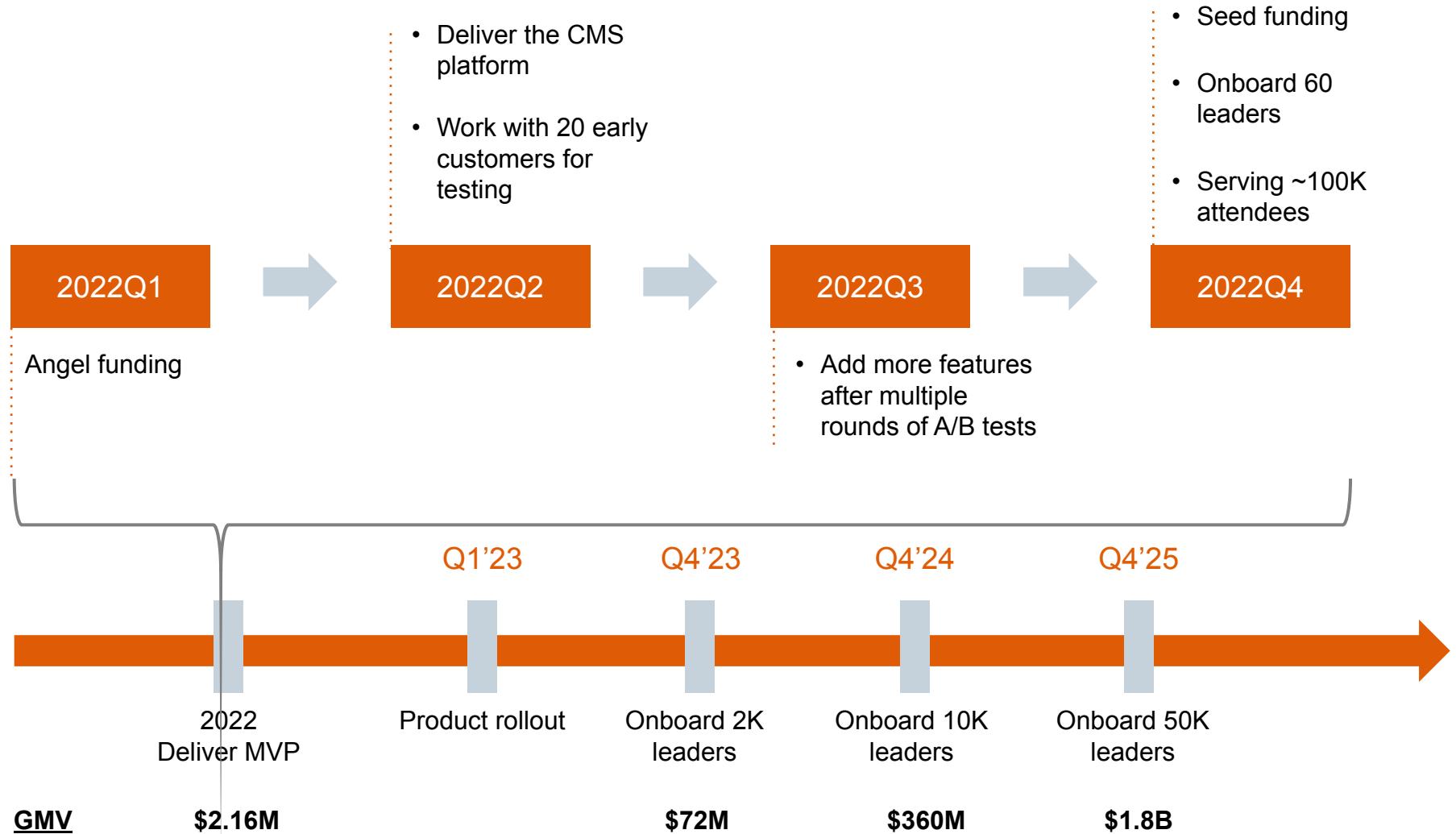
Two fitness leaders are using our POC in Beijing with more than 2000 MAUs



- Hypetoday is built on **Tencent Cloud Services**
- Currently **four major features**: event registration, online payment, instant messaging, and membership management
- The Content Management System will be delivered in Q2' 2022
- Per leader generates around **\$130 profits per month**
- **Per month GMV is around \$4600**

We need to hire three more engineers to work on the CMS system and handle the testing for the first 60 leaders

Delivering the MVP and partnering with 60 leaders are the goals in 2022



The focus of our operations in 2022 is on testing and getting feedback

- The MAU brought by 60 leaders will be nearly 100,000 people, who will help us test the stability of our cloud server and build out a predictive model
- Those 60 early adopters will be invited-only. At present, we have confirmed that eight leaders will be using Hypetoday starting Q2, 2022, and two of them have started using our proof-of-concept in 2021

2022 - Invite 60 leaders to test and polish

2023 - Registration open to the public

Two unique customer acquisition channels:

- **National retired athletes:** Hypetoday will work with the government and help retired athletes build a business platform for free and assist them in their career transformation
- **Partner with commercial sports events:** Advertise Hypetoday to more fitness leaders through commercial sports events

We are seeking \$220K funding for a 6-month operation

Operating Cost	Description	Total	
WeWork Office	Rent desks	\$20,000	
Miscellaneous	Equipment, Server, etc.,	\$60,000	
Salary	# People	Salary/Person	Total
Founder	2	\$20,000	\$40,000
Engineer	3	\$20,000	\$60,000
Product Manager	1	\$20,000	\$20,000
Sales	4	\$5,000	\$20,000
		Total	\$220,000

The CAGR for GMV growth is estimated to be 538.94% from 2022 to 2025

Hypetoday Financial Projection 2022-2025

	2022	2023	2024	2025
GMV	\$1.08M	\$72M	\$360M	\$1.8B
Revenue	\$32.4K	\$2.16M	\$10.8M	\$54M
COGS	\$1,620	\$108,000	\$540,000	\$2,700,000
Gross Profit	\$30,780	\$2,052,000	\$10,260,000	\$51,300,000
Expense	\$400,000	\$1,200,000	\$1,500,000	\$2,000,000
Before Tax Net Profit	(\$369,220)	\$852,000	\$8,760,000	\$49,300,000

Notes: Compound annual growth rate (CAGR); The following assumptions are used when calculating the predictions: 1: Each in-person exercise has 25 attendees. 2: The price is \$30 per exercise. 3: The average subscription fee is \$30/month for each fitness leader. COGS includes fees include but not limited to servers, processing fees charged by financial institutions etc., Sources: Team estimates



Together for a Powerful Future