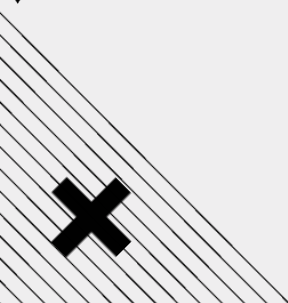
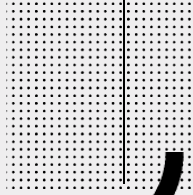
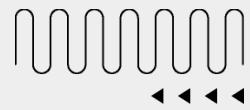
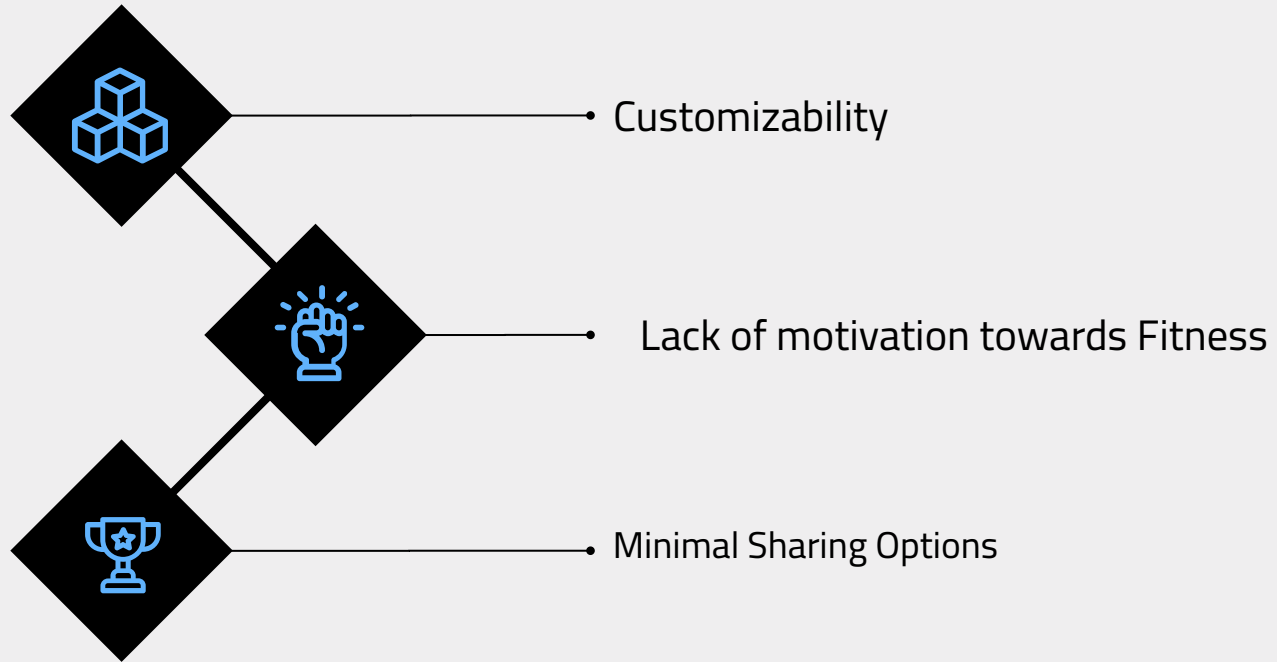


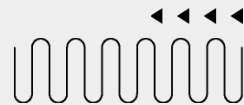
PROBLEM





SOLUTION

A social fitness app that helps people stay motivated with exciting features and personalized workout plans for users.



Value Proposition

01

Hustle Coins

Earn Hustle Coins for doing activities on the app and exchange it with Rewards

02

Hustle Workouts

AI driven personalized workouts.

03

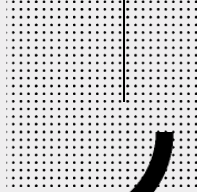
Connect & Share

Post Images & Stories, see friend's progress, find new friends and more

04

Events & Meetups

Enroll to local events & meetups. Book sessions in gyms.



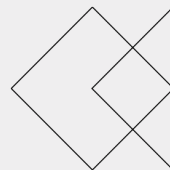
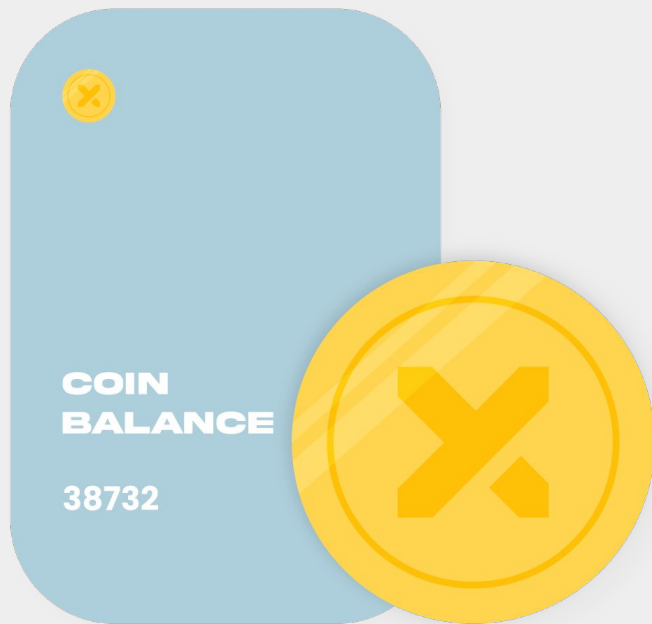


Hustle Coins

stay motivated with rewards.

Users can earn Hustle coins by completing challenges, working out, completing goals and more.

These Hustle coins can be redeemed into EGVs (coupons etc)





Hustle Workouts

AI makes it for you

The user can create their personalized workout plan

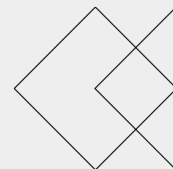
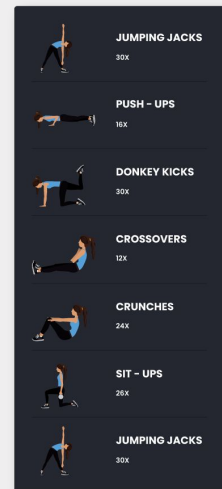
Our AI model considers several variables and previous data to create a optimal composition of exercises.

1. Input all you requirments and submit

The 'Create Workout' form includes the following fields and options:

- Name Of The Workout:** A text input field containing 'Custom Workout - 3'.
- Select Difficulty:** A dropdown menu with 'Select an option'.
- Select Target Body Parts:** A dropdown menu with 'Select an option'.
- Select Duration:** A horizontal slider ranging from 5 min to 30 min, with a blue bar indicating the selected duration of 20 min.
- Any Injuries?:** A dropdown menu with 'Select an option'.
- Home or Gym:** A dropdown menu with 'Select an option'.
- Are you obese:** A radio button.
- Include weights:** A radio button.
- Create Workout:** A prominent blue button at the bottom.

2. Get your Custom Workout built for just you instantly!



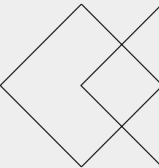
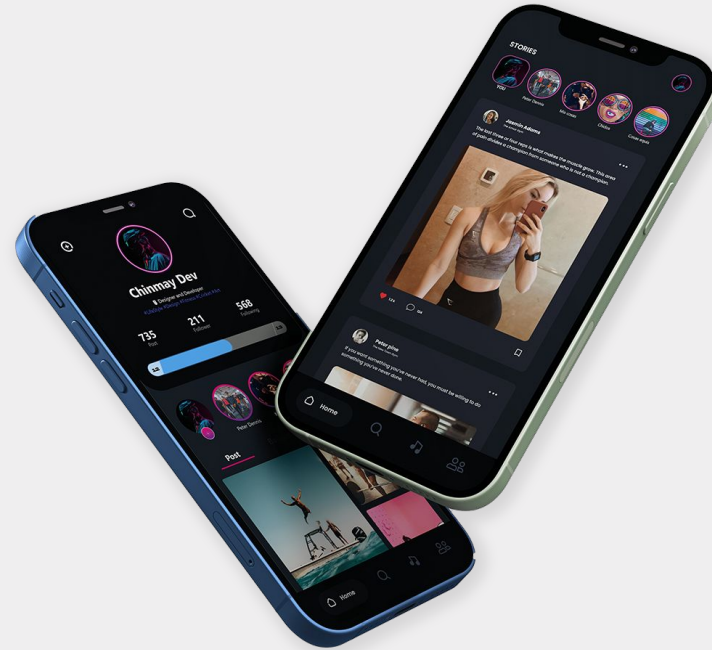


Connect & Share

Friends will help

Users can post images and stories

See what their friends are doing and get motivated. Share their progress with friends, challenge them, compete in leaderboards and more.



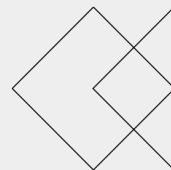
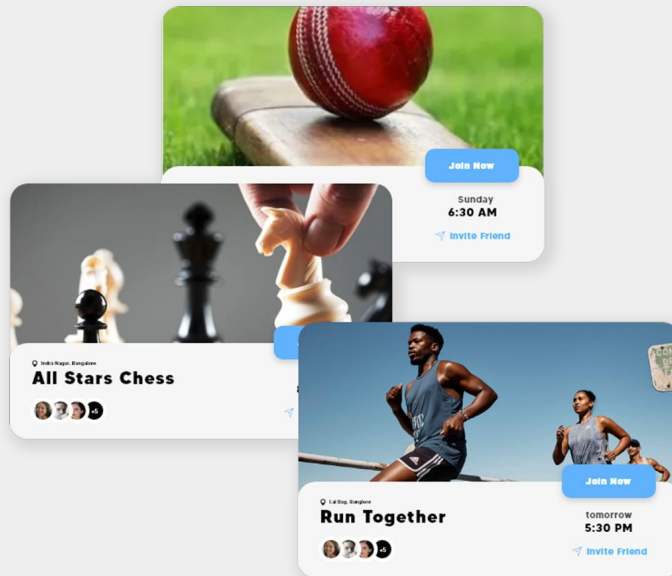


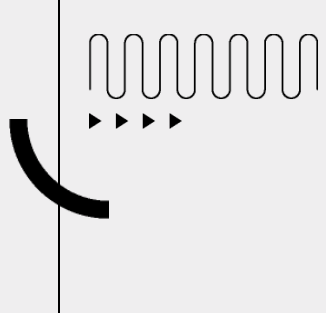
Events and Meetups

Together !!

Join local meetups, organise and join events, book gym sessions

Users can meet like-minded people in their locality, and workout together!





Acquisition Channels

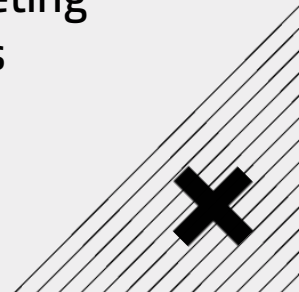
B2B sales for Hustle
Workouts (consumer saas).

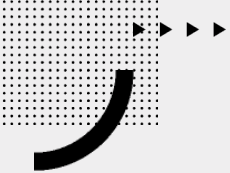
Sign More Brands for
better rewards.



Organizing Fitness
Events and meetups

Creative Marketing
campaigns





MARKET SIZE

201,000+

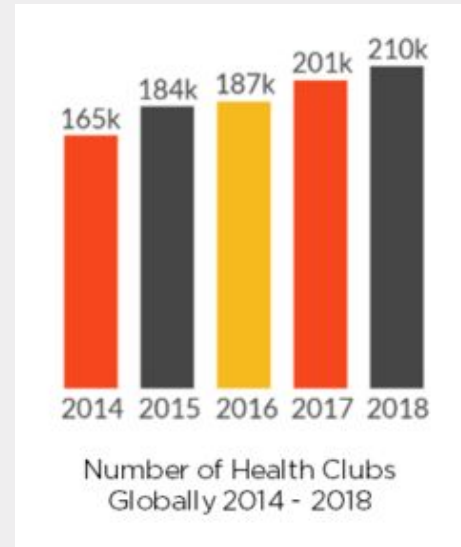
Health & Fitness Clubs around the world.

6B+

Global online fitness market value

59B+

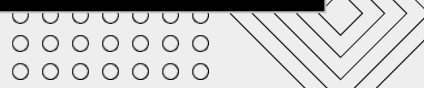
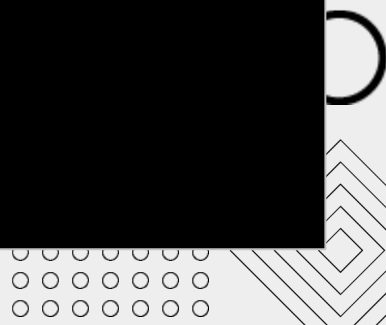
Projected to reach by 2027 at CAGR of 33.1%





Competitive Landscape

The Space is crowded with basic apps for workout and diet. We are trying to Elevate and work in a different direction in the space.



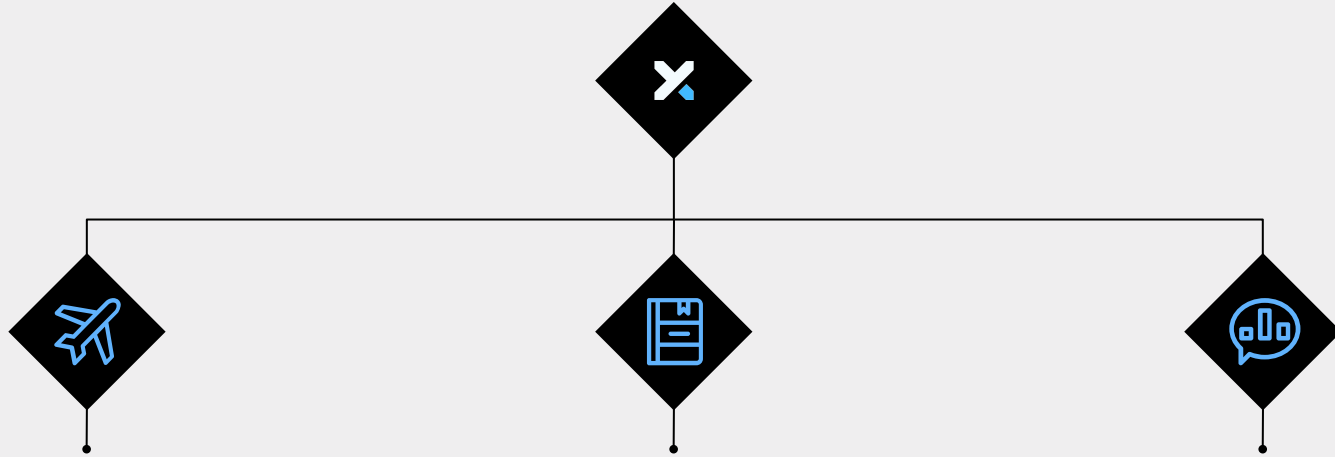


Competitive Advantages

	HustleX	STEP SET GO	fitbod	cure.fit	PLAYO	Instagram
100% personalized workouts	✓	✗	✓	✗	✗	✗
Coins & Rewards	✓	✓	✗	✗	✗	✗
Events, Bookings & Meetups	✓	✗	✗	✗	✓	✗
Socialization	✓	○	✗	✗	○	✓
Diet & Nutrition	✓	✗	✗	✓	✗	✗



Revenue Streams



Premium

premium users will get additional features like Hustle Workouts, Boosted Huste Coins and more

Ads

In-app advertisements and brand deals

commissions

Gyms and Event commissions.



Product Timeline



UI/UX Design

Design the best User experience and User interfaces.



Development

Develop the platform (Front-End, APIs etc)



Testing

Testing the platform for security, performance and more.



Launch

Launch the Product to the public.



THANKS!

Do you have any questions?
chinmaypdev.official@gmail.com
+91 9141196450

Useful links

[Figma Prototype Link](#)

[Prototype demo Video](#)

