

Pitch Deck

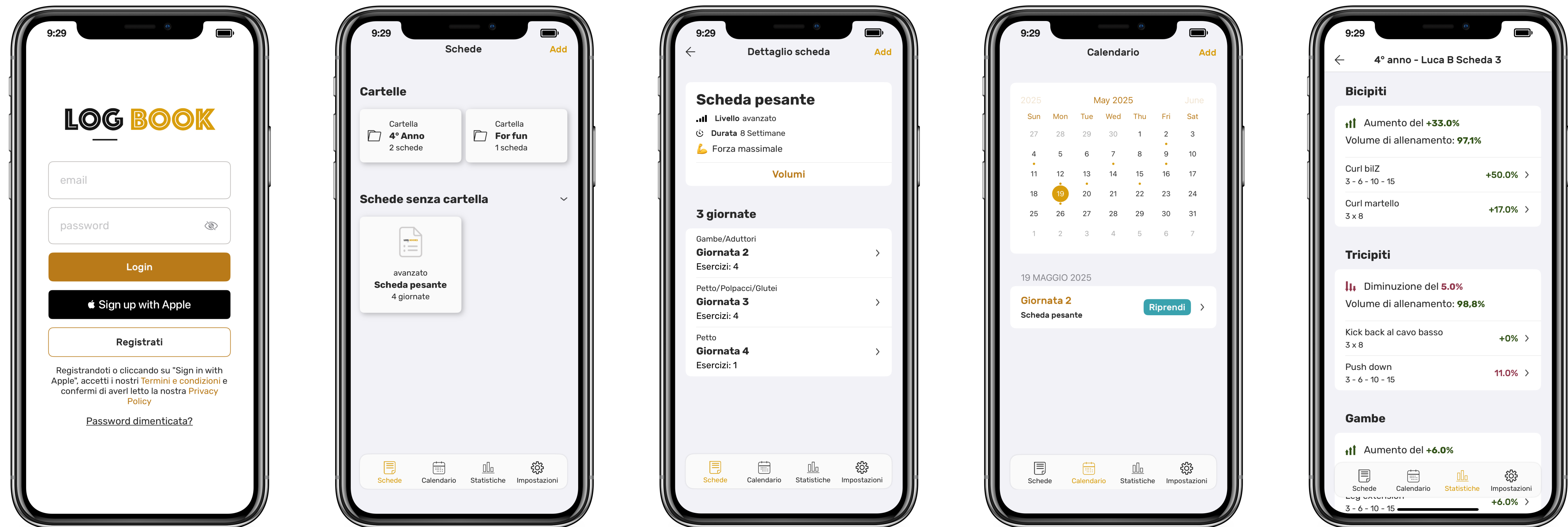
LOG BOOK



By Stefano Pedroli

Another GYM App?

Yes, but it'll be the most **complete** ever



What's the **PROBLEM** in other Apps?



Who is the **REAL** competitor?

A simple **paper** and a pen

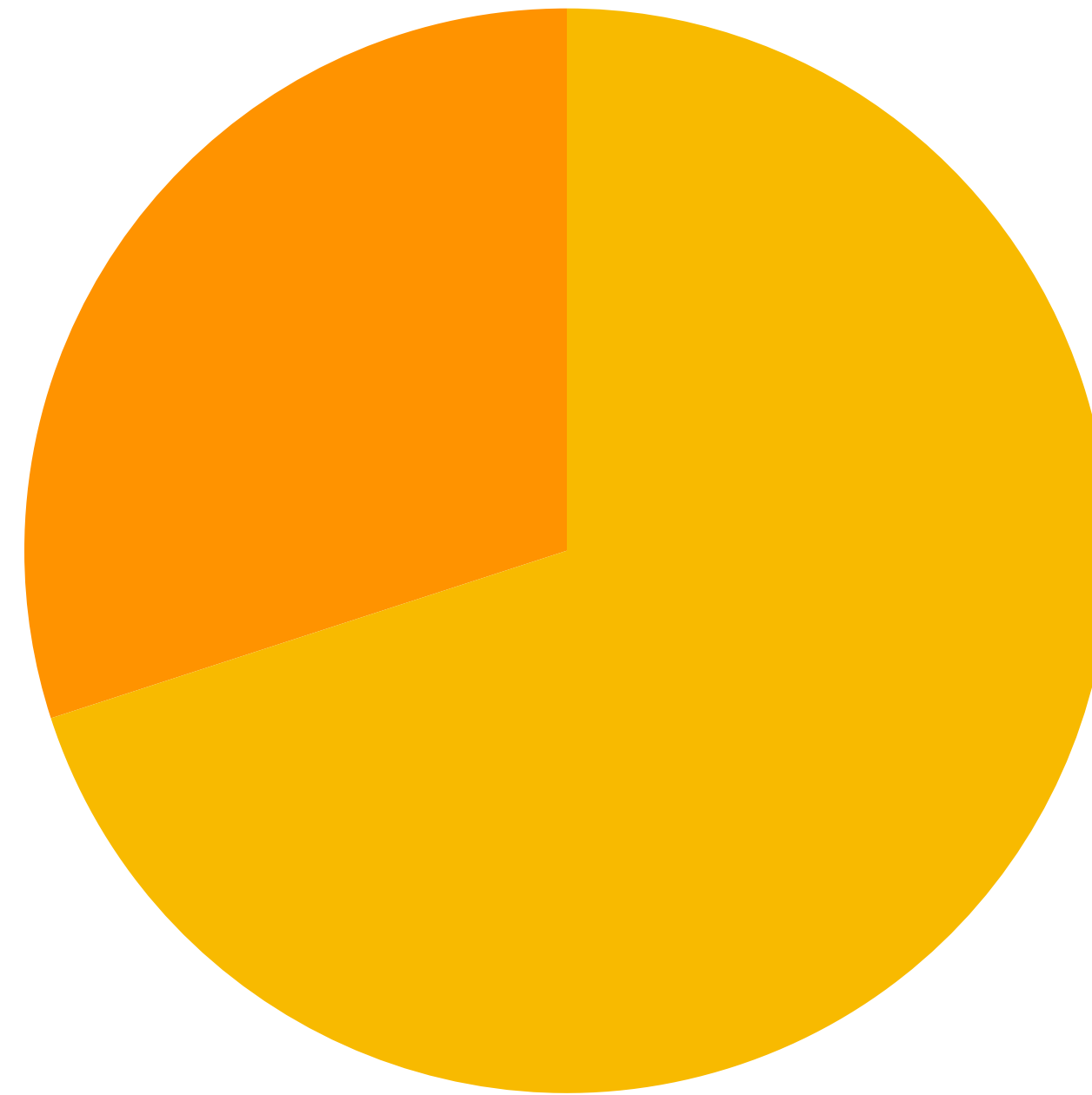


people prefer **use phone notes or paper** for saving workout
informations

A few **NUMBERS**

10%-15% of the population practices fitness

30%
Use **Apps** to track
their workouts

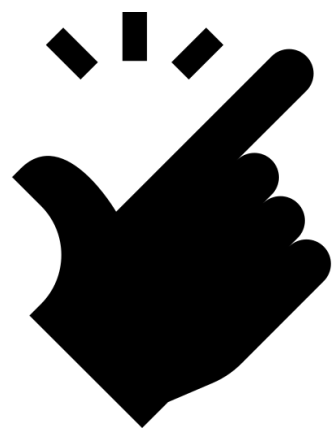


70%
Prefer using
notebooks

Many people try apps but **abandon** them after a short time

The **GOAL**?

Be able to **formalize** every possible type of exercise



4 x 10

EASY

Here is a **SIMPLE** exercise, which all apps support



4 x { 3 + iso3'' + 5 + iso5'' + 7 + iso 7'' }

HARD

Instead here is a **COMPLEX** exercise that only this app can support.



You can create any **STRUCTURE** you want

Stripping

$3 \times 10 + 10$

Dropset/Restpause

$3 \times 10 + 2 \text{ drop (exhaustion)}$

Progressive

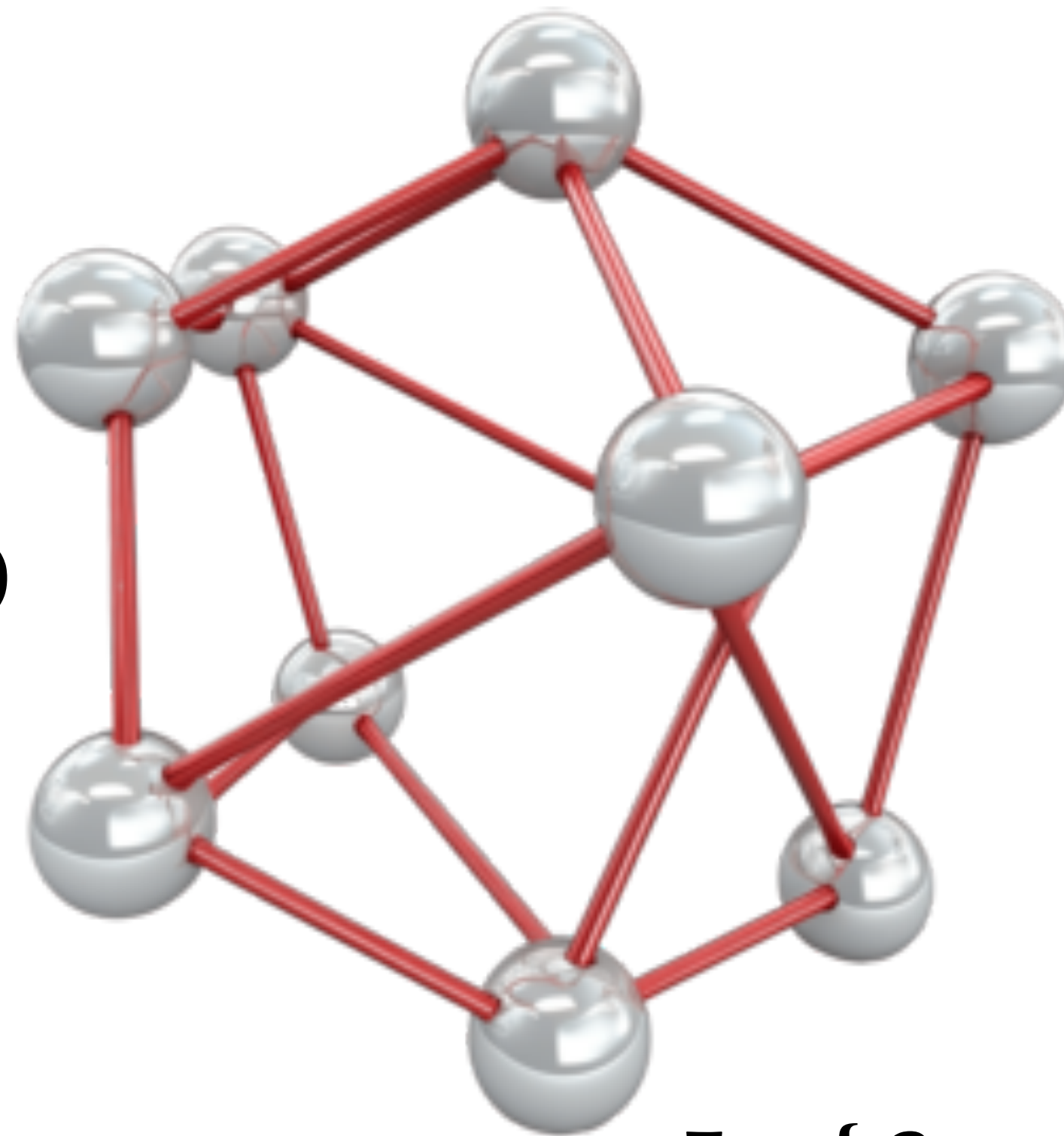
$10 - 8 - 8 - 6 - 4$

Superserie!

$3 \times \left\{ \begin{array}{l} \text{Chest press} \\ 8 \\ \text{Crosses} \\ 8 \end{array} \right.$

Articulated

$5 \times \{ 3 \text{ rest}3'' + 3 \text{ rest}3'' + 3 \text{ rest}3'' + 3 \}$



What about **WORKOUT**?

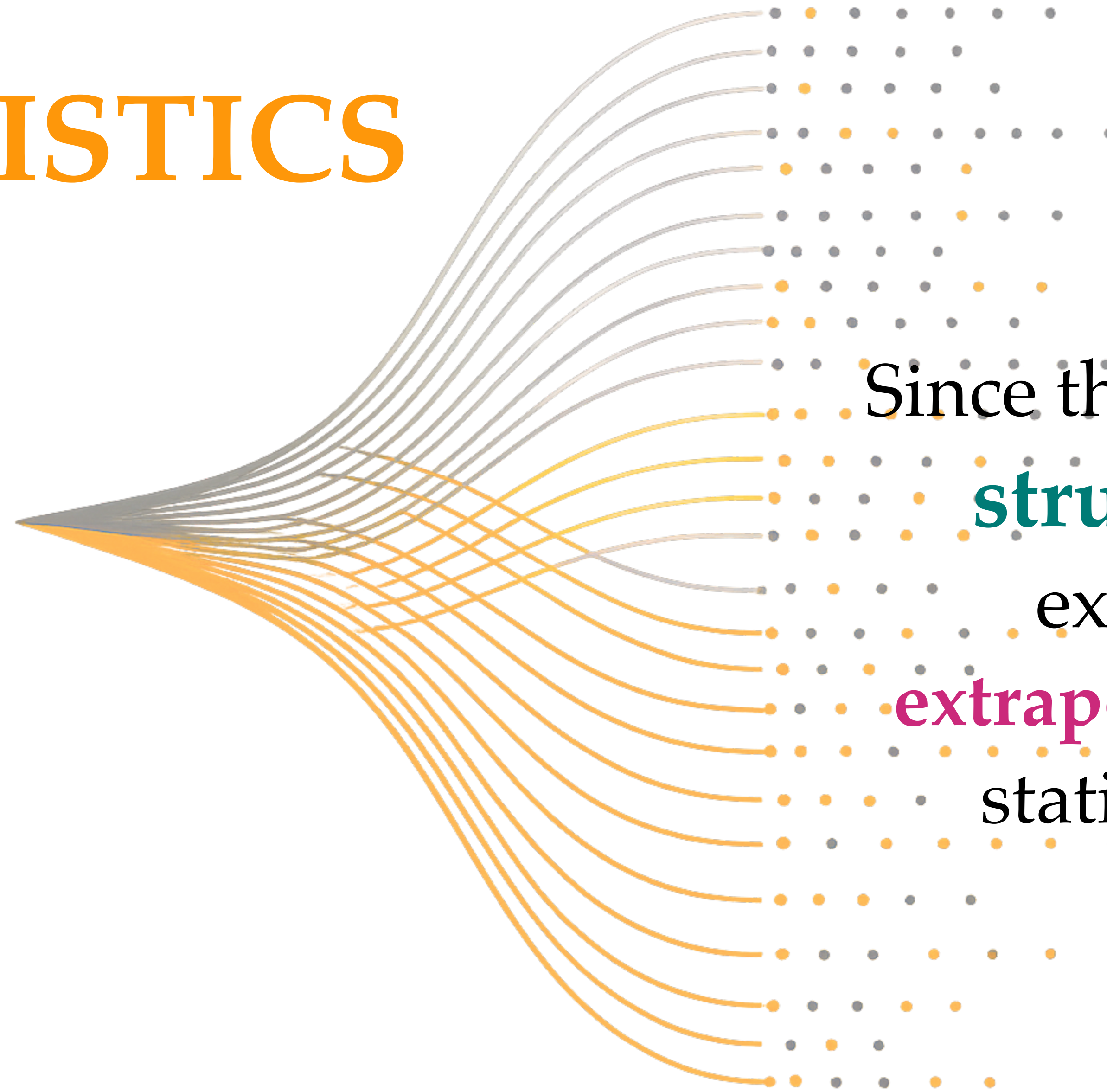
y 2025		March 2025					April
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
23	24	25	26	27	28	1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31	1	2	3	4	5	

With the calendar you can create **workouts** from your sheet and **log** all the information you need



STATISTICS

Workouts



Since the App knows the
structure of each
exercise, it can
extrapolate all kinds of
statistics possible.

Out **TARGET?**



How do **EARN MONEY**?



Personal Trainer subscription

Basic Personal Trainer Plan

You can connect with other profiles and manage them as your athletes

4.99€

Advance Personal Trainer Plan

More visibility in the search, increased number of possible athletes, possibility to sell cards in the shop

9.99€

SHOP

Selling sheets into app

Advance Personal Trainers will be able to create sheets to insert into an in-app shop. These sheets can be purchased by anyone. The App will take a small percentage of the sale.

Buy sheet for \$20.24

ROADMAP

1

Create a **beta version** of the app that can handle every possible workout ✓

2

Complete **advance development** (need funds) ✗
And starting company incorporation process (SRL / innovative startup)

3

Start a **marketing campaign** to make it known in all gyms (need funds) ✗

Our TEAM



Stefano Pedroli

Founder/Owner

Senior iOS Developer (main work)

In the world of apps for 7 years now, I have participated in the development of many of the most famous banking apps in Italy

Tech Part

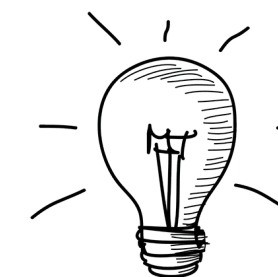
Currently help me in this project a **DevOps System Engineer** and a **Designer**.



Gym Part

Besides being a fan and athlete, I am in contact with many **professional Personal Trainers** who help me both for the technical part and for testing the product.

Seeking strategic **partners** to



scale development and distribution

What we are **LOOKING FOR?**

Investors or partners to help us complete the project and start a journey together



LOG BOOK

We are already very **far ahead in the development of the App.**

If you believe in this project, contact us!

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