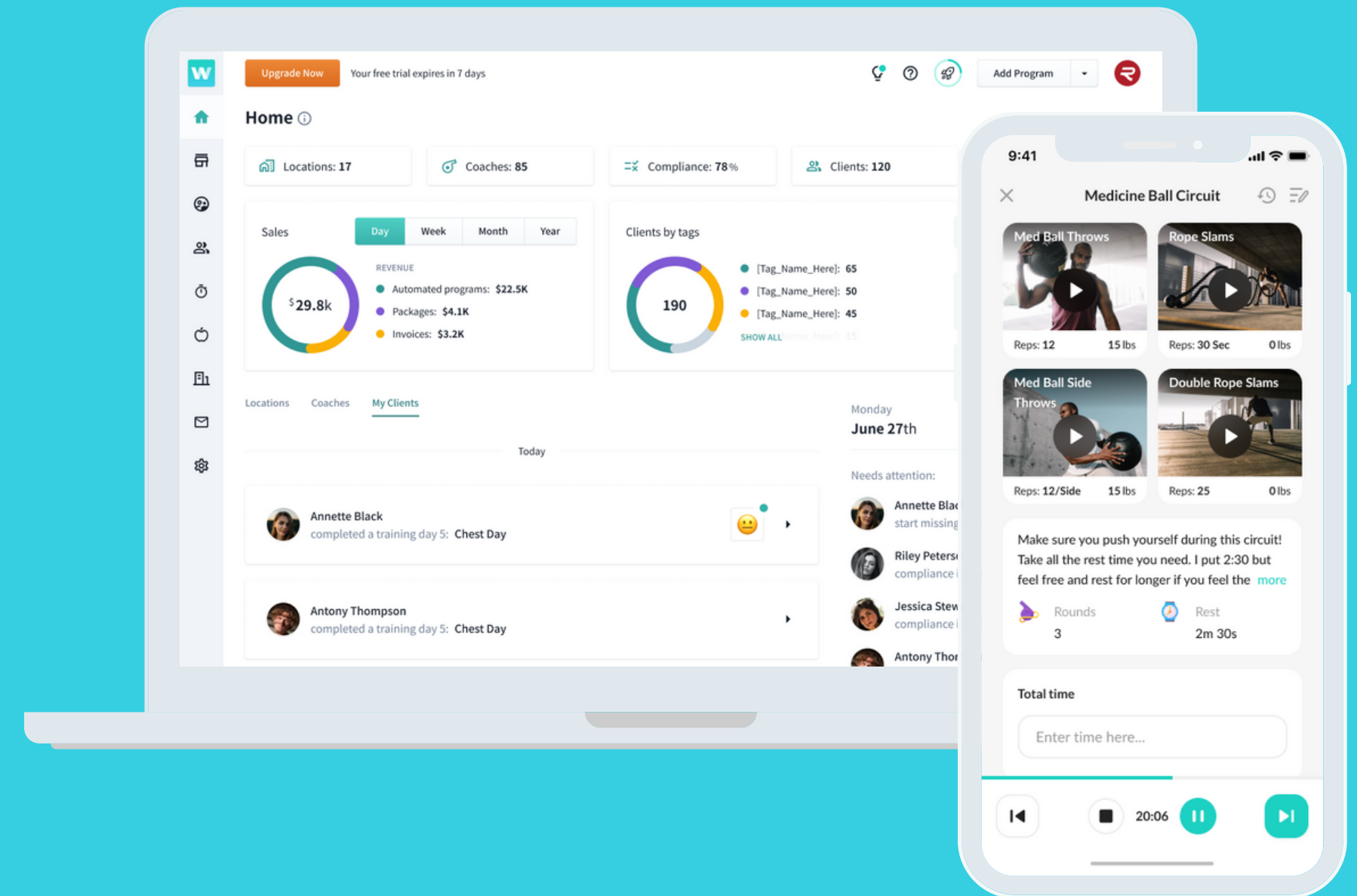


WeStrive

ALL-IN-ONE PLATFORM FOR
HEALTH & FITNESS BUSINESSES





5 Million Health & Fitness businesses are tired of downloading 10+ apps to run one business



All Health & Fitness Professionals
need the exact same tools


Fitness Program
Building


Booking &
Scheduling



Contacting
Clients


Client
Surveys


Document
Storage


Remote Video
Training


Nutrition
Tracking


Progress
Tracking


Client
Engagement


Invoicing &
Billing

so why are they forced to sort
through 100's of tools offering 1-
off features?



Personal Trainers

Physical Therapists

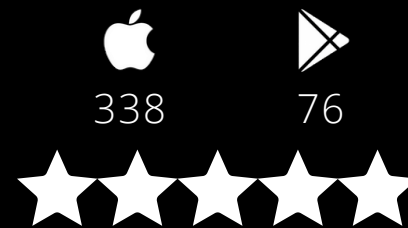
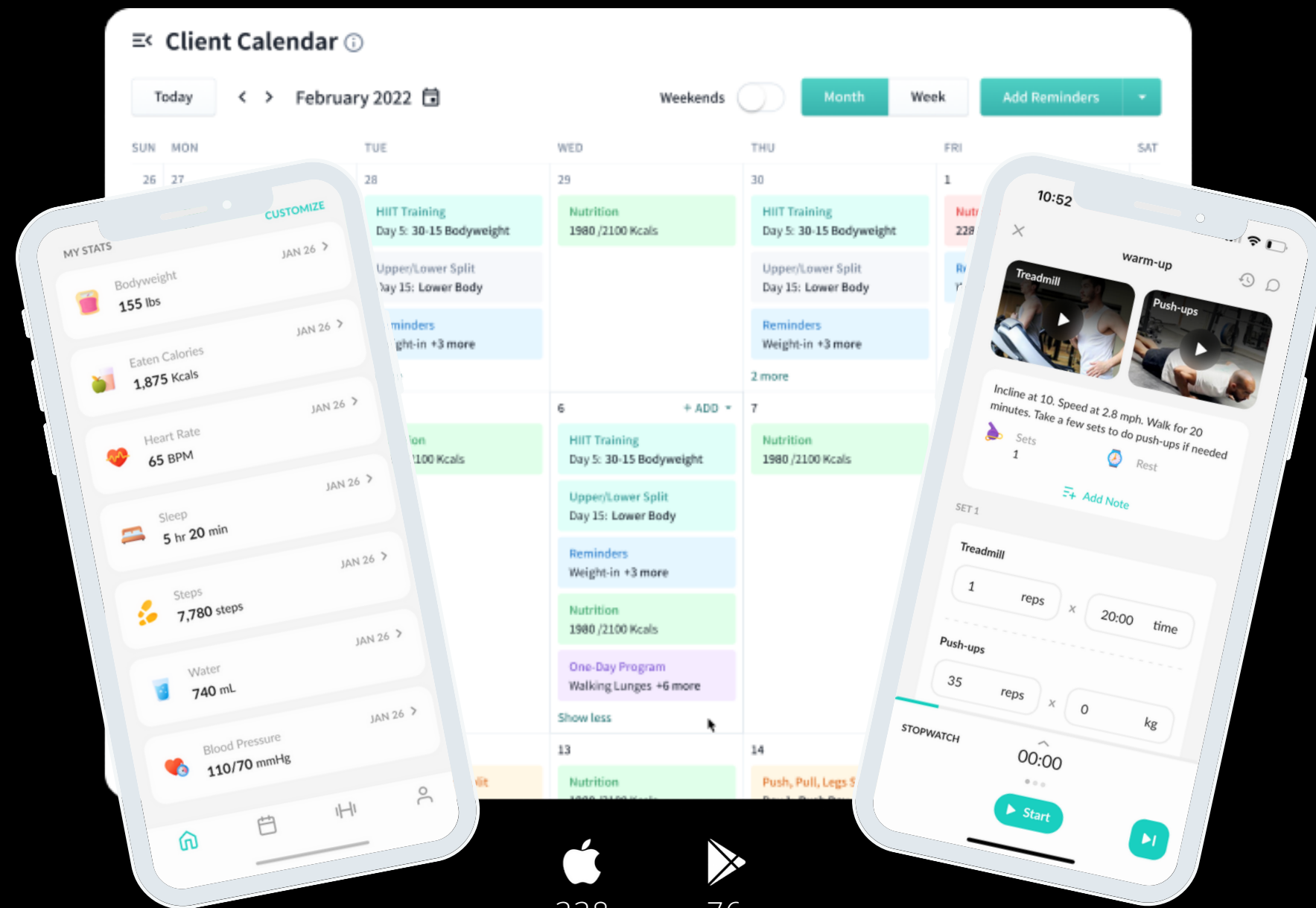
Gyms

Pilates Studios

Yoga Studios

This represents approx. \$10B TAM

WeStrive is a seamless **all-in-one** experience for **all** health & fitness businesses to manage relationships, handle billing, build fitness/nutrition programs, and so much more



✓ **Cut Costs**

Save \$100's/month paying for 1 tool instead of 10

✓ **Create Collaboration**

All health & fitness coaches can share clients

✓ **Employee efficiency**

Learn 1 software instead of 10+

WeStrive is building for Health & Fitness
Businesses what ServiceTitan is for Plumbers,
Electricians, & Landscapers



Service Titan

\$8.3B Valuation

All-in-one tool

Started with software for
plumbers & electricians

Expanded horizontally



WeStrive

All-in-one tool

Starting with software
for trainers & gyms

Expanding horizontally

WeStrive

All the tools you need while providing a **5-star** user experience

	WeStrive	Mindbody
TARGET HEALTH INDUSTRY	ALL	STUDIOS/SPAS
ONBOARDING	QUICK, AUTOMATED	MANUAL, LONG SETUP
FITNESS PROGRAMMING	✓	
BOOKING SOFTWARE	Q1 - 2024	✓
GROUP MESSAGING	✓	
SURVEYS & HABITS	✓	
DOCUMENT STORAGE	✓	
NUTRITION SOFTWARE	Q2 - 2024	
PROGRESS TRACKING	✓	
CLIENT ENGAGEMENT	✓	
BILLING & INVOICING	✓	✓

We offer a tier-based SaaS solution

\$100,000

Per Year - Small Gym Chain

\$10,000

Per Year - Single Location Gym

\$500

Per Year - Independent Coach



In addition to SaaS revenue, WeStrive collects 1.5% of all payments transacted through our platform.

Our product is live, our users love it, and now we're ready to scale

Current Stats

\$100K
ARR

\$840K
Payment Processing – Annual

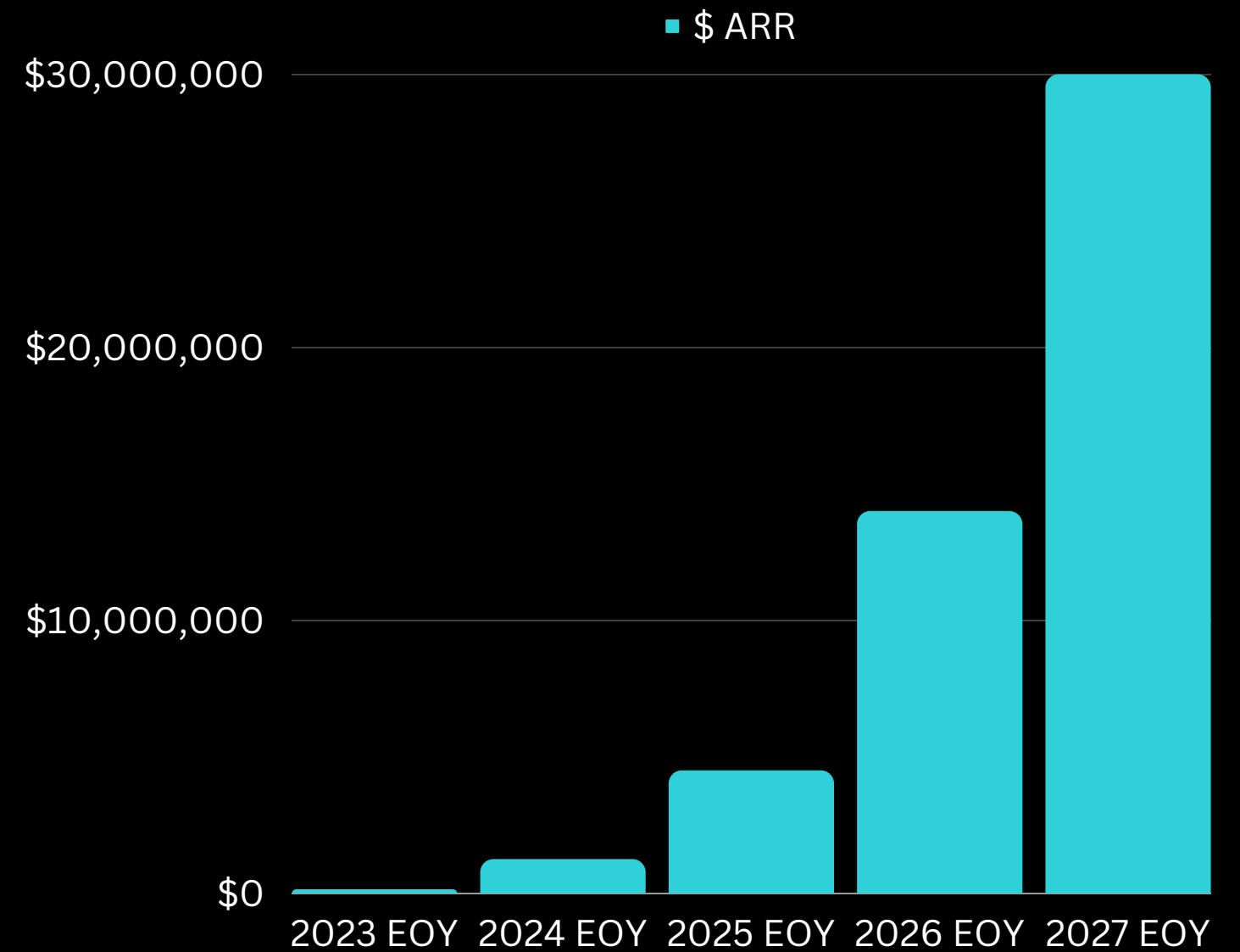
150
Paying Coaches

6*
Paying Gyms

20K
Clients

\$700
LTV

Projections



*Gym software launched in April

Within the first 6 months of our White-labeled app, we already have 7 celebrity trainers on WeStrive



Damian Buganski



225K Subscribers

3890

Clients on WeStrive



Gabriela Rivera



230K Followers

3700

Clients on WeStrive



Bernardo Rebeil



200K Followers

300

Clients on WeStrive



Holly Baxter



200K Followers

75

Clients on WeStrive

The WeStrive Games - Growth Hack

We've created a unique & entertaining fitness competition that brings the fitness community together while bringing massive brand exposure to WeStrive

5

2024 Cities

20

2025 Cities



WeStrive's beachhead market is Gyms, a \$5b market in its own right with promising initial partnerships. As we capture more of the market, we'll grow into yoga studios, physical therapy clinics, and beyond.



Daxko manages the front desk (checking in, staffing, etc.) for more than 19,000 gyms worldwide.

We have an exclusive API so their gyms can begin using WeStrive to handle all of their fitness needs beyond the front desk.

Launched in August 2023
Potential ARR of \$60M

Daxko Partner Gyms

The 'blink' logo is written in a bold, lowercase, blue sans-serif font with a small orange dot above the letter 'i'.

140 Locations
Potential ARR of \$350,000

The 'LIFETIME' logo is in a bold, uppercase, grey sans-serif font with a small 'SM' trademark symbol.

155 Locations
Potential ARR of \$400,000



400 Locations
Potential ARR of \$1M



2700 Locations
Potential ARR of \$7M

Years of experience across fitness & tech



Cory McKane CEO/Founder

10+ years in the fitness industry
Interviewed 1000+ fitness coaches



Alex Vasylyk Engineering

10+ years building enterprise software
Launched 500K-User Social Platform



Adrianna Hernandez Partnerships

5+ years managing/growing gyms
BS - Exercise Science

Q2 - 2025 Projections

Raising to throw fuel on our fire.

The funding round will go towards building our booking/memberships functionality and then massively expanding our sales/partnerships.

Fundraise

\$1.5M

Current Raise = 24 mo. Runway

500

Gyms

5,000

Fitness Coaches

\$2.6M

ARR



Cory McKane, CEO/Founder

Austin, TX

Cory@WeStrive.com