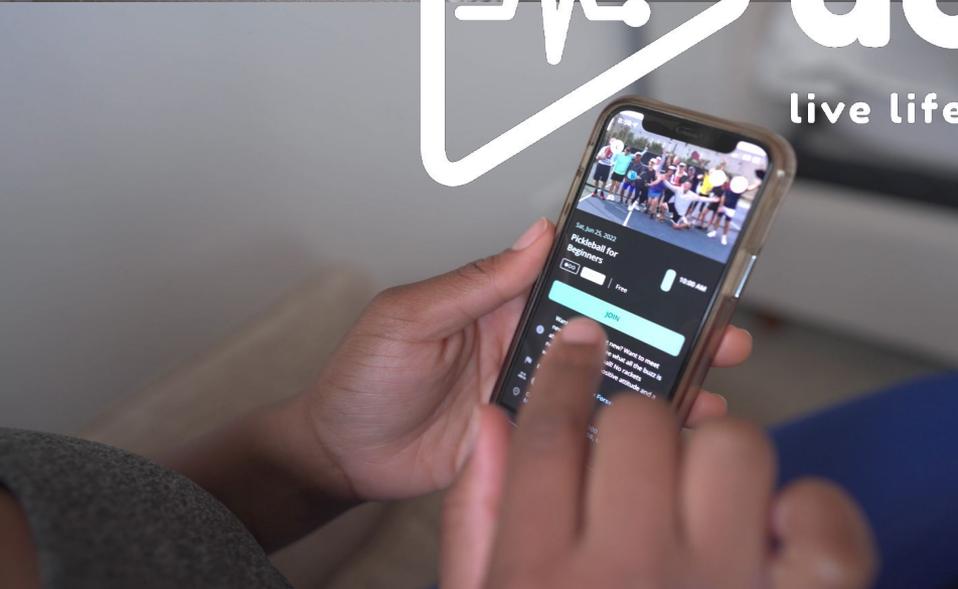


actLive®

live life active



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(619) 820-0501

Pitch deck



Our story

Our dads coach all of our sports teams together

Connor lands a job at Booz Allen as a systems engineer

Pandemic hits and our communities are lost

1996

2004

2014

2016

2018

2020

2022

Cody and Connor met playing tee-ball

Cody lands a job at S& (PwC) in strategy for tech companies

Sports communities built throughout SoCal

We launch actLive

Time spent was indistinguishable from the past, creating our mission rebuild communities to get balance back between work and play



A social fitness app to organize and join activities in your area



Download on the
App Store

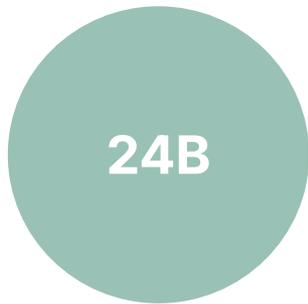


GET IT ON
Google Play



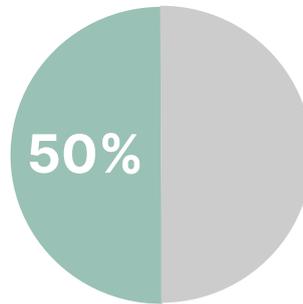
Problem

The post-pandemic world is emerging from behind their screens and craving real human connection but they don't know where to find active communities



local activities completed each year with **no digital footprint** ⁽¹⁾

⁽¹⁾ actLive research
⁽²⁾ Thrive Global
⁽³⁾ World Health Organization



reported **social media** having a negative impact on relationships ⁽²⁾



mental health crisis over the last 2 years from lack of in-person opportunities ⁽³⁾



Success in breaking societal norms

Disruptive examples

Transportation

Uber



Hospitality



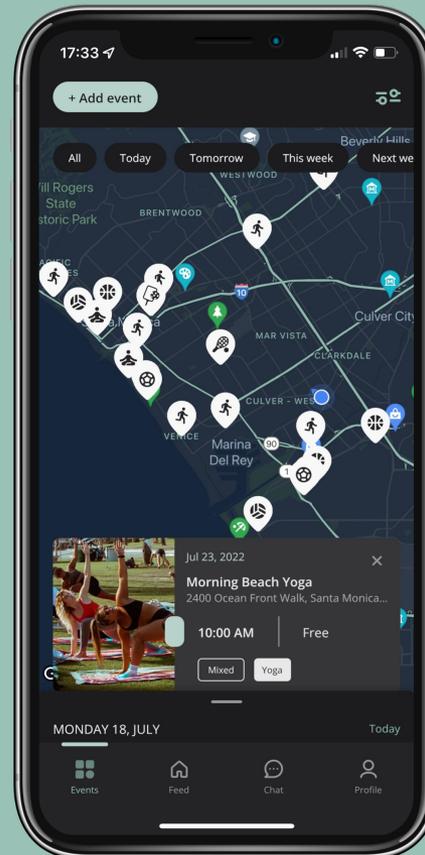
Food & Beverage



DOORDASH Postmates

The next disruptor...

Health, Wellness & Sports



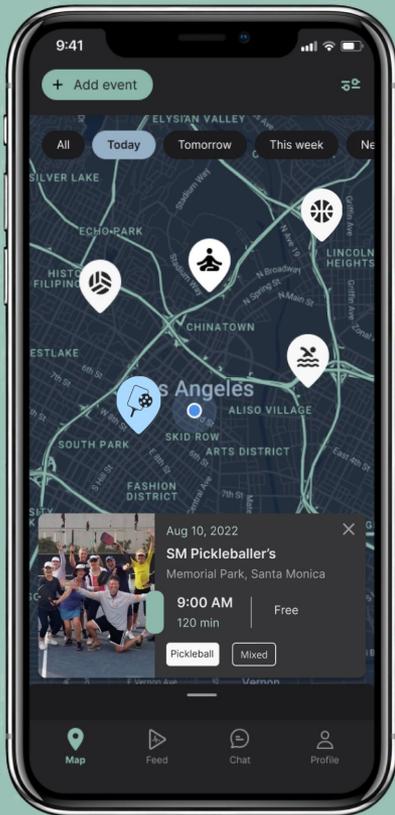
actLive[®]
live life active

“In its simplest form, actLive is a platform for people to schedule playdates”

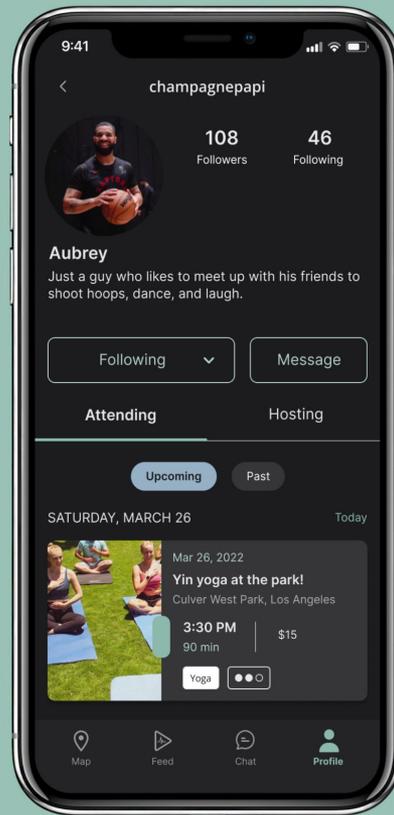


A premium user experience

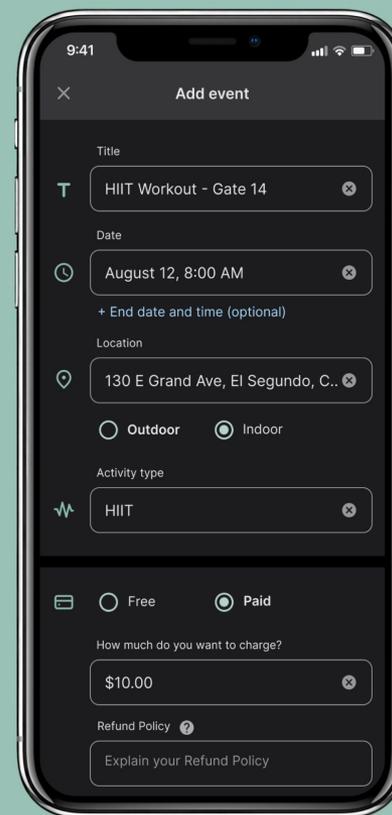
Find activities near you
on the actLive map



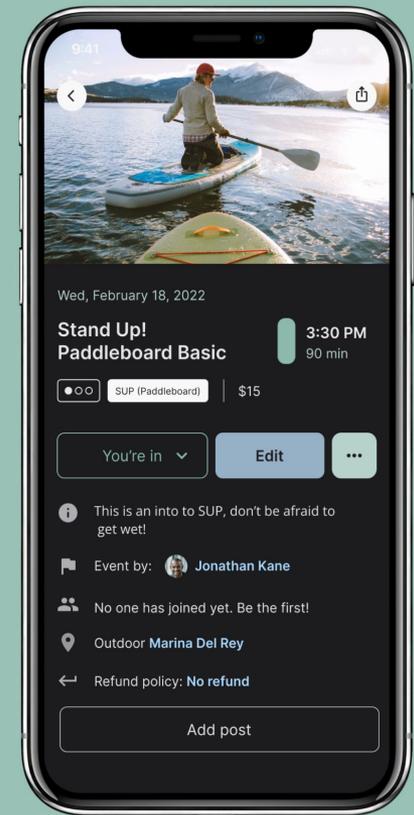
Follow and keep up
with your friends



Create free or paid-
for events



Manage & share events
with your squad





The time is now!

Virtual fitness apps grow by nearly 50%

Zoom sees rev of \$2.7B, +300% vs. prior year

actLive launches to capture real human connection



Mar 2020

Sept 2020

Dec 2021

Jan 2021

May 2022

July 2022

WHO declares COVID-19 a pandemic

Leap fitness (home workouts) leads all fitness apps with 21M downloads in 2021

Peloton's first year-over-year revenue decline since it went public in 2019





First of its kind

Alternatives



Fit for purpose

Other platforms are cluttered with all different types of events and lack a simplistic design

Utility for connectedness

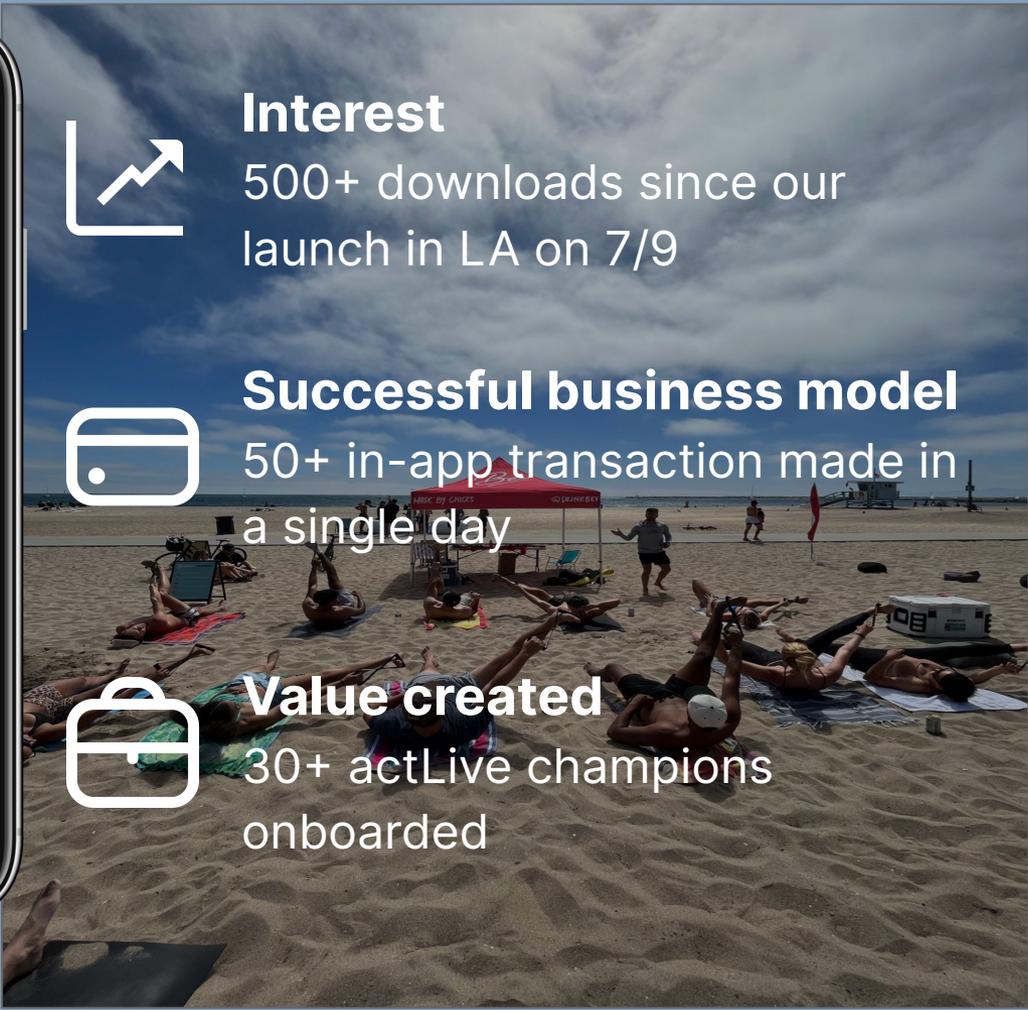
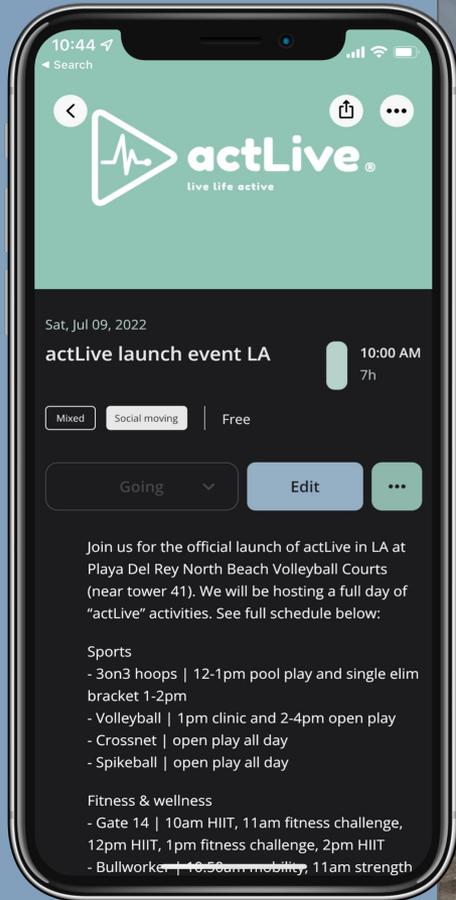
No more green texts or random numbers, easily see who is who and follow each other for future activities

Designed to be actually social

Our “golden path” requires minimal time to join in-person events, where real relationships are made



Significant traction at LA launch



Interest

500+ downloads since our launch in LA on 7/9

Successful business model

50+ in-app transaction made in a single day

Value created

30+ actLive champions onboarded

Jiant



Brazilian Jiu Jitsu
with JP London



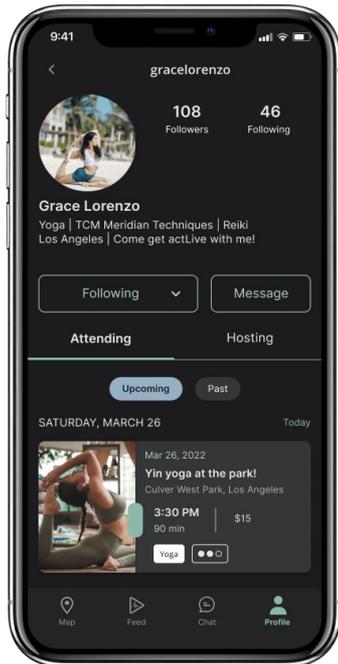
Who creates the events? Meet our actLive champions

Activity enthusiasts



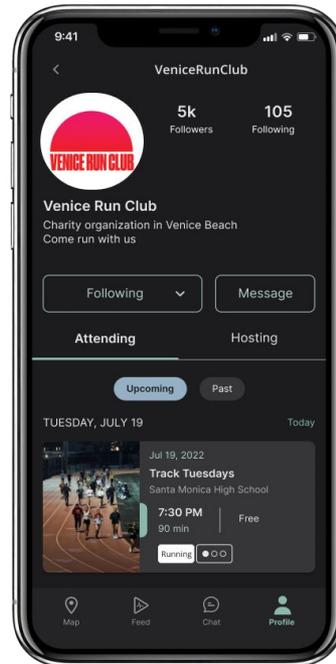
Wants to grow their community and have a simple way to organize and invite others to get active

Independent instructors



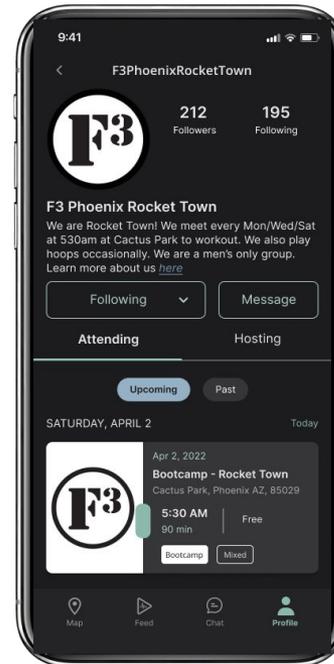
Only sees 10% of class revenue at a studio and is excited to build their own brand

Activity clubs



Has an existing community but lacks a tool for connectedness and monetization

Small studios



Looking for growth and ways to connect existing members together for a better experience

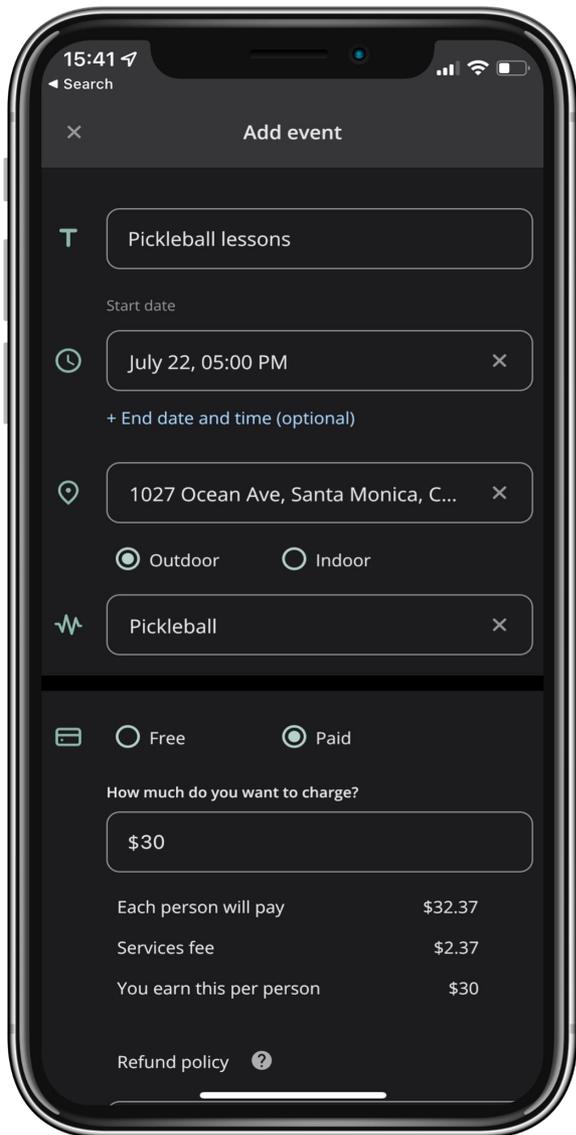
Large corporations



Proliferation and varying adoption of tools, resulting in manual and ad-hoc ways to organize



Phase 1 monetization: small service fee



Organizers set the price of their actLive event...



...we charge a 3.5% service fee per transaction...



...which is passed through to actLive attendees



As the platform scales, we can add advertising space for health, wellness and sports brands

Transaction revenue



New advertising revenue stream as platform scales



(1) Instagram user base is closest target audience ages 20-39, half of events on eventbrite are free so cut users in half

(2) actLive research for fitness classes

(3) Low end of platform proxies, Mercari is 10%, Poshmark is 3-20%, Tradesy is 8-20%, Etsy is 5%, Eventbrite is 3.5-5%

(4) IG user base is closest demographic to actLive's target audience

(5) ARPU for boosting actLive events and promoting health and wellness brands, IG is closest platform



A look into the next year of growth projections



LA launch

actLive launches in its first market to secure champions and test business model



500 downloads

PwC partnership
actLive secures its first corporate client

SD launch

actLive launches in a second market with a new scalable model



10k downloads

Boost features

actLive rolls out new advertising features to boost event impressions



2023

Miami launch

actLive continues launch plan with activation events in target markets

EQUINOX

actLive 2.0

Complete rehaul of the actLive platform based on user feedback to date



100k downloads

Market launches @ scale

actLive launches in target markets simultaneously (e.g., Austin, Denver)

actLive champion highlights

actLive introduces new features to promote actLive champions



Investment opportunity: \$5M seed round

Use of funds



Product development

Incorporate user feedback collected for the next iteration of the product, actLive 2.0



Marketing

Create incentive marketing programs to accelerate user and actLive champion (organizer) growth



Partnerships

Build strategic health, wellness and sports partnerships to increase platform credibility



Team expansion

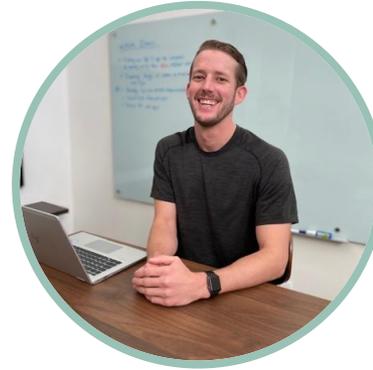
Bring engineering in-house and hire top talent to round out the rest of the core actLive team



The team



Cody Anderson
(CEO, co-founder)
the visionary



Connor Wynveen
(CTO, co-founder)
the system thinker



Rachel Wynveen
(research & design)
the empathizer



Holden Winship
(growth hacking)
the experimenter



Tory Harding
(influencer marketing)
the provocateur



Chiara Espero
(partnerships)
the connector

Thank you!



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