



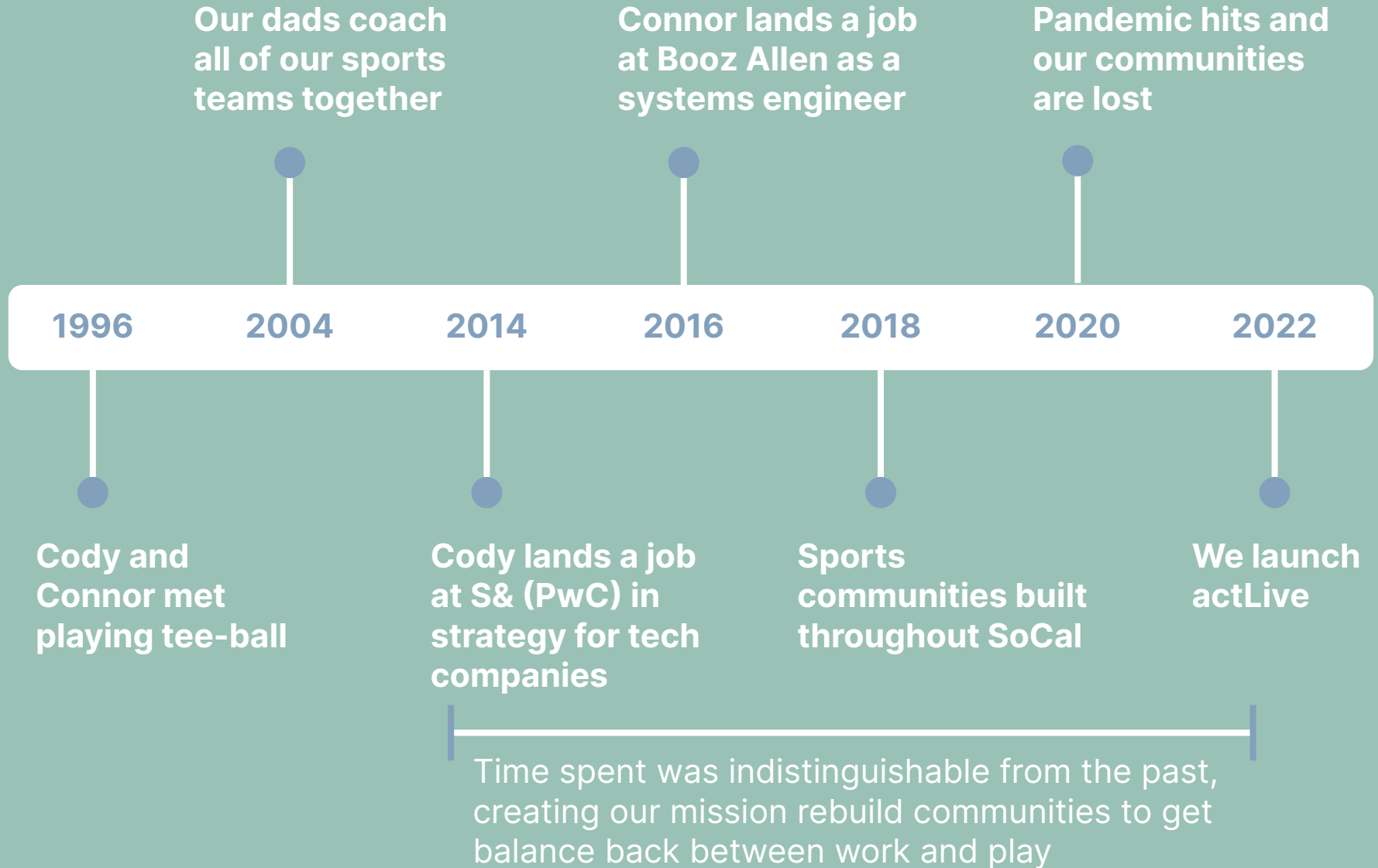
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Pitch deck



Our story





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

24B

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

50%

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

+300%

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

⁽¹⁾ actLive research

⁽²⁾ Thrive Global

⁽³⁾ World Health Organization



Success in breaking societal norms

Disruptive examples

Transportation



Hospitality

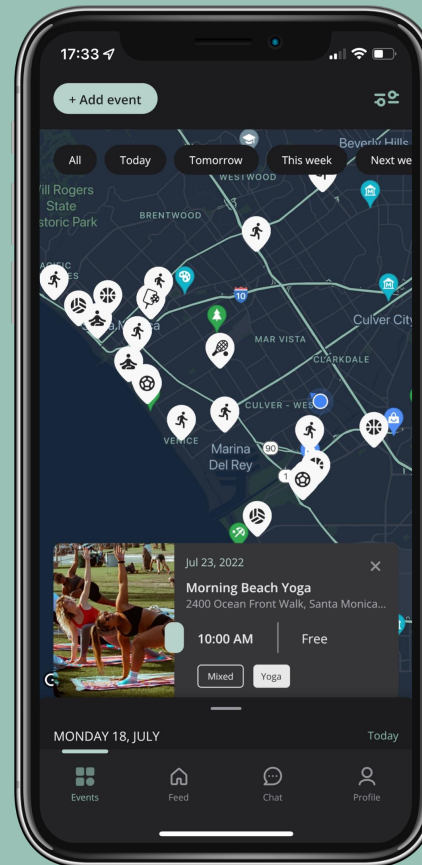


Food & Beverage



The next disruptor...

Health, Wellness & Sports

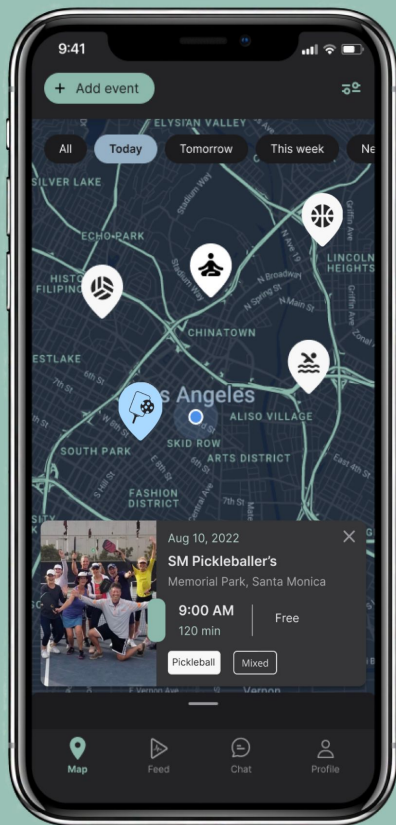


“In its simplest form, actLive is a platform for people to schedule playdates”

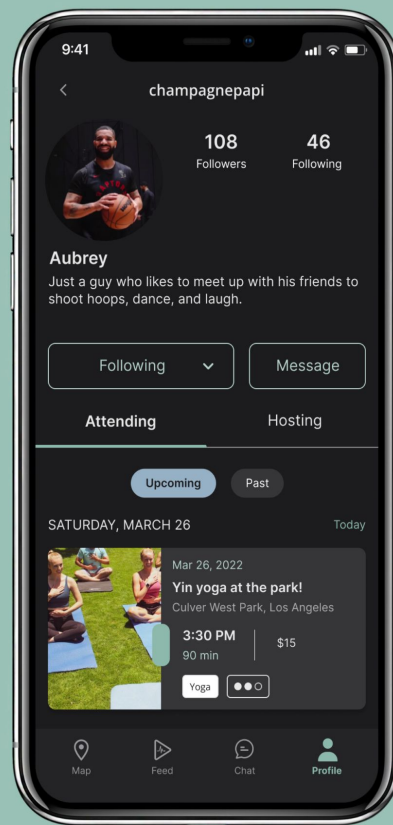


A premium user experience

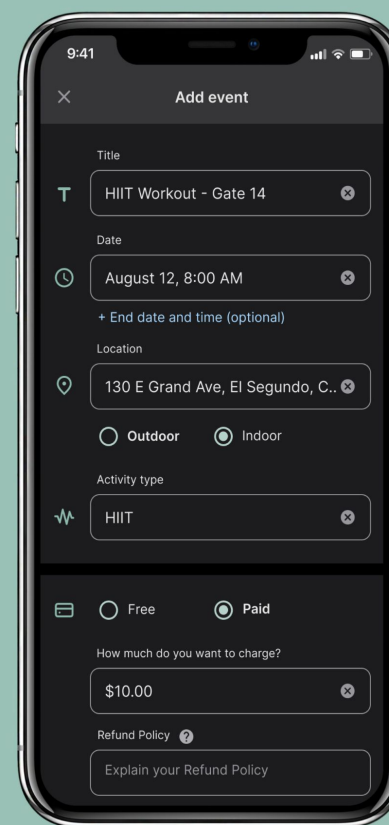
Find activities near you
on the actLive map



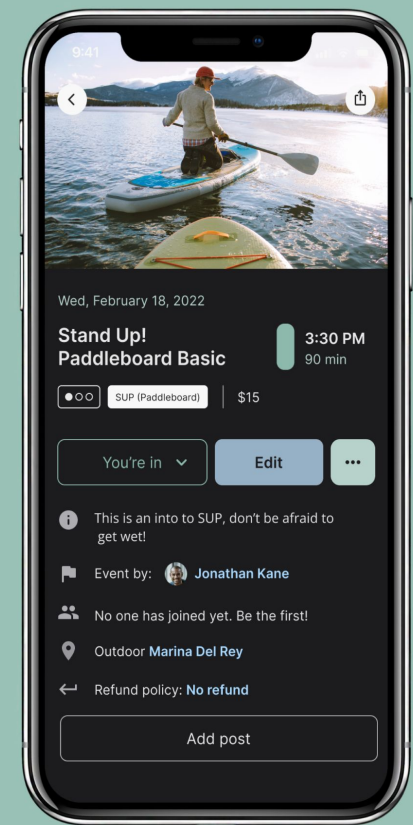
Follow and keep up
with your friends



Create free or paid-
for events



Manage & share events
with your squad





The time is now!





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

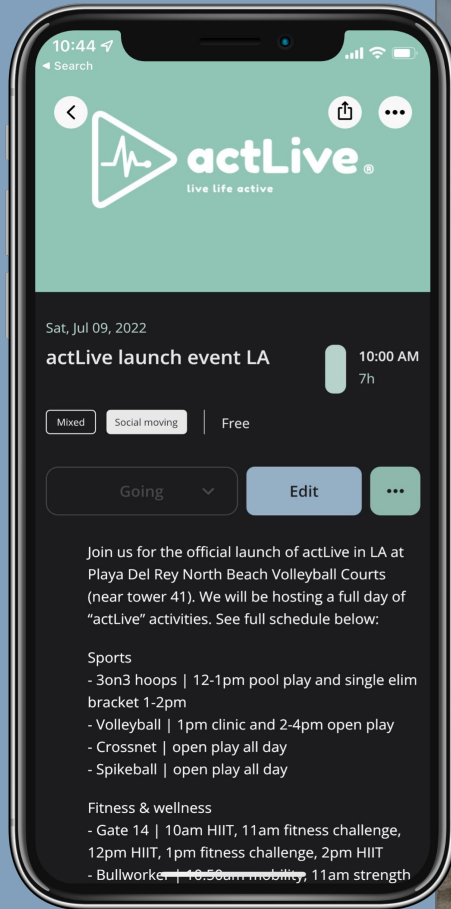
No more green texts or random numbers, easily see who is who and follow each other for future activities

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



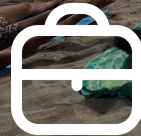
Interest

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



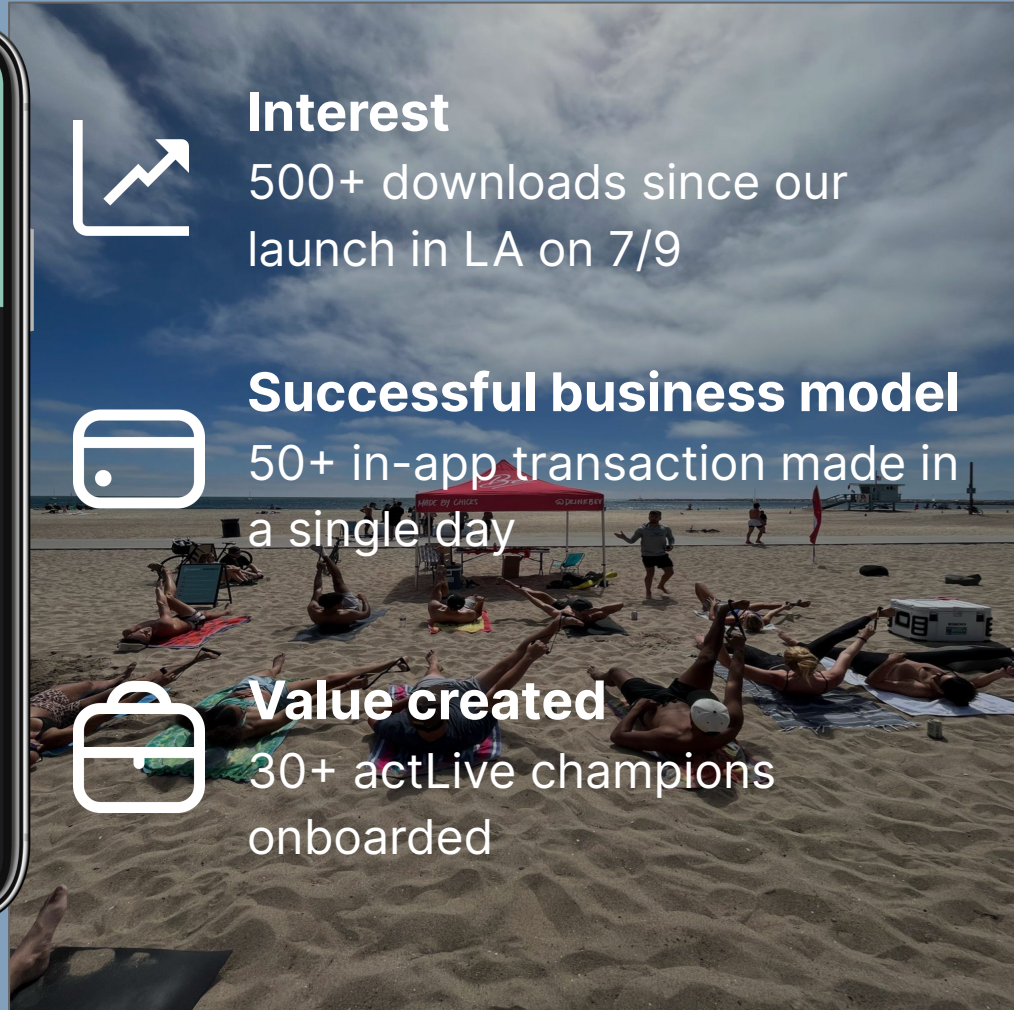
Successful business model

50+ in-app transaction made in a single day



Value created

30+ actLive champions onboarded



Jiant



SWEAT YOGA

CENTR™

CROSS NET



BULLWORKER

BREATH HAUSS

GATE 14
FITNESSES

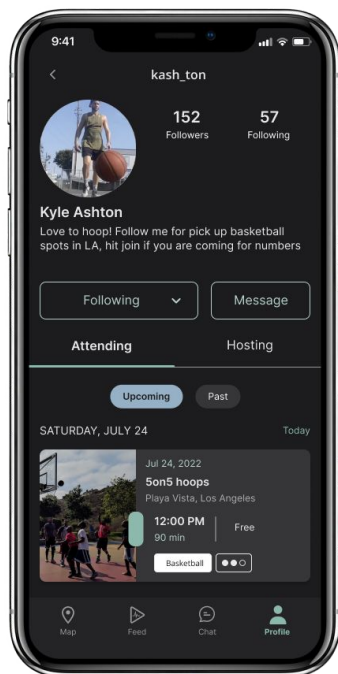
LA KO
BOXING
LOS ANGELES

Brazilian Jiu Jitsu
with JP London



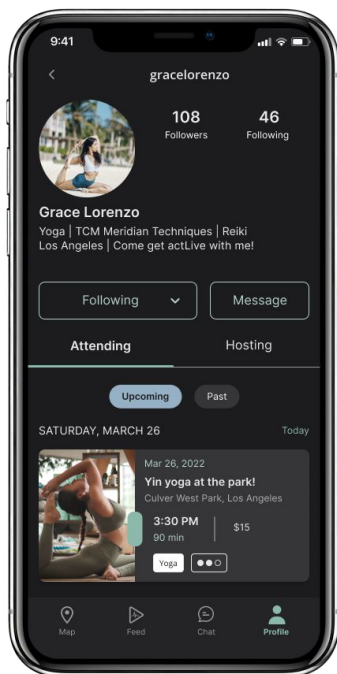
Who creates the events? Meet our actLive champions

Activity enthusiasts



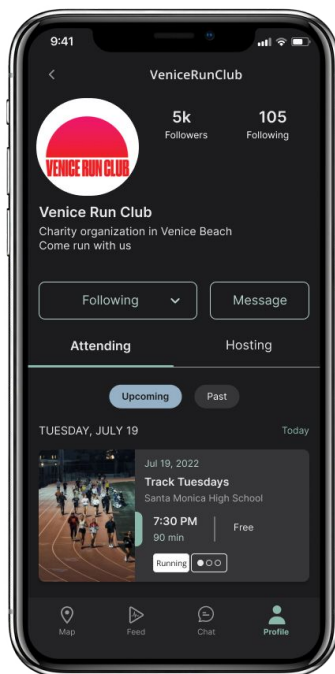
Wants to grow their community and have a simple way to organize and invite others to get active

Independent instructors



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

Activity clubs



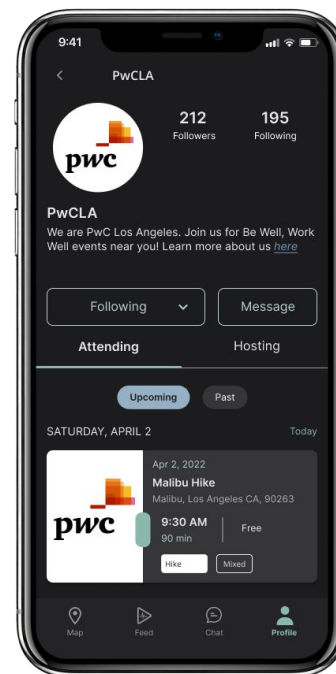
Has an existing community but lacks a tool for connectedness and monetization

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

The smartphone screen displays the 'Add event' form with the following details:

- Title:** Pickleball lessons
- Start date:** July 22, 05:00 PM
- End date and time (optional):** + End date and time (optional)
- Location:** 1027 Ocean Ave, Santa Monica, C...
- Event type:** ☒ Outdoor ☐ Indoor
- Activity:** Pickleball
- Payment type:** ☐ Free ☒ Paid
- How much do you want to charge?:** \$30
- Summary:**

Each person will pay	\$32.37
Services fee	\$2.37
You earn this per person	\$30
- Refund policy:** ?



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

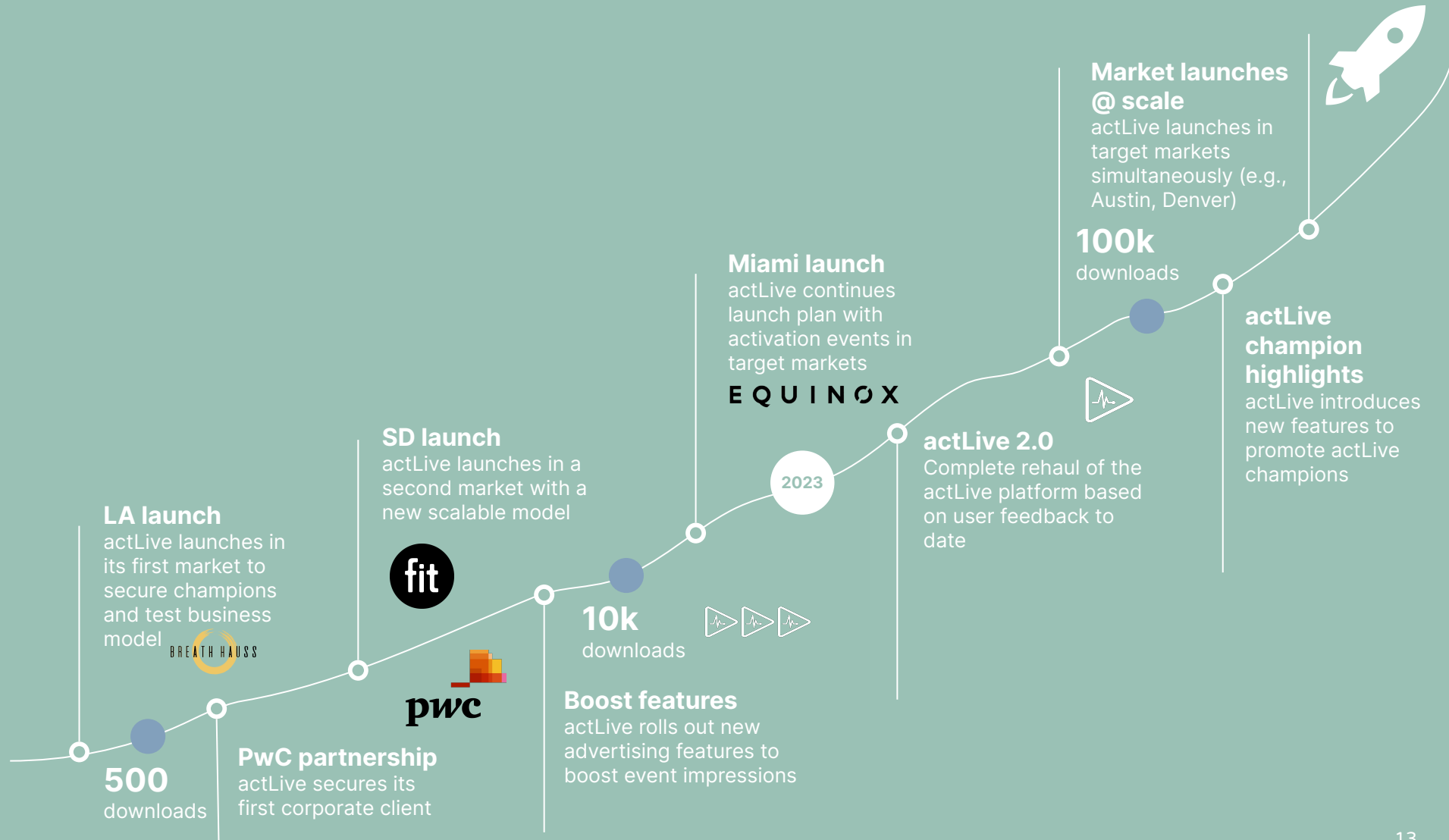
(3) Low end of platform proxies, Mercari is 10%, Poshmark is 3-20%, Tradesy is 8-20%, Etsy is 5%, Eventbrite is 3.5-5%

(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





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

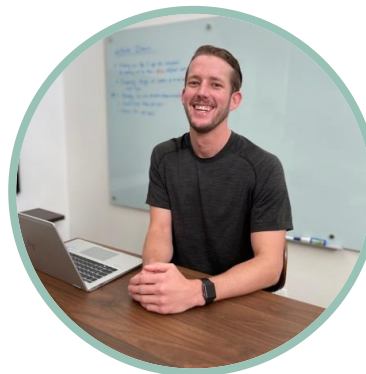
Bring engineering in-house and hire top talent to round out the rest of the core actLive team



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

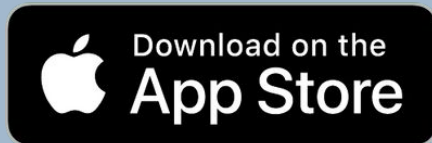


Tory Harding
(influencer marketing)
the provocateur



Chiara Espero
(partnerships)
the connector

Thank you!



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