



Burst FITNESS

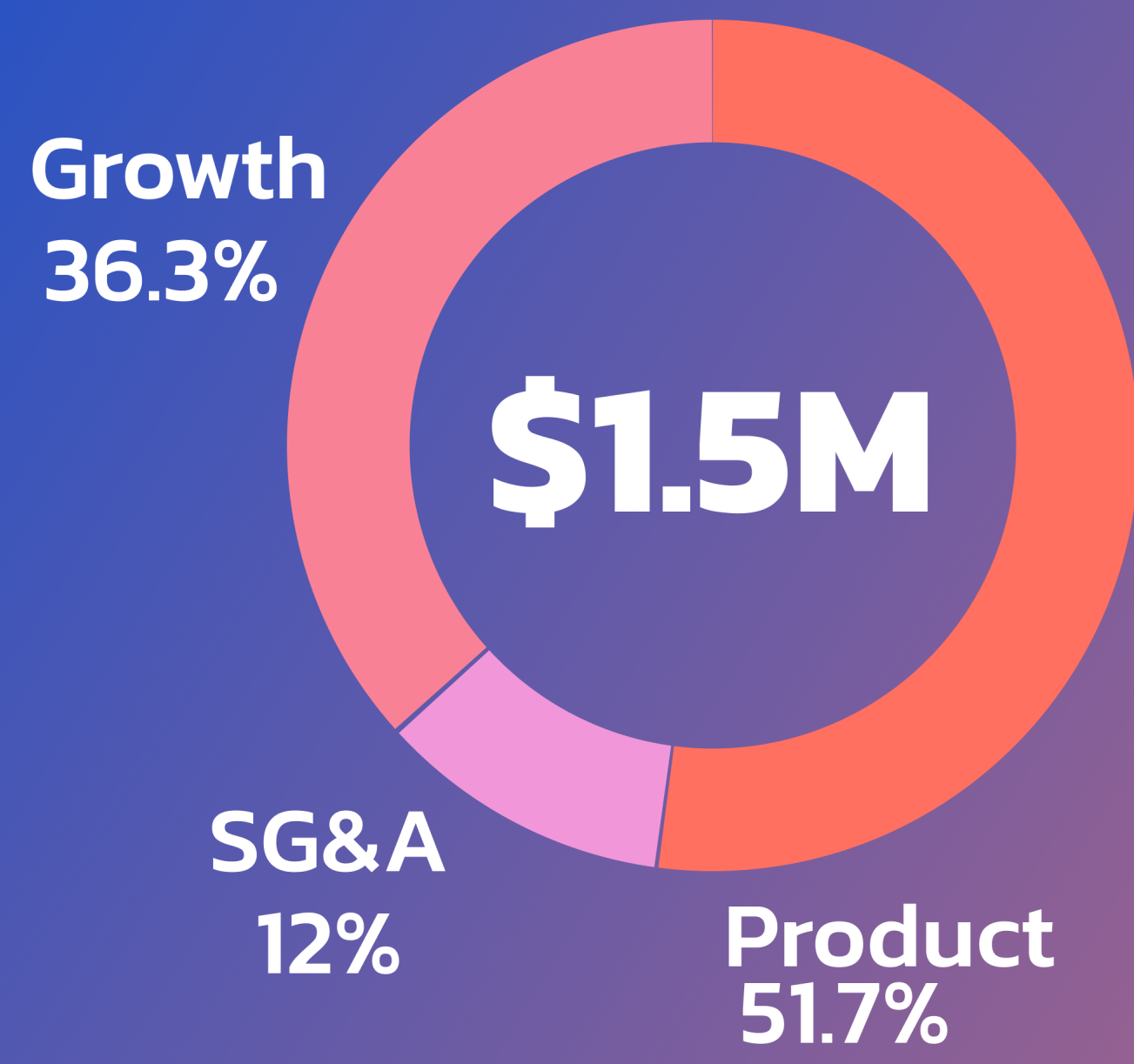
Burst makes convenient fitness accessible to all women, in just 5 minutes a day, without even needing to change your clothes.

Founded August 2020
Website burstfitnessapp.com/
Headquarters Saratoga Springs, UT
Type Tech, Health & Wellness

Investment

Series Pre-seed
Raise \$800K - \$1.5M
Capital Raised \$200K
Min. Investment \$25K

USE OF FUNDS



- \$543K, platform design and development work
- \$233K, sales and customer support team
- \$124K, social media and conference ad spend
- \$271K, ambassador partnerships and deals
- \$149K, independent contractor spend for 1X1 training
- \$180K, SG&A (legal fees, contractors, office equipment)

Key Metrics

	CURRENT	PROJECTED
LTV (To Date)	\$76	\$132
Avg MRR / Customer	\$14.99	\$14.99
CAC	\$2.75	\$1.5
Total Users	1800+	20,000+
Total Countries	38	55
Mo. Customer Churn	15%	11%
Daily Active User / Monthly Active User	30%	40%
Virality	50%	150%
ARR	\$50K	\$2M

Team



Allison Roberts Cofounder & CEO

- National Elite Athlete in track and cross-country
- Went from pregnancy to first body-building competition in 8 months
- VP Marriott School of Business
- Worked at 3 Fortune 500 companies before founding Burst



Austin Wright Cofounder & President

- Lost over 110 lbs and has kept it off for over 7 years
- Placed top 3% in first Spartan race
- Serial Entrepreneur with a Product focus in the tech and app space
- Recently led Apple's internal corporate wellness programs

Key Advisors: Craig Earnshaw Inger Erickson

Allison@burstfitnessapp.com (313) 655-1747

Overview

Allison founded Burst Fitness in August 2020, after transforming her own health with the Burst program. In 5-10 minutes of exercise a day, she lost 45 pounds and entered a bodybuilding competition 8 months after having her baby. Burst helps women across the globe get fit in 5 minutes a day, without equipment and without needing to change their clothes. And it's all possible with the new science of Quick Burst Exercise (QBE). QBE has been scientifically proven to cut the risk of cardiovascular disease in half, among many other benefits. Burst is the first to commercialize this medical innovation.

Burst is currently offering 15-20% equity for \$1.5M in a pre-seed round. Currently, the mobile platform provides custom daily exercise routines and videos for customers to follow. Capital raised will build version 2 of the platform, which will add gamification features like streaks, leaderboards, and badges. Capital will also be used to generate revenue through affiliates and word-of-mouth growth for our D2C channel, and through corporate wellness programs for our B2B channel. To date, the founders bootstrapped to build the MVP Burst mobile platform, and received a \$25K check in December 2021. Using just \$4K in ad spend, the team generated projected ARR of \$50K. Allison and Austin own 95% of the company.

Highlights



Fitness is Inconvenient

Over 80% of women do not get enough exercise. This is leading to the longest decrease in life expectancy that we've seen in over a century. Sedentary lifestyles are killing us faster than any other cause today. And the #1 reason women don't exercise is a lack of time.

Value Add: Behavioral Change

The main value add with Burst is behavioral change. We educate users and give them the reminders and support that they need to make lasting changes in their lives.

Early Traction

Burst Fitness has 1800 lifetime users, and has been downloaded in 38 country codes. Using just \$4K in total ad spend, Burst generated projected ARR of \$50K, proving early product-market fit.

High Gross Margin

Burst has gross margins above 90%.

Tapping an Underserved Majority

The fitness industry *can't* address the needs and lifestyle of most women. Today's programs require time, effort, and money that we doesn't have. Between kids, jobs, household responsibilities, and more, our self care is pushed out of the picture. We need a quick, easy, and affordable fitness plan.

Strong Brand

Burst Fitness recently rebranded from Fastercise, after extensive customer research. The name "Burst" makes Burst Fitness natural category kings of the QBE (Quick Burst Exercise) movement, which is changing the way people think about fitness.

QBE Innovation

QBE was discovered by doctors as a way to help patients get needed exercise. Burst is patenting the combination of these new exercises and the delivery of them through technology.

Competition

Burst is one of the very first companies to commercialize the QBE methodology. Competitors are often dis-incentivized to provide QBE on their platforms because that would cannibalize their other sales (equipment, longer workouts, etc.)

Competitor	Founded	Revenue	Funding
Noom	2008	\$400M	\$659M
Sweat	2015	\$100M	\$300M
Freeletics	2013	\$25M	\$70M
Obe Fitness	2018	\$11M	\$20M
WeightWatchers*	2004	\$60M	N/A

Financials

Seven months after closing funding, Burst will hit break-even and get to 14K paying users. Within 12 months of closing funding, Burst will hit \$2M projected ARR and 28K paying users.

Pro-Forma	Projected Year 1	Year 2	Year 3
Revenue	\$2M	\$10M	\$26M
COR	\$440K	\$950K	\$1.3M
Gross Margin	\$1.56M	\$9.05M	\$24.7M
Gross Margin %	78%	91%	95%
EBITDA	\$1M	\$7.4M	\$21M
EBITDA %	50%	74%	81%

Market

Burst Fitness enters a digital fitness market prime for disruption. With users turning to digital fitness solutions, and also feeling dissatisfied with their current fitness programs, change is needed.

Market	TAM	SAM	SOM
Digital Fitness	\$198B	\$56B	\$7B

