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%.

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.)

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.

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.

Key Metrics

<table>
<thead>
<tr>
<th>Current</th>
<th>Projected</th>
</tr>
</thead>
<tbody>
<tr>
<td>LTV (To Date)</td>
<td>$76</td>
</tr>
<tr>
<td>CAC</td>
<td>$2.75</td>
</tr>
<tr>
<td>Total Users</td>
<td>1800+</td>
</tr>
<tr>
<td>Total Countries</td>
<td>38</td>
</tr>
<tr>
<td>Mo. Customer Churn</td>
<td>15%</td>
</tr>
<tr>
<td>Daily Active User / Monthly Active User</td>
<td>30%</td>
</tr>
<tr>
<td>Virality</td>
<td>50%</td>
</tr>
<tr>
<td>ARR</td>
<td>$50K</td>
</tr>
</tbody>
</table>

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 app training
- $180K, SG&A (legal fees, contractors, office equipment)

Key Advisors:

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

Team

Allison@burstfitnessapp.com (313) 855-1747