



JustHuynh™

Just Win by Training Together

# PROBLEM



Founder (Francis Huynh) quit on fitness goals having experienced life-threatening college “Freshman 15” and desk job weight gains. Dedicating life to provide people needed accountability and motivation to achieve their fitness goals.

## Motivation **80%**

of adults don't meet healthy activity guidelines (World Health Organization)

## Shyness **60%**

of current gym-goers dread the influx of January New Year Resolution newcomers<sup>1</sup>

## Accountability **60%**

quit on their fitness goals after 2 months (Statista)

# RELEVANCE

Worldwide: In 2016, 400 million+ people have diabetes<sup>3</sup>



## DIABETES

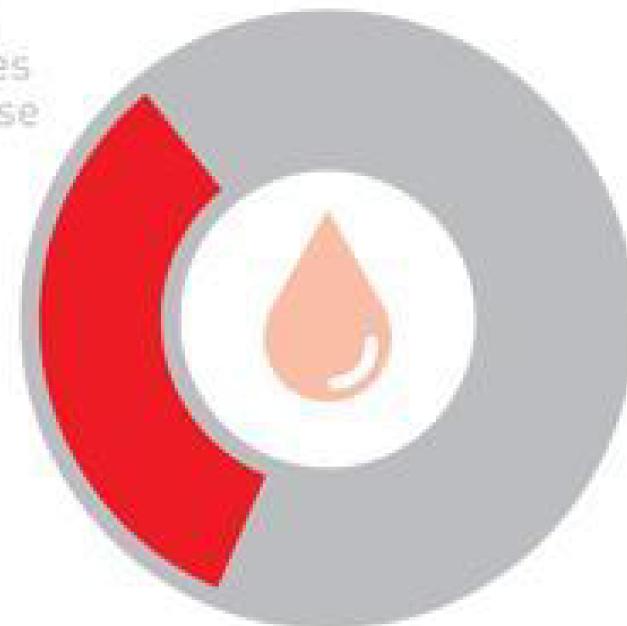
DIABETES IS  
ON THE RISE



**422 MILLION**  
adults have diabetes

**3.7 MILLION**  
deaths due to diabetes  
and high blood glucose

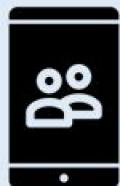
**1.5 MILLION**  
deaths caused  
by diabetes





# SOLUTION

Connect people nearby to train together for needed accountability and motivation to just win at achieving their fitness goals.



## Match & Chat (Confidence)

Match with compatible partner beforehand based on age, gender, time, activity, location, and goal.



## Schedule & Track (Accountability)

Sharing fitness goal with others is a joint social contract that makes quitting difficult.



## Gamification (Motivation)

Community support thru leaderboards, awards, and challenges strengthen drive and commitment.

# PRODUCT

## MVP (Match & Chat): Just Win By Training Together

### Let's Build Your Profile!

User name (this can't be changed later)

 franciskhuynh

Display name

 Francis huynh

Birth date

 23 AUG 1988

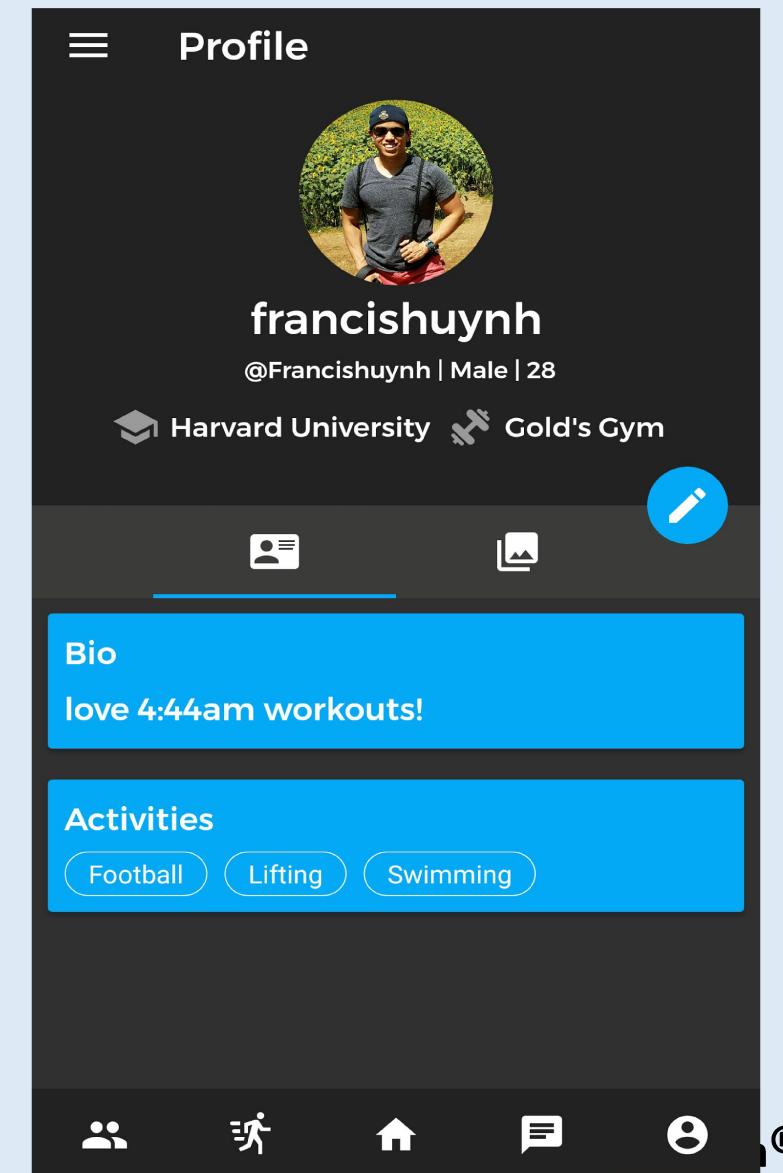
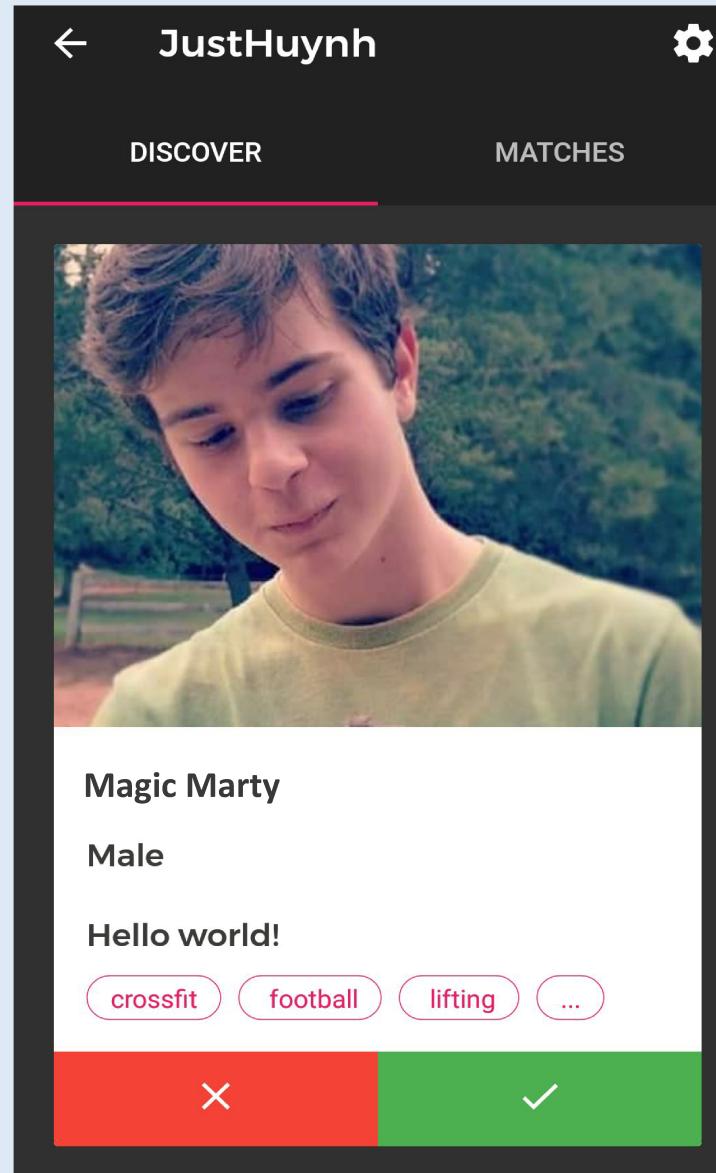
About you (24/150 characters)

 love to exercise 4:44am!

Gender

 Male  Female

Continue >



# MARKET SIZE

**Target market:** People with goals to be healthy. Per World Health Organization, people age 18-64 should exercise 150 minutes a week.

## United States Opportunity (70 million)

### Colleges (15 million)

Initially help students enrolled in college with a 1500+ student enrollment.



### Gyms (55 million)<sup>2</sup>

Help the 80% of people who don't use their gym membership and motivate the remaining 20% to stay committed.



# COMPETITION

JustHuynh incorporates gamification and community support to provide people needed accountability and motivation to achieve fitness goals.

## Motivation



Dating-focused



Fitness-focused

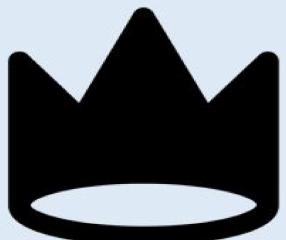
Pillar Fitness



No Motivation

JustHuynh®

# BUSINESS MODEL



## Gym Membership

- Revenue share for new and retained members

## Personal Trainer Clientele

- Revenue share for access to clients in community

## Premium Subscription

- Freemium app with premium paid features

## Advertisements

- Tailored native advertisements for user activity

# TRACTION

500

Sign-ups

Fall

Android & iOS Launch in U.S.

## Ambassadors

Recruited 20+ college and fitness volunteers

## Gyms

Partnered with YMCA, Planet Fitness, NBA & more



Selected as Top 100 out of 6,000 Global Startups

Selected to Y2017 Alpha Startup Program

# “HUYNH’ING” TEAM

Passionate about fitness and mission excellence



## Francis Huynh

*Founder & CEO*

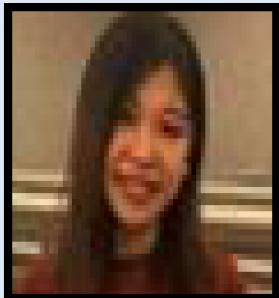
Martial Artist, Tech MBA



## Ishaani Goyal

*Social Media & Branding*

Social Media and Content



## Xiao Liang

*User Experience*

Health and Fitness



## Vikas Nayyar

*Development Lead*

Health and Fitness

## Advisors



## Bruce Lynskey

*Fitness Guru*

Diabetic Fitness



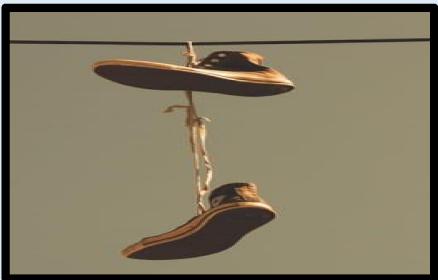
## Dawn Iacobucci

*Growth Marketing*

Social Networks

# FUNDING STATUS

Team is committed to make positive impact on people's health. In next 12 months, focused on user adoption and fitness partnerships



**Bootstrap:** Founder is a recently married MBA who passed on corporate careers to pursue fitness passion in helping people achieve their fitness goals



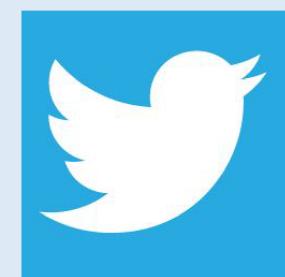
**Use of funds:** Recruit full-time team. 12 month runway \*  
\$15,000 monthly expense per teammate \* 6 teammates (CEO, CTO, Gym Sales Lead, College Marketing Lead, 2 Developers)



**Why Now:** High growth potential from community network effect. Funds used to accelerate product and partnership excellence. Exit opportunities via acquisition or IPO

# FOLLOW ME

**@franciskhuynh**



**www.justhuynh.com**

# SOURCES

- 1: <https://www.creditdonkey.com/gym-membership-statistics.html>
- 2: <https://www.statista.com/topics/1141/health-and-fitness-clubs/>
- 3: <http://www.who.int/mediacentre/factsheets/fs312/en/>