

MySwimPro



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Personalized swim training in the palm of your hand.



Problem

Limited Access to Personalized Training

- ◆ Very few swimming programs and instructors available to help athletes achieve goals.
- ◆ Current fitness platforms are not designed for swimmers.

Personal Coaching is Expensive

- ◆ Personal swim coaches cost \$50-100/hour.
- ◆ Swim coaches are hard to find.

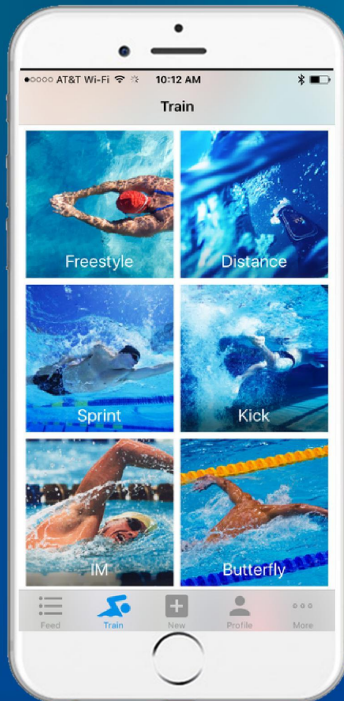
Isolation of Sport

- ◆ More than 90% of swimmers train by themselves.
- ◆ No digital community exists for swimmers to share, compare, and compete.

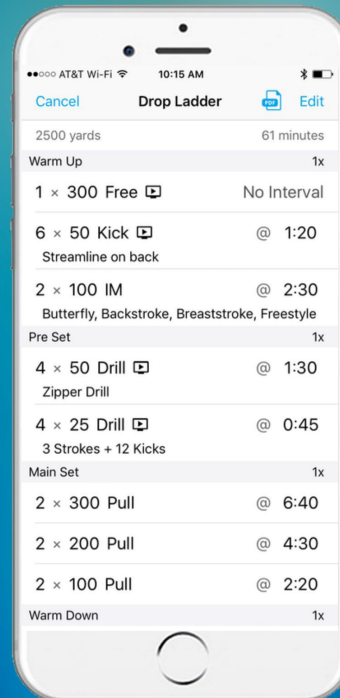


Solution

Select Goal



Workout



Analytics

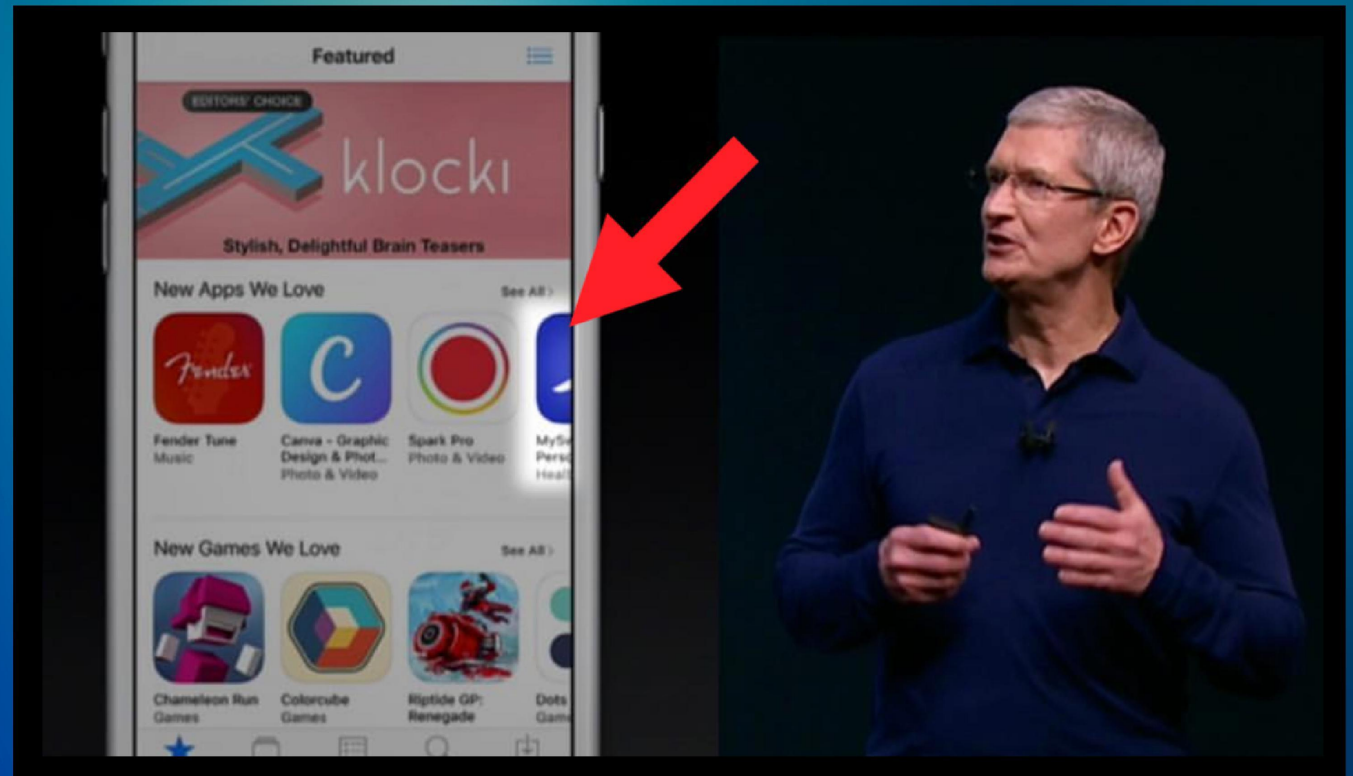
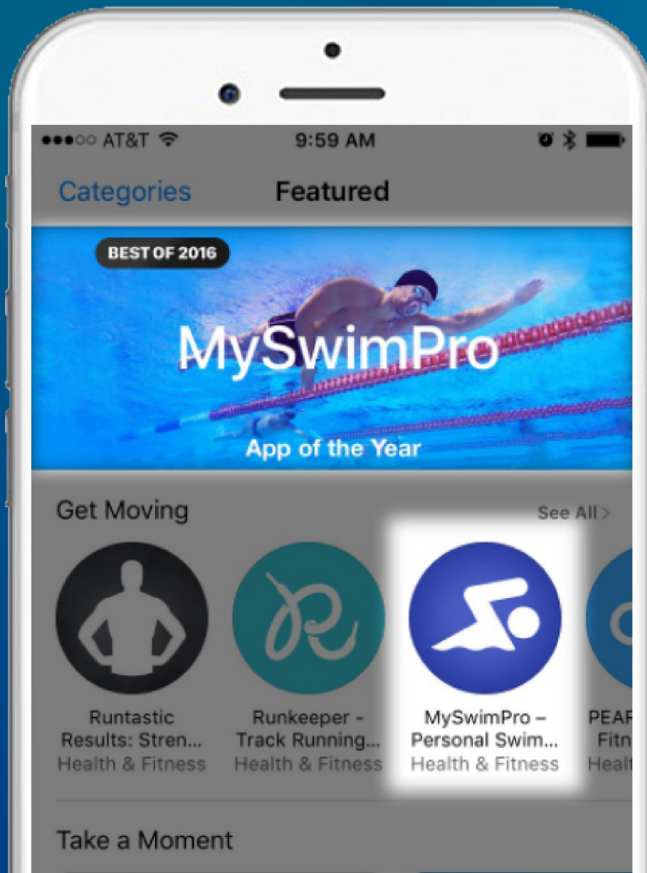


Swimmers choose from 8 workout categories, view instructional video content, and track progress towards goals. Swimmers are 3 taps away from a workout at app launch.



Apple App of the Year

Home Page of App Store



September 7, 2016 Keynote



Watch App

Select Activity



View Workout



Swim

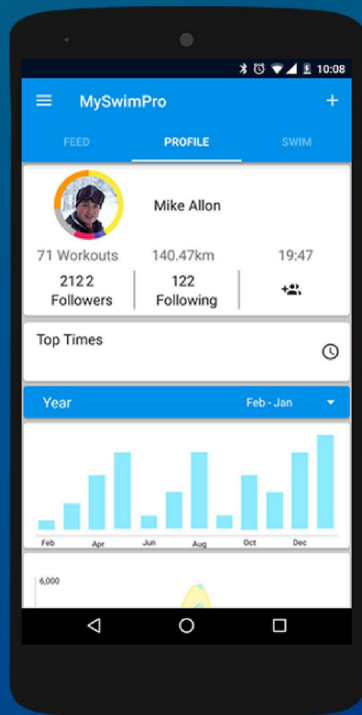


- ◆ Launched the world's first swimming app for Apple Watch.
- ◆ Personal coaching and real-time analytics: HR, calories, pace, distance.
- ◆ Sync workout to watch - coaches you through workout set by set.

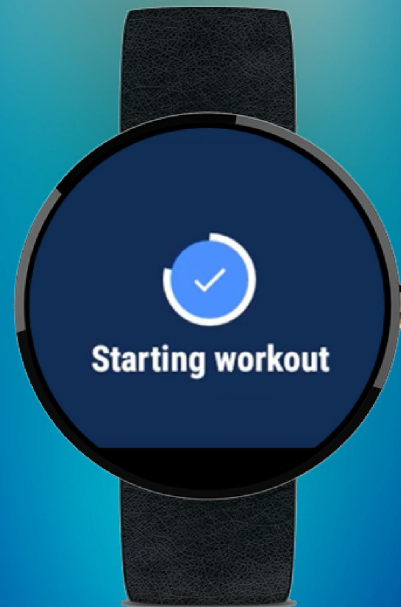


Android Wear

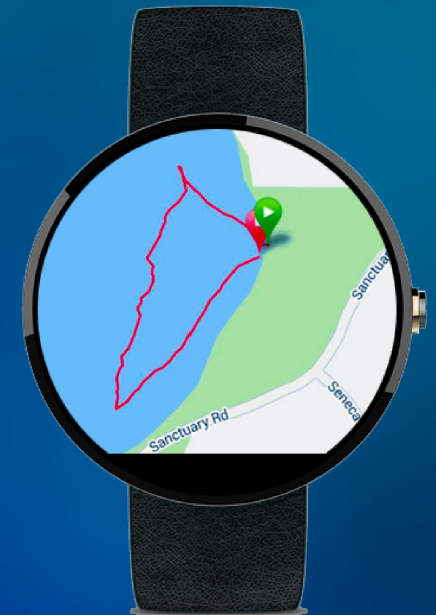
Select Activity



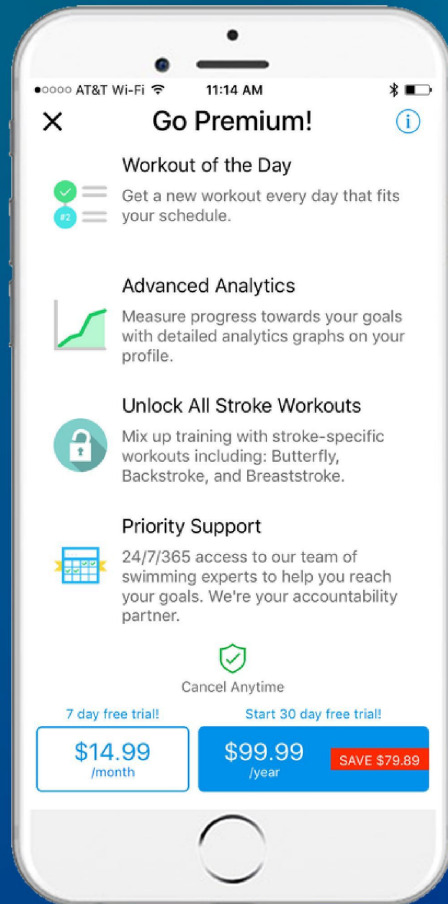
Workout



Swim



Unit Economics



iPhone

- ◆ Avg Conversion Rate: 3.2%
- ◆ # of Premium Subscribers: 425

Android

- ◆ Avg Conversion Rate: 1.2%
- ◆ # of Premium Subscribers: 75

Premium Athlete: \$99.99/year or \$14.99/month

- ◆ 82% Retention Rate
- ◆ Cost To Acquire Premium Athlete: \$25
- ◆ Payback Period < 3 Months



U.S. Market

Total U.S.
Fitness Swimmers
26.3m

Addressable
Revenue

\$2.6B

Serious
Lap Swimmers
9.4m

\$900M

Swim > 50x/year

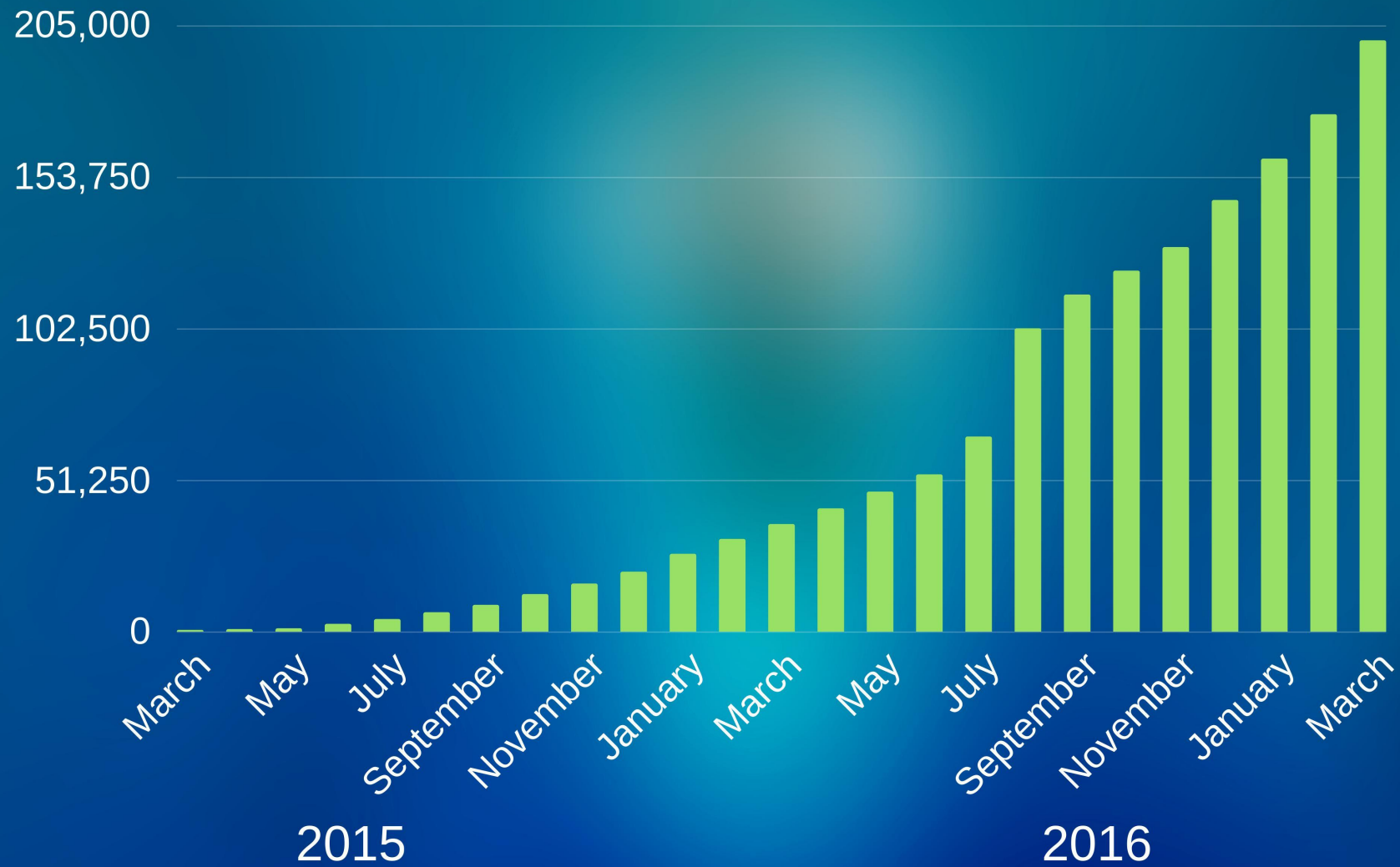
Beachhead
1m

\$100M

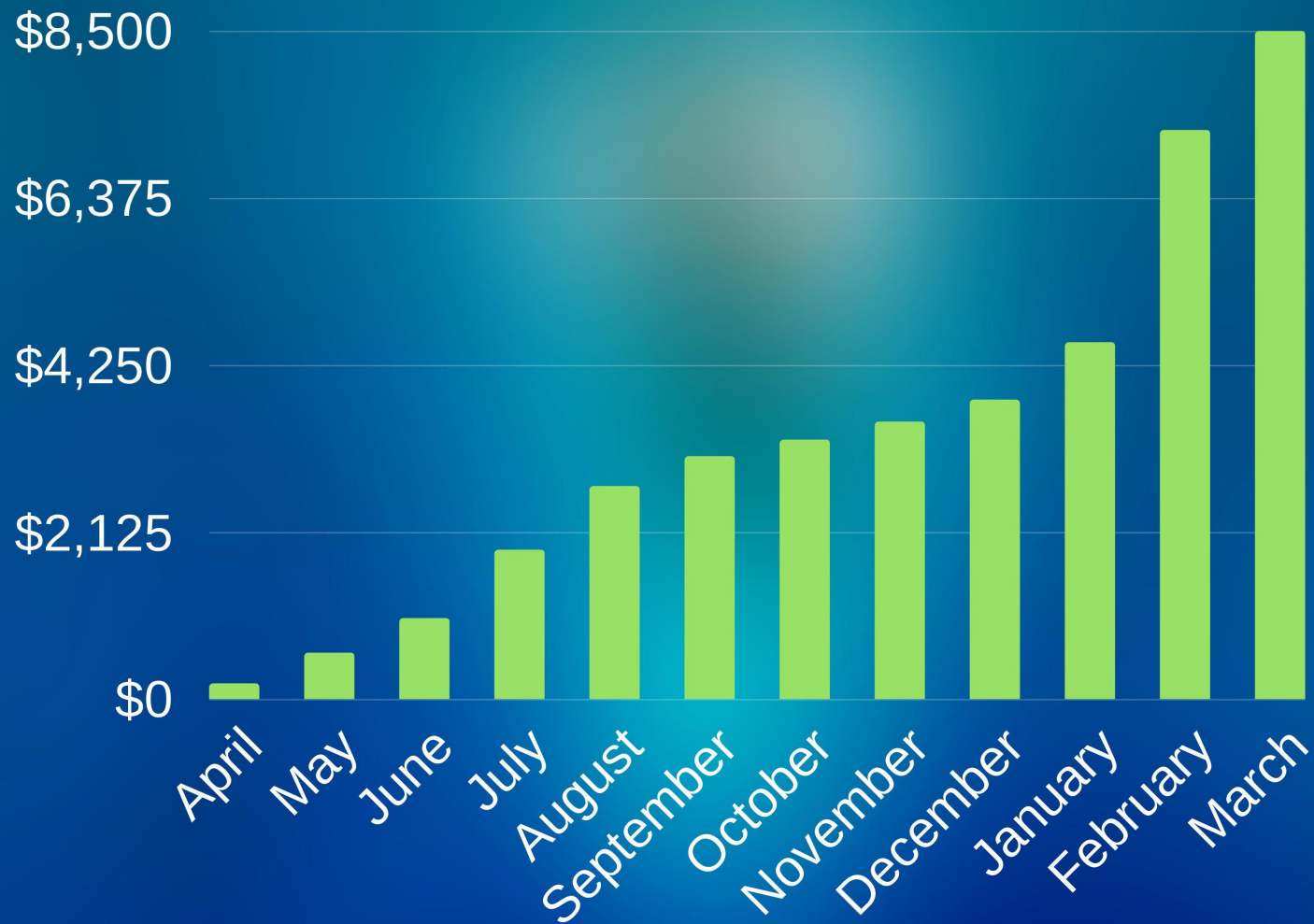
Ages 25-44



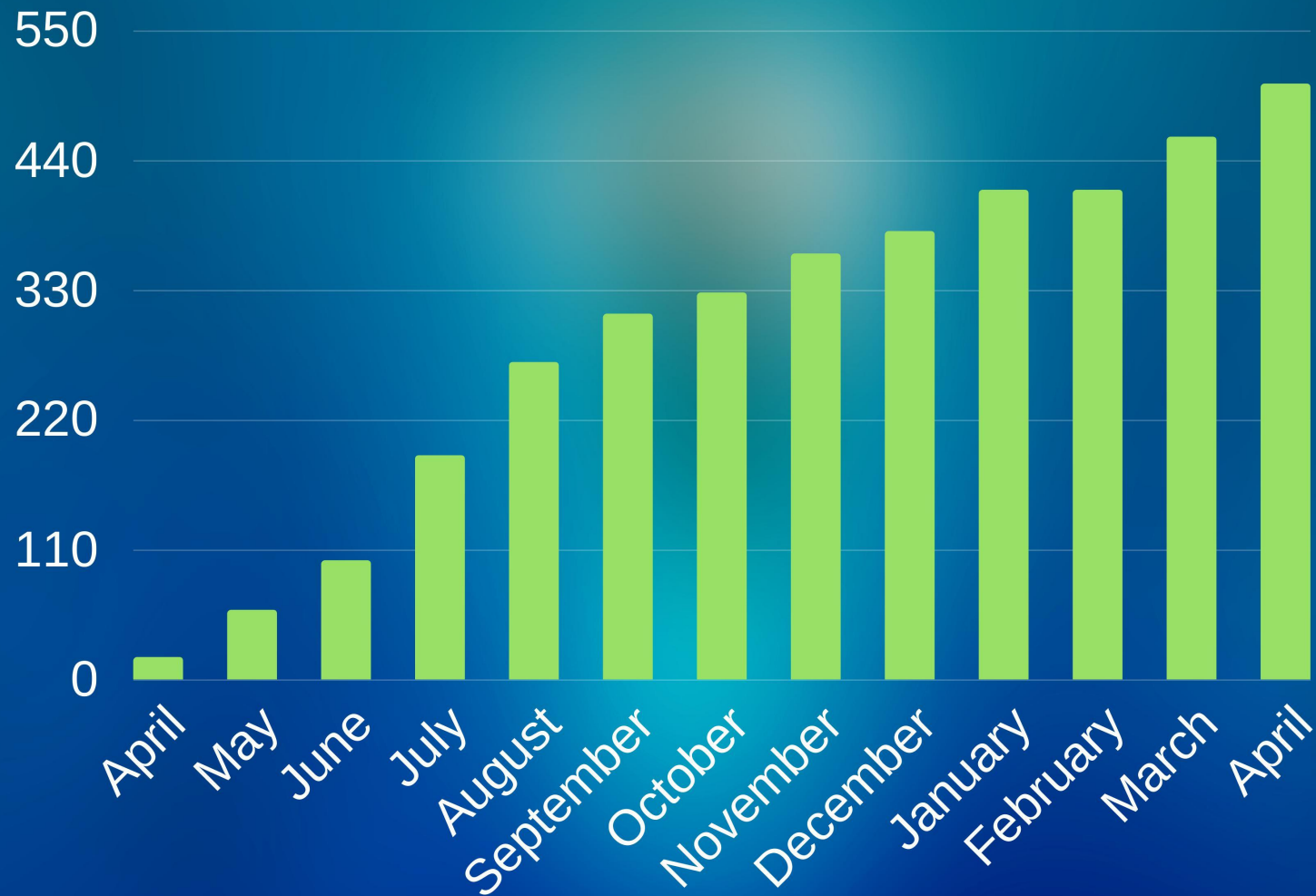
Total Registered Athletes



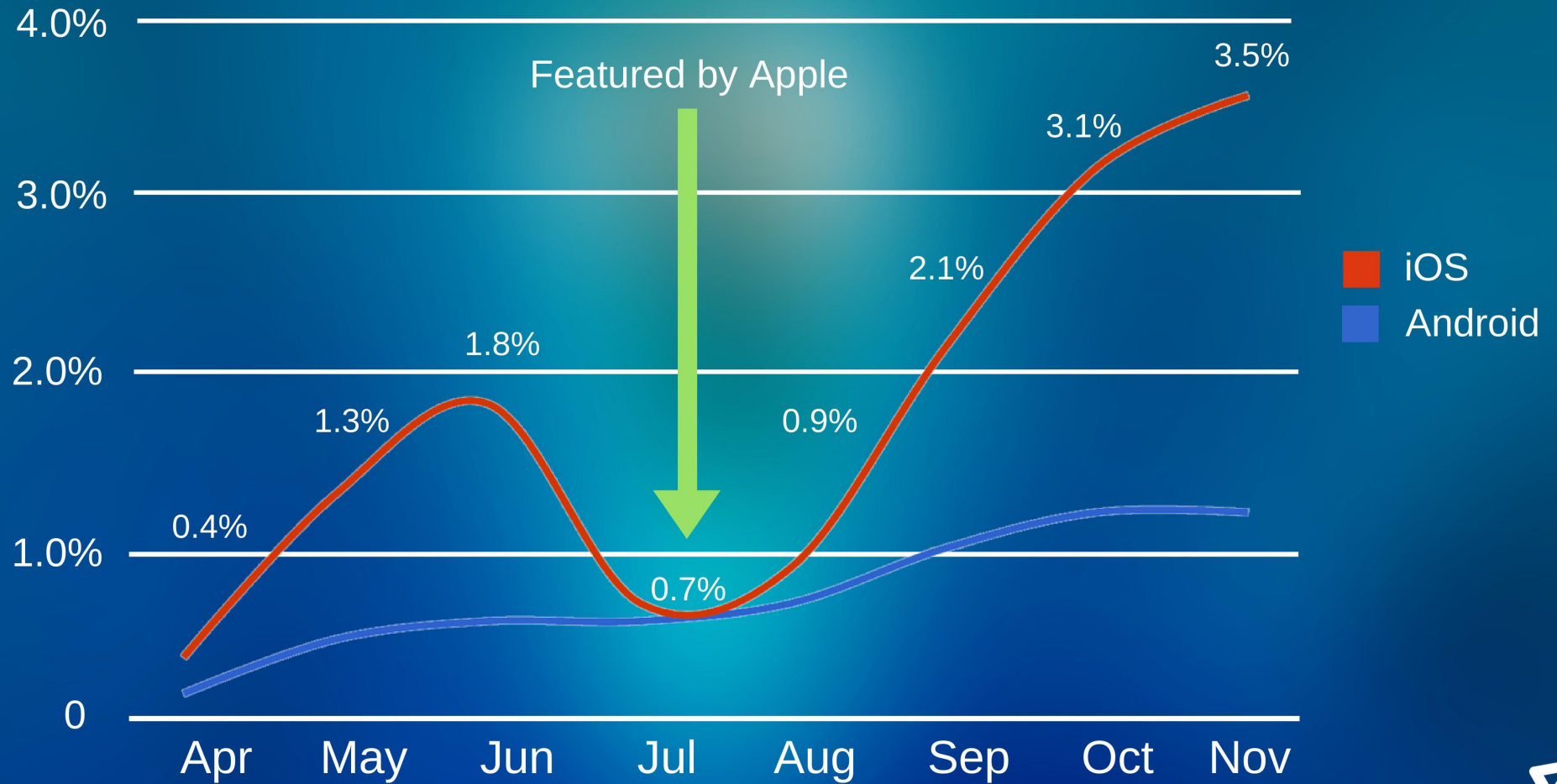
Monthly Recurring Revenue



Premium Subscribers

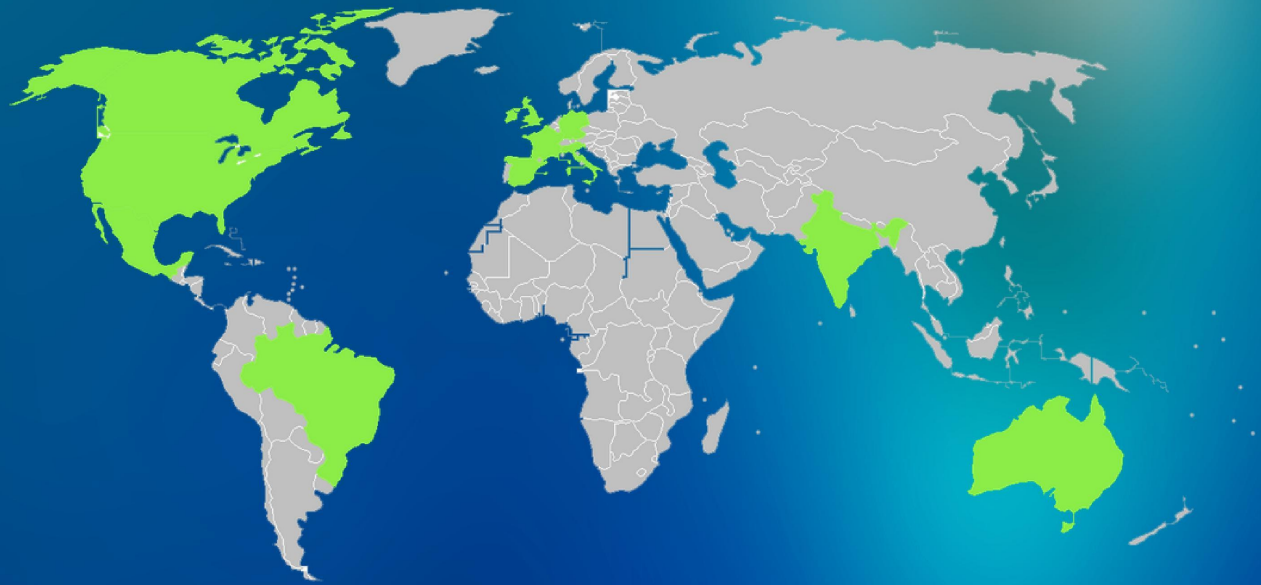


Conversion Rate to Premium



Global Engagement

41% of active users are located in the United States.



Top 10 Countries

- | | |
|------------------|-------------|
| ◆ United States | ◆ Mexico |
| ◆ United Kingdom | ◆ Spain |
| ◆ India | ◆ Italy |
| ◆ Brazil | ◆ Australia |
| ◆ Canada | ◆ Germany |



Customer Acquisition Strategy

Paid Acquisition of Premium Subscribers

- ♦ Highest Tested ROI: iPhone Ads on Facebook with \$0.53 cost per install = 2-3 month payback period.
- ♦ App Store Search Advertising in Health & Fitness Category.
- ♦ Incentivized Premium Subscription: Sponsoring athletes for referring premium subscribers.

Social Referral

- ♦ In-app social sharing, feed, friend invite, follow athletes.
- ♦ Creating sticky experiences through leaderboards, challenges, and competitions.

Partnerships

- ♦ National Governing Bodies: U.S. Masters Swimming, USA Swimming, College Swimming.
- ♦ Major Sports Brands sponsoring content and challenges.

Organic

- ♦ Discovery: Ranked #1 or 2. Search "swim" in the App Store. Content: Blogging, video, social, media.
- ♦ Localization and app translation.
- ♦ Google indexing, deep linking to workout content within app.



Marketing ROI Test Metrics

Cost Per Result = Cost Per App Install

	Impressions	Conversions	Cost Per Result	Conversion Rate	Spend
Apple Search Ads					
Swimming	4506	183	\$0.18	4.1%	33.82
Triathlon	8516	436	\$0.16	5.1%	67.93
Facebook					
iPhone Downloads	53,505	761	\$0.53	1.4%	\$403.30
Android Downloads	15,279	271	\$0.83	1.8%	\$224.49
Promotional Posts	152,080	48,907	\$0.01	32.2%	\$255.09
Instagram					
iPhone	52,831	47	\$1.70	0.1%	\$80.00
Promotional Posts	1,508	17	\$0.59	0.0%	\$10.00
Twitter					
iPhone	30,510	66	\$1.21	0.2%	\$80.00
Total Digital Marketing Tested	318,735				\$1,154.63



Competitive Landscape

MySwimPro



SWIMT.COM



Coaching



Wearable



Workout Log



Analytics



Community



Financial Projection



*Projections are displayed to show potential Revenue and Net Income. Any metrics displayed after 2016 are dependent on variables made outside of our control and may not materialize as displayed.



Competitive Landscape

MySwimPro



SWIMT.COM



Coaching



Wearable



Workout Log



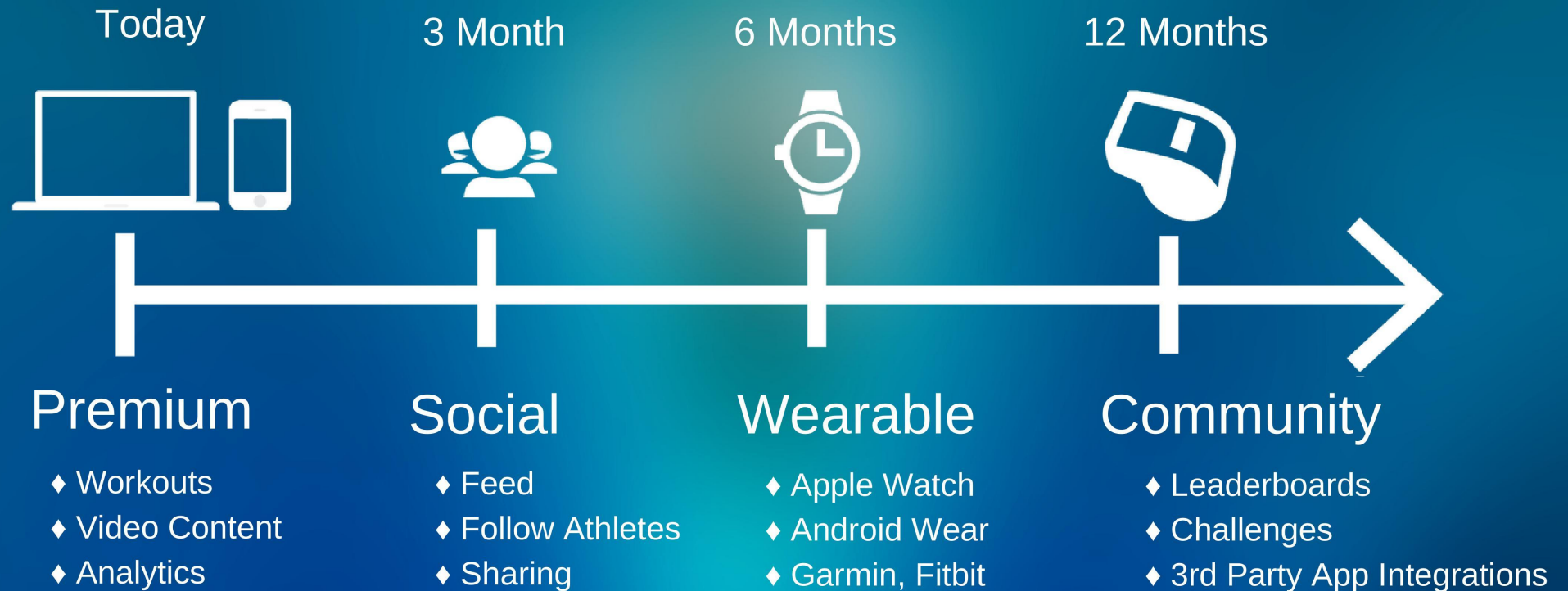
Analytics



Community



Product Roadmap



Vision: The GLOBAL platform for aquatic health and fitness!



Team



Fares Ksebati

CEO, Nationally Recognized Coach



Peter Vanderkaay

Advisor, 3x Olympic Swimmer



Michael Allon

Co-Founder, Android Lead



Adam Oxner

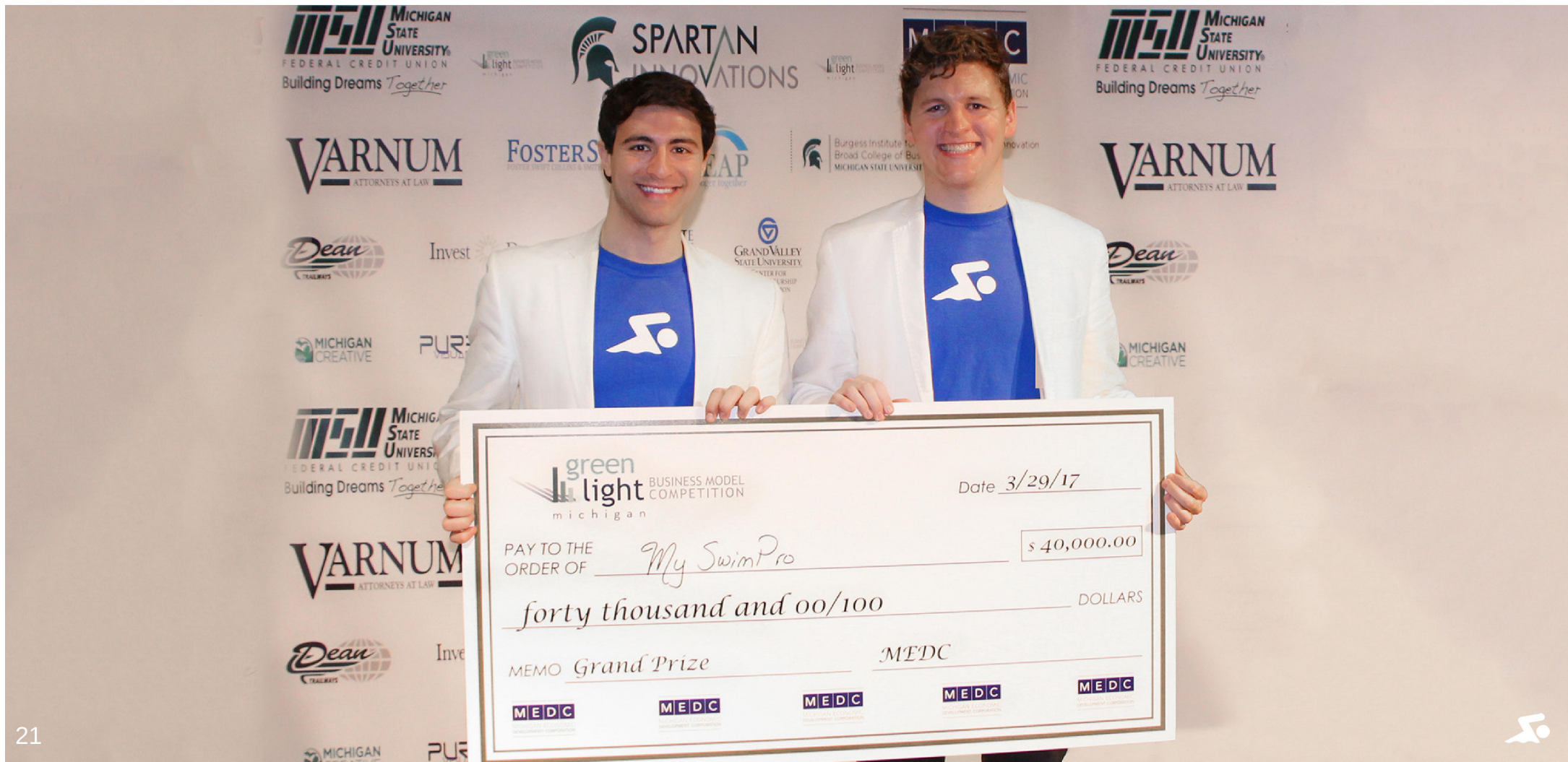
Co-Founder, iOS Lead



Advisors: Mitch Thrower (Chairman: Events.com, Triathlete Magazine, 22x Ironman)
Todd Sullivan (Serial Sports-Tech Entrepreneur, Sierra Wasatch Capital)



Michigan GreenLight Business Competition



Ask

- ♦ Raising \$1M
- ♦ SAFE, \$5M CAP: wefunder.com/myswimpro
- ♦ \$50k committed from Invest Detroit Ventures

Prior Funding

- ♦ \$50k Invested (SAFE) by the Regents of the University of Michigan
- ♦ \$25k Non-dilutive Grant from Innovation Fund of America
- ♦ \$40k Non-dilutive Grant from MEDC (GreenLight Business Competition Grand Prize)

Use of Funds

- ♦ Customer Acquisition
- ♦ Product Development



Industry Acquisitions

2014

2015

2016



\$475m



€220m



\$85m



\$85m



Undisclosed



\$20m



\$150m



\$17.8m



Undisclosed



MySwimPro

Empowering Aquatic Prowess For All Swimmers

