

THE #1 FITNESS BRAND



 MySwimPro®

MySwimPro, Inc. 2023 - PRIVATE & CONFIDENTIAL

FOR SWIMMERS

WE'RE GROWING



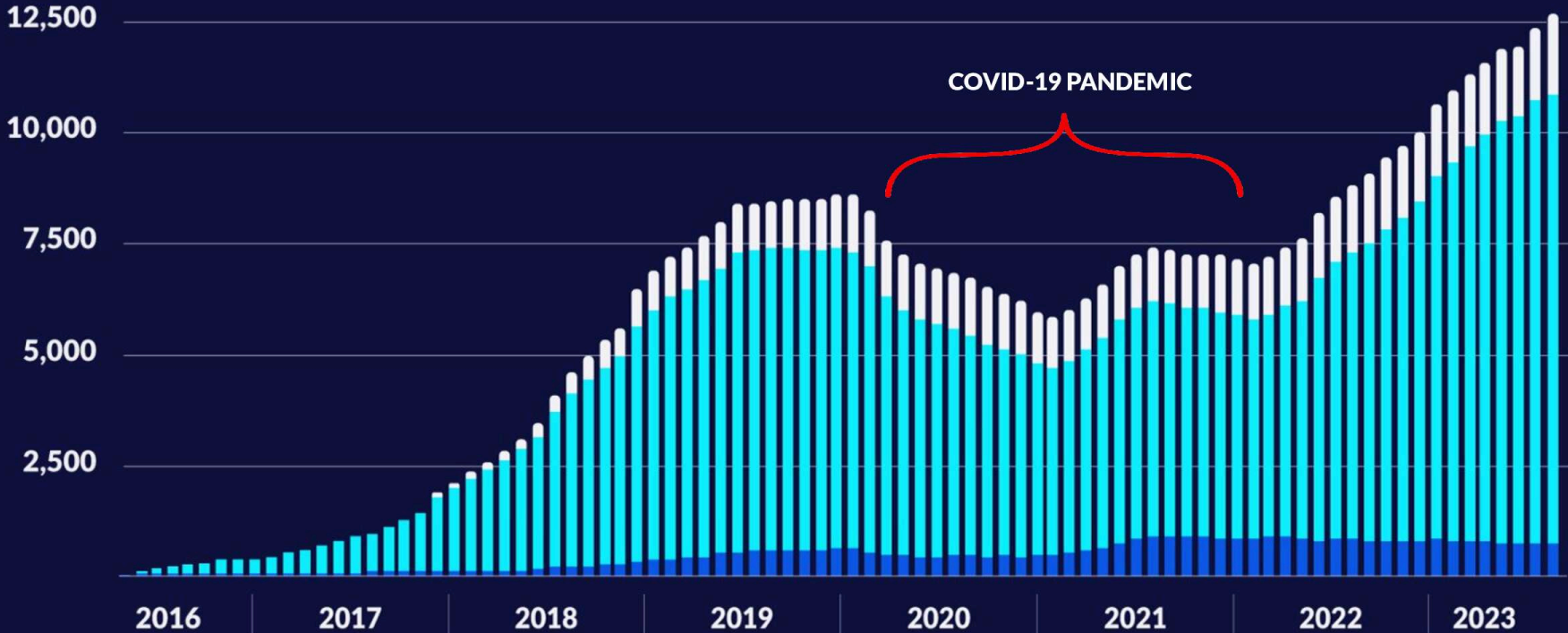
Since the pandemic low, we've **2x** total paying subscribers!

MYSWIMPRO ACTIVE PAYING SUBSCRIBERS

Android

iPhone

Web

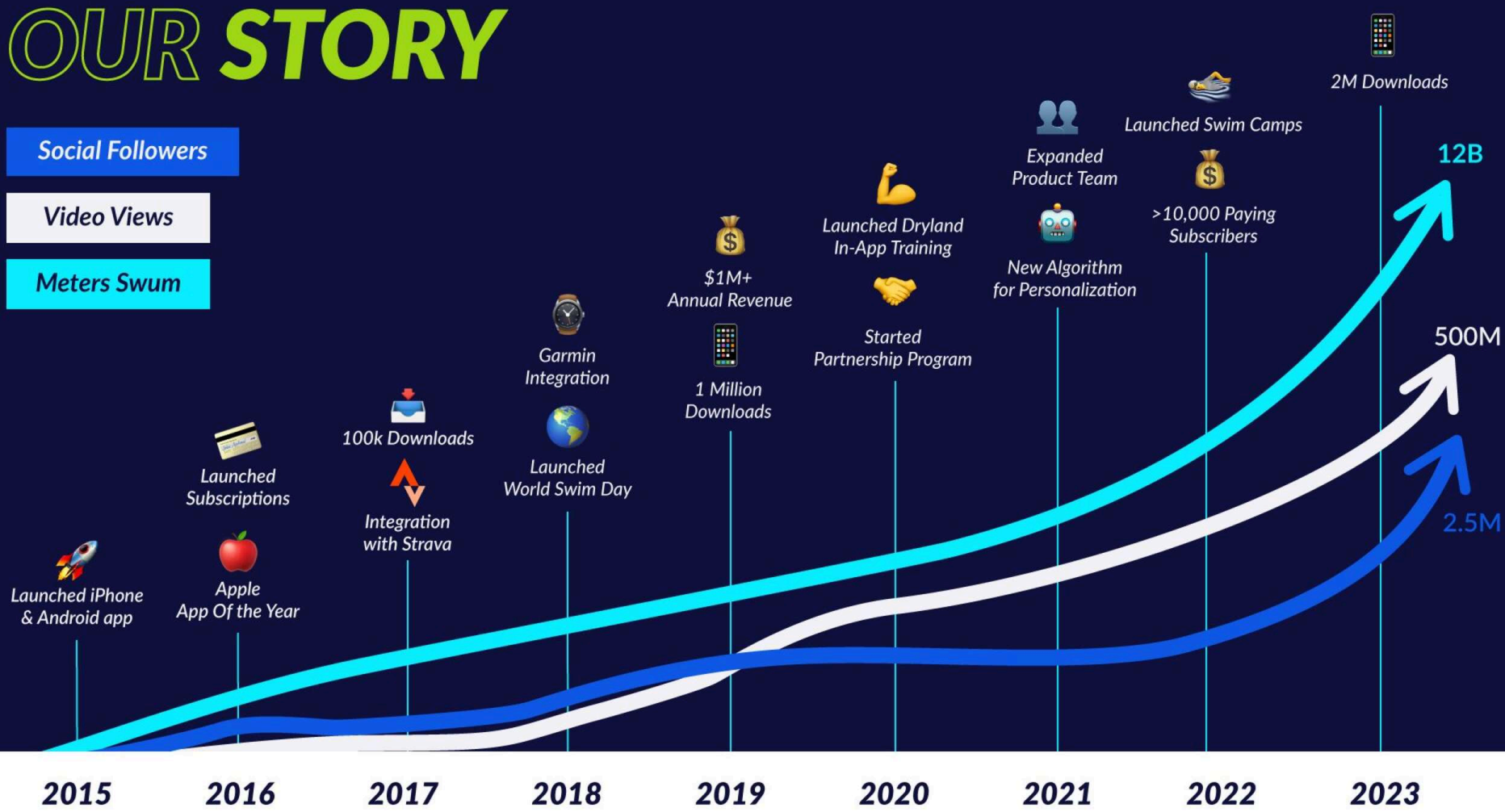


OUR STORY

Social Followers

Video Views

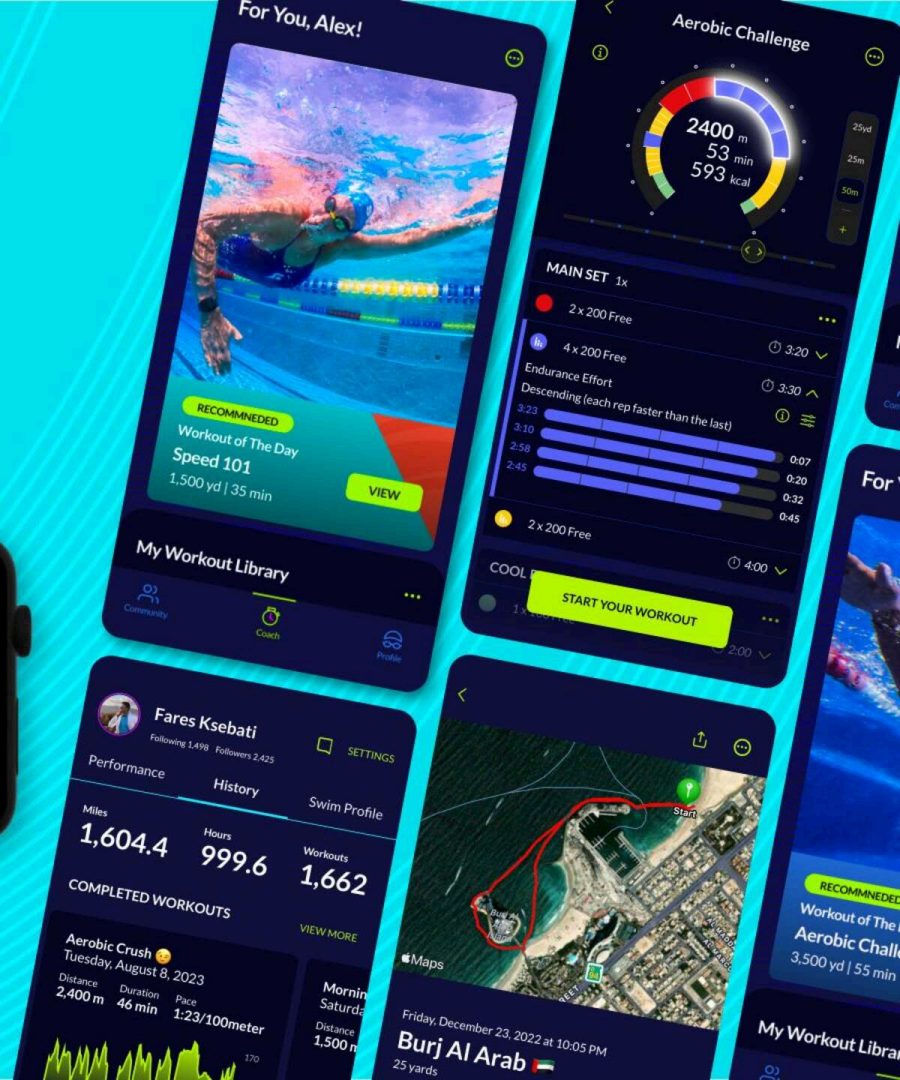
Meters Swum



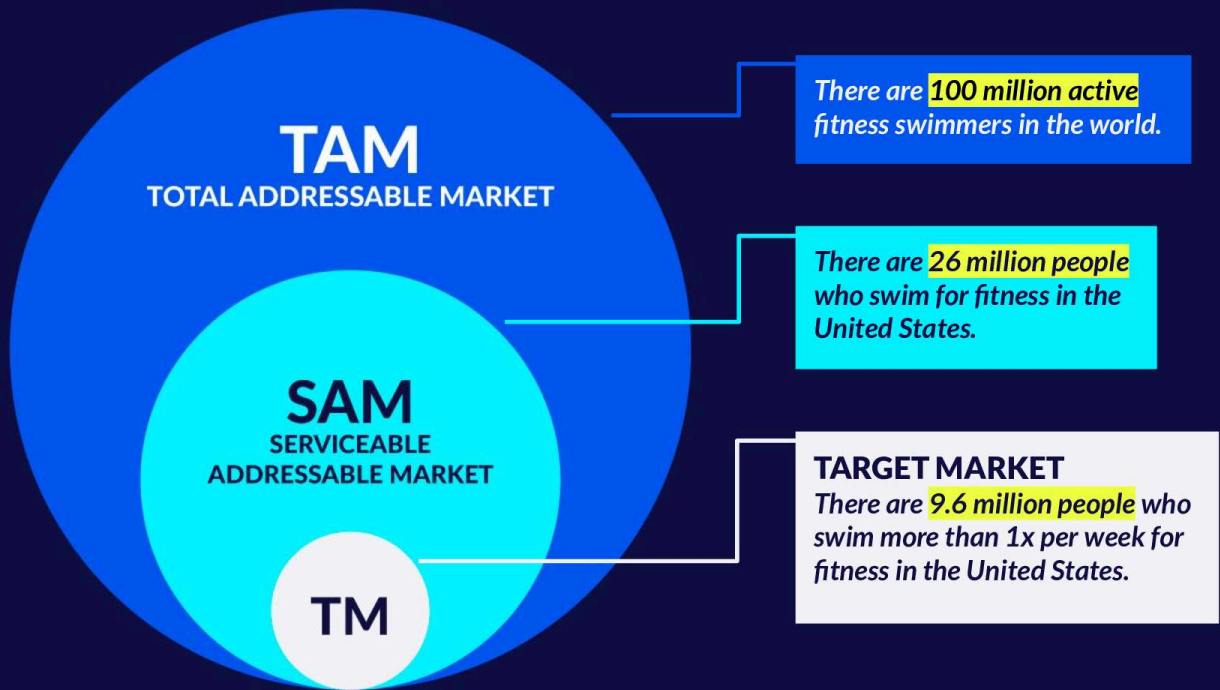
AWARD WINNING TECHNOLOGY



- *Training programs adapt swimming distance and pace over time based on feedback.*
- *The DynamicSwim Algorithm makes swim workouts 100% personalized to members based on their goals.*
- *Advanced analytics help members track progress over time and share on social media.*



TARGET CUSTOMER



Target Customer Profile: Jim

- Swims 3x per week or more
- 30-55 yrs old (avg age: 44)
- \$150k+ household income
- Spends \$150/month on fitness/app membership(s)
- College educated

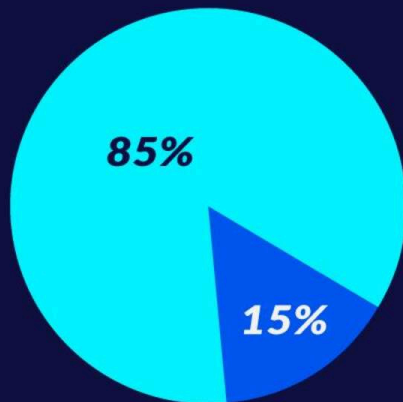
*Jim is our initial target market and represents 2% of our total target market. We have an opportunity to **50x** our current subscribers by focusing on Jim THEN expanding to broader personas.*

UNIT ECONOMICS

SUBSCRIBER LIFETIME VALUE

\$265

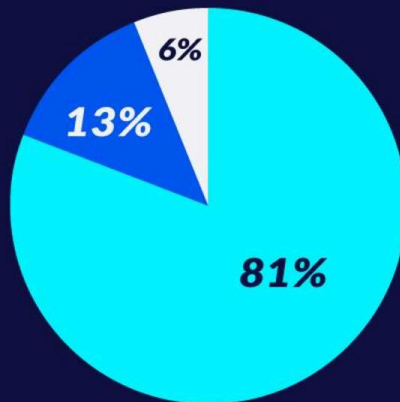
MEMBERSHIP BREAKDOWN



Annual Subscribers

Monthly Subscribers

SUBSCRIBER ACTIVATION BREAKDOWN



iOS

Android

Web

DOWNLOAD TO PAYING CONVERSION RATE



- **60% increase** in download to paying conversion rate in the last 12 months

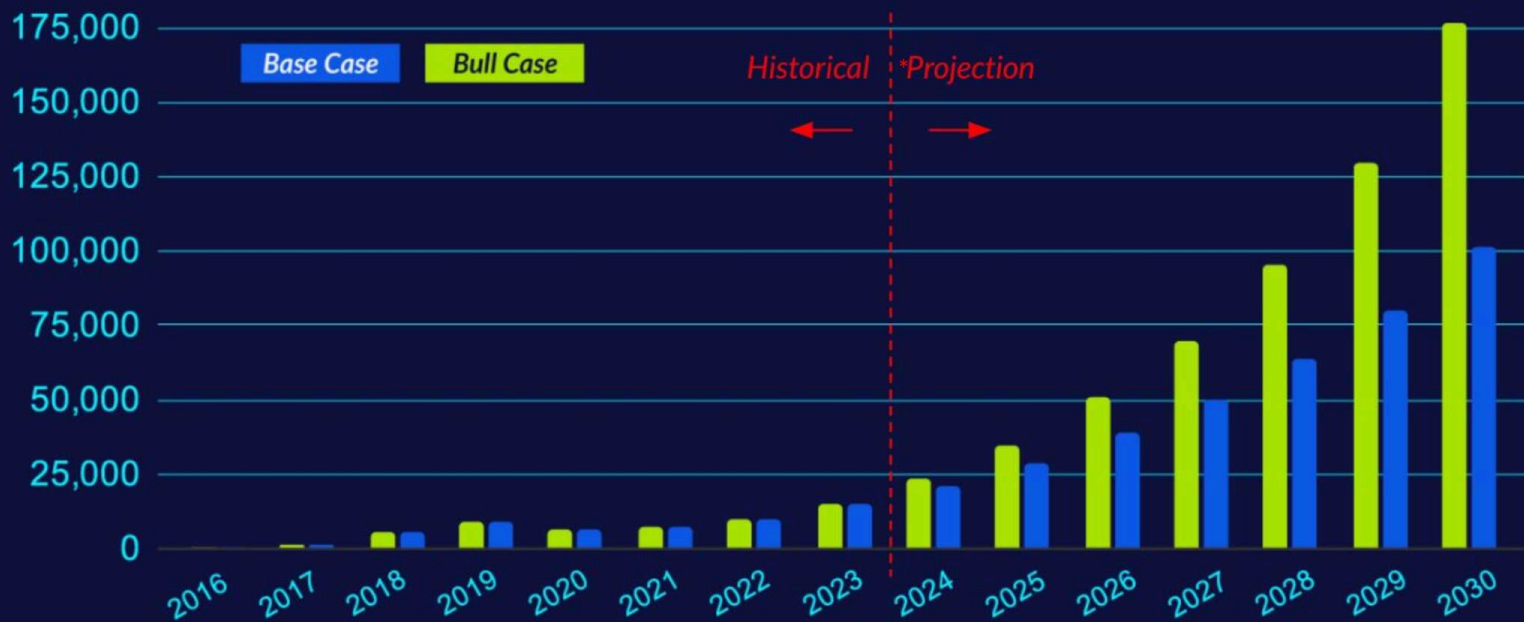
- **Top 25%** of all subscription businesses*

*according to RevenueCat

Forward-looking projections cannot be guaranteed

2030 VISION

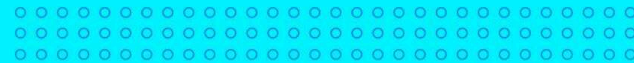
MYSWIMPRO SUBSCRIBER PRO FORMA



100k paying subscribers and **1 billion** workouts logged by 2030!

*Projections based on an average annual growth rate of 26-46% (Base Case) and 36-57% (Bull Case). Growth rate chart available in appendix. Forward-looking projections cannot be guaranteed.

WORLD CLASS TEAM



FARES KSEBATI



CEO

Co-Founder of MySwimPro
3x USMS National Champion
Forbes 30 Under 30
Best Selling Author

PAIGE BISKADUROS



VP of Marketing

1st Employee at MySwimPro
ASU Water Polo
Prior: JOLYN, FarmLogs

NICK NEWELL



VP of Engineering

20 Yrs Engineering Leadership
Contributed to 90 Patents
Prior: Dish Network, Echostar Corp

ADAM OXNER



CTO

Co-Founder of MySwimPro
Michigan Swim Team
Forbes 30 Under 30
Prior: Expedia, Thomson Reuters

We love chlorine just as much as we enjoy helping our members reach their gold medal moments in swimming and life.

FINANCING

We're very efficient with the capital we've raised so far...

\$1.1M

of outside capital raised since the company launched. Generated over **\$7M** in lifetime revenue.

PRIOR COMMUNITY ROUNDS ON WEFUNDER

2017 \$130k @ \$5M Valuation Cap

2019 \$465k @ \$10M Valuation Cap

2022 \$344k @ \$15M Valuation Cap

2023 current @ \$20M Valuation Cap

*Early Investor Discount: First \$150k of this round will be raised at a **\$15M Valuation Cap**

JOIN 500+ INVESTORS

We're raising new capital to:

- Fuel Subscriber Growth 🚀
- Enhance Product Offering → 📱
- 2024 Olympic Marketing Campaign 🏅



WHY NOW?

OUR WORLD CLASS TEAM



NOW is the time to invest in the
future of swimming!

1. Inflection point of growth

Since the pandemic lows MySwimPro **doubled** revenue and **tripled** its audience size.

2. Adoption of wearable tech

*In 2022, the number of connected wearable devices worldwide increased to **1.1 billion**.

3. Market tailwind

Fitness apps generated **\$5.87 Billion in 2022 and are projected to generate **21.06 Billion** by 2030 at a CAGR of 17.3%.

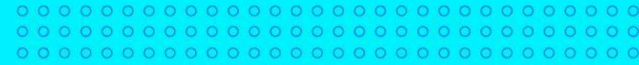
*Statista Connected Wearable Devices Worldwide 2019-2022 Report

**Vantage Market Research: Fitness App Market - Global Industry Assessment & Forecast

APPENDIX



INVESTOR PERKS



\$500

Minimum Investment

**Join 500+ other
Investors**

\$2,500

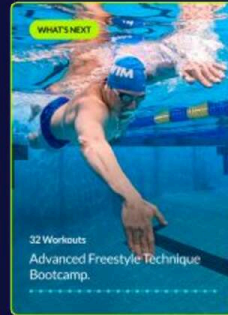
**MySwimPro
Exclusive Apparel**



**Quarter Zip +
Athletic V-Neck**

\$5,000

**MySwimPro Coach
Subscription for LIFE**



**Award Winning
App forever**

\$10,000

**One Swim Camp
Retreat Ticket**



**1 Athlete + 1 Guest
7 Days in Paradise**

\$50,000

**Join one of our
Company Retreats**



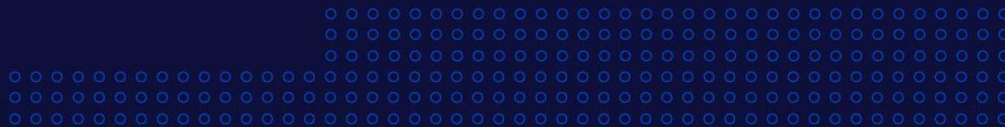
**Join the Team
7 Days in Paradise**

***All Investors will be invited to join an exclusive Investor Discord Server**

****Perks are cumulative. Someone investing at a higher level will receive all lower level perks.**

(ex: \$10k investors will also receive the \$5k and \$2.5k perks)

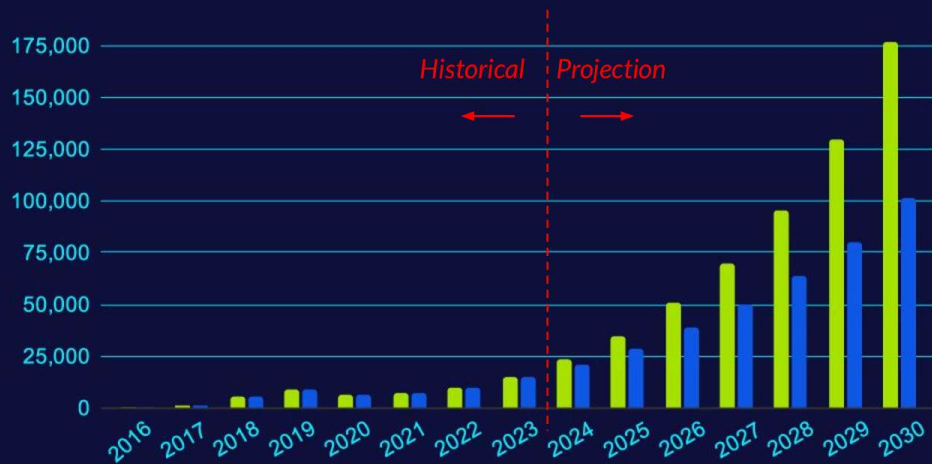
2030 VISION



To be the world's leading brand that empowers people to improve their fitness through swimming.
By 2030, 100k paying subscribers and 1 billion workouts logged.

MYSWIMPRO SUBSCRIBER PROFORMA

Base Case Bull Case



Year	Bull Case	Growth Rate	Base Case	Growth Rate
2016	377		377	
2017	1,419	276.4%	1,419	276.4%
2018	5,616	295.8%	5,616	295.8%
2019	8,587	52.9%	8,587	52.9%
2020	6,235	-27.4%	6,235	-27.4%
2021	7,233	16.0%	7,233	16.0%
2022	10,035	38.7%	10,035	38.7%
2023	14,999	49.5%	14,468	44.2%
2024	23,601	57.4%	21,183	46.4%
2025	34,554	46.4%	28,819	36.0%
2026	50,591	46.4%	39,207	36.0%
2027	70,103	38.6%	50,432	28.6%
2028	95,374	36.0%	63,670	26.2%
2029	129,756	36.0%	80,382	26.2%
2030	176,531	36.0%	101,480	26.2%

*Financial projections can not be guaranteed.

FINANCIAL PRO FORMA

2030 BULL CASE



Expanded profitability starting in 2024 with **25%+ EBITDA margin by 2027**.
\$12.5/subscriber used as a benchmark for future projections.

Year	Subscribers	Revenue	Expenses	EBITDA	Margin
2016	377	\$11,163	\$25,256	-\$14,093	-126.25%
2017	1,419	\$84,230	\$146,801	-\$62,571	-74.29%
2018	5,616	\$437,760	\$411,035	\$26,725	6.10%
2019	8,587	\$1,126,063	\$1,092,231	\$33,832	3.00%
2020	6,235	\$971,476	\$1,065,948	-\$94,472	-9.72%
2021	7,233	\$1,378,854	\$1,579,067	-\$200,213	-14.52%
2022	10,035	\$1,817,446	\$2,165,079	-\$347,633	-19.13%
2023	14,999	\$2,249,829	\$2,524,542	-\$274,713	-12.21%
2024	23,601	\$3,540,150	\$3,281,904	\$206,596	5.84%
2025	34,554	\$5,183,133	\$4,266,476	\$916,658	17.69%
2026	50,591	\$7,588,625	\$5,546,418	\$2,042,207	26.91%
2027	70,103	\$10,515,430	\$7,210,344	\$3,305,087	31.43%
2028	95,374	\$14,306,127	\$9,373,447	\$4,932,680	34.48%
2029	129,756	\$19,463,328	\$12,185,481	\$7,277,847	37.39%
2030	176,531	\$26,479,643	\$15,841,125	\$10,638,517	40.18%

*Financial projections can not be guaranteed.

2030 BASE CASE

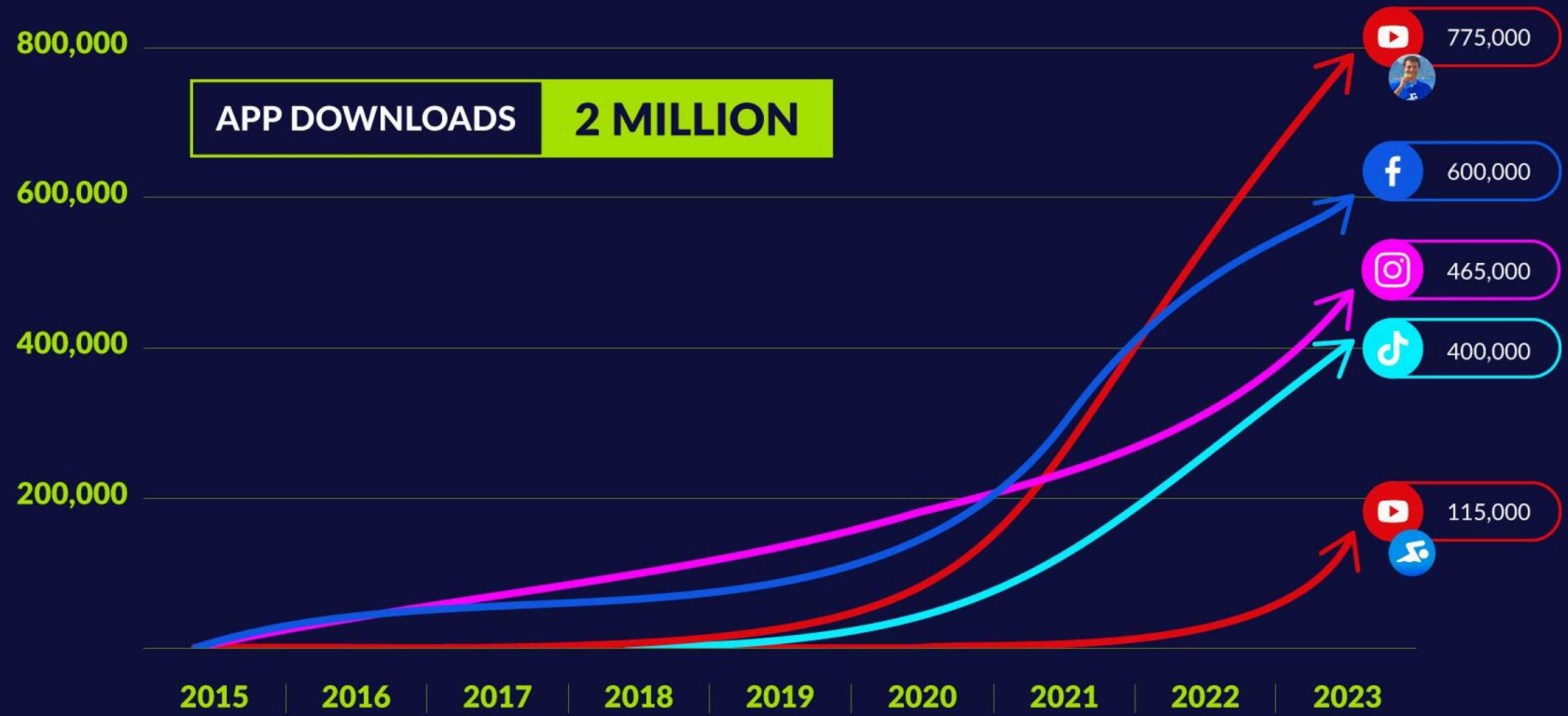


Expanded profitability starting in 2024 with **15%+ EBITDA margin by 2026**.
\$12.5/subscriber used as a benchmark for future projections.

Year	Subscribers	Revenue	Expenses	EBITDA	Margin
2016	377	\$11,163	\$25,256	-\$14,093	-126.25%
2017	1,419	\$84,230	\$146,801	-\$62,571	-74.29%
2018	5,616	\$437,760	\$411,035	\$26,725	6.10%
2019	8,587	\$1,126,063	\$1,092,231	\$33,832	3.00%
2020	6,235	\$971,476	\$1,065,948	-\$94,472	-9.72%
2021	7,233	\$1,378,854	\$1,579,067	-\$200,213	-14.52%
2022	10,035	\$1,817,446	\$2,165,079	-\$347,633	-19.13%
2023	14,468	\$2,170,196	\$2,524,542	-\$354,346	-16.33%
2024	21,183	\$3,177,383	\$3,155,677	\$21,706	0.68%
2025	28,819	\$4,322,795	\$3,944,597	\$378,198	8.75%
2026	39,207	\$5,881,115	\$4,930,746	\$950,369	16.16%
2027	50,432	\$7,564,862	\$6,163,432	\$1,401,430	18.53%
2028	63,670	\$9,550,464	\$7,704,290	\$1,846,173	19.33%
2029	80,382	\$12,057,240	\$9,630,363	\$2,426,878	20.13%
2030	101,480	\$15,221,988	\$12,037,953	\$3,184,035	20.92%

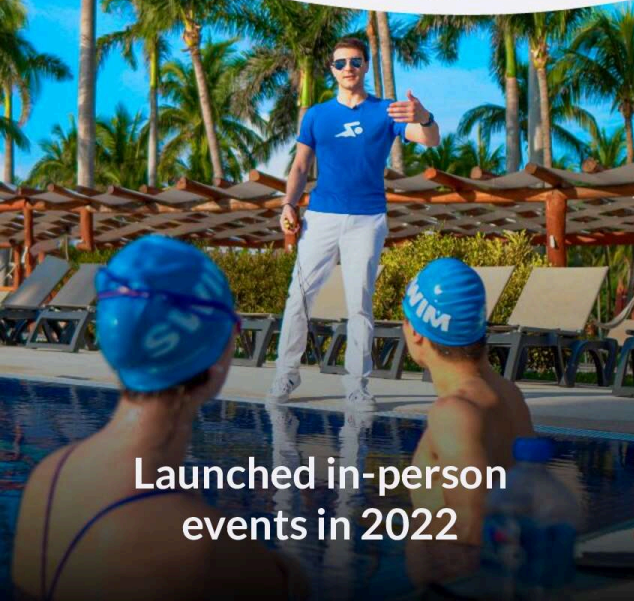
*Financial projections can not be guaranteed.

BRAND GROWTH



FUTURE GROWTH OPPORTUNITIES

SWIM CAMPS



Launched in-person events in 2022

PARTNERSHIPS



Worked with 30+ brands since 2020

NEW TECHNOLOGY



Building wearable integrations since 2016

OUR CUSTOMERS LOVE US



From Analytics to Coaching

Mar 15



Kickstand21

Very impressed. As a long time swimmer with an Apple Watch, I didn't think I wanted another app on top of Workout/Activities. In fact I was initially annoyed that the app is designed for interval training not lap swimming. I wanted notch up analytics for my laps at a slight cost, not a fully coach [more](#)

You can't believe all that's packed...

3y ago



mtbosu

Let's be honest, for many of us, our best competitive swimming years are behind us. Whether you're a beginner, returning to the pool after taking years off, or in a master's swim program - no doubt you need accountability, coaching, motivation and structure. Not only does this platform c [more](#)

Great App

5y ago



ckoak31

I began training and racing in triathlons last year. Previously I had been a college rugby player with very very little swimming experience. Using the MySwim app has helped me so much. The main thing has been the ease and convenience that comes with using it on my apple watch. Prior to usin [more](#)

Great app

2y ago



lctruns

I'm really impressed with the app. I downloaded it in January, when I returned to the pool after 20 years off, following a running injury. Pools in the area were closed March-July, but I've been back for about a month, and I still love the app. You can create your own workout if you want, but there [more](#)

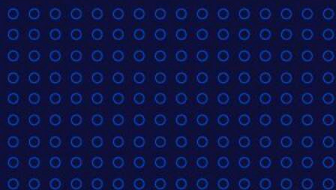
Lost 20 pounds already- life...

edited Dec 2



cmb33272

This app is amazing and the customer service is awesome! I had been a swimmer growing up and always had access to a [more](#)



CONTACT

Fares Ksebati

CEO, MySwimPro, Inc.

fares@myswimpro.com

