



JustHuynh<sup>TM</sup>

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

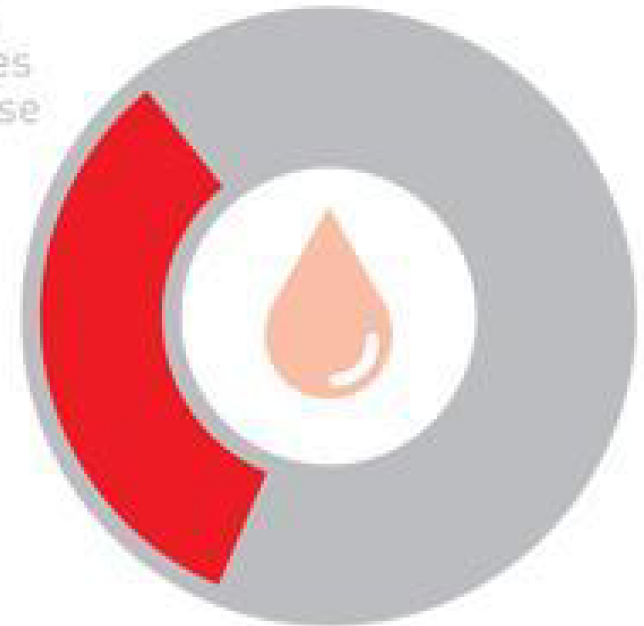
DIABETES IS  
ON THE RISE



**422** MILLION  
adults have diabetes

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

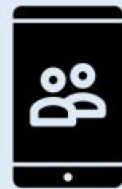
**1.5 MILLION**  
deaths caused  
by diabetes





# 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)




Display name





Birth date



About you (24/150 characters)




Gender

 Male   Female

**Continue** >

### JustHuynh

DISCOVER MATCHES




**Magic Marty**

Male



Hello world!




### Profile



**francishuynh**

@Francishuynh | Male | 28







 Harvard University  Gold's Gym

**Bio**

love 4:44am workouts!

**Activities**

# 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

# BUSINESS MODEL

## Gym Membership

- Revenue share for new and retained members

## Personal Trainer Clientele

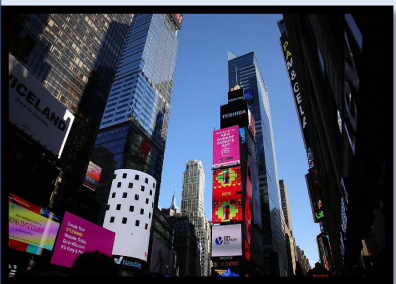
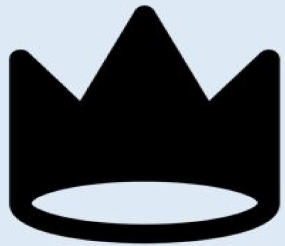
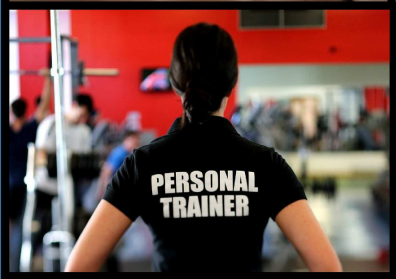
- Revenue share for access to clients in community

## Premium Subscription

- Freemium app with premium paid features

## Advertisements

- Tailored native advertisements for user activity





# TRACTION

**500**

Sign-ups

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**Fall**

Android & iOS Launch in U.S.

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**Ambassadors**

Recruited 20+ college and  
fitness volunteers

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**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

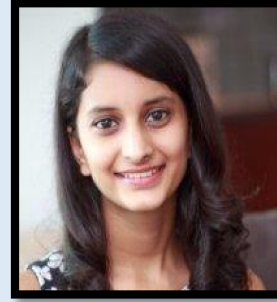
Passionate about fitness and mission excellence



**Francis Huynh**

*Founder & CEO*

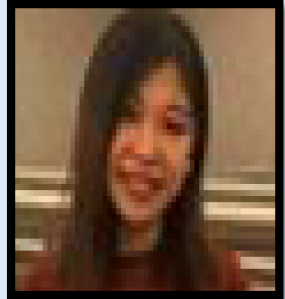
Martial Artist, Tech MBA



**Ishaani Goyal**

*Social Media & Branding*

Social Media and Content



**Xiao Liang**

*User Experience*

Health and Fitness

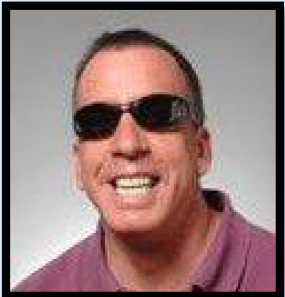


**Vikas Nayyar**

*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

Raising  
**\$1.08mn**

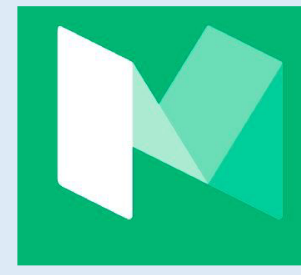
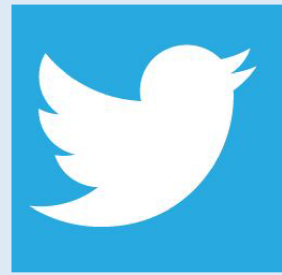
**Use of funds:** Recruit full-time team. 12 month runway \*  
\$15,000 monthly expense per teammate \* 6 teammates (CEO, CTO, Gym Sales Lead, College Marketing Lead, 2 Developers)



**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](http://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/>