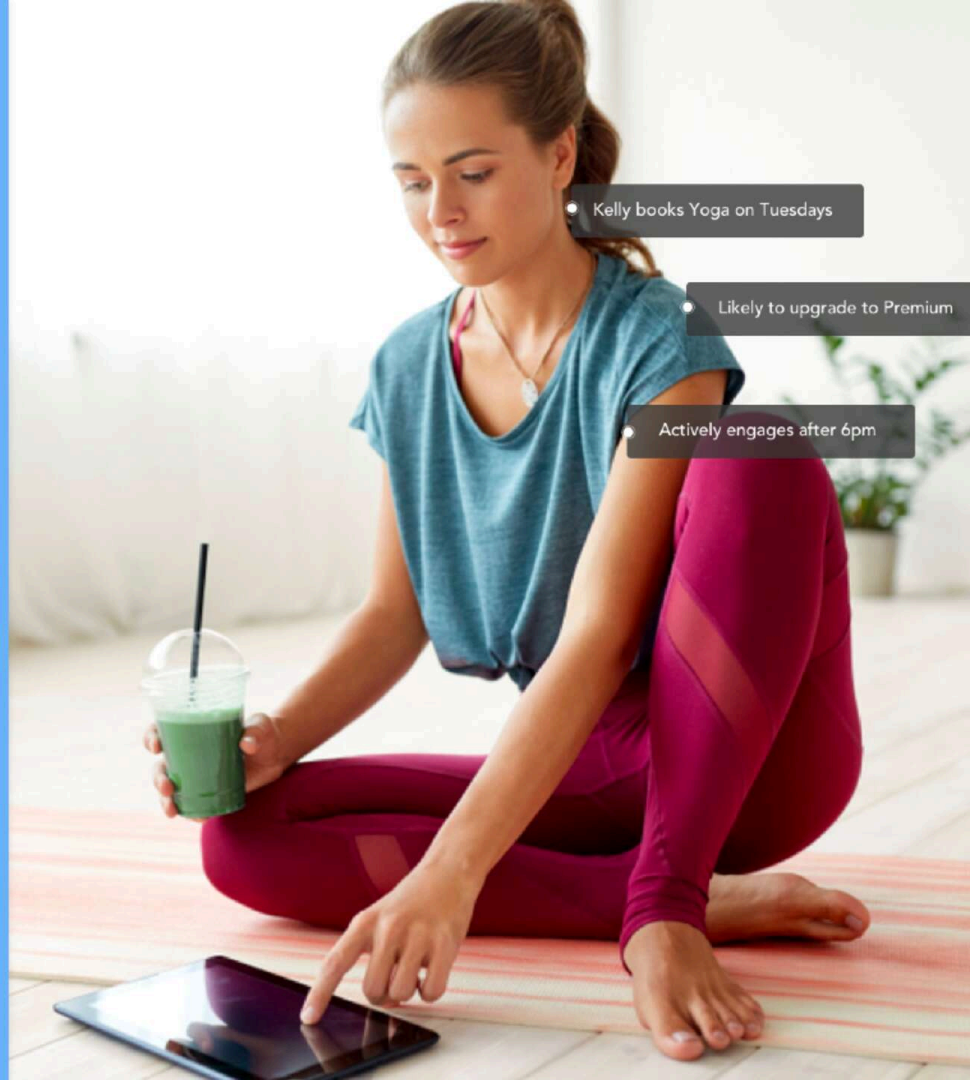


GLEANTAP

Helping Clubs & Trainers adapt to the changing landscape with intelligent sales & marketing tools & a VOD platform.

gleantap.com

sagar@gleantap.com



Problems faced by Health & Fitness Clubs

Competition from in-home equipment & digital fitness

Rise in in-home equipment and fitness apps are taking people away from clubs. The Digital Fitness industry is growing rapidly & is expected to be at \$23B by 2022.

Customer Attrition aka “Achilles heels” of the fitness industry.

Clubs lose on avg 50% of their members every year.

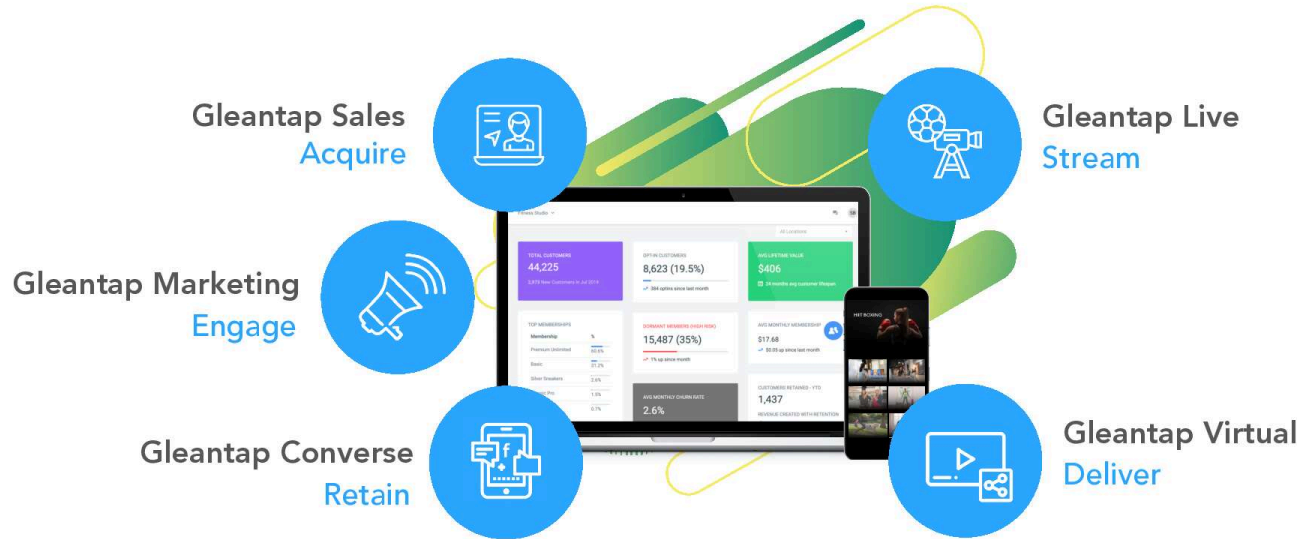
Siloed Marketing Infrastructure

An avg club uses 4 or more softwares to manage their sales & marketing. Customer data is in silos. Difficult to leverage individual-context to deliver personalized & consistent customer experience.

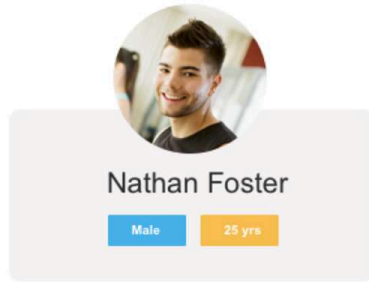
*Amplified even more
with COVID19.*

Solution

A single integrated customer experience platform for clubs & trainers to scale their virtual & physical operations.

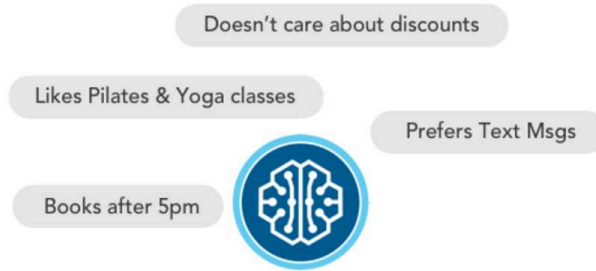


How it Works



Unify Data

Create a single view of customer



Analyze Data

Learn behavior & preferences

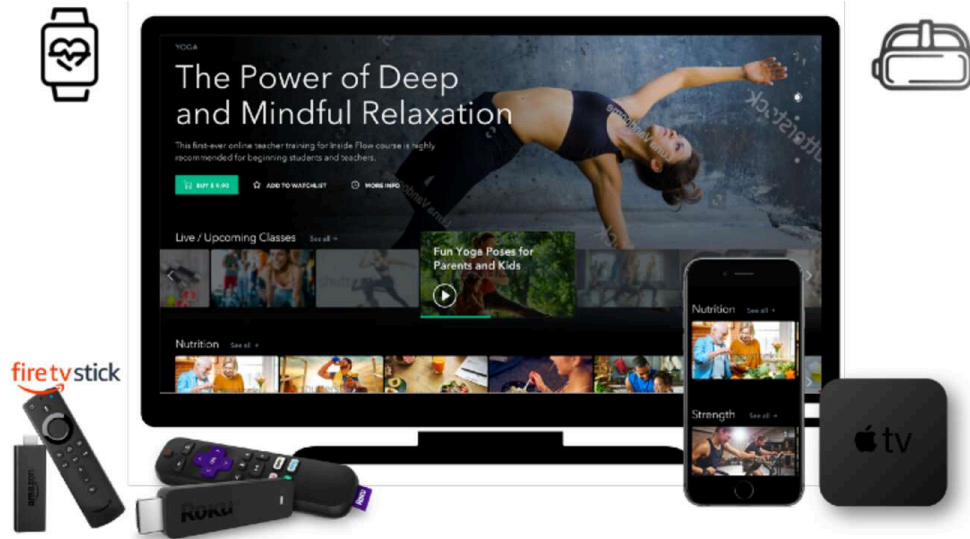


Engage & Deliver

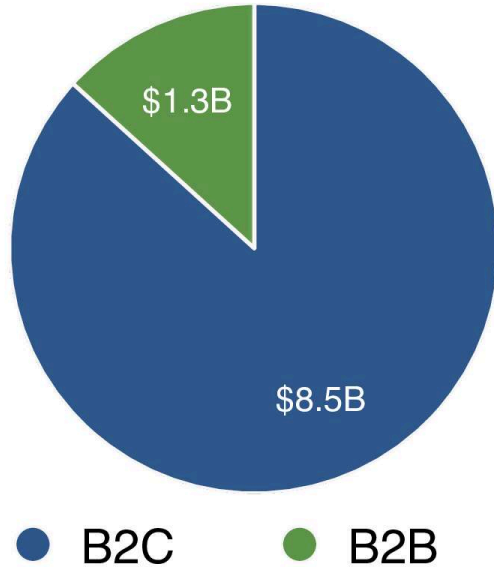
Acquire, Engage & Retain Customers

Future: SaaS enabled Marketplace (B2B2C)

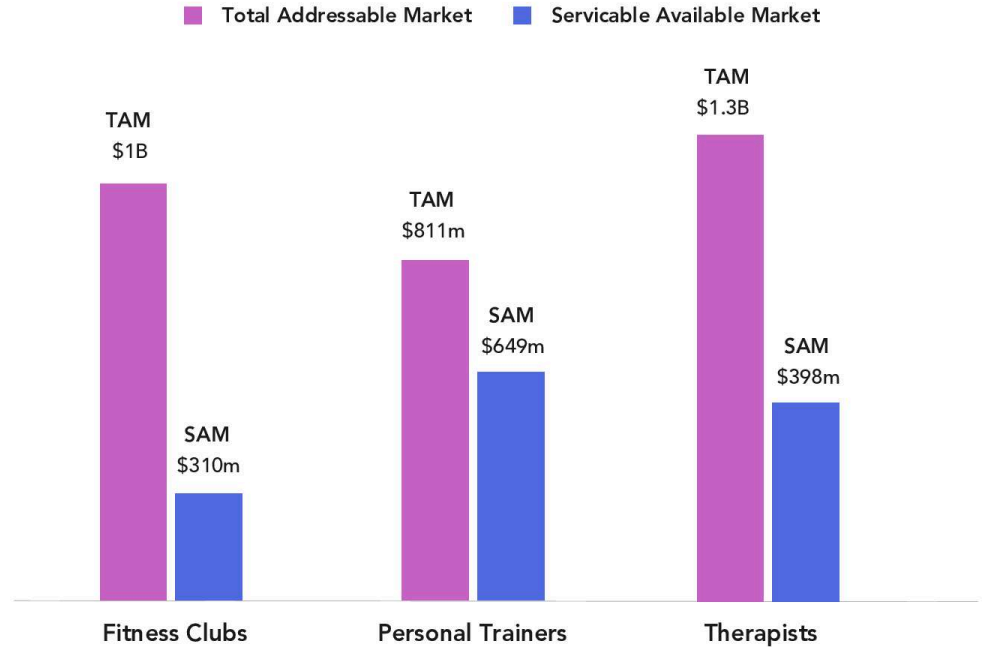
Plans to scale into consumer digital fitness with a Netflix-style fitness & well-being marketplace focussed on *at-home*, *community* and *workout with friends* theme.



A \$10B Serviceable Market



B2B Market Segments



Business Model

Per Location Unit

B2B	Intelligent Marketing	\$99 - \$299 /mo
	Virtual Platform	\$99 - \$268 /mo + 0.6% Transaction Fee
	Connected Sales Tool	\$99 - \$299 /mo
	Chatbot	\$99 - \$199 /mo
		\$99 - \$1,000+ /mo
B2C	Consumers	\$7 - 15 /mo

Confidential

Current Traction

- \$56,100 MRR* / \$673,200 ARR
- 140 Clients / 325+ Locations
- 100% Growth in Last 6 Months
- Engaging over 3 million customers for some of the biggest brands..

SaaS Metrics

LTV	CAC	ARPU
\$6,321	\$655	\$499

Pre-COVID

\$14,647	\$1,370	\$780
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Additional \$6.5k MRR currently frozen due to COVID

Proven Results

Big Box Gym (~ 7500 Members)

Customers Lost (50% Churn)	3750 /yr
----------------------------	----------

Lost Revenue (ARPU \$240/yr)	\$900,000
------------------------------	-----------

Customers Retained (15%)	562 /yr
--------------------------	---------

Retention ROI	+ \$134,880
---------------	-------------

ROI from Up-sells, Referrals etc	+ \$115,000
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Total ROI	\$250k
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Boutique Club (~ 200 Members)

Customers Lost (40% Churn)	80 /yr
----------------------------	--------

Lost Revenue (ARPU \$1800/yr)	\$108,000
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Customers Retained (15%)	12 /yr
--------------------------	--------

Retention ROI	+ \$21,600
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ROI from Up-sells, Re-bookings, Referrals etc	+ \$45,000
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Total ROI	\$66k
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Projection



In 4 Years ..

\$67 Million

Annual Recurring Revenue

10x

Valuation

These are forward-looking projections that cannot be guaranteed.

Competitive Landscape

Gleantap	Acquired ClubOS	Uscreen	Mindbody
Customer Experience	Sales CRM	VOD Platform	Member Management
Data Intelligence	-	-	-
Intelligent Sales & Marketing	Sales only	-	Through Partner Network
Modern VOD Platform - OTT	-	Modern VOD Platform - OTT	Minimal Video Showcase
Fitness Class - LIVE		Broadcast Only	Fitness Class - LIVE

Replacing legacy with a modern intelligent platform



GLEANTAP

Management Team



Sagar Babber

Founder / CEO

Built & sold his first startup in software services - Snyxius. 12+ yrs experience building tech products.

<https://www.linkedin.com/in/sagarbabber>



Shubham Sethi

Product

14+ yrs experience in launching successful software products. Ex - Aethna Health, Bulldog, Hive9

<https://www.linkedin.com/in/shubhamsethi/>



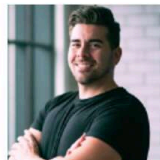
Gabe Conville

Director of Sales

10+ yrs experience in sales in Health & Fitness. Ex-ClubOS (competition) - First Sales Rep.

<https://www.linkedin.com/in/gabe-conville-52854a48/>

FTEs



Michael Fensterbush

Customer Success Lead

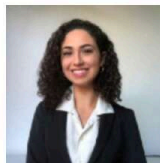
<https://www.linkedin.com/in/fensterbush/>



Nathan Ellwood

Customer Success

<https://www.linkedin.com/in/nathaneellwood/>



Nicole Award

Customer Success / Marketing

<https://www.linkedin.com/in/nicole-alwardi/>



Amanda Vero

Account Executive

<https://www.linkedin.com/in/amanda-vero>

Advisors



Anthony Favazza

Legal Advisor

Corporate Law, M&A. Ex Jones Day. Tech & Restaurant Entrepreneur.

<https://www.linkedin.com/in/afavazza/>

Investment Opportunity

Looking to raise \$1.5M

Pre-Money Valuation - \$6.5M

Runway

18 months

Capital Raised Till Date

\$255k Crowd Notes

Target

\$2.5M ARR in 18mo

1. Product Development (45%)

- Marketplace (B2C)
- OTT Suite
- AI Engine
- Integrations

2. Sales & Marketing (55%)

- Hiring AEs
- Scale Marketing Campaigns
- PR / Brand
- Setup Partner Marketing Team

Acquisitions in the Fitness Industry

		Valuation	Revenue	Multiple	Date
Mindbody	Vista Equity	\$1.9 Billion	\$230 Million	8x Revenue	Dec 2018
ABC Financial	Thomas Bravo	\$375 Million	\$35 Million	11x Revenue	Jan 2018
Booker	Mindbody	\$150 Million	\$25 Million	6x Revenue	2018

At least 10 other acquisitions in the industry in the last 2 years. Consolidation by bigger players such as Mindbody, Daxko, Jonas or acquisition by PE firms such as TPG, Thomas Bravo & Vista Equity.

GLEANTAP

Thank you

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