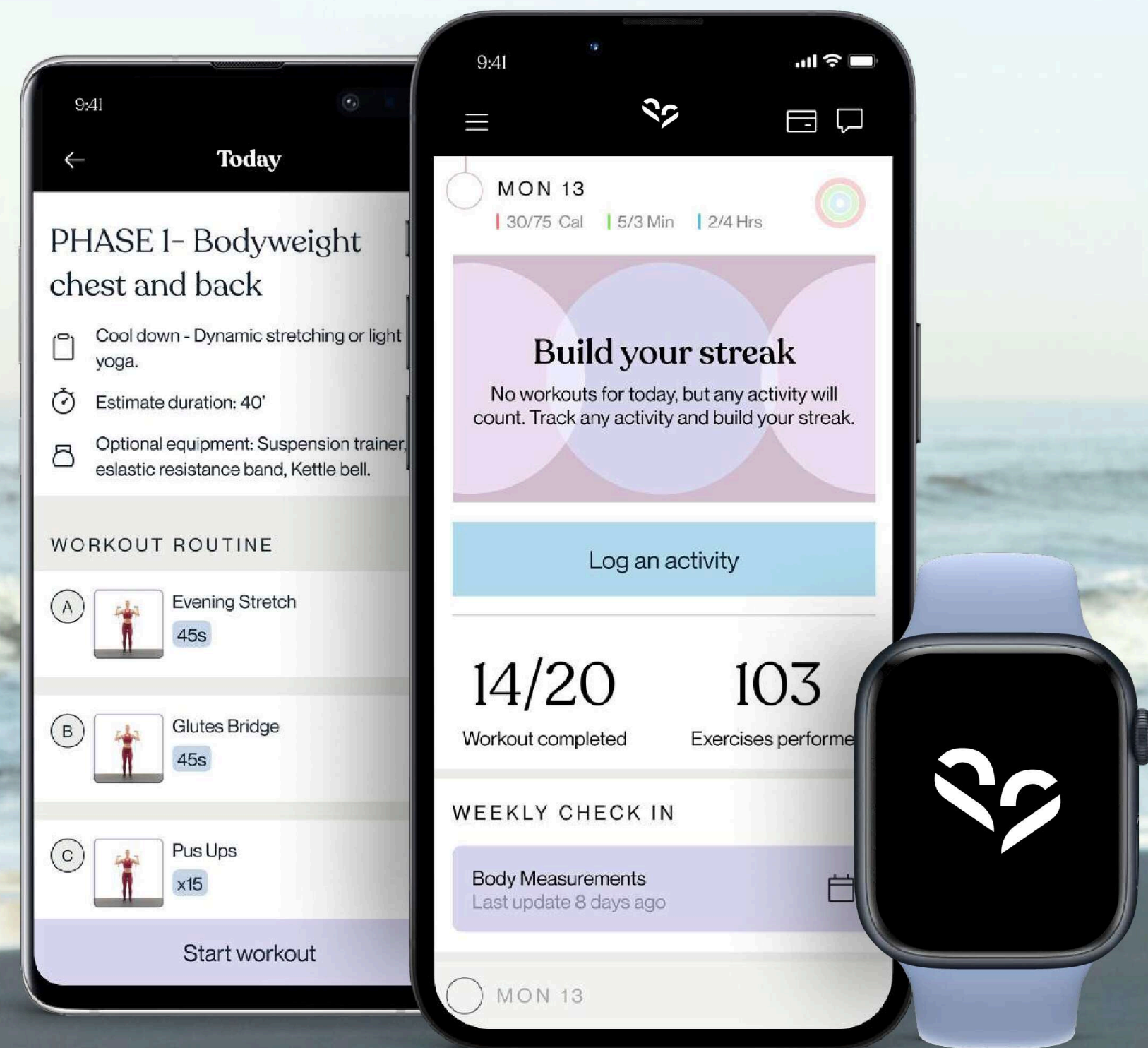


SYSTEM2

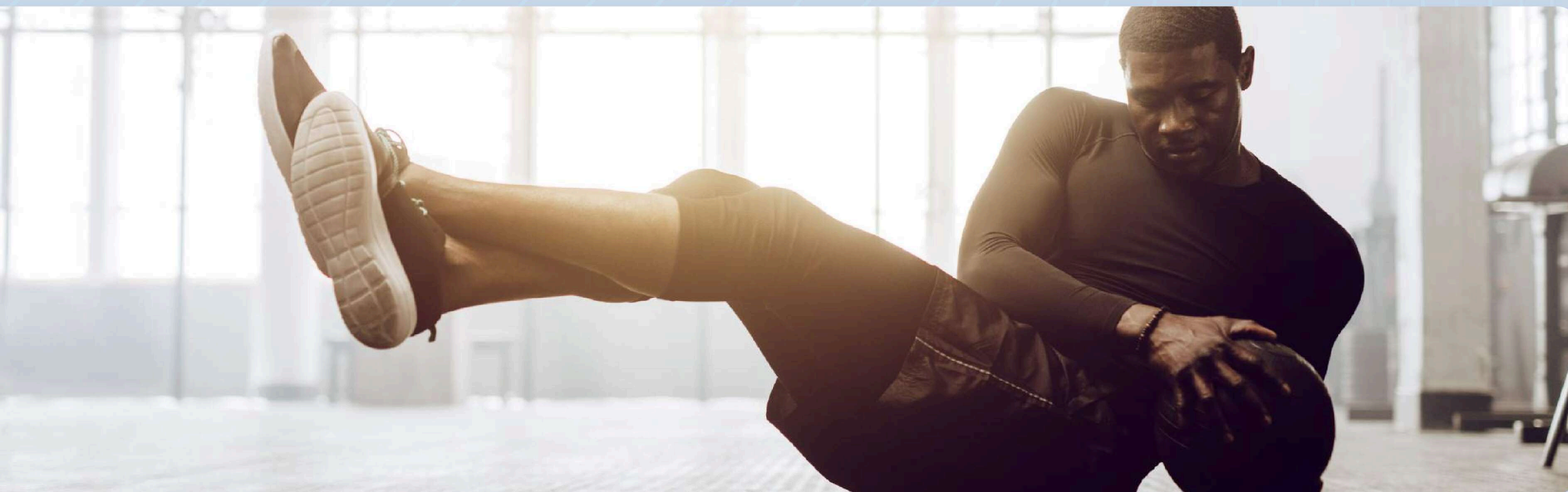


Turning fitness creators into
big subscription businesses

An **\$80B** market of unrealized potential

Fitness icons have 2B+ followers ready and willing to pay for personalized coaching

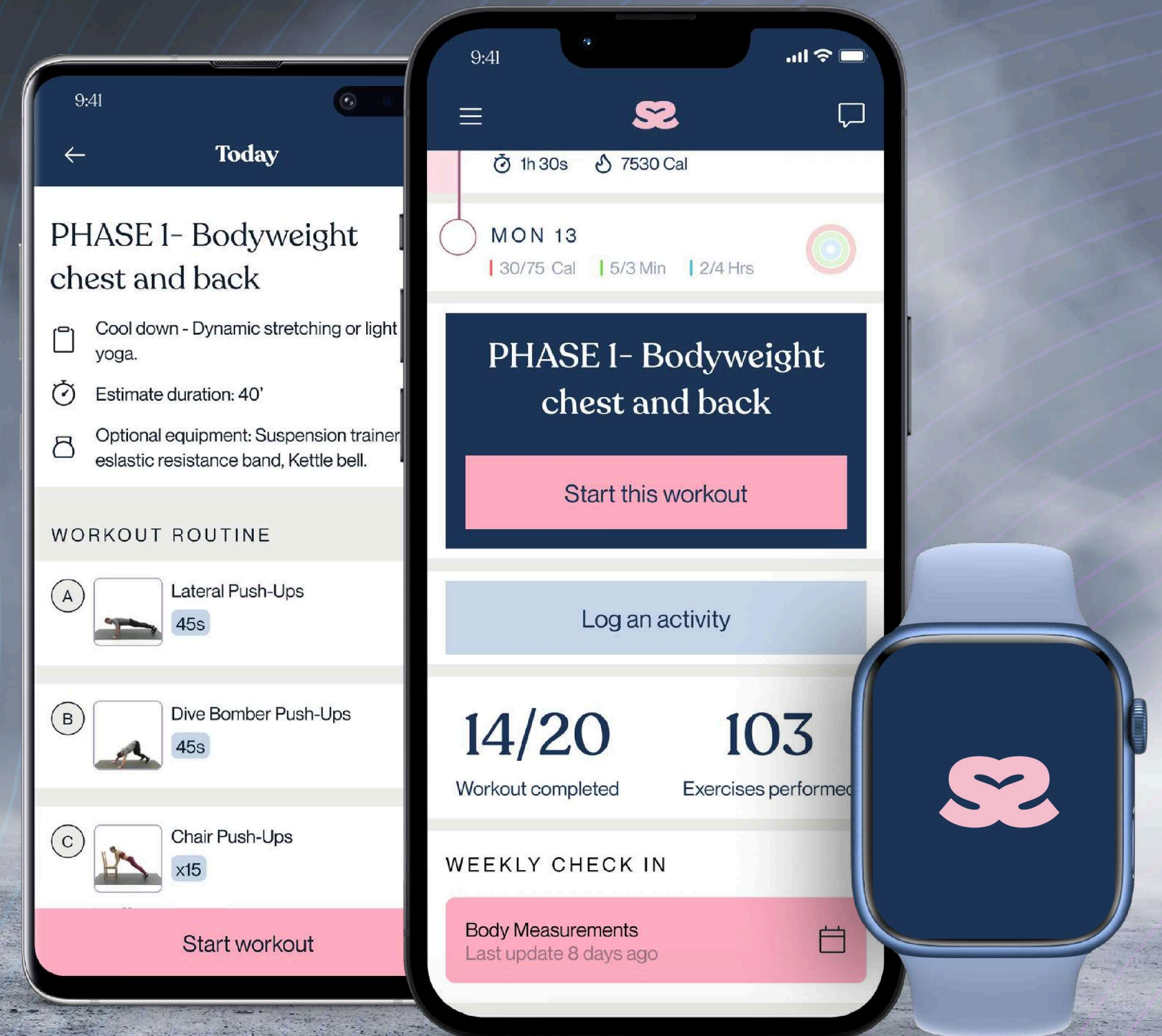
Fitness creators don't have time or resources to turn their passion into a lucrative, scalable subscription business.



The frictionless subscription platform

System 2 is the first and only all-in-one subscription business solution for fitness creators.

Now, creators can build and nurture the business of their dreams—all while focusing on sharing their passions with the world.



System2
is revolutionizing
the new creator
economy

50-70%

MoM Sales Growth

200+

celebrity trainers, influencers &
Super Bowl champions in pipeline

10x

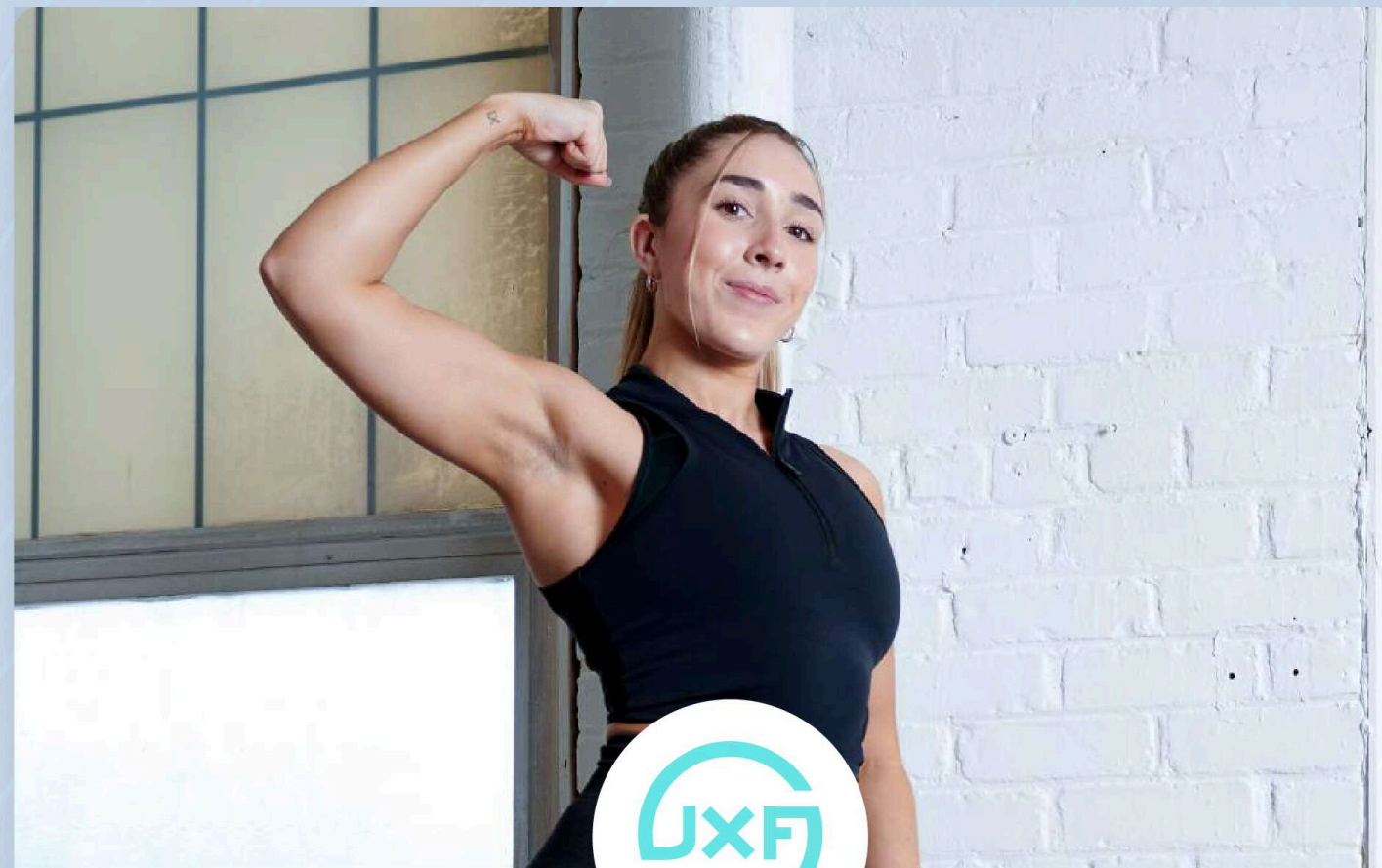
average revenue growth for
System2 pilot creators



SYSTEM2

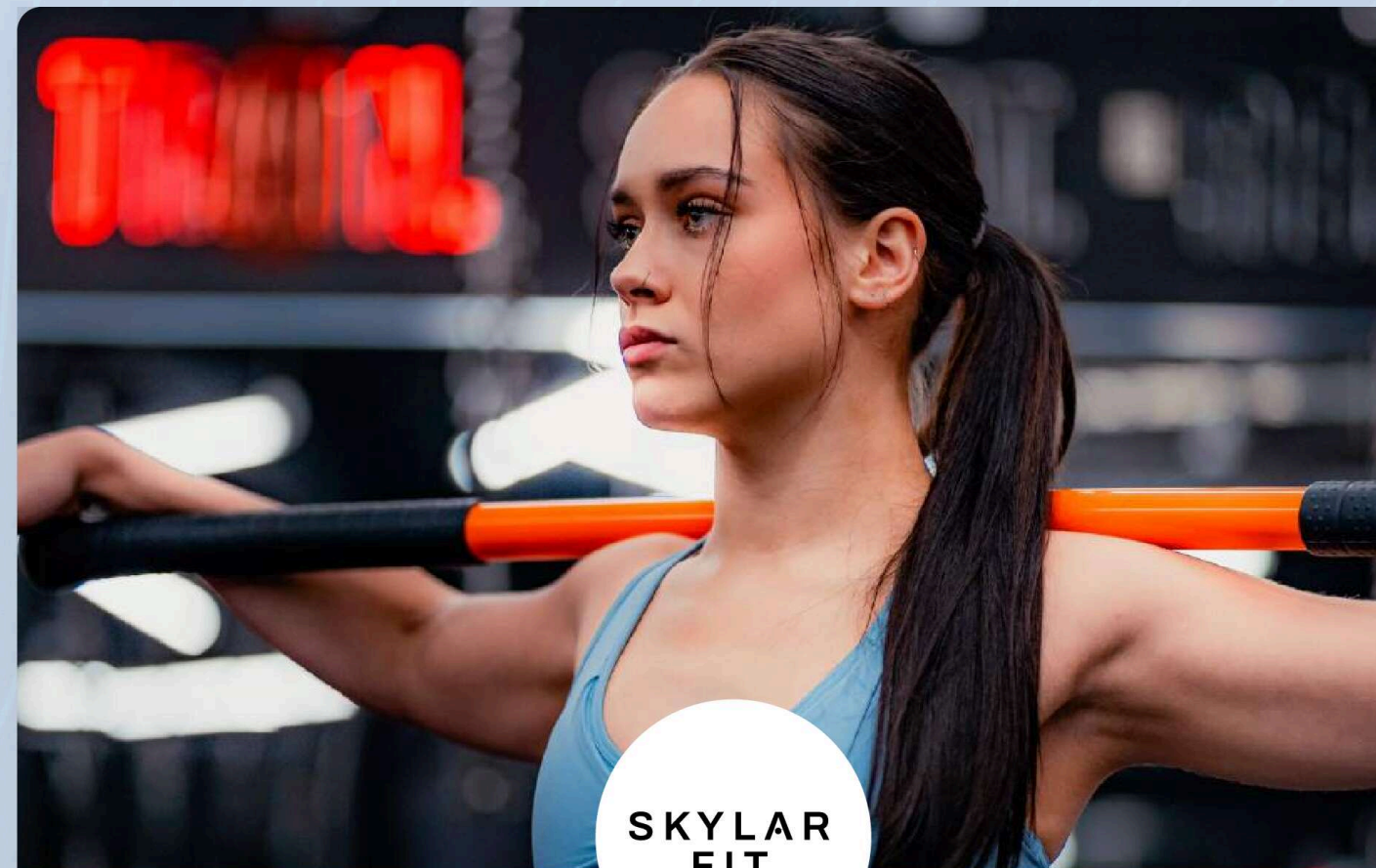
Fitness creators love System2

And they're joining with 30-60% revenue share



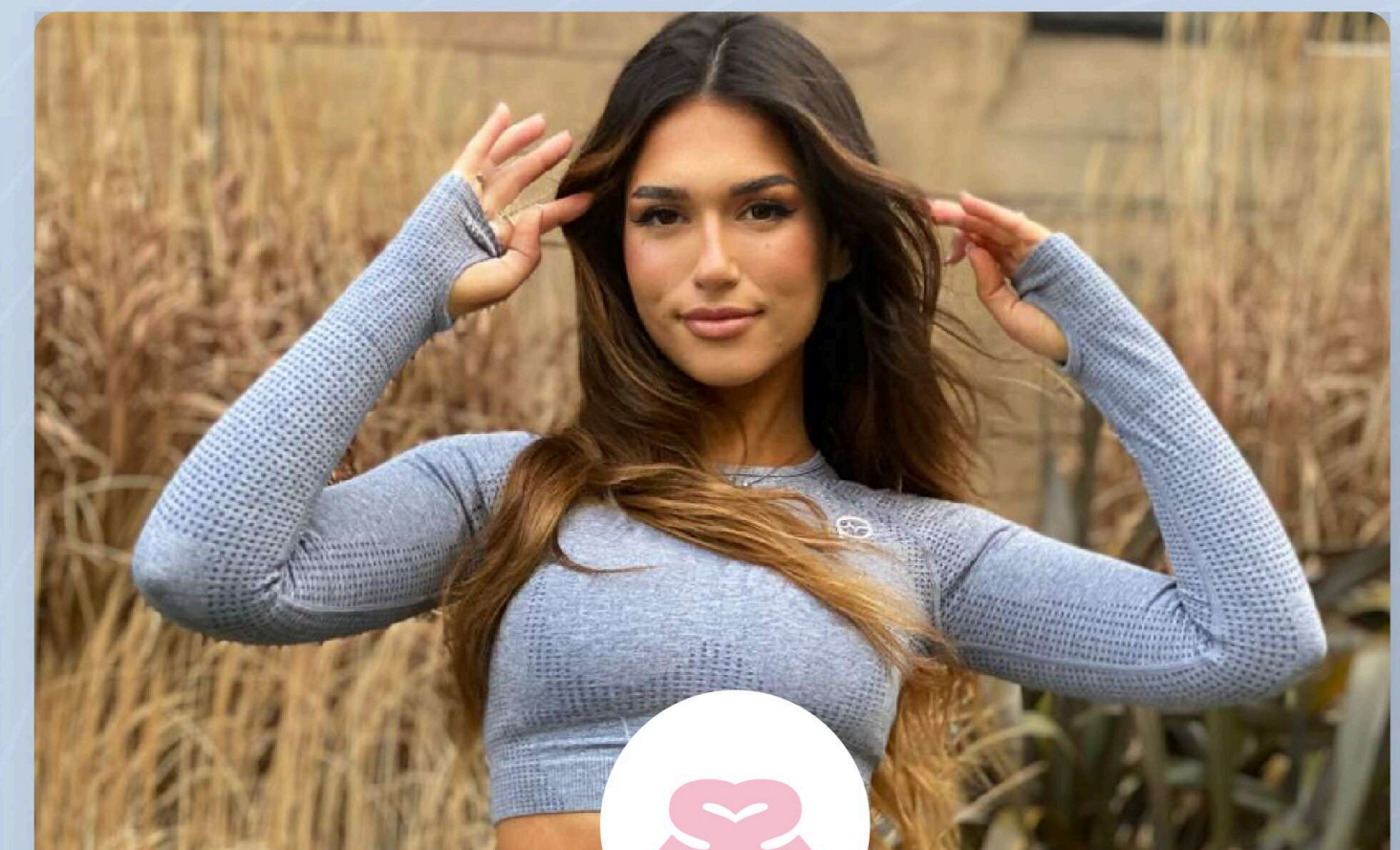
I spend 95% less time scaling and managing my business and more time doing what I love doing.

Julie Capozziello
@juliexfit



System2 has allowed me to make my clients really happy and grow my business, while spending less time on admin work.

Skyler Gates
@skylargates.fit

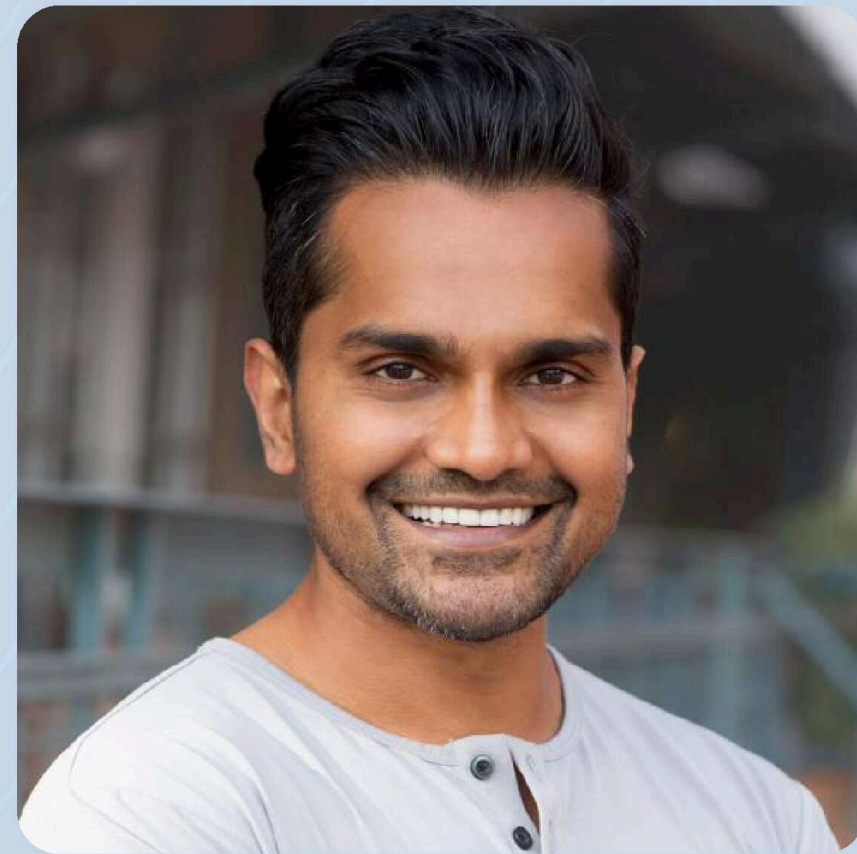


System2 is a game changer! Offering a cutting-edge remote fitness product has never been easier.

Silvia Perez
@silviamerencianoperez



A YC-backed team with exits to Google and Dropbox



Dilan Dane

Co-founder & CEO

AI & VR aficionado. Co-founder of Scroopler, JustSpotted (acquired by Google), & Ember VR (tech worth \$4.5B). First PM integrations lead of the Google Brain spin-off team that won the Founder's Award. MIT, Comp. Sci. & Engineering.

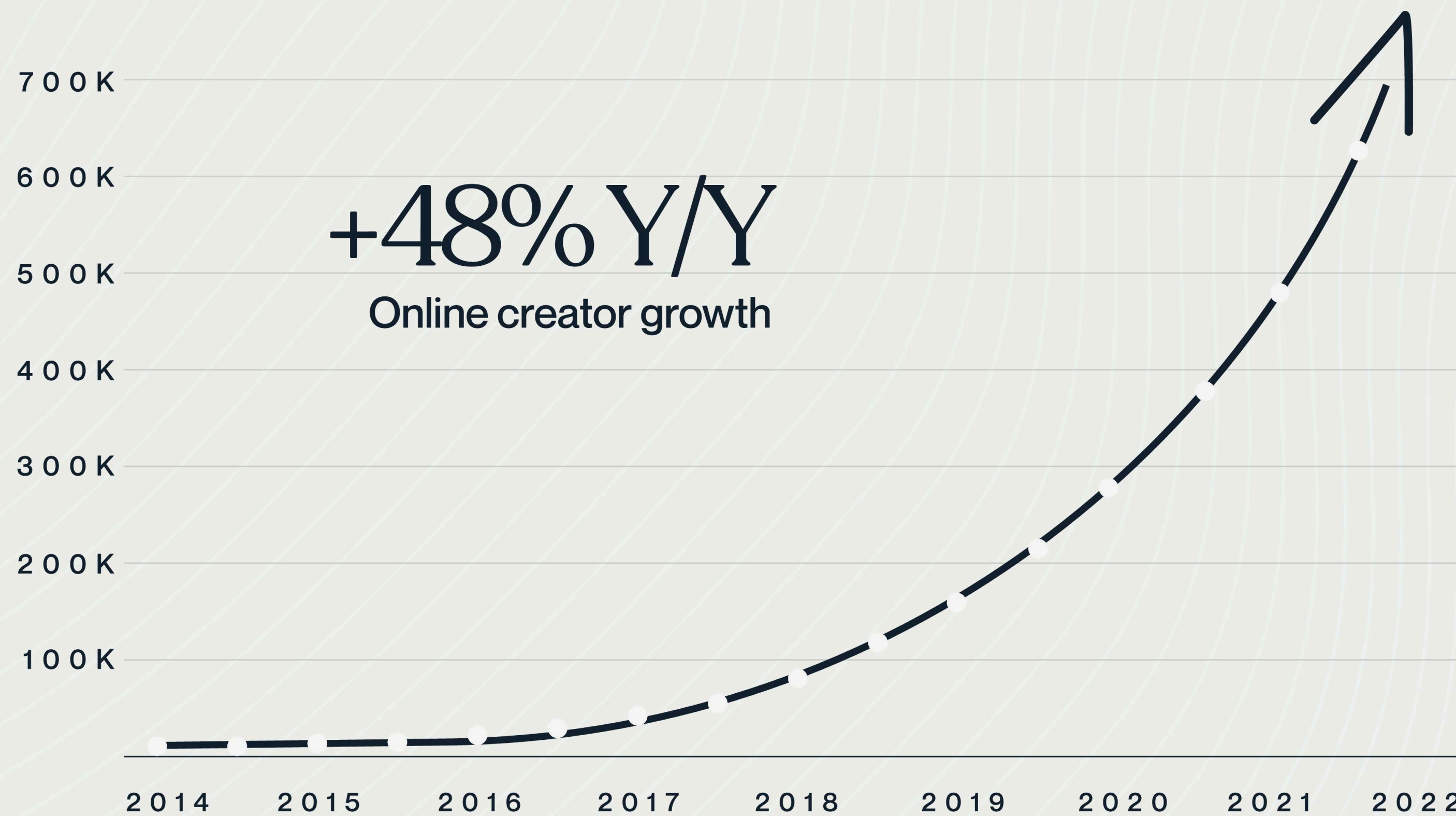


Yuran Lu

Co-founder & CTO

Fintech & digital product wizard. Co-founder of ZeroMailer (acquired by Dropbox), Random Strategies Investments (executed 10 million+ lottery ticket purchases), & QuicklyChat. MIT, Comp. Sci. & Math.

A massive, exploding market opportunity



The digital creator market includes attractive valuation comps



LEXUS

\$1B

Similar business model,
but inferior tech



KAJABI

\$2.1B

Remote course creation
platform



PATREON

\$4B

Creator fan engagement
platform



GYMSHARK

\$1.3B

Apparel platform for
fitness creators

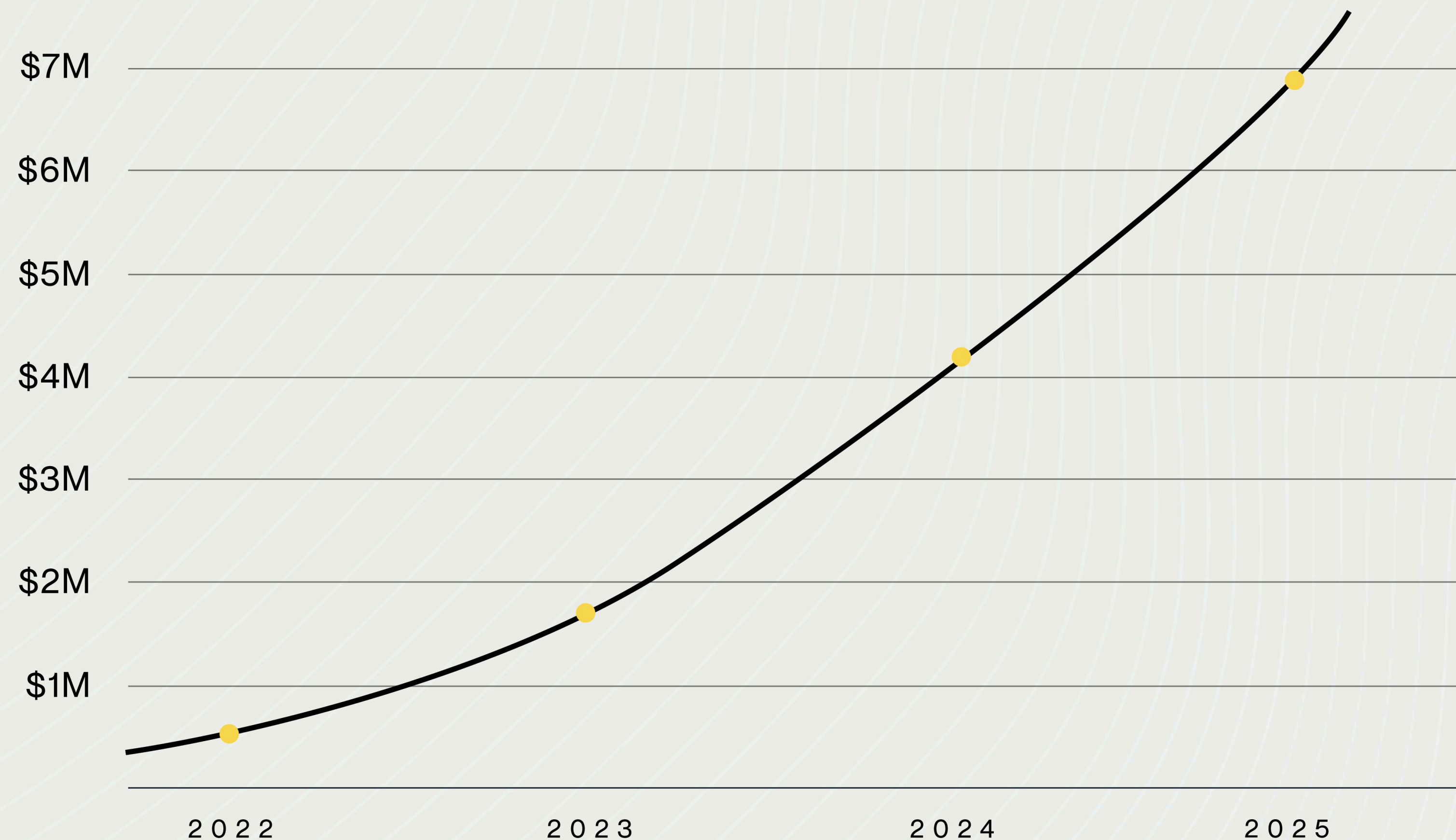


MasterClass

\$2.75B

Influencer-driven
learning platform

We're turning fitness creators into big subscription businesses



\$1M+ ARR
projected in 6 months

90%
gross margin at scale

We're raising capital to accelerate our growth

2022
Launch

Q3

Rollout
AI meal planner,
offer diet plans

Q4

Expand
sales team, launch
coach analytics

2023
Expand

Q1

Launch System2
University for
Online Coaching

Q2

1M ARR +
profitable in fitness
vertical, rollout
prescription weight
loss product

2023
Scale

Q3

System2
for mental health
coaching

Q4

System2
for remote physical
therapy



Join us and bring personalized coaching to a billion people



Product Hunt