WESHAPE

WeShape's software delivers a personal trainer like experience without the cost!

weshape.com Santa Cruz, CA Technology Healthcare Subscription Health & Fitness

Highlights

1. $58 Cost Per Acquisition $251 Lifetime Value & we are improving every quarter :-)

2. We have a proven product, proven acquisition strategy and great numbers. We Are READY TO SCALE!

3. We launched WeShape in December 2021 and are on track to do $1,100,000 in sales in our first year!

4. My Co-founder and I have been on the Inc. 500 list 3 times with our top 3 year growth being 1977%

5. WeShape has over 1 million organic social media followers and growing FAST!

6. My Co-founder and I have generated over 200M in revenue in the health and fitness space!

7. The digital fitness market is set to grow by 33.1% EVERY YEAR through 2028!

Our Team

Tyler Bramlett Co-Founder

Led growth for over 200M in online ecommerce sales in the health and fitness industry in the last 10 years. Managed everything from copywriting, to ad management, to data analysis, sales funnel optimization, content marketing etc.

Katie Bramlett Co-founder

Made it onto Inc 500 list 3 seperate times as COO for a health and fitness company. Best growth was 1977% in 3 years.

Sachin Chaudhari CTO

20+ yrs managing cloud technologies and has led start-up engineering teams from ground-up to successful acquisition.

Ben Chargin Director of Content

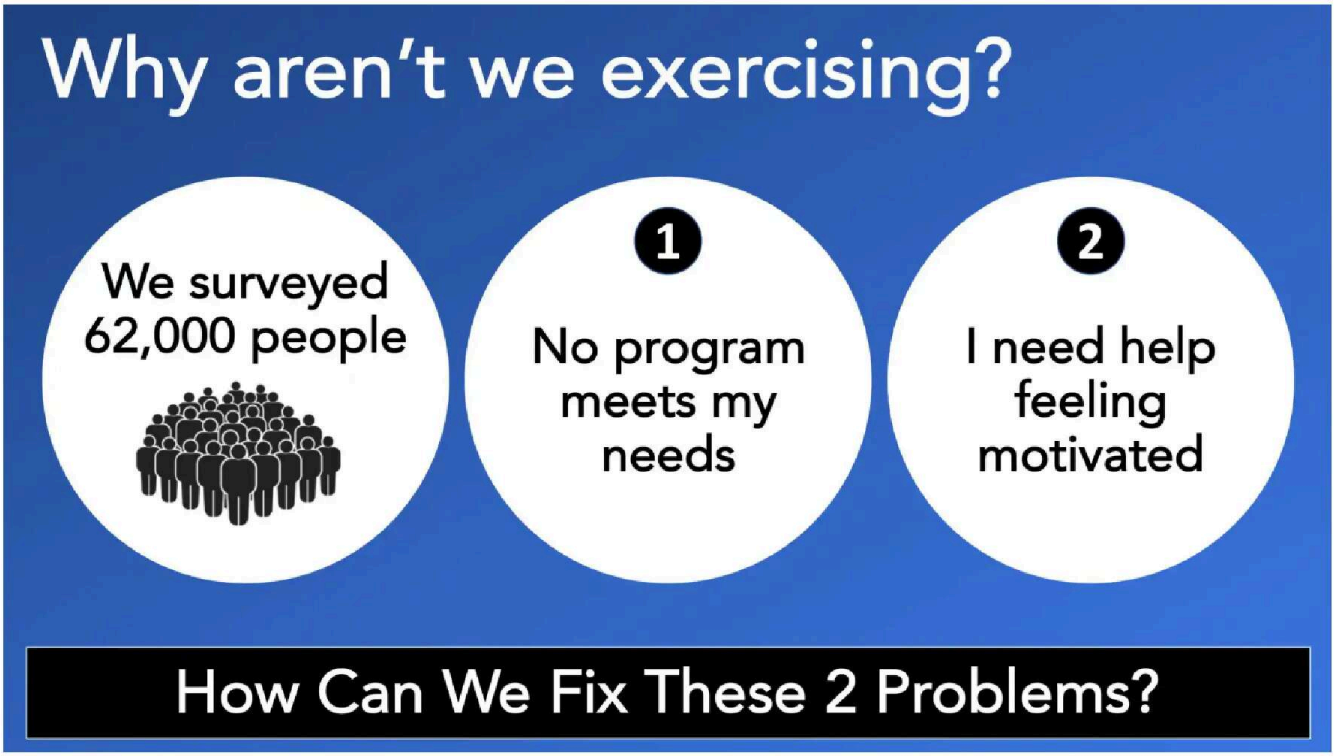
Has grown WeShape's social media presence to over 1 MILLION followers

organically!

My co-founder and I have spent over 30 years building successful fitness companies! Then... We saw a HUGE Problem that nobody was solving :-(

Everyone needs to work out but 75% of the US population DOES NOT get enough exercise!

So we surveyed 62,000 people and asked them what's preventing them from exercising?



The BEST way to fix this problem is to...

Give everyone a personal trainer

What Personal Trainers Do

1. Ask You Questions
2. Test Out Exercises
3. Personalize Your Program
4. Teach You Good Form
5. Check In With You
6. Adjust In Real Time
7. Tackle Mental Obstacles
8. Keep You Inspired

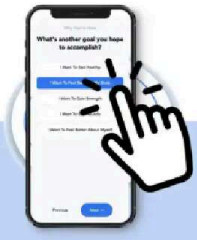
Why Don't More People Have A Personal Trainer?

- NOT Affordable ($500+ month)
- Need Equipment Or A Gym Membership
- Inconsistent Results

But very few people can afford a personal trainer. Which is why...

Our solution is weshape

"It feels like having a personal trainer, without the hefty cost!"

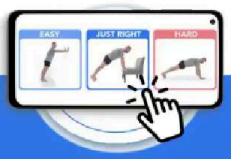


We ask you questions

We test out exercises and personalize your program

We teach you how to move with good form

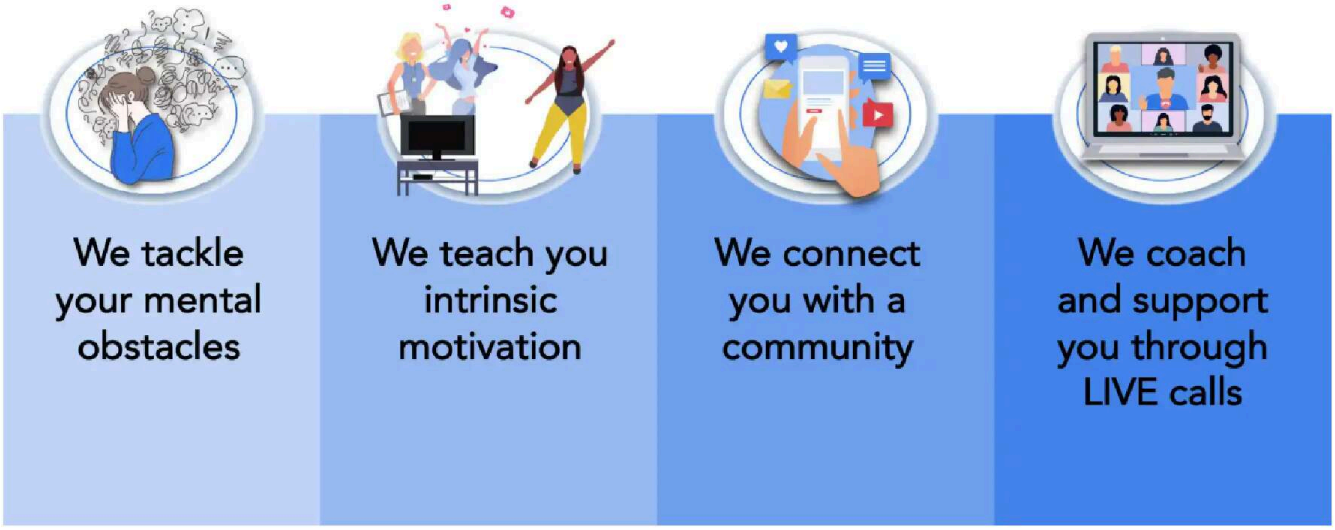
We check in to make sure everything feels good



We adjust your workouts in real time

We aren't like other brands

weshape uses positive psychology to create motivation!



We tackle your mental obstacles

We teach you intrinsic motivation

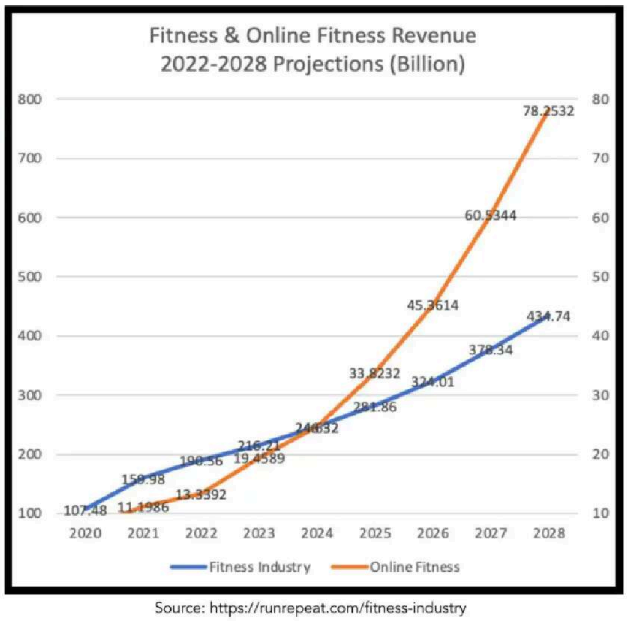
We connect you with a community

We coach and support you through LIVE calls

WeShape has a unique product, a unique brand and is positioned to capitalize on the personalized health and fitness revolution!

Why now?

1. The fitness industry is projected to grow 128% by 2028!
2. Digital fitness is the fastest growing segment projected to grow 486% by 2028!!
3. Customized fitness programs make up less than 4% of the digital fitness segment and NONE are affordable!!!



Source: https://runrepeat.com/fitness-industry

Plus, WeShape is WAY more accessible and affordable than our competitors. ZERO equipment needed & can be done anywhere!

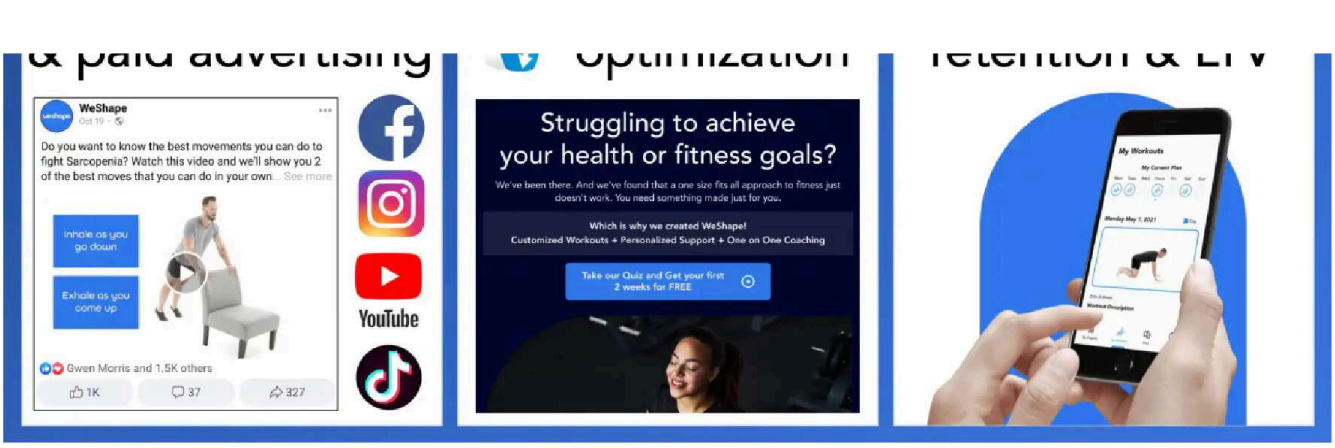
weshape vs. competition

Features	weshape	TONAL	TEMPO	MIRROR	Fitness+ obé Aaptiv DAILY BURN & Other Apps
Customized Workouts	✓	✓	✓	✓	×
Focussed on Form	✓	✓	✓	✓	×
Adjusts Exercises During Workout	✓	✓	✓	Personal Trainer Only (EXTRA $40/hour)	×
Requires Live Trainer	No	No	Yes	Yes	No
Equipment Needed	Zero Equipment	Tonal Home Gym	Full Tempo Gym	Mirror + Optional Weights for +$	Zero Equipment
Special Requirements	None! You can do anytime anywhere	Requires complex installation and 50sqft	Requires 8' space around your workout area	Wall installation + Requires dedicated space	–
Cost	< $40/mo	$3500 + $49/mo	$2,500-$4,000 + $39/mo	$800 + $39/mo	< $40/mo

We've used our experience selling products online to build a growth process that can scale!

weshape's revenue model

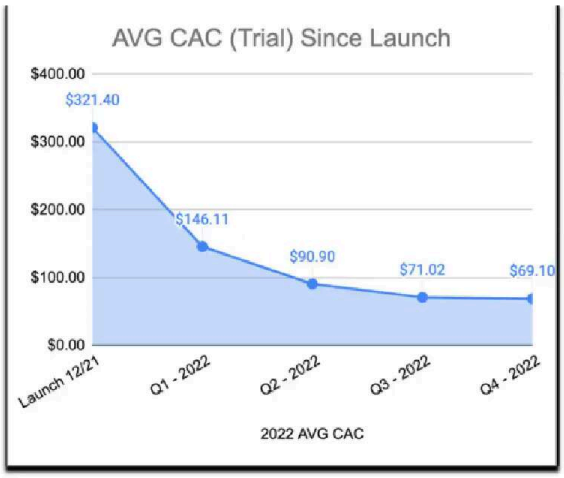
TRAFFIC	SIGN UPS	BELIEVERS
Aggressive content marketing & paid advertising	Relentless sales funnel optimization	Product iterations for maximum retention & LTV

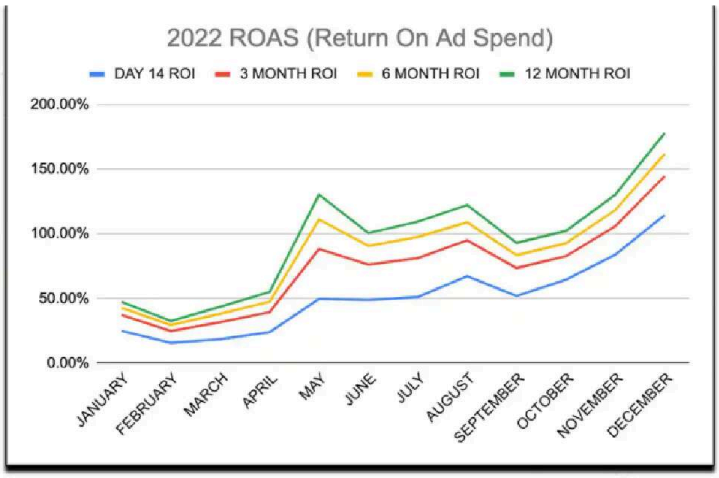


Here's proof this model is working...

We Used This Model To Grow From $0
To $1,118,758 In Our First Year!

2,500+ PAID subscribers in our first year! Plus, here's our optimization skills in action...



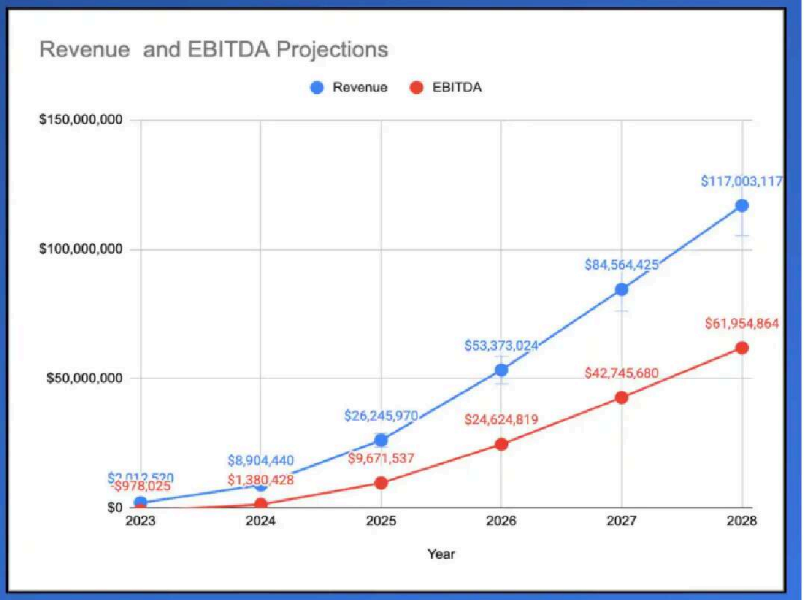


We've Already Reduced CAC By 78.5%
And Increased ROAS By Over 250%

While seeing data that proves the trajectory of WeShape is great, here's our financial forecast to grow revenue 100X in the next 6 years...

How do you win?

- 2022 Rev = $1,118,758
- 2023 Rev = $2,012,520
- 2024 Rev = $8,904,440
- 2025 Rev = $26,245,970
- 2026 Rev = $53,373,024
- 2027 Rev = $84,564,425
- 2028 Rev = $117,003,117



WeShape has proven founders, with proven skills and a proven product that is ready for scale. Join us in helping people feel amazing in their bodies again!

weshape's investment details

Seed round: 2.5M (1.2M remaining)	USE OF FUNDS
Valuation Cap: 11M	**Product Manager** (120K)
Type of deal: Convertible Note	**2 Front End Engineers** (200K)
Target ROI: 40X +	**1 Back End Engineer** (130K)
Time To Exit: 5-7 Years	**Growth & Acquisition** (750K)
Let's connect and see if Investing In WeShape is a good fit for you!	Tyler Bramlett Tyler@WeShape.com