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**Fashion-  
Forward Fitness**

# Problem



Traditional fitness trackers  
are heavy and bulky.



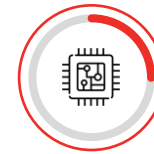
Fitness trackers are inconvenient  
and uncomfortable to wear.



**By integrating wearable technology into their clothing logo, CupCrew plans to eliminate the need for additional accessories, making it easy for customers to seamlessly incorporate fitness technology into their daily routine.**



Fitness tracker incorporated  
into CupCrew logo



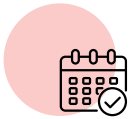
Logo to be designed with an embedded sensor that  
can collect data about the wearer's health & wellness

# Market Opportunity

**“The Global Wearable Fitness Tracker Market Size Was Valued At \$45 Billion In 2021.”**

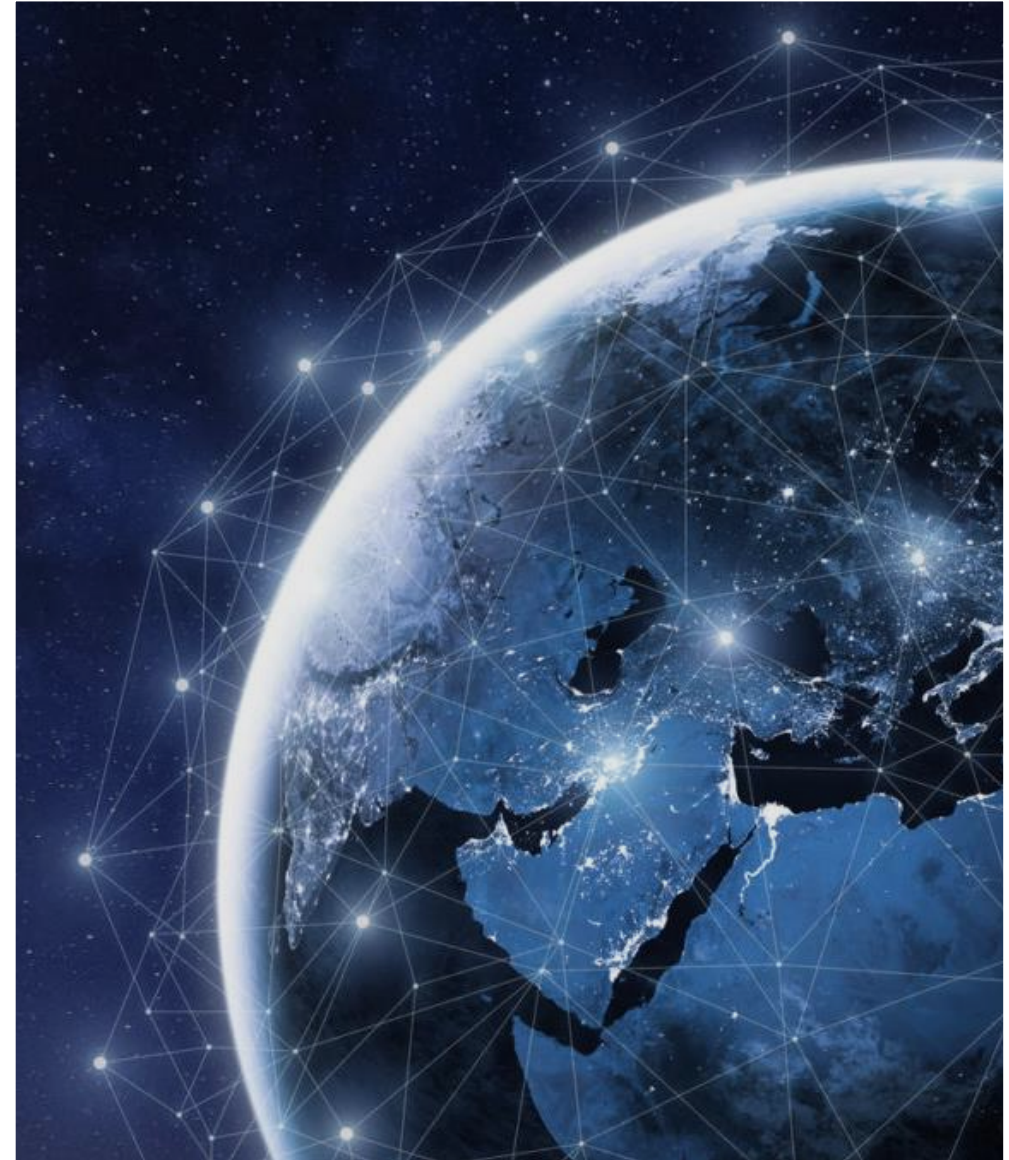


Projected to reach \$192 billion by 2030

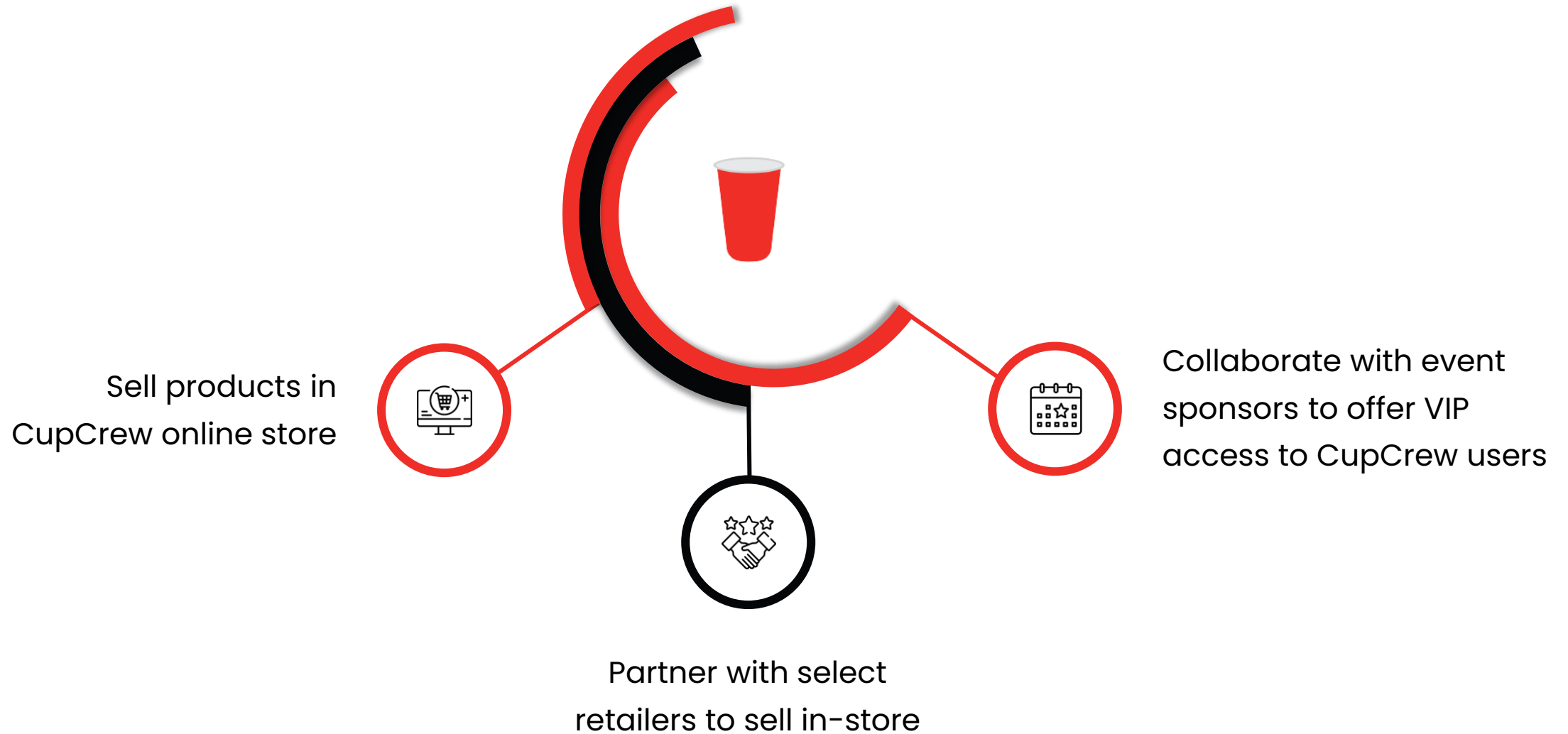


CAGR of 17.5% (2022–2030)

Source: [straitsresearch.com](https://straitsresearch.com)



# Business Model





# Team



**Paul Gendrolis**

## **Manager**

Entrepreneur  
Angel Investor



**Vamsi Krishna**

## **Technology**

Senior Software Engineer  
MARVIS IT SERVICES