



Plus7

Earning A Longer Life

■ ■ ■ ■



77%

**OF AMERICANS NEED
MORE EXCERCISE**

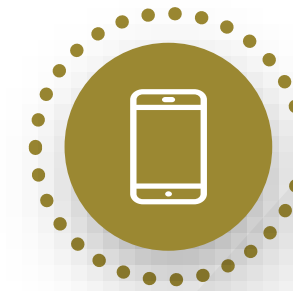


25 min

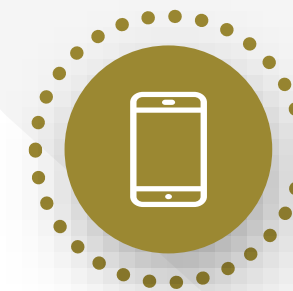
of brisk walking a day can add up to seven years to your life, according to health experts.

PEOPLE LACK MOTIVATION TO EXERCISE

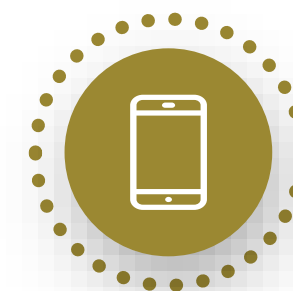
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Fitness Apps Not Customized To Individual Needs



Current Solutions Fail To Keep Users Engaged



Users Abandon Apps Just After 90 Days

THE **PLUS7** SOLUTION

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A GAMIFIED APP TO

MOTIVATE EXERCISE &

ADD 7 YEARS TO LIFE

Plus7

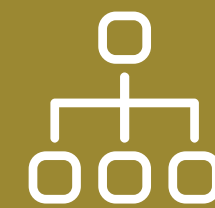
HOW IT WORKS



Basic Features



Walk or Run And Earn Coins



Play and increase your winnings



**EXCHANGE COINS For Discounts
& Goods**



Revenue Model

B2B



**5% FEE FROM USER
PURCHASES**

REAL PRIZES



Revenue Model

B2C, Premium
Features GIFT BOXES



SLOT MACHINES



REAL PRIZES

**Only
\$5/month**

Plus7

GO-TO-MARKET STRATEGY

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NY, UNITED STATES
Target Market

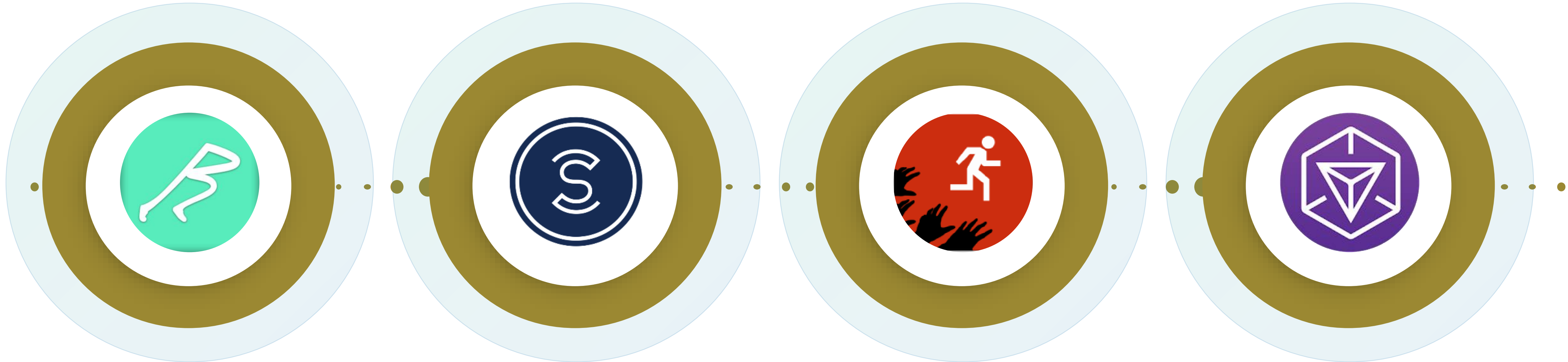


PARTNERSHIPS
Gyms & Stores



INFLUENCERS
FameBit & TapInfluence

COMPETITION



Rumble

Sweatcoin

Zombies, Run!

Ingress Prime

Good, But Not Enough!

Plus7

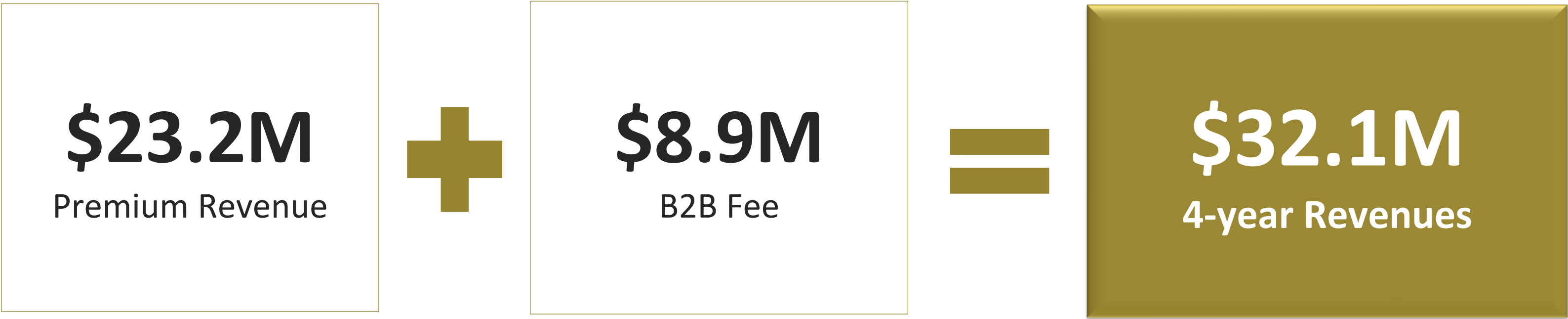
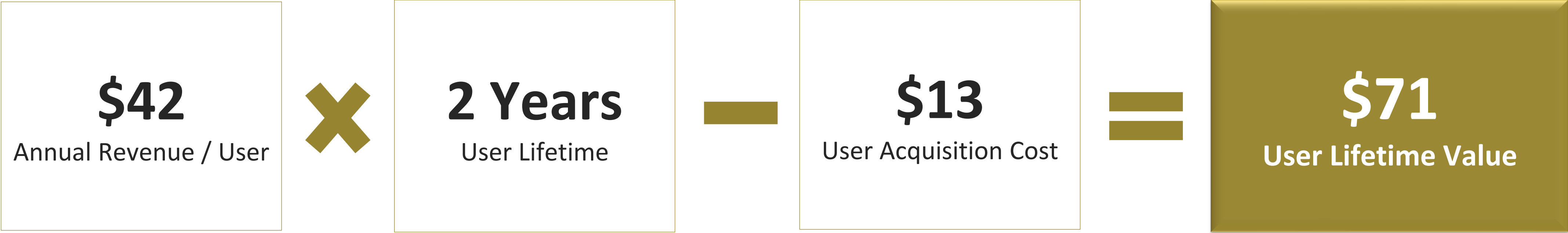
COMPETITIVE EDGE



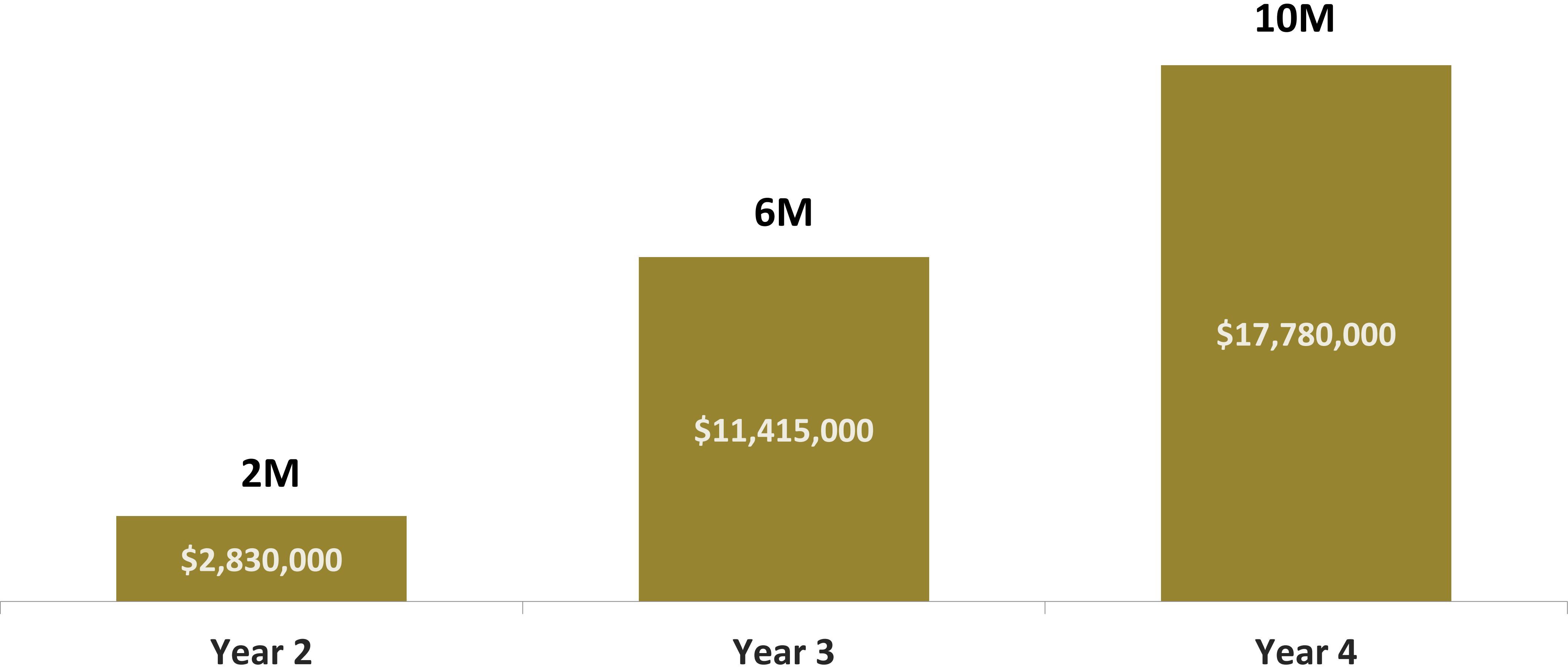
	<div>Plus7</div>	<div> Rumble</div>	<div> Sweatcoin</div>	<div> Zombies, Run!</div>	<div> Ingress Prime</div>
Game Format	✓	✗	✗	✓	✓
Assigns Exercises	✓	✓	✗	✗	✗
In-App Currency	✓	✓	✓	✗	✗
Partnered With Local Businesses	✓	✓	✗	✗	✗
Algorithm Adjusted User Goals	✓	✗	✗	✗	✗

GAMIFICATION

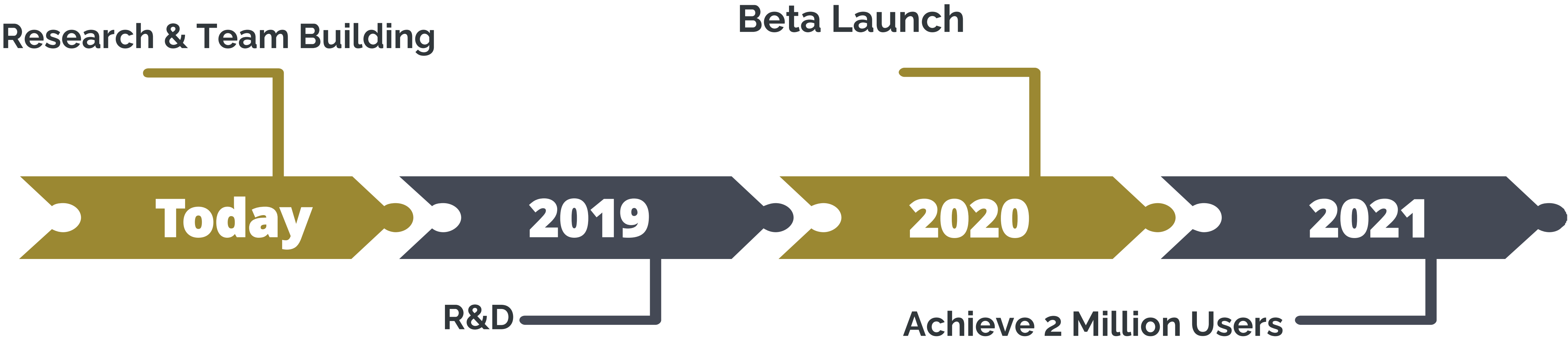
FINANCIAL HIGHLIGHTS



USERS & REVENUES



CUSTOMERS & REVENUES



REQUIRED FUNDING
\$568K



USE OF FUNDS
G&A – 32%
Marketing – 16%
R&D – 48%



PRE-MONEY VALUATION
\$1.8M

A man in a blue tank top and black shorts is looking at a smartphone. He is wearing earbuds. The background is a city skyline with tall buildings, partially obscured by green foliage. The entire image has a yellowish-green tint.

THANK YOU!

