

Plus7

Stage: Pre-seed

Industry: SaaS

Revenue Model:

- (i) Freemium: free or Premium at \$5/month
- (ii) Fees for Businesses: 5% from each 3rd party purchase

Required Funding: \$568K

Projections:

	Revenues	Active Users
Y2	\$2.83M	2M
Y3	\$11.42M	6M
Y4	\$17.8M	10M

Management Team:

Yaniv Ben-Moshe, Co Founder & CEO

Extensive experience in the fitness industry including foundation, management, sales and training. Yaniv founded, led and managed big fitness clubs in Israel, also succeeding to raise 1.5M\$ for his previous project.

Someone Someone, Co Founder & CTO

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Someone Someone, Co-Founder & COO

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Contact:

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PEOPLE LACK MOTIVATION TO EXERCISE

77% of
Americans need
more exercise

25 min of brisk
walking a day can
add 7 years to life

Our Solution

**GAMIFIED APP TO
MOTIVATE EXERCISE &
ADD 7 YEARS TO LIFE**

How It Works



Walk or Run and Earn Coins



Play and **Increase Your Winnings**



EXCHANGE COINS for
Discounts and Goods

Go-To-Market Strategy



NY, UNITED STATES
Target Market



PARTNERSHIPS
Gyms & Stores



INFLUENCERS
Famebit & TapInfluence

Financial Highlights

\$23.2M 4-year Premium Revenue	+	\$8.9M 4-year B2B Fee Revenue	-	\$6.5M 4-year User Acquisition Cost	=	\$25.6M 4-year Net Revenues
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Competitive Edge

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