

MySwimPro



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Personalized swim training in the palm of your hand.



Problem

Limited Access to Personalized Training

- ◆ Very few swimming programs and instructors available to help athletes achieve goals.
- ◆ Current fitness platforms are not designed for swimmers.

Personal Coaching is Expensive

- ◆ Personal swim coaches cost \$50-100/hour.
- ◆ Swim coaches are hard to find.

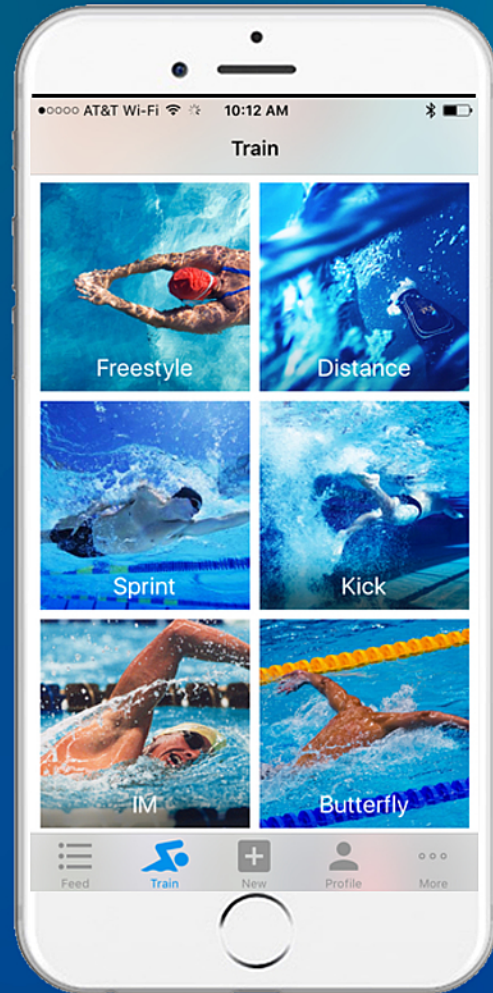
Isolation of Sport

- ◆ More than 90% of swimmers train by themselves.
- ◆ No digital community exists for swimmers to share, compare, and compete.

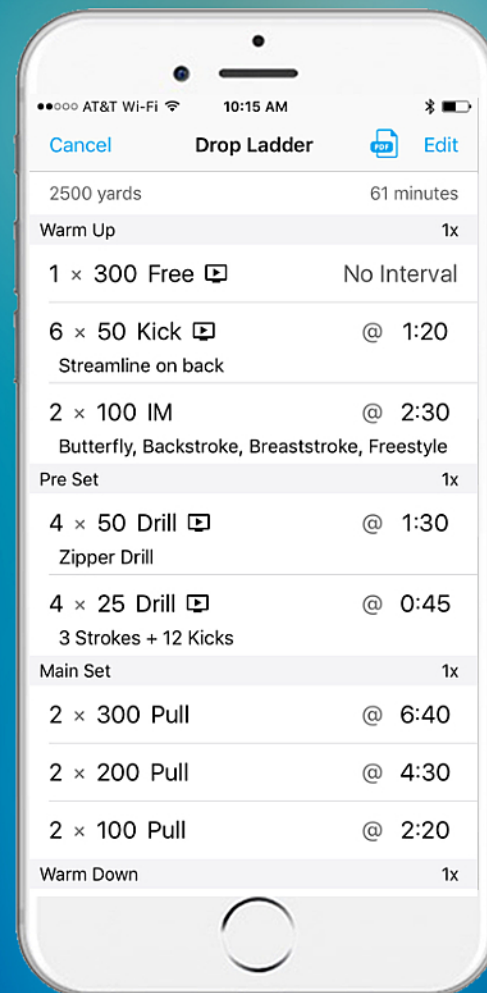


Solution

Select Goal



Workout



Analytics

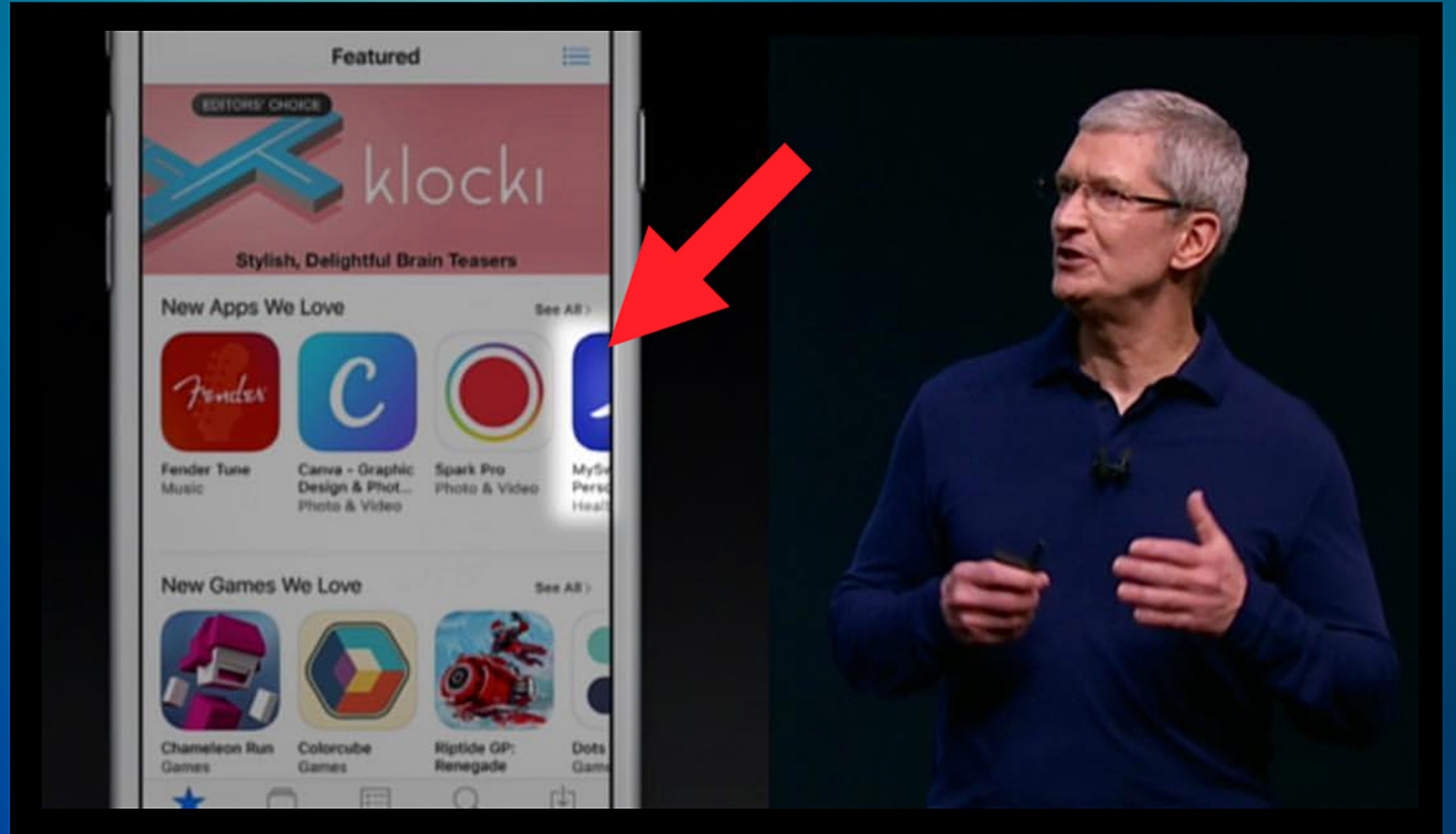
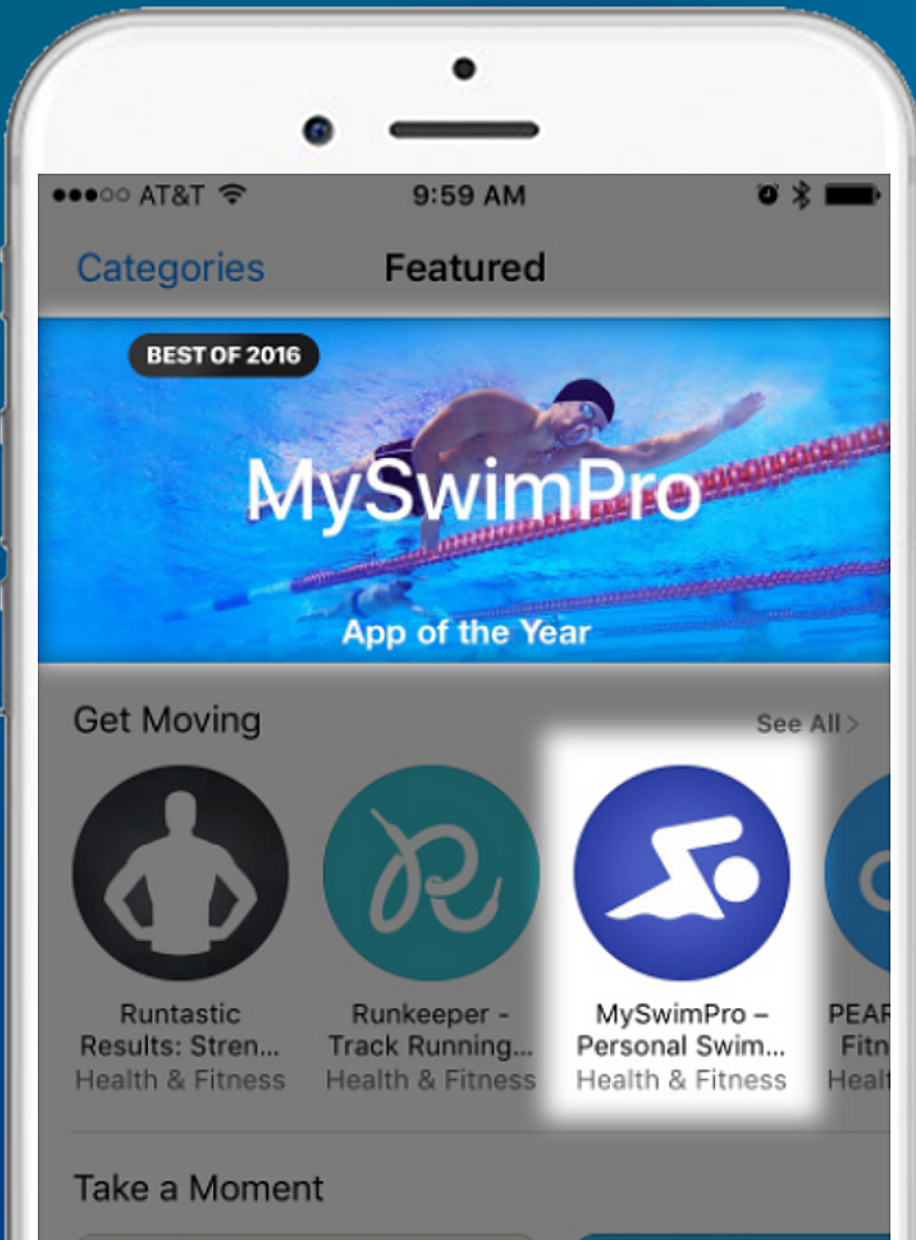


Swimmers choose from 8 workout categories, view instructional video content, and track progress towards goals. Swimmers are 3 taps away from a workout at app launch.



Apple App of the Year

Home Page of App Store



September 7, 2016 Keynote



Watch App

Select Activity



View Workout



Swim

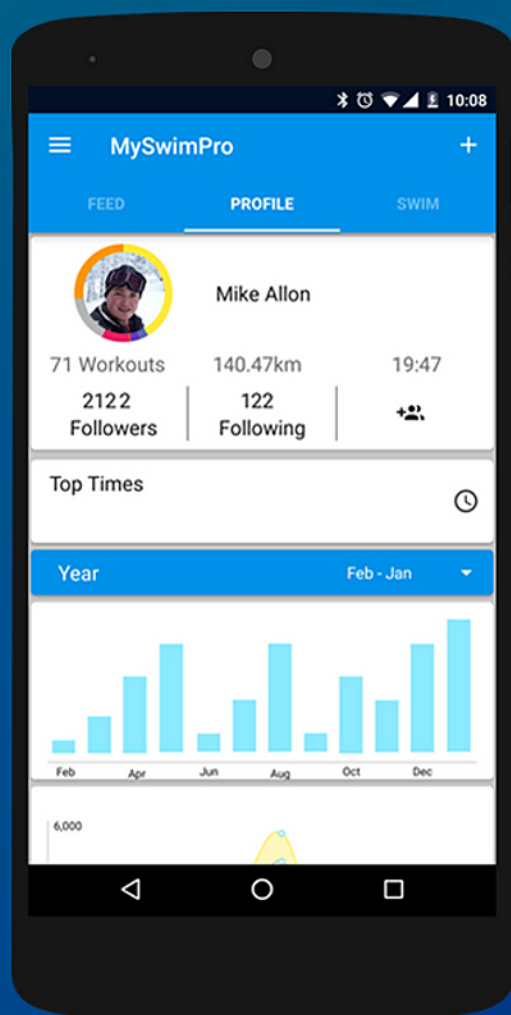


- ◆ Launched the world's first swimming app for Apple Watch.
- ◆ Personal coaching and real-time analytics: HR, calories, pace, distance.
- ◆ Sync workout to watch - coaches you through workout set by set.

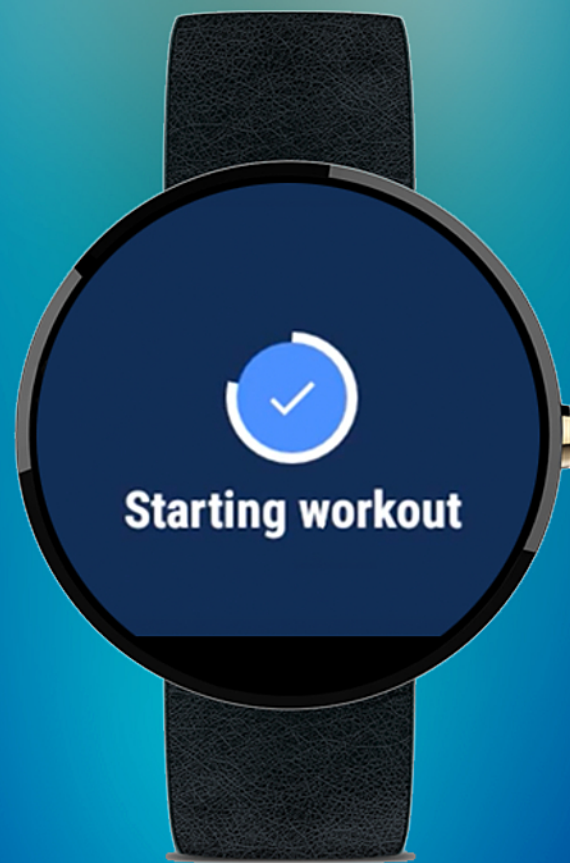


Android Wear

Select Activity



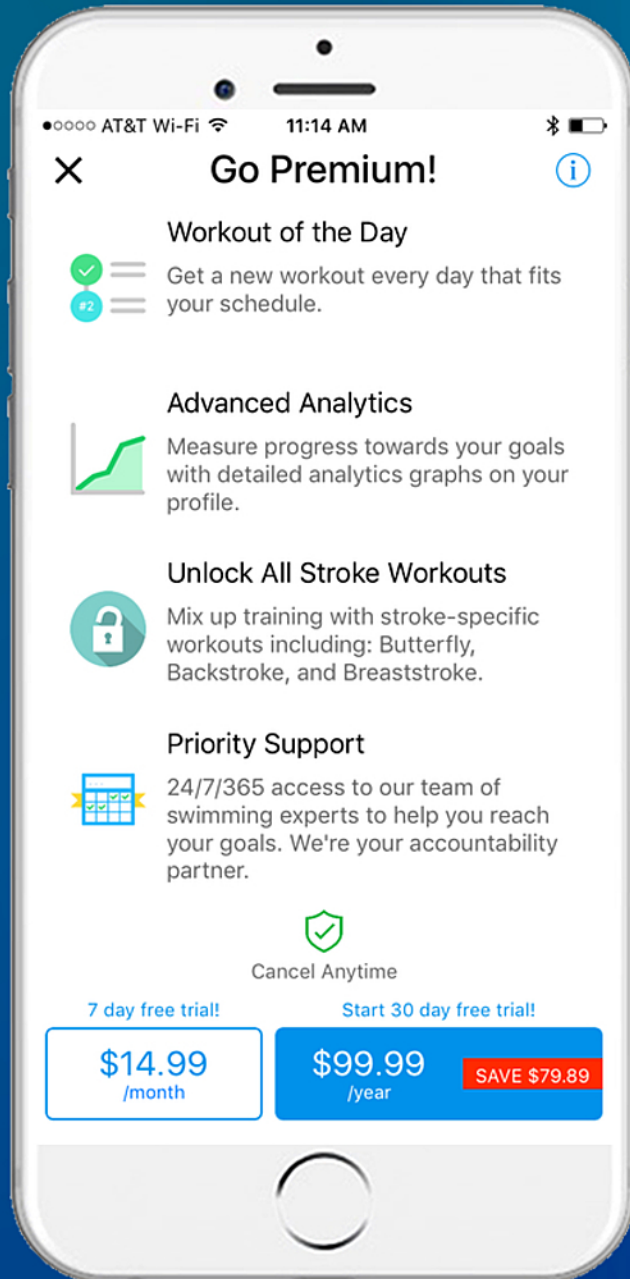
Workout



Swim



Unit Economics



iPhone

- ◆ Avg Conversion Rate: 3.2%
- ◆ # of Premium Subscribers: 425

Android

- ◆ Avg Conversion Rate: 1.2%
- ◆ # of Premium Subscribers: 75

Premium Athlete: \$99.99/year or \$14.99/month

- ◆ 82% Retention Rate
- ◆ Cost To Acquire Premium Athlete: \$25
- ◆ Payback Period < 3 Months



U.S. Market

Total U.S.
Fitness Swimmers
26.3m

Addressable
Revenue

\$2.6B

Serious
Lap Swimmers
9.4m

\$900M

Swim > 50x/year

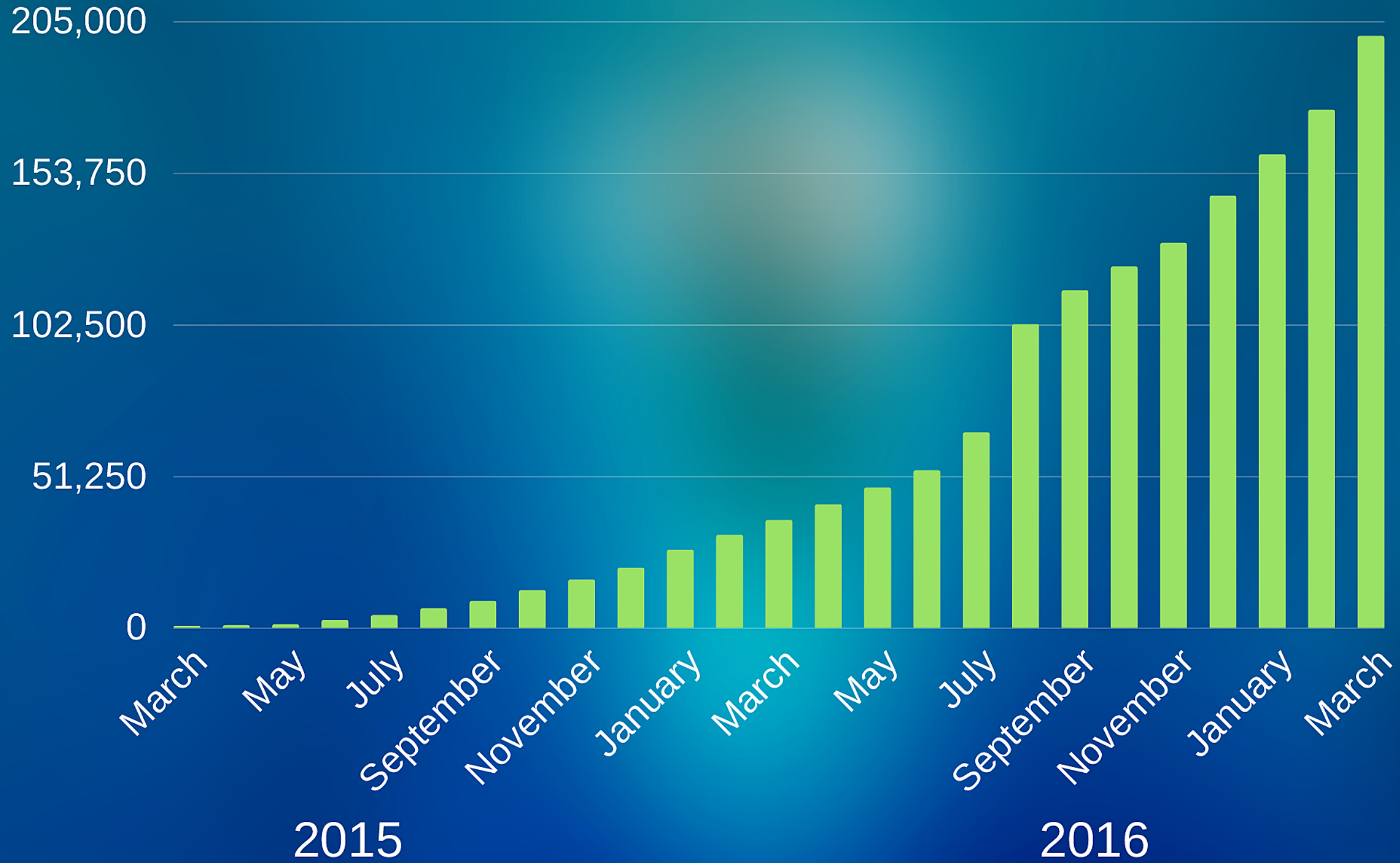
Beachhead
1m

\$100M

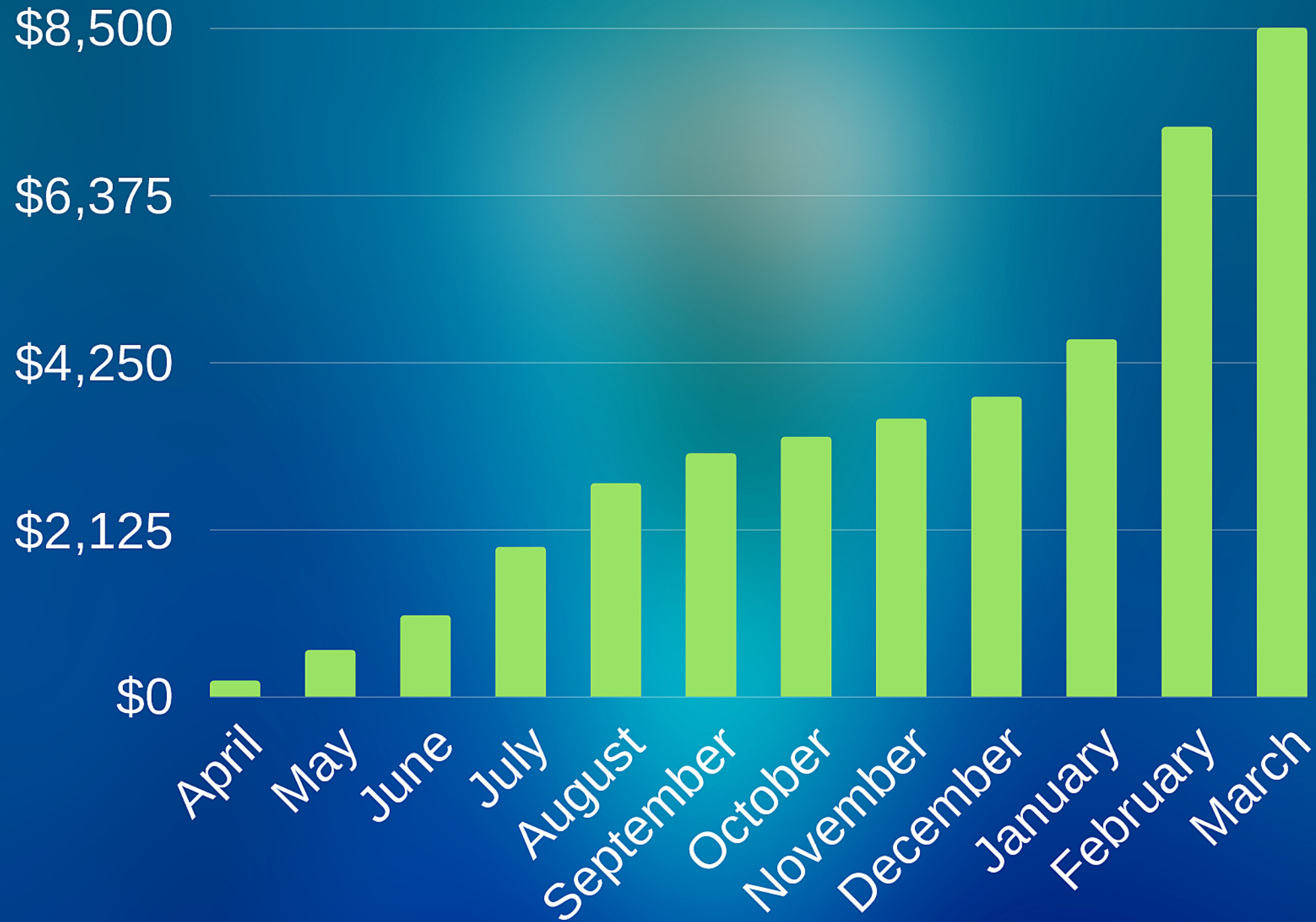
Ages 25-44



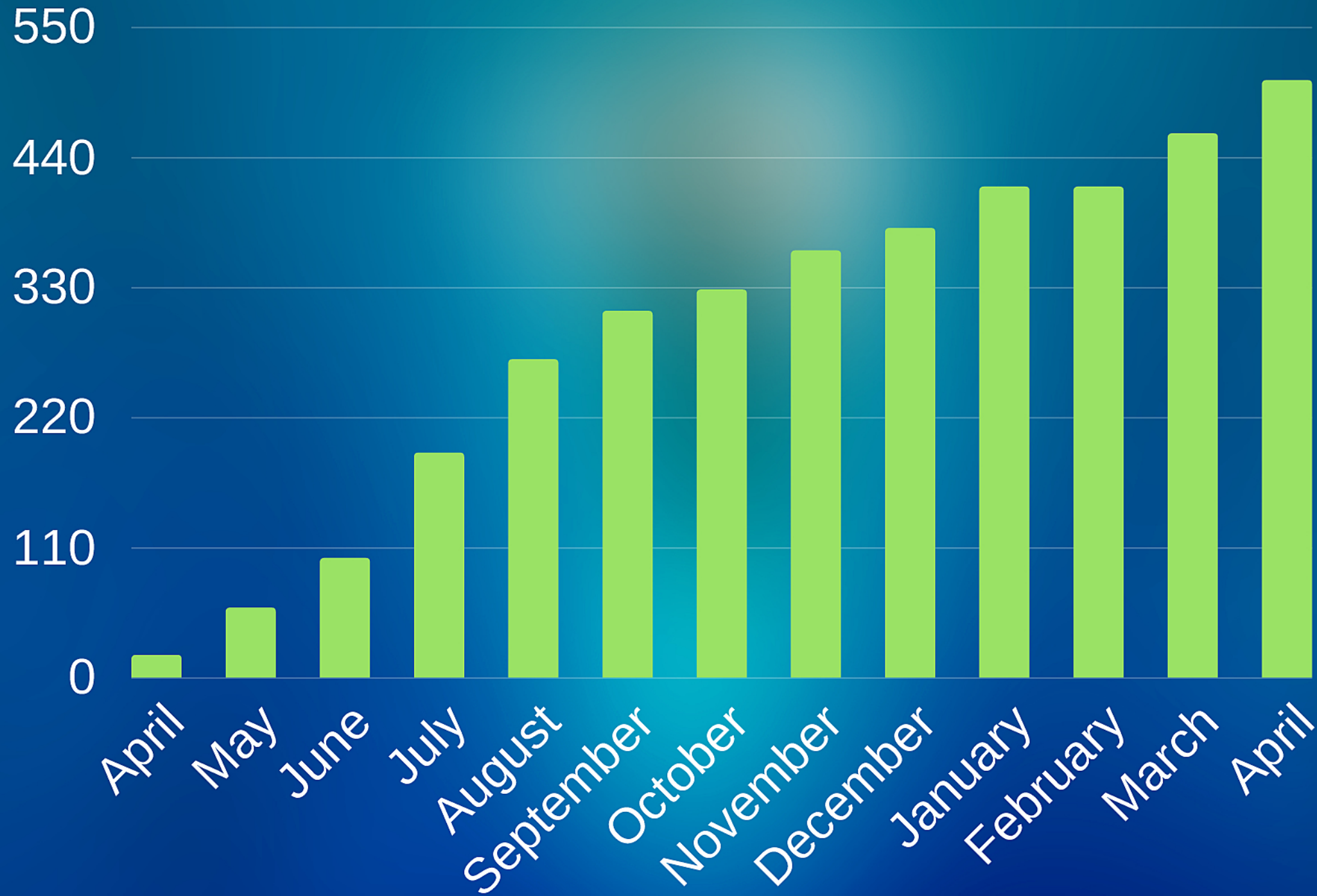
Total Registered Athletes



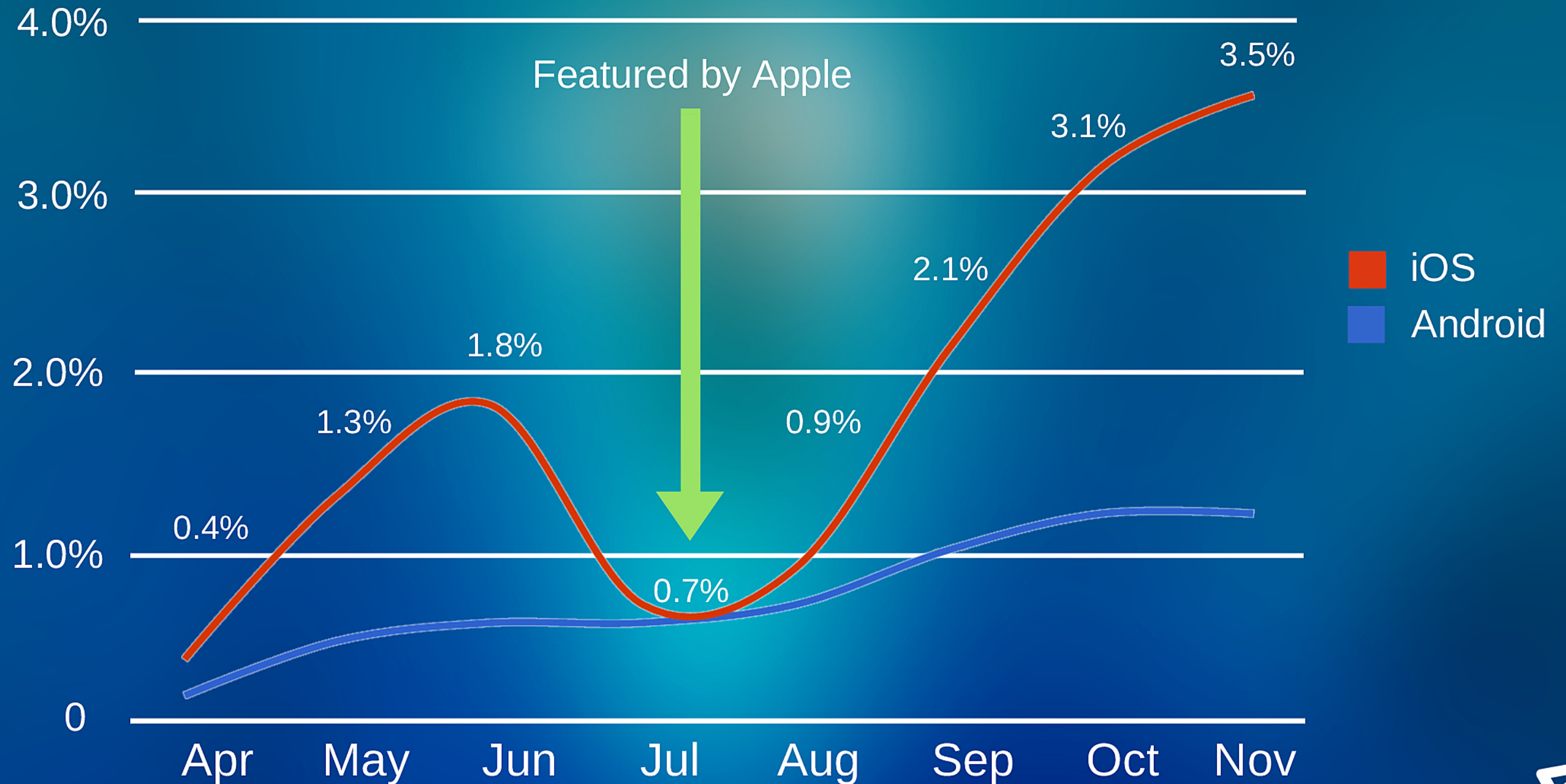
Monthly Recurring Revenue



Premium Subscribers

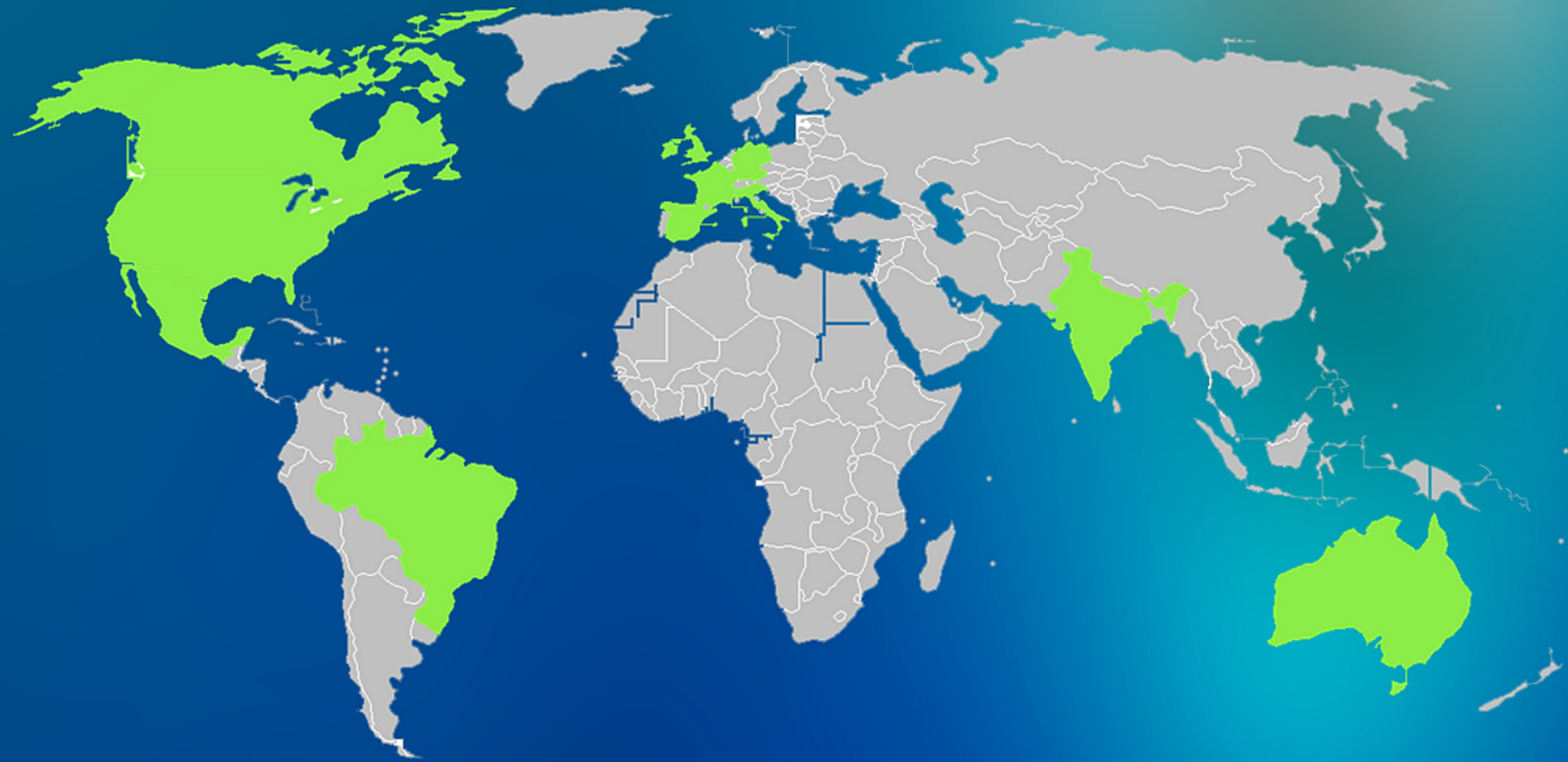


Conversion Rate to Premium



Global Engagement

41% of active users are located in the United States.



Top 10 Countries

- ◆ United States
- ◆ United Kingdom
- ◆ India
- ◆ Brazil
- ◆ Canada
- ◆ Mexico
- ◆ Spain
- ◆ Italy
- ◆ Australia
- ◆ Germany



Customer Acquisition Strategy

Paid Acquisition of Premium Subscribers

- ◆ Highest Tested ROI: iPhone Ads on Facebook with \$0.53 cost per install = 2-3 month payback period.
- ◆ App Store Search Advertising in Health & Fitness Category.
- ◆ Incentivized Premium Subscription: Sponsoring athletes for referring premium subscribers.

Social Referral

- ◆ In-app social sharing, feed, friend invite, follow athletes.
- ◆ Creating sticky experiences through leaderboards, challenges, and competitions.

Partnerships

- ◆ National Governing Bodies: U.S. Masters Swimming, USA Swimming, College Swimming.
- ◆ Major Sports Brands sponsoring content and challenges.

Organic

- ◆ Discovery: Ranked #1 or 2. Search "swim" in the App Store. Content: Blogging, video, social, media.
- ◆ Localization and app translation.
- ◆ Google indexing, deep linking to workout content within app.



Marketing ROI Test Metrics

Cost Per Result = Cost Per App Install

	Impressions	Conversions	Cost Per Result	Conversion Rate	Spend
Apple Search Ads					
Swimming	4506	183	\$0.18	4.1%	33.82
Triathlon	8516	436	\$0.16	5.1%	67.93
Facebook					
iPhone Downloads	53,505	761	\$0.53	1.4%	\$403.30
Android Downloads	15,279	271	\$0.83	1.8%	\$224.49
Promotional Posts	152,080	48,907	\$0.01	32.2%	\$255.09
Instagram					
iPhone	52,831	47	\$1.70	0.1%	\$80.00
Promotional Posts	1,508	17	\$0.59	0.0%	\$10.00
Twitter					
iPhone	30,510	66	\$1.21	0.2%	\$80.00
Total Digital Marketing Tested	318,735				\$1,154.63



Competitive Landscape

MySwimPro



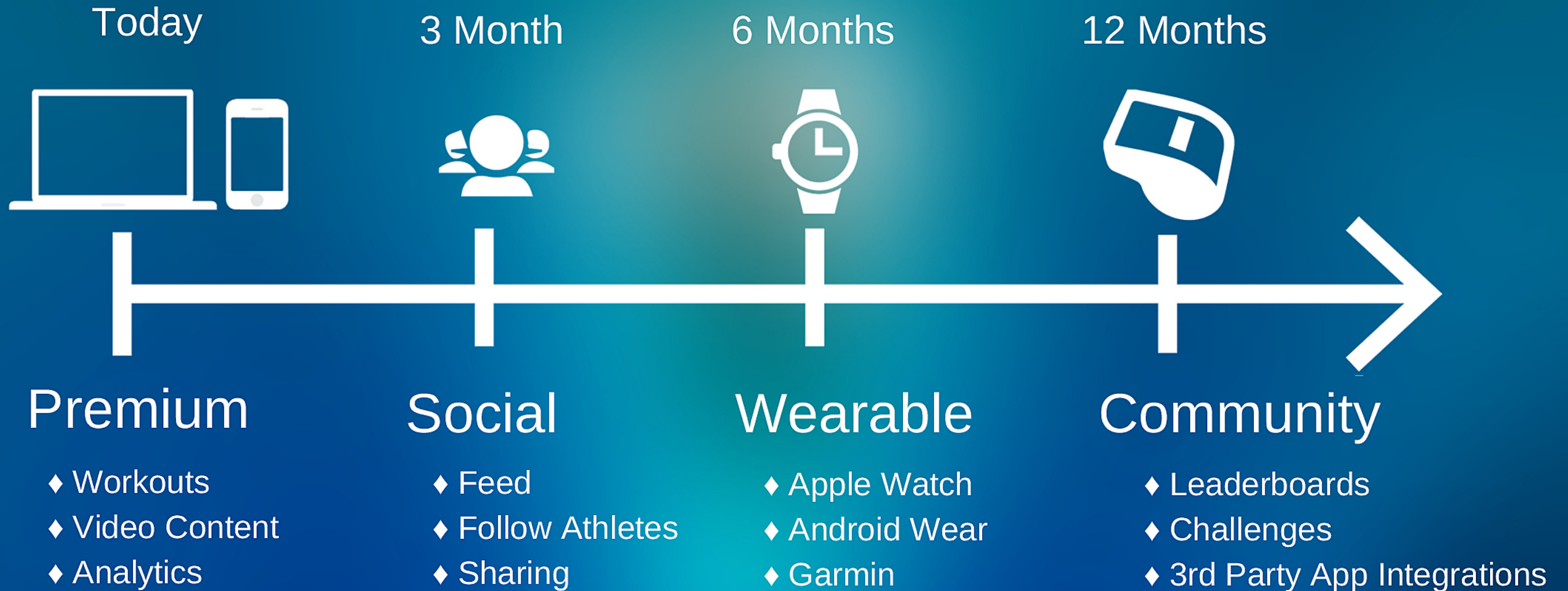
SWIMM.COM



Coaching	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wearable	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Workout Log	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Analytics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Community	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Product Roadmap



Vision: The GLOBAL platform for aquatic health and fitness!



Team



Fares Ksebati

CEO, Nationally Recognized Coach



Peter Vanderkaay

Advisor, 3x Olympic Swimmer



Michael Allon

Co-Founder, Android Lead



Adam Oxner

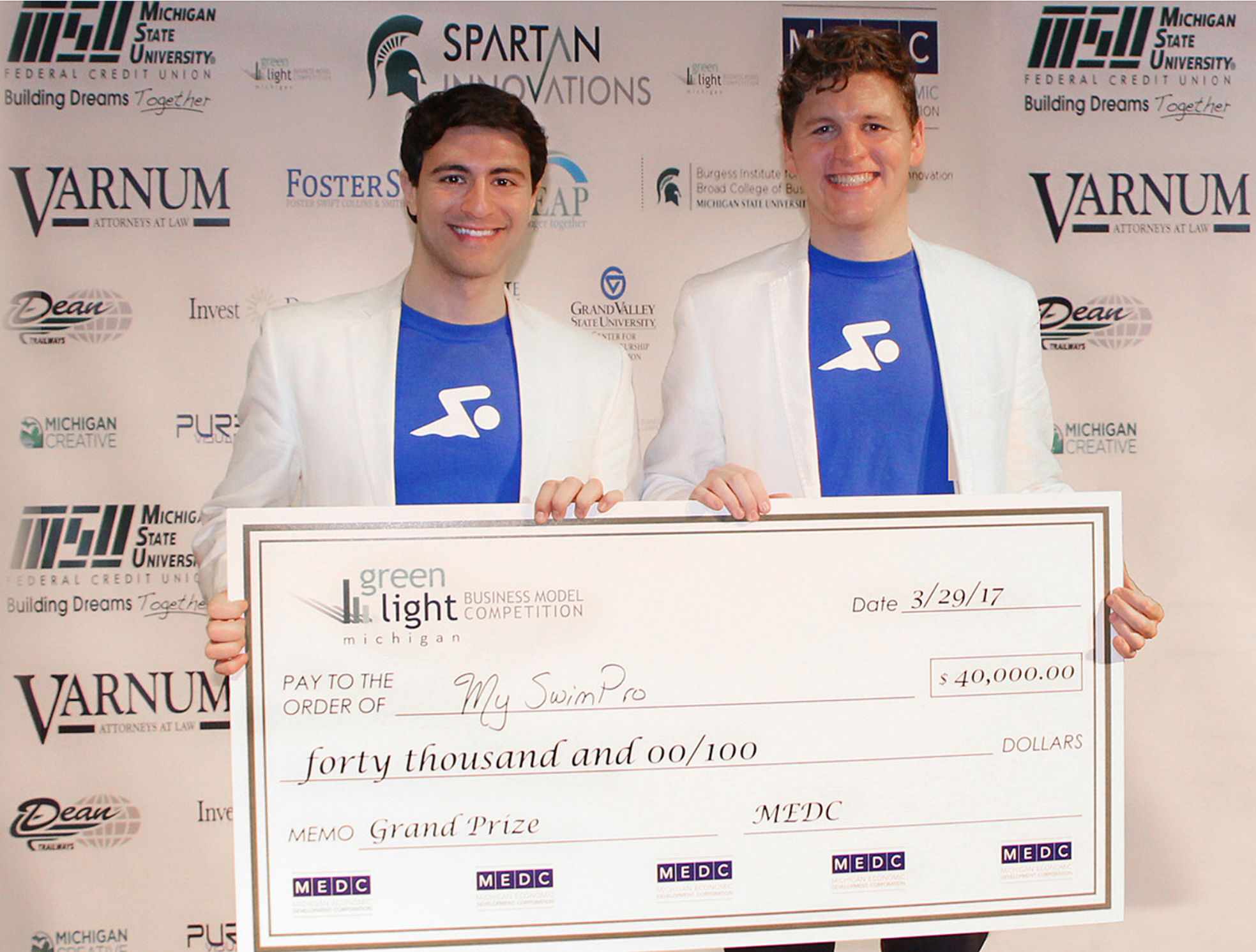
Co-Founder, iOS Lead



Advisors: Mitch Thrower (Chairman: Events.com, Triathlete Magazine, 22x Ironman)
Todd Sullivan (Serial Sports-Tech Entrepreneur, Sierra Wasatch Capital)



Michigan GreenLight Business Competition



Ask

- ◆ Raising \$1M
- ◆ SAFE, \$5M CAP: wefunder.com/myswimpro
- ◆ \$50k committed from Invest Detroit Ventures

Prior Funding

- ◆ \$50k Invested (SAFE) by the Regents of the University of Michigan
- ◆ \$25k Non-dilutive Grant from Innovation Fund of America
- ◆ \$40k Non-dilutive Grant from MEDC (GreenLight Business Competition Grand Prize)

Use of Funds

- ◆ Customer Acquisition
- ◆ Product Development



Industry Acquisitions

2014

2015

2016



\$475m



€220m



\$85m



\$85m



Undisclosed



\$20m



\$150m



\$17.8m



Undisclosed



MySwimPro

Empowering Aquatic Prowess For All Swimmers

