

A blurred photograph of a swimmer in a pool, captured in motion. The swimmer is in the upper half of the frame, with their arms extended forward. The pool has red lane lines. The background is a bright blue color.

# MySwimPro

*Empowering aquatic prowess across the globe!*



# Problem

**90%**

of swimmers train on their own without a coach.

**\$100**

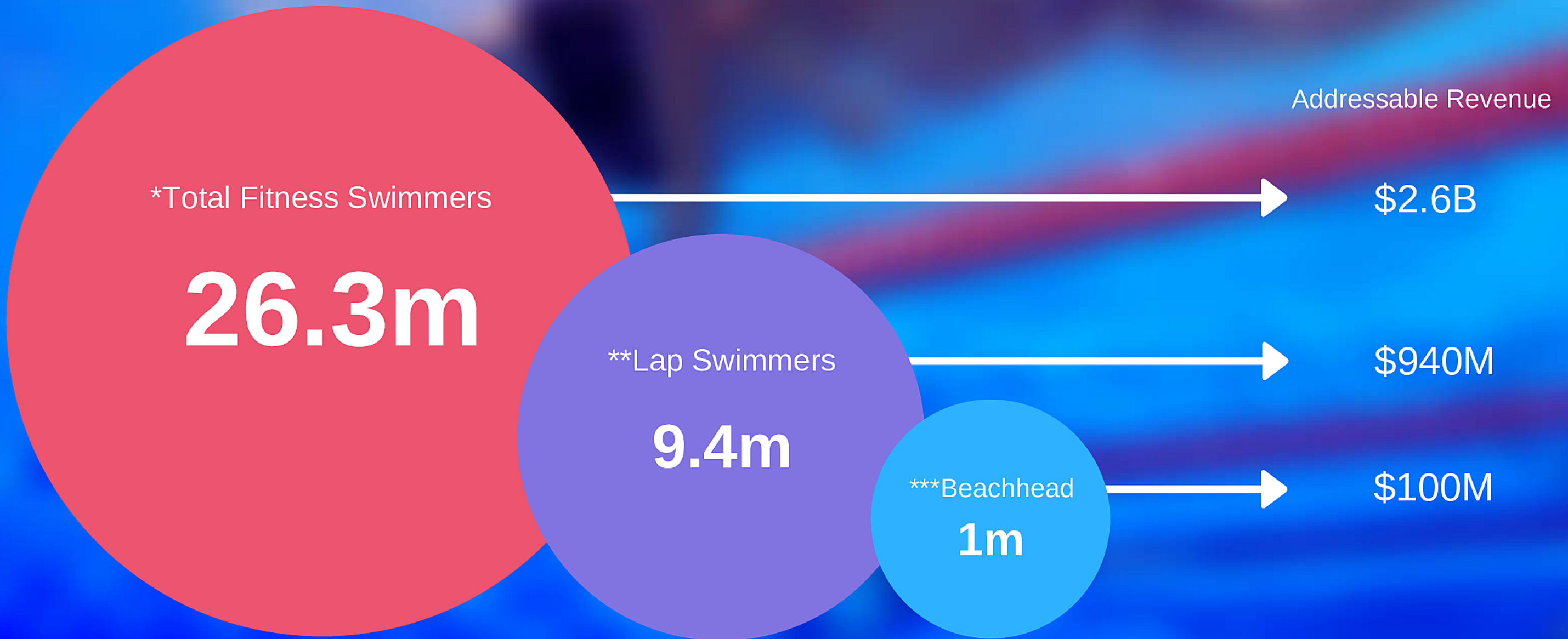
the cost to hire a personal swim coach for a 1 hour workout.

**26M**

the number of fitness swimmers in the United States.



# U.S. Fitness Swimming



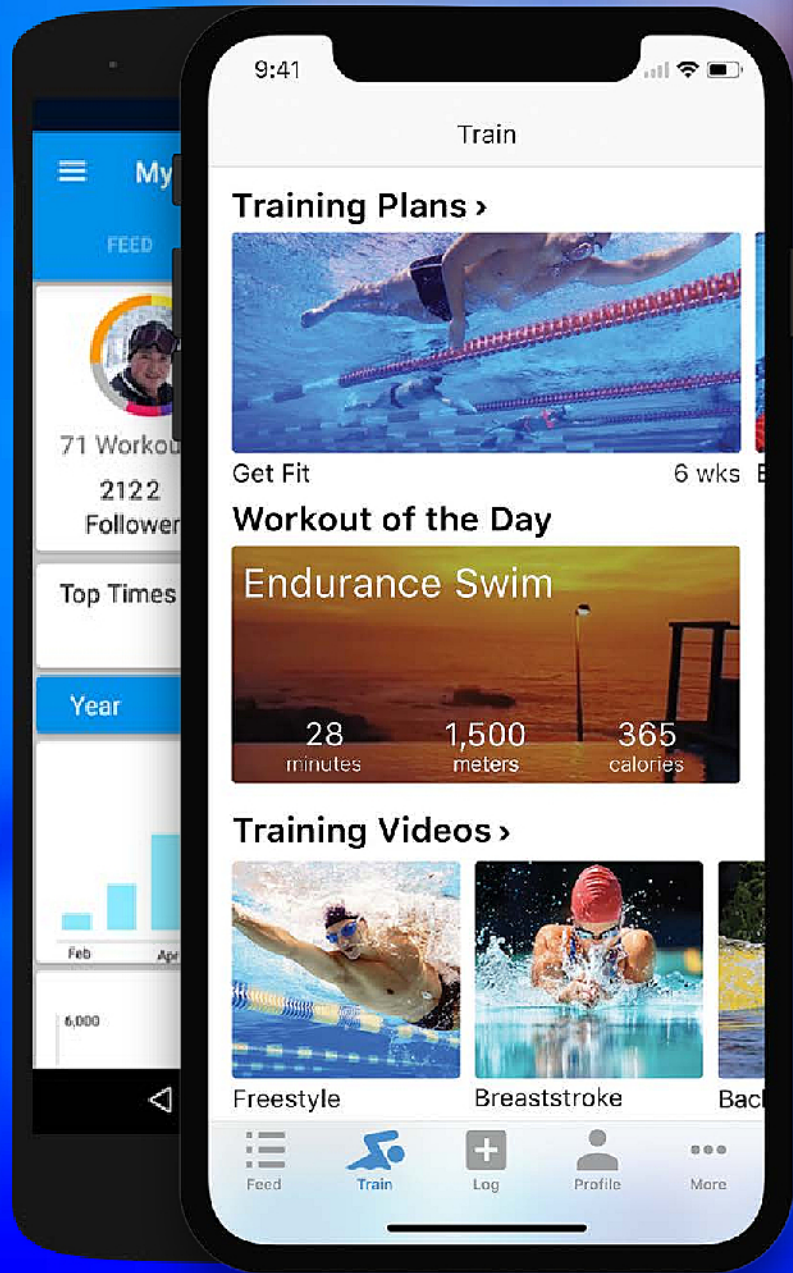
\*Total Fitness Swimmers: According to the SFIA Research Group there were 26,354,000 Americans who self-categorize themselves as 'fitness swimmers'.

\*\*Lap Swimmers: The SFIA Research group also found that there are 9,442,000 'core' fitness swimmers who participate in swimming 50+ per year.

\*\*\*Beachhead: MySwimPro's initial target market are Lap Swimmers who are between the ages of 25-44 that are actively pursuing a fitness goal.



# Product Portfolio



iPhone & Android

Subscription Pricing:

- \$119.99/year or
- \$19.99/month

Best of 2016 | 



Apple Watch



Android Wear



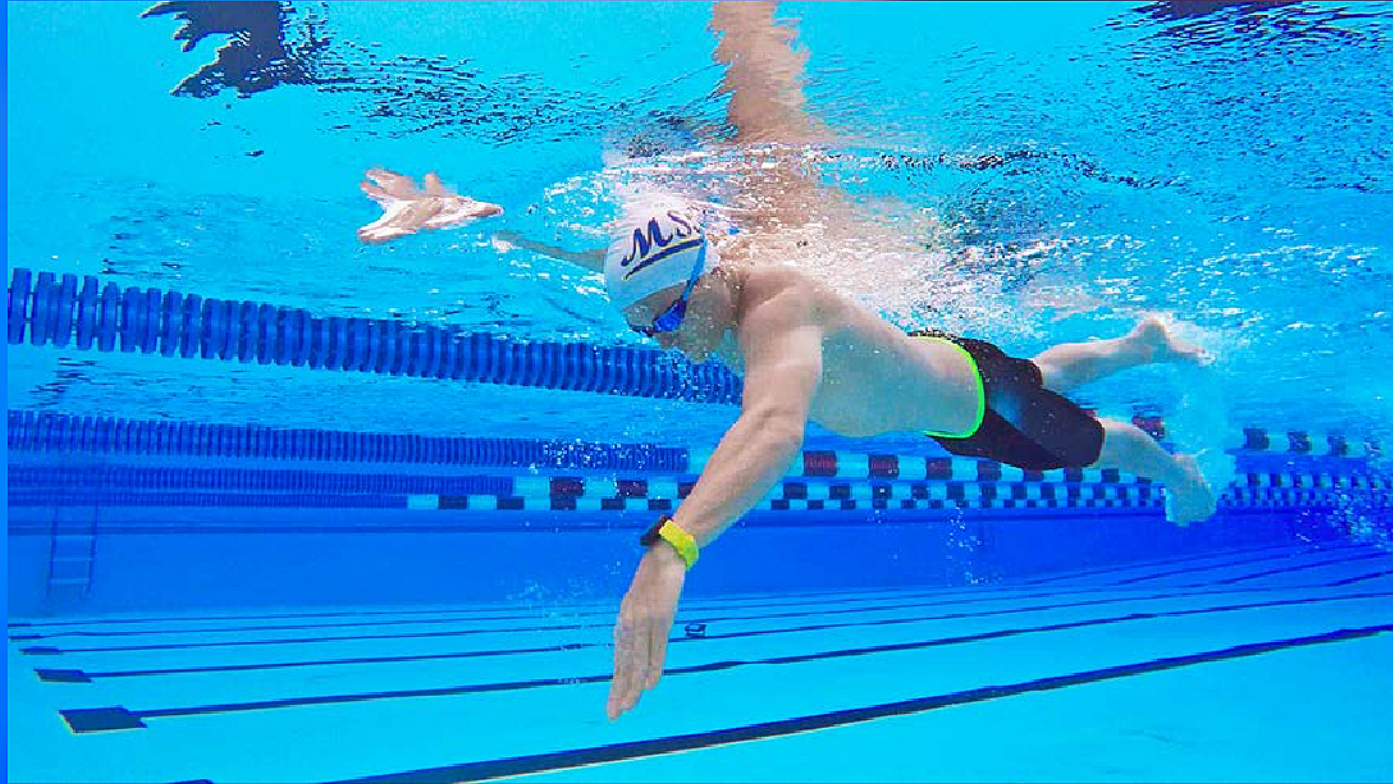
Fitbit



Garmin



# Value Proposition



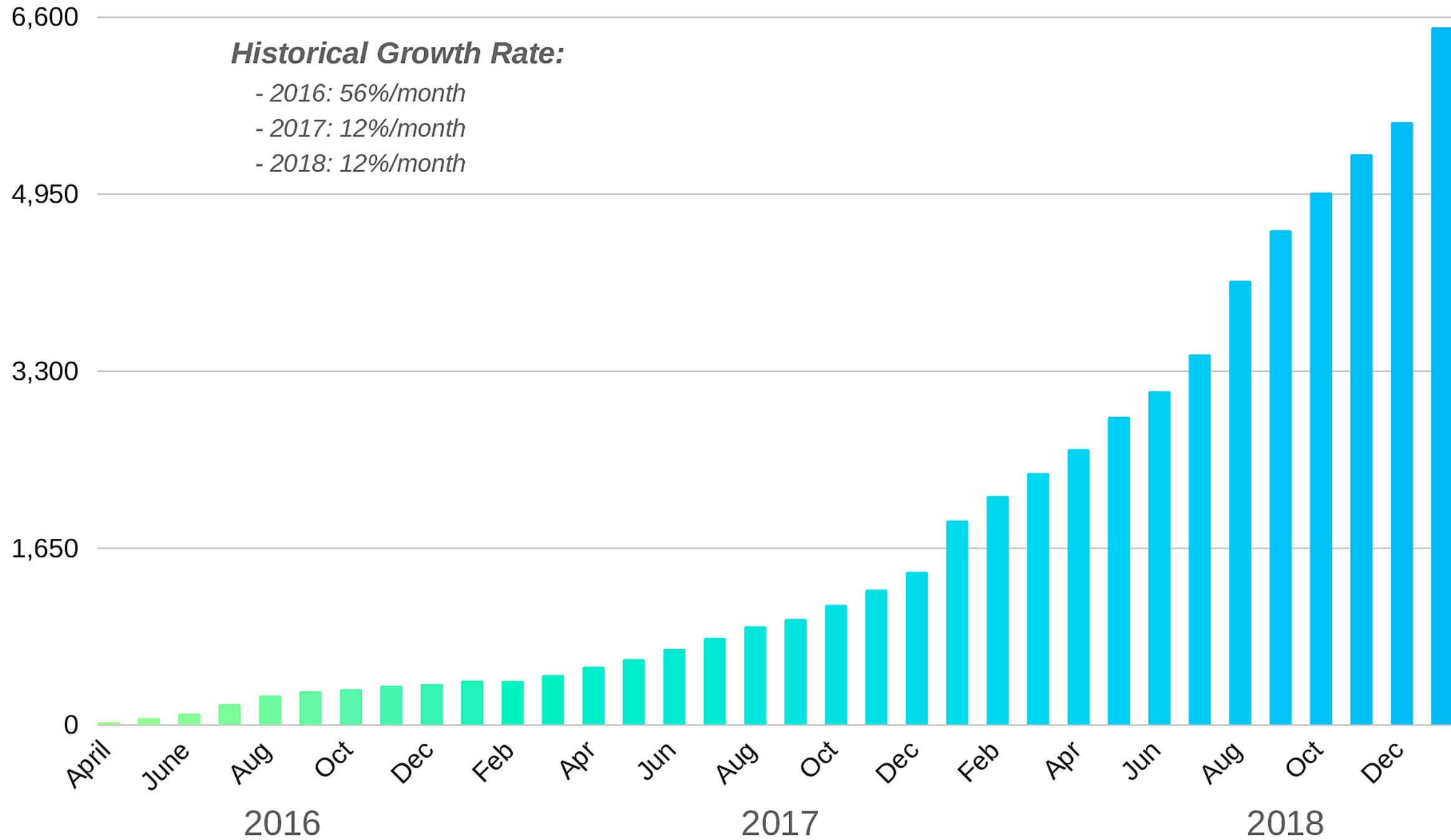
- 12 Personalized Swim Training Plans
- 100s of instructional technique videos
- New workout content added daily
- Dynamic training algorithm for personalization

- Apple Watch, Garmin, Android Wear, Fitbit compatibility
- Heart Rate, Stroke Count, Lap Splits, SWOLF
- Personal workout journal
- Largest digital community of swimmers in the world





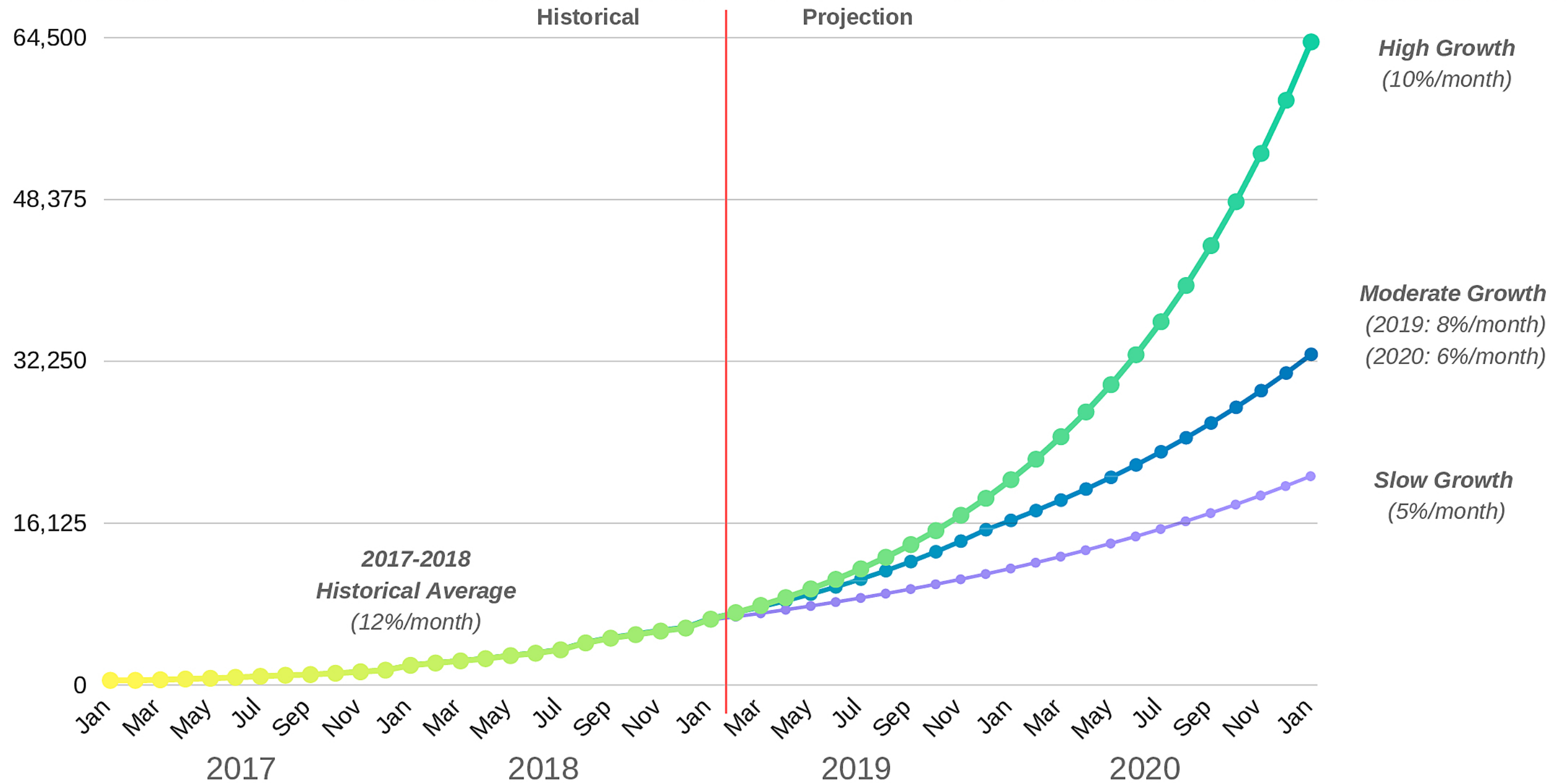
# Subscribers





# Subscribers

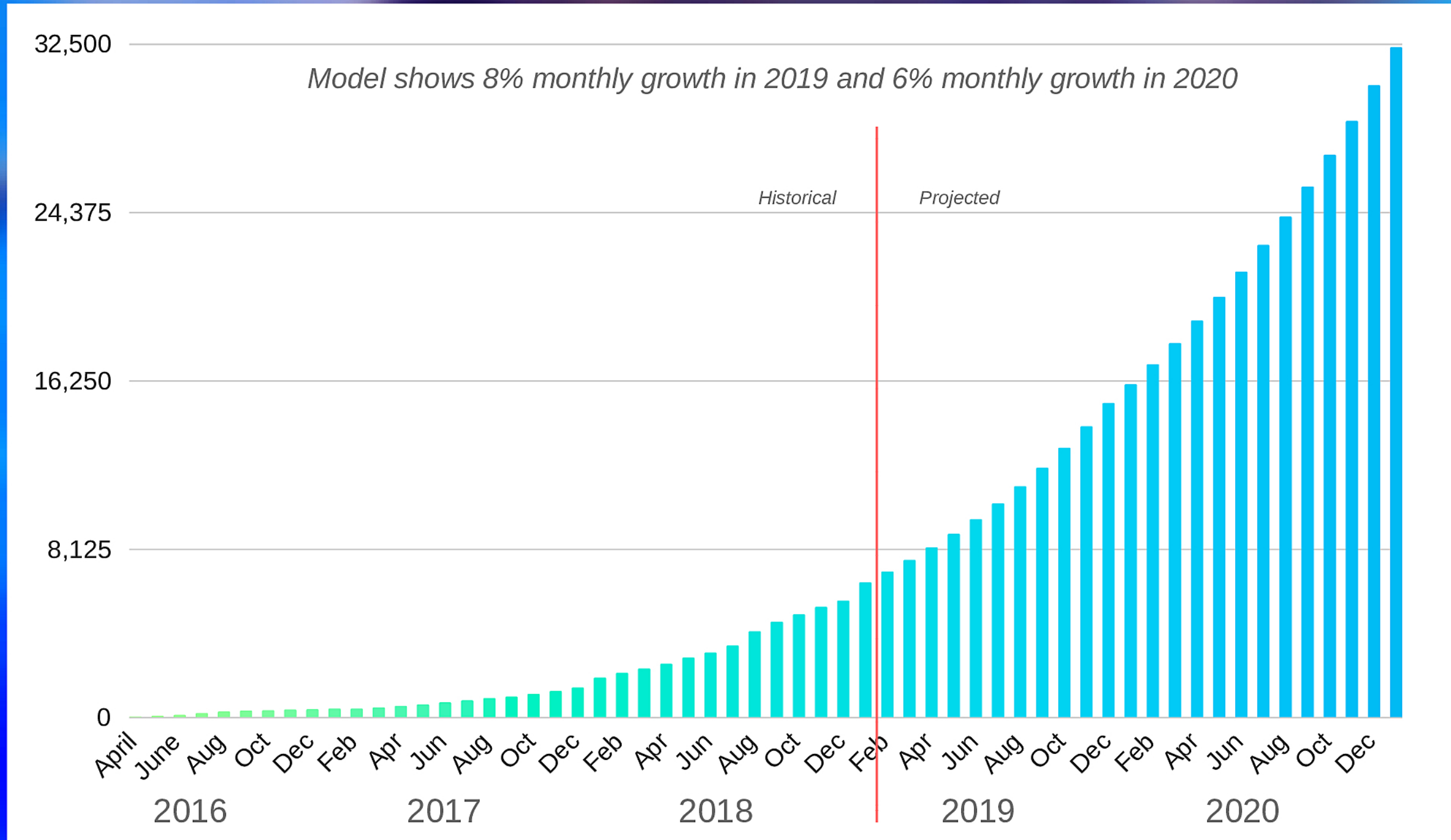
*\*The numbers from February 2019 on are projections and cannot be guaranteed.*





# Subscribers

(Moderate Growth Projection)\*The numbers from February 2019 on are projections and cannot be guaranteed.





# Partnerships

## Secured

- ◆ October (2017): CASIO
- ◆ March (2018): Global Swim Series
- ◆ March (2018): Masters Swimming Canada
- ◆ July (2018): STRAVA
- ◆ August (2018): FINA World Aquatic Convention
- ◆ December (2018): Fitbit

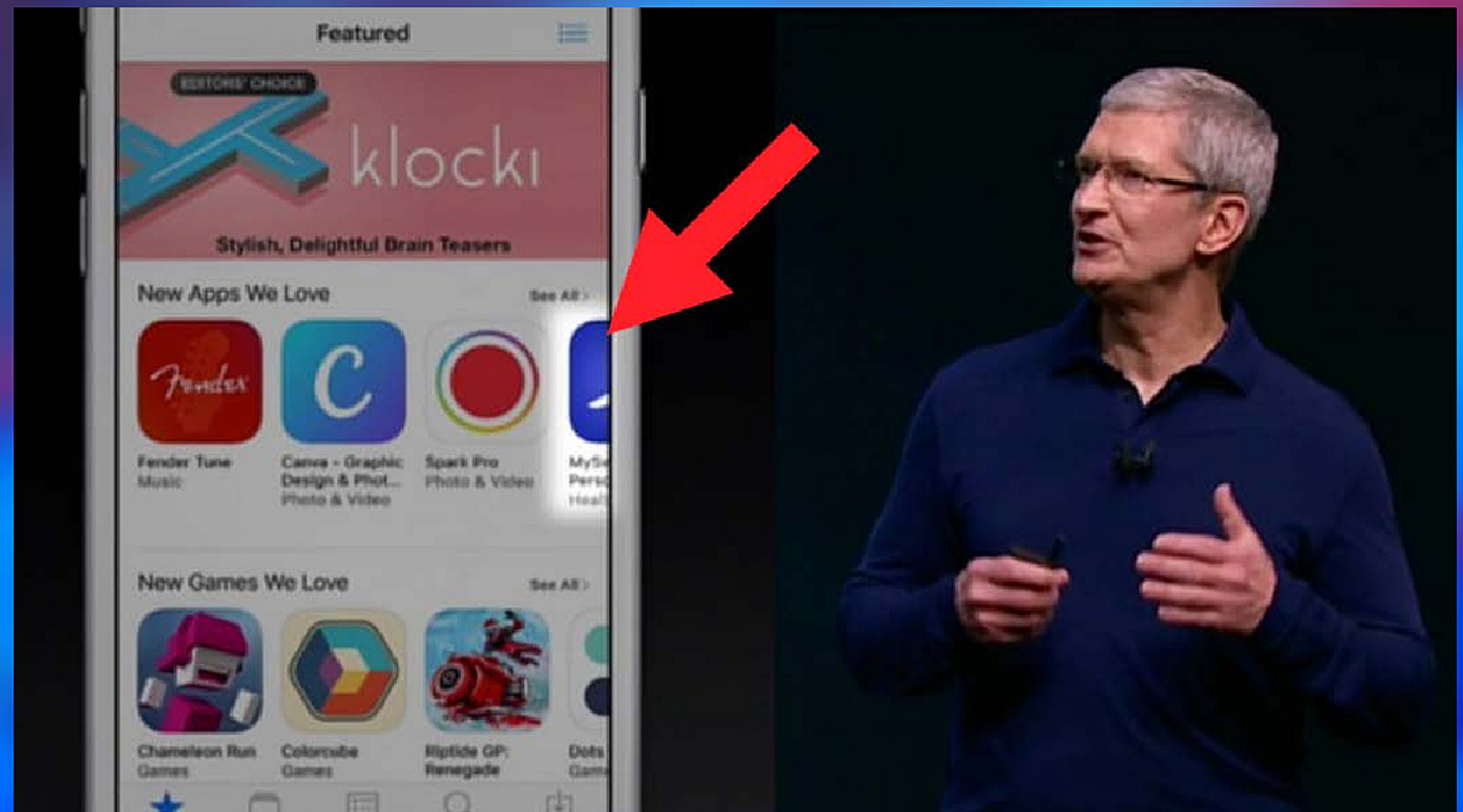
The logo for STRAVA, featuring the word "STRAVA" in a bold, orange, sans-serif font with a trademark symbol.The logo for CASIO, featuring the word "CASIO" in a bold, white, sans-serif font.The logo for GARMIN, featuring the word "GARMIN" in a bold, black, sans-serif font with a trademark symbol.The logo for fitbit, featuring a cluster of colored dots to the left of the word "fitbit" in a lowercase, brown, sans-serif font with a trademark symbol.

## Pipeline

- ◆ National Governing Bodies: North America, Europe, South America, Africa.
- ◆ Triathlon Clubs, Aquatic Health Facilities, other Fitness Apps.



# App of the Year



- Launched the World's first swimming App on Apple Watch featured in Tim Cook's September 7, 2016 Keynote.
- Named Best Apple Watch App of 2016 by Apple.
- Named 'App of the Day' on July 7, 2018 by Apple.



# Impact

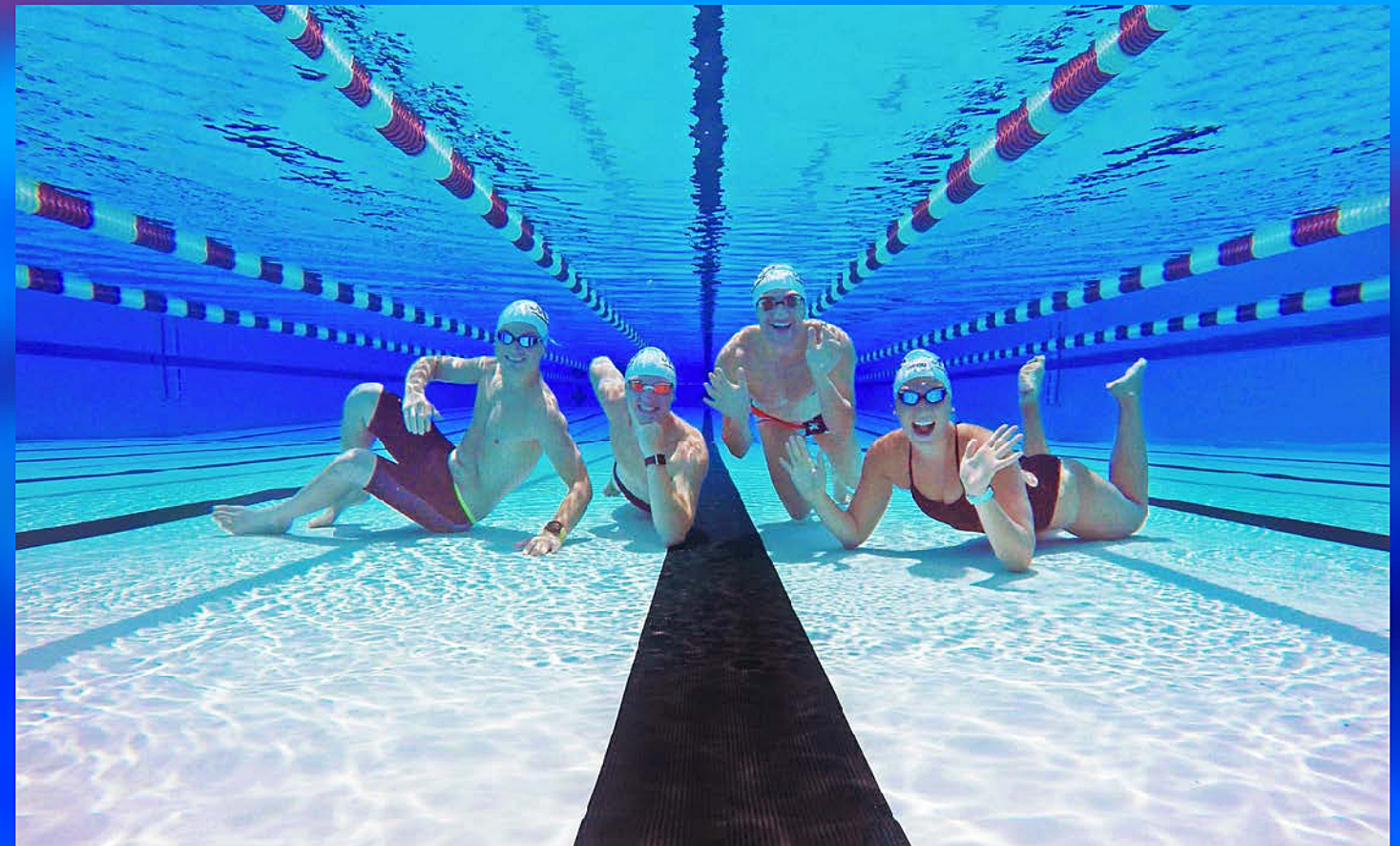


## Goals Achieved

- Weight loss, improved fitness, enhanced self-confidence.
- Crossing the English Channel, and completing IRONMANs.
- Competing in the Masters World and European Championships.

## Global Community

- Community members have swam over 1,888,000 Km.
- Started #WorldSwimDay - international swimming holiday.
- MySwimPro has been downloaded in over 180 countries.





# Marketing Channels

## Paid Advertising

- ◆ Facebook, Instagram, App Store Ads
  - Average CAC: \$100
  - Average LTV: \$180
  - Budget: \$10k/month

## Brand Ambassadors

- ◆ 20 Ambassadors from 5 Countries
- ◆ Evangelize the brand and promote content
- ◆ Budget: \$5k/quarter

## #WorldSwimDay

- ◆ Started International Swimming Holiday
- ◆ The inaugural World Swim Day on October 27, 2018 saw participation from 100+ countries

## App Store Optimization

- ◆ Organic Word of Mouth Referral
  - 1,000 downloads per day on average
- ◆ Keyword optimization and localization in key geographic markets: Europe, South America

## ELITE Bootcamps

- ◆ 1-day swim clinic experience for 20 athletes
- ◆ 4 strategic cities, launching in Q2 of 2019
- ◆ Budget: \$10k/quarter

## Content Marketing

- ◆ 10 educational articles per month
- ◆ Weekly Video Series: "Netflix For Swimming"
- ◆ Weekly Email Newsletter





# Triathlon Training App

## Need

- ◆ Personalized Multi-sport (swim, bike, run) coaching experience similar to MySwimPro for swimming.
- ◆ Wearable and mobile-first technology experience for beginner-level triathletes.
- ◆ Current Solutions: Google search, Quora, Other apps: Training Peaks, Trainer Road, Triathlon blogs.

## Opportunity

- ◆ Wearable & Mobile FIRST training program for first-time triathletes.
- ◆ Average Income: \$126k (USA Triathlon athletes). Average expenditure on fitness: \$1-3k/year.
- ◆ 40% of athletes in an Ironman or Half-Ironman will purchase a training plan or hire a coach.

## Timeline

- ◆ Q4 (2018): Customer discovery, surveys, interviews, business model canvas, see appendix.
- ◆ Jan (2019): Development
- ◆ March (2019): MVP Beta
- ◆ April (2019): Launch
- ◆ Spring (2020): Scale



# Financing

## \*Current Financial Position

- ◆ Cash in bank: \$180k
- ◆ Monthly Expenses: \$50k
- ◆ Monthly Revenue: \$60k
- ◆ Investment Raised to-date: \$180k
- ◆ Grants Received to-date: \$75k

## Fundraising

- ◆ 2019 (Q1): *Wefunder.com/myswimpro*
  - Goal: Raise \$100k+ to build global evangelists and launch MyTriathlonPro.
- ◆ 2020: Priced Round @ 15-20M Pre-Money Valuation
  - Goal: Raise \$3M to convert SAFE holders and increase market share in swimming and triathlon markets.
- ◆ 2022-2023: Liquidity Event @ 100M + Valuation
  - Goal: \$15-20m ARR



# Use of Funds

## Crowdfunding Details

- ◆ Open: February 12, 2019
- ◆ Close: March 31, 2019
- ◆ Funding Target: \$100k
- ◆ Terms: \*SAFE, \$10M Valuation Cap

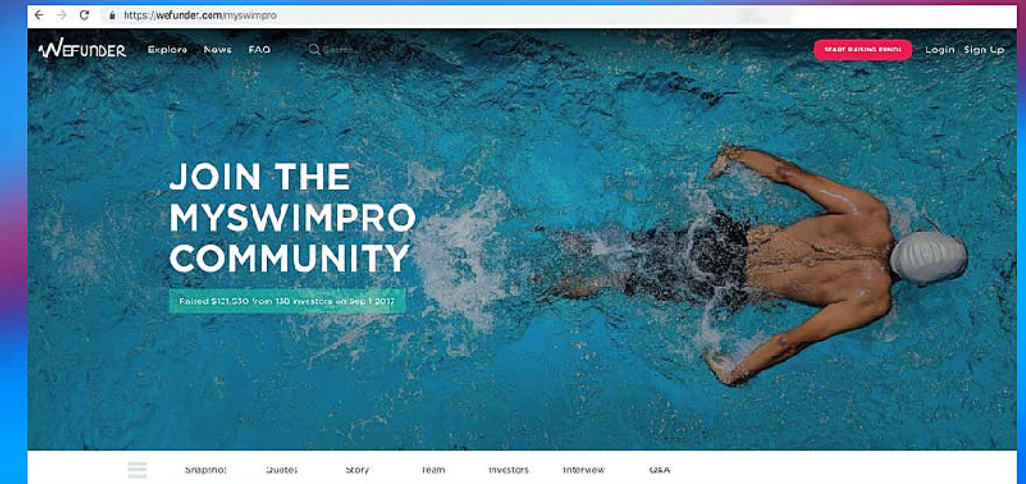
## Hiring Plan

- ◆ iOS Engineer (Q1, 2019) - \$80-100k/yr salary
- ◆ Backend Engineer (Q1, 2019) - \$80-100k/yr salary
- ◆ Video Producer (Q2, 2019) - \$50-60k/yr salary
- ◆ Marketing Manager (Q3, 2019) - \$50-60k/yr salary

## Marketing Budget (2019)

- ◆ Digital Advertising: \$10k/month
- ◆ Brand Ambassador Program: \$5k/quarter
- ◆ Events/Partnerships: \$10k/quarter

wefunder.com/myswimpro



\*SAFE = Simple Agreement For Future Equity  
- See Appendix for SAFE Primer



# Management Team



Fares Ksebati

- ◆ CEO
- ◆ ASCA Fellow, 3x USMS National Champ
- ◆ Contact: [fares@myswimpro.com](mailto:fares@myswimpro.com)



Adam Oxner

- ◆ CTO, Co-Founder
- ◆ Mobile at Expedia, Thomson Reuters



Michael Allon

- ◆ Co-Founder, Android Lead
- ◆ Mobile at Target, Compuware



Paige Walters

- ◆ Marketing Director
- ◆ Digital at FarmLogs, Jolyn, Mth Degree



Ben Hendricks

- ◆ iOS Engineer
- ◆ Mobile at Apple, Google, LinkedIn



Peter Vanderkaay

- ◆ Advisor, 3x Olympian
- ◆ Co-Captain 2012 U.S. Olympic Team





# Why You Should Invest?

## 1) Make An Impact

- Our team is dedicated to creating a digital community that empowers aquatic prowess across the globe. We believe that with structured guidance, social interaction, coaching, data and feedback, we can empower people like never before to achieve their dreams. By investing in MySwimPro, you will have a direct impact on not only our company, but also the world.

## 2) Shape the Future of Swimming and Triathlon

- As an investor in MySwimPro, you will get to communicate, speak with, and even advise the team that you are investing in. You're investing in more than just our product and market, you're investing in our team and vision. As an early-stage investor, you are literally shaping the future of our market.

## 3) A Rare Investment Opportunity

- Investing in startups was historically reserved for just the top 0.1% of the U.S income earners. Today with Regulation Crowdfunding, these qualifications are no longer a barrier. It's rare to invest alongside professional investors, and through Wefunder, you have that unique opportunity to invest alongside institutional investors and benefit just like they do.

## 4) Financial Return

-The Thomson Reuters Venture Capital index shows that venture capital has returned 19.7% per year since 1996 versus just 7.5% and 5.9% respectively for public equities and bonds. While there is no guarantee of any financial return, investing in an early-stage startup company like MySwimPro can yield a disproportionately high return compared to investing in other asset classes like the public stock market.



# Investor Perks

**\$500**

- Our minimum investment level starts at \$500 USD. At this level you will officially become an investor in the business and play a part in helping millions of people around the world lead happier and healthier lives.

**\$1,000**

- At the \$1,000 investment level, you will receive a MySwimPro Branded Apparel Kit that includes an Under Armour Athletic 1/4 Zip Pull-Over, an official MySwimPro T-Shirt, and an MSP Silicon Swim Cap.

**\$2,500**

- At the \$2,500 level, you will receive all lower investment level perks in addition to the Official MySwimPro Triathlon Racing Kit that includes a Triathlon Jersey, MySwimPro Towel, and an Open Water Swim Buoy.

**\$5,000**

- At the \$5,000 level, you will receive all lower investment level perks in addition to lifetime access to the MySwimPro ELITE membership, along with complimentary future app software memberships.

**\$25,000**

- At the \$25,000 level, you will make a huge impact in helping people lead happier and healthier lives through swimming. You will receive all lower investment level perks in addition to Pro-Rata Investment rights. Pro-rata investment rights give an investor the right to participate in a subsequent round of funding to maintain their level of percentage ownership.



# FAQs

**Q: What is the difference between this form of equity crowdfunding and traditional crowdfunding?**

- Crowdfunding is a method of raising capital through the collective effort of friends, family, customers. Unlike traditional crowdfunding, with equity crowdfunding you are not buying a product or donating. Instead, you are investing in the business.

**Q: What is Wefunder and why is MySwimPro using this platform to raise money?**

- Wefunder is like 'kickstarter for investing'. You are investing in the company with the hope of seeing a financial return. With Wefunder, MySwimPro successfully raised \$130k from 137 Investors in 2017, and we're using the same platform again.

**Q: What happens to my money after I invest it?**

- All funds raised will be invested directly in the business. See 'Use of Funds' slide (14). Specifically, investment will support hiring additional team members and investing in the business's customer acquisition strategy.

**Q: When will I see a return on my investment?**

- A return on investment will only occur from a liquidity event (like an acquisition) or an Initial Public Offering. A liquidity event (exit) more likely and in a best-case scenario an investor could see a return similar to the companies on the 'Industry Acquisitions' slide (Appendix 1).

**Q: Can I withdraw my investment out of the company at anytime?**

- It's safest to assume you cannot resell your investment to another investor. First, there is not yet a liquid secondary market like the New York Stock Exchange for private companies. Regulation Crowdfunding also specifically prohibits the resale of securities for one year, except to the issuer, an accredited investor, a family member, or their trust.



# Industry Acquisitions

## *MapMyFitness (\$150m)*

- ◆ Founded: 2007, Acquired: 2013 (Under Armour)
- ◆ Total Funding: \$23.7m (5 rounds)
- ◆ KPIs at Exit: \$17m ARR, 20m users

## *MyFitnessPal (\$475m)*

- ◆ Founded: 2005, Acquired: 2015 (Under Armour)
- ◆ Total Funding: \$18m (1 round)
- ◆ KPIs at Exit: \$53m ARR, 50m users

## *Endomondo (\$85m)*

- ◆ Founded: 2007, Acquired: 2015 (Under Armour)
- ◆ Total Funding: \$7.6m (5 rounds)
- ◆ KPIs at Exit: 19m users

## *AllTrails (\$80m)*

- ◆ Founded: 2010, Acquired: 2018 (Spectrum Equity)
- ◆ Total Funding: \$3m (4 rounds)
- ◆ KPIs at Exit: 200k premium subscribers

## *Runtastic (\$239m)*

- ◆ Founded: 2009, Acquired: 2015 (Adidas)
- ◆ Total Funding: Undisclosed (3 rounds)
- ◆ KPIs at Exit: 70m users

## *Runkeeper (\$85m)*

- ◆ Founded: 2007, Acquired: 2016 (Acis)
- ◆ Total Funding: \$11.5m (3 rounds)
- ◆ KPIs at Exit: 33m

## *FitStar (\$25m)*

- ◆ Founded: 2012, Acquired: 2015 (Fitbit)
- ◆ Total Funding: \$5m (2 rounds)
- ◆ KPIs at Exit: \$1.5m ARR, 10% conversion rate

## *Rise (\$20m)*

- ◆ Founded: 2013, Acquired: 2016 (One Medical)
- ◆ Total Funding: \$2.3m (1 round)
- ◆ KPIs at Exit: \$1m ARR, 50% quarterly revenue growth



# Financial Pro Forma

	Historical			Projection			
	2016	2017	2018	2019	2020	2021	2022
<b>Revenue by Source</b>							
MySwimPro Subscription	\$10,846	\$84,768	\$425,333	\$1,122,880	\$3,070,524	\$6,305,177	\$9,903,681
MyTriPro Subscription	\$0	\$0	\$0	\$13,429	\$81,619	\$436,684	\$2,336,370
Corporate Sponsorships	\$0	\$0	\$0	\$50,000	\$200,000	\$1,000,000	\$2,000,000
Triathlon Tracker	\$0	\$112	\$12,427	\$18,000	\$24,000	\$36,000	\$48,000
<b>Total Revenue</b>	<b>\$10,846</b>	<b>\$84,880</b>	<b>\$437,760</b>	<b>\$1,204,309</b>	<b>\$3,376,143</b>	<b>\$7,777,861</b>	<b>\$14,288,051</b>
<b>Expenses</b>							
Headcount	\$17,938	\$90,839	\$219,468	\$604,500	\$1,154,000	\$2,976,000	\$5,952,000
Payroll Taxes & Health	\$5,356	\$27,241	\$62,214	\$223,665	\$426,980	\$550,560	\$550,560
Marketing, Events, Other	\$2,053	\$28,721	\$129,352	\$270,060	\$1,012,899	\$2,081,122	\$3,997,447
<b>Total Expenses</b>	<b>\$25,347</b>	<b>\$146,801</b>	<b>\$411,034</b>	<b>\$1,098,225</b>	<b>\$2,593,879</b>	<b>\$5,607,682</b>	<b>\$10,500,007</b>
<b>EBIDTA</b>	<b>(\$14,501)</b>	<b>(\$61,921)</b>	<b>\$26,726</b>	<b>\$106,084</b>	<b>\$782,265</b>	<b>\$2,170,179</b>	<b>\$3,788,044</b>

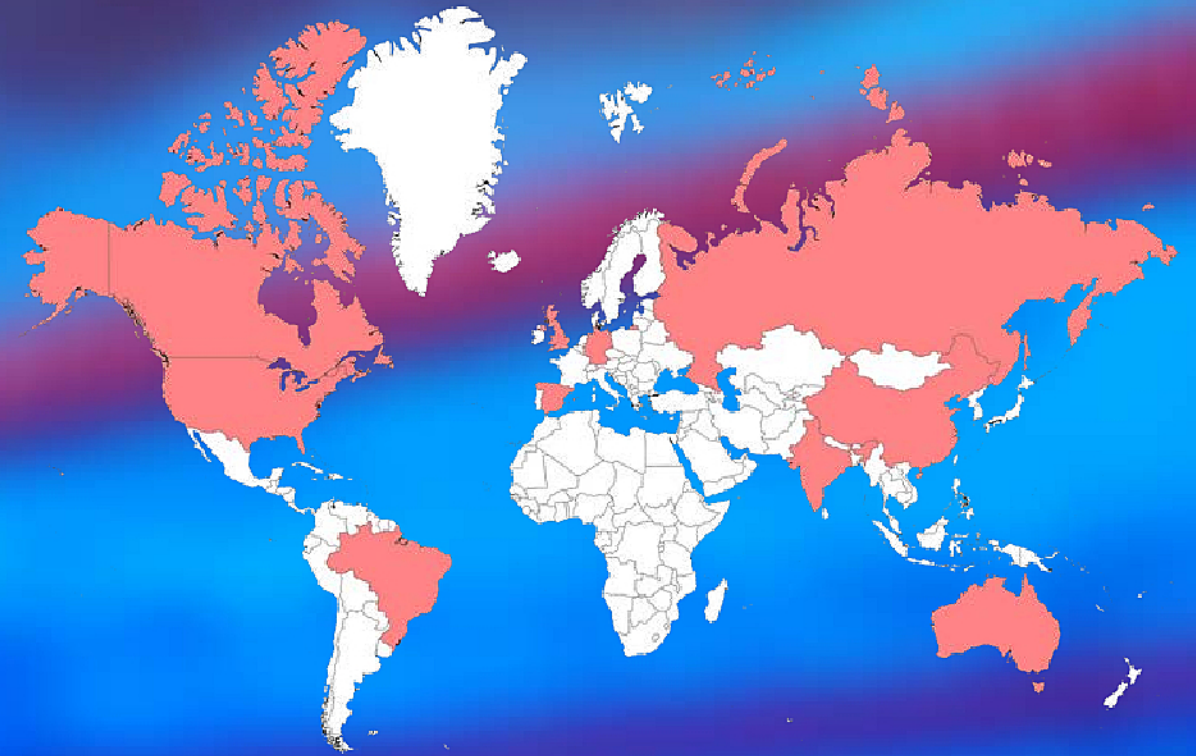
*\*Figures from 2019 on are projections and cannot be guaranteed.*



# Global Audience

## Top 10 Countries By Total Downloads

- |                   |            |
|-------------------|------------|
| 1) United States  | 6) Germany |
| 2) United Kingdom | 7) India   |
| 3) Canada         | 8) Brazil  |
| 4) Australia      | 9) Russia  |
| 5) China          | 10) Spain  |



## Social Audience

-  -> 82,000 Fans
-  -> 93,000 Followers
-  -> 23,000 Followers
-  -> 7,000 Subscribers

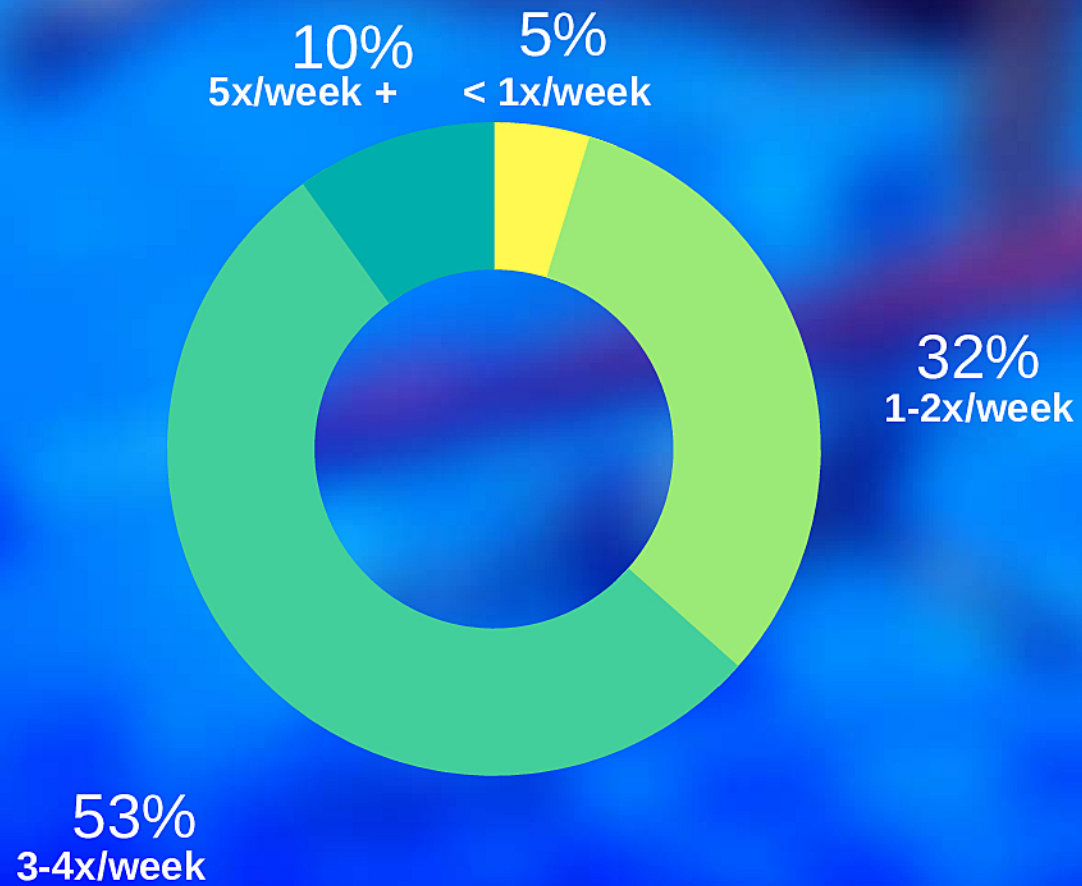
## Growth Statistics

- ◆ Total Downloads: 750k (growing 30k/month)
- ◆ Email List Size: 300k (growing 15k/month)
- ◆ Website Traffic: 50k Unique visitors/month

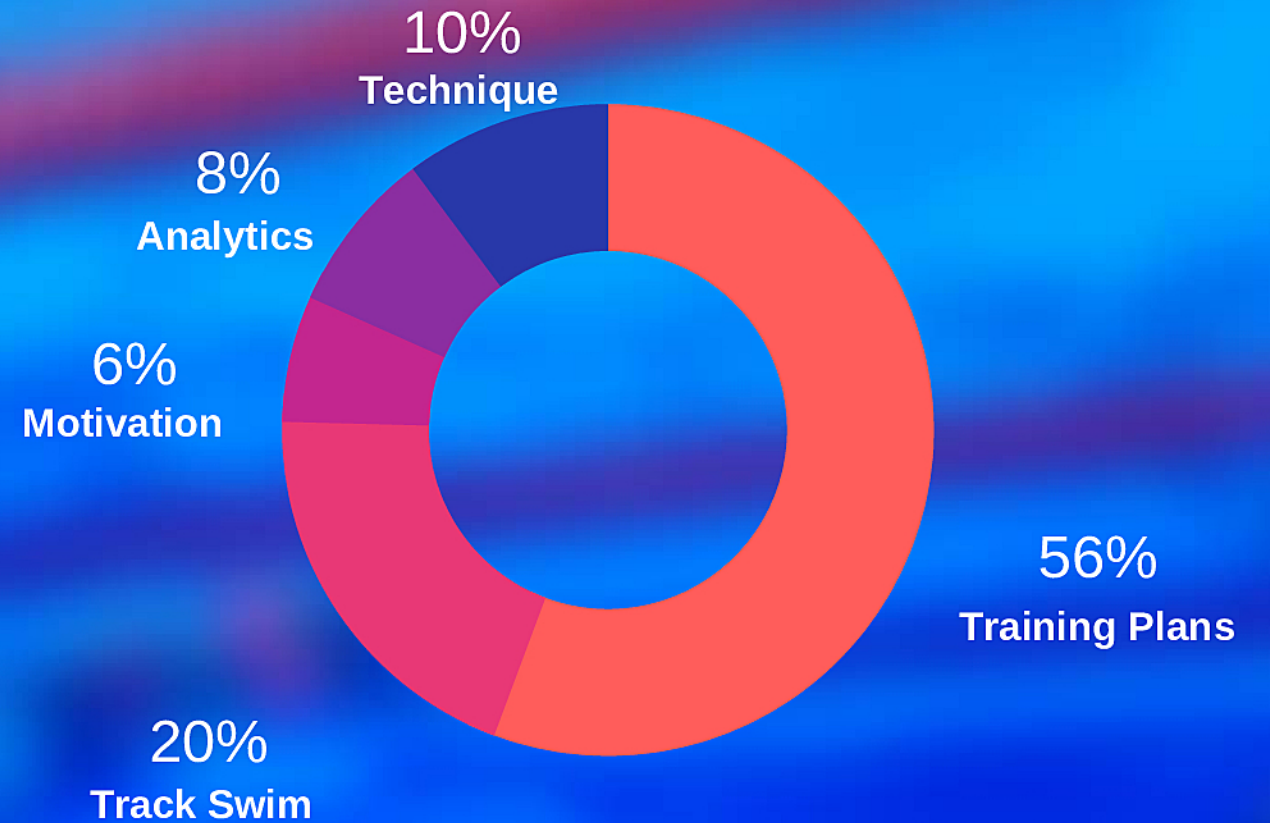


# Subscriber Survey

How often do you swim?



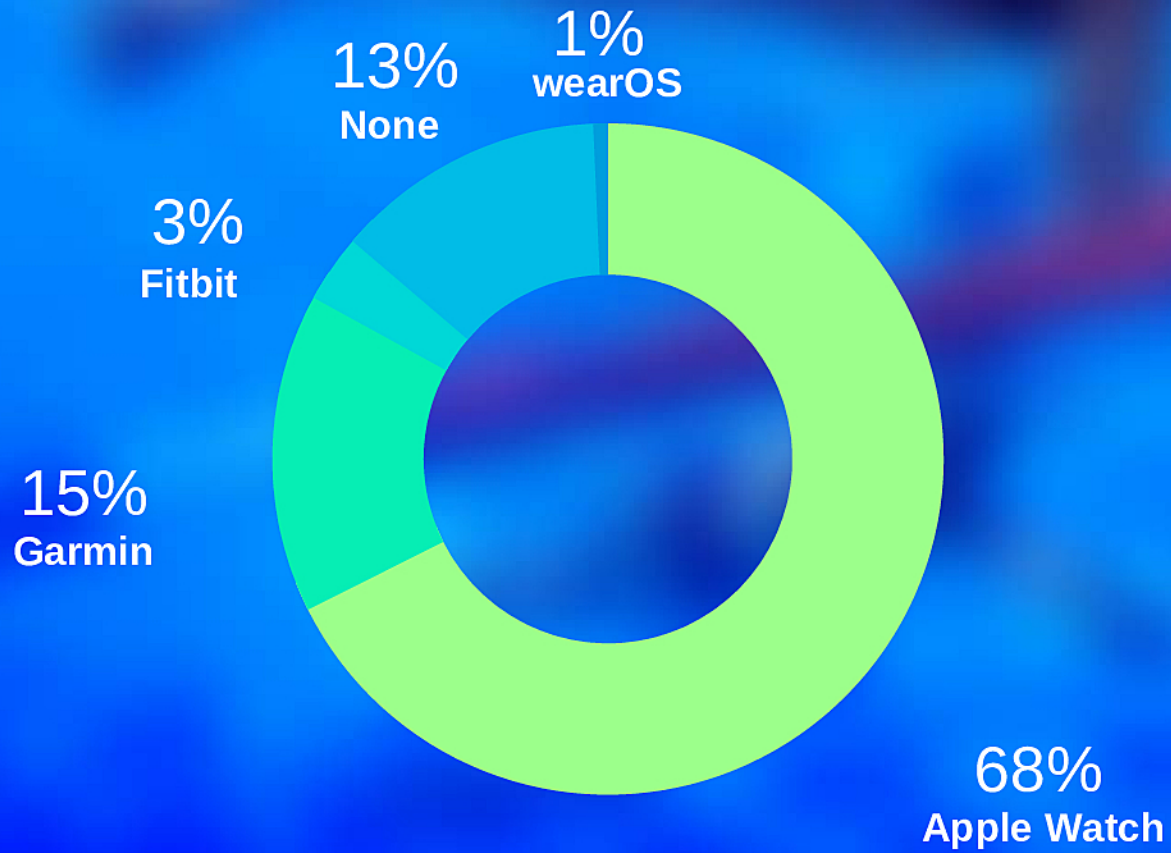
What is your primary goal when using MySwimPro?



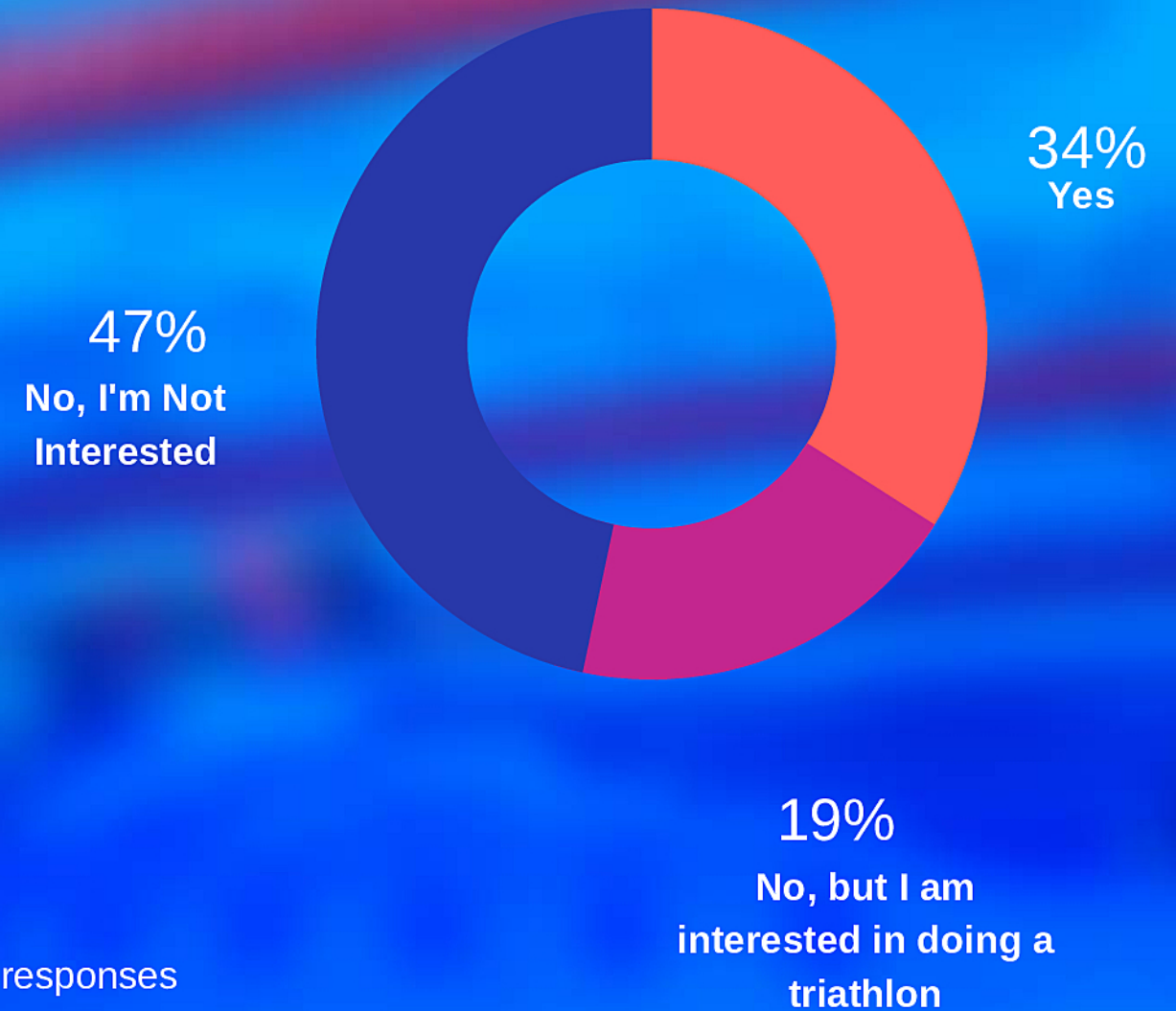


# Subscriber Survey

What Smartwatch do you swim with?



Have you competed in Triathlon before?

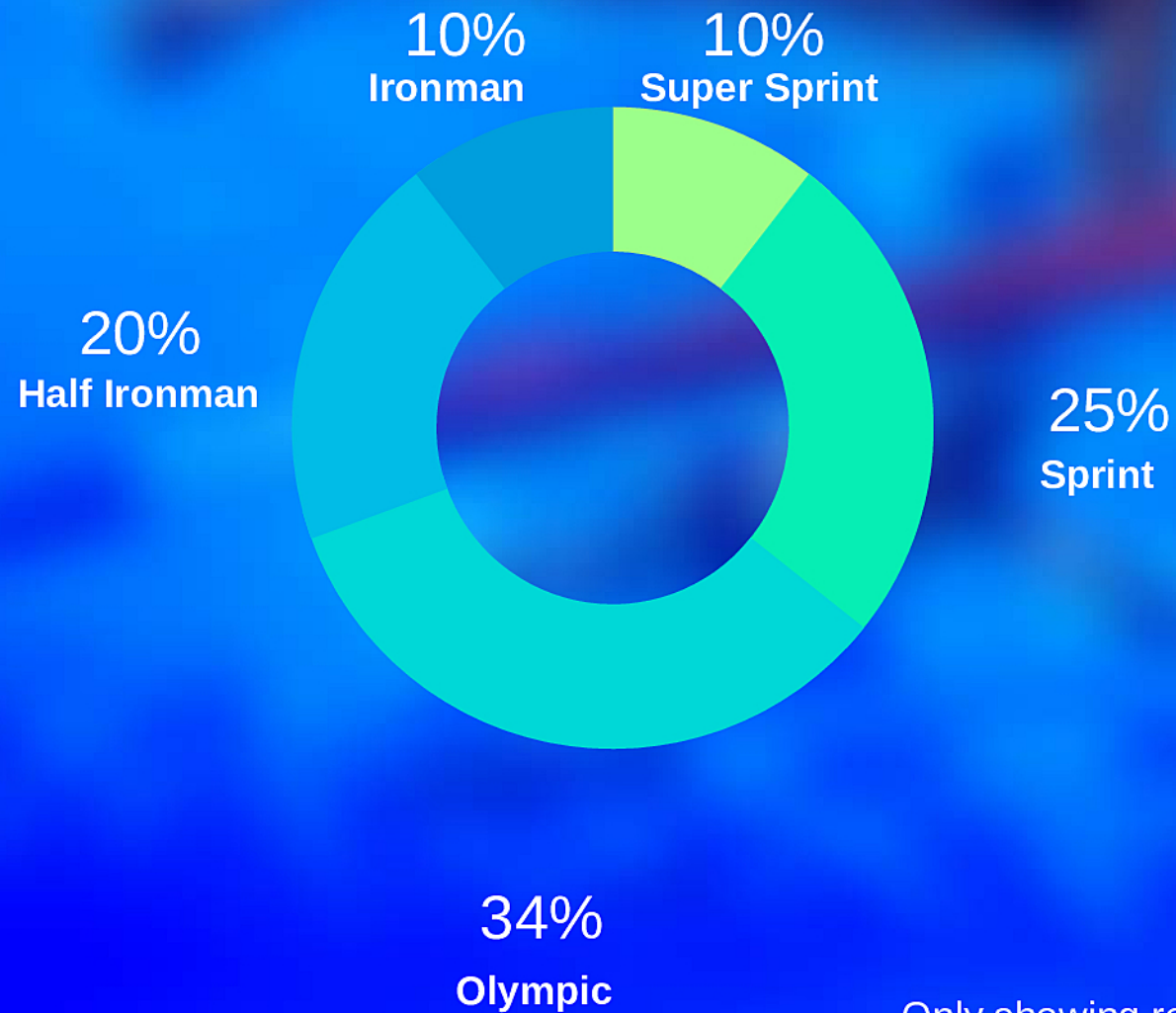


Survey: 443 responses

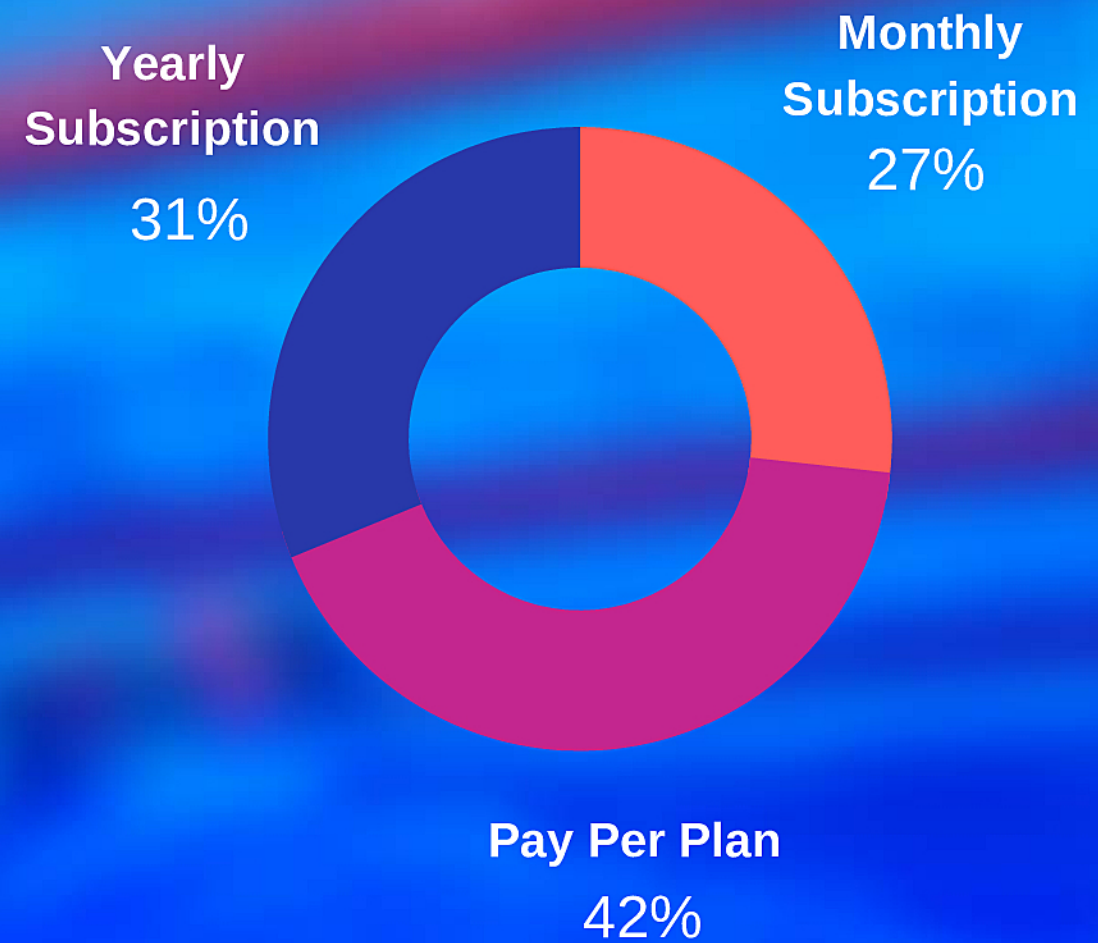


# Subscriber Survey

What distance triathlon are you most interested in doing?



How would you prefer to pay for your triathlon training plan?



Only showing responses from those who have an interest in competing in a triathlon or have already competed.



# What is a SAFE?

First developed by Y Combinator in 2013, a SAFE grants an investor the right to obtain equity at a future date if the startup sells shares in a future financing. It has been historically used by top startups in Silicon Valley raising money from accredited angel investors. You should only invest in a SAFE if you believe that the startup can raise financing in the future from professional investors.

SAFEs are used by early-stage startups because they delay the difficult task of figuring out how much a startup is worth. It is also a much cheaper and simpler contract than priced equity rounds, which may require months of negotiation and upwards of 30 pages of legalese costing tens of thousands of dollars.

The number of shares you receive is determined at the next priced financing when professional investors – typically venture capitalists – set the price for preferred stock. Then, calculated by using the Valuation Cap and sometimes the Discount Rate, your SAFE often converts into shares at a lower price than the venture capitalists paid, since you invested earlier.

The Valuation Cap is the most important term in this security. It puts a maximum price on the price of the stock - the lower the price, the more shares you will get. If you invest in a startup with a valuation cap of \$8 million, and they later raise at a \$20 million Pre-Money Valuation, the amount of stock you'll get will be priced off the \$8 million number. But, if the next investors value the company at \$4 million, that will be your price instead.

Unlike a Convertible Note, a SAFE is not a loan. As such, it does not accrue interest, have a maturity date, or have a legal obligation to be paid back. This makes it a simpler and cheaper way to finance a startup, and it typically better aligns with the intention of most early stage equity investors who never intended to be lenders.