



HUSTLE



10

Beta Testers
Specialized Trainers & Athletes

The Problem



576,750

certified fitness and
health instructors in
the U.S.

650 million

adults are obese
worldwide

50% of the
Americans will be
obese by 2030

Fitness &
Health
Education



Accessibility
to
Connect



Fitness &
Health
Education



HUSTLE

Accessibility
to
Connect

End Users

Search

Find

Connect



HUSTLE



End Users

Search

Find

Connect



HUSTLE

Expert Providers

Connect

Serve

Grow



Our marketplace allows experienced fitness and health experts to provide their services to anyone accessibly, while creating and building the business for them



Ready to Hustle?

The Hustle trainer helps you find the right kind of help that you need, Lets explore.



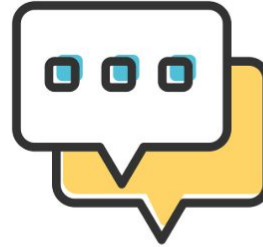
Build Your Profile



Search the Marketplace



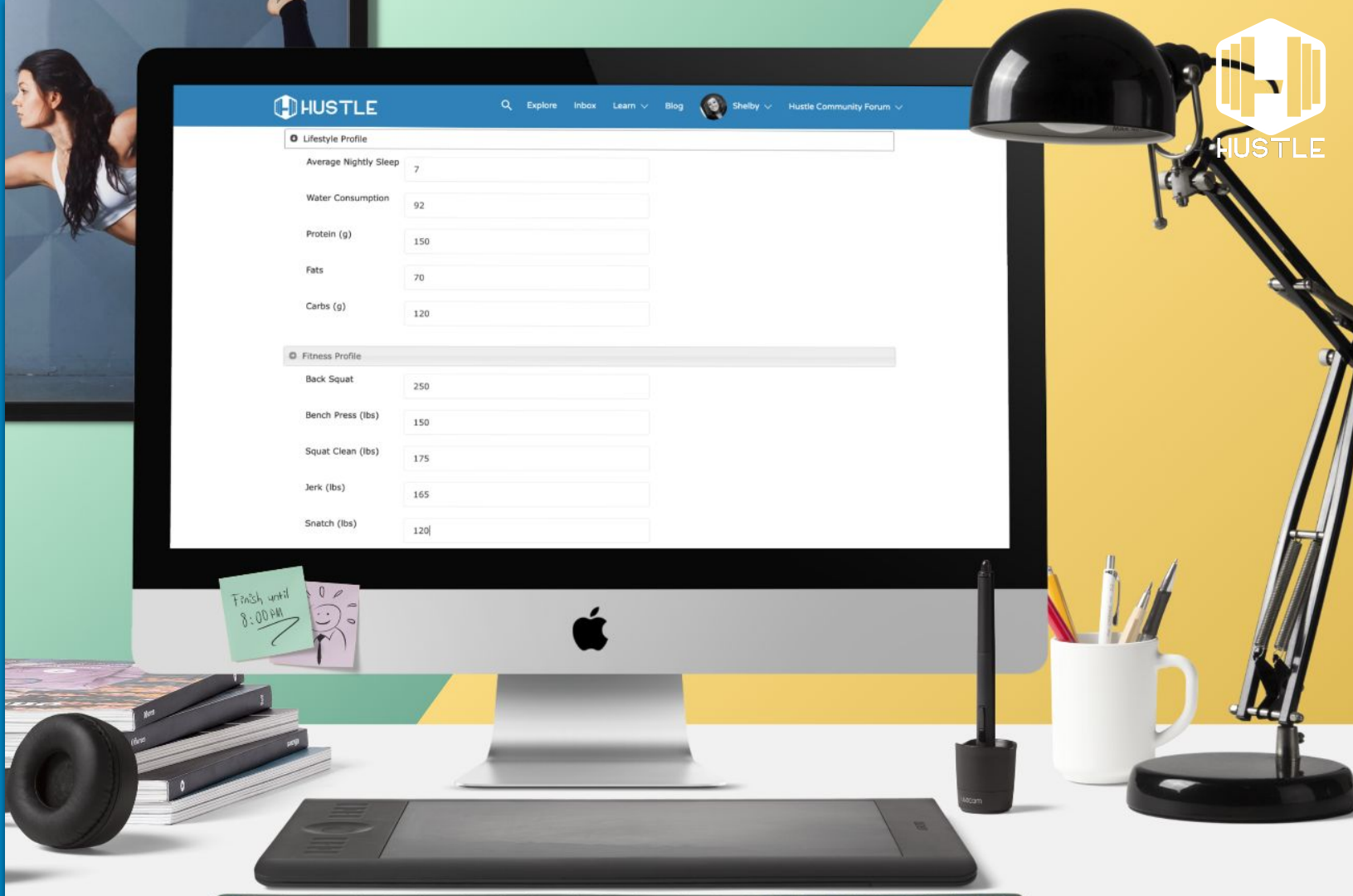
Connect, Pay, & Train



Rate & Review



Build Your Profile



HUSTLE

Explore Inbox Learn Blog Shelby Hustle Community Forum

Lifestyle Profile

Average Nightly Sleep 7

Water Consumption 92

Protein (g) 150

Fats 70

Carbs (g) 120

Fitness Profile

Back Squat 250

Bench Press (lbs) 150

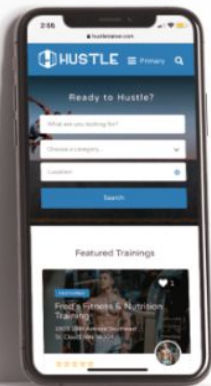
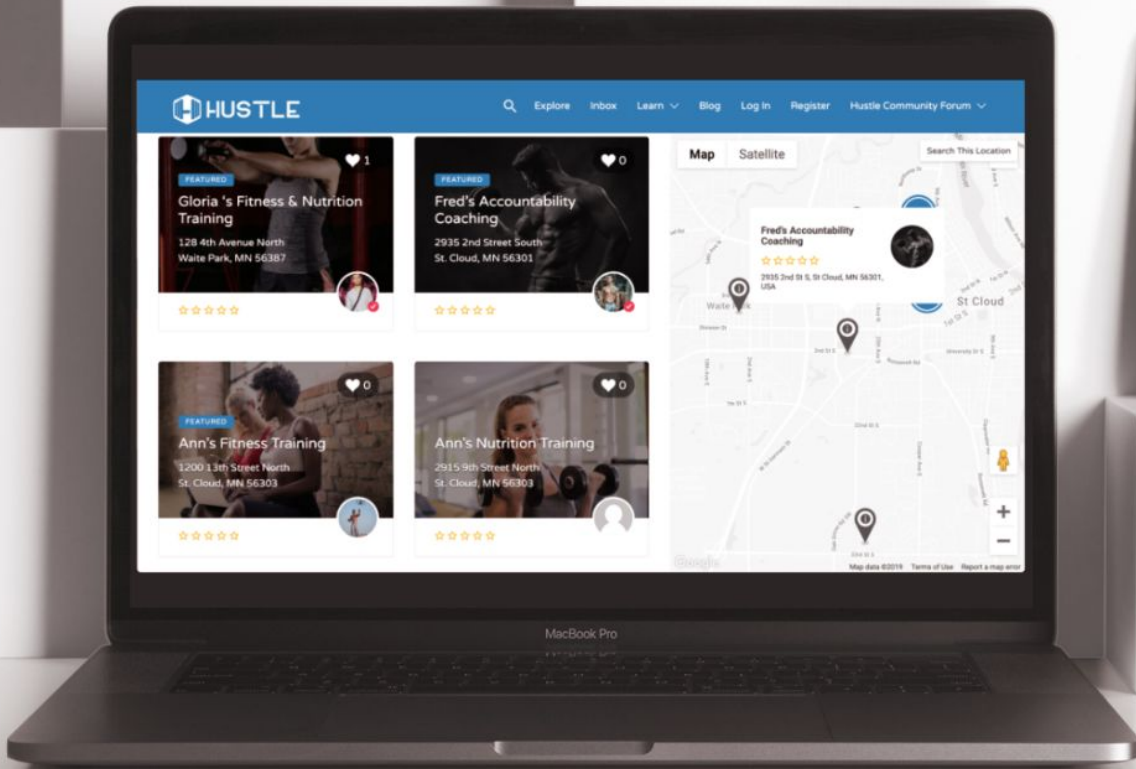
Squat Clean (lbs) 175

Jerk (lbs) 165

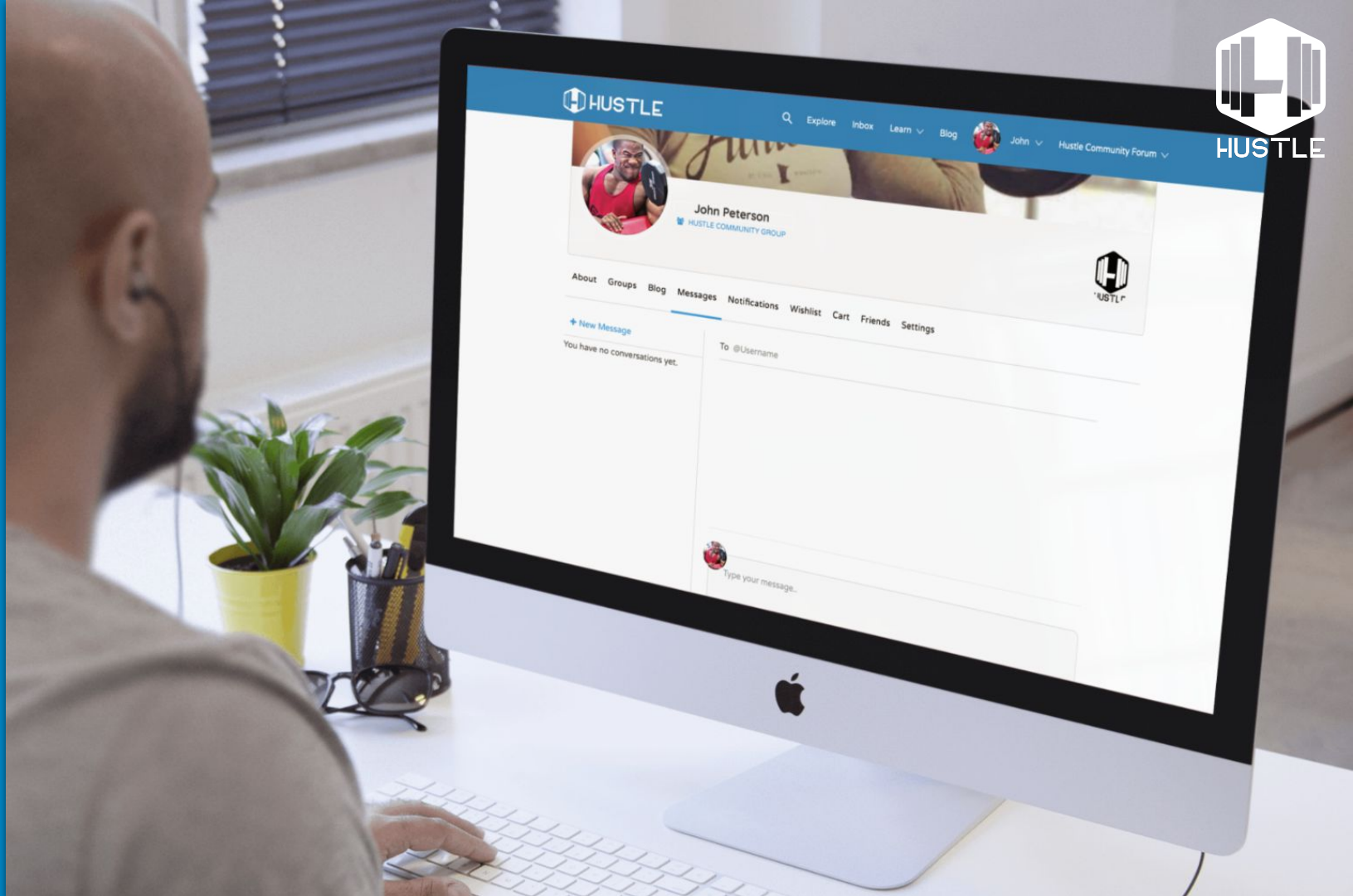
Snatch (lbs) 120



Search the Marketplace



Connect, Pay, & Train



Rate & Review


Hustle - Always Hustle


https://hustletrainer.com/index.php/trainer/1854-3rd-st-n-st-cloud-mn-56303-usa-freds-accountability-coaching/


HUSTLE


Explore Inbox Learn Blog Shelby Hustle Community Forum

Rate & Write a Review

 **June Howard** 2 months ago
★★★★★
I loved my training! My life is crazy busy, so getting programming done for me was impor... [Read More](#)

 **Aravind Kannan** in the last week
★★★★★
I needed a new cycle of weightlifting. They did a really good job making one to fit my lifestyle.

 **Simon Atkin** 2 months ago
★★★★★
My new job changed my hours, so I needed a weightlifting program that could fit my schedule. It ... [Read More](#)

 **Thomas Hill** in the last week



Features



Profile



Community



Marketplace



Friends



Blogs



Groups

Free to
sign up

30%
of each
transaction

Referrals
Partners
Sponsors

Market Opportunity



\$45b

Gym, Health, Fitness
Clubs & Personal
Trainer Industry
U.S.

38,477 Clubs
60.9m Members
\$5b Personal Training (14%)

\$9b

Personal Trainer
Industry
U.S.

8.5m Personally Trained
Members (14%)
584,844 Personal Trainers

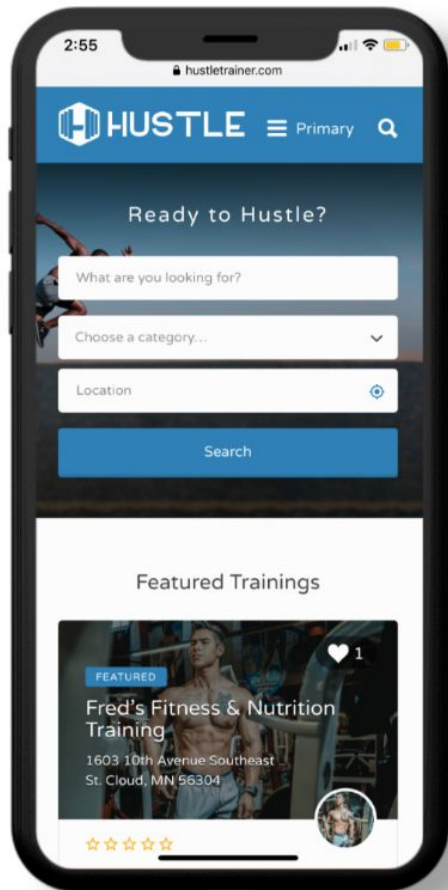
\$95m

Fitness Trainers &
Instructors
Minnesota

775 Clubs
999,112 Members
6,170 Fitness Trainers

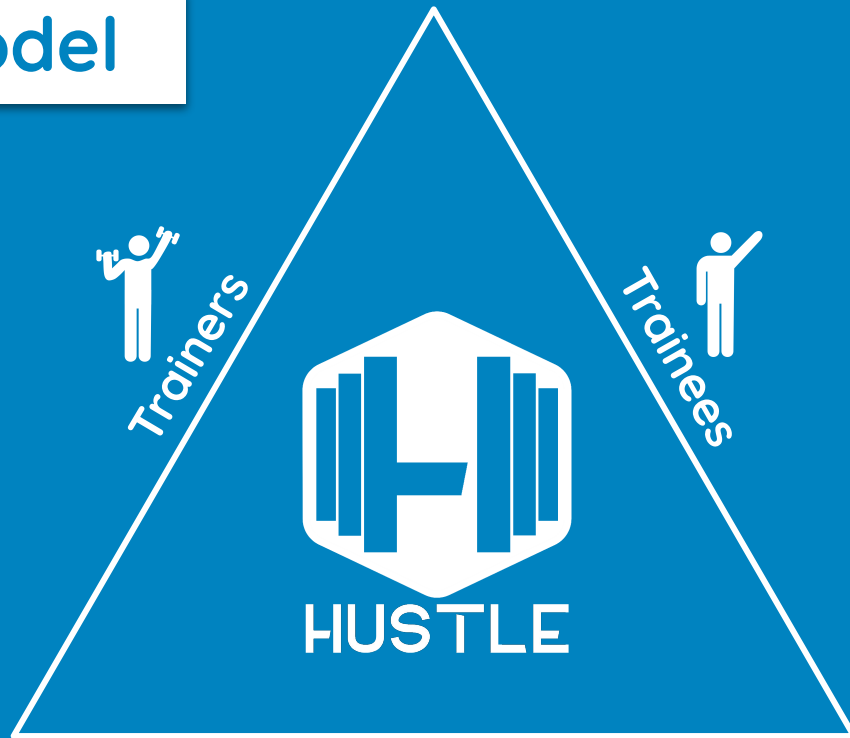


+Network
+Relationships



Community Driven for Unique Connections

Business Model



Future Integrations



Live Video



Assessments

Market Opportunity



12K

in Minnesota
SOM

129K

in the Midwest
SAM

577K

in the U.S.
TAM

TAM Market Opportunity



577K
in the U.S.

\$15 month
per 1 trainer session

\$87K month
@ 1% market

SAM Market Opportunity



129K
in the Midwest

\$15 month
per 1 trainer session

\$19K month
@ 1% market

SOM Market Opportunity



12K
in Minnesota

\$15 month
per 1 trainer session

\$2K month
@ 1% market

Cost



Operating Expenses	Annual Cost
Development	\$20,000
Verification Team	\$10,000
Marketing	\$20,000
TOTAL	\$50,000

The Market (US)



\$45B

**Addressable
Market**

- \$36B Gym, Health & Fitness Clubs
- \$9B Personal Trainers

\$9B

**Target
Market**

- Certified fitness & health instructors
 - 11,640 in Minnesota
 - 129,290 in Midwest
 - 576,750 in U.S.



SOM Revenue

Revenue			Year One	Year Two	Year Three
Advertising (AdSense, Affiliate Marketing)	\$50/day= \$350/week= \$18,200/year	\$100/day= \$700/week= \$36,400/year	\$18,200	\$36,400	\$72,800
Users/Trainers %	1 trainer = \$50/job x 1/month - 30%= \$15/month profit	12k trainers = \$180k/month	\$2.16m (1%= \$21.6k)	\$4.32m (1%= \$43.2k)	\$8.64m (1%= \$86.4k)
TOTAL			\$2.1m	\$4.3m	\$8.6m

SAM Revenue



Revenue			Year One	Year Two	Year Three
Advertising (AdSense, Affiliate Marketing)	\$50/day= \$350/week= \$18,200/year	\$100/day= \$700/week= \$36,400/year	\$18,200	\$36,400	\$72,800
Users/Trainers %	1 trainer = \$50/job x 1/month - 30%= \$15/month profit	129k trainers = \$1.9m/month	\$23.2m (1%= \$232k)	\$46.4m (1%= \$464k)	\$92.8m (1%= \$928k)
TOTAL			\$23.2m	\$46.4m	\$92.8m

TAM Revenue



Revenue			Year One	Year Two	Year Three
Advertising (AdSense, Affiliate Marketing)	\$50/day= \$350/week= \$18,200/year	\$100/day= \$700/week= \$36,400/year	\$18,200	\$36,400	\$72,800
Users/Trainers %	1 trainer = \$50/job x 1/month - 30%= \$15/month profit	577k trainers = \$8.65m/month	\$103.8m (1%= \$1.03m)	\$207.7m (1%= \$2.07m)	\$415.4m (1%= \$4.15m)
TOTAL			\$103.8m	\$207.7m	\$415.4m

SWOT Analysis of Hustle



Strengths

- Multiple channels to engage
- Tailored programming based on lifestyle
- Local, worldwide, remote, or in-person
- Experience-centric (specific activities)
- Low-risk, no contracts, free to join
- Crowdsourced mentality, grassroots feel

Weaknesses

- Prices of specialists can vary
- Linked to disposable income
- Personality differences
- No subscription options currently

Opportunities

- Youth sports & programs
- Age-specific programming (Boomers)
- 24/7 access
- Specific connection based on expertise
- Niche-experience connection
- Identify popular keywords, searches, etc.

Threats

- Lack of retention/returning users
- Non-competes within gyms
- Taking users offline, away from Hustle
- Do-it-yourself fitness competitive market

Competition



- **Noom:** Noom provides mobile health coaching, focused on combating chronic and pre-chronic conditions such as obesity, diabetes, and hypertension.
 - Hustle is non-exclusive. Any specialist, expert, or certified health professional can utilize Hustle as a way to build their business, grow their outreach, and be a part of our experience-centric community.
- **Fitocracy:** Track workouts, build support, challenge yourself and your friends, all with the help of our expert coaches.
 - Hustle has the marketplace approach like Fitocracy does. We do not require a subscription to book services with a specialist. Hustle is a remote and in-person connector that is for a specific goal. Our marketplace allows individuals with niche experience and expertise to connect and serve with others beyond the weight loss goal.
- **Fiit:** The most in demand trainers. In one simple app. Fiit has a limited set of programs for users at set subscription pricing, along with in-house trainers.
 - Hustle is an all-inclusive marketplace for quality vetted experts and certified individuals to post their services and connect.
- **Fyt:** Live your healthiest life with the help of a dedicated personal trainer.
 - Like Fyt, Hustle connects individuals with a personal trainer. However, Hustle's marketplace allows for specialists to set their own prices, serve users remotely or in person, and allow for flexibility, whereas Fyt is a subscription service only.

Competition



- **Fitness Trainer:** connecting with a local personal trainer based on needs online.
 - Hustle plans to do everything Fitness Trainer does, but also provides remote training opportunities, video chatting, and connecting with health and fitness programs for users to try different methodologies, sports, and niche practices based on needs.
- **Remote Coach:** Train your clients anywhere in the world, and keep them with you everywhere you go.
 - Hustle plans to do everything Remote Coach does, but will also be capturing health and fitness programs for users to try different methodologies, sports, and niche practices. Hustle will also custom-connect users and trainers based on wants, needs, interests, abilities, and availability from both parties. Finally, Hustle will provide trainers and users continuing education opportunities in fitness and nutrition.
- **Future:** Elite coaches, 1-on-1 digital training.
 - Hustle plans to do everything Future does, but has a more equitable approach to reach more users and trainers with sustainability. Hustle will not require a monthly contract or a fitness watch, and gives the user freedom to work with any trainer they want at anytime, while giving the trainer freedom to set their own prices. Hustle will have a more comprehensible profile builder to connect more specific wants and needs of users to trainers right for them. Finally, Hustle will provide trainers and users continuing education opportunities in fitness and nutrition via community and blog connections.
- **Freeletics:** TRAIN WITH THE BEST DIGITAL COACH. Dare to be free with the Freeletics AI Coach. Only on the Freeletics app.
 - Like Freeletics, Hustle will have a community and blog feature for users to connect with. Hustle does not utilize a subscription approach, and crowdsources the marketplace with real fitness, nutrition, and health specialists. Whereas, Freeletics utilizes an AI.

Activity Trends



- 50% of gym members quit within 6 months
- 46% of gym members quit due to cost
- 18% of gym members use their membership consistently
- 55.3 million Americans belong to at least one health club
- 12.5% of gym members utilize a personal trainer
- 66% of Americans participate in fitness sports


teachable
Live

+

 reddit





HUSTLE