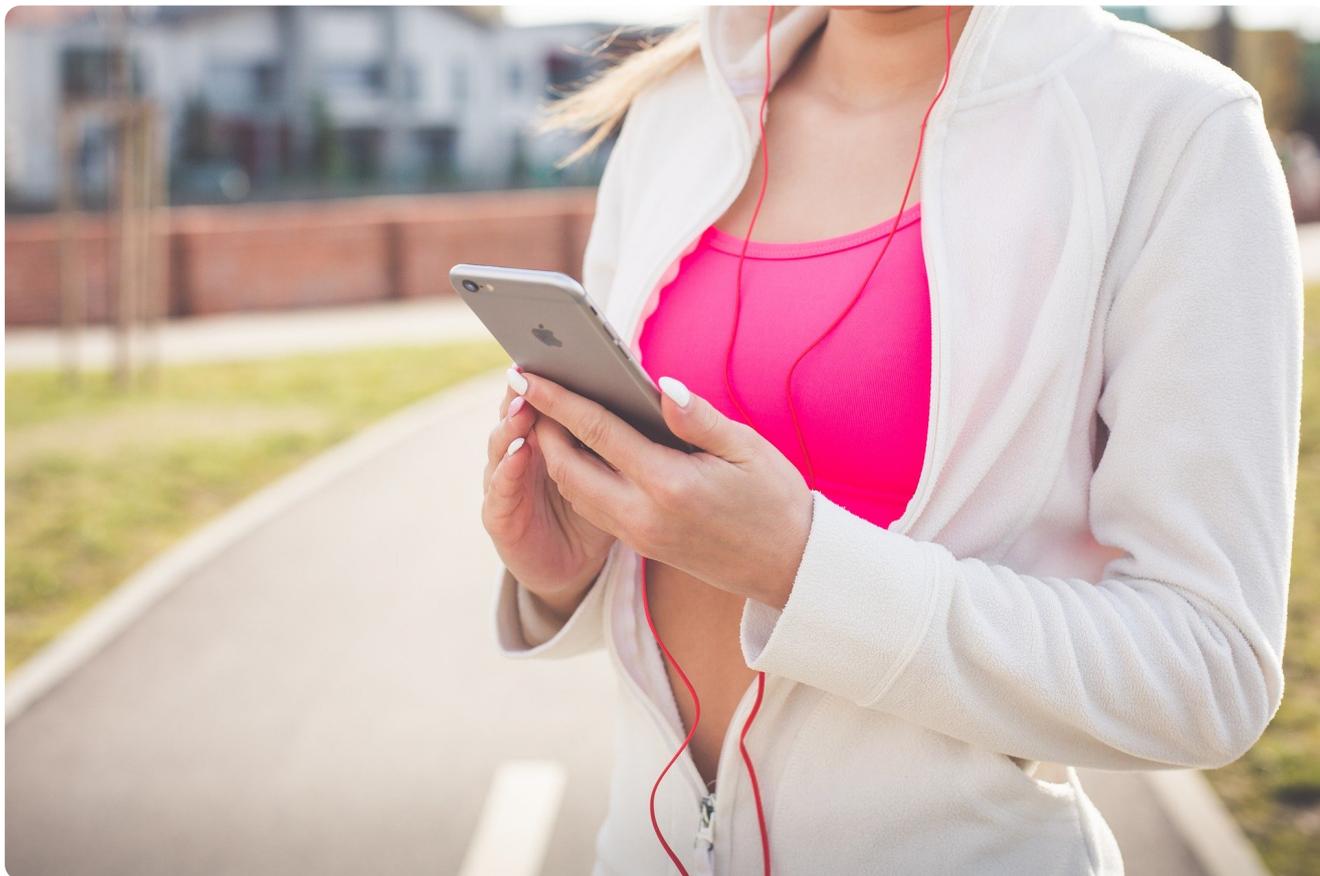


Social fitness app

venturecapital.nl • <https://venturecapital.nl/social-fitness-app/>



Samenvatting

Datum: 2 August 2020

URL: <https://venturecapital.nl/social-fitness-app/>

Contact & Site

Extra beschrijving

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We are creating a social fitness app that connects and challenge people to perform physical activity together or virtually with your friends! Fit Trail is where running and fitness come together in a fun and motivating way!

Concept

Fit Trail is a map based application that brings gamification to fitness, running and healthy social interaction in an easy to use platform.

Business Model

Fit Trail App, is the mobile application with a free and a premium version with extended features.

Fit Trail Series, is the racing event series.

Fit Trail Gear, is the sport apparel e-commerce platform.

Fit Trail Certification, is the certification of gyms and personal trainers.

Fit Trail is fully incorporated in the Netherlands and in Singapore.

The Team

Filipe Costa is a seasoned executive with hands-on experience in managing several billion-dollar energy projects. A people person always in the forefront of the latest technical developments and with strong analytical capabilities, he has delivered consistently complex projects in a multi-cultural environment. A keen sportsman with extensive global travel exposure, has identified a gap in the current mobile applications market and he is now willing to close that gap with this new project.

Satia Velez is an all-round manager with a strong aptitude to coordinate several distinct tasks

throughout a multi discipline business. A detailed leader with an extended exposure to the development of intricate information management systems, he has successfully achieved and exceed the defined goals in his projects.

Together they have been creating and organizing events in the areas of outdoor adventure sports, youth summer camps, tournaments, music concerts, cultural activities and youth international exchanges. Bringing people together has been a passion and a catalytic of inspiration and change for many participants. This is what they aim to amplify in this new project.

Development Capital

Fit Trail is looking for a convertible loan of € 200,000 to invest in the app upgrade, in development of the premium app version, in hosting services, in branding and marketing to grow the users base.

Sales Forecast

Year 1: €115,000

Year 2: €839,000

Year 3: €4,270,000

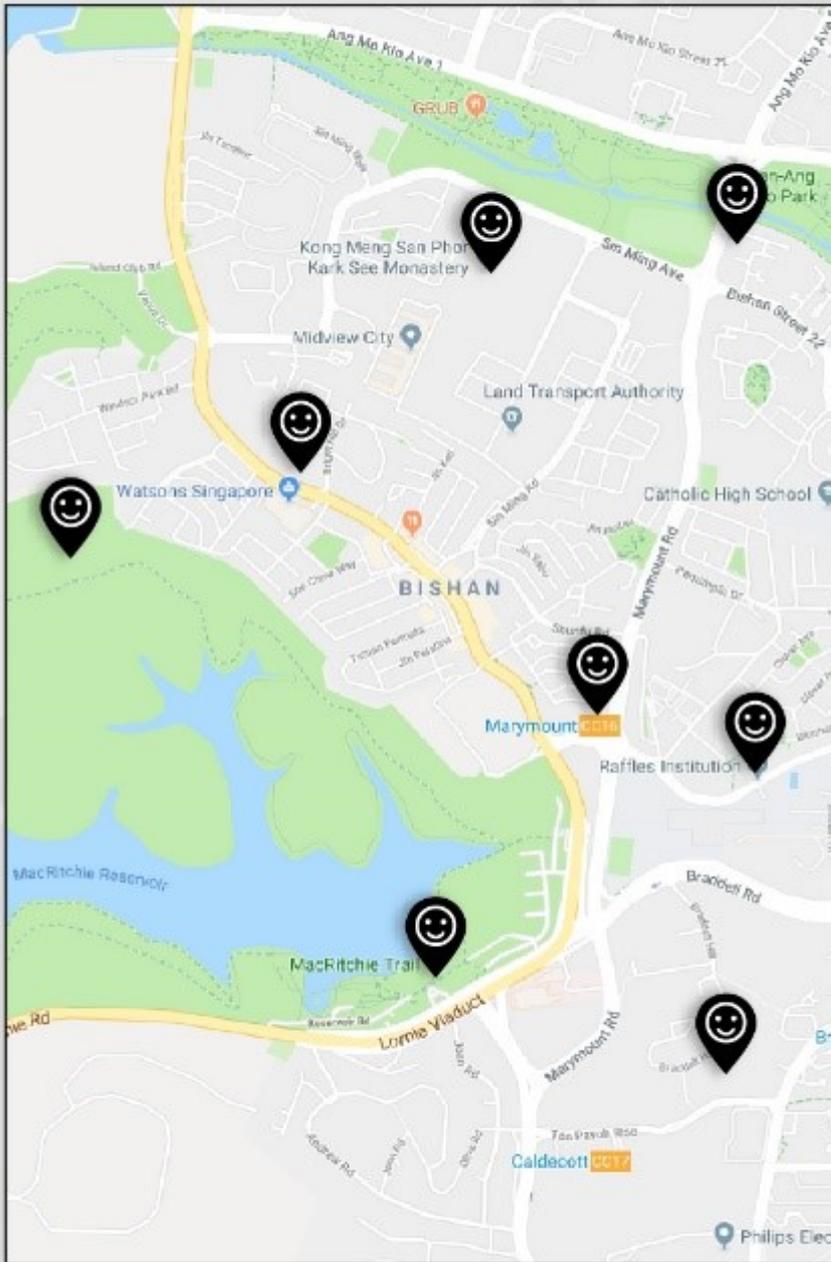
Screenshots:

9:41



FIT TRAIL™ 

OPEN MISSIONS



DONE

BACK

9:41



FIT TRAIL™ 

FIT TRAIL ELITE MEMBER



NAME

**GUSTAV
GUST**



SWEAT DROPS

17,560

AWARDS

4X TRUST BRONZE AWARD

7X TRUST SILVER AWARD

3X HONOUR BRONZE AWARD

NEXT RANKING SPECIAL TRAIL UNIT

ACHIEVEMENTS REQUIRED



SWEAT DROPS

17,560

OPEN

4X 30KM MISSIONS

MISSIONS LOGBOOK

ACTIVE MISSIONS

2 MISSIONS CURRENTLY OPEN

4 MISSIONS VOLUNTEERED

SHARE

9:41



FIT TRAIL™ 

COMMUNICATION CENTER
GUSTAV GUST

Where is the meeting point?

In front of Starbucks

Thanks

See you there. Semper unum

Type your message...



9:41



FIT TRAIL™ 



SELECT EXERCISE STATIONS

1

2

3

0 KM WARM UP

1 KM SQUATS X 14

2 KM BURPEES X 14

3 KM CROSS JUMPS X 14

4 KM SIDE PLANK X 14

5 KM MOUNTAIN CLIMBS X 14

6 KM MONKEY JUMPS X 14

7 KM FINISH PUSH-UPS X 14

RANDOM EXERCISES

CONFIRM EXERCISES

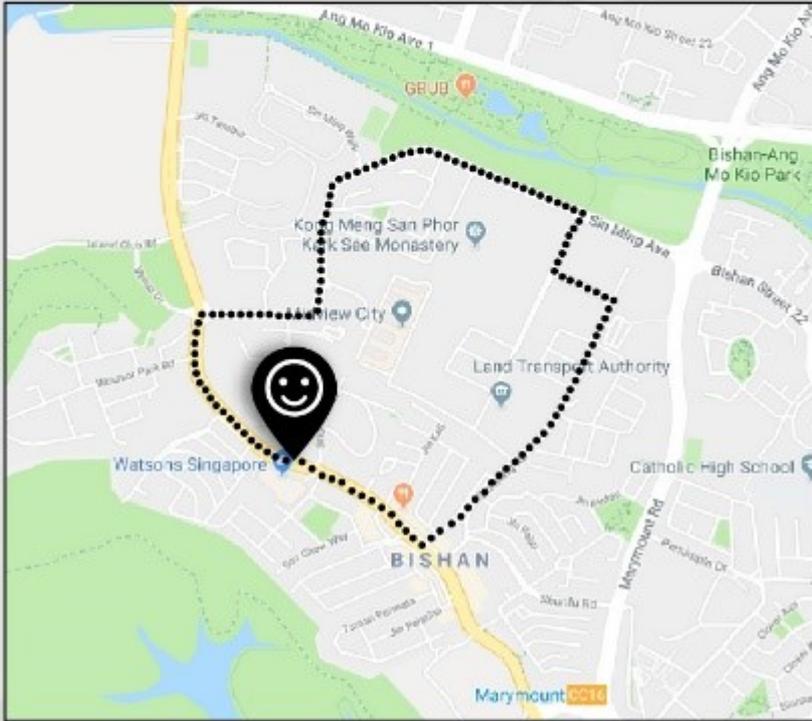
BACK

9:41



FIT TRAIL™

MISSION BRIEF 010617 GUST GUST 1835



MISSION LEADER

GUSTAV GUST

MISSION STARTS IN

2 DAYS 13H 35M

VOLUNTEERS

9

DISTANCE

8KM

3KM

CROSS JUMPS X 16

4KM

SIDE PLANK X 16



START MISSION



DONE

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