



Coach Welly

Gym member engagement
reimagined

Investor Pitch Deck

November 2021

To learn more about the offer:

TWIYO Capital & Advisory
invest@twiyocapital.com



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Executive Summary

Globally scalable solution

- Coach Welly is an AI-powered virtual coaching platform enabling gyms to engage members 24/7 effortlessly
- Infinitely scalable platform with global application
- Proven economic model & strong IP generation

Mega trend AI-automation

- Global mega trend AI-accelerated automation solutions empowering the next generation of digital engagement
- Initial target market \$828 Billion global physical activity with total 230M gym memberships by 2030
- Future vision is to expand beyond gyms into adjacent market opportunities, driving growth & revenue

Early milestones & traction

- Launched live trial with O2 Performance in QLD after pre-COVID trials in the US in 2020
- GymVUE CRM channel partner agreement
- Strong industry interest received to date with dozens of live conversations in Australia, Asia, UK & US

Bridge finance round

- Bridge finance round to achieve key milestones leading into a larger seed round in early 2022
- Convertible note with 20% discount and \$5M cap
- Investment horizon of 3-5 years with anticipated exit event in the form of a trade sale, secondary buyout or IPO

A young man with short dark hair, wearing a grey tank top, is smiling broadly while looking down at a smartphone he is holding with both hands. The background is a blurred gym setting with blue and grey tones. The overall image has a dark, semi-transparent overlay.

Our Vision

To use artificial intelligence to inspire humanity to better health

Our Mission

Measurably improve the health of millions of gym members by enabling the fitness industry to engage everyone, effortlessly

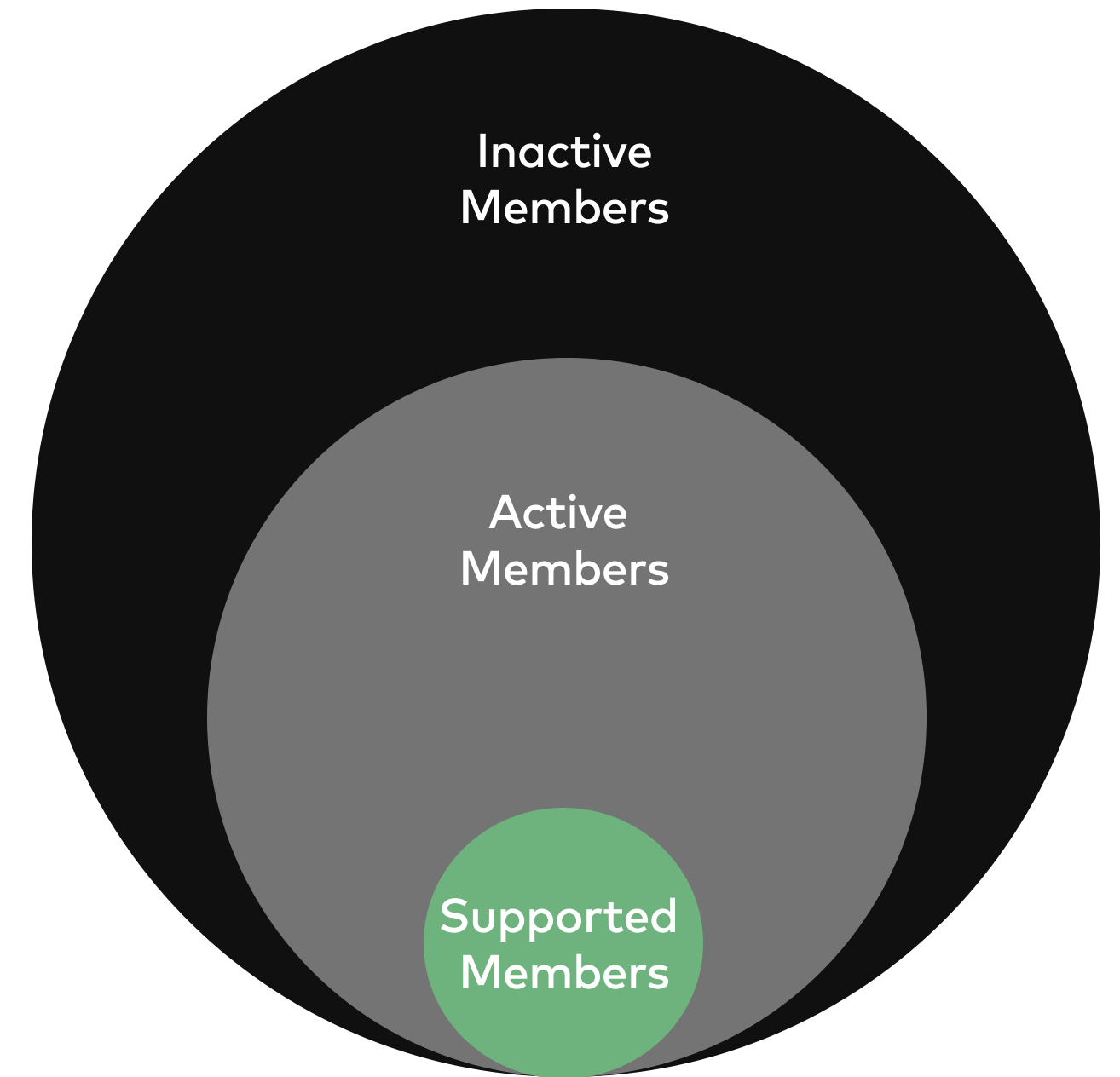
What's the issue?



Gym members need one-on-one support
and gyms cannot scale a personalised
member experience

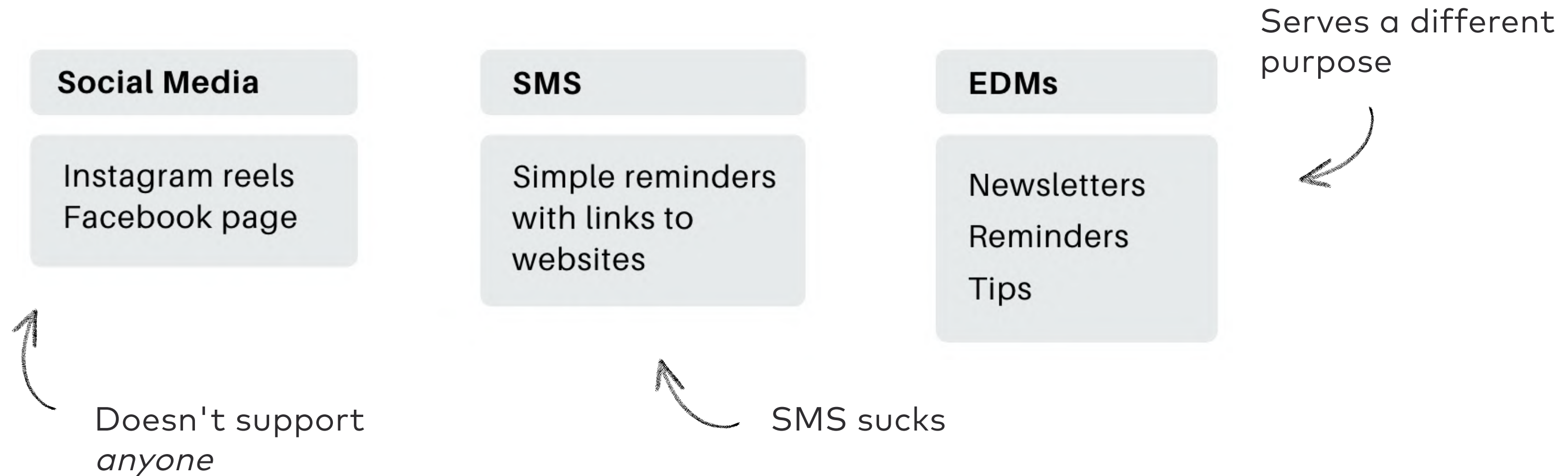
<10% of members receive personal support

It would require at least seven full-time staff to connect with, engage and support the 90% of unsupported members in an average sized gym.

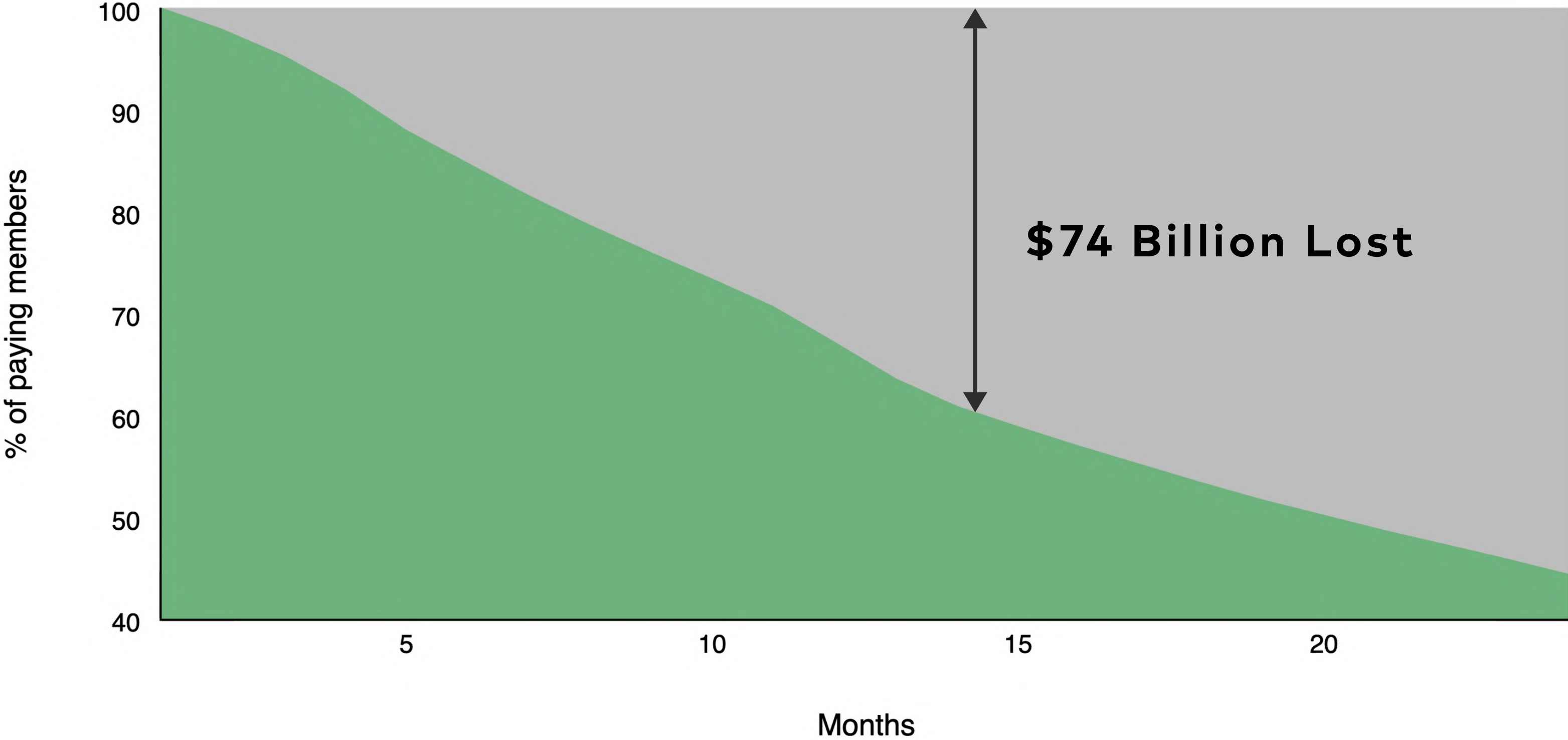


Poor existing engagement solutions

Attempts to encourage members to join, visit, train and stay longer are not working effectively.

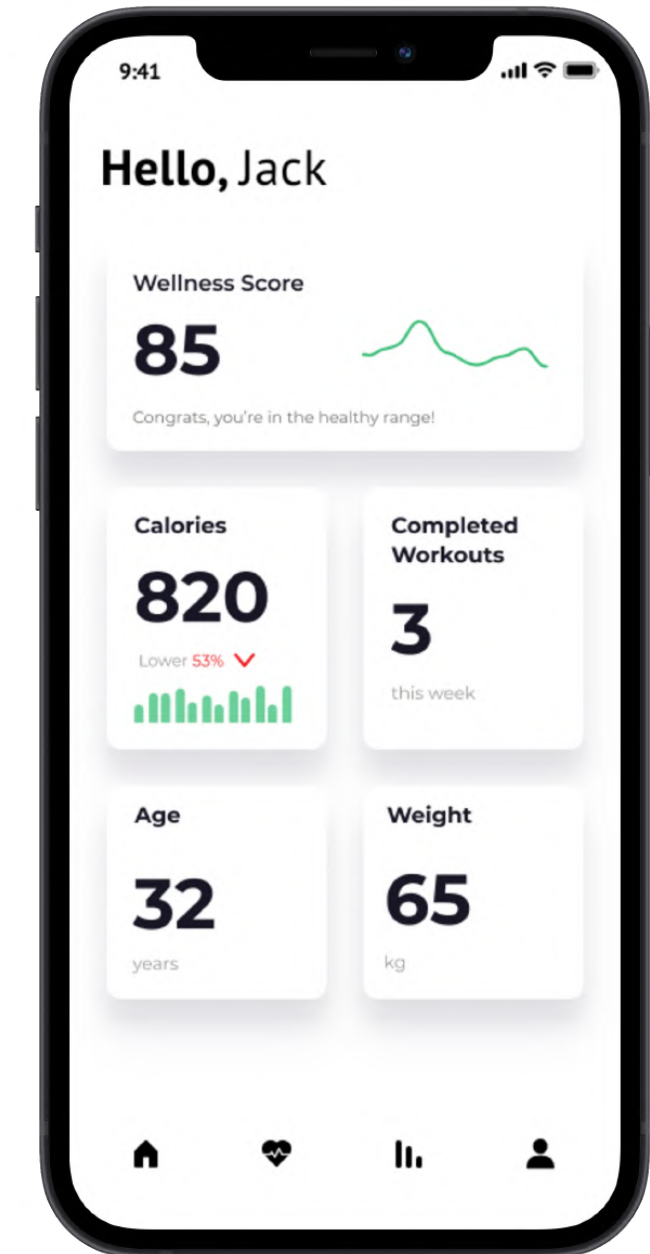
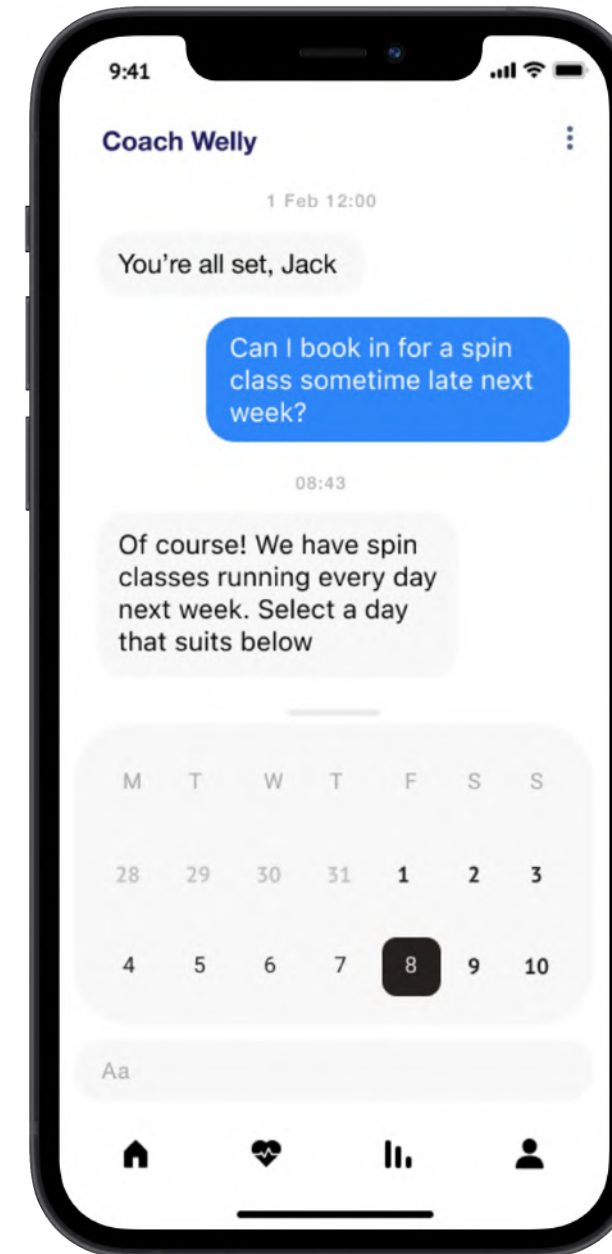


Losses are estimated to reach \$74 billion globally by 2023 with 50% of members cancelling their gym membership every 14 months



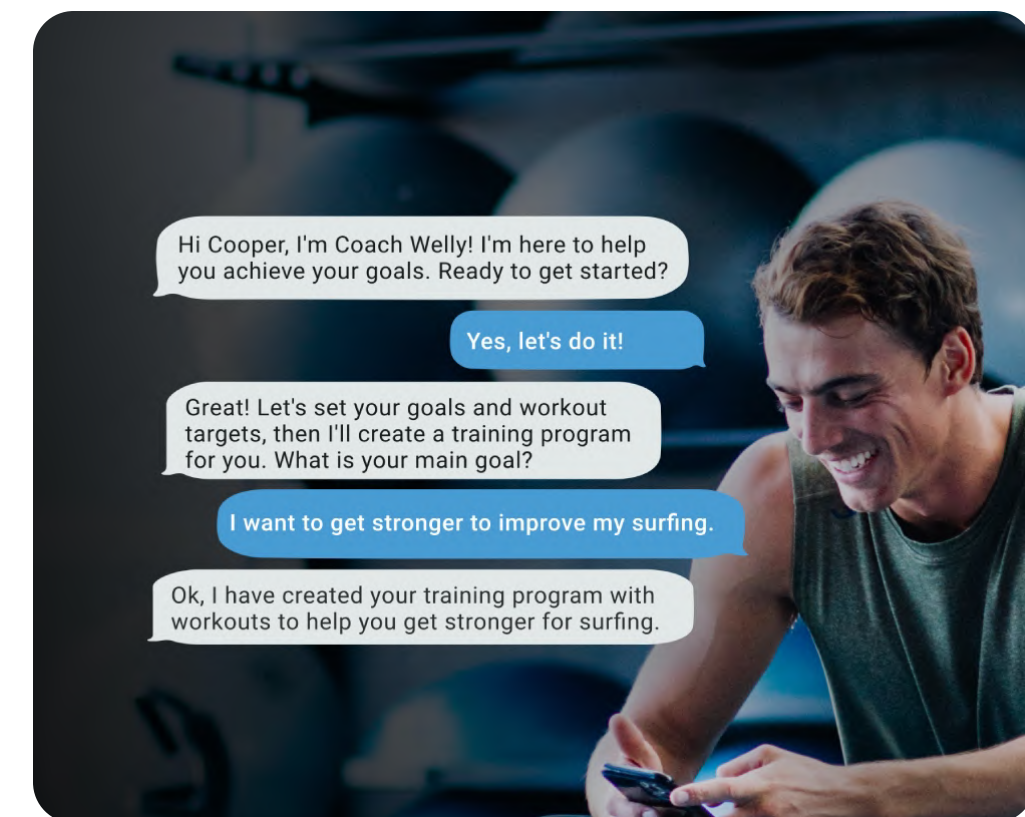
Source: IHRSA One Million Strong 2015 Survey

Say hello to Coach Welly



**Coach Welly enables gyms
to engage every member
each day, effortlessly.**

Welly personally engages, rewards and supports members with AI-driven experiences.

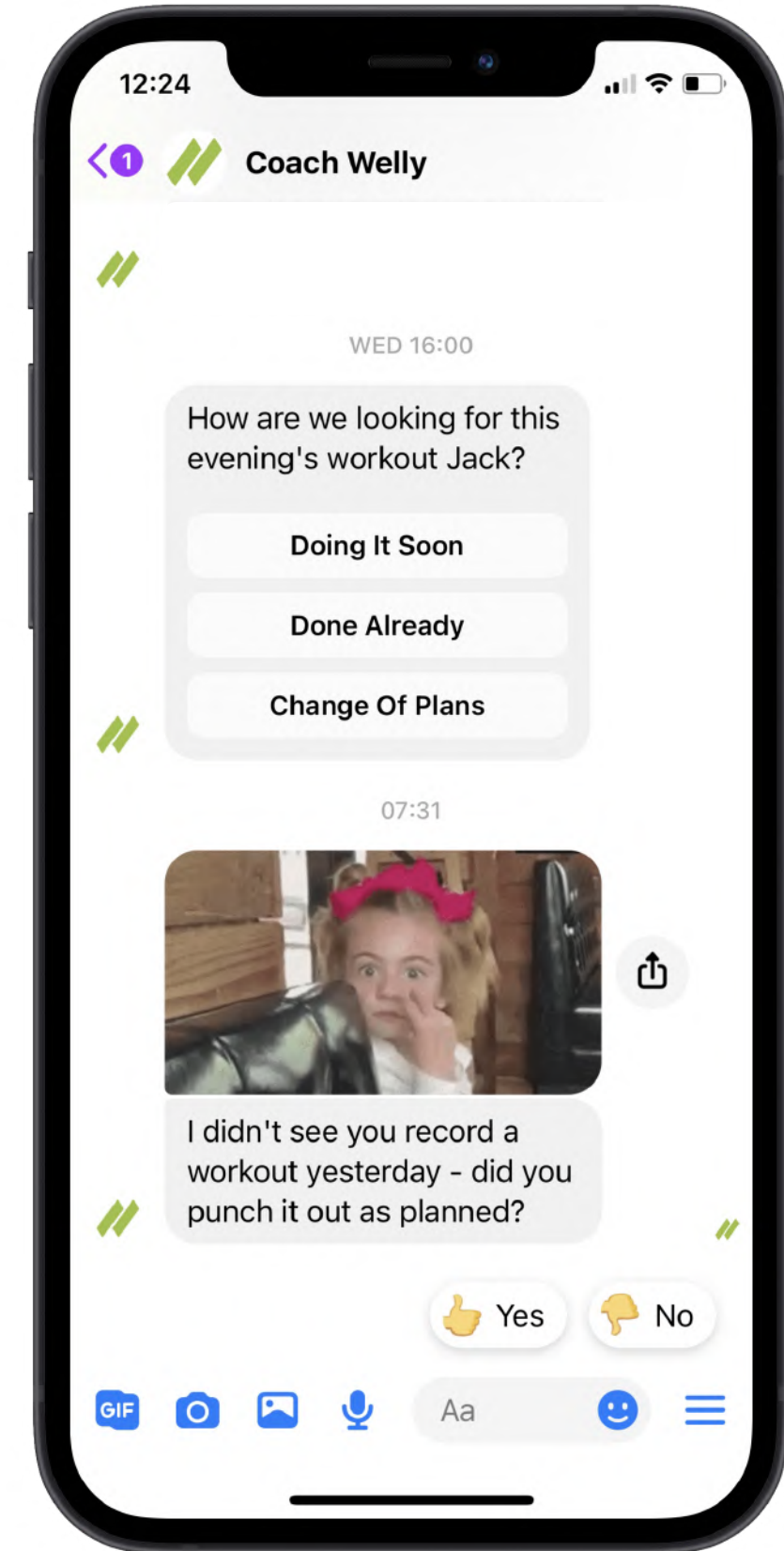


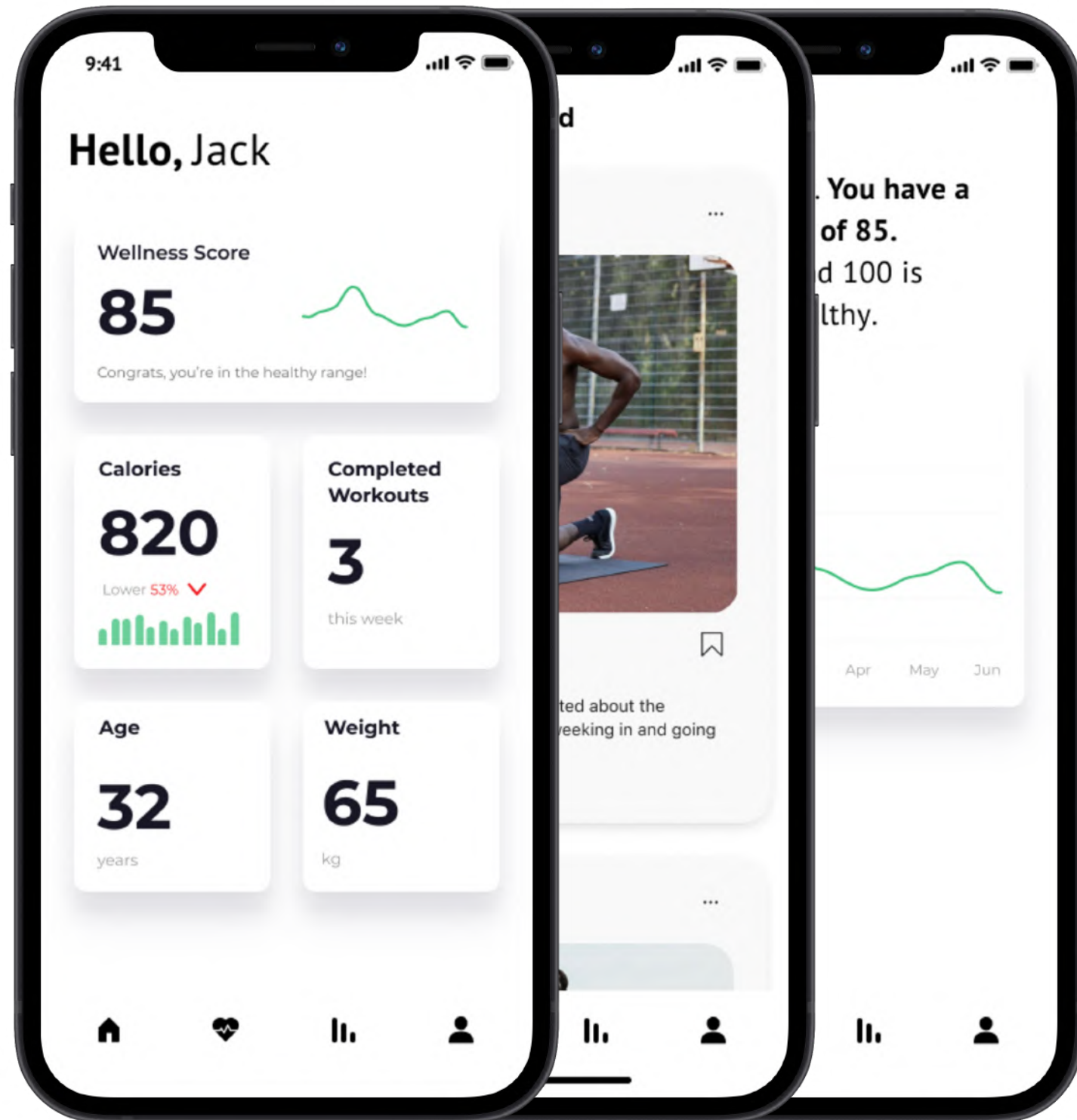
A one-on-one experience that's scalable



With game-changing AI

Welly will plan, schedule, and track workouts while keeping members accountable and motivated.





Welly is like your favorite fitness app, that **talks** to you.

- Onboards members when they join
- Plan workouts in natural language
- Books classes, pauses subscriptions, and answers FAQs
- Multi-channel conversations

What sets us apart

AI-driven experiences

Multichannel, proactive, intelligent, helpful, and personalized.



Unique insights

The questions that members ask Welly drive our ML engine and continually improve the experience.

Integrations

With gym CRMs and wearables. Book, pause, suspend, & cancel with natural language.



Impossible to replicate

Welly has been trained with live conversations for the last 12 months. This cannot be reverse engineered.

Where we are now



AI-driven conversations in Facebook Messenger



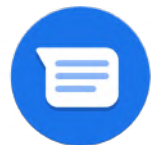
Welly Fitness App & MyZone integration



GymVUE CRM Integration

Next 3 - 6 Months

Omnichannel



Integrations



CRMs



Market Opportunity

> \$100B USD Global Gym market

> 230M gym memberships by 2030 (at half the current growth rate)

63% never use their membership after purchase

82% use membership less than once per week

Source: Statistic Brain Research Institute - Gym Member Market Analysis

Global Wellness Institute - Wellness Economy Monitor 2018

Key Focus Areas (next 2 years)

USA, UK, AU & NZ

53,817 Gyms

78 million gym members

Aus Trial commenced Q4 2021

O2 Performance

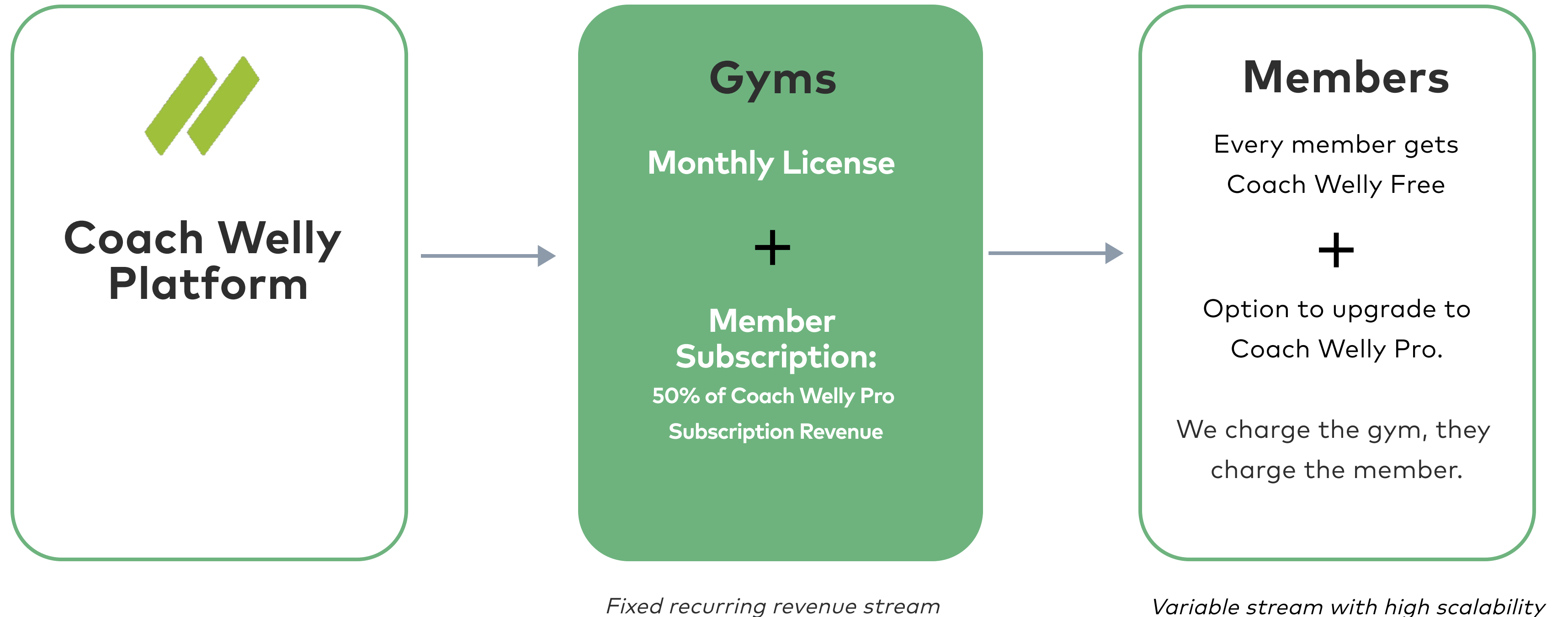
24 HOUR FITNESS CENTRE



Target Partner & Customer Network



Business Model



Customer value of AUD\$13,000 ARR / GYM

Gym License

Yearly license revenue, which gives all members access to Welly Basic

\$5,200/year per site

Member Subscription

Weekly Member subscription for Welly Pro at \$5 per week, split with the gym

\$7,800/year per site (\$2.50/member/wk)

With only 60 Welly Pro members
(4% conversion on 1500 members)

How we will acquire gyms

Using the same methods that gained Myzone global traction

Channel Partners

- CRMs
- SaaS providers
- Wearables

Social Media & PR

- Digital agency
- Content campaigns
- Paid ads



Key Account Sales

- Multisite gym brands
- Global Franchises
- Distributors

Trade Events & Conferences

- Speaking
- Sponsoring
- Trade show booths

Key Milestones

Live Gym Trials

- Live trial currently underway at O2 Performance, QLD AU
- 2.18% membership penetration, growing daily. 94.87% retention rate
- 5.2 conversations with Welly per week and 4 visits to Gym per week
- March 2020, started pre-COVID trial with large gym chain in US after positive staff trial.

Partnership Agreements

- Affiliate agreement signed with GymVUE to achieve sales to 50 gyms in 2022
- Partnership discussions with Myzone, 7000+ gyms & >2M users

Customer Opportunities (Near-Term)

- One of the largest gym operators in Southeast Asia
- Cycling studio franchise, AU
- Big-Box gym chain with 55 sites, USA
- Gym & Sports Leisure Facility, UK
- Big-box gym chain with 13 sites, AU
- UK Franchisor for one of the largest global gym franchises
- + a dozen more live conversations

Future Brand Extension

Future application way beyond the Australian gym market



**Welly
Fitness**

Non CRM integrated
fitness industry



**Welly
Corporate**

Corporate wellness
program for teams



**Welly
Insurance**

Insurance industry
wellness program



**Welly
Home**

B2C Home fitness
coaching

Blue Sky Vision

Future application way beyond the Australian gym market

Sector agnostic AI technology

- Corporate Wellness
- Health Insurance
- Mental health

Future adjacent revenue streams

- Monetise data & insights
- Rewards
- Third party products & services
- Supply chain acquisition for popular products & services

Build and grow B2C Offering

- Scale brand with direct-to-consumer offering
- Invest in technology & backend infrastructure

Our vision is to expand beyond gyms into adjacent market opportunities, driving growth & revenue

The Offer

Bridge financing event to achieve key milestones leading into a larger seed round in early 2022

Convertible Note

- \$250,000 AUD convertible debt
- \$5M valuation cap or 20% discount
- \$25K minimum investment

Use of Funds

- Complete product trials with O2 Performance
- Convert 5+ opportunities into trials
- Uplift to enterprise platform
- CRM integrations
- Wearable integrations

Transactions in the space



Peloton - U\$8.1 billion IPO raising
U\$1.16 billion - Sep 2019



U\$20M Series A1 raise
by Glofox - Apr 2020

T O N A L

Tonal - Raised U\$250M in funding
at U\$1.5B valuation - Mar 2021



Sweat acquired by iFit for
U\$300 Million - Jul 2021

MIRROR

Mirror - Acquired by Lululemon
for U\$428 Million - Jun 2020



Trainerize - Acquired By ABC Fitness
for an undisclosed sum - Sep 2020

The Team

Proven executive team with relevant domain experience and track record of value creation



Owen Bowling
CEO / Co-Founder

Proven operator, innovator and fitness expert with 19 years experience and a global industry network. Owen has founded, scaled and advised fitness businesses from the ground-up.



Alborz Fallah (Advisor)
Founder CarAdvice & CarExpert

Sold CarAdvice to Nine Media for \$62M. Serial entrepreneur having created over a dozen start-ups, the earliest at the age of 12. UQ Idea Hub's entrepreneur-in-residence.



Graham Jensen
CTO / Co-Founder

Business growth and product design expert with 30 years experience in technology, logistics and product manufacturing. Grew tech start-up InfoShop to \$1.2M in turnover in first 12 months.



Michelle McCauley (Advisor)
Ex CMO, California Family Fitness

Experienced health & fitness senior executive. Strong marketing and commercial acumen delivering tangible sales growth. Rising star award winner of the International Health, Racquet and Sports club Association.

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To learn more about Coach Welly:

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