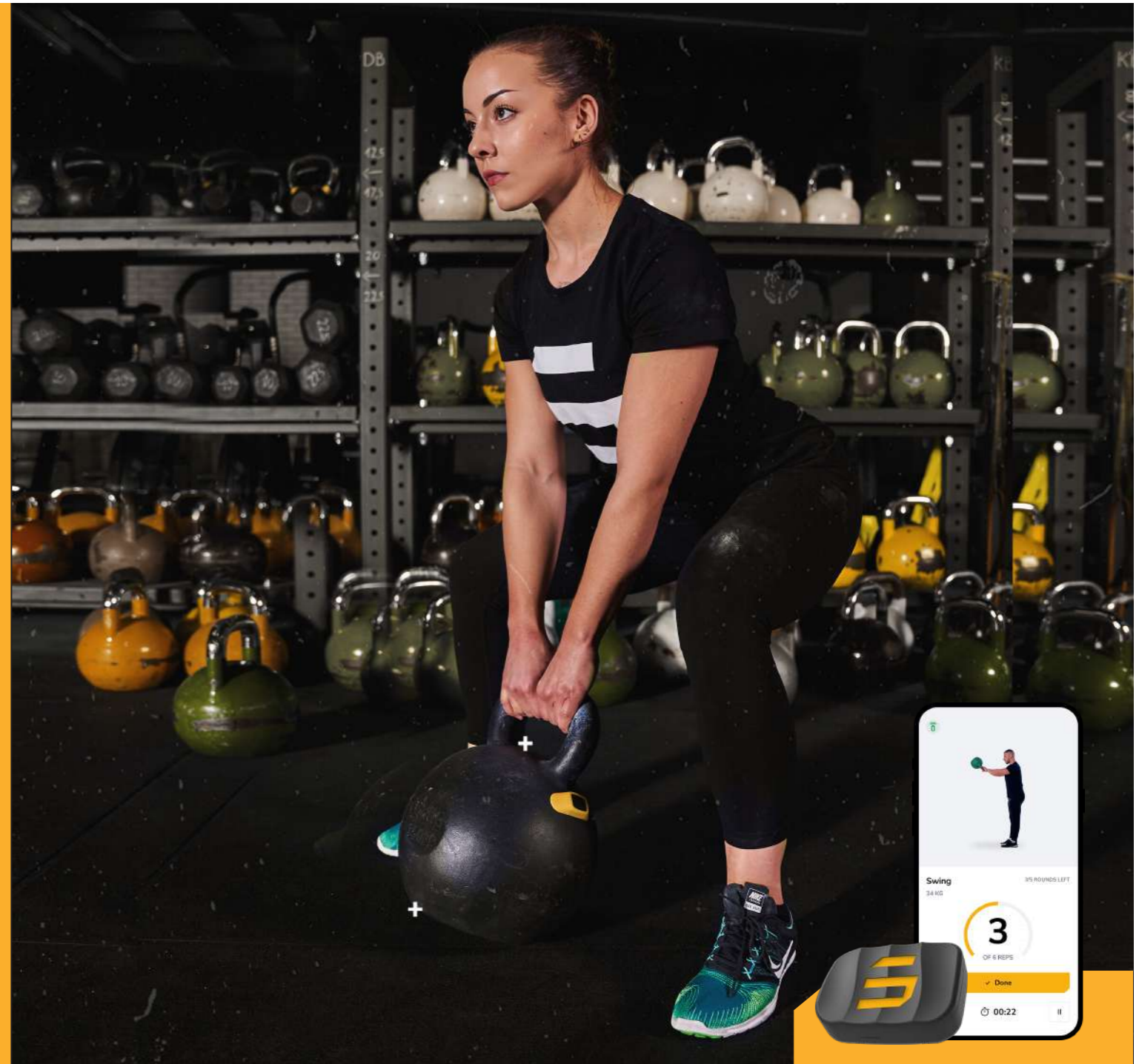




COMPLETE SOLUTION FOR KETTLEBELL TRAINING

IoT | Smart Fitness | Kettlebell | SaaS | HaaS | AI

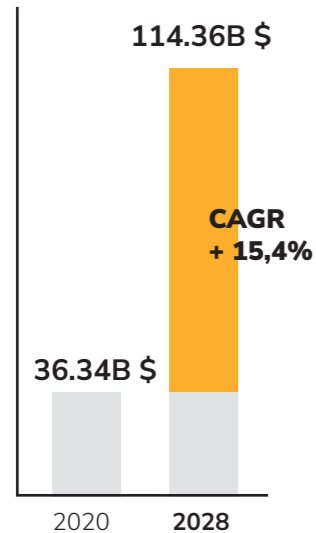
jetsnatch.com



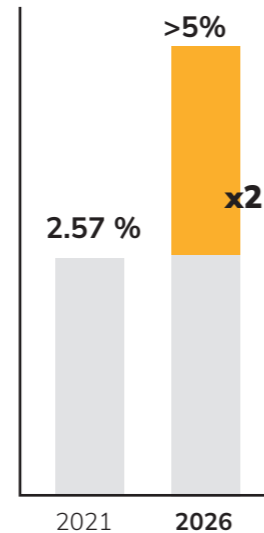


SMART FITNESS IS GROWING. COVID-19 MADE US TRAIN ONLINE... AND WE LIKED IT!

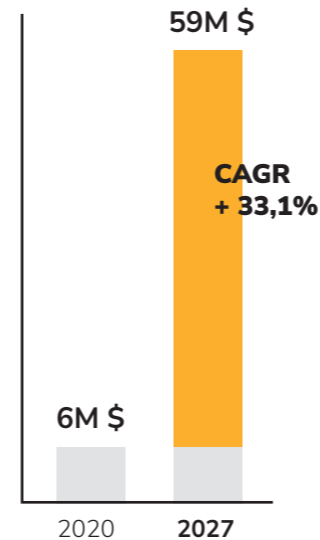
Fitness Trackers
Global Market



Global Penetration
of Fitness Trackers



Online Fitness
Market Size



The COVID-19 accelerated digital transformation in Fitness sector up to 4 years (McKinsey & Company, 2020). Online/digital fitness, fitness apps, fitness equipment, and fitness tracker markets all experienced significant growth due to the pandemic which is not stopping afterwards.

*source: [HERE](#), [HERE](#) and [HERE](#)



\$ 69.66 YEARLY

Avg. revenue per user
(industry)



66% GYM MEMBERS IN US

prefer home workouts
and other alternatives

It also caused the rise of Home Fitness: **34.94%** of US gym members don't plan on returning to the gym; **66%** prefer home workouts to the gym and other alternatives and declare to stick to in (Millennials: **81%**).

KETTLEBELLS: THE NICHE? SURE! ONE THAT GROWS +1000% A YEAR.



14 MILION

Kettlebell users in US
Before Covid-19



+1000%

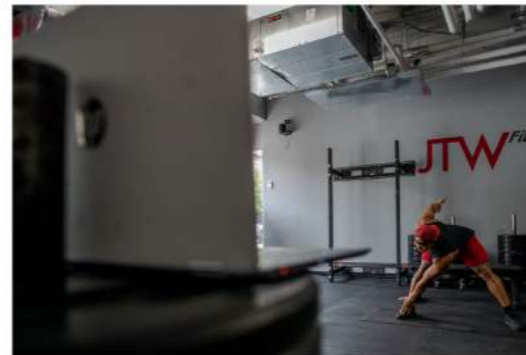
eBay Kettlebell Sales Growth in US
In 2020 alone

*source: [HERE](#) and [HERE](#)

The New York Times

New York City's Kettlebell Shortage: 'People Are Kind of Freaking Out'

After fitness enthusiasts were forced to reimagine how they could keep in shape, demand led to a shortage of workout equipment.



Kettlebell exercise has been growing in popularity in recent years around the world and in the US (**10M users in 2016 -> 14M users in 2020**), and the **Covid-19** pandemic has only accelerated this growth.

Why are Kettlebells so popular? Because you need just one weight to do a full body workout, regardless of your goal (strength, endurance, calorie burning). No other equipment is needed. It's cheap, accessible and provides great flexibility.

Despite that, there is still no one player in the market that has successfully seized this niche. There is no comprehensive smart fitness solution, that would support kettlebells training. Main competitor: JaxJox (the solution built into the dedicated weights) does not allow to evaluate the technique of the performed exercises, identify errors or generate training tips.

**CORE TARGET MARKET
IN US ALONE IS ~54M PEOPLE.**



54M

Gym-goers that prefer
to workout at home



35M

Gym-goers that plan to
continue using virtual
workouts



14M

Active Kettlebell Users

OUR SOLUTION? FIRST SMARTFIT SYSTEM FULLY DEDICATED TO KETTLEBELL TRAINING



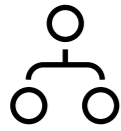
APP

personalised workouts, metrics, stats, calendar, challenges, workout creator



SENSOR

compatible with all kettlebells, easy to use and attach, long working battery



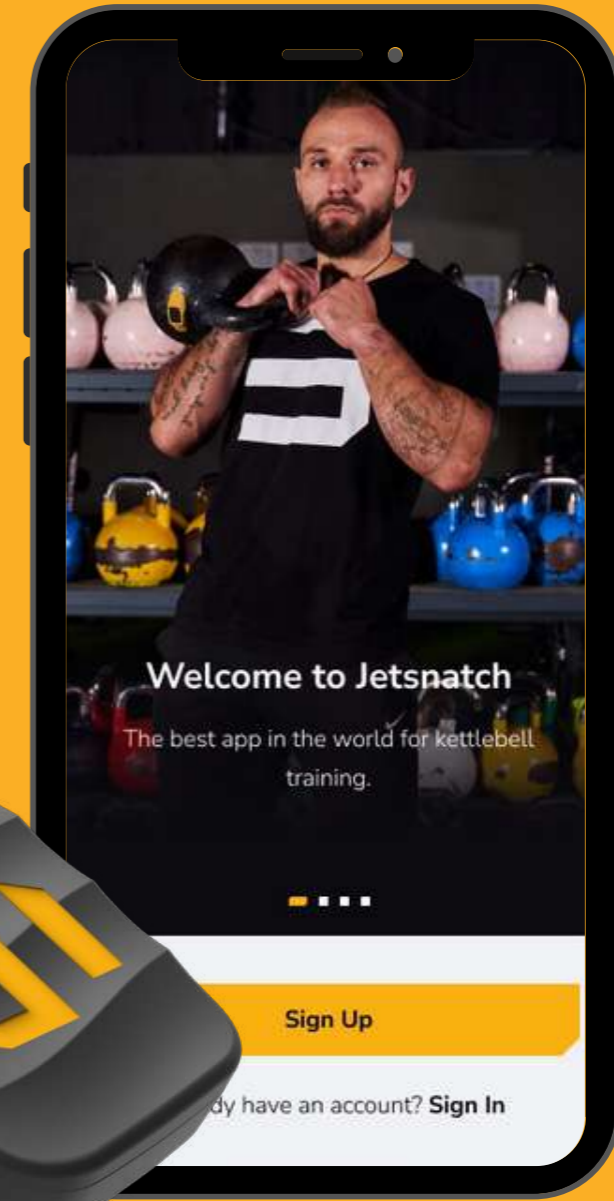
ALGORITHMS

technique evaluation, counting reps, measurement of training power, tonage, cadency, speed, etc.

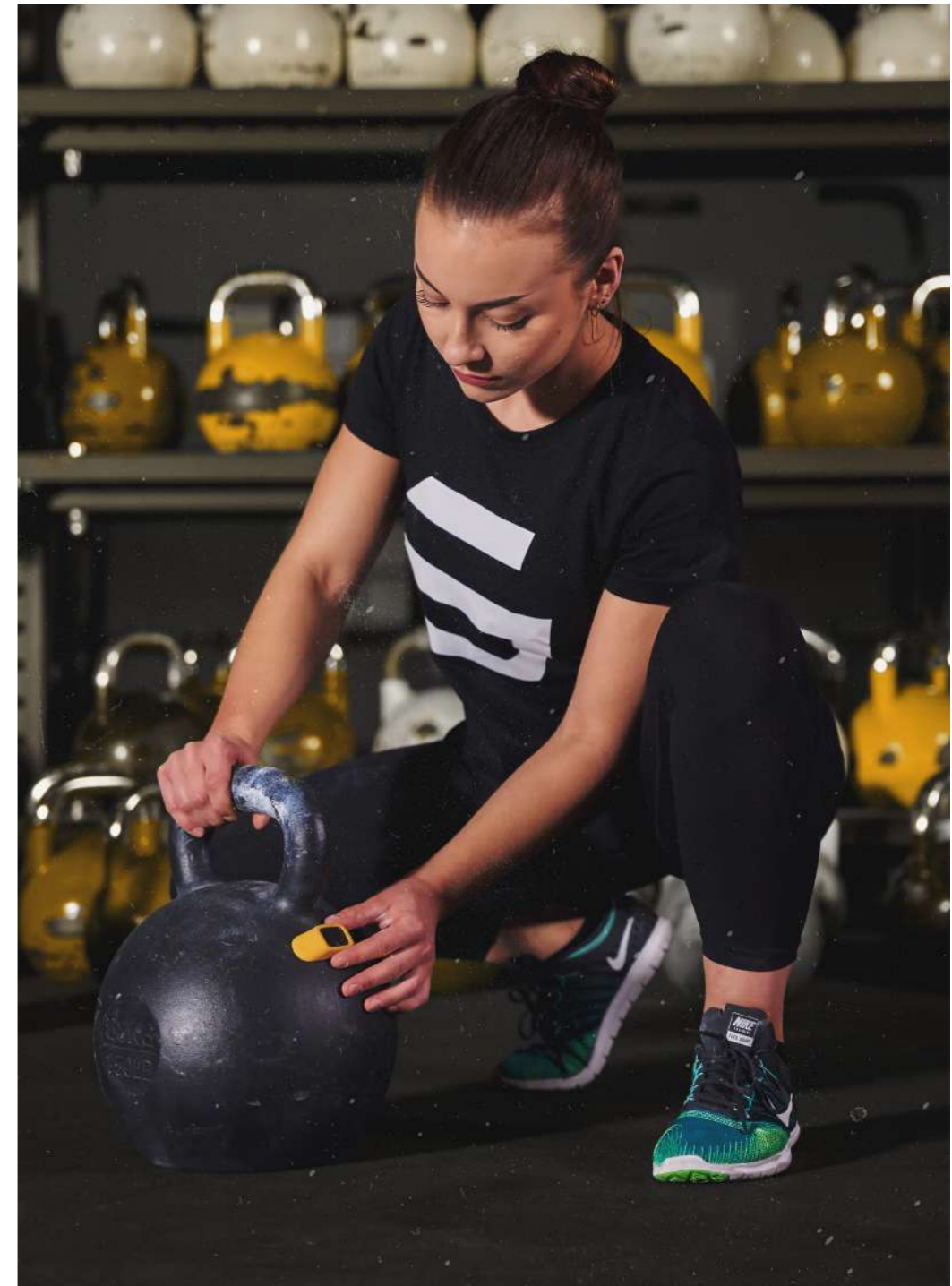
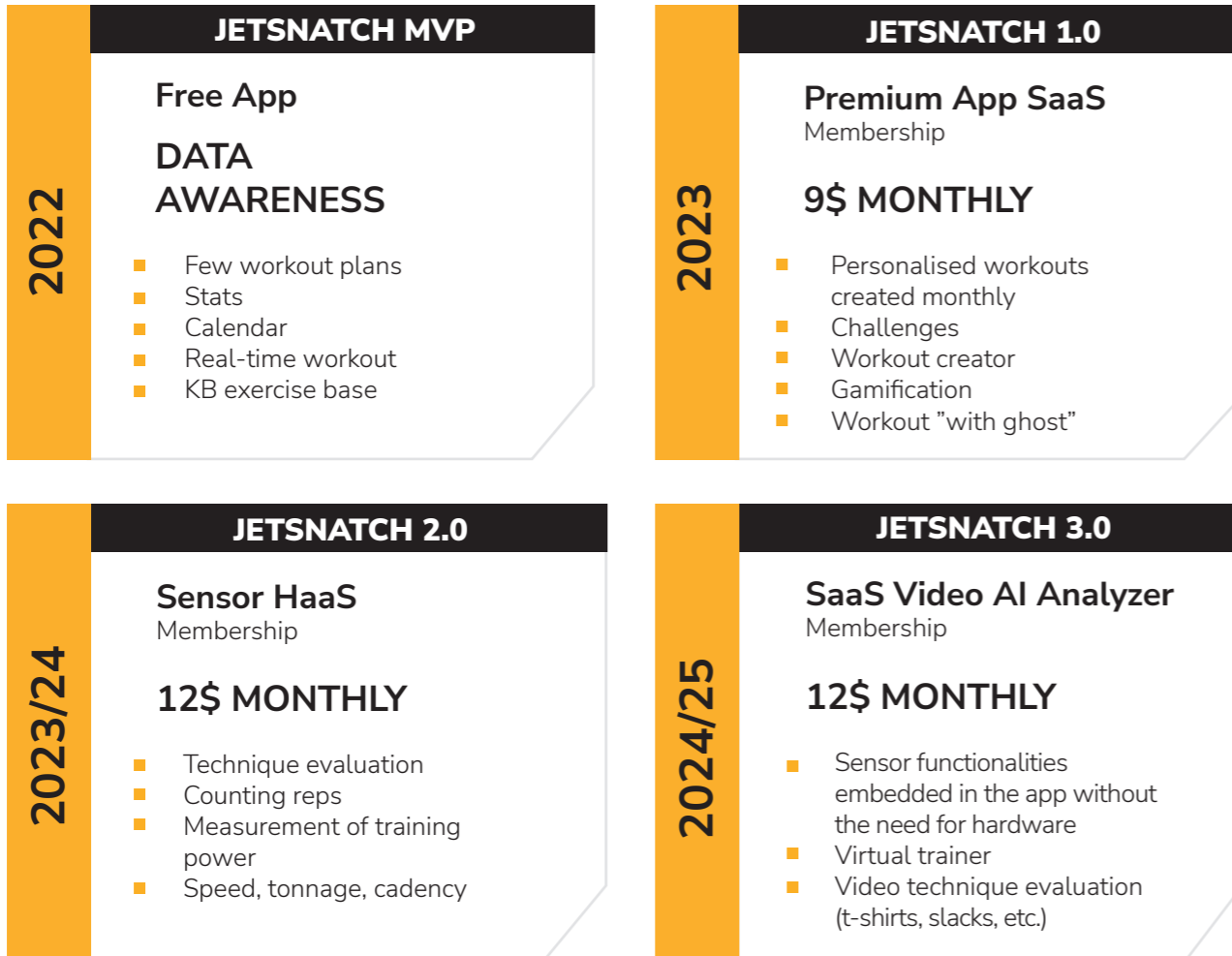


COMMUNITY

ambassadors, training groups, challenges, professional knowledge



JETSNATCH BUSINESS MODEL IS THREEFOLD





WHY JETSNATCH WILL BE A WINNER? WE ENABLE YOU TO EXERCISE SMART*!

*BOTH ITO MONEY AND WORKOUT POSSIBILITIES



JETSNATCH KEY COMPETITIVE ADVANTAGES:

- First comprehensive system dedicated to kettlebell
- You can train like in the gym, without a need of a gym
- Low-cost for high value: we make your kettlebell “Smart” so you don’t have to buy expensive equipment
- Stand alone App in SaaS model (JS 1.0)
- Personalised kettlebell workouts and workout creator (JS 1.0)
- Stats and metrics unavailable before in kettlebell training (power, cadency, rep count) (JS 1.0 / 2.0)
- Workout technique evaluation system (JS 2.0)
- AI video workout analyzer in your phone (JS 3.0)

**BUT MOST IMPORTANTLY:
JETSNATCH GIVES YOU A LOT FOR LITTLE**

With the financial crisis approaching, solutions that allow exercisers to keep their workouts low-cost will conquer the market.

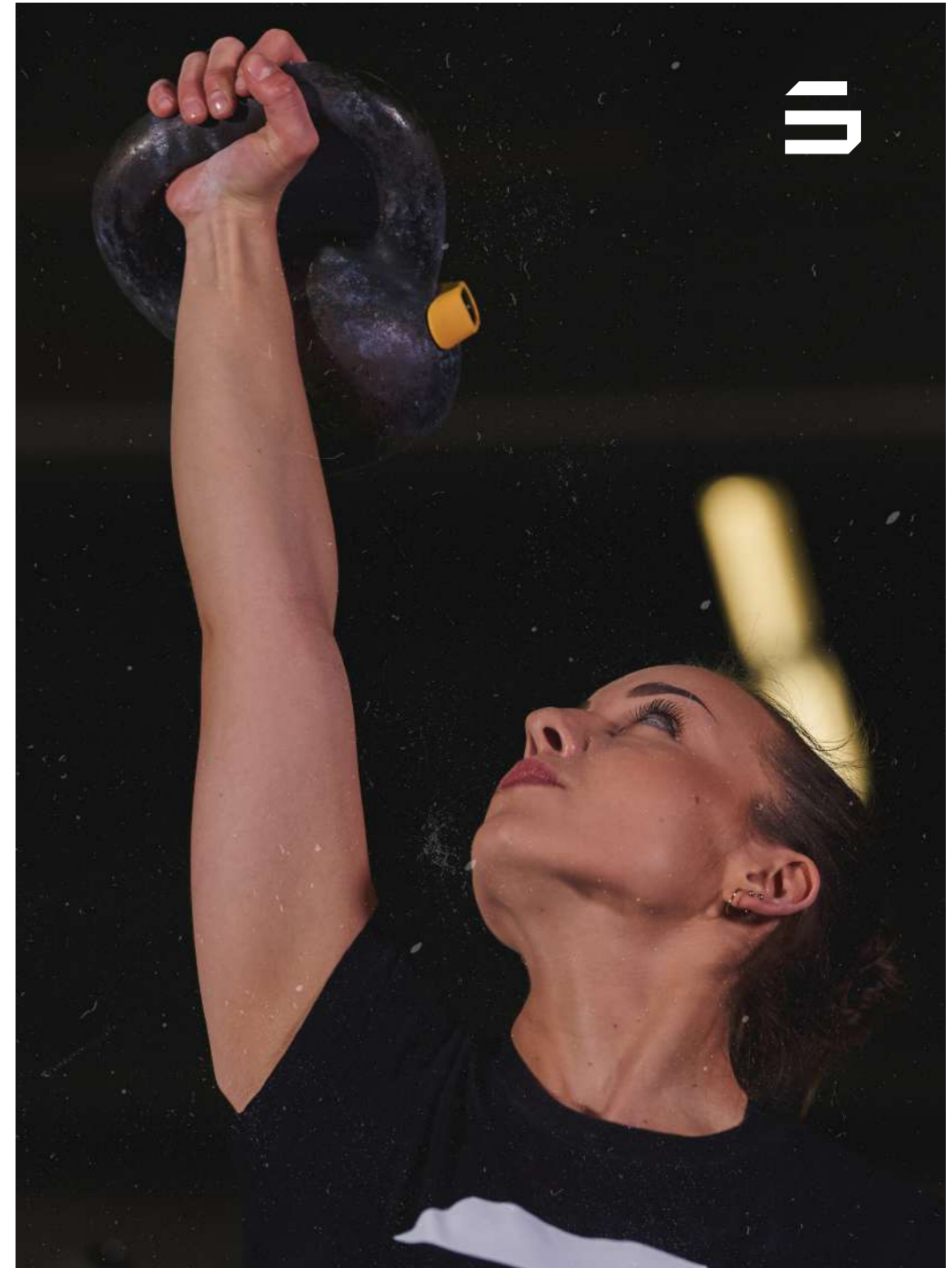
1.

**KETTLEBELLS ALLOW YOU TO
TRAIN YOUR WHOLE BODY
LIKE IN A GYM.**

2.

**JETSNATCH TURN KETTLEBELLS
INTO SMART EQUIPMENT
FOR A NICKEL.**

IT'S **THAT SIMPLE!**



AND THINGS WILL
ONLY GET BETTER

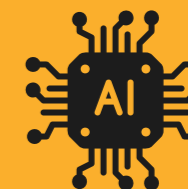


JETSNATCH APP 3.0

(2025)

SMARTPHONE

AI VIDEO
ANALIZER



Jetsnatch is a global company by design. The next stages of technology development **aim to lead us to an AI workout analysis system** that will turn every smartphone into a workout center.

This will allow us to have **unlimited scalability of full membership** (no hardware shipped) and **develop a line of apparel dedicated to training with Jetsnatch**, and give users the ability to train safely, low cost with a virtual trainer.

*we recognize the possibility of expansion of the system beyond kettlebells (such as barbells and calisthenics)

WHAT DO WE HAVE AT THIS POINT? PRETTY DARN MUCH!

1. SYSTEM PROTOTYPE

- Sensor
- Mounting system
- Algorithms (reps counting, trajectory estimation and comparison)

2. FREE APP AVAILABLE FOR IOS>(*ON IV 2022)

- Workouts
- Real-time training
- Tips on training technique

3. COMMUNITY & REACH

- Community of 10+ Influential Ambassadors
- +100k users reach monthly in Social Media

4. MERCHANDISING

- Build-in web store
- Hoodies and kettlebell accessories (with demand)



Community
of Ambassadors
~30 000
USERS
joint SM day reach
of JS ambassadors



Social
Media Reach
183K
USERS
monthly (Fb/IG)



Jetsnatch
video plays
240K
monthly (Fb/IG)



*see our video: [HERE](#)

WE HAVE DEVELOPED ORIGINAL ALGORITHMS THAT CAN DO A LOT

- 1.** Recognize and count repetitions
- 2.** Estimate and trace the trajectory
- 3.** Compare the trajectory with reference model
- 4.** Determine the degree of similarity between trajectories
- 5.** Identify selected technical errors

JETSNATCH ALGORITHMS IDENTIFY MORE TECHNICAL TRAINING ERRORS THAN TRAINER
(*REPORT FROM THE R&D PHASE)



AND WE ARE A TEAM OF PEOPLE THAT KNOW THEIR BUSINESS.

FOUNDERS



CEO: Aleksandra Spychalska

8 years of experience, specializes in project management - especially R&D. Worked with start-ups, SMEs and large companies from Poland and abroad. Privately trains with kettlebells.

CCO: Mateusz Babiak

Entrepreneur and personal kettlebell trainer for over 5 years, owner of PRIME brand, lecturer at Global Sport Academy (functional training and kettlebells training methodology), Member of TOP TEAM Poland.

SUPPORT

WILLS INTEGRATED

Summer™
R&D lab

Angry Nerds



TECH TEAM



Sławomir Guz

Co-founder and CEO at Angry Nerds Sp. z o.o. 15 years of experience as a programmer, software architect, Team Lead and consultant. His portfolio includes over 100 applications and IT systems. Privately-kettlebell training enthusiast.



Michał Błędowski

Co-founder and Board Member at Angry Nerds Sp. z o.o. He has 12 years of experience as a programmer, software and IT solutions architect, Project Manager, IT project coordinator, Team Lead and IT Specialist.



Krzysztof Brzostowski Dr. Eng.

Assistant Professor at Technical University of Wrocław. He has extensive research experience and specializes in the field of human motion monitoring.

GROWTH TEAM



Wiktor Pastucha

Manager with 12 years of experience. Co-founder and CEO of Wills Integrated, Founder of Formative incubator, mentor of startups (MITEF CEE, PLUGin and Shesnnovation Academy)



Paweł Skatecki CFA

Manager with 15 years of experience specializing in financial growth and business strategy. Worked with many multinational corporations and startups.

DEVELOPMENT PLAN / INVESTMENT PLAN / KPI'S

JETSNATCH MVP

JETSNATCH 1.0

GTM SaaS + R&D HaaS

JETSNATCH 2.0

Scale up SaaS+ GTM HaaS
+ R&D Video SaaS

JETSNATCH 3.0

Growth+ R&D + HaaS GTM

2021

2022

2023

2024

2025

2026

DEVELOPMENT

Incorporation
Sensor prototype

Algorithms prototype
Free App on iOS
Jetsnatch System Prototype

US Market presence
(US incorporation)

Jetsnatch 1.0 (SaaS) Market
Launch – full App on iOS
(US and Europe)

Jetsnatch 2.0 trials
(HaaS) - Europe

Jetsnatch 2.0 (HaaS) Market
Launch (US + Global)

Jetsnatch 3.0 (Video Analyzer
SaaS) R&D Trials (US)

Jetsnatch 3.0 (Video Analyzer
SaaS) Market Launch
(US + Europe)

INVESTMENT

Private investment: 12k\$

Pre-SEED round 250k\$:
1. R&D of Jetsnatch System
2. Free App on iOS
3. Brand Development

**US market entry
grant (PMT): 60k\$**
**non-equity*

Pre-Revenue Round 600k\$:
1. Development and Go-To-Market
of Jetsnatch 1.0 (SaaS)
2. R&D of Jetsnatch 2.0 (HaaS)

Round A 1,2M\$:

1. Scaling up Jetsnatch
1.0 (SaaS)
2. Go-To-Market of
Jetsnatch 2.0 (HaaS)
3. R&D of Jetsnatch 3.0
(Video Analyzer SaaS)

KPI'S

After Pre-SEED Round:
• **1k Free App Users**
• **US Incorporation**

After Pre-Revenue Round:
• **10k Free App Users**
• **4k Premium App Users**

• **Income: 300k\$**
• **EBITDA: 234k\$**

After Round A:
• **80k Free App Users**
• **18k Premium App Users**
• **2k HaaS Users**

• **Income: 1,5M\$**
• **EBITDA: 594k\$**

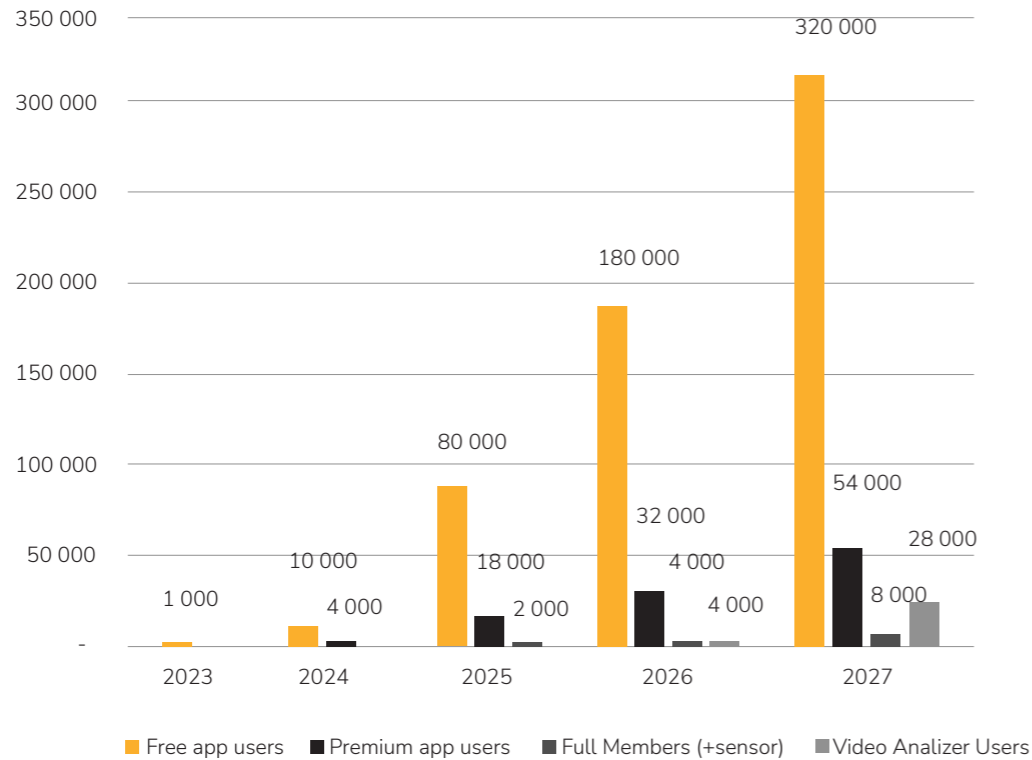
After Round A:
• **180k Free App Users**
• **32k Premium App Users**
• **4k HaaS Users**
• **4k Video SaaS Users**

• **Income: 3M\$**
• **EBITDA: 1,6M\$**

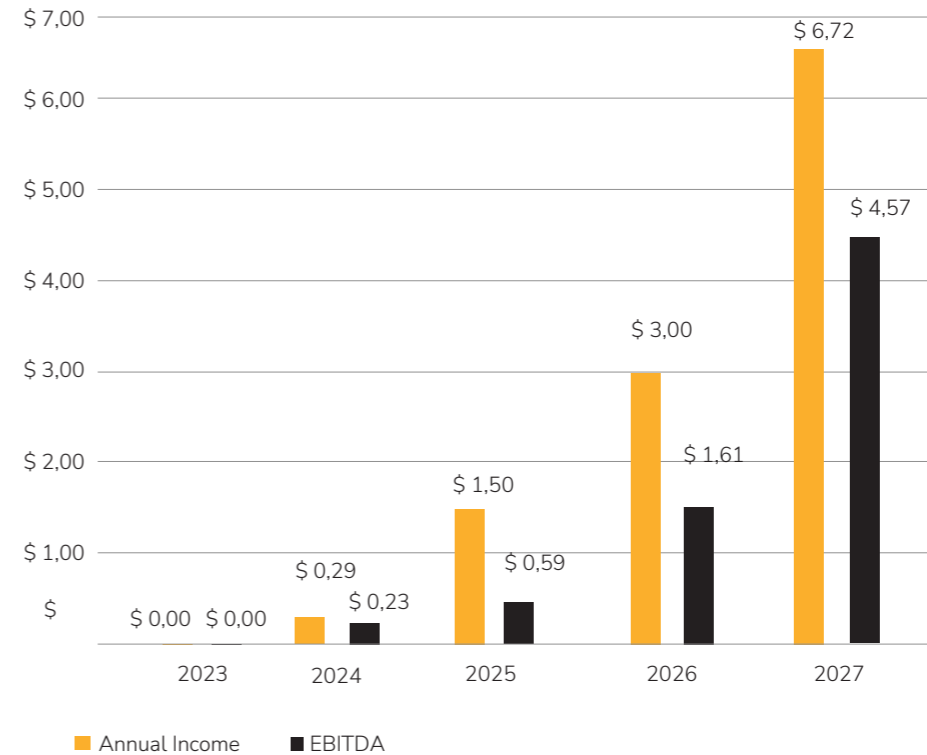


JETSNATCH IN 2027: USERS: 320K, INCOME: 6,7M\$, EBITDA: 4,5M\$

Predictions: User Acquisition

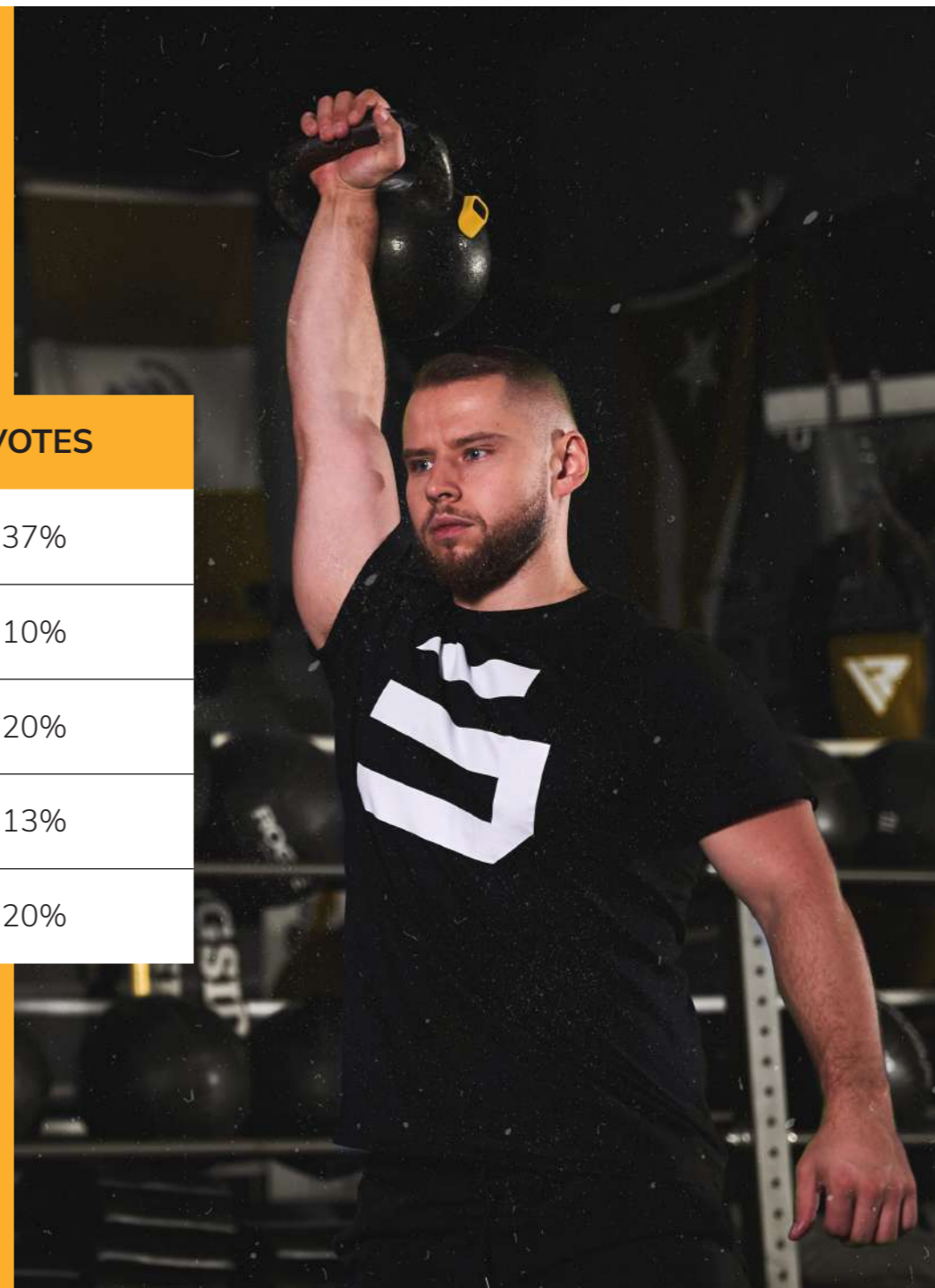


Predictions: Income and EBITDA



CAPTABLE

NAME	% OF SHARES	% OF VOTES
Aleksandra Spsychalska - Pastucha	37%	37%
Mateusz Babiak	10%	10%
Wiktor Pastucha	20%	20%
Prometeia Innovation Fund	13%	13%
ESOP	20%	20%





ANSWERING QUESTIONS, ADDRESSING CONCERNS

— “DIRECT TO CONSUMERS IS A TOUGH AND CAPITAL INTENSIVE MODEL”

— it is. However, **the market is growing very dynamically (+1000% of kettlebell sales in 2020, 14 million exercisers in the US alone)**, and there are not many competitors building their position based on kettlebells yet (one of them is JaxJox, which has built a critical mass on the kettlebell niche and is now further expanding its portfolio, but it is quite expensive).

In the current model, **we are betting on running SaaS and HaaS models in parallel.** SaaS will allow us to build a presence in the growing kettlebell training niche and to build sustainable business model (we believe that we can be sustainable on SaaS model alone).

— “POST PANDEMIC, THE GROWTH COULD SLOW IN HOME EQUIPMENT”

— **Jetsnatch itself is not a home equipment but rather a kind of a fitness tracker**, which will be relatively cheap and will give a user the opportunity to train anywhere - not only at home, but also at the gym. **The sensor is compatible with most kettlebell weights on the market.** A subscription will be cheaper than working out with a personal trainer, so the product addresses both the needs of:

- those who don't want to return to the gym after the pandemic and want to train at home (with a much cheaper solution than alternatives with lots of extra equipment like JaxJox, Tonal or Mirror; in the context of the upcoming recession it could be an important element influencing consumer decisions)
- and those who want to return to the gym or exercise wherever they have the opportunity.

Importantly, statistics show **that interest in kettlebell is not waning**, the pandemic has only accelerated the growth of this branch of fitness. Even Google Trends still shows a significant **increase in queries containing the word “kettlebell” or “kettlebell workout” in the US** since the beginning of 2022 (about +15% compared to the average in 2021)

— “MISSING THE BIGGER/MORE LUCRATIVE MEDICAL REHAB MARKET”

— For now - yes, we are doing what we know best, **so we are going down the “smartfitness path”**. We’re not in the health&rehab business and didn’t want to move along several paths at the same time. Besides, the current sensor allows us to track the movement of the kettlebell, not the movement of the whole body, which could prevent at this stage the real use of Jetsnatch in rehabilitation (although kettlebell training itself- as a training method -is very good for rehab purposes, and there are quite a few scientific studies showing its pro-health effects in some of the conditions).

This does not change the fact that we do not exclude the development of functionalities with medical/rehab as part of Jetsnatch 3.0 (video analyzer will give much more opportunities to analyze the user’s body during training).

CONTACT:

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