



COMPUTER VISION



ALGORITHMS

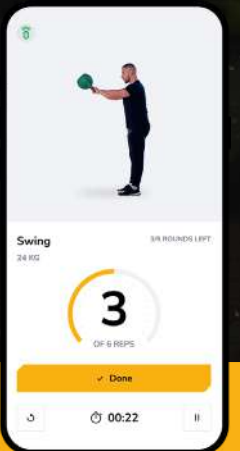


APP

# COMPLETE SOLUTION FOR KETTLEBELL TRAINING

Smart Fitness | Kettlebell | SaaS | AI | Computer Vision

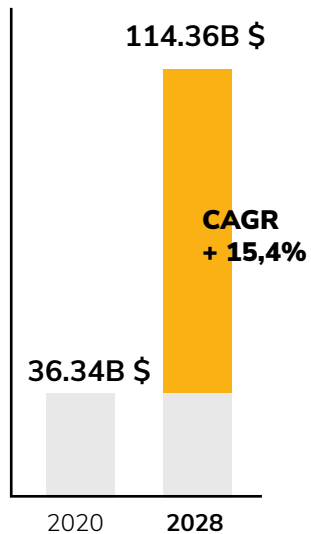
[jetsnatch.com](https://jetsnatch.com)



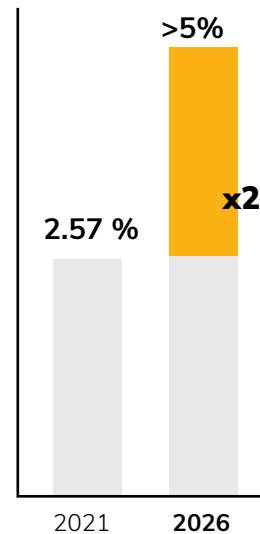


# SMART FITNESS IS GROWING. COVID-19 MADE US TRAIN ONLINE... AND WE LIKED IT!

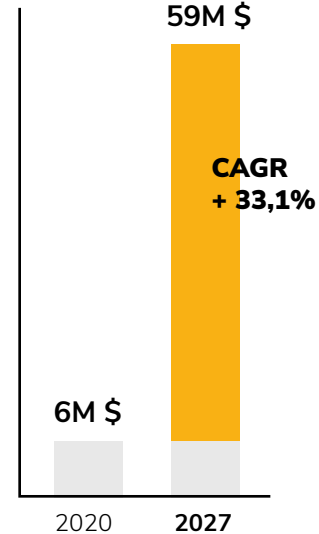
Fitness Trackers  
Global Market



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

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.

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



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



**54M**

Gym-goers that prefer  
to workout at home



**35M**

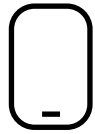
Gym-goers that plan to  
continue using virtual  
workouts



**14M**

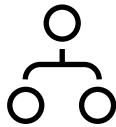
Active Kettlebell Users

# OUR SOLUTION? FIRST SMARTFIT SYSTEM FULLY DEDICATED TO KETTLEBELL TRAINING



## APP

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



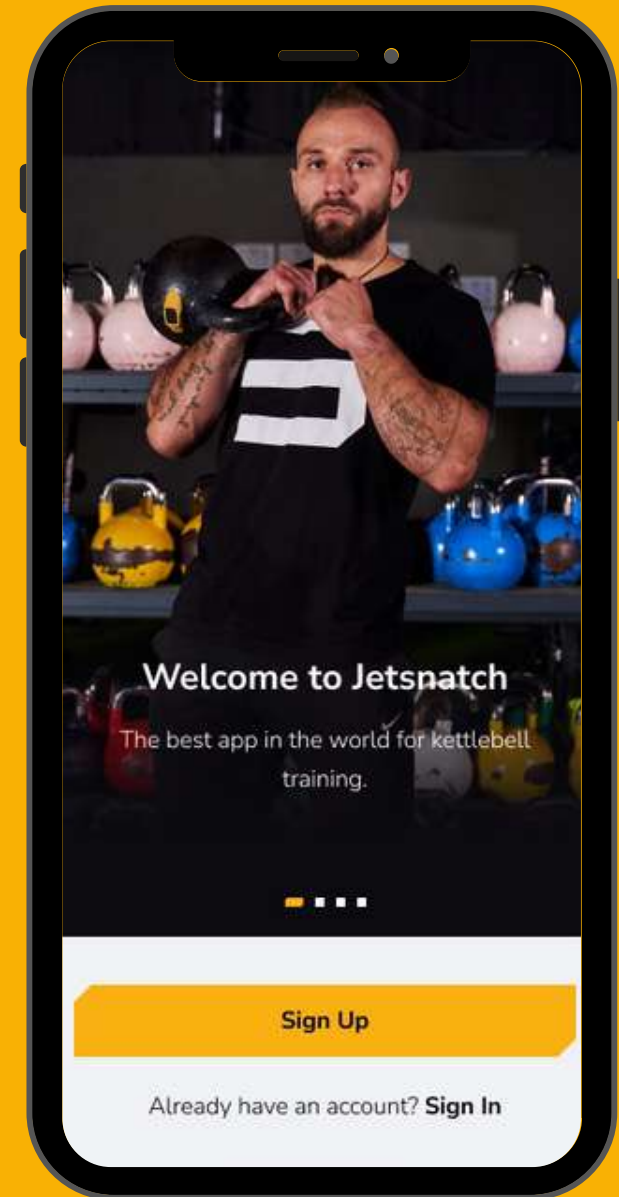
## COMPUTER VISION ANALYSIS

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



## COMMUNITY

ambassadors, training groups, challenges, professional knowledge





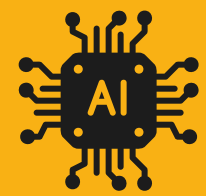


## JETSNATCH APP 1.0

(2023/24)

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.

The Jetsnatch Video System will be based on advanced AI algorithms that analyze images captured by the camera on the trainee's phone. No additional hardware will be needed.

This will allow us to have **unlimited scalability of full membership** (no hardware shipped) 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)

# JETSNATCH BUSINESS MODEL IS THREEFOLD

**2023**

**JETSNATCH MVP**

Free App

**DATA AWARENESS**

- Few workout plans
- Stats
- Real-time workout
- KB exercise base

**2023**

**MERCHANDISING**

**BRAND AWARENESS**

- Jetsnatch hoodies
- KB workout accessories (weight tags, socks, frotki wristbands)

**2023/24**

**JETSNATCH 1.0**

SaaS Video AI Analyzer  
Membership

**13\$ MONTHLY**

- Technique evaluation based on video analysis
- Range of motion evaluation
- Reps counting
- Measurement of the training (tempo, tonage, cadency, calories burned)
- Virtual trainer
- Workout creator
- Workout „with ghost”





# 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
- Personalised kettlebell workouts and workout creator
- Stats and metrics unavailable before in kettlebell training (power, cadency, rep count)
- Workout technique evaluation system
- AI video workout analyzer in your phone
- No need for an extra hardware



**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.**

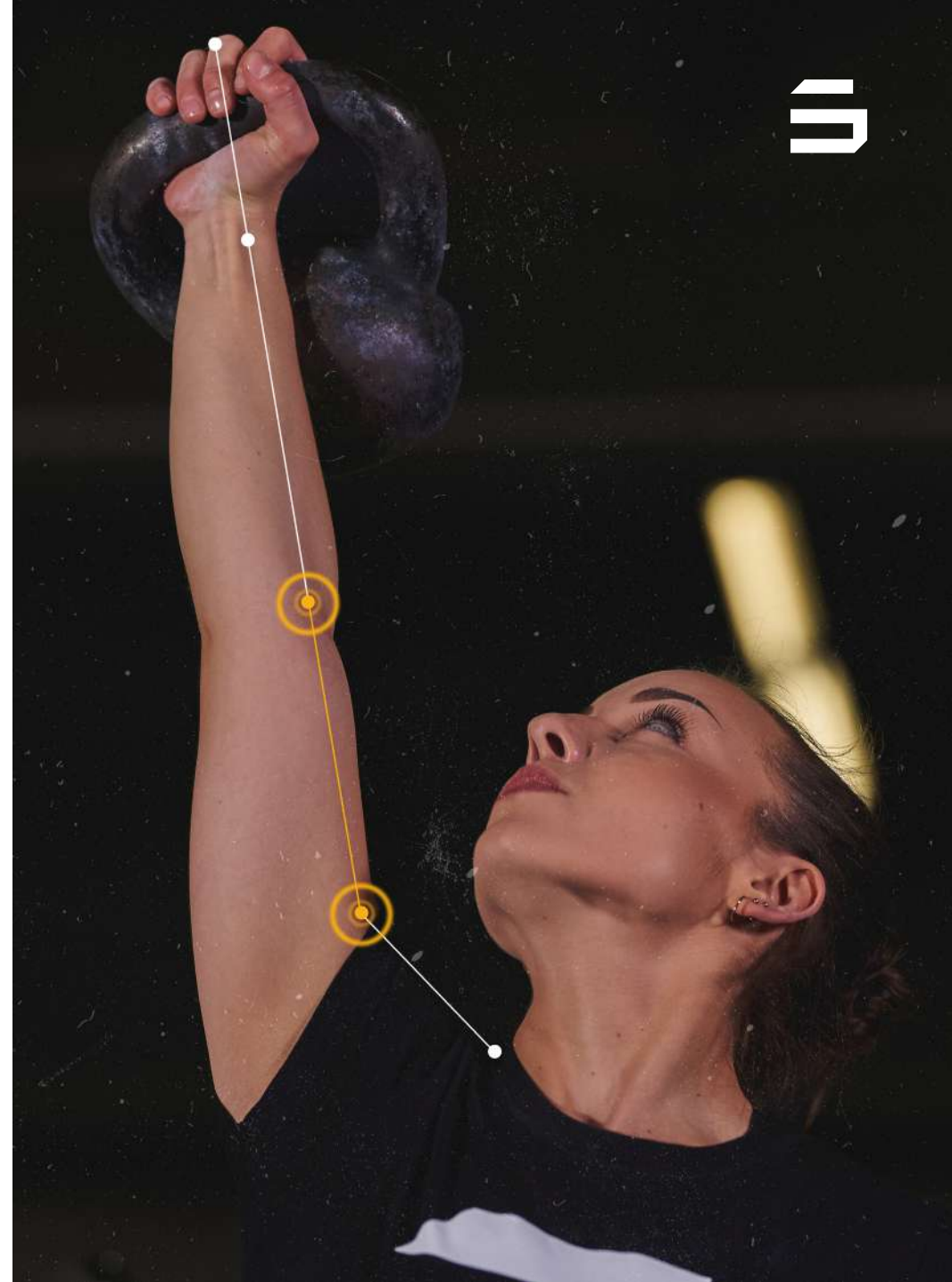
**KETTLEBELLS ALLOW YOU TO TRAIN YOUR WHOLE BODY LIKE IN A GYM.**

**2.**

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

**IT'S THAT SIMPLE!**

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

## 1. SYSTEM PROTOTYPE (ALFA: HARDWARE)

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

## 2. FREE APP AVAILABLE FOR IOS(\*ON IV 2023)

- 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 ARE MORE SENSITIVE THAN A TRAINER'S EYE**  
(\*REPORT FROM THE R&D PHASE)

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

## FOUNDERS



### **CEO: Aleksandra Sychalska**

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**



## TECH TEAM



### **Stawomir 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 Skątecki 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

R&D Video SaaS

GTM Video SaaS + Growth

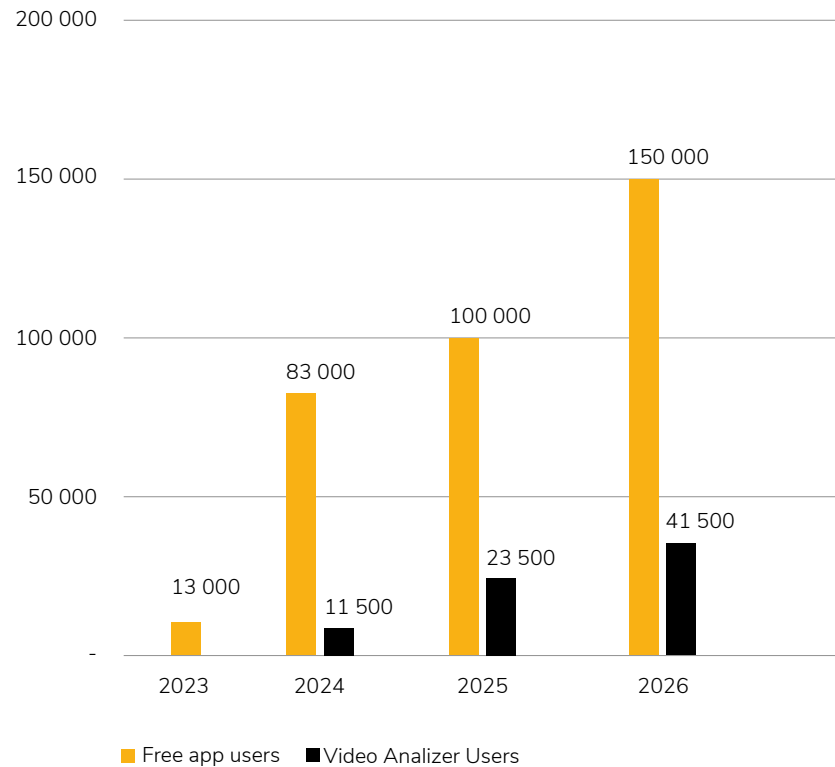
Growth

	2021	2022	2023	2024	2025	2026
DEVELOPMENT	Incorporation Sensor prototype	Algorithms prototype Jetsnatch System Prototype  US Market presence	Free App on iOS	Jetsnatch 1.0 (Video Analyzer SaaS) Market Launch (US + Europe)		
INVESTMENT	<b>Private investment: 12k\$</b>  <b>Pre-SEED round 250k\$:</b> 1. R&D of Jetsnatch System 2. Free App on iOS 3. Brand Development	<b>US market entry grant (PMT): 60k\$</b> <small>*non-equity</small>	<b>Pre-Revenue Round 750k\$:</b> <b>1.</b> US incorporation <b>2.</b> R&D of Jetsnatch 1.0 (Video Analyzer)			
KPI'S			<ul style="list-style-type: none"> <li>13k Free App Users</li> </ul>	<ul style="list-style-type: none"> <li>83k Free App Users</li> <li>11k Premium App (Video Analyzer) Users</li> <li>Income: 1,8M\$</li> <li>EBITDA: 1,2M\$</li> </ul>	<ul style="list-style-type: none"> <li>100k Free App Users</li> <li>23,5k Premium App (Video Analyzer) Users</li> <li>Income: 3,6M\$</li> <li>EBITDA: 1,9M\$</li> </ul>	<ul style="list-style-type: none"> <li>150k Free App Users</li> <li>41,5k Premium App (Video Analyzer) Users</li> <li>Income: 6,5M\$</li> <li>EBITDA: 3,6M\$</li> </ul>

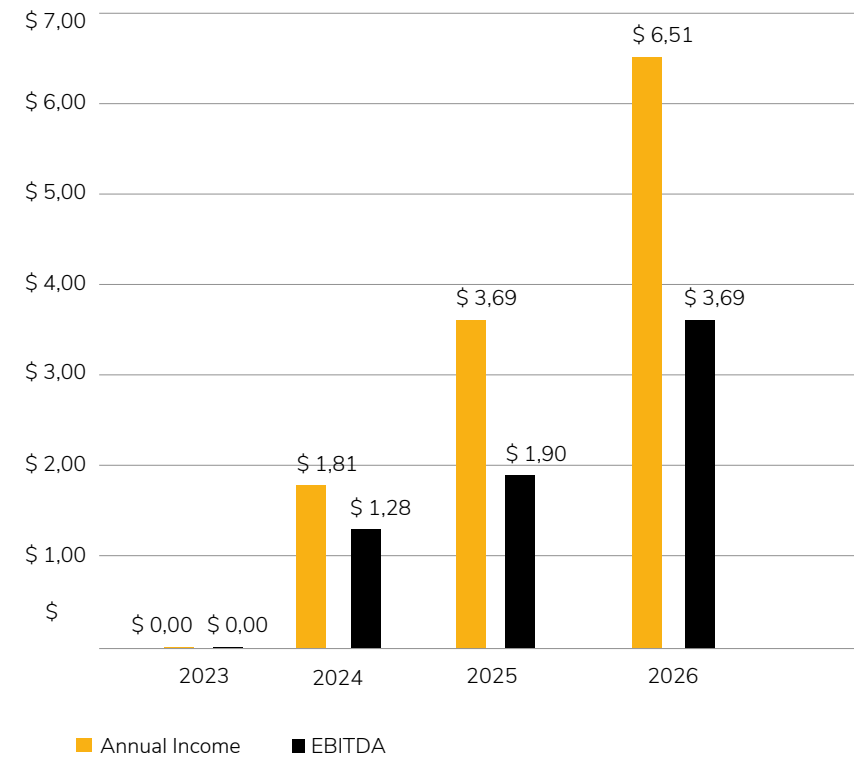


# JETSNATCH IN 2026: USERS: **150K**, INCOME: **6,5M\$**, EBITDA: **3,6M\$**

### Predictions: User Acquisition

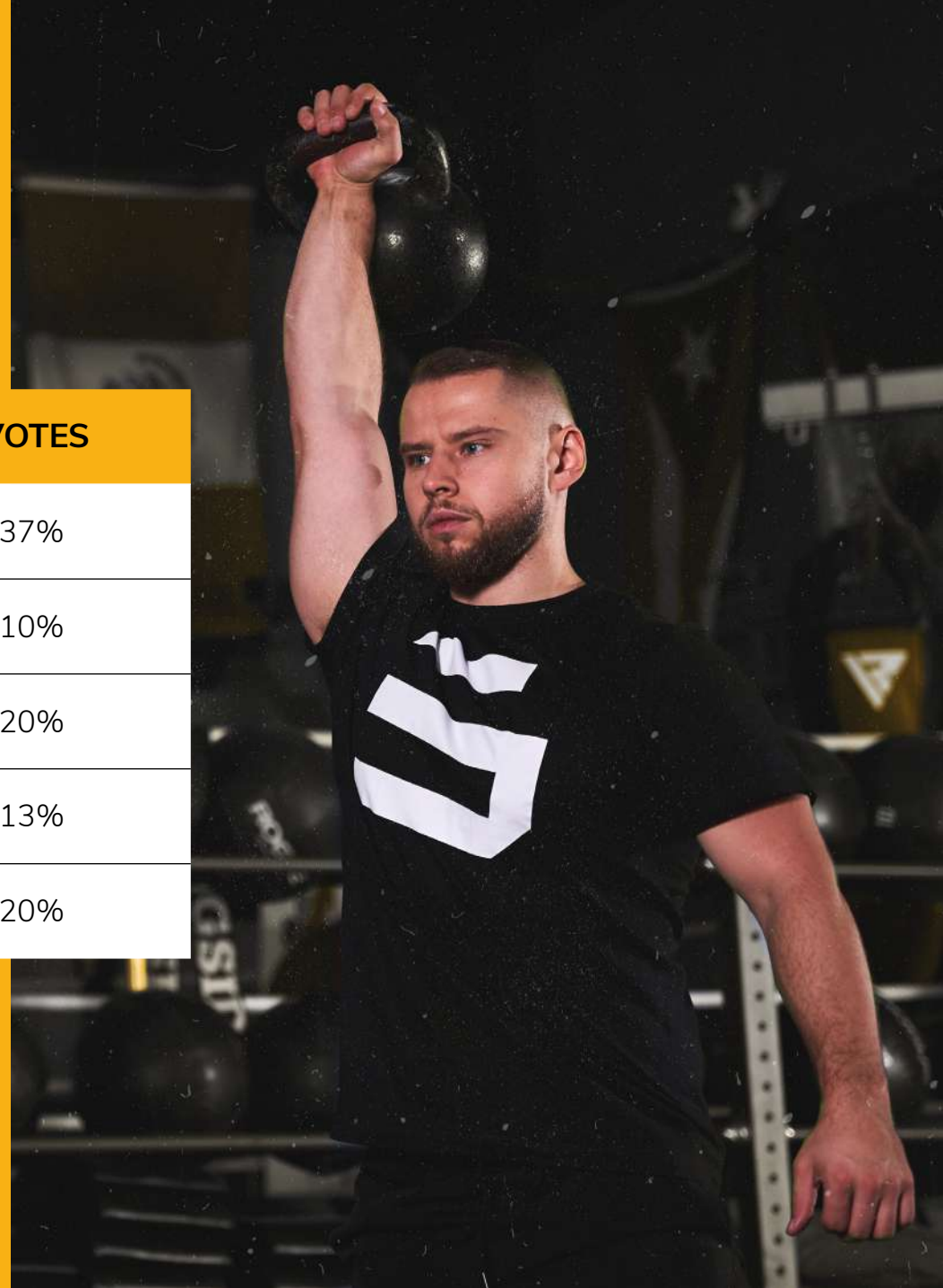


### Predictions: Income and EBITDA



# 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%



## **CONTACT:**

**Aleksandra Spsychalska - Pastucha**

Jetsnatch CEO

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