

# Aisra Pitch Deck

WE HELP ATHLETES IMPROVE THEIR  
PERFORMANCE AND PREVENT INJURIES USING  
OUR AI-GAMIFIED SPORTS INJURY APP.



# Problem

**1**

Lack of guidance  
for athletes

**2**

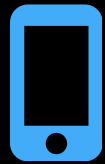
Performance and  
injury issues

**3**

Limited insights  
and tips



# SOLUTION



EASY TO USE



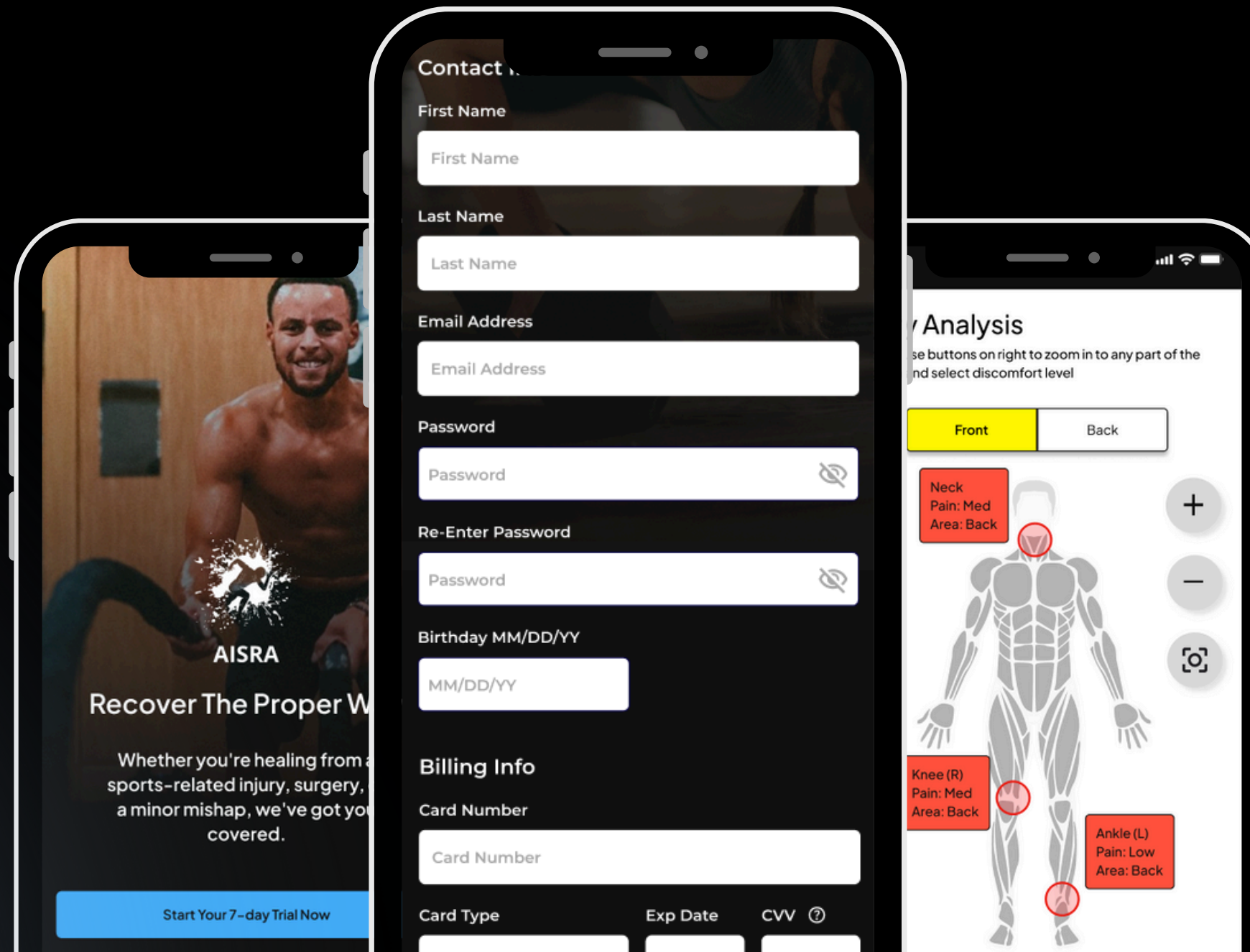
WORK ANYTIME



WORK EASIER

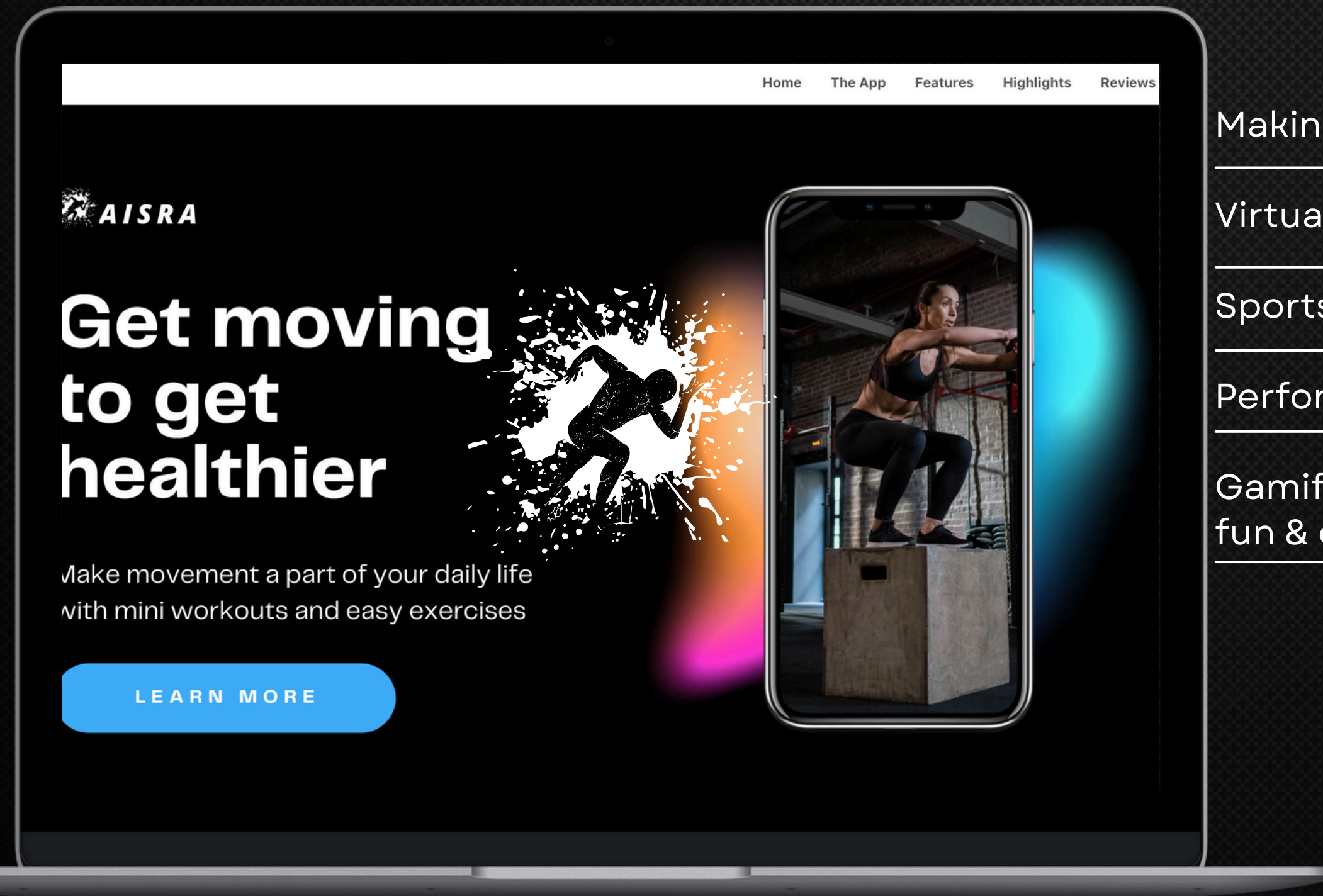


PERFECT FOR YOU





# New Product



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Making athletes faster by reducing seconds

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Virtual Coaching & Physical Therapy Services

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Sports-specific training programs

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Performance tracking

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Gamification Elements that make exercising fun & exciting

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# Wearable Fitness Devices

AISRA is an app for people who play sports. It uses AI to help them stay healthy and get better if they get hurt. It makes exercising fun like playing a game!



Tracks biometric data



Offers real-time feedback



Personalized coaching



# Birth of Product or Service

Aisra is for people who love sports but get hurt.

When athletes get injured, it can be frustrating and the journey to recovery is challenging. That's why we developed a gamified injury prevention app to provide them with a unique and enjoyable experience as they regain their strength and get back in the game.

Aisra's goal is to ensure that everyone can enjoy sports again, even after experiencing injuries.



UNCOVERING  
FRUSTRATIONS &  
BRAINSTORMING  
CREATIVE IDEAS

**2023**



RESEARCH &  
DEVELOPMENT

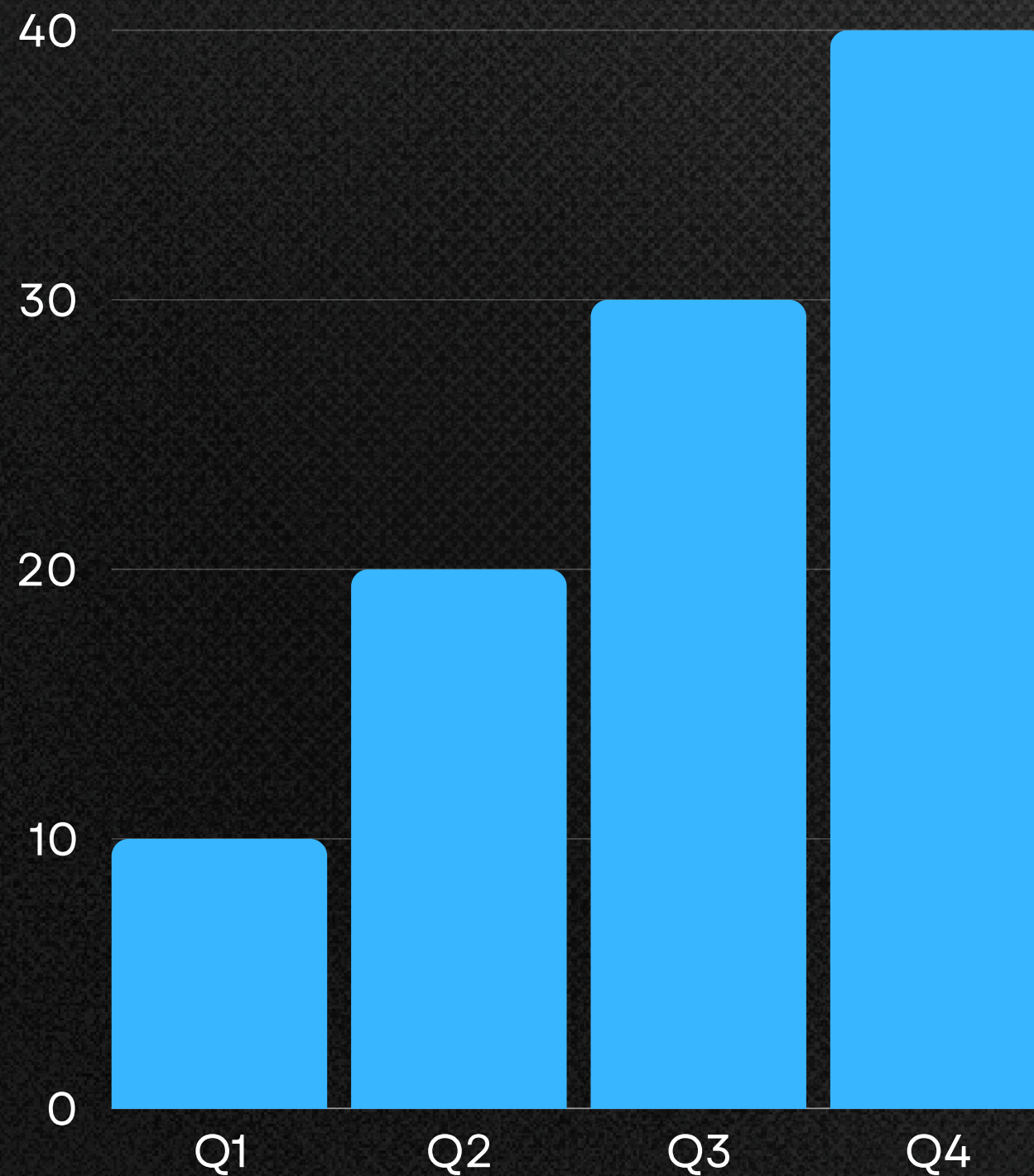
**2024**



LAUNCH &  
GROWTH

**2024**





# Traction

The app tracks metrics to showcase its effectiveness in improving performance and preventing injuries.

## Traction

- 50% growth/month (Monthly Unique Users)
- Acquisition cost: > \$20/member
- 100 athletes in less than 6 month

## What we have

- Ability to measure progress over time
- Real-time monitoring of performance and injury prevention
- Customizable goal setting and tracking
- Collaboration features for coaches and teams
- Regular updates and improvements based on user feedback and industry research



# Target Market

Age 18-45, active in sports, both genders, educated, middle-high income.



## Target Market 1

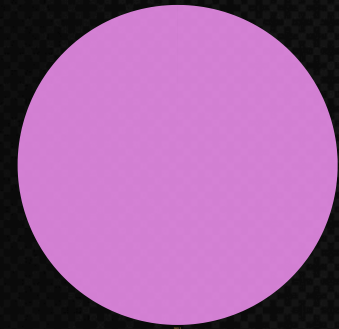
Health-conscious, motivated, active lifestyle, seeking fitness solutions, open-minded.



## Target Market 2

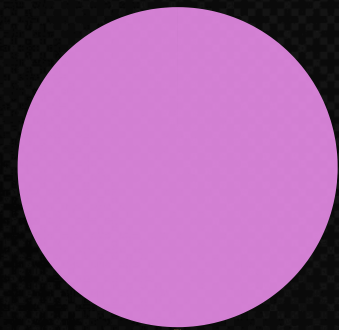
Passionate about sports, diverse activities, seeking performance and well-being.





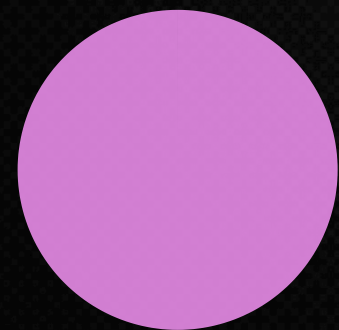
**10 Billion**

Total Available Market (TAM)



**3 billion**

Serviceable Available Market (SAM)

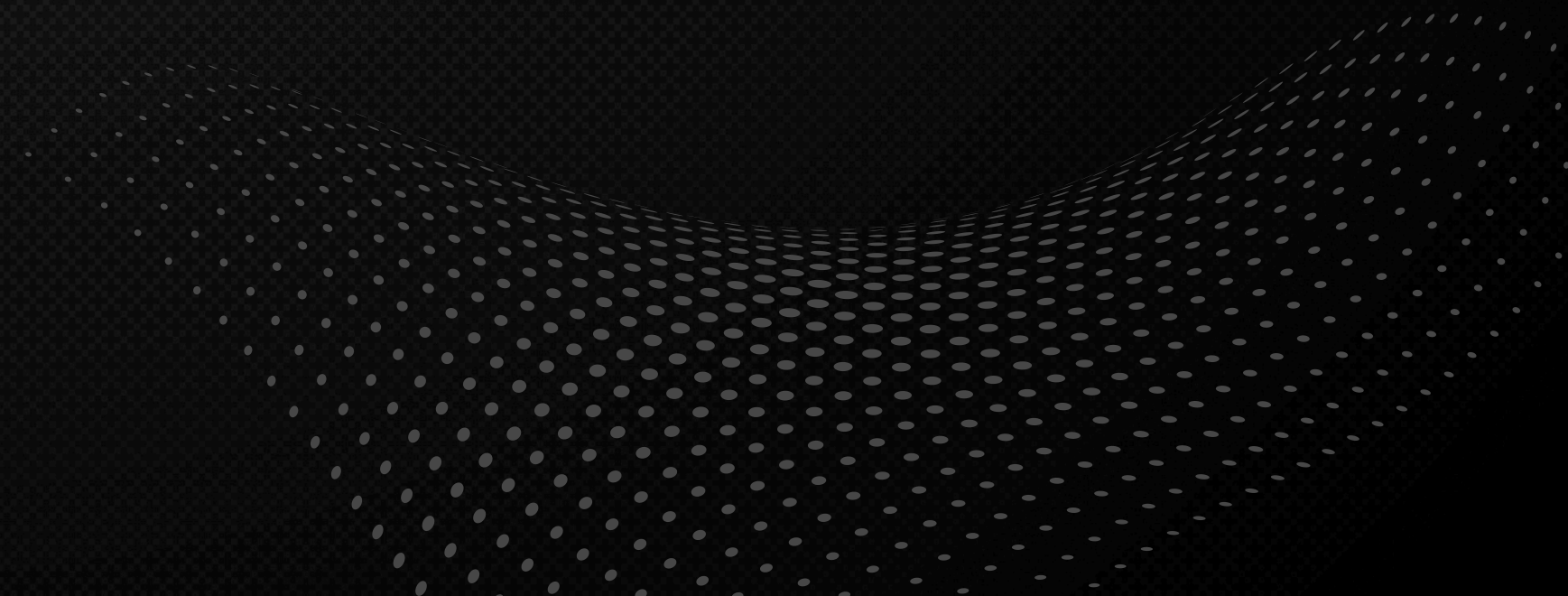


**8 Million**

Serviceable Obtainable Market (SOM)

# Size the Market

Apply the two ways to size the market - top down or bottom up. Some sizing jargons are TAM, SAM, and SOM.

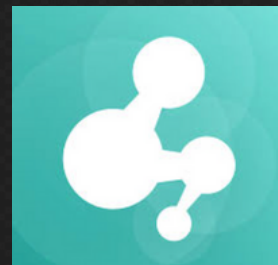




# Direct Competitors

## Rehab Boost

A leading provider of rehabilitation and physical therapy solutions. They offer innovative products and services to help individuals recover and regain their mobility.



## Rehab Guru

Provides comprehensive resources and tools for healthcare professionals in rehabilitation. They offer evidence-based guidelines, training materials, and interactive exercises to support high-quality care.



## Fitwizard

A fitness technology company that creates personalized workout and nutrition plans. Their advanced algorithms analyze individual data and goals to provide tailored recommendations for optimal fitness results.





# Competitive Advantages

## AI Algorithms and Real-time Feedback

- Improve performance and prevent injuries.
- Competitors do not have the same advanced AI features and real-time feedback.

## Gamification Elements

- To keep users engaged and motivated.
- Competitors lack the same level of gamification in their solutions.

## Thorough Solution

- Complete solution for sports injury prevention and performance improvement.
- Competitors often provide partial solutions without the integration of AI algorithms.



# Competitor Approach

**1**

- Our company stands out by providing advanced AI algorithms and real-time feedback.
- This will improve performance and prevent injuries, giving us a competitive edge.

**2**

- We differentiate ourselves by offering a thorough solution for sports injury prevention and performance improvement.
- Unlike competitors with partial solutions, we integrate AI algorithms into every aspect of our solution.

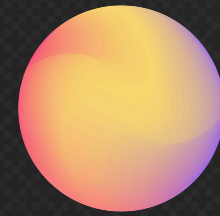
**3**

- To reach our target audience, we will use events, partnerships, and targeted advertisements, which have proven to capture attention and interest of users.



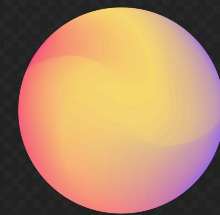
# Business Model

We are using  
subscription-based  
freemium model



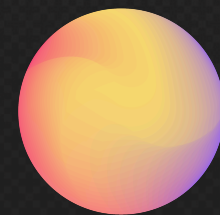
FREEMIUM MODEL

WITH CONSISTENT 2% CONVERSION  
FROM FREE TO PAID PLANS



5% CHURN

EQUATES AN LTV OF \$240 AND  
ALLOWS US CAC UP TO \$2



\$100M

PROJECTED REVENUE AT 5M USERS  
2024-2026



# Future Roadmap

- \$2.5M
- Seeking capital for expanding the development team
- Aiming to scale marketing efforts
- Looking to establish strategic partnerships

Q1

2024

DEVELOP ARTIFICIAL INTELLIGENCE ALGORITHMS AND DESIGN USER INTERFACE

BUILD THE APP USING A MOBILE APP DEVELOPMENT FRAMEWORK

TEST THE APP THOROUGHLY AND LAUNCH IT TO THE MARKET

Q2

2024

CONTINUOUSLY IMPROVE THE APP BASED ON USER FEEDBACK AND DATA ANALYSIS

Q3

2024

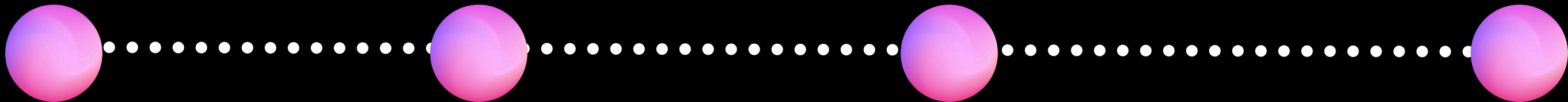
DEVELOP PARTNERSHIPS WITH SPORTS TEAMS AND ORGANIZATIONS TO PROMOTE THE APP AND GENERATE REVENUE

Q4

2025

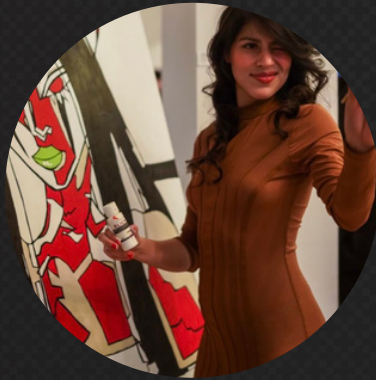
ALLOW USERS TO COMPETE WITH FRIENDS OR OTHER USERS ON A LEADERBOARD

OFFER PRIZES SUCH AS WORKOUT GEAR OR DISCOUNTS ON SPORTS EQUIPMENT FOR REACHING CERTAIN MILESTONES OR ACHIEVING SPECIFIC GOALS





# The Team



**Jesselynn  
Contreras**

CEO/CTO



**Alex Yu**

CVO



# Thank You

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