
STEPFIT
A comprehensive
B2B coaching tool

Trusted by **the market leaders**

Fit Global / Ole.Fit

A chain of over
50 gyms in Finland

Liikku

A chain of over
50 gyms in Finland.

Kuntokeskus Energy

A leading gym chain in Finland
(Joensuu and Kuopio area).

IKSU

The largest sports center organization in Northern Sweden with over 16.000 members.

Hälsoprofilen

A chain of 6 gyms from Southern Sweden.

Campushallen

A leading gym chain in
Linköping, Sweden.

In addition, Step2Fit has more than a hundred companies as clients throughout Scandinavia. **Ongoing negotiations with Sats and Fitness24Seven & many other major clients.**

Teamed up
for growth

Confirma
A global operator in ERP software

WiseNetwork
Growing ERP operator in Europe

Zoezi
A leading ERP organization in Sweden

BRP Systems
Currently negotiating a deal with the largest Swedish ERP chain

We operate closely with over 20 sports schools in the Nordics, e.g. IntensivePT, Trainer4You, Active Education & more.

Business model & **financial projections**

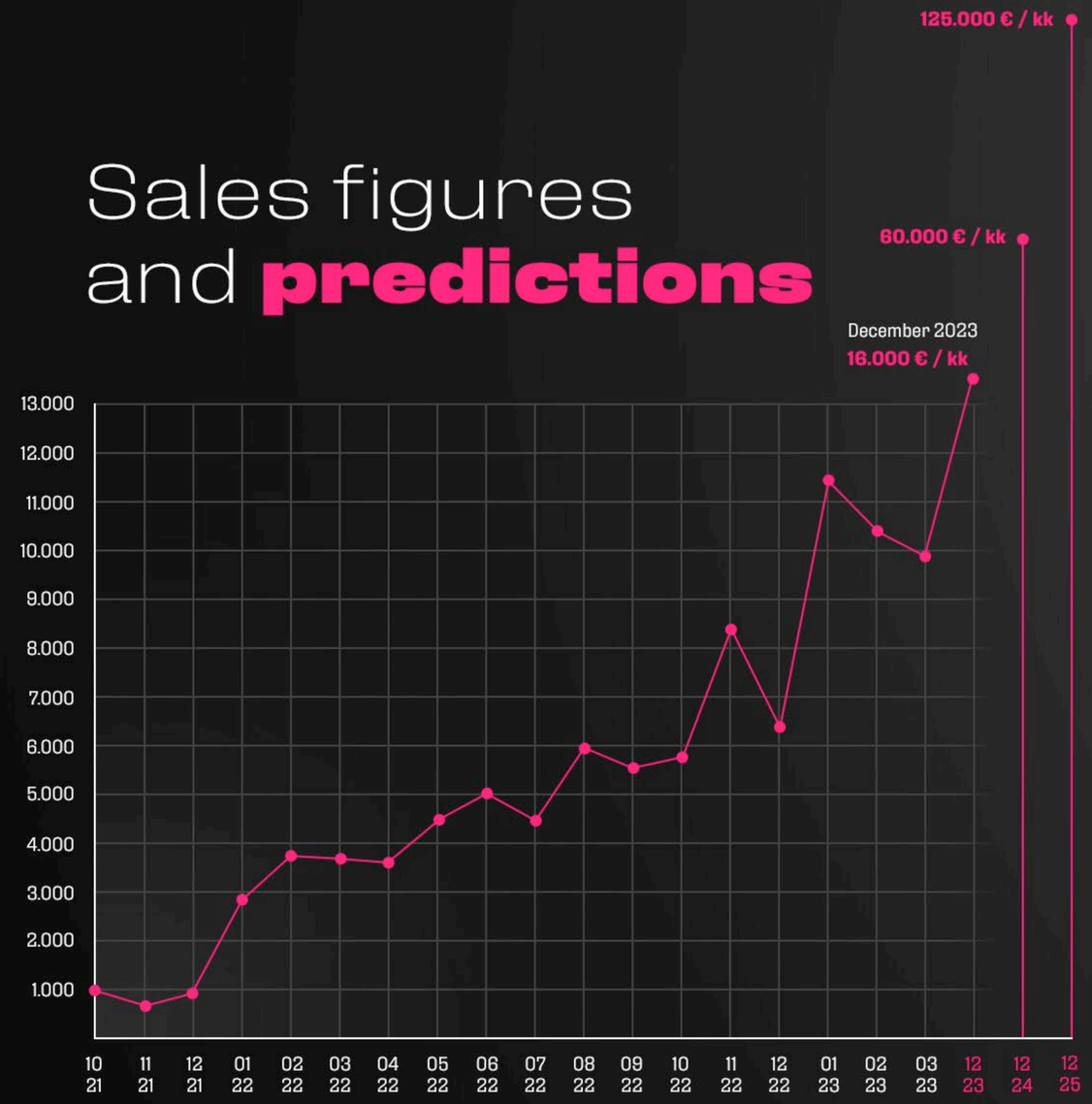
Our customer base consists of businesses and professionals (B2B). Revenue in 2023 is **100% higher** than the previous year, amounting to approximately **€160,000**.

The market size in the Nordic countries amounts to hundreds of millions when considering the entire health and wellness sector. A realistic goal is to acquire over **35,000** active B2B clients from the Nordic and European countries between the years 2024-2030, with an average price of €50/month. This would mean **€1.750,000/month** and **€21,000,000 / year** in revenue.

With 35,000 coaches having an average of 12 clients, the additional income through the paid app version would be €2/month, which equates to **420,000 x €2 = €840,000/month = €10,080,000 / year.**

Thus, the revenue for the year 2030 would be €31,080,000.

Sales figures and **predictions**



2024 we will have **1,500** active coaches with an average price of €40/month, equating to **€60,000/month**.

Market leader in Finland. Business in Sweden is growing significantly, and we have our first major clients in Norway.

2025 we will have **2,500** active coaches with an average price of €50/month, equating to **€125,000/month**.

Among the leading coaching tools in the Nordic countries. The Danish market opens at the end of the year. Negotiations have been conducted in the Baltic countries and Spain.

2026 we will have over **4,000** B2B clients and in addition, **150,000** paying B2C customers

A paid application version for the end user (B2C) will be launched during the year.

2027-2030 we will operate in at least 10 countries across Europe

Investment **areas**

Continuity and quality through development

During the years 2018-2023 we have invested hundreds of thousands to our platform development. This has enabled us to grow into our market leading status today. We value usability and customer feedback and are eager to answer to new suggestions and features. The system needs regular maintenance and some additional development, but the main features are now in place.

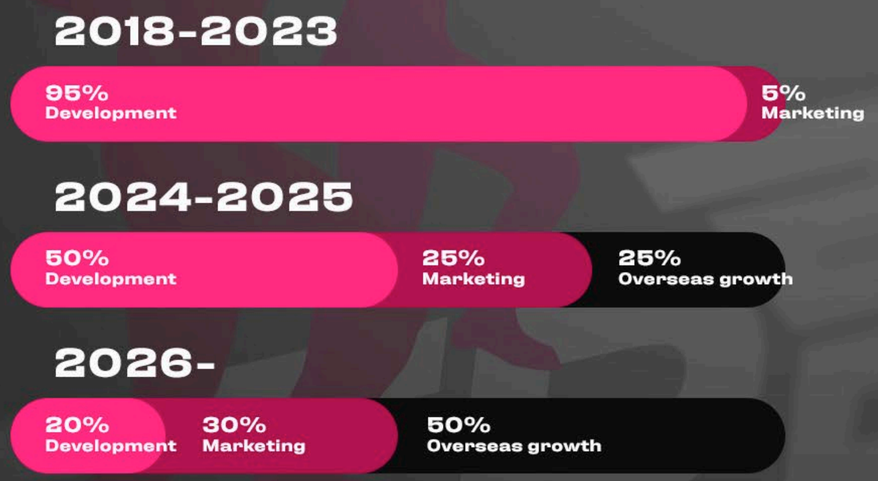
Growth through marketing

The greatest effort for development, iteration and testing is now behind us and we feel confident about the list of features we have. Now it's time to invest in marketing.

The product is in the market

We already operate in Finland, Sweden and Norway with a long list of clients and partners. **The investment we are seeking is a means for us to grow.**

Investments distribution



Customer **Acquisition** Cost / CAC LTV

Corporate Customers (gyms and fitness centers)
Customer acquisition cost: €300

Customer acquisition cost is reduced through partnerships. Integrations with management systems enable the use of the service directly from the current system. (Zoezi SWE)

Average price per corporate customer: €200/month
Lifespan at least 24 months (€4,800 in two years)
Average corporate customer sales increase by 20% annually.

Sole Proprietors (coaches and Personal trainers)
Customer acquisition cost: €120

Average price per coach / Personal trainer: €30/month
Lifespan at least 12 months (€360/year)

Pricing changes are coming in spring 2024, when an online store will also be launched for coaches and companies. The goal is to increase the average price per individual coach to over €50/month.

Cash Runway

Funding round €300,000

Funding sources:

Product development loan from Business Finland €200,000

Innovation and digitalization loan from Finnvera €200,000

Company expenses per month: €20,000

Cash Runway = 2.5 years (30 months)

Competition
in the market

	Step2Fit	Lenus (global)	Exorlive (SWE)	Nutritiondata (SWE)	Abel (NO)
Basic training programming	★	★	★		★
Advanced training programming	★				
Nutritional programming	★	★		★	★
Functional training programming (wod)	★				
Client metrics and communication	★	★		★	★
Calendar and bookings	★	★	★	★	★
Trainer online sales	★				★

The definition
of a coaching platform

Step2Fit is a **holistic coaching platform & app** for all wellness and training professionals.

- Nutritional planning
- Client communications
- Progress monitoring
- End customer sales
- Advanced training programming
- Calendar & schedule
- Physiotherapy programming
- AI-enhanced controls



Dedicated to **advanced coaching**

Step2Fit has its roots in **fitness, wellness and multi-sports coaching.**

Step2Fit is a Finnish fitness training and software licensing organization, based in Finland. With well over 15 years of experience in fitness training industry, we have offered our expert product to the software field since 2018.

We are passionately growing and expanding, with thousands of users already in Finland, Sweden and Norway. We are determined to grow globally in the coming years.



Who **we are**



Jani Rajala
founder, partner, CEO

Over 15 years experience on fitness and multi-sport coaching.



Sami Körkkö
CCO

10 years of working as a PT / Health professional.



Arttu Niskakangas
sales director Norway

Ex-athlete, physique trainer.



Henna Kyröjoki
sales executive, partner

Over 5 years experience on personal training and operating in the wellness industry.



Olli Peltonen
sales executive, partner

Wellness coach, specialized in lifestyle changes.



Emilia Perkkola
physiotherapy advisor

Licensed fitness advisor, personal trainer and physiotherapist.



Johan Åminne
consultant / Nordics

Over 20 years of experience of business development and leadership in the fitness and supplement business.

Partners

Teemu Koskinen, partner | **Luova toimisto Ensemble Oy**, software production and advertising, partner

ENSEMBLE

The **tech team**

Creative Agency Ensemble



Janne Huhtala
project leader, partner, CEO

Over 15 years experience on software design and project management.



Matti Tihveräinen
lead developer, partner

Over 15 years experience on demanding software projects.



Janne Alhonpää
designer, partner

Over 15 years experience on UI/UX design projects and advertising.



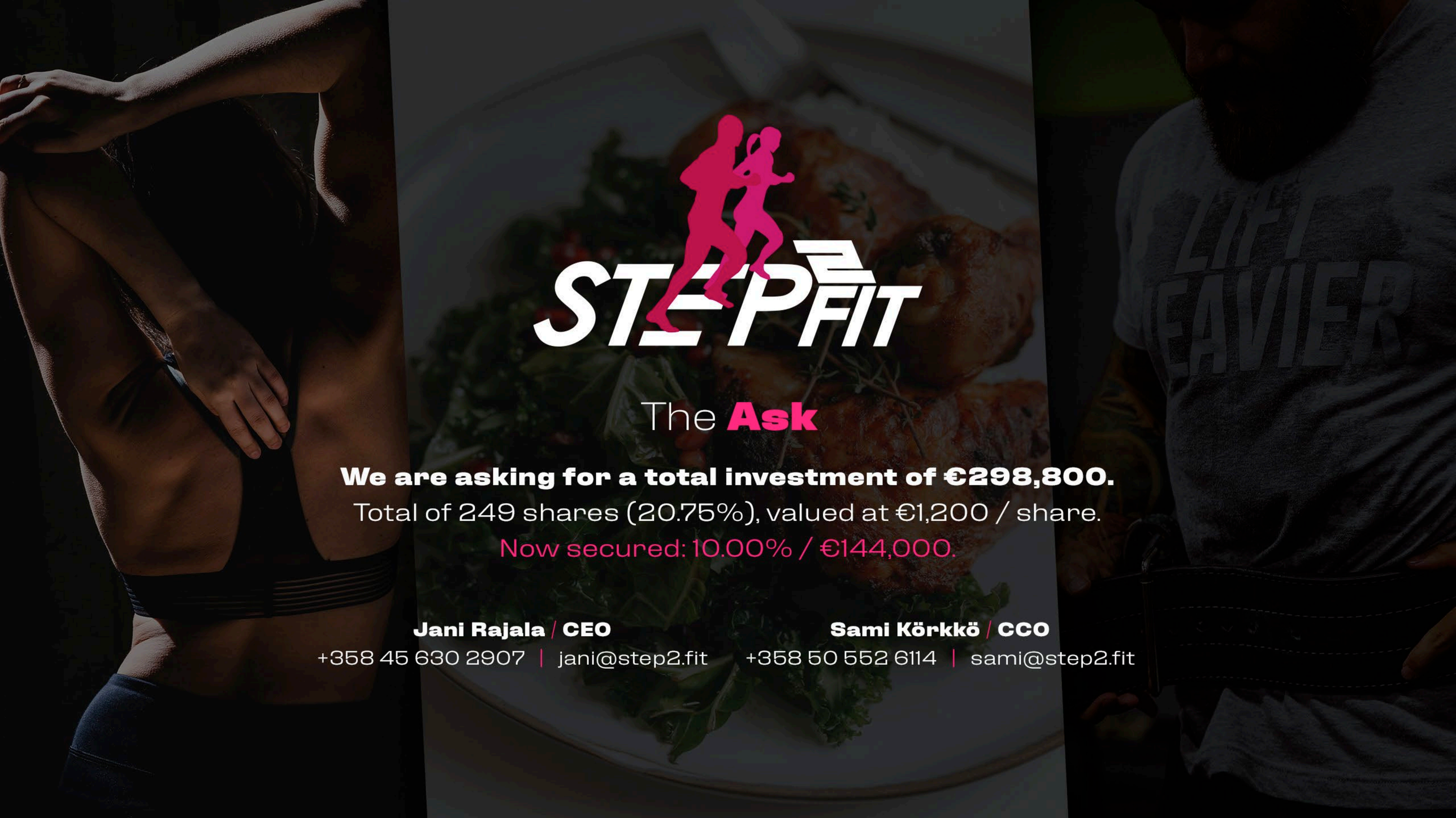
Ilkka Gustafsson
system architect, partner

Multi-platform system architect and developer.



Ville Mattila
designer, motion designer

Graphical / 3D and motion designer. Strong background in tech.



The **Ask**

We are asking for a total investment of €298,800.

Total of 249 shares (20.75%), valued at €1,200 / share.

Now secured: 10.00% / €144,000.

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