



AI-powered personal trainer for endurance sports in an app



Scan with your phone
and test the app yourself!

Area: SportsTech
Round: Seed
Saarbrücken, Germany

01 Summary

- enduco is replacing the human personal trainer with an AI-algorithm in a mobile app
- 150K € EXIST granted 04/19 until 06/20
- 450K € Pre-Seed round in 02/2020
- 25K Registrations so far
- enduco Pro launched on Feb 1. 2021
- **Currently raising 1.2M €**
Seed to scale marketing & improve product
(200K already raised from Pre Seed investor)

Partners

BRÜGELMANN

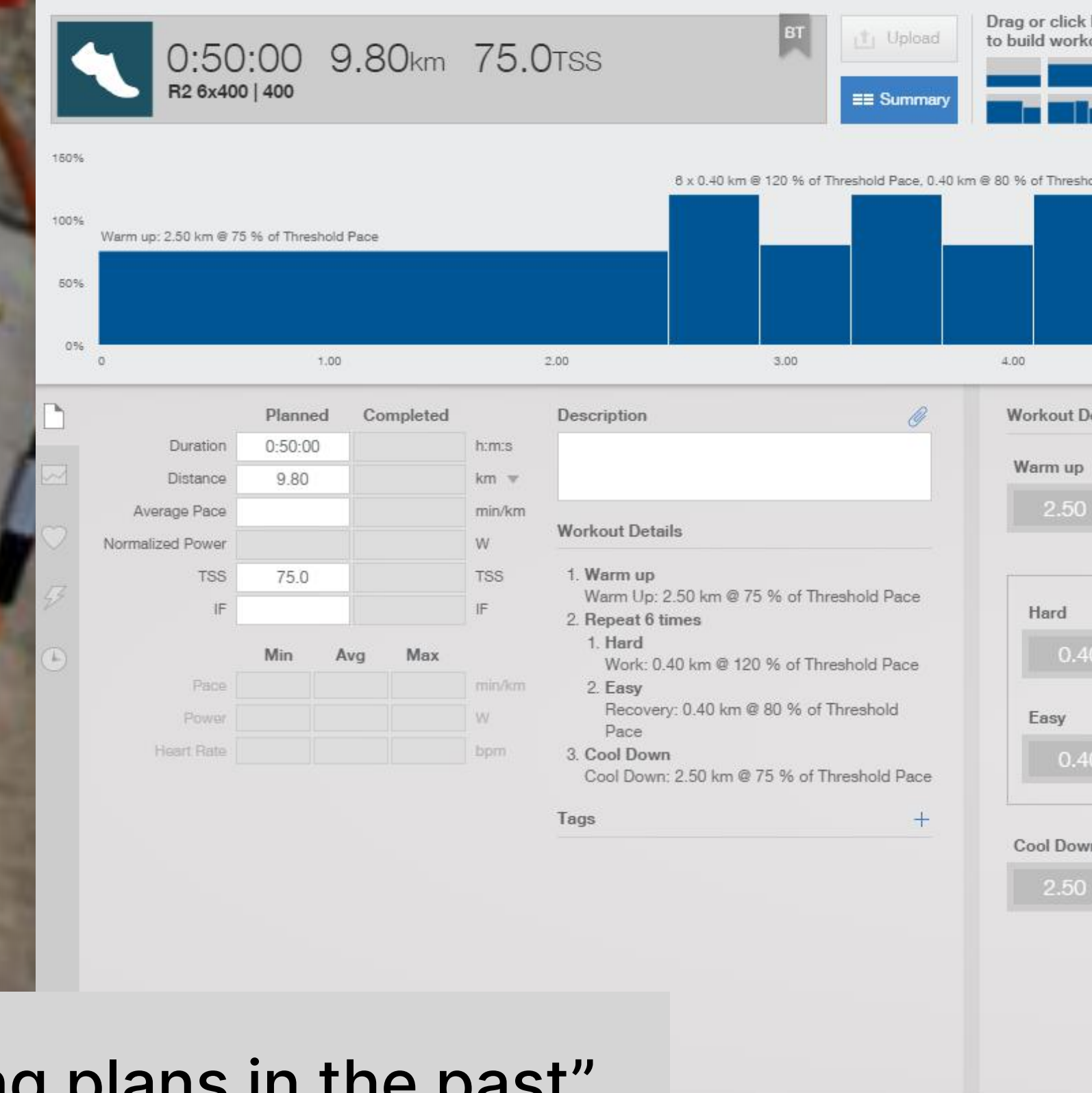
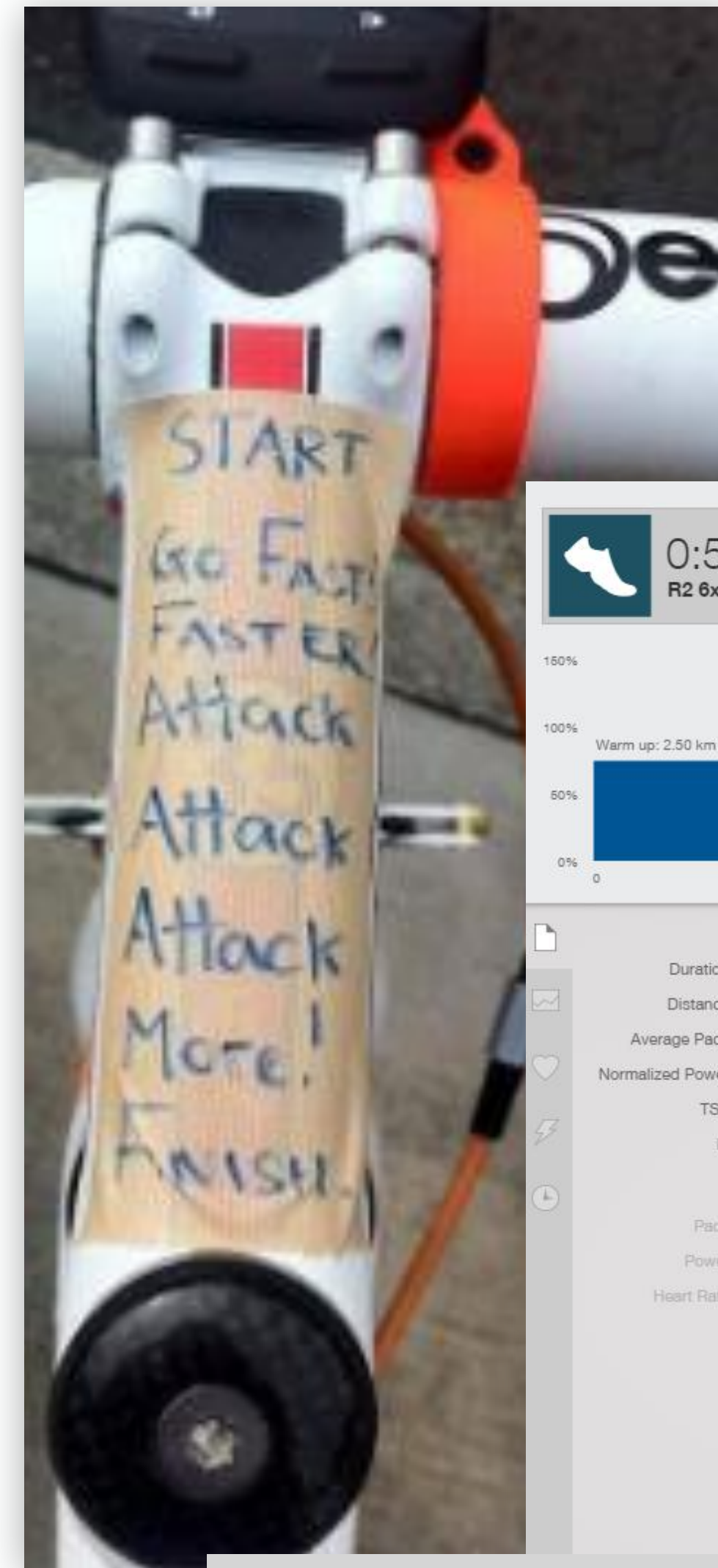


INTERNET
— STORES



02 Problem — Training Plans

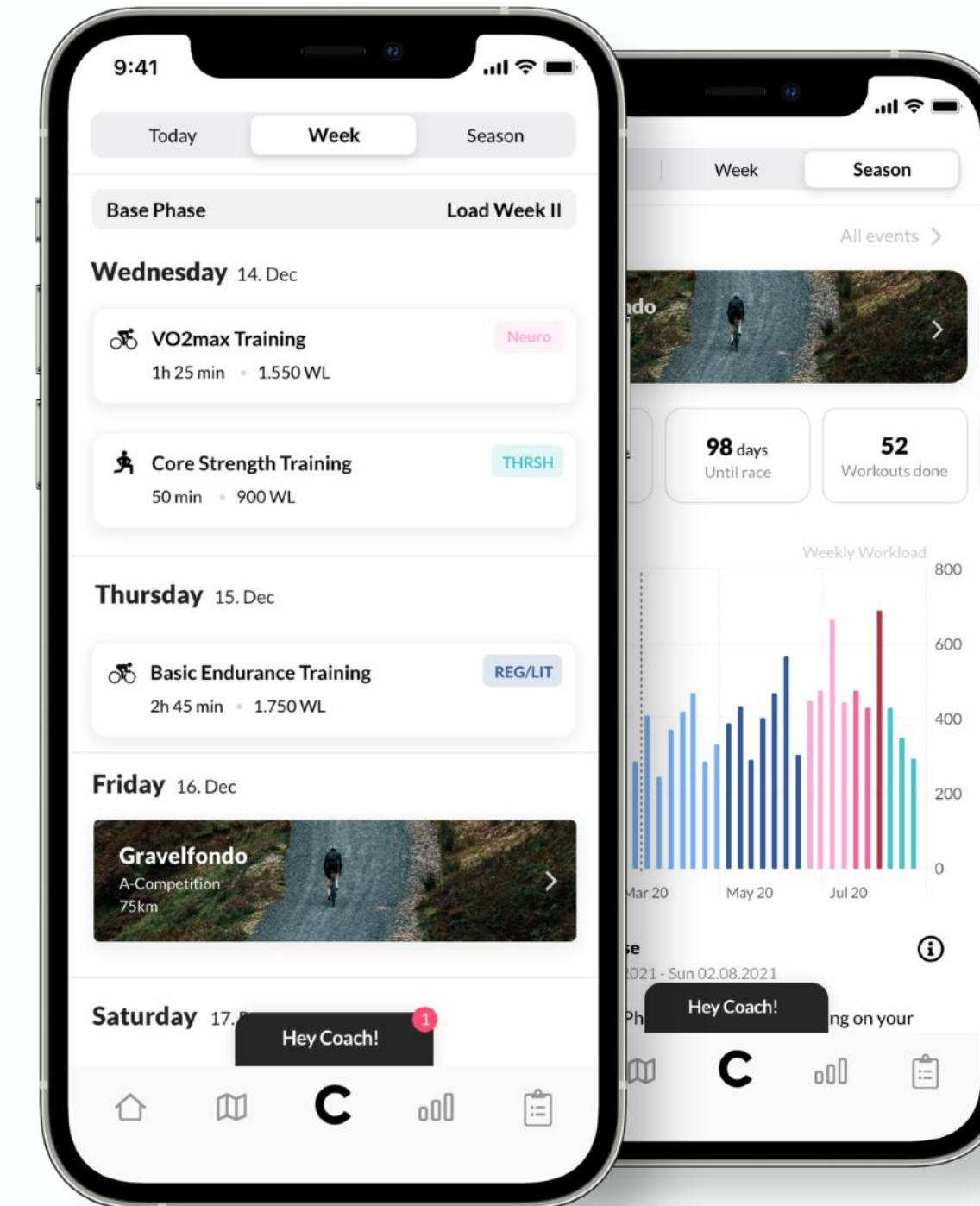
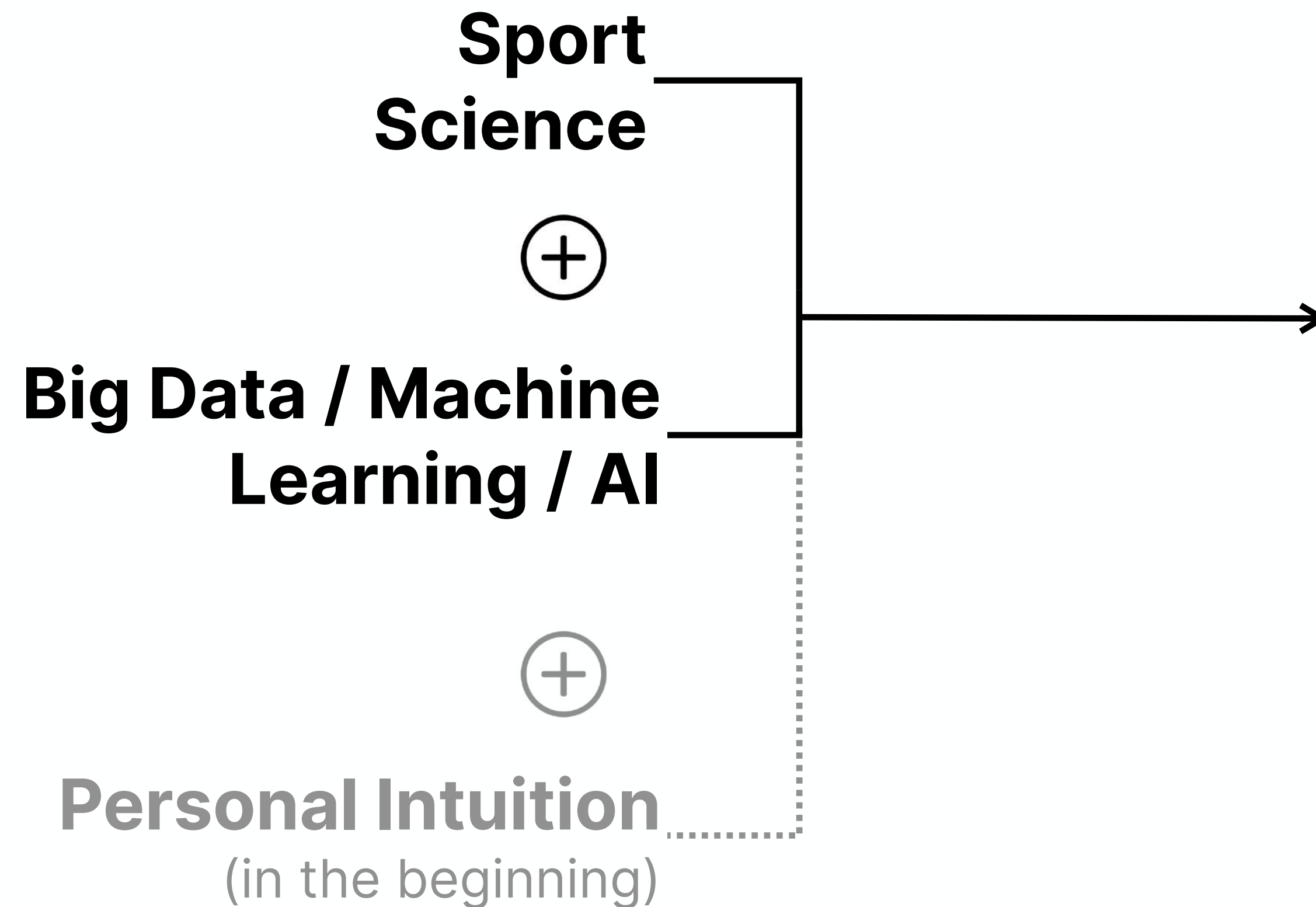
- Standard training plans from the internet:
→ **not individual at all**
- Personal trainers for some athletes:
→ **too expensive**
- Building a plan yourself:
→ **really complicated**
- Creation of training plans always based on sports science education and a trainer's intuition:
→ **not based on data**



“Training plans in the past”

03 Solution

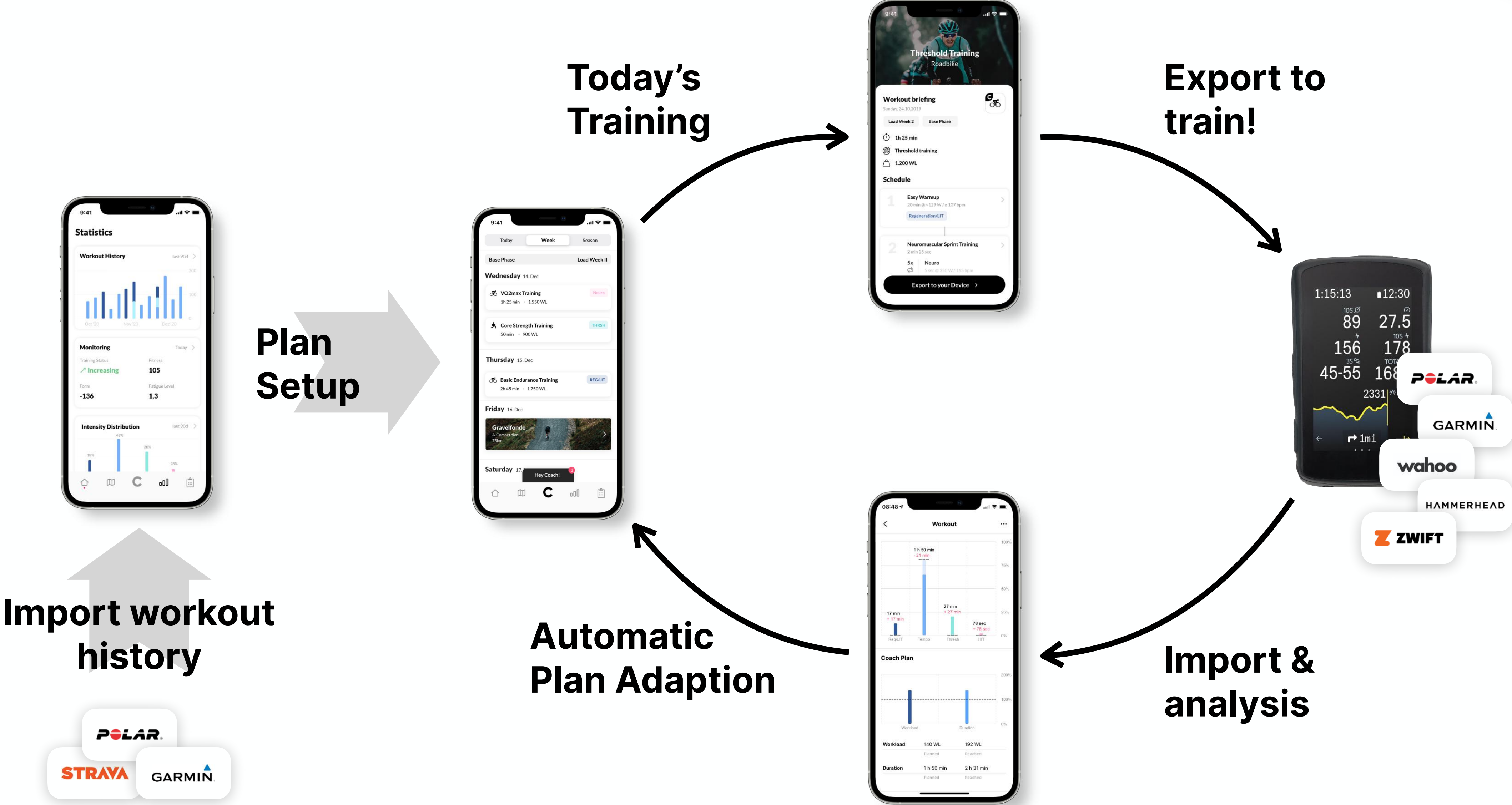
→ An AI-based training plan as mobile app



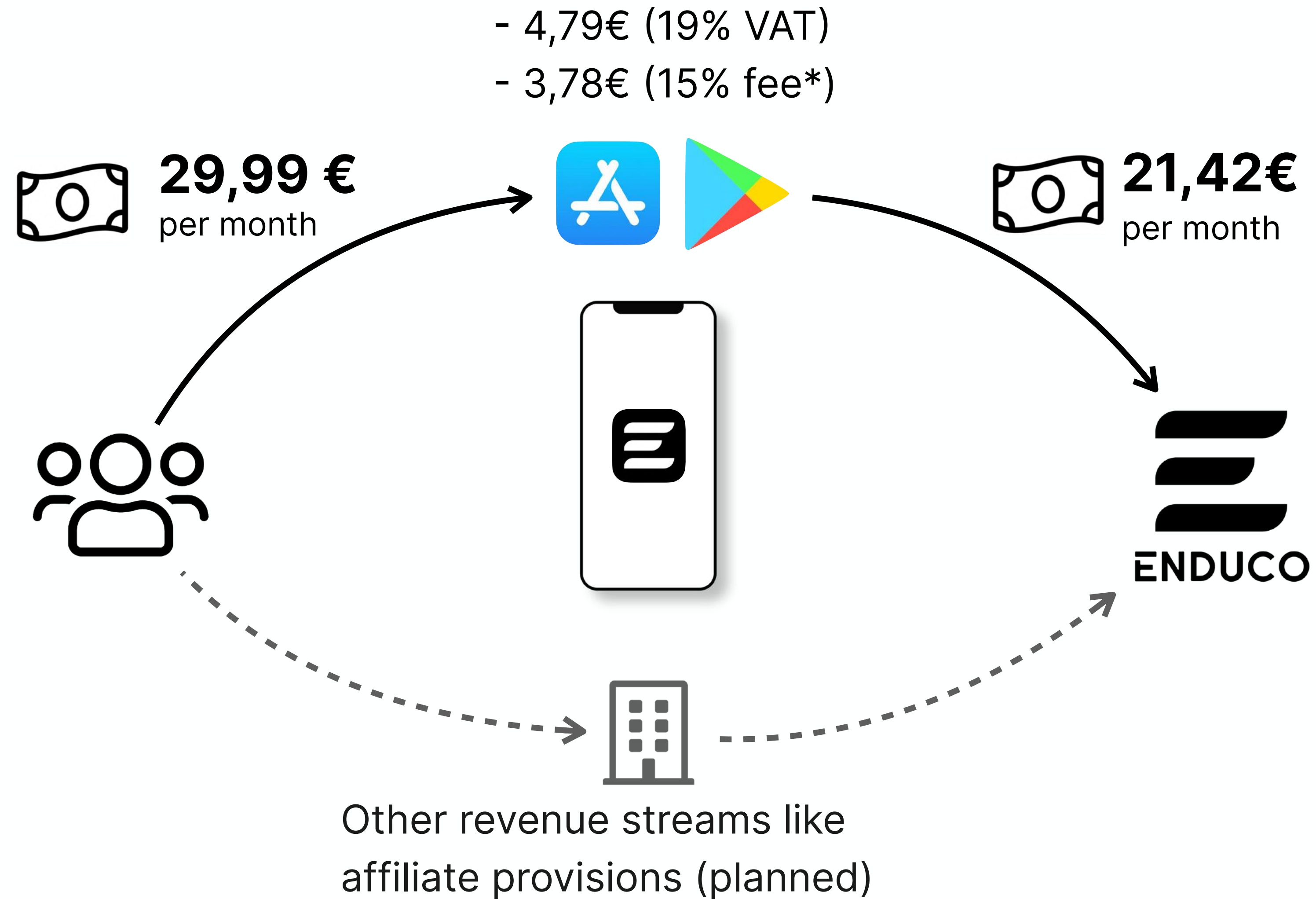
Training plan
→ Best possible
performance increase

04 How it works

Download the App here

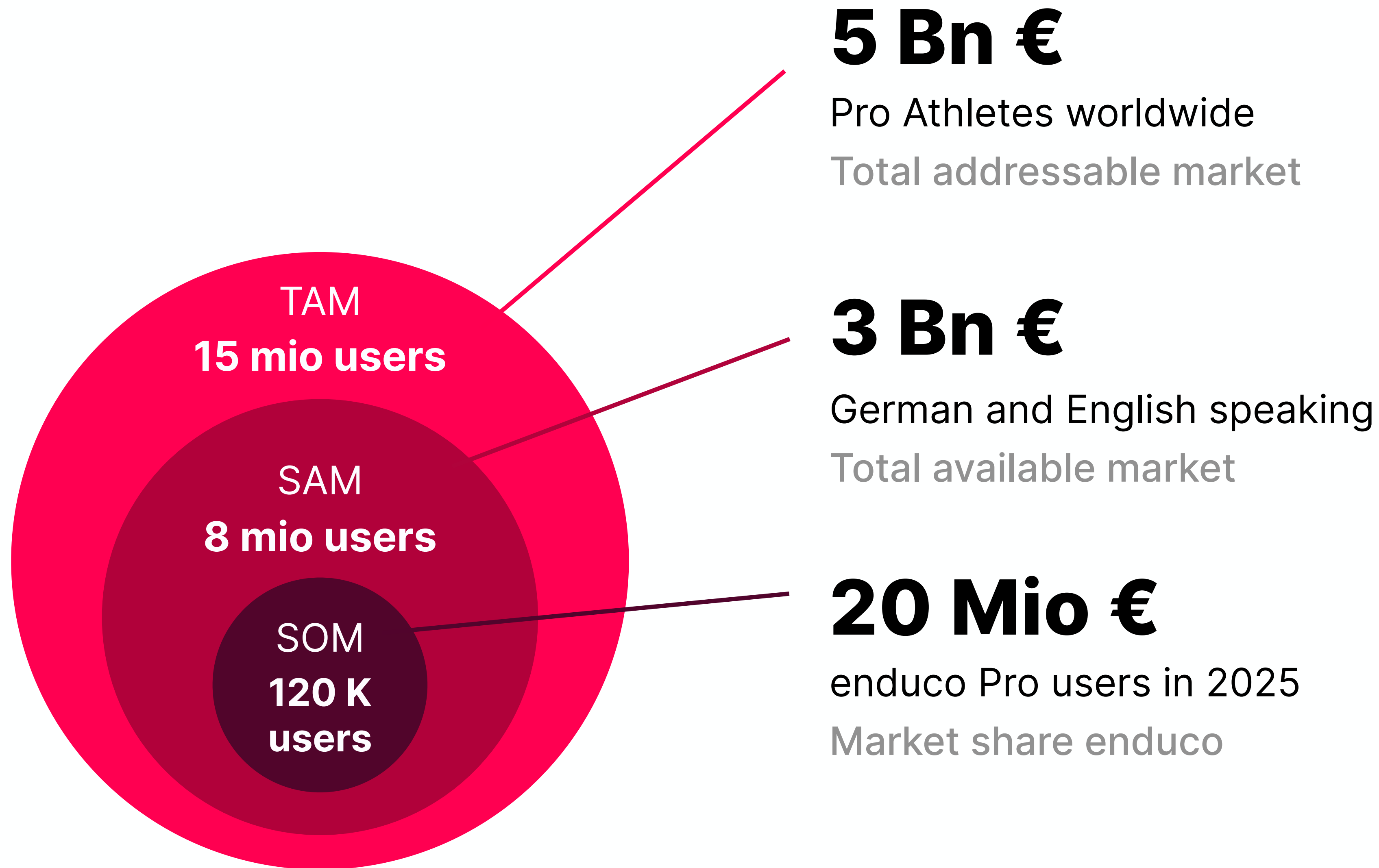



05 Business Model



*Commission fees: Apple 15%, Google 30% (from July 2021: 15%)

06 Market

Training 4+ times per week

mobile phone

higher income than \$20K/year

*All countries with German and English as national language and a distribution >50%.

07 Traction & KPIs

Registrations before enduco Pro 25.000

01.02. - 14.03.2021

Marketing spent 10.324 €

Paying Users 41

1 Year Revenue (10% Churn) 6.115 €

User feedback

4.6 ★★★★★ 71

Apple AppStore

3.6 ★★☆☆☆ 97

Google PlayStore

€ 274 → € 228

CAC February

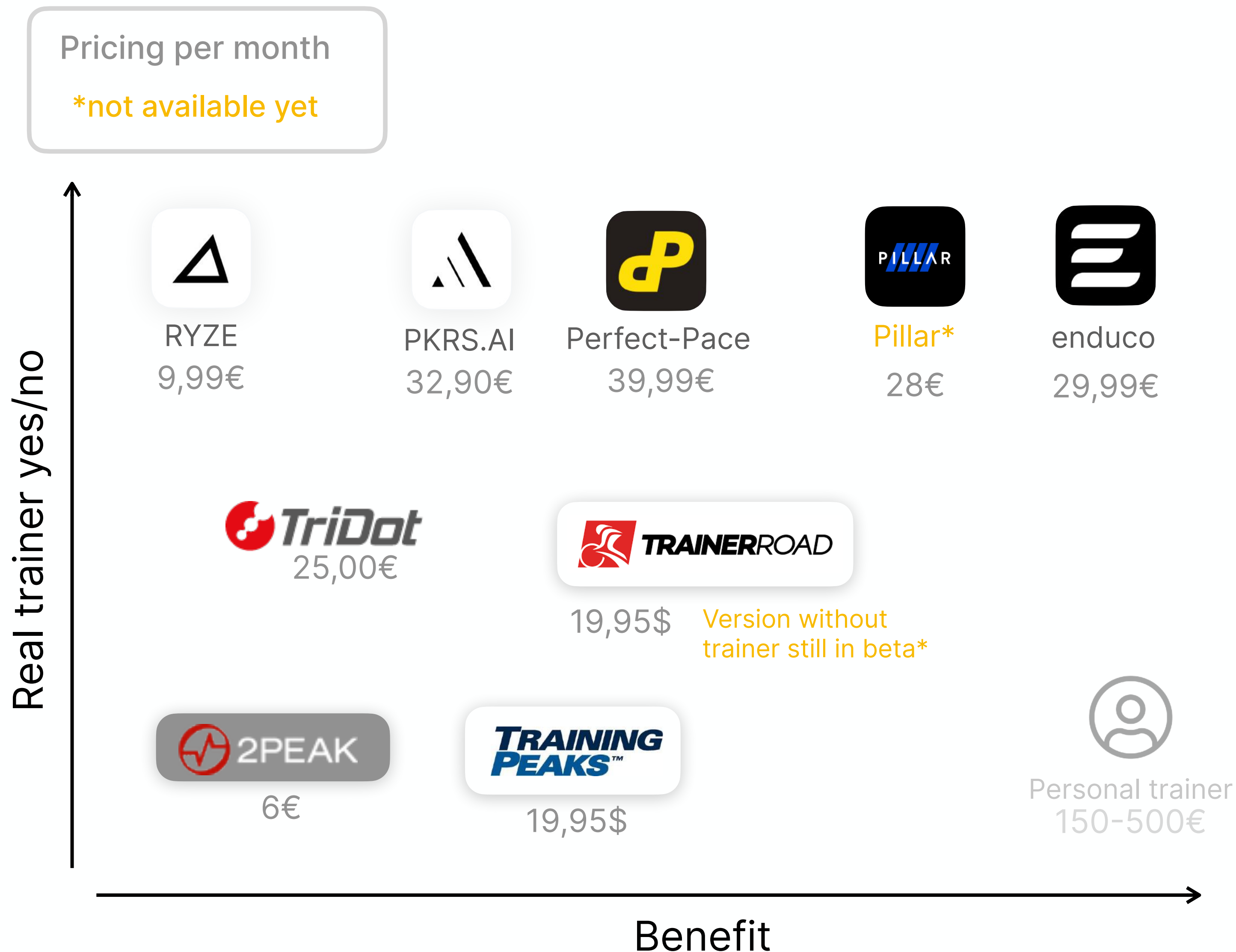
est. CAC March

200€-330€

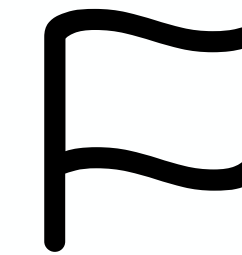
est. LTV (depending on churn rate)

- Product still in MVP state → critical app stability issues (Android)
- Social Media marketing, Podcast ads, inviting friends into the app
- 10% Churn rate **assumption**

08 Competition

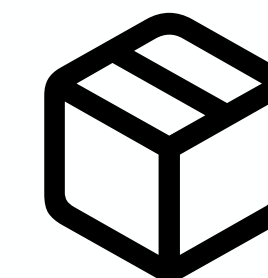


USPs:



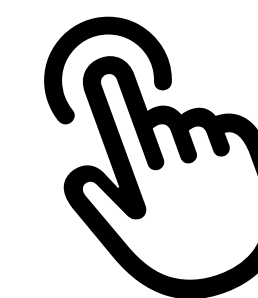
Ahead of the market

Many competitors still in development/beta process



All-in-one solution

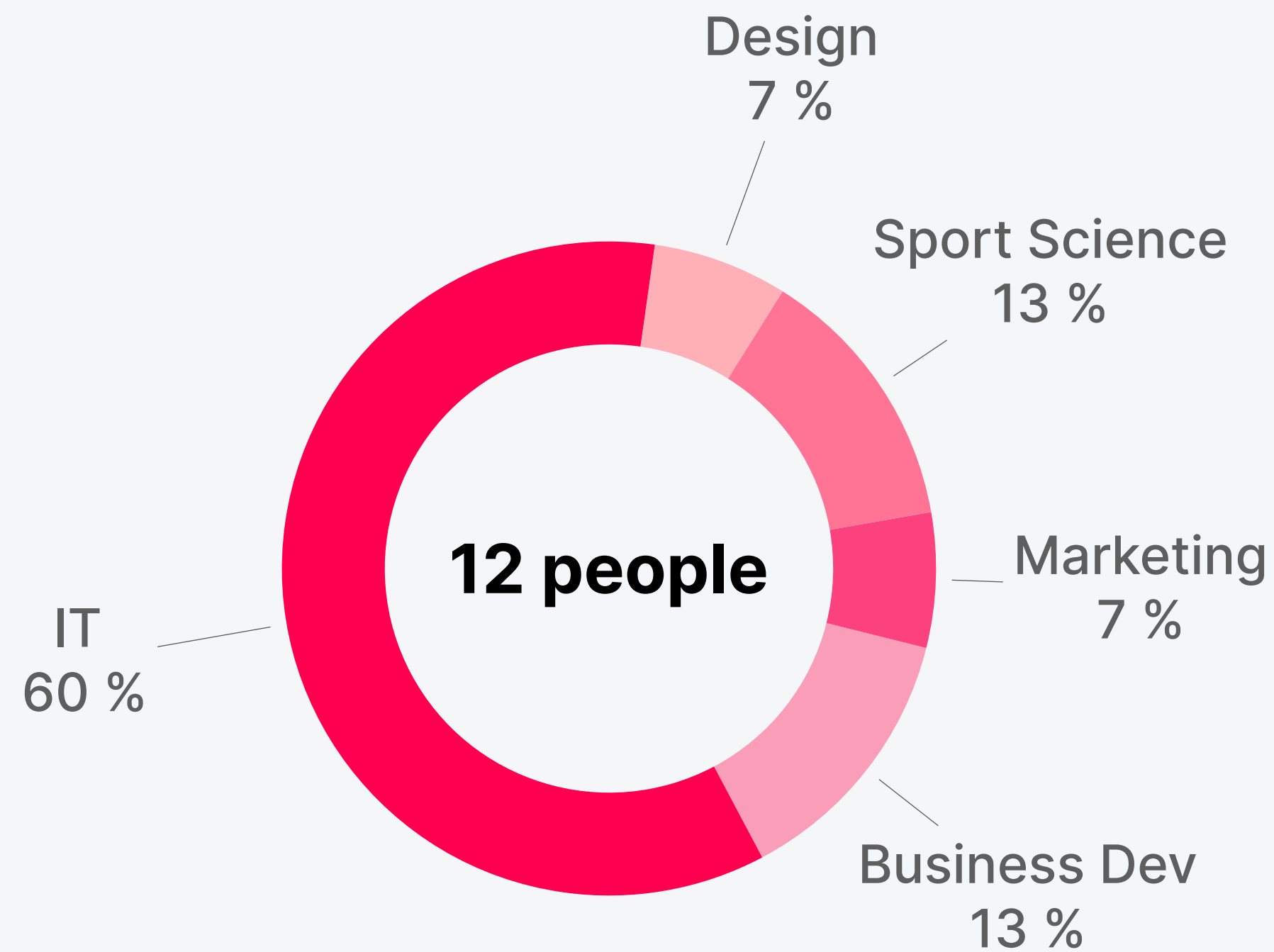
App includes training routes, statistics etc.



One mobile app

Simple design and the algorithm takes care of everything

09 Team & Network



Management



André Siegl

CEO, Sport Scientist
Co-Founder



Philipp Staudt

Head of IT
Co-Founder



Lennard Schäfer

Finance, Marketing
Co-Founder

Advisory Board



**Prof. Dr. Mana
Mojadadr**

Former CFO at SAP
Business Advisory



**Dr. Sascha
Schwindlig**

German mtb champion
SportScience Advisory



Lorenz Nicolay

CEO at Akknatek
Finance Advisory

10 Financial

We're looking for financing until break even in September 2023 to gain 22.000 enduco pro users.

€1,2M

Seed Round

Investment Opportunity
→ €600K for marketing

22 K

enduco Pro users

200€ Avg. LTV/User

€3,9M

Revenue

until September 2023

Why now?

Perfect market timing (routes, tracking, sharing, now: training)

Technical feasibility (AI, machine learning)

Ahead of the competition

Proven concept, currently optimising conversion rates, next step: Scaling up

**Your investment
opportunity —
Get in touch.**



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