Empowering fitness and wellness businesses

www.wellzap.io

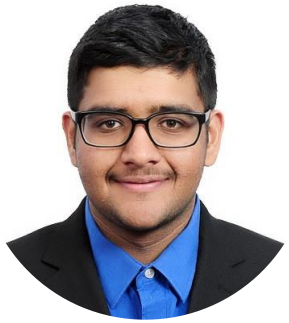
Our Team

WELLAP

Susheel Chand

CEO & Co-founder

- Graduate from NITK, Suratkal
- 14yrs exp in BD and techno commercial roles
- Triathlon and S&C Coach.
- IronMan 70.3 World Championship - Qualifier



Anjan B Garg

COO & Co-founder

- Graduate from PES University
- 10 yrs exp in family run business. Handled sales, operations and finance.
- Head Coach at Pimp My Stride Crew

Harsha Baskaran

CTO

- Graduate from PES University
- Started first venture in 2017.
- 4yrs exp in software development and digital marketing.
- Handled multiple mobile and web application projects.

Consumers view Fitness & Wellness across six dimensions

And, Products account for ~70% of wellness spending

**McKinsey & Company Report - Feeling good: The future of the $1.5 trillion wellness market*

The PROBLEM !

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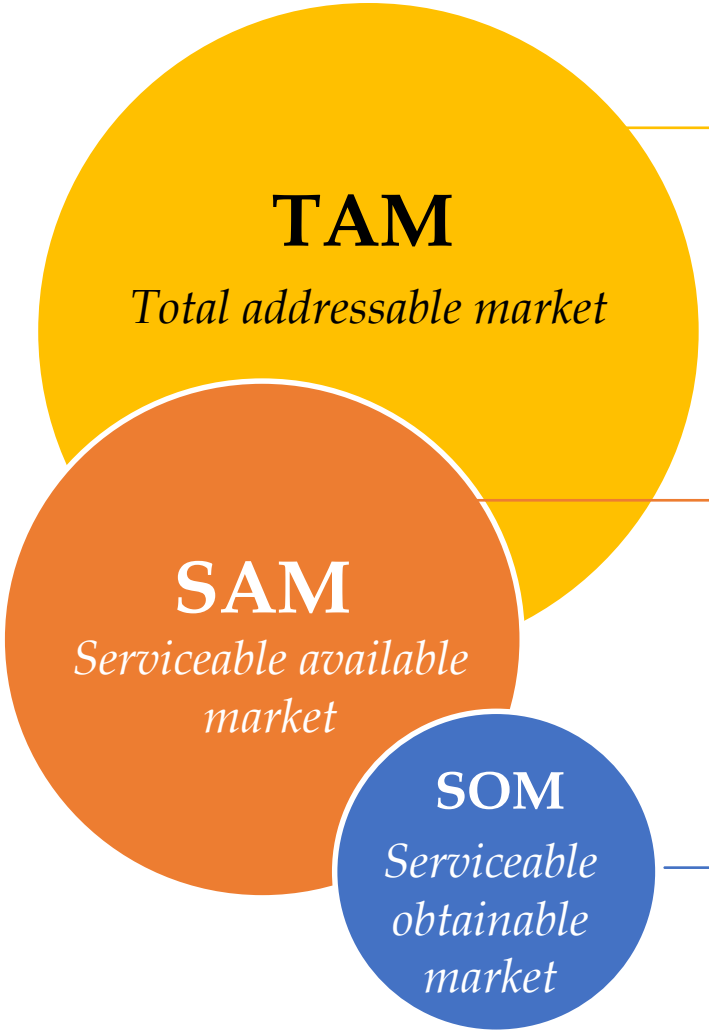
Not equipped to cater to all the fitness needs of their customers.

Fitness centres provide only Membership & Personal Training Services !
They barely tap into 15-20% of their customers' wellness spend.

Unable to engage customers and keep them motivated

Less than 3% of fitness businesses are equipped to engage their customers!
Leading to high attrition and low brand credibility

Total Market Potential



4.42B$ Market Size with *24,000 Gyms/ Fitness business across India**, 6 million active users**

9000+ gym/ fitness business (Metros & T1) who charge more than 10,000/- per year subscription,
2.25 million active users

700+ gyms/ fitness businesses with 100K+ end users in 2 years

**Mint Article – 'How India pays for fitness' dated 16 March 2019*

Wellzap makes Fitness Centre ‘Client Centred’

We provide customized applications to

transform gyms into **Holistic Wellness Business**

Fitness programs

GYM

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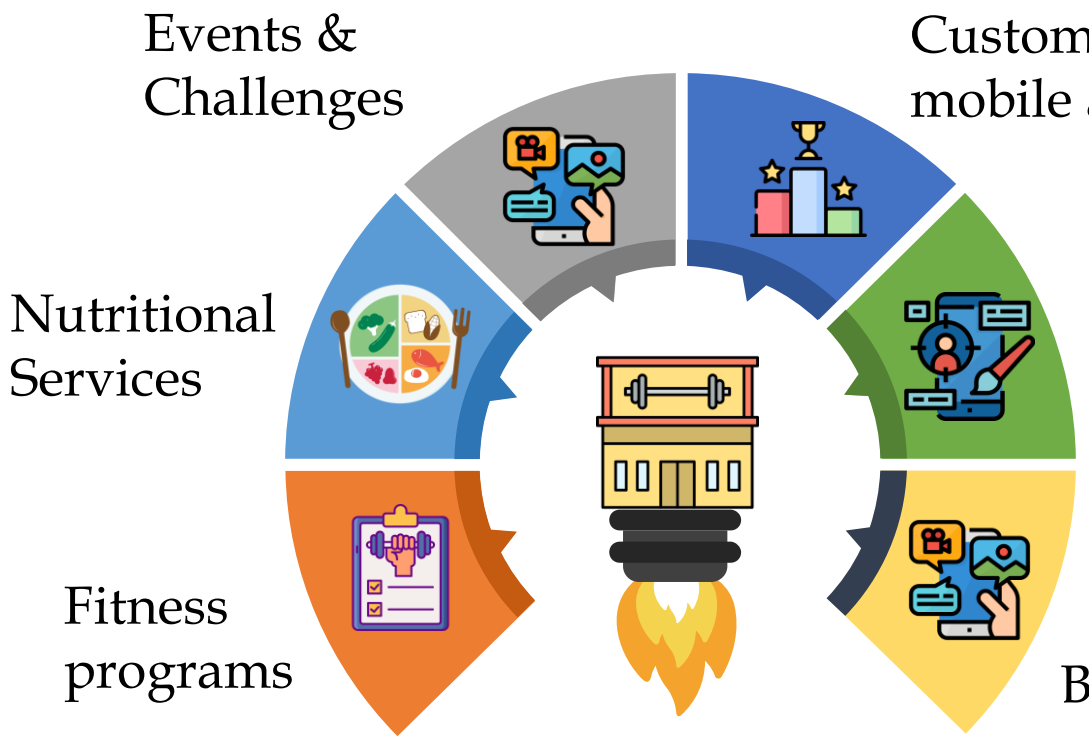

Wellzap Subscription Process

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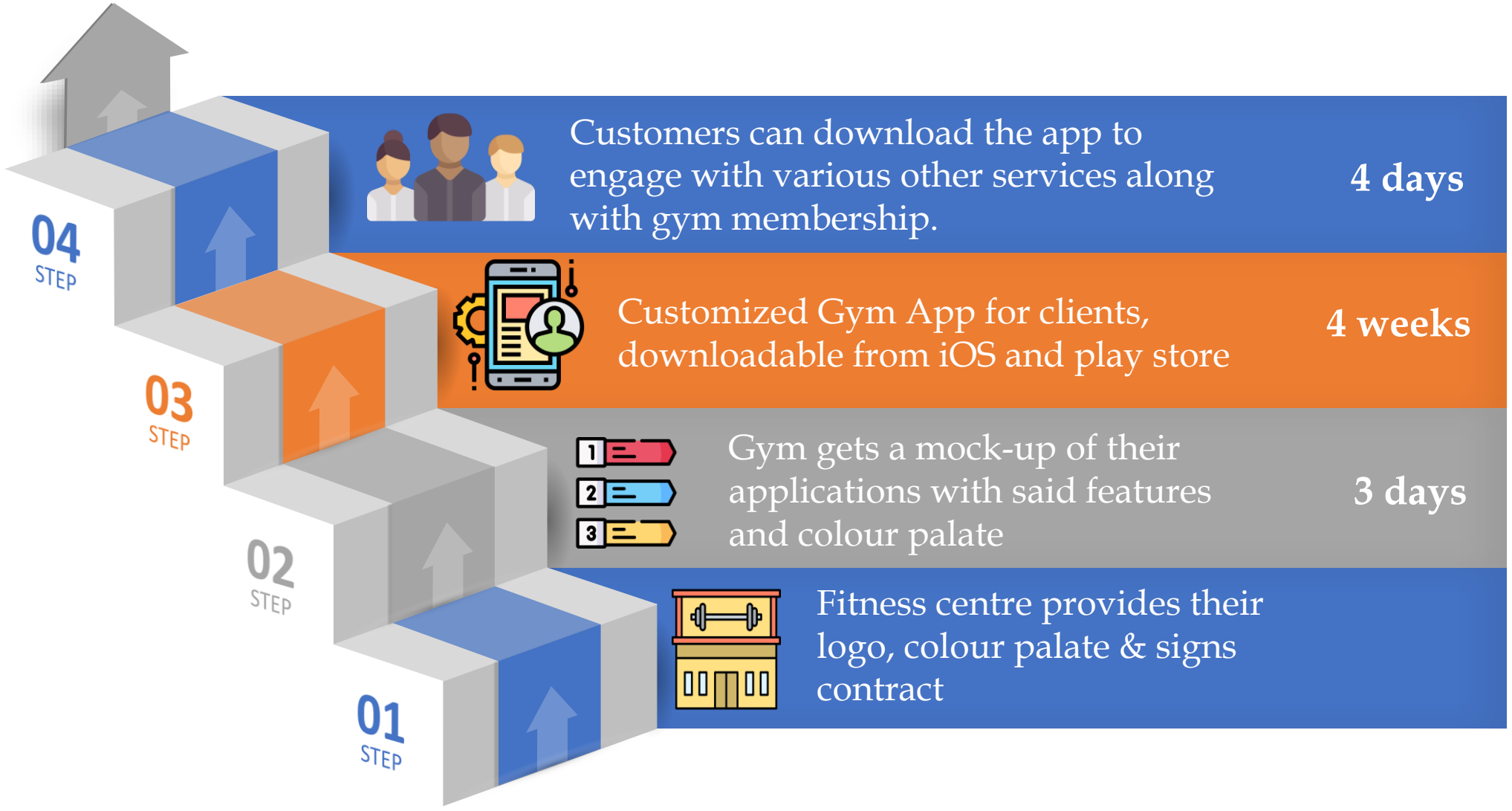
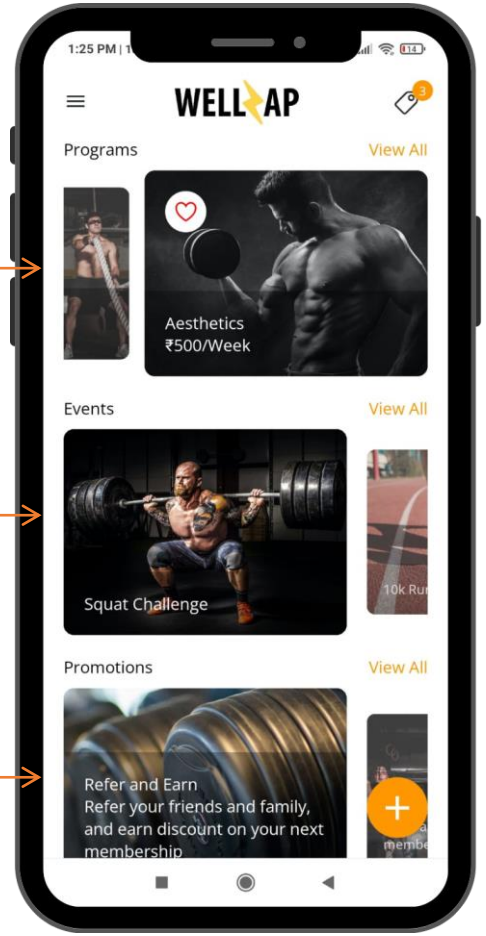


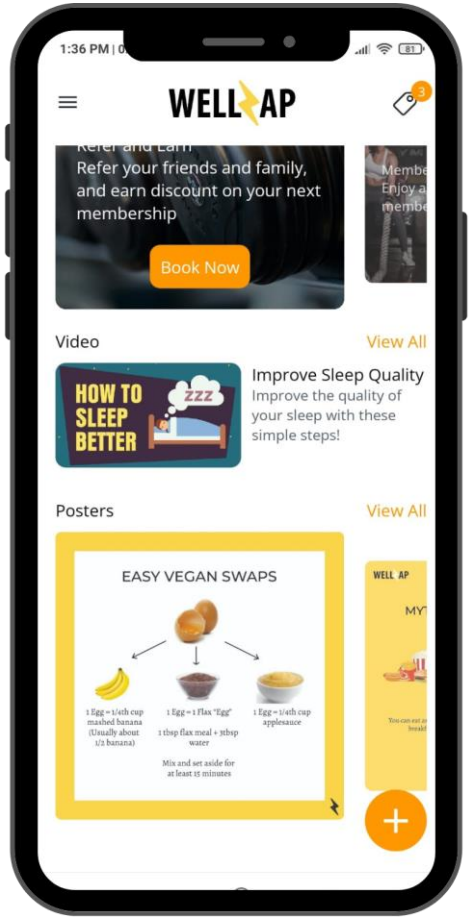
App Home – Build Engagement

Offer More programs

Events to engage customers

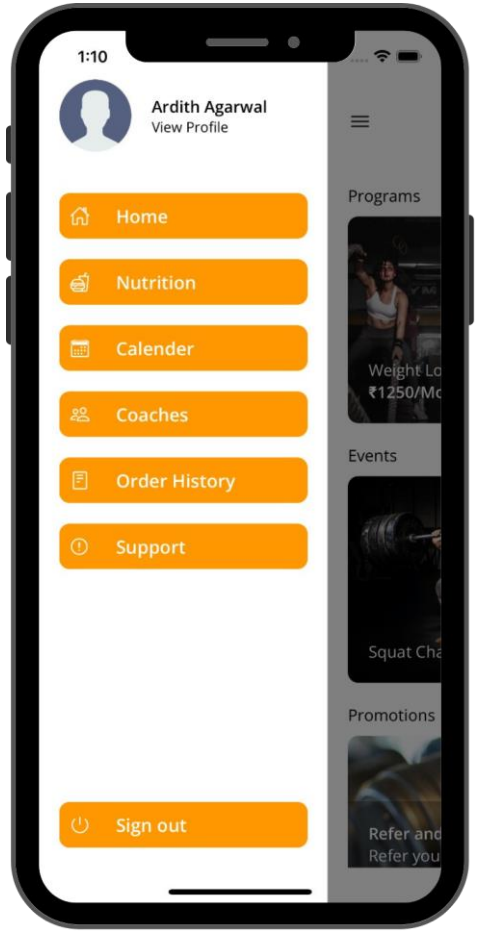
Promote campaigns & offers

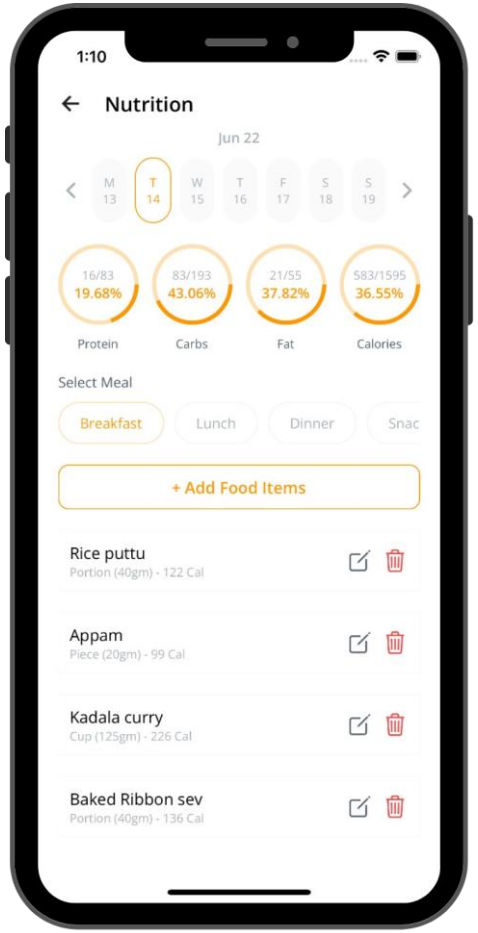




Content- A revenue channel
Wellzap pushes regular Videos, posters and blog content sponsored by brands, to keep the end users engaged

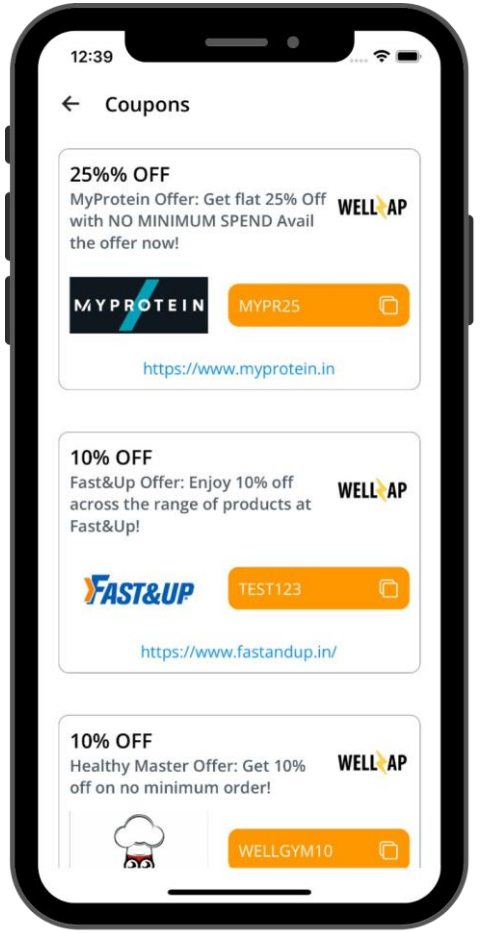
Nutrition & Exclusive Coupons –
Generate more revenue





Customers can avail nutrition consultation and track their nutrition In-app

Customers can avail Exclusive coupons from collaborated brands



Sessions & Personal Training–
Build Engagement

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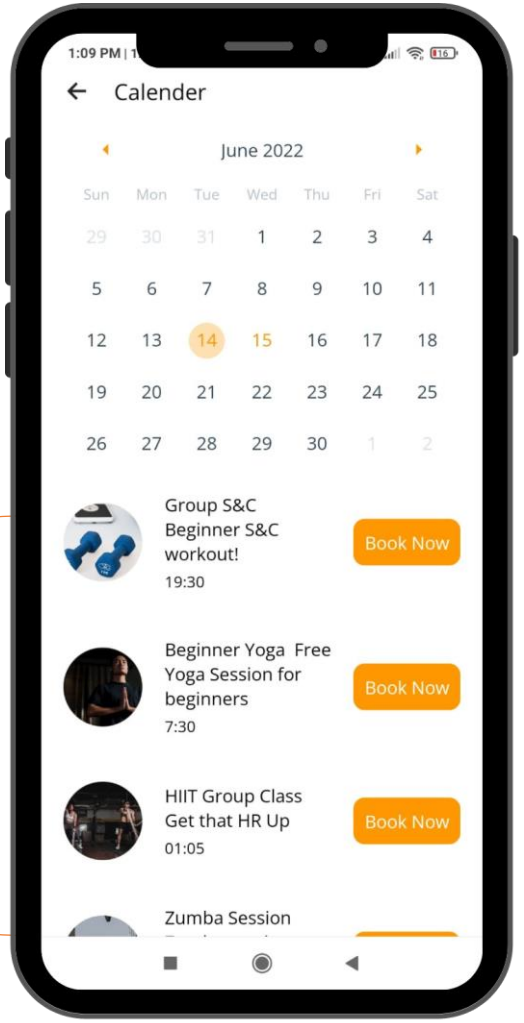
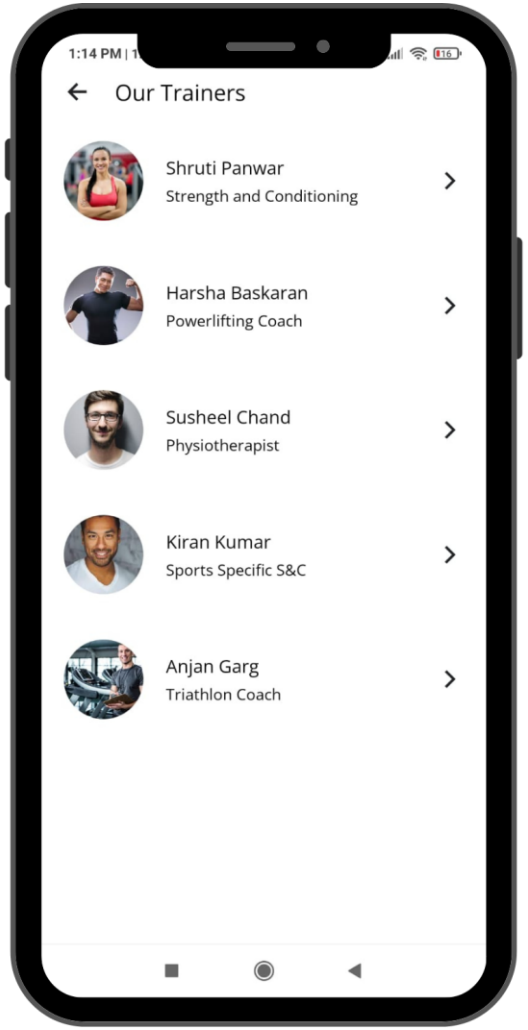
Engage customers with group sessions, Events & programs



Showcase you coaches – Improve Personal Training conversions



Our Brand Collaborations

WELLAP

Supplements

MYPROTEIN

FAST&UP

Apparels & Accessories

Yet to fill these baskets

Food Products

THE HAPPY HENS FARM

Fresh PRESSERY

Healthy Master
Vision to Serve Healthy

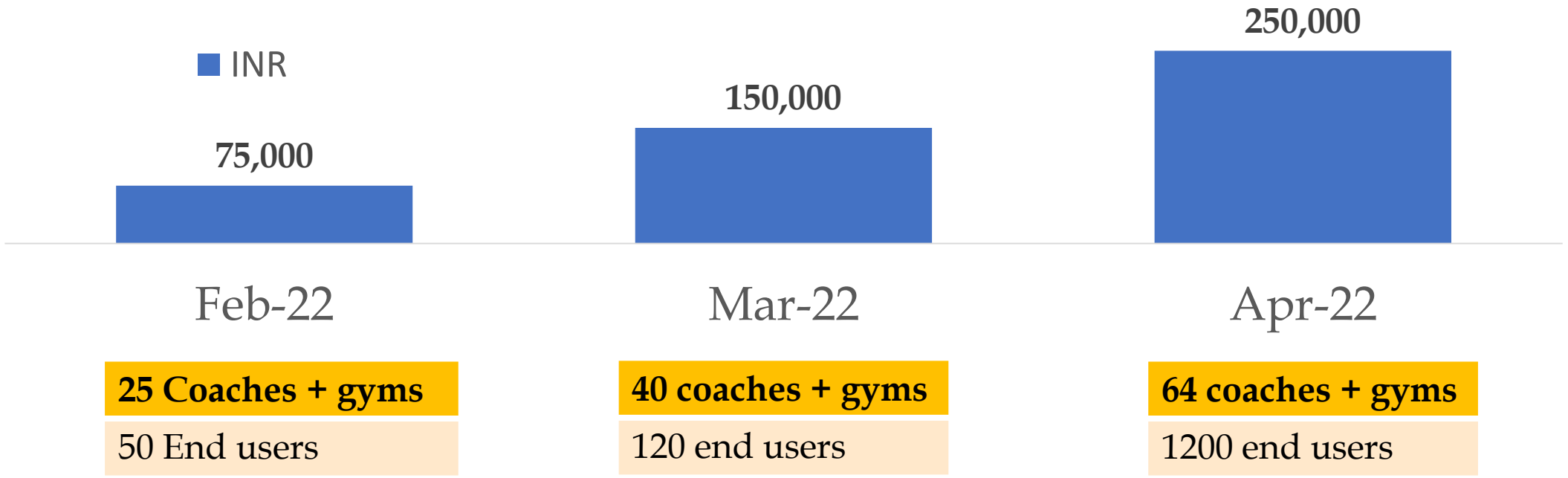
Wearables

Competitive Landscape

	Wellzap	Fittr	Healthifyme	Burncal
Business Model	SaaS, B2B2C	B2C, B2B	B2C, B2B	B2C, B2B
Lean Model	✓			
Customized App for gyms/studios	✓			
Brand collaborations (wellness product brands)	✓			
Nutrition/Training Services	✓	✓	✓	✓
Content	✓	✓	✓	
On ground – Events	✓			

Traction

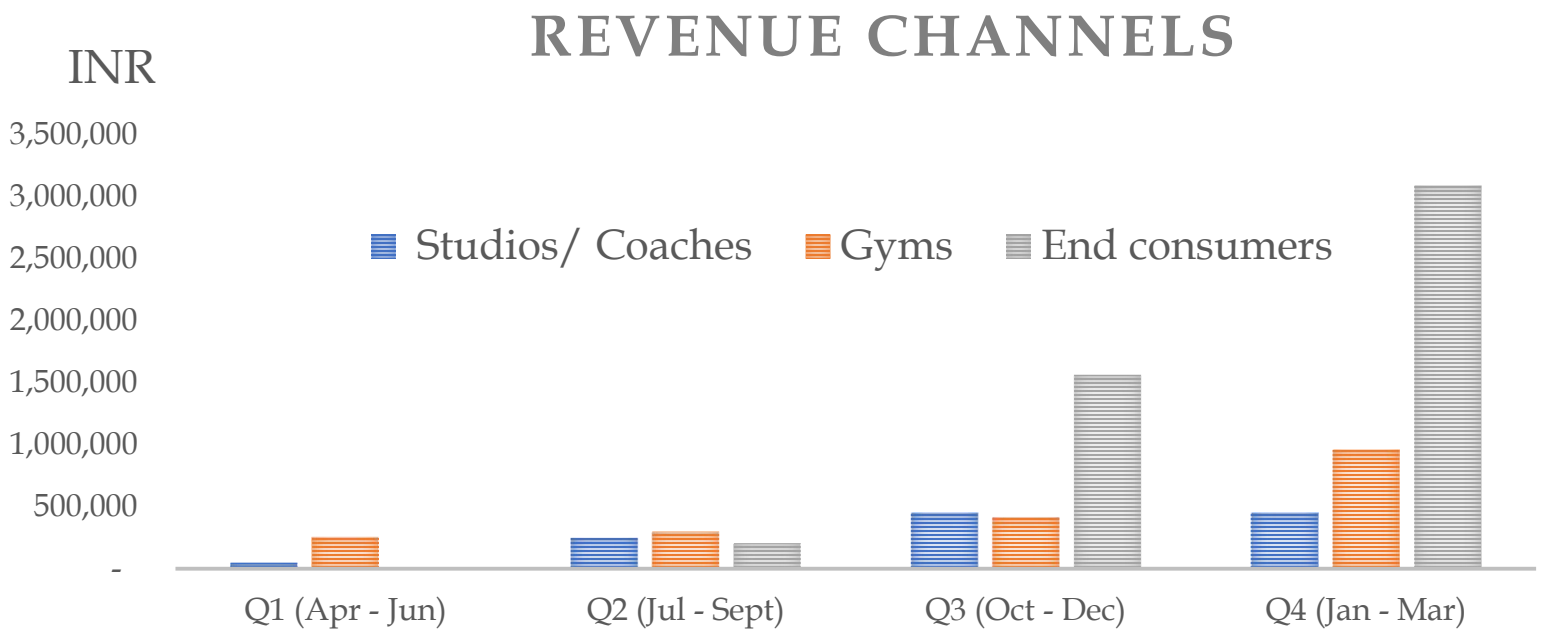
Wellzap revenue for past 3 months



Feb-22	Mar-22	Apr-22
25 Coaches + gyms	**40 coaches + gyms**	**64 coaches + gyms**
50 End users	120 end users	1200 end users

83% Month on Month Growth

Projections 2022-23



Key Targets for 2022-23

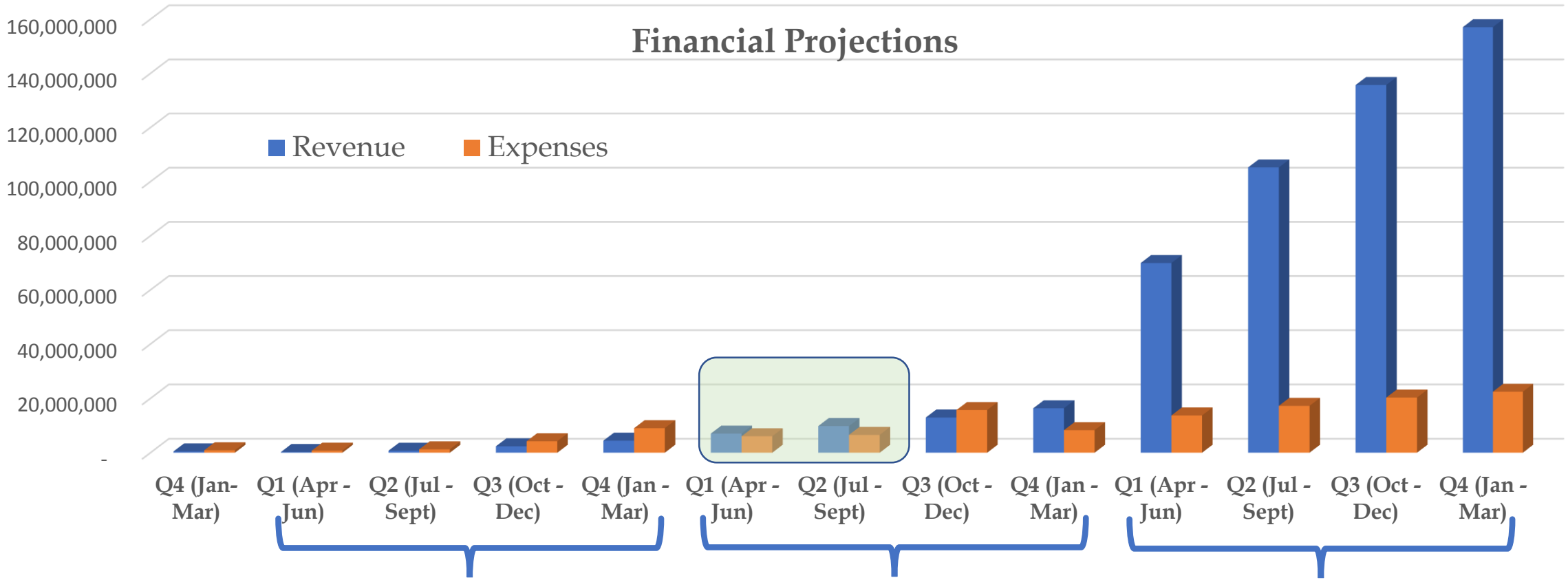
Coaches/Studios - 86

Gyms – 190

End consumers – 26K+

Revenue – 77.76 Lakh

3 Year Projections



2022-23

77 Lakh Revenue
185 gyms
25K+ end Consumers

2023-24

4.5 Cr Revenue
700+ gyms
100K+ end Consumers

2024-25

25 Cr Revenue
1200+ gyms
170K+ end Consumers

Roadmap

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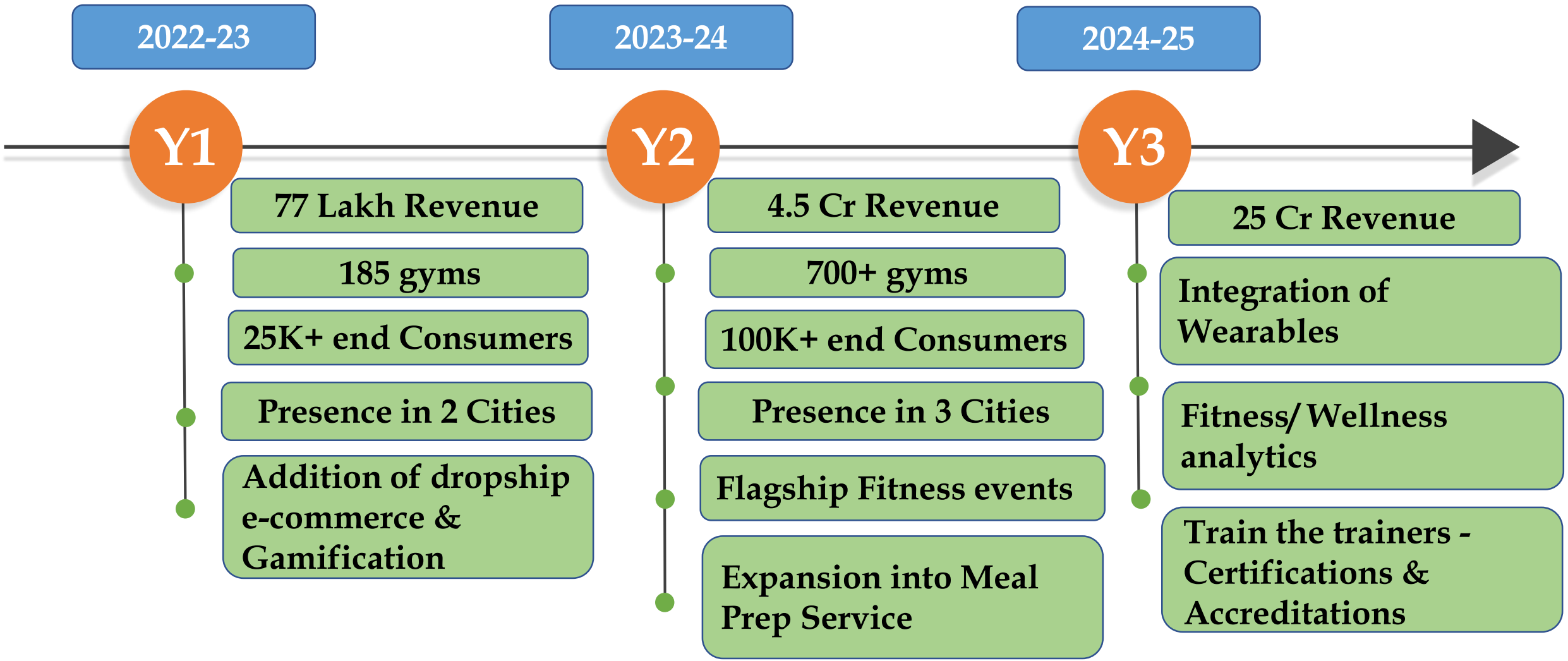

Funding Details

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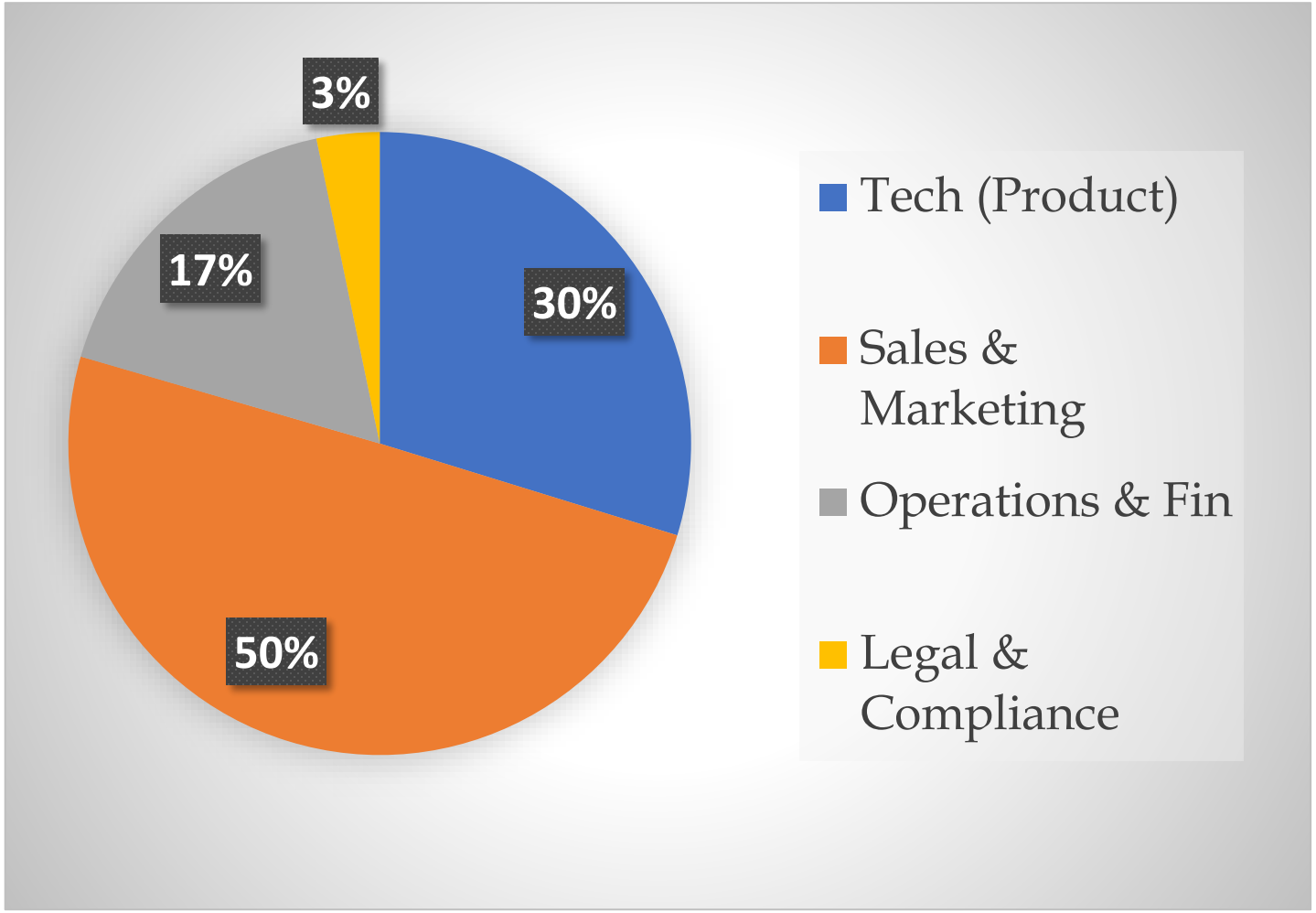
Funds Raised (Friends & Family) : **30 Lakhs INR (Jan 2022)**

- Acquired 60+ paying coaches and 12 paying gyms
- 5 Brand collaborations & 3 more brands in pipeline

Seeking to Raise : **1.5 Crores INR (Seed)** to

- Acquire 600+ paying gyms with 75K+ end users in 18 months
- Increase Brand collaborations
- Introduce dropship ecommerce & Nutritional Services
- Introduce Flagship Events (Build unique event property)
- Build in gamification and content for improved engagement
- Scale to 2 cities in 18 months

Funding Utilization Details



Investment Sought – 1.5 Crores INR

Valuation – 6.5 Crores INR

Runway With Sought Funds – 18 Months

Milestones:

1. **600 Gyms**
2. **75K+ End users**
3. **End user Engagement 35%**