

VITAFLOW

Physical & Mental Health
powered by AI

Become the future you today



Christian Mimmo | Founder & CEO

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MyStory

- January 2025 I stopped running the largest festivals nationwide in Australia.
- Coming up to just under a decade decided to make a change.
I went sober and stopped partying - the cost?
- I lost my relationship, my best friend to addiction, 95% of the world cut me off when they didn't need me anymore, I tried to adjust but I was alone.
- End of last year I told my Mum "I don't want to be here anymore"

MarketReality

- Estimated that 63% - 80% of new gym members quit by 90 days, 4% staying active after 12 months
- In Australia, about \$1.8 billion is wasted annually on unused memberships and 50% of members cancel annually
- Lack of motivation from boring routines and meals, rising costs from memberships + apps + trainers + athleisure and high expectations with little results

VitaFlow

- Adapts workouts and meal preparation with user progress
- Form Analyzer for risk reduction
- Smart Device integration for physical and mental health monitoring
- Affordable without needing multiple platforms - pays for itself
- All features based on validated datasets + published researched

WhyNow



Market Enablers

Mentally - Over 1 billion people live with disorders

Physically - Nearly 1.8 billion adults are at risk of disease



Technology Enablers

AI capabilities are more than a chatbox

Smart Devices tell more than the track playing



Team Enablers

Be the change you want to see in the world

5-week MVP with a bootstrapped budget



CarmeloAnthony



DashBerlin



SeanPaul



AlexanderVolkanovski

FounderCEO



Created the MVP in 5 weeks
Managed promoters and teams of thousands nationwide



Built and operated multiple companies nationwide
Database of ravers and gym goers / influencers



Unmatched experience, ethic and network
Lead multiple marketing campaigns and personal database



Google Startup Program
Credit for infrastructure to allocate resources on growth

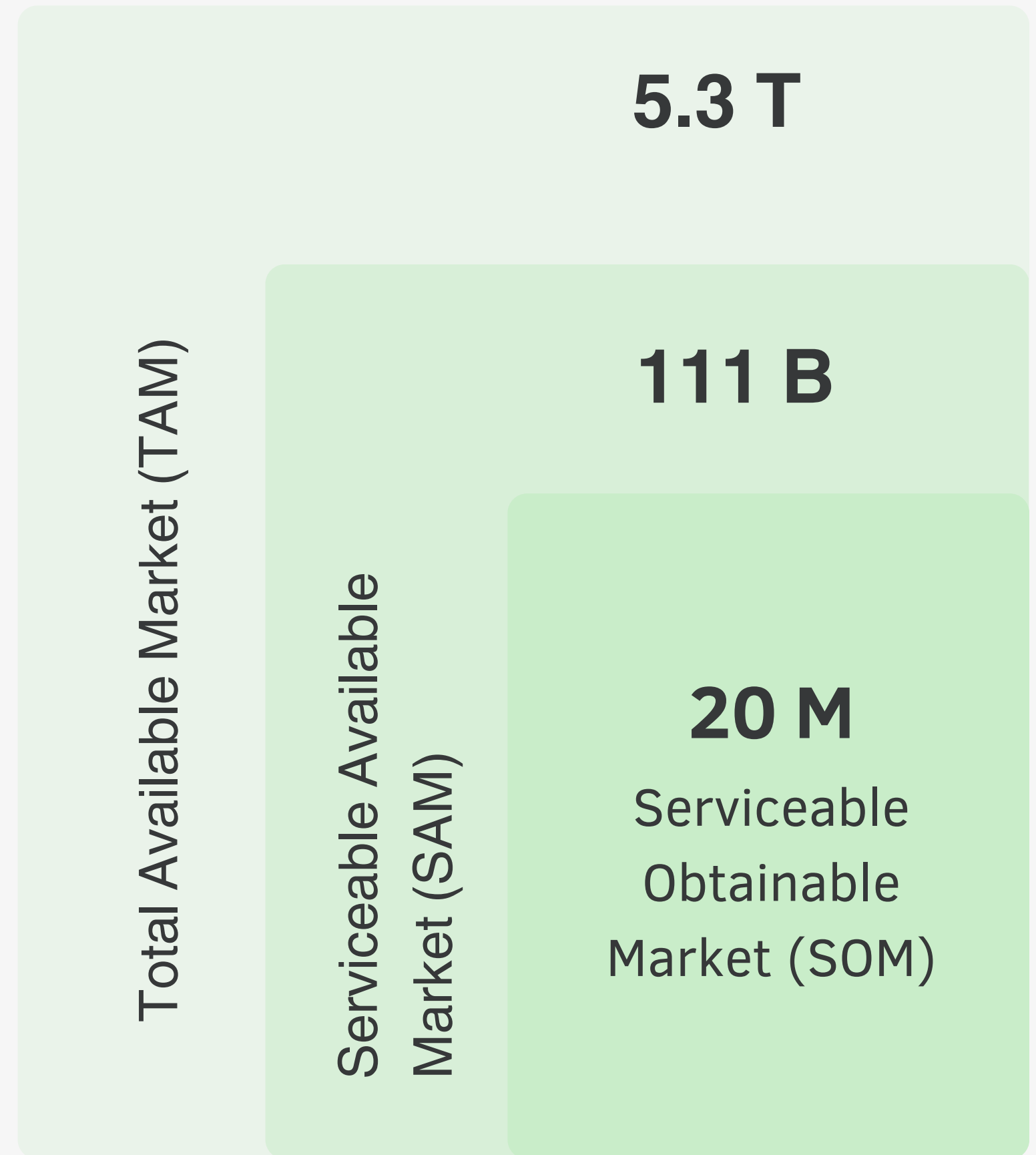


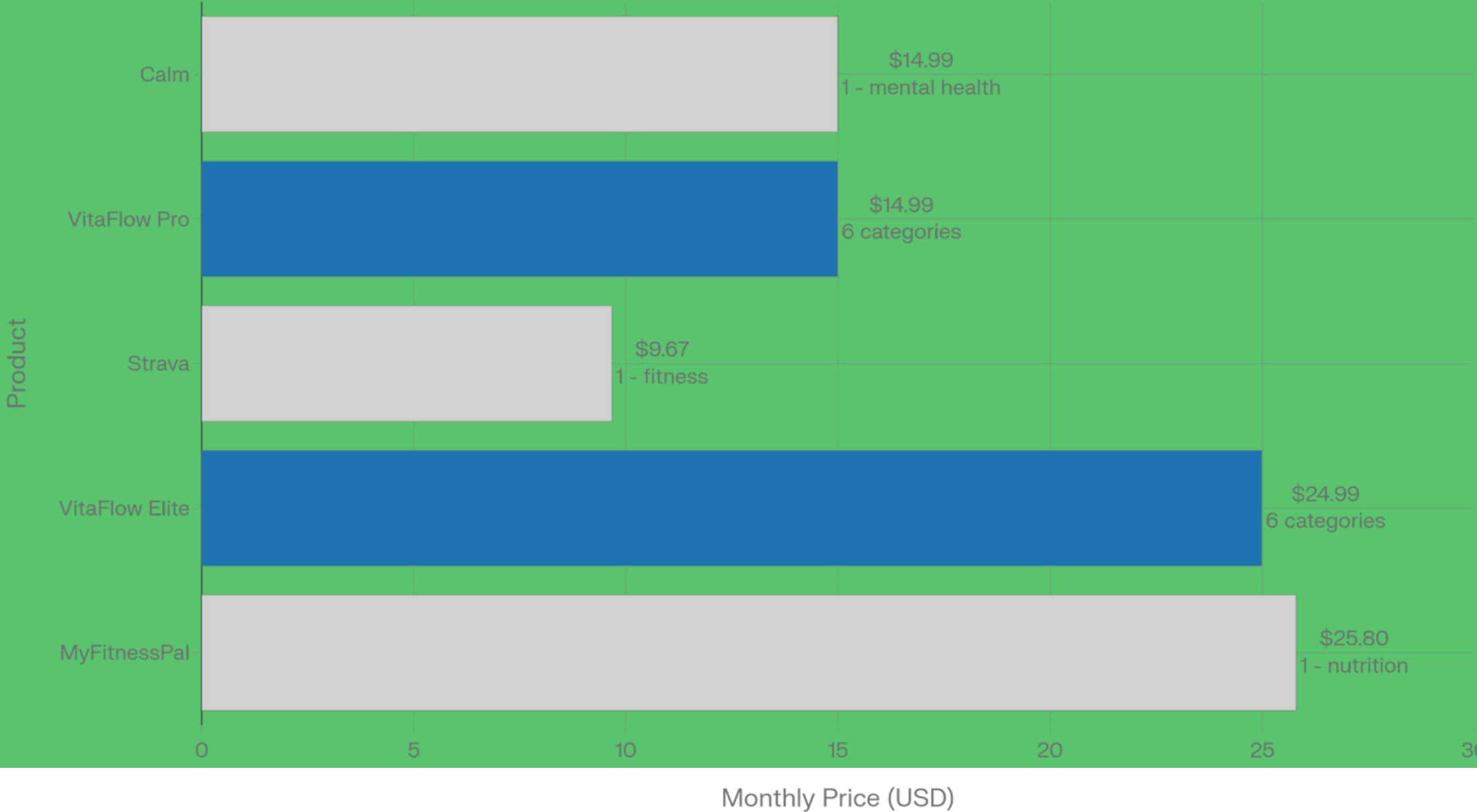
First Never Follows
Form is temporary, class is permanent

TargetMarket

VitaFlow is not just another fitness app, we hit multiple audiences:

- Fitness / Coaching - \$1.1 trillion
- Mental Health - \$960 billion
- Rest & Recovery - \$1.3 trillion
- Nutrition - \$1.2 trillion
- Biomechanics & Form - \$760 billion





- **Extensive Network**
- **Influencers/KOLs**
- **Global Reach**
- **Hospitality Collaborations**
- **Marketing Campaigns**
- **Social Media**
- **Founder Experience**

Competitive Advantages

Feature	VitaFlow	MyFitnessPal	Strava	Calm
Price	\$14.99/mo	\$25.80/mo	\$9.67/mo	\$14.99/mo
Categories	6	1 (nutrition)	1 (fitness)	1 (mental)
Mental Health	✓	x	x	✓
Fitness	✓	x	✓	x
Nutrition	✓	✓	x	x
Form/Biomechanics	✓	x	x	x
Integration Level	Full	None	None	None

Business Model

They compete over the 4%
We're targeting the 90%

LITE
FREE

9 x 30 sec ads weekly @ \$15 eCPM = \$0.54
Experienced Founder Bootstrapped Budget

PRO
\$14.99/month
\$149.99/annual

Industry median is \$17.99/month
6 x value attracting 6% churn

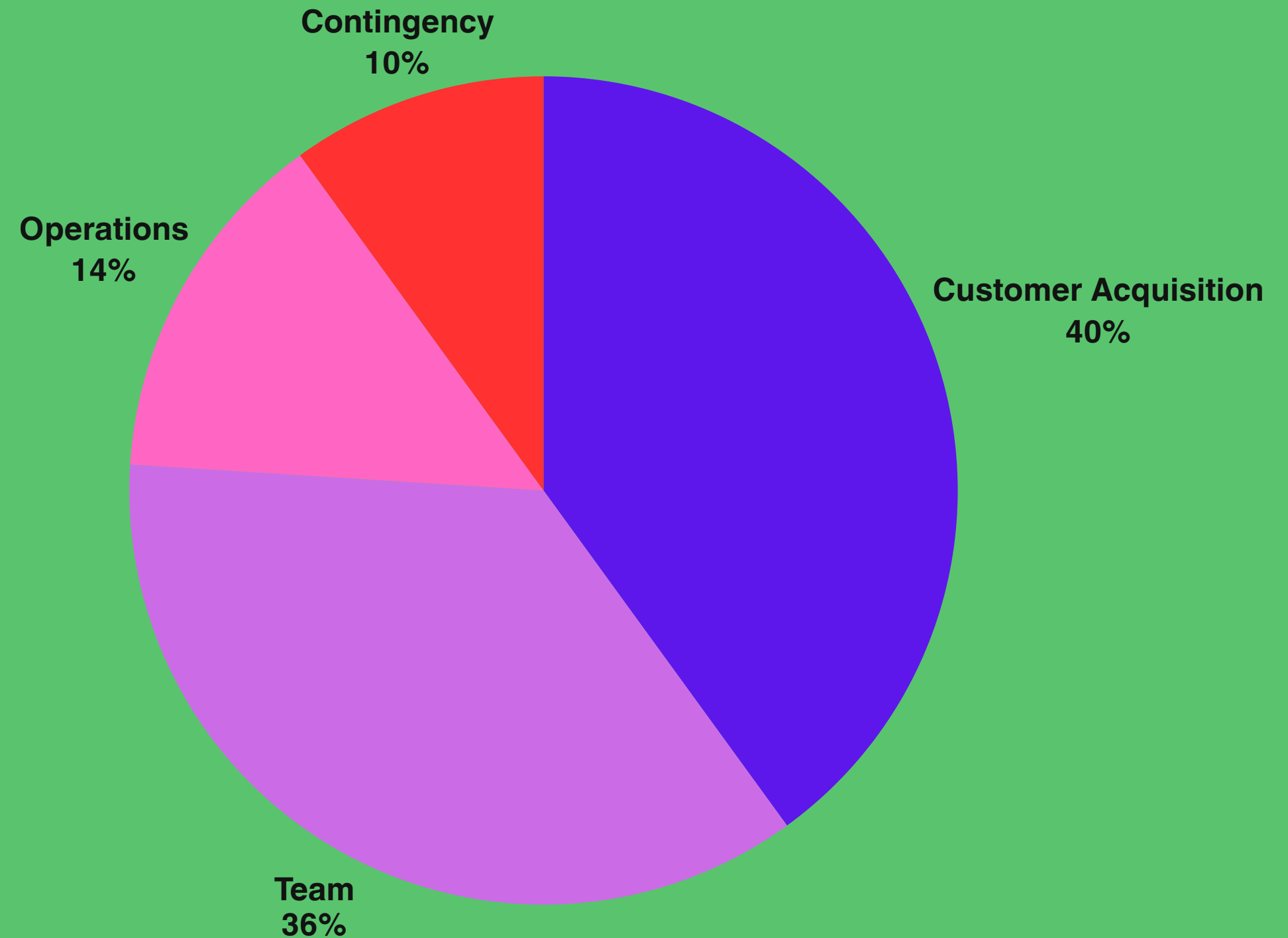
ELITE
\$24.99/month
\$224.99/annual

Aggressive marketing campaigns
Organic growth

The Ask

\$500,000

- **Delegate Workloads**
- **Increase Runway**
- **Beta Ready- 2 months**
- **GTM Strategies**
- **Marketing Campaigns**
- **Unrivaled Launch**
- **Series A TBD at 12 months**



**Rome wasn't built in a day,
but it burned in one.**

**I've rebuilt myself in 5 weeks,
now I'm building another Empire.**



**Back me and this one round
will last us a decade.**

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