



# ARTHLETE

**MOTION TRACKING FOR WORKOUTS**

[Click to see demo](#)

**Arthlete Motions Pvt Ltd**

# Understand the Pain Point

←  r/xxfitness · 3 yr. ago  
ppope

**Switching from a gym to at-home workouts: opinions and feedback**

Hi all! I have been working out consistently (mostly weight lifting in commercial gyms, more recently strength training-based classes at a boutique gym) for almost 5 years now. Over the last 6 months I started a new job with long hours and haven't been loving my relationship with fitness as much as I have in the past.

**Is a personal trainer a good choice for dealing with long term lower back pain / upper trapezium pain?**

If it's an issue caused by posture / general lifting form, would a personal trainer be a good choice to help my problem? Thanks.

←  r/bodyweightfitness · 7 yr. ago  
Spr135 Bodybuilding

**One of the most under trained things in fitness is your posture. It can have the biggest affect on how you look too.**

←  r/xxfitness · 5 yr. ago  
FlyinPurplePartyPony she/her

**People who DESPISE home workouts, what do you do?**

Honestly I hate every form of exercise other than lifting weights in a gym. I can make it through maybe 2-3 minutes of home workout before I end up just staring blankly into space unable to motivate myself to do anything more. Workout videos make me feel stabby. I'm at a loss but I hate EVERYTHING that I've tried

←  r/xxfitness · 1 yr. ago  
yj\_leepsi

**Gym newbie with bad posture/form, is it okay to work out without a PT?**

←  r/LifeProTips · 6 yr. ago  
Onywan

**LPT: If you start working out on your own, or in a low price gym without much personalized training, consider this: the first thing a good personal trainer does, is checking your posture and fixing muscle imbalances if necessary.**

**NO REAL-TIME FEEDBACK SYSTEM**



**POOR PROGRESS TRACKING TOOLS**



**GENERIC FITNESS PLANS**

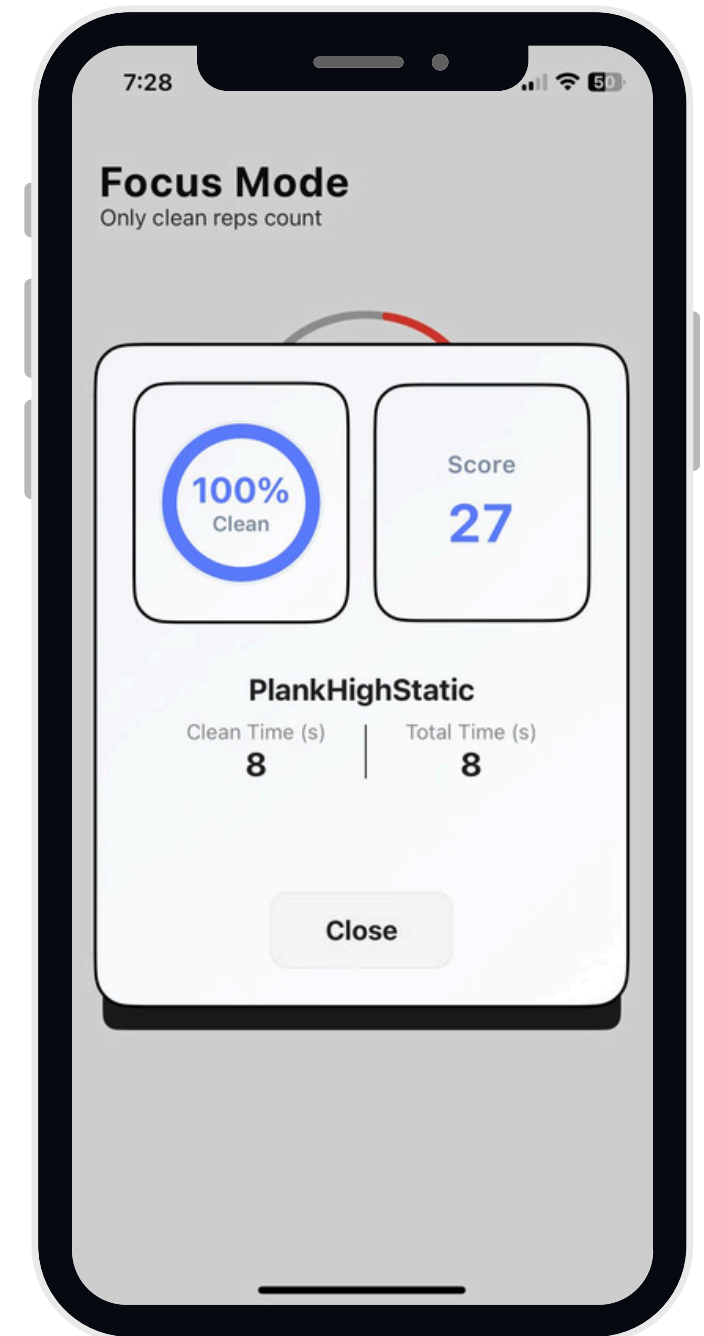
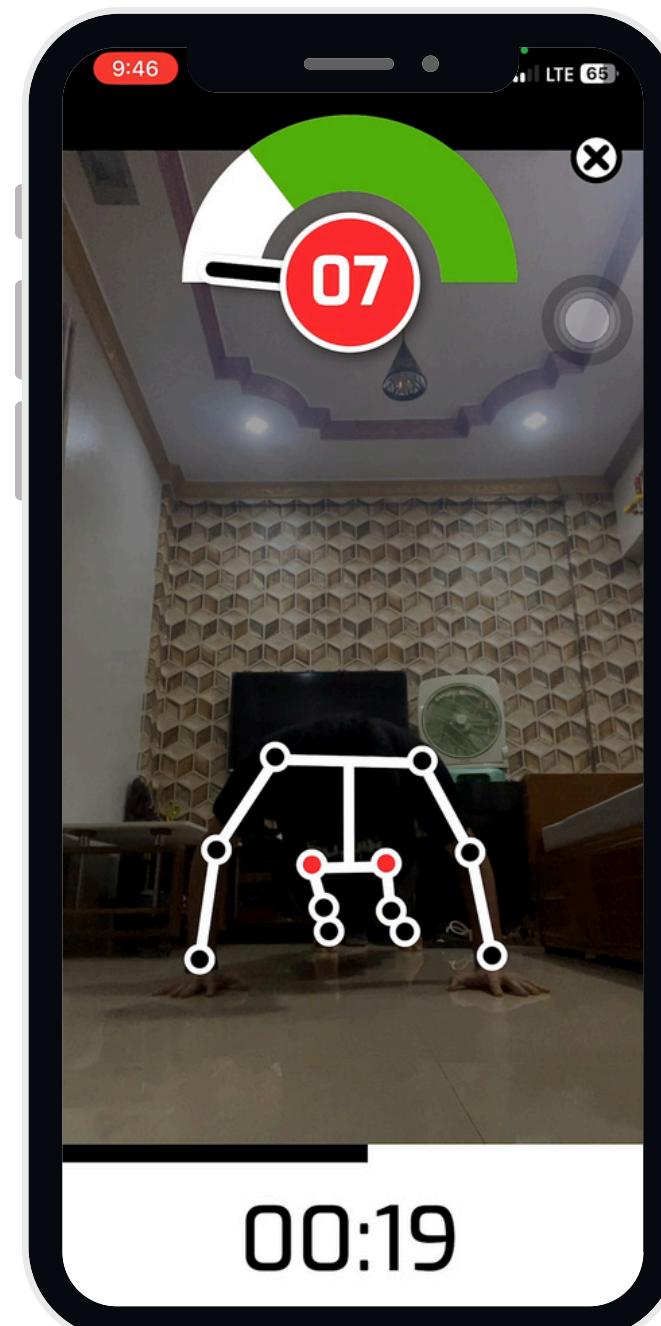
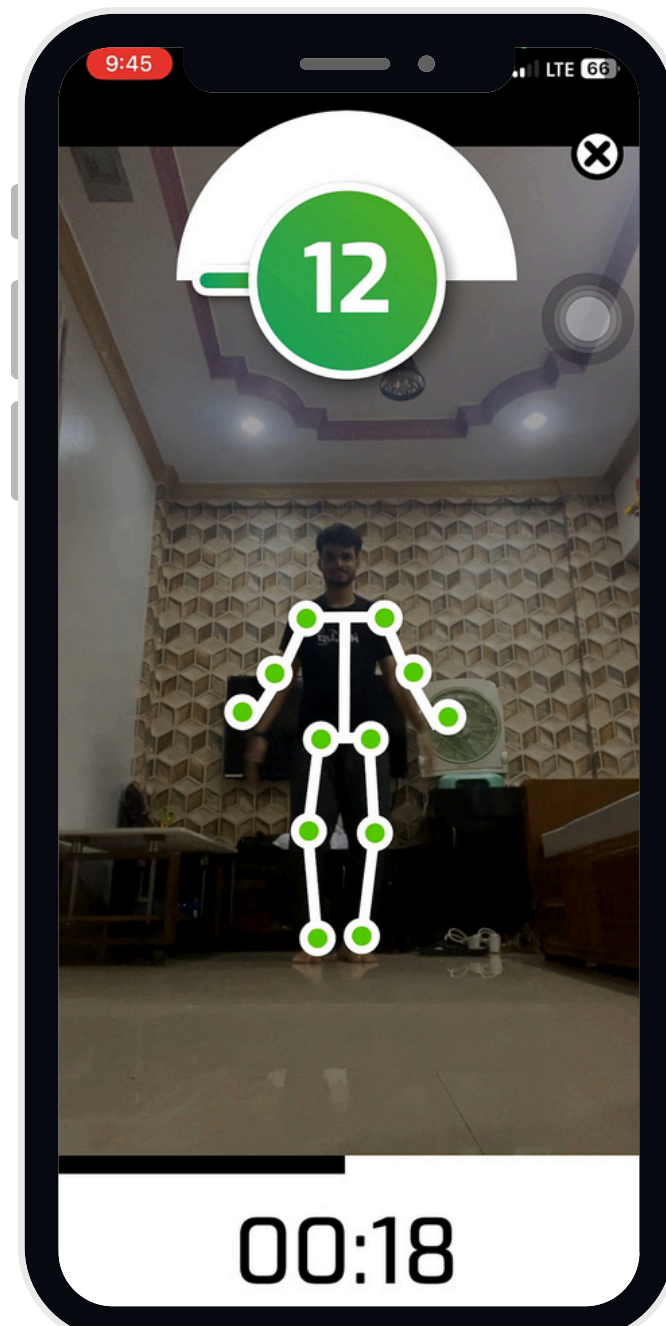
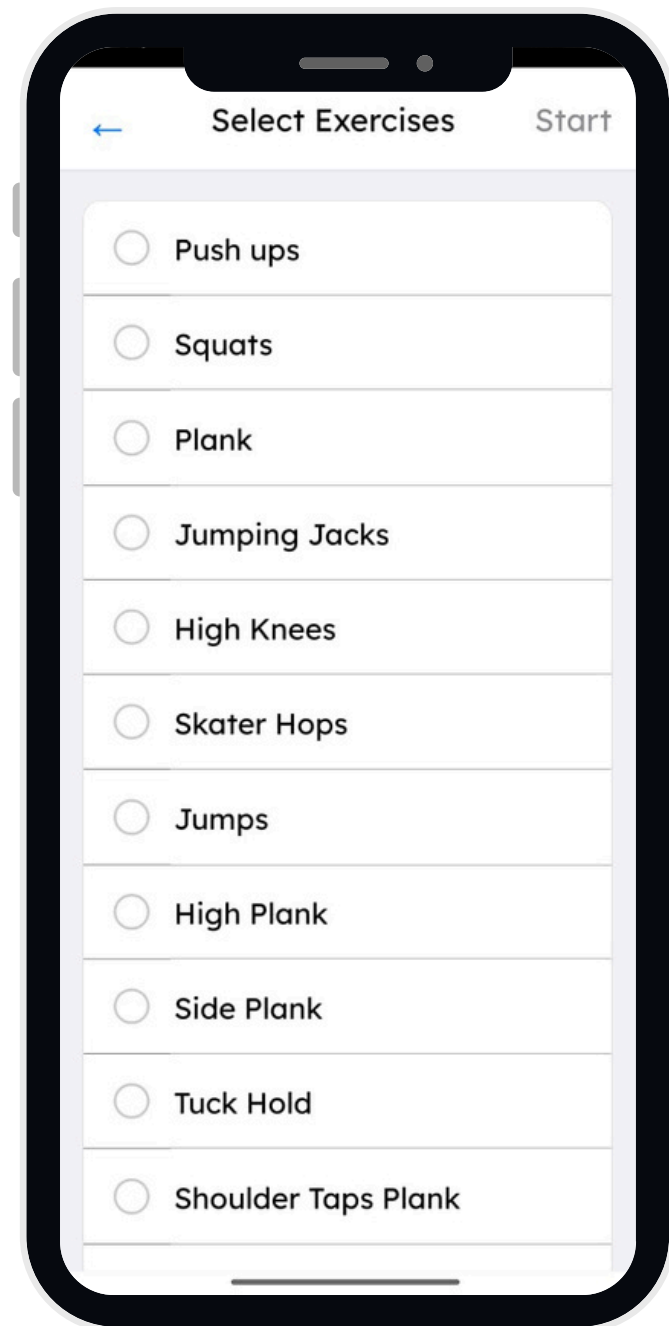


**LOW ENGAGEMENT & MOTIVATION**



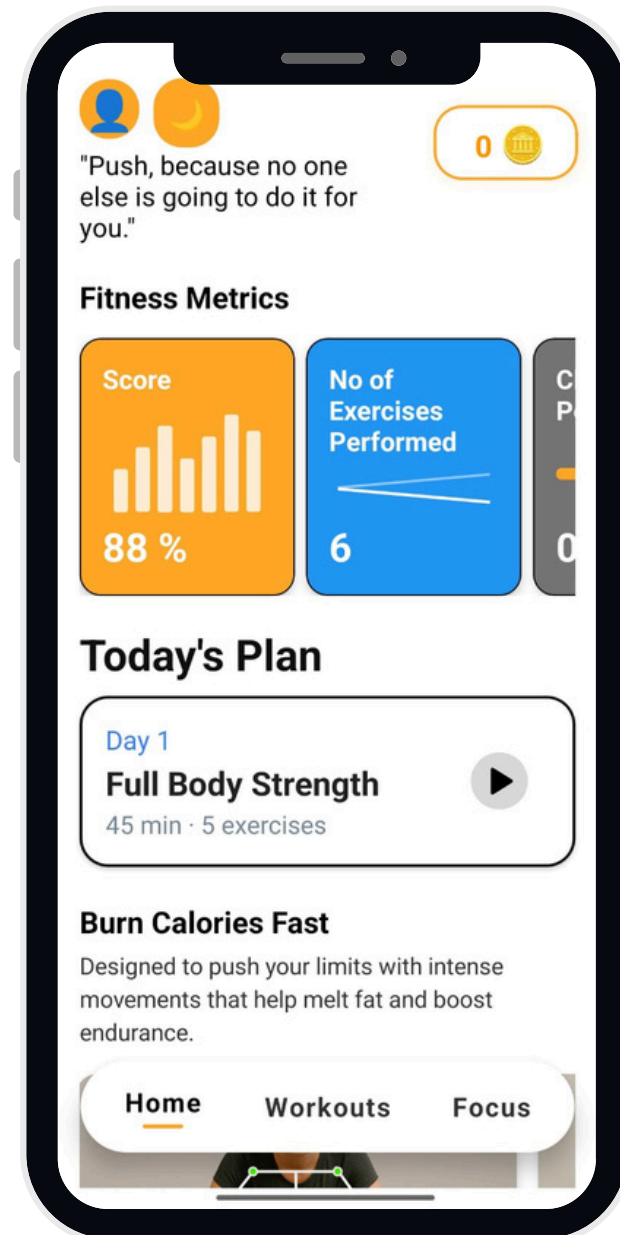
# What is AI-Powered Motion Tracking?

Real-time AI-driven motion tracking that provides instant feedback and guidance for home workouts.  
Enhances performance, corrects posture, and prevents injuries through intelligent tracking and analytics

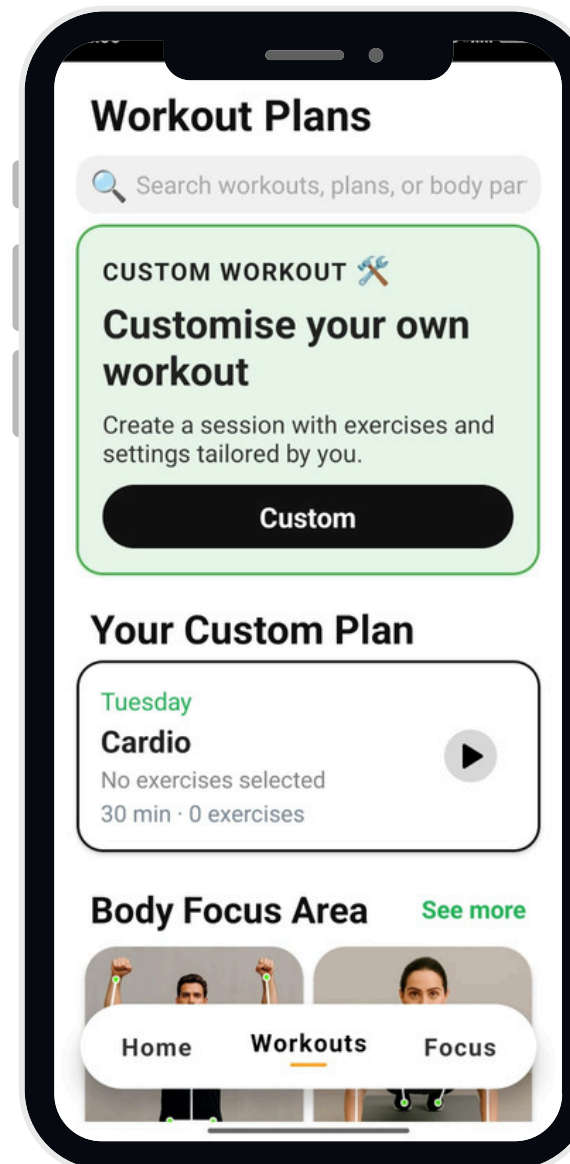
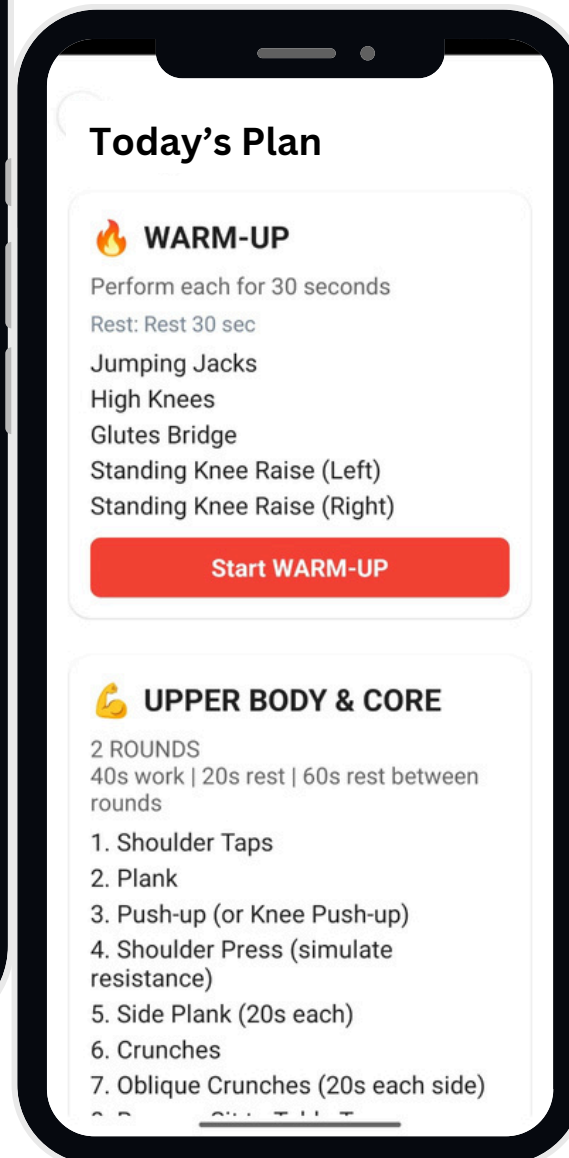




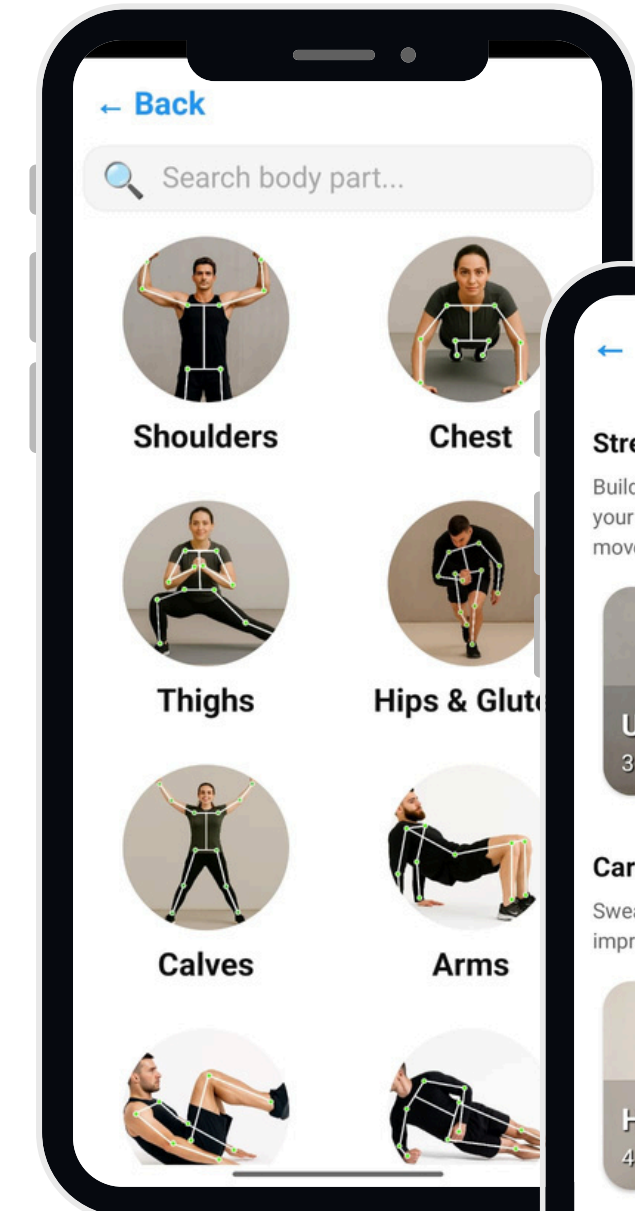
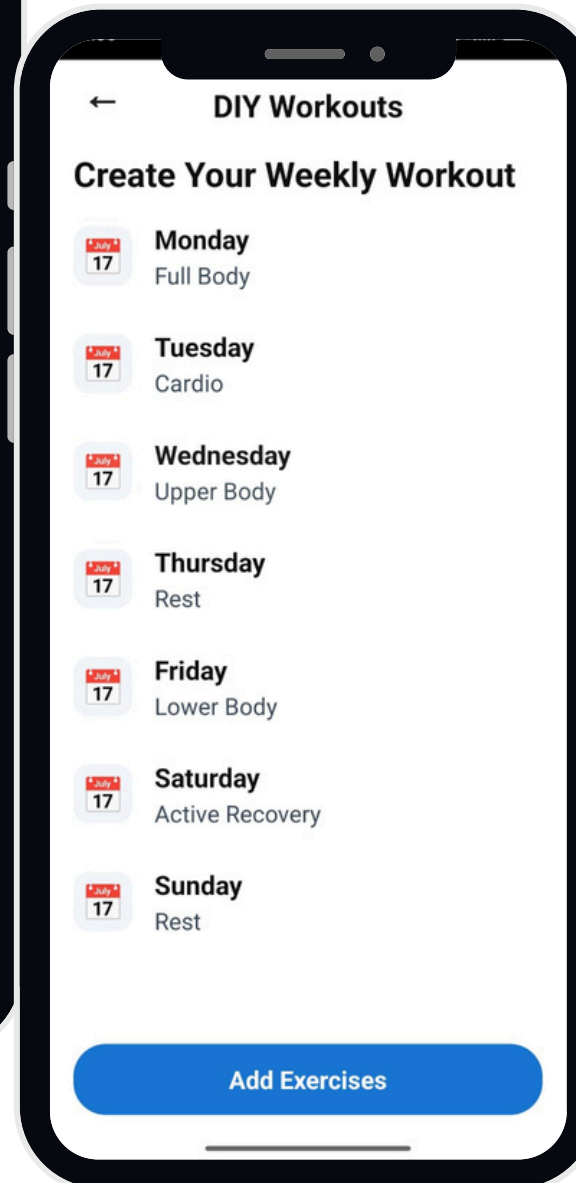
# What Sets Us Apart



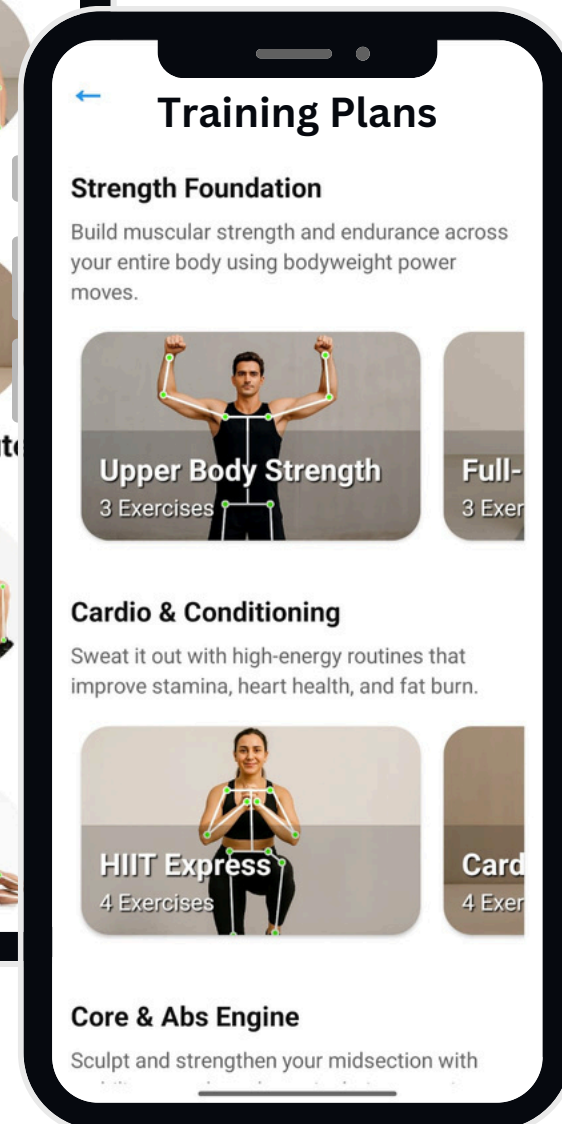
AI-Powered Motion  
Tracking and Feedback



Build Your Own Workout

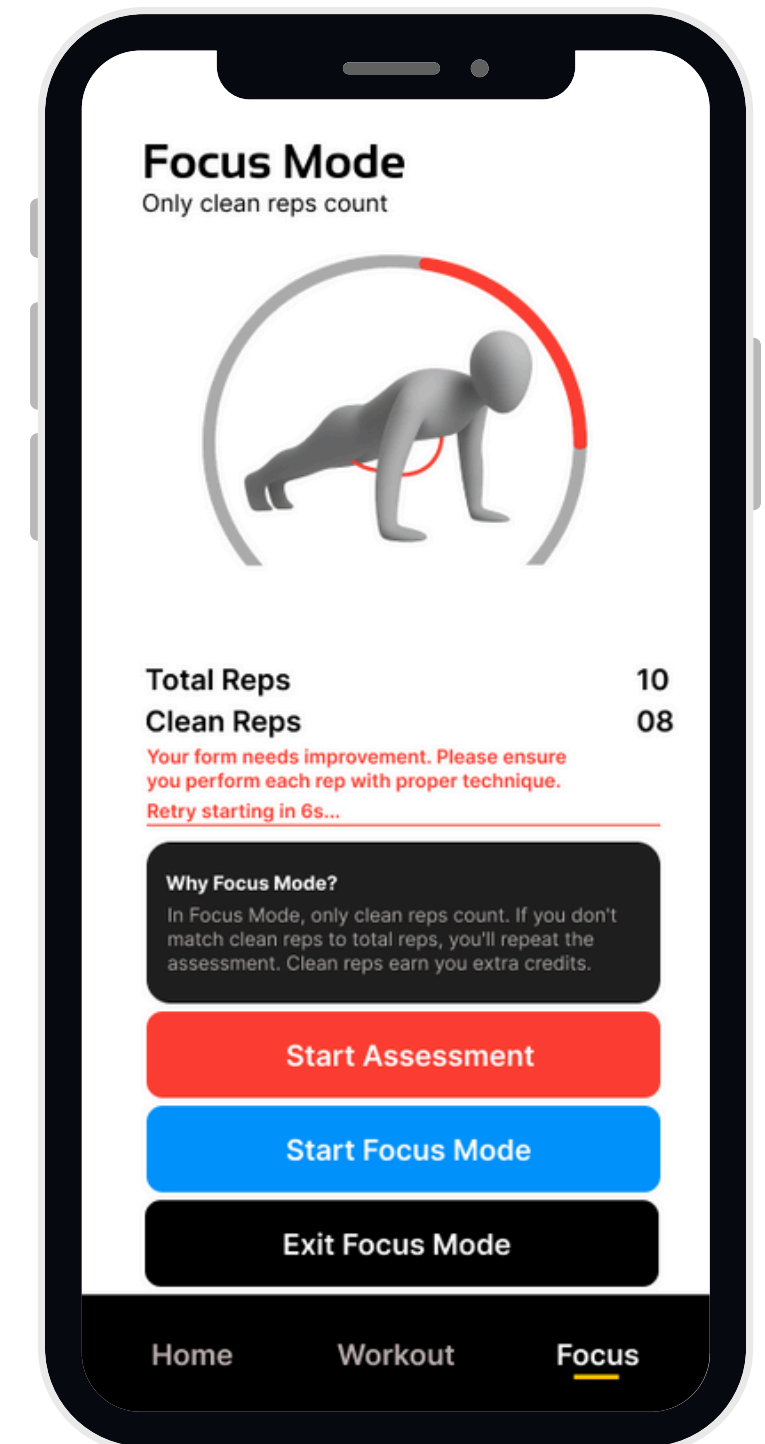
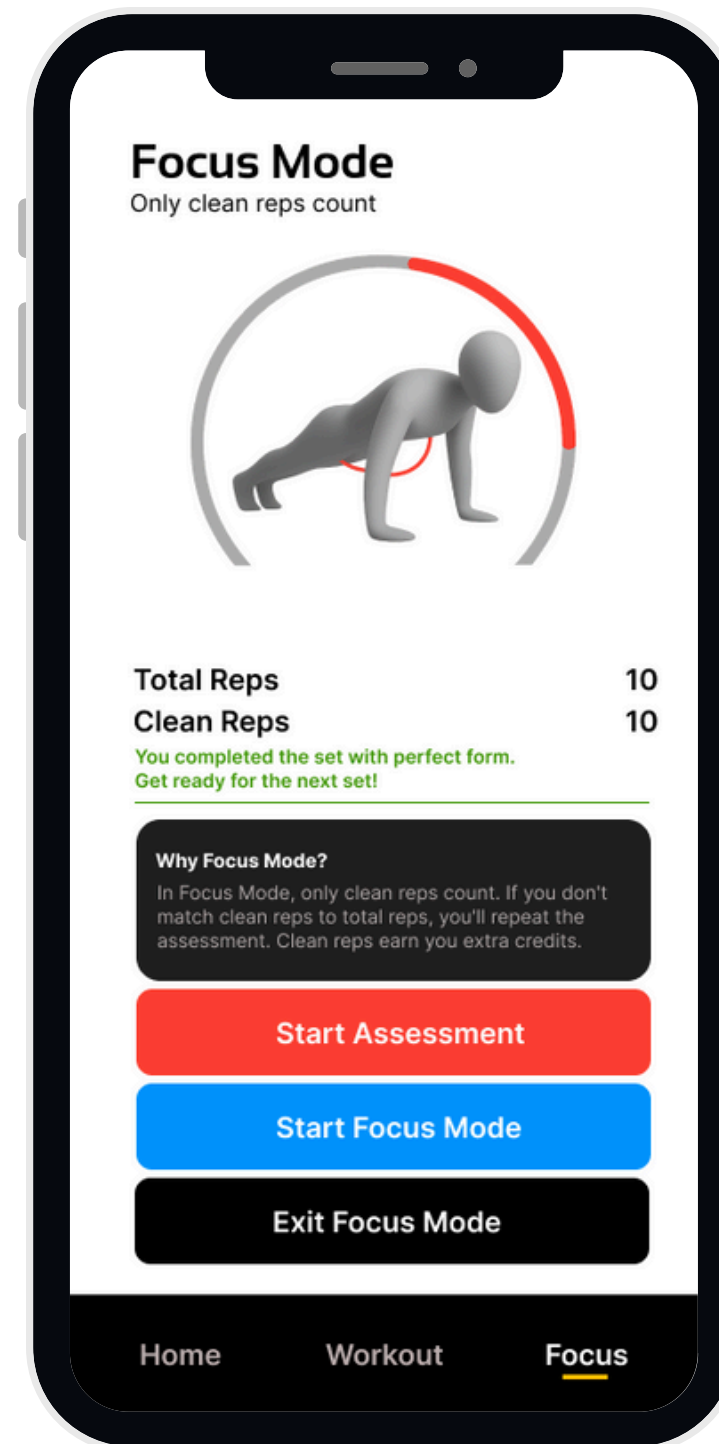
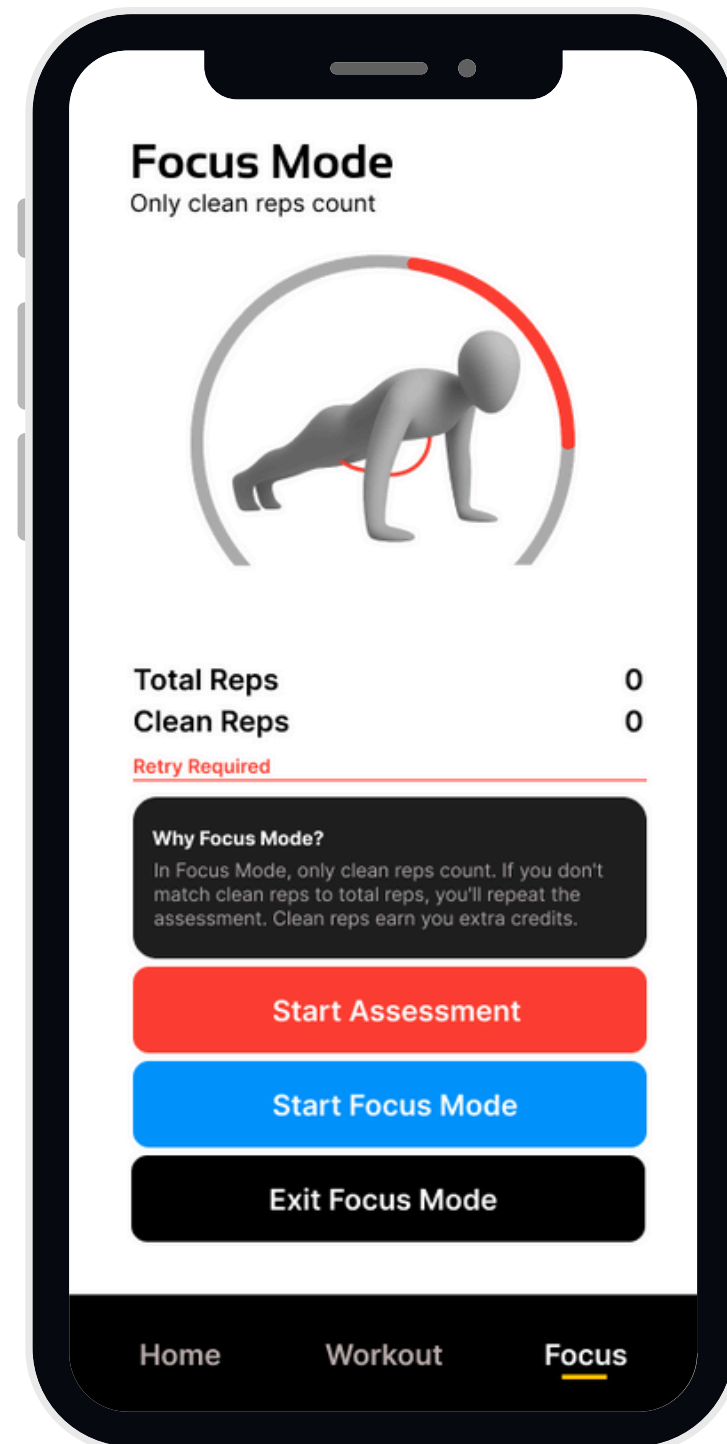


Body targeted  
Training



# Focus Mode

Precision. Discipline. No Shortcuts.



## Your Strict Fitness Trainer

# PRICING MODEL

## Trial Plan

## FlexiPay

|                     |                                                                                            |                                                                                                                                   |
|---------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Pricing             | ₹100                                                                                       | Reciprocates with usage<br>(₹499-₹999)                                                                                            |
| Features            | <ul style="list-style-type: none"><li>Limited Exercises</li><li>No customization</li></ul> | <ul style="list-style-type: none"><li>Standard Plan</li><li>Diet Plans</li><li>Workout Plans</li><li>Full customization</li></ul> |
| Usage Limits        | <ul style="list-style-type: none"><li>Limited usage</li></ul>                              | <ul style="list-style-type: none"><li>Unlimited usage</li></ul>                                                                   |
| Additional Services | -                                                                                          | <ul style="list-style-type: none"><li>Focus Mode</li></ul>                                                                        |

# What is FlexiPay?

Pay for consistency not just access.

- FlexiPay is our performance-based payment model that rewards your discipline.
- The more consistent you are with your workouts, the less you pay.

How it works:

Use the app consistently = Lower monthly fee

Skip workouts or stay inactive = Higher monthly fee

Tracks login frequency, workout completion, and clean rep counts

Adjusts pricing dynamically each month

Turns motivation into savings



# App Growth >>>>

3-WEEKS SINCE LAUNCH

## TOTAL DOWNLOADS

165

## MONTHLY ACTIVE USERS (MAU)

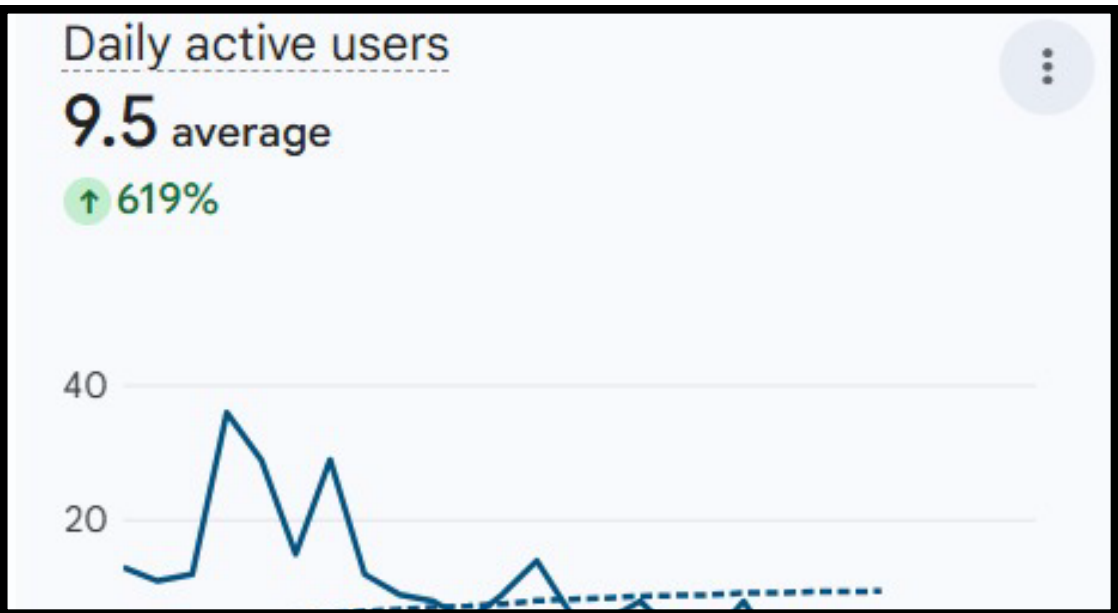
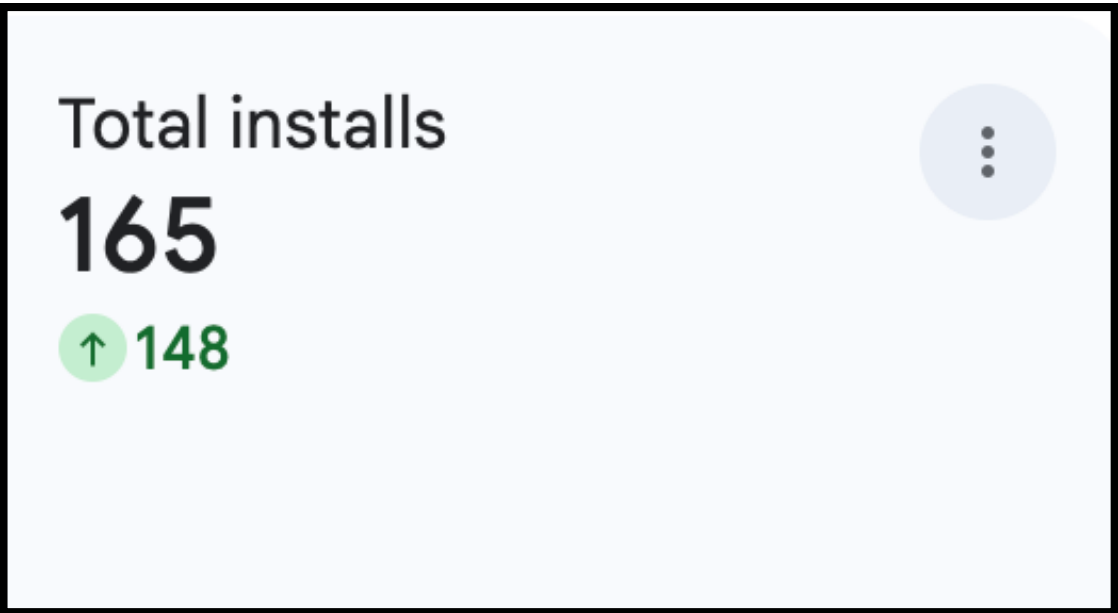
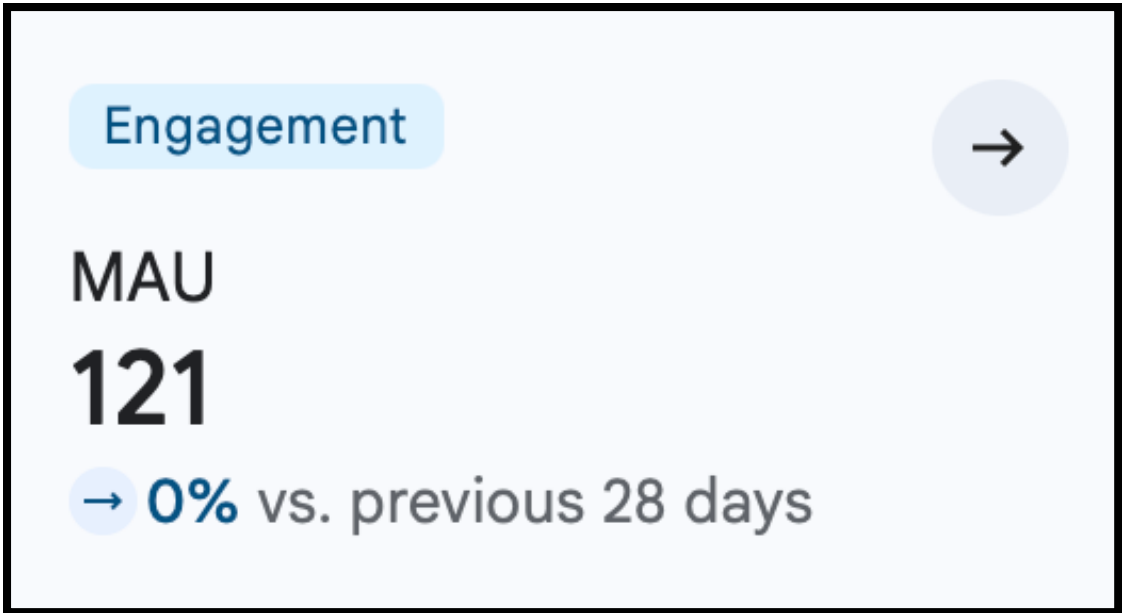
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## DAILY ACTIVE USERS

10

## AUDIENCE GROWTH RATE

78.9%





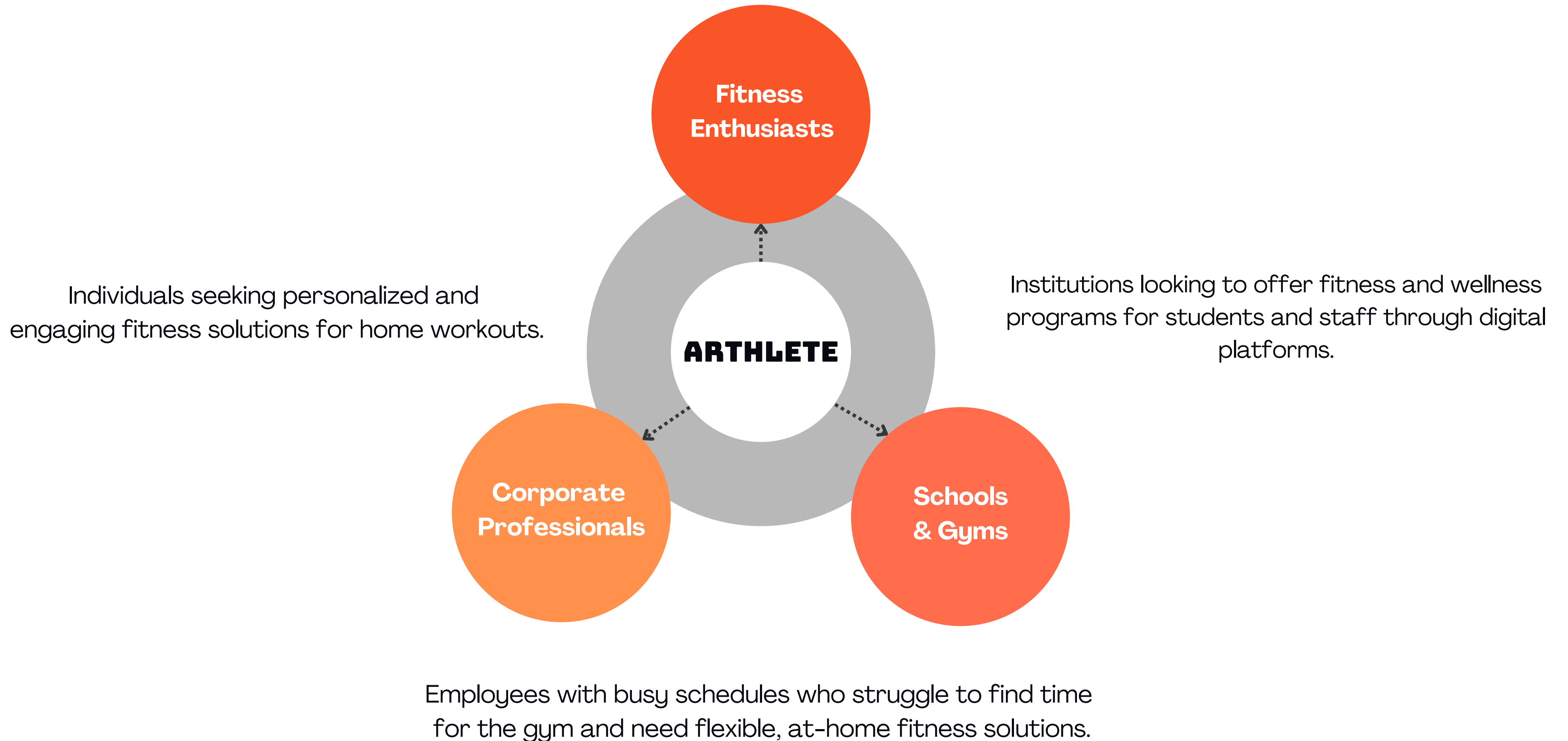
# Market Opportunity

The **Indian** fitness market is valued at approximately **\$2.4 billion** in 2024 and is expected to grow at a compound annual growth rate (CAGR) of around **10-15%** over the next few years.

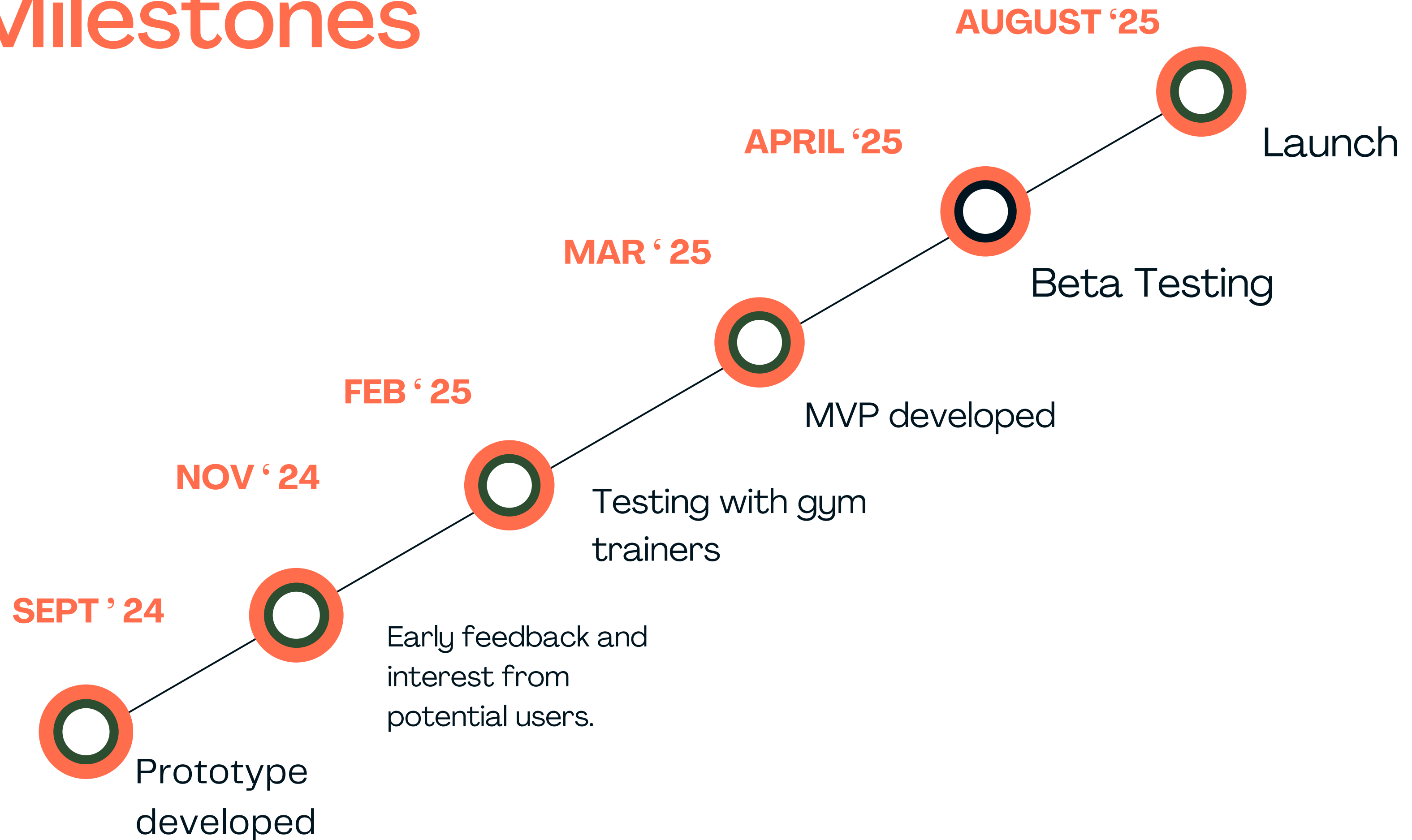
Total Available Market (TAM)

→ **400 Million**

# Target Market



# Milestones

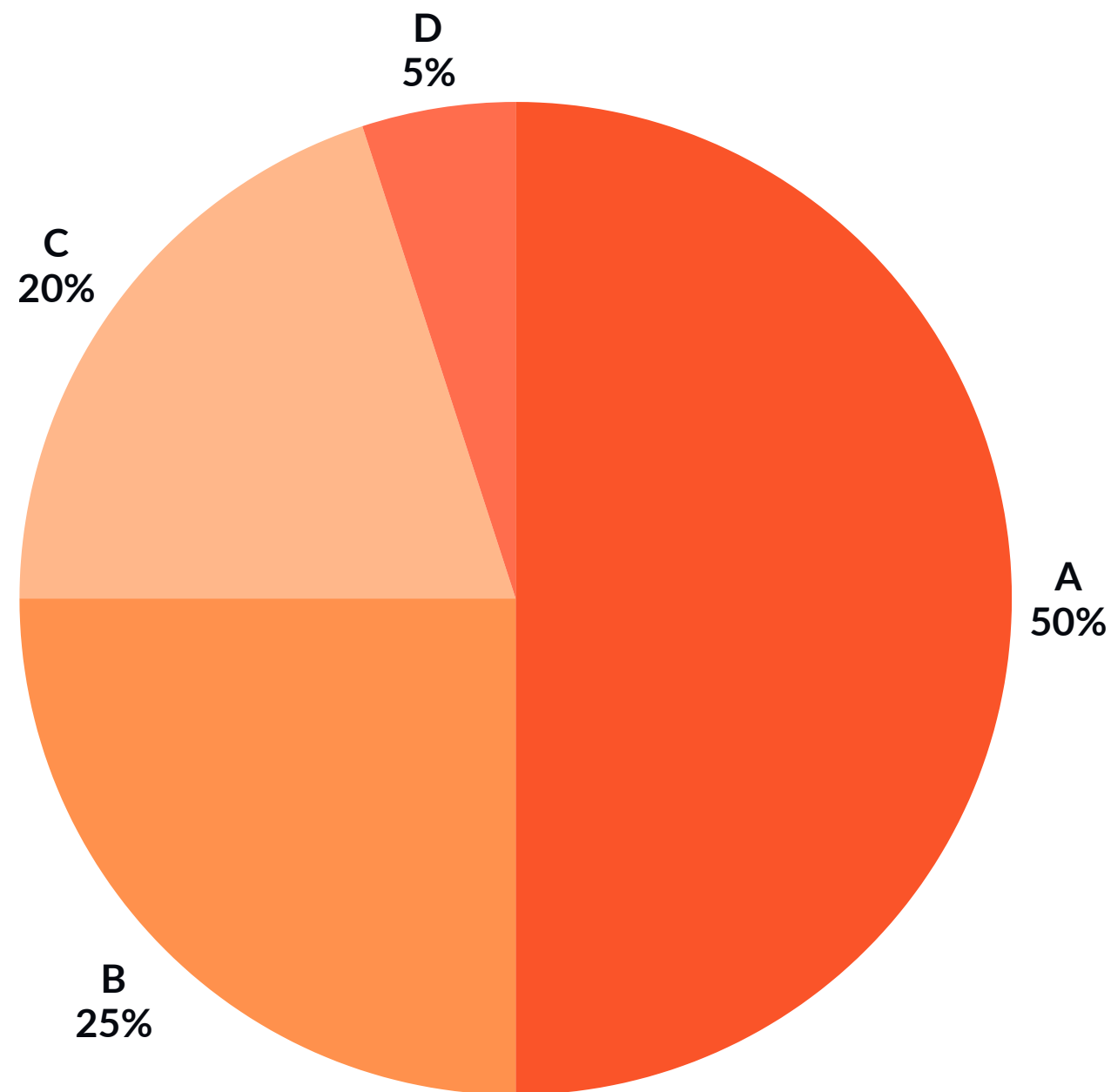


# COMPETITOR ANALYSIS

| Feature                      | Arthlete | Fittr         | Cultfit       | Fitelo        | HealthifyMe   |
|------------------------------|----------|---------------|---------------|---------------|---------------|
| AI Motion Tracking           | ✓        | ✗             | ✗             | ✗             | ✗             |
| Personalized Fitness Plans   | ✓        | ✓             | ✓             | ✓             | ✓             |
| Real-Time Posture Correction | ✓        | ✗             | ✗             | ✗             | ✗             |
| Gamification                 | ✓        | ✗             | ✗             | ✗             | ✗             |
| Workout Variety              | ✓        | Trainer based | Trainer based | Trainer based | Trainer based |



# Our ask : ₹50L



50% Marketing and Sales

25% Product Development

20% Expansions and Operations

5% Miscellaneous

# Fund Utilization Plan

0 to 10,000 users within 3 months

## 50%

Marketing and Sales

- Promotion of the app in niche-specific sub-reddits
- Blog writing on websites
- Fitness micro influencers
- Paid Ads
- Performance marketing

## 25%

Product Development

- SDK costing/maintenance
- Render ( Server costing )
- Database for up to 10k users
- Playstore/App store optimization
- R&D for different forms of exercises

## 20%

Expansions and Operations

- Providing the necessary infrastructure to institutes to run our technology
- Workshop & events in schools

## 5% – Miscellaneous

# Team Overview



**UTKARSH SUNDKAR**

Co-Founder

[Linkedin](#)



**ANUJ TIWARI**

Co-Founder

[Linkedin](#)

**THANK  
YOU!**

[www.arthlete.fit](http://www.arthlete.fit)

