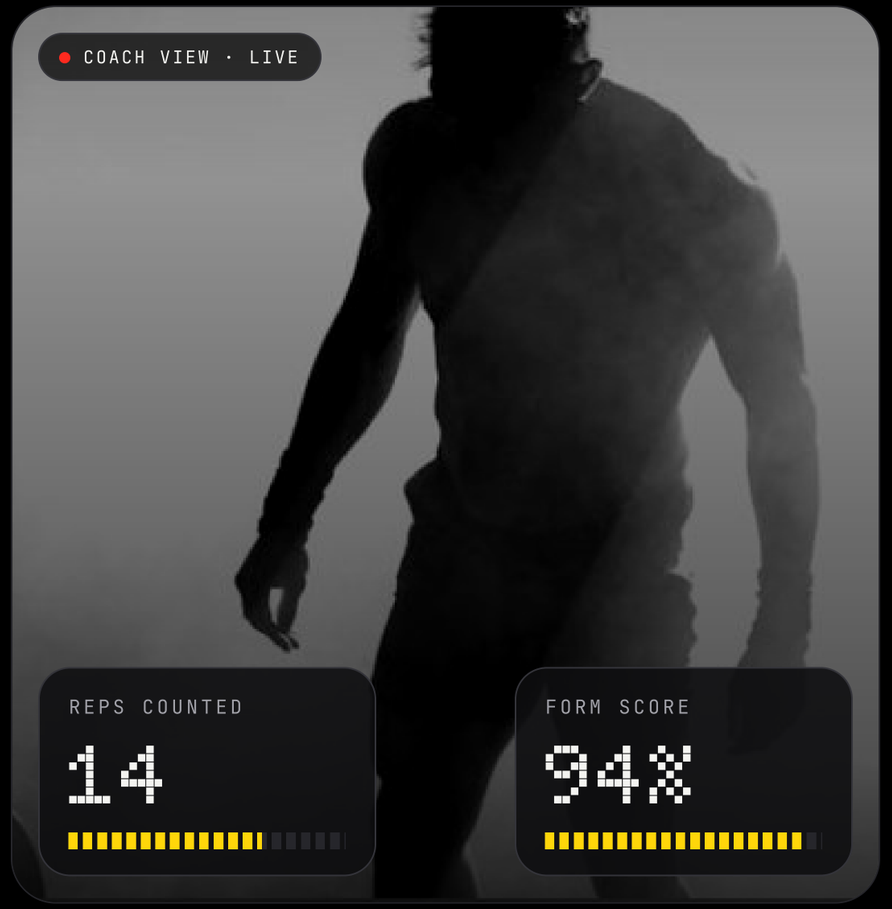
AI PERSONAL TRAINER · SEED ROUND 2026

EVERY REP. COUNTED.

ICOACH is a personal trainer inside your phone. It watches you train, counts every rep and fixes your form. All for **$5 a month**.

Open the live deck ↗ | See the live demo ↗



EXERCISES	MOTION ACCURACY	PRICE	WE ARE RAISING
450+	98%	$5/mo	$150K

01 · THE PROBLEM

GETTING FIT ALONE IS HARD.

Most people want a coach. Most people can't pay for one. So they train alone, with bad form, and give up.

PROBLEM 1

$30–80

Trainers cost too much

That's the usual price for **one hour** with a personal trainer. Most people can't pay that every week.



PROBLEM 2

0

Apps don't see you

Most fitness apps only play videos. Nobody checks if you do the move right. Bad form means slow results and injuries.



PROBLEM 3

70%

People quit fast

70% of users stop using a fitness app in the first 30 days. There is no coach to keep them going.



Sources: churn data from KinesteX industry research. Trainer price is a typical market range.

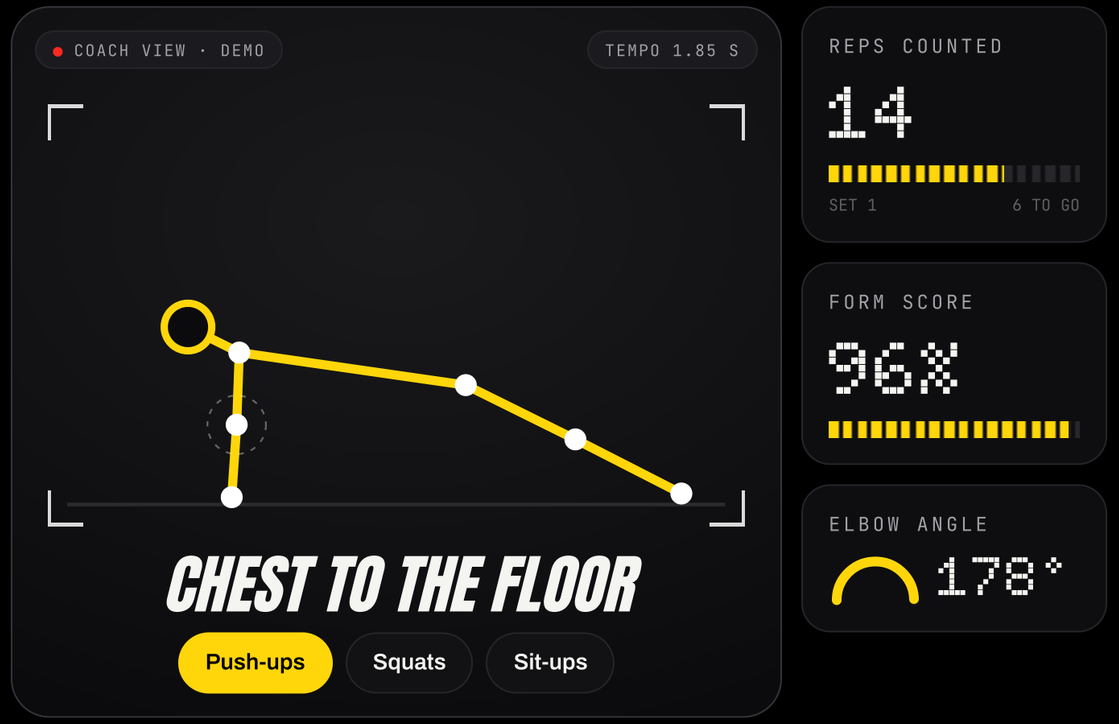
02 · THE SOLUTION

MEET ICOACH.

Your phone camera becomes your coach. No smart watch. No sensors. Put your phone down and start training.

- Counts every rep for you
- Checks your form while you move
- Tells you how to fix mistakes
- Builds a plan just for you

👉 Try the live demo at icoach.pages.dev ↗



03 · HOW IT WORKS

HOW IT WORKS.

No wearables. No writing things down. The camera sees the movement and the coach does the rest.

01

Put your phone down

Open ICOACH, pick a workout and step in front of the camera. Body tracking starts in seconds.

02

Train. It counts and corrects.

A rep only counts if you do it right. You hear tips while you move, like a real coach.

03

Hit your goal. Get rewarded.

Your progress saves by itself. Finish a challenge and your next month is free.

Push-ups · Pull-ups · Squats · Lunges · Dips · Plank · Burpees · Sit-ups · Running · + 440 more

04 · THE PRODUCT

ONE APP. A FULL COACH.

Everything a personal trainer does, for a small part of the price. Try every feature in the live deck.

AI form coach
The camera counts reps and fixes your form live.
POWERED BY KINESTEX

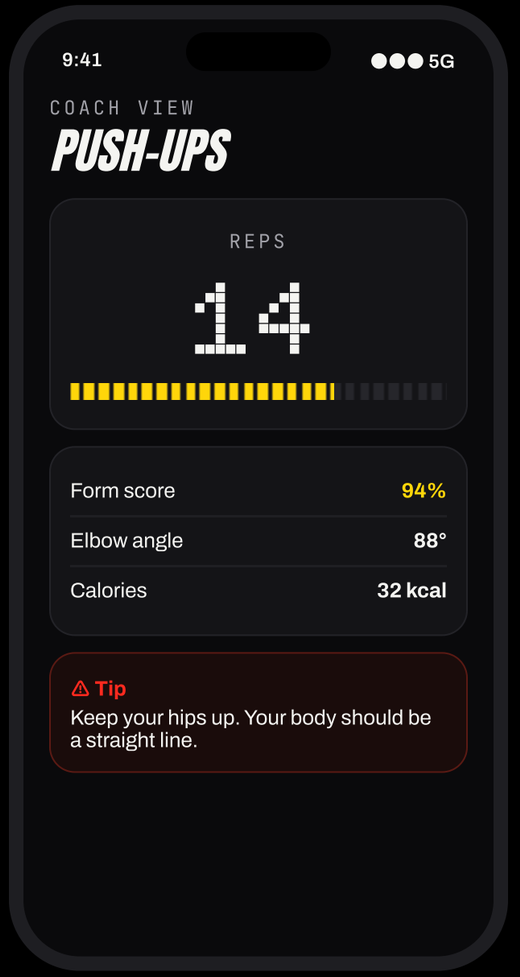
Personal workout plan
Made for your goal: lose weight or build muscle.
POWERED BY KINESTEX

Meal plans
Simple daily meals that match your goal.
BUILT BY ICOACH

Challenges & rewards
Finish a challenge, get next month free.
POWERED BY KINESTEX

Reminders & streaks
Smart reminders help you stay on track.
BUILT BY ICOACH

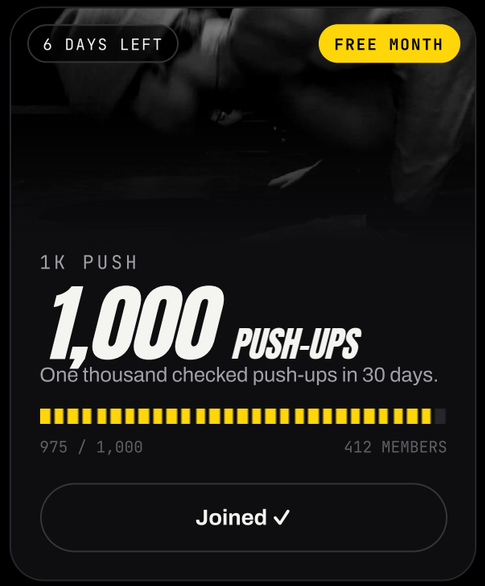
Train anywhere
At home, outdoors or in the gym. Any equipment.
KINESTEX ICOACH

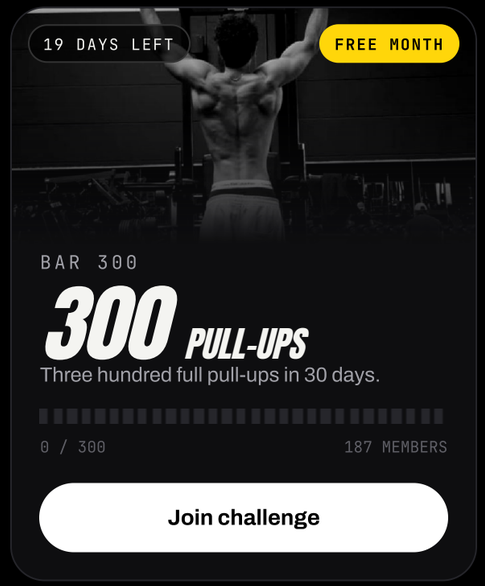


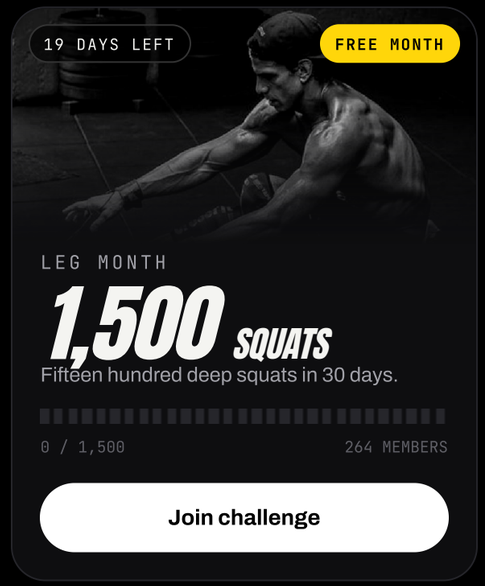
05 · OUR HOOK

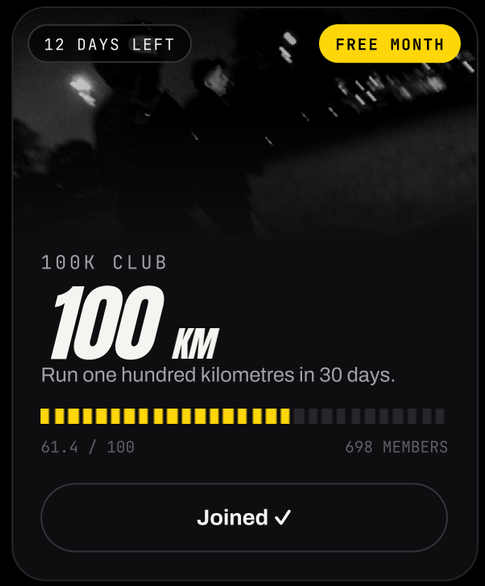
HIT THE TARGET. TRAIN FREE.

Pick a challenge. ICOACH checks every rep. Finish before the deadline and your next month is free.









1 People come back every day to finish their challenge.

2 Users share their results online. That is free marketing for us.

3 A free month is a small reward that keeps people paying for longer.

App preview. Challenges, members and progress are sample data.

06 · THE TECHNOLOGY

PROVEN TECH. READY TODAY.

ICOACH runs on **KinesteX**, an AI fitness engine built over 2 years and already used by 40+ apps. We start where they finished.

EXERCISE LIBRARY

450+

Exercises ready on day one

No filming or building needed.

ACCURACY

98%

Movement accuracy

It sees each body movement in real time.

ALREADY TRUSTED

40+

Apps already use it

Tested with real users around the world.

RETENTION

64%

Users still active in month 2

About 5× better than normal fitness apps.

SPEED

<1 WK

To plug into our app

We launch in months, not years.

PRIVACY

0

Videos stored

Nothing is saved. Meets GDPR & HIPAA privacy rules.

STEP 1	STEP 2	STEP 3	STEP 4
📱 **Phone camera**	🧠 **AI tracking**	🔊 **Live feedback**	📈 **Smarter plan**
Sees the user's body	Follows 30+ body points	Reps, form, calories	Next workout adapts

2.4M views on one KinesteX challenge video (Time Out Dubai) ↗

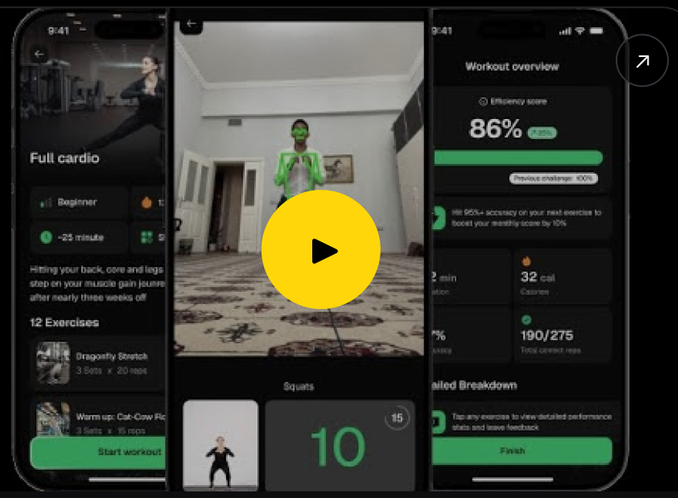
Adidas has publicly mentioned KinesteX ↗

Source: KinesteX sales deck and partner results.

07 · SEE IT YOURSELF

DON'T TRUST US. TRY IT.

The technology is real and already working. Watch it, download it, test it on your own phone today.



VIDEO · YOUTUBE

Watch the AI coach in action

See the camera count reps and fix form, live.

TRY IT · IPHONE

Demo app on the App Store

Test the motion tracking on your own phone.

TRY IT · ANDROID

Demo app on Google Play

Same demo for Android phones.

LIBRARY

Browse the 450 AI exercises

Every exercise our users get on day one.

INSTAGRAM · TIME OUT DUBAI

2.4M views

A KinesteX fitness challenge video that went viral.

INSTAGRAM · ADIDAS

Adidas talks about KinesteX AI

A global sports brand mentions the tech in public.

Links open in a new tab. Demo apps and library are by our technology partner, KinesteX.

08 · WHY WE WIN

MORE COACH. LESS MONEY.

ICOACH gives people what a trainer gives, at a price anyone can pay.

	PERSONAL TRAINER	NORMAL FITNESS APPS	ICOACH
Watches your form	✓	✗	✓
Counts your reps	✓	✗	✓
Plan made for you	✓	Sometimes	✓
Meal plan	Sometimes	Sometimes	✓
Any time, anywhere	✗	✓	✓
Rewards for training	✗	✗	✓
UFC athlete partner	✗	✗	✓

PRICE PER MONTH

Personal trainer	$200+
Fitness apps	$13
ICOACH	$5

Trainer: about 1 session a week. Apps: typical price of popular fitness apps ($10–16).

09 · OUR UNFAIR ADVANTAGE

THE UFC ADVANTAGE.

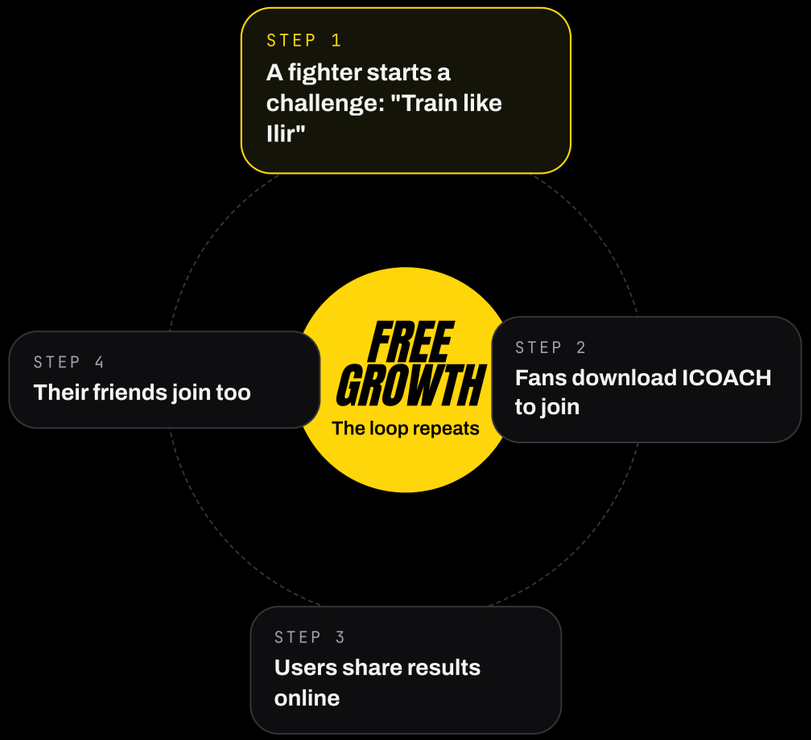
Ilir Latifi is a partner in this project, not just an ad. Most apps pay a lot for ads to find users. Our athletes bring users to us, worldwide.



PARTNER · UFC FIGHTER

ILIR LATIFI

The face of ICOACH. He brings fans, content and his network of UFC fighters and pro athletes.



10 · BUSINESS MODEL

SIMPLE WAY TO MAKE MONEY.

One monthly subscription. Low price, many users. Try the money slider in the live deck.

MONTHLY PRICE

$5 · our plan | $7.99 | $9.99

PAYING USERS 100,000

1K — OUR 2-YEAR GOAL: 100K — 250K

WHERE EACH SUBSCRIPTION GOES



Money from users	$500,000
– Apple / Google fee (15%)	$75,000
– KinesteX tech fee ($1.50 each)	$150,000
ICOACH keeps every month	**$275,000**
Per year	$3,300,000
We keep per user	$2.75

Before tax, salaries and marketing. App store fee uses the 15% small-business rate from Apple and Google.

11 · HOW WE GET USERS

GLOBAL FROM DAY ONE.

We do not start small or local. ICOACH launches worldwide from day one, and Ilir Latifi (UFC) helps us scale it.

01

Fighter challenges

Ilir and other athletes launch 30-day challenges. Their fans join to compete.

02

Short videos

TikTok, Instagram and YouTube. Real reps, real scores, real people.

03

Invite a friend

Bring a friend and you both get a free week. Every user brings more users.

04

Gyms & clubs

Gym leaderboards: "This week in your gym." Members compete with each other.

PHASE 1 · LAUNCH

Worldwide, in English

Live in every App Store from day one. Start with Ilir Latifi's fans and UFC fans everywhere.

PHASE 2 · GROW

More languages

Add German, Arabic, Spanish and more. Partner with more athletes.

PHASE 3 · SCALE

Big markets

Use paid ads in the US, UK, Europe and the Gulf once the numbers are proven.

12 · GROWTH PLAN

100,000 USERS IN 2 YEARS.

Our target for paying users, month by month. See every month in the live deck.

MONTH 24 · PAYING USERS

100,000

MONEY IN PER MONTH

$500,000



MONTHS 1-3

Build & test

Build the app on KinesteX. Test with 200 early users.

MONTH 4

Launch with Ilir

Go live on iPhone & Android with the first fighter challenge.

MONTH 12

15,000 paying users

More athletes, more languages, invite-a-friend.

MONTHS 18-24

Next funding round

Proven numbers. Raise a bigger round to scale.

These are targets, not promises. Price used: $5 per month.

13 · THE TEAM

WHO IS BEHIND IT.

Business builders, a UFC fighter and a proven tech partner.

?

[Founder name]

CO-FOUNDER & CEO

Leads the business, partners and fundraising. [Add 1 line about your background.]

?

[Co-founder name]

CO-FOUNDER

Leads the product and growth. [Add 1 line about their background.]



Ilir Latifi

UFC FIGHTER · PARTNER

The face of ICOACH. Brings fans, content and a network of UFC fighters and pro athletes.

KX

KinesteX

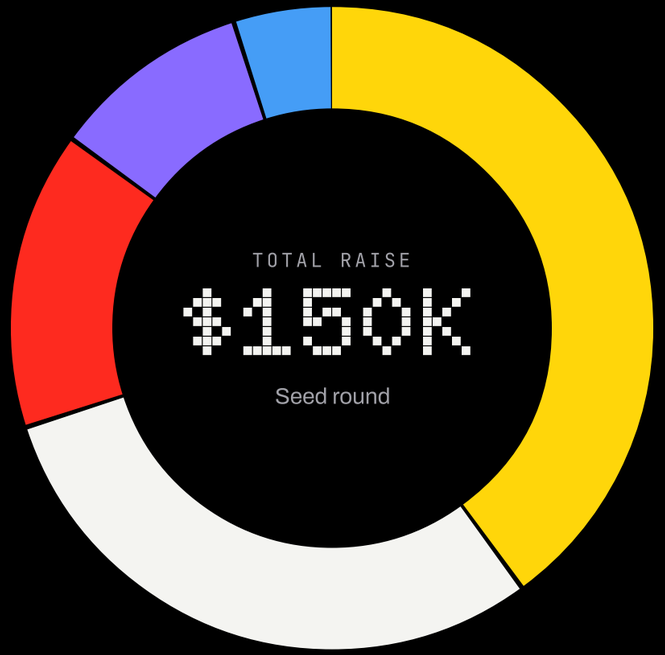
TECH PARTNER · DUBAI

AI motion tracking used by 40+ apps. Paid per active user, so our costs grow only when we grow.

14 · USE OF FUNDS

WHERE THE $150K GOES.

Most of the money goes to getting users.



Marketing & user growth Ads, launch campaigns, invite-a-friend rewards	$60,000	40%
App build & launch Design, iPhone + Android app, payments, meal plans	$45,000	30%
Athlete & video content Fighter challenges, filming, social media videos	$22,500	15%
Company, legal & tools Company setup, contracts, privacy, software	$15,000	10%
Safety reserve Money kept for surprises	$7,500	5%

15 · THE ASK

WE ARE RAISING

$150,000

To launch ICOACH worldwide and reach our first paying users.

MONTH 4
App live on iPhone & Android

MONTH 12
15,000 paying users

MONTH 24
100,000 paying users. Ready for a bigger round.

Read the business plan ↗ | Open the live deck ↗ | [your email] · [your phone]

EVERY REP. COUNTED.

17 · SEE IT LIVE

THIS PDF STANDS STILL. THE REAL DECK MOVES.

Open the live deck to watch the AI coach count reps, try the money calculator and see every chart come alive. It works on any phone or laptop.

Open the live deck ↗

or type **icoach.pages.dev** in any browser

LIVE DECK ↗
The full pitch, animated
All 16 slides with the live demo.

BUSINESS PLAN ↗
Every number, explained
Move the slider and see the money change.

LIVE DEMO ↗
Watch the coach work
Reps, form score and tips, live.