



THE SMART GYM EQUIPMENT CONVERSION KIT

SGECK

Group 28

“You don’t rise to the level of your goals; you fall to the level of your systems”

- James Clear

SGECK makes your gym system smart, affordable and personal.



THIS IS MIGUEL

BEGGINER IN THE GYM

TRACKS WORKOUTS
THROUGH **NOTES**



THIS IS PEDRO

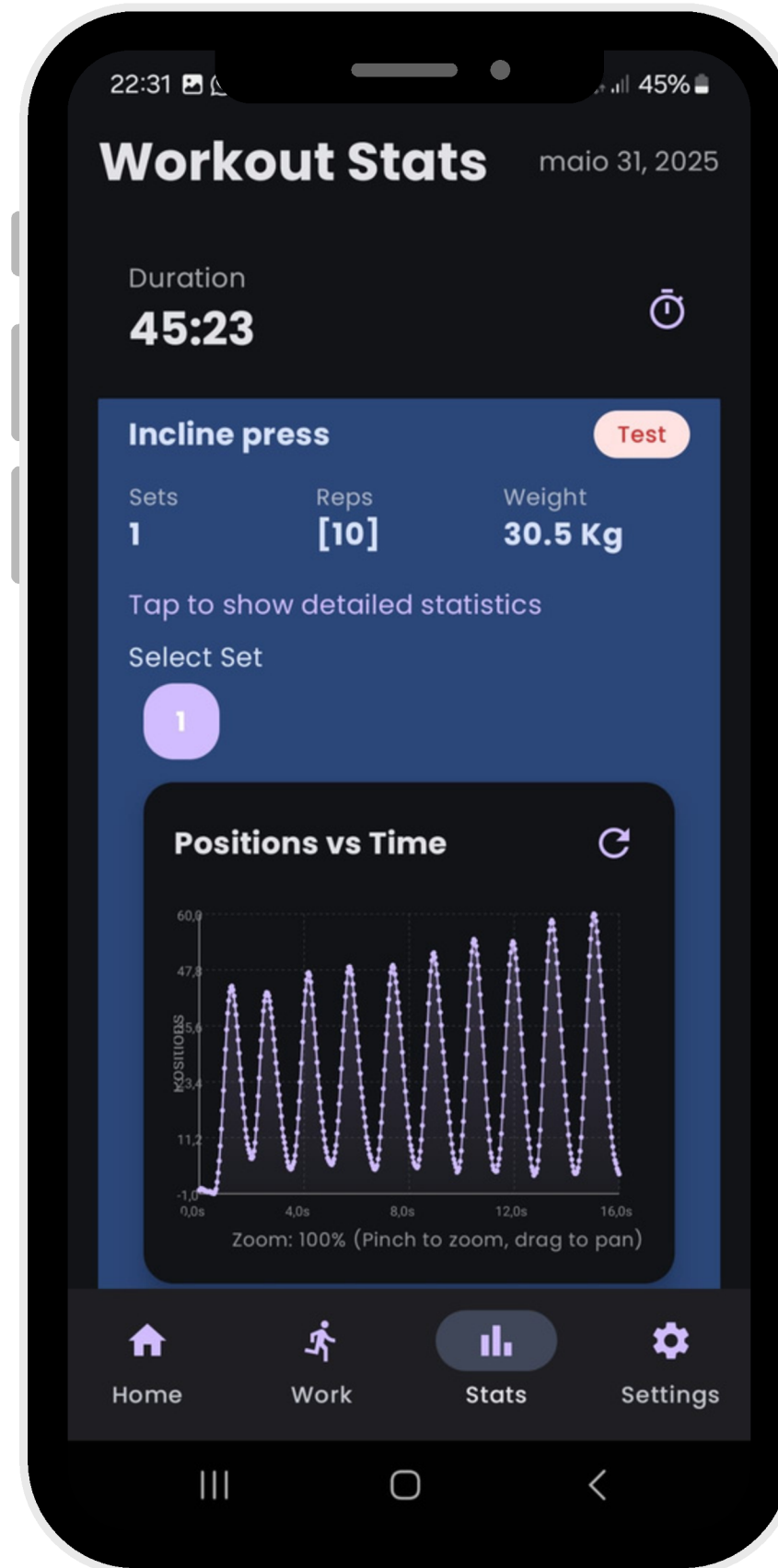
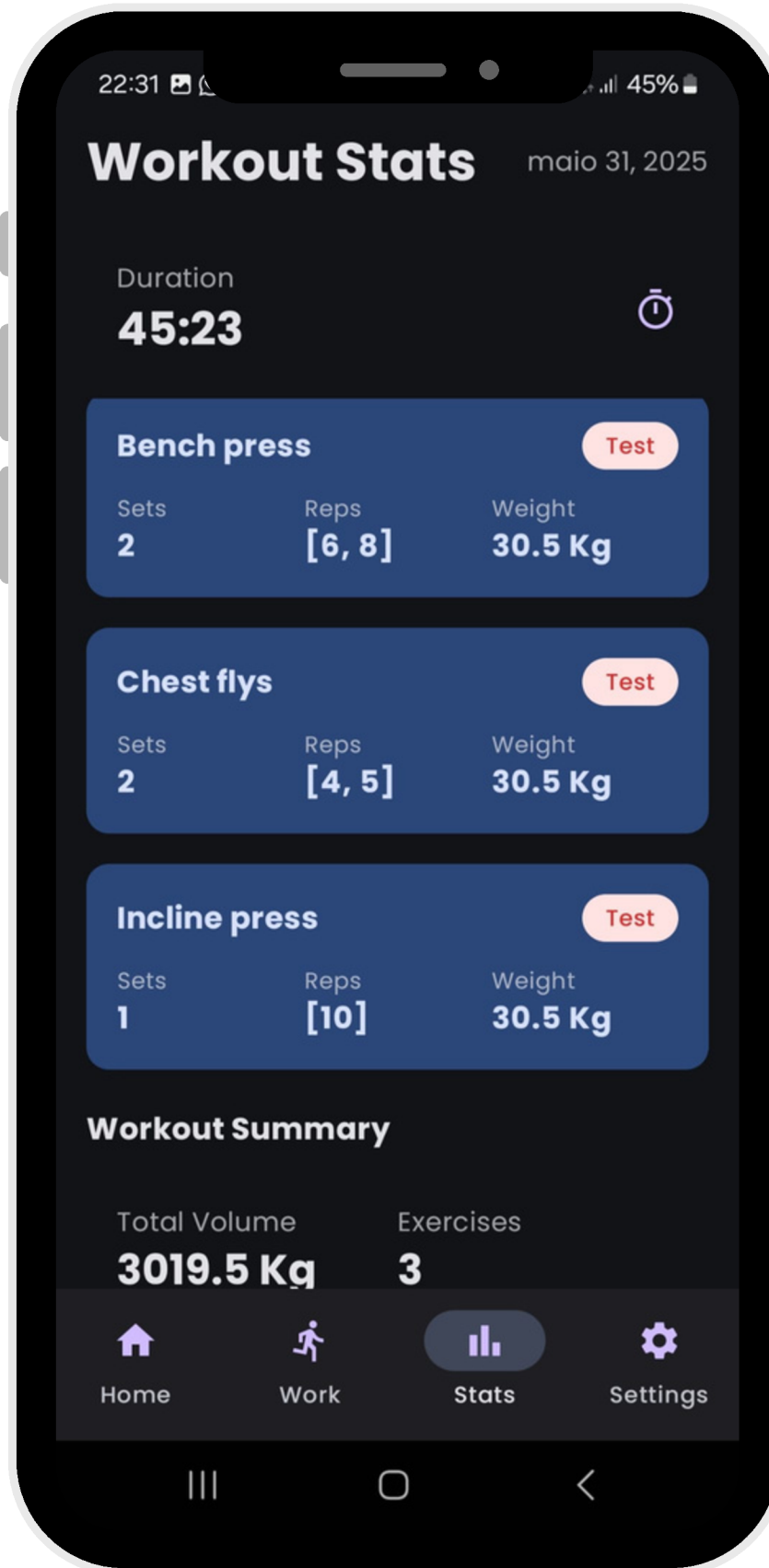
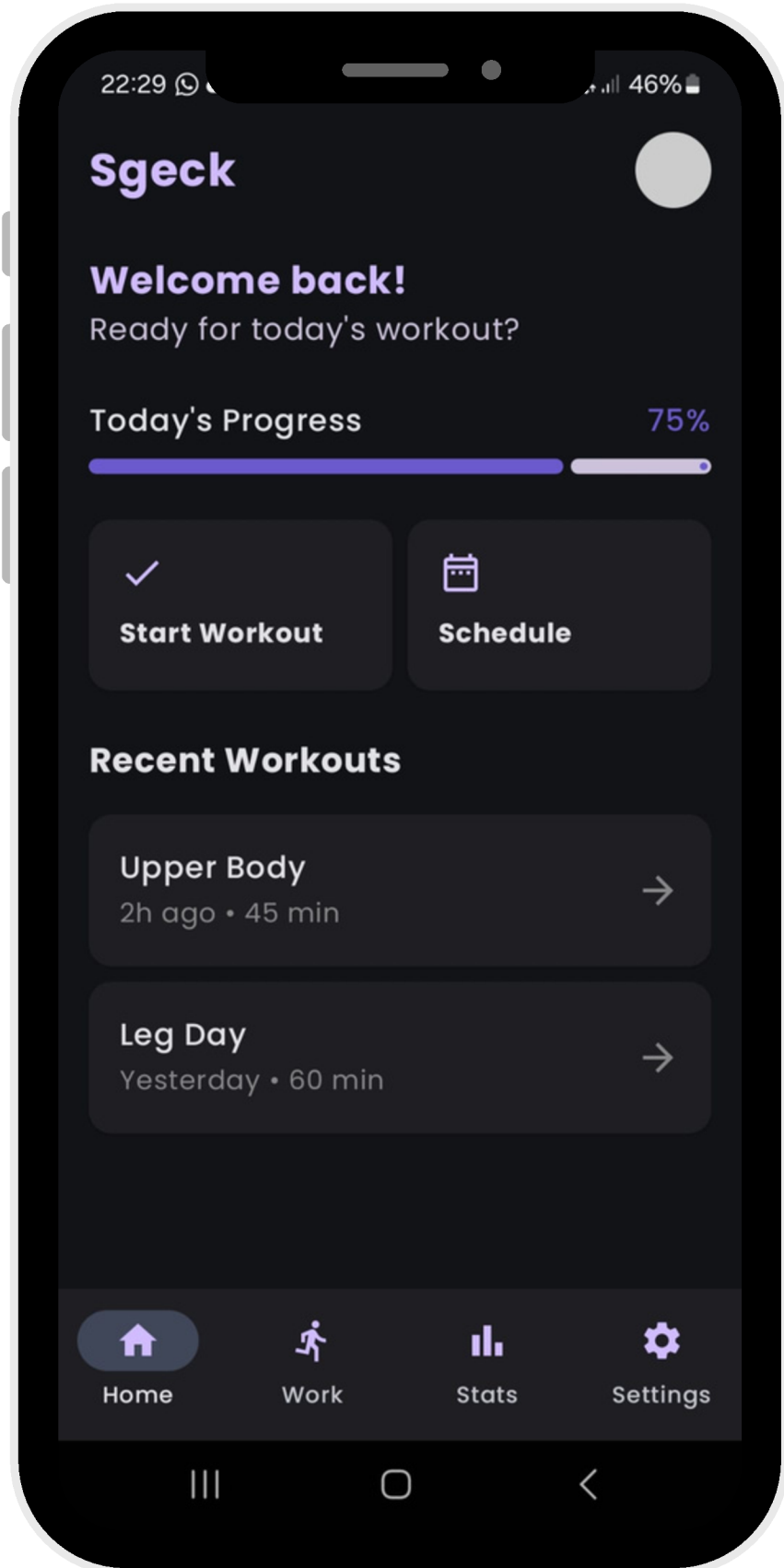
AVID GYM GOER

TRACKS WORKOUTS
THROUGH **S**GECK

MOUNT IT.

CONNECT IT.

EXERCISE IT.



 **FREEMIUM MODEL**
Engage users with core features for free, offer premium upgrades

 **VIRAL GROWTH**
Encourage users to share through challenges and leaderboards

 **ACQUISITION**
Targeted ads and influencer partnerships

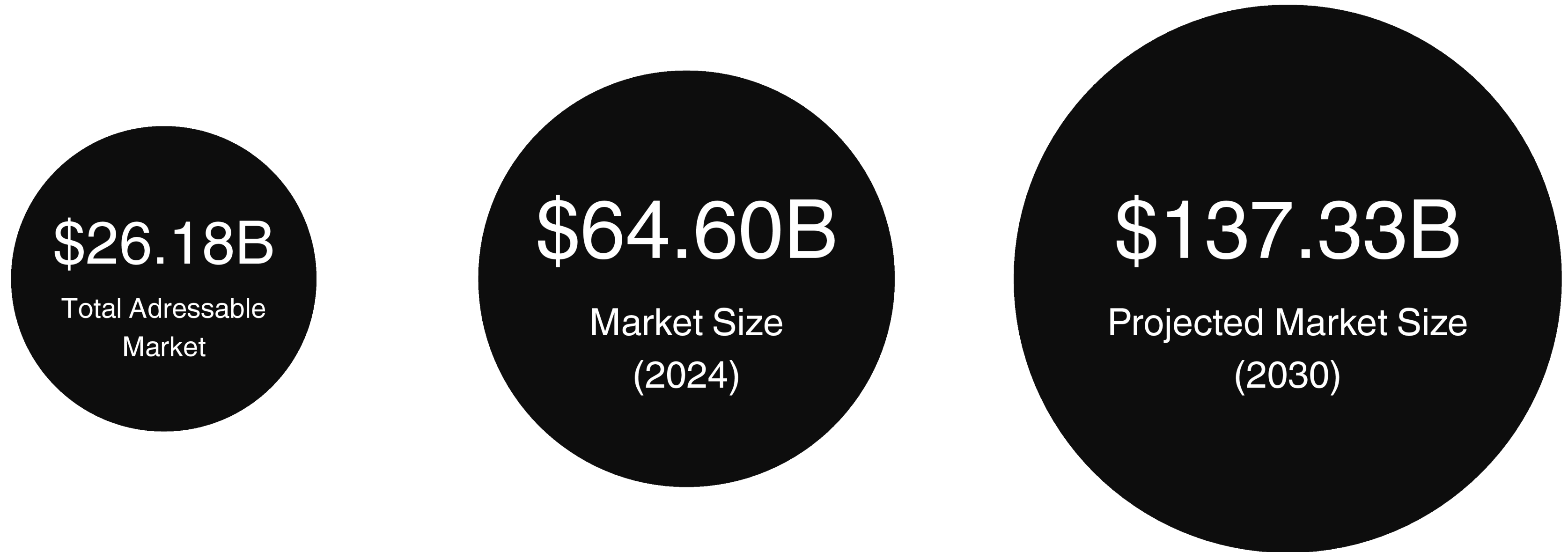
 **RETENTION**
Gamification and personalized feedback

MARKET VALIDATION

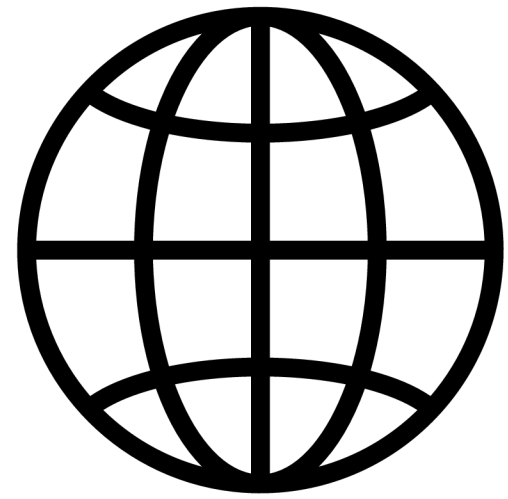
Conducted over 80 in person interviews

- 80% frustrated with manual tracking
- 70% interested in a smart and portable option
- 50% open to a subscription model for additional insights

SMART FITNESS



Growing at a CAGR of 11,1%, fueled by the integration of AI with fitness devices



MARKET OPPORTUNITY



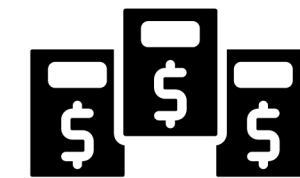
GYMS

- 65K GYMS IN EU
- 650K POTENTIAL DEVICES



PERSONAL FITNESS

- €12.88B MARKET
- 68M GYM GOERS IN EU
- EU MARKET FOR FITNESS TRACKERS COMPRISES 12% OF GLOBAL MARKET



SUBSCRIPTIONS

- €60 PER ANNUM

WHAT OUR MARKET IS WORTH

$$\begin{array}{ccc} \mathbf{18.65M} & \mathbf{x} & \mathbf{€85} & \mathbf{=} & \mathbf{€1.6B} \\ \text{Prospective} & & \text{Annual revenue} & & \text{Servicable} \\ \text{customers} & & \text{per customer} & & \text{Available Market} \end{array}$$

WE'RE THE ONLY PORTABLE, SMART DEVICE FOR ANY GYM MACHINE

Personal Trainers & Manual Tracking

Highly personalized but
not scalable

Premium smart machines (Tonal, Peloton)

Expensive and limited to
specific equipment

Fitness Apps & Wearables

Scalable but lack depth,
and no integration with
gym machines

SGECK is set apart by its affordability, integration with equipment and AI driven feedback



MEET OUR ENGINEERING TEAM



EDUARDO CASANOVA

CTO



5+ YEARS EXPERIENCE
WITH EMBEDDED SYSTEMS



EDUARDO SILVESTRE

CEO



2+ YEARS AS
BACKEND DEVELOPER



DUARTE FARIA

DESIGNER



2+ YEARS UI/UX
DESIGN EXPERIENCE



MEET OUR **BUSINESS TEAM**



JOÃO FONSECA
OPERATIONS



SECURED PARTNERSHIPS
WITH GYMS



INÊS MONTEIRO
MARKETING



NOVA SCHOOL OF
SCIENCE & TECHNOLOGY



16K+ FOLLOWERS ACROSS
SOCIAL MEDIA PLATFORMS



TOMÁS FERREIRA
FINANCE



2+ YEARS EXPERIENCE
CONDUCTING MARKET
ANALYSIS

KEY FINANCIAL METRICS



**Customer
Acquisition Cost**

€29.2 per user



**Asset Sale
Margin**

65% gross margin



**Average Revenue
per User (ARPU)**

€85 per user (1 year)



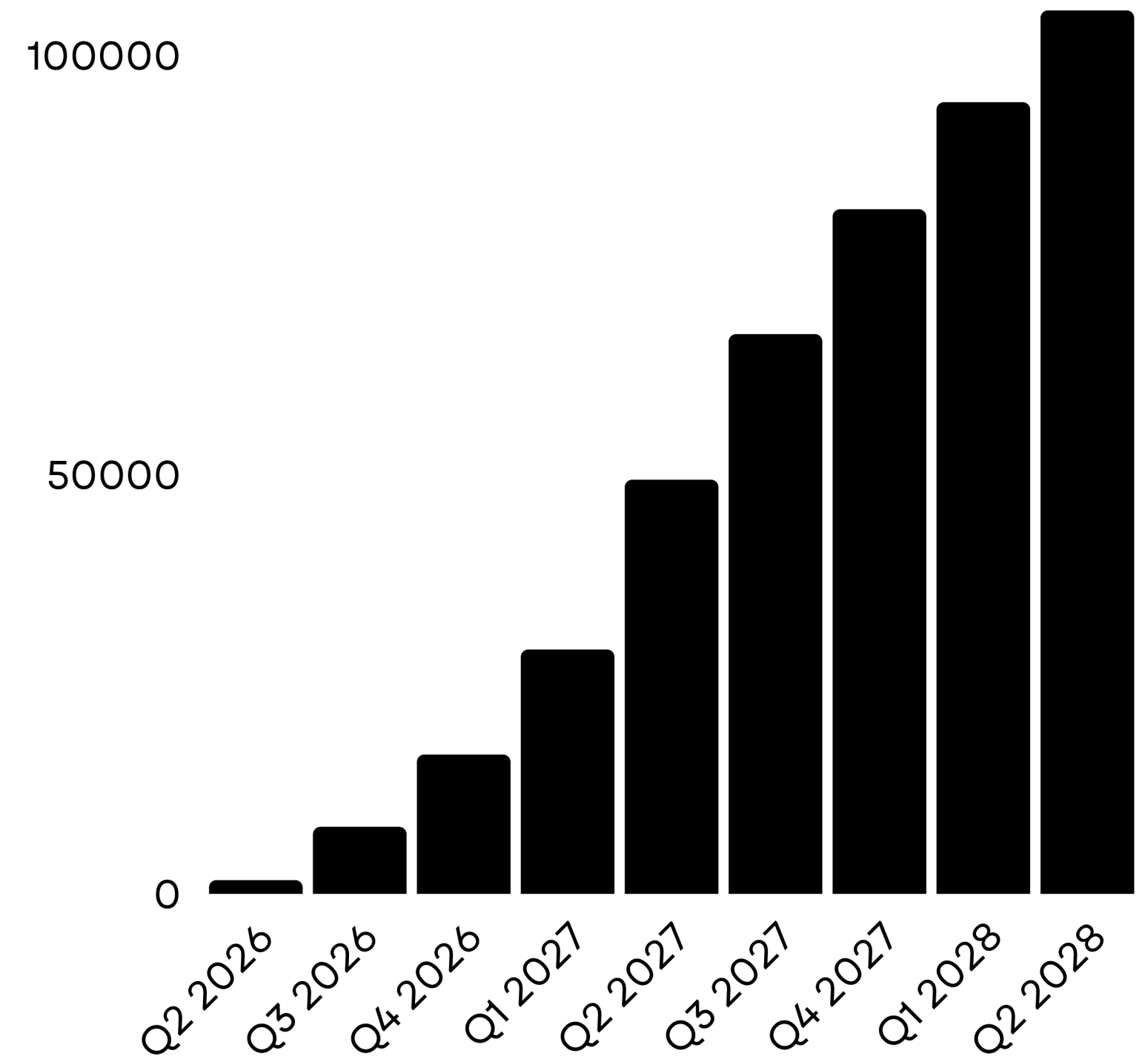
**Cash Burn
(Year 1)**

€63K

MILESTONES

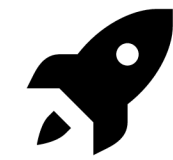
- Prototype Development: Complete (Q1 2025)
- Beta Testing with Partner Gyms: In progress (Q3 2025)
- Market Launch: Target (Q4 2025)
- Social Media Campaign : (Q1 2026)
- Scaling to 50+ gyms: (Q1 2027)
- Expand into US/Asia Markets: (Late 2026–2027)

PROJECTED MRR



OUR ASK

€70K



Marketing



Patents & Legal



Software tools & Infrastructure



Team Resources

Q&A