

MYSLF

Executive Summary | Seed Round | 2026

MYSLF is an AI-powered fitness app that creates a personalized workout, nutrition, and recovery plan that updates daily based on your sleep, energy, heart rate, and goals.

\$500K
Raising

\$2M
Pre-money

20%
Equity

Month 11
Break-even

THE PROBLEM

Every fitness app making \$1–14M MRR today sells the same thing — a library of pre-recorded workouts. Users browse, pick, and hope it fits their day. No one asks: how did you sleep? Are you recovered? **80% of fitness app users churn within 30 days.**

No one has built a living fitness plan that adapts to you daily.

THE SOLUTION

- **Live Fitness Plan** — Updates daily based on Apple Health / Google Fit data
- **AI Coach** — 3 AI personalities (Luna, Max, Mia) with real-time chat
- **300+ Video Workouts** — Home, gym, yoga, HIIT with timers and calorie tracking
- **Smart Nutrition** — Photo-based calorie recognition powered by AI
- **Full Tracking** — Water, weight, steps, sleep, calories, recovery in one app

MARKET OPPORTUNITY

Global fitness app market: \$30.6B by 2030 (CAGR 17.6%). AI-powered personalization is the fastest-growing segment.

\$30.6B
Market 2030

17.6%
CAGR

396M
Fitness App Users

WHY MYSLF WINS

- **Real-time adaptation** — Unlike Peloton or Fitbod, adjusts daily based on body signals
- **AI Coach personality** — 3 coaches with unique styles. Users build a relationship
- **All-in-one** — Workouts + nutrition + hydration + sleep + recovery
- **Photo calorie tracking** — Snap a photo, AI logs it. No manual entry

BUSINESS MODEL

Freemium subscription with 7-day free trial:

Plan	Price	What's Included
Free Trial	\$0 / 7 days	Full access to all features
Basic Monthly	\$17.99/mo	Workouts, AI coach, nutrition
Premium Monthly	\$29.99/mo	Priority coaching, advanced analytics
Annual	\$149.99/yr	All premium features, save 40%+

FINANCIAL PROJECTIONS

Metric	Month 6	Month 12	Year 2	Year 3
Total Downloads	24,276	100,862	302,586	605,172
Paid Subscribers	2,780	10,302	29,503	51,727
MRR	\$61K	\$227K	\$649K	\$1.14M
ARR	\$734K	\$2.72M	\$7.79M	\$13.66M
EBITDA	-\$9.6K	\$84K	\$360K	\$678K

UNIT ECONOMICS

\$22
ARPU / month

\$275
LTV (Year 1)

\$87
Effective CAC

2.68x
LTV / CAC

LTV/CAC improves to 2.95x (Y2) and 3.54x (Y3) as churn decreases from 8% to 5%. Crosses 3x threshold in Year 2.

USE OF FUNDS (\$500K)

Category	Amount	%	Details
Team & Product Development	\$200,000	40%	Engineering, design, QA, product
Marketing & User Acquisition	\$200,000	40%	Paid ads, influencers, PR, SEO
Infrastructure & AI APIs	\$30,000	6%	Cloud hosting, AI API costs
Legal & Operations	\$15,000	3%	Incorporation, compliance
Reserve / Buffer	\$55,000	11%	Buffer for unexpected costs

PRODUCT STATUS

Component	Status	Details
Backend (Auth)	95%	JWT, OAuth, sessions — FastAPI
Backend (Fitness)	80%	CRUD for workouts, nutrition, sleep
AI Coach (RAG)	90%	LangChain + Qdrant + real-time chat
WebSocket Service	100%	Real-time messaging via Celery + Redis
Docker Infrastructure	100%	All 4 microservices containerized
Landing Page	100%	myslfapps.com + onboarding quiz
Mobile App	Design ready	Full Figma designs, dev starting

TECHNOLOGY

Backend: Python 3.13, FastAPI, PostgreSQL, Redis, Qdrant **AI:** LangChain, RAG, LLM

Mobile: React Native (iOS + Android) **Web:** Next.js 15, TypeScript, Tailwind

Infra: Docker Compose, DigitalOcean, Alembic

TEAM

Serhii Lysyuk — Founder & CEO

Scaled UserWay from MVP to 1.5M+ businesses worldwide. Built Sapien Wallet to 100K users in 30 days with zero paid spend. 14 years shipping products across AI, SaaS, and fintech. Full-stack product leader — from vision and strategy to prototype and go-to-market.

Core team of 15: 2 iOS devs, Backend dev, QA, Designer, Growth Manager, Content Creator, BizDev, Marketer, SMM, SEO, Targeting, Video Production, Video Editor.

ROADMAP

- **Q1 2026:** Beta launch on TestFlight / Google Play beta, early adopters
- **Q2 2026:** Public launch, first 1,000 paid subscribers
- **Q3 2026:** Scale to 6,000+ subscribers, hit \$100K+ MRR
- **2027:** 20K+ subscribers, new markets, Series A preparation

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