



Seed Round · 2026

MYSLF Investor Deck

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 7

EBITDA positive

🎯 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. But no one asks: how did you sleep? Are you recovered? Are you stressed?

The result: generic plans that ignore your body. Users get injured, burn out, or quit. 80% churn within 30 days.

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

MYSLF reads your sleep, heart rate, recovery, and activity from Apple Health and Google Fit — and builds a plan that adjusts every morning. Slept 4 hours? Light yoga at home. Fully recovered? High-intensity gym session.



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



Hydration & Recovery

Smart reminders and recovery scoring based on biometrics



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

\$4.2B

AI Fitness Segment



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. Competitors do 1-2



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
Monthly	\$17.99 – \$29.99	Basic & Premium monthly subscription
Annual	\$149.99 / year	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

\$22.00

ARPU / month

\$275

LTV (Year 1)

\$88

Effective CAC

3.1x

LTV / CAC

LTV/CAC improves to **3.5x** (Y2) and **4.2x** (Y3) as churn decreases from 8% to 6%.

Clear path to **5x+** through retention optimization and organic growth.

\$ Use of Funds (\$500K)

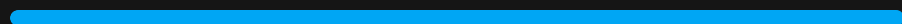
Team & Product Development

40% **\$200,000**



Marketing & User Acquisition

40% **\$200,000**



Infrastructure & AI APIs

6% **\$30,000**



Legal & Operations

3% **\$15,000**



Reserve / Buffer

11% **\$55,000**

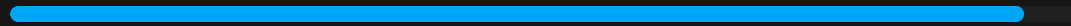




Product Status

Backend (Auth)

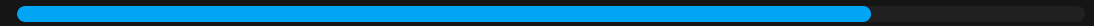
95%



JWT, OAuth, sessions — FastAPI

Backend (Fitness)

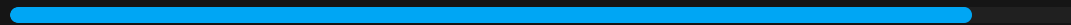
80%



Full CRUD for workouts, nutrition, sleep

AI Coach (RAG)

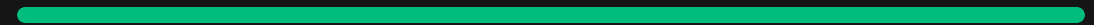
90%



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 with 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, Vercel

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
- › Assembled and leads a cross-functional team of 15

Core team of 15: Backend Dev, iOS/Android Dev, iOS Dev, QA Engineer, Designer, Marketer, Growth Manager, Content Creator, SEO Specialist, Video Operator, Video Editor, BizDev/Sales, SMM, Targeting Specialist.



Roadmap

Q1 2026

Beta launch on TestFlight / Google Play beta, early adopters, feedback loop

Q2 2026

Public launch on App Store + Google Play, first 1,000 paid subscribers

Q3 2026

Scale to 6,000+ paid subscribers, hit \$100K+ MRR

2027

Expand to 20K+ subscribers, new markets, Series A preparation



Let's Build the Future of Fitness

Ready to join the journey?

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