



twinbody

SOCIAL NETWORK FOR WEIGHT LOSS



AN OCEAN OF TOOLS AND KNOWLEDGE

HOW TO LOSE WEIGHT



celebrityslim PROGRAM

Nutrisystem®



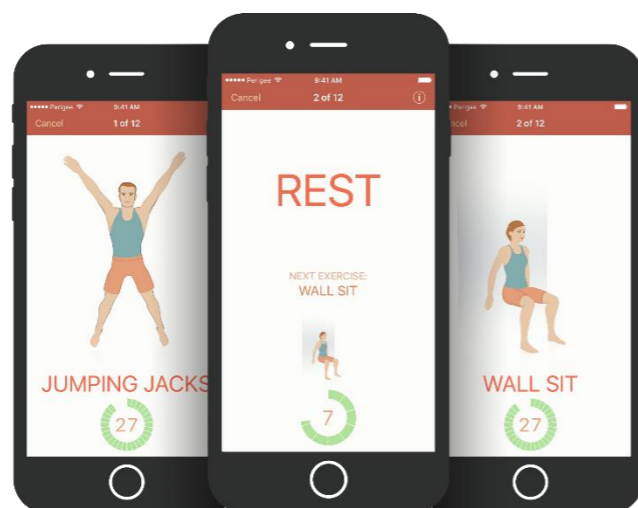
Lite n' Easy



Instantly Reduce Excess Body Weight

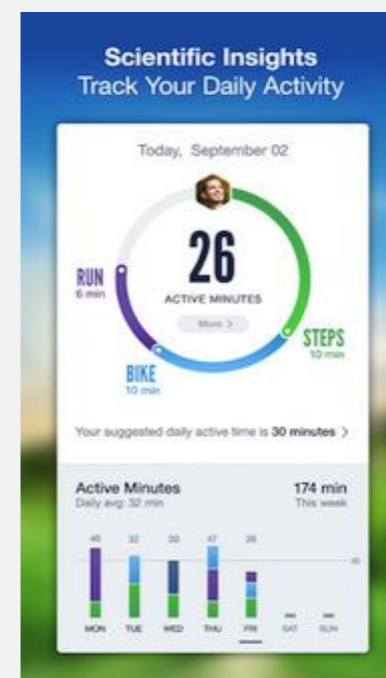
Proactol

Buy Now

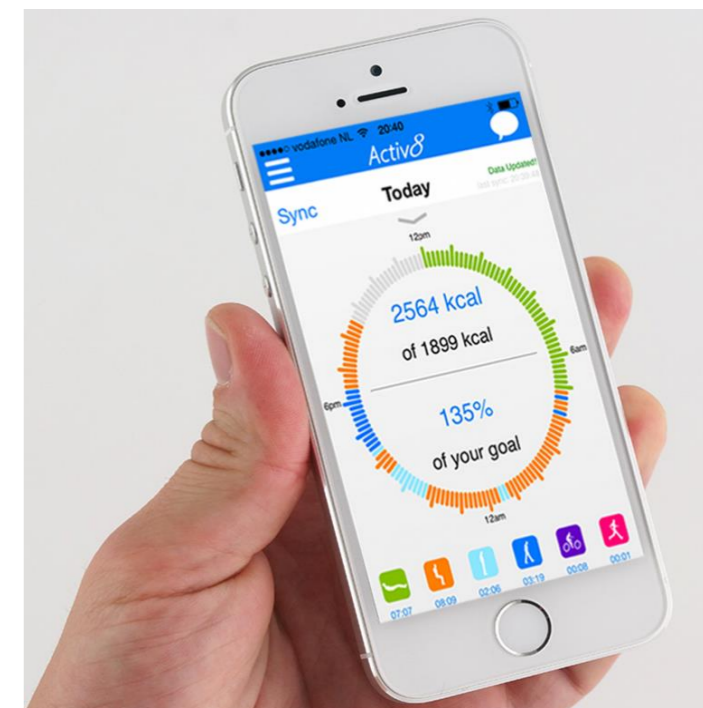


TRACKING

ACTIVITY

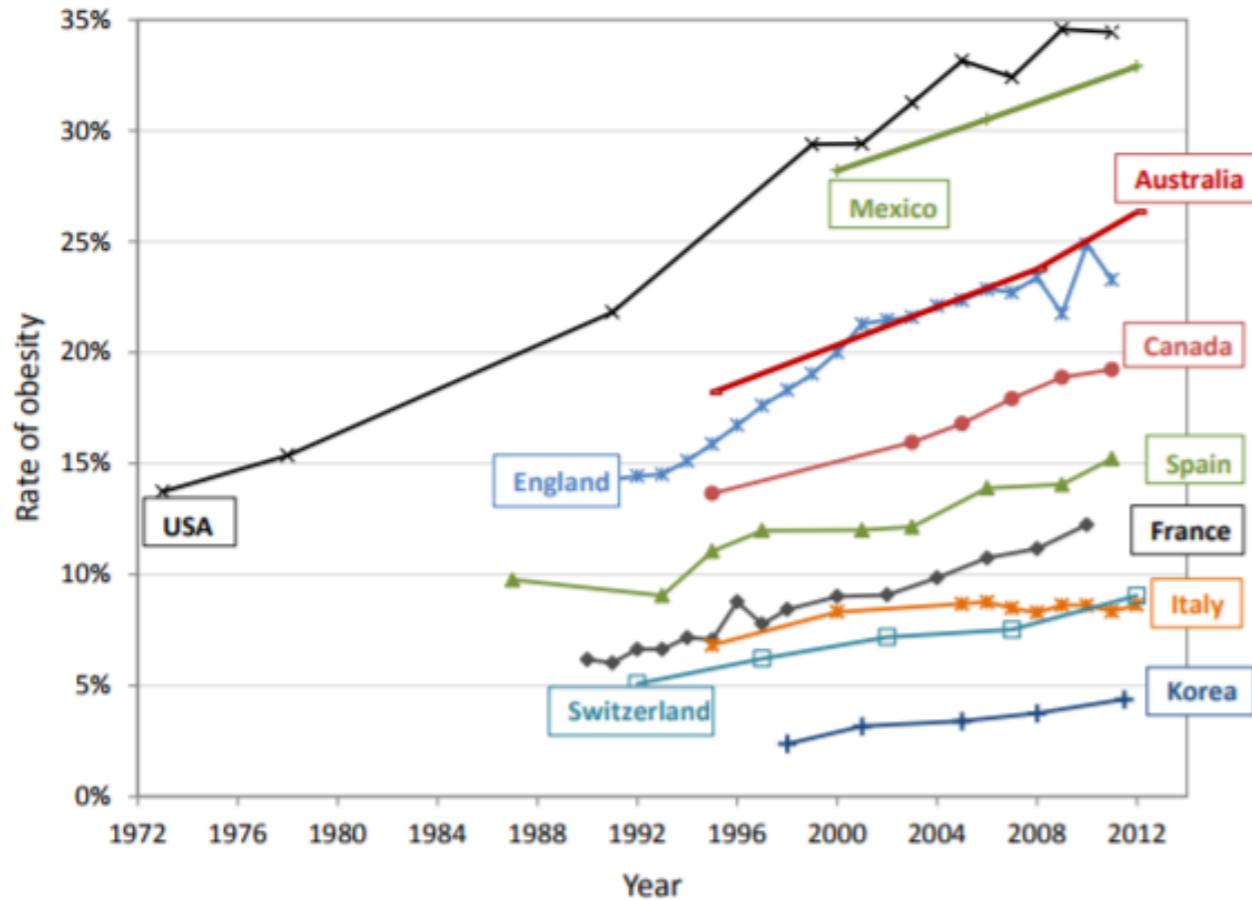


NUTRITION



But something is missing...

Figure 2. Obesity rates



167 million

Obese or overweight Americans



\$39 Billion

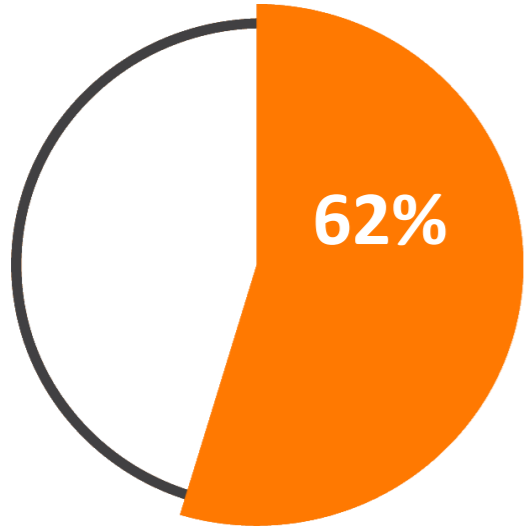
Yearly spend in USA on weight loss products



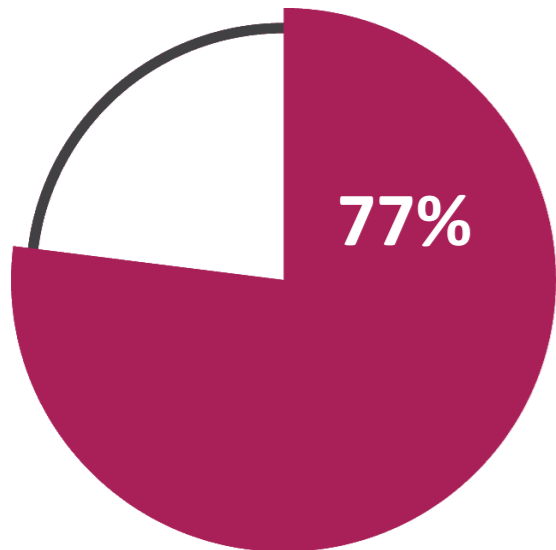
\$591 Billion

Market value of the global weight loss market.

How do people feel about their weight loss?



... feel lonely during weight loss



... fail due to lack of support

Weight loss is both more healthy, satisfying and successful when shared socially

This data is supported by scientific research

Can't believe I found someone just like myself on here, your body is like identical to mine LOL



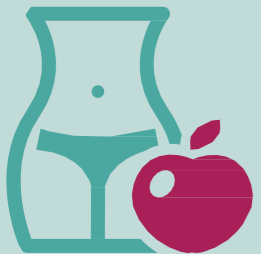
Start weight: **203 LBS**
Current weight: **179 LBS**
Goal weight: **128 LBS**
Pre-diabetic, vegetarian



I know! 😊 Can see we are also both veggie lovers from New York and looking to lose 50 lbs.

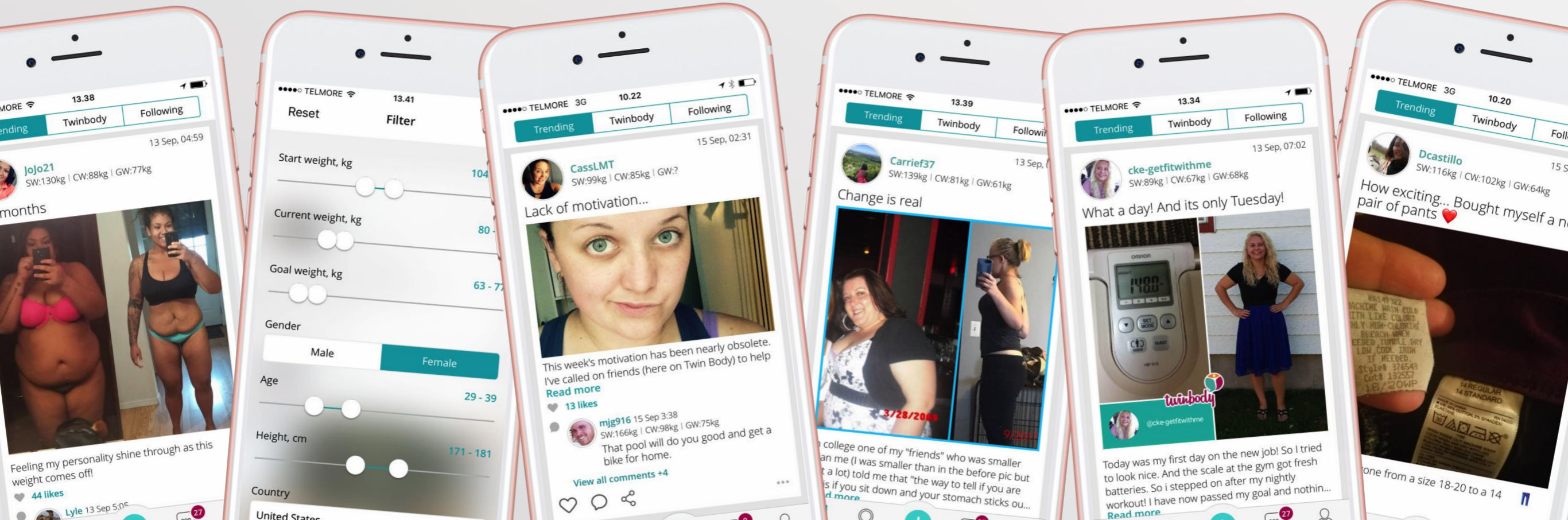


Start weight: **192 LBS**
Current weight: **176 LBS**
Goal weight: **126 LBS**
Prediabetic, vegetarian

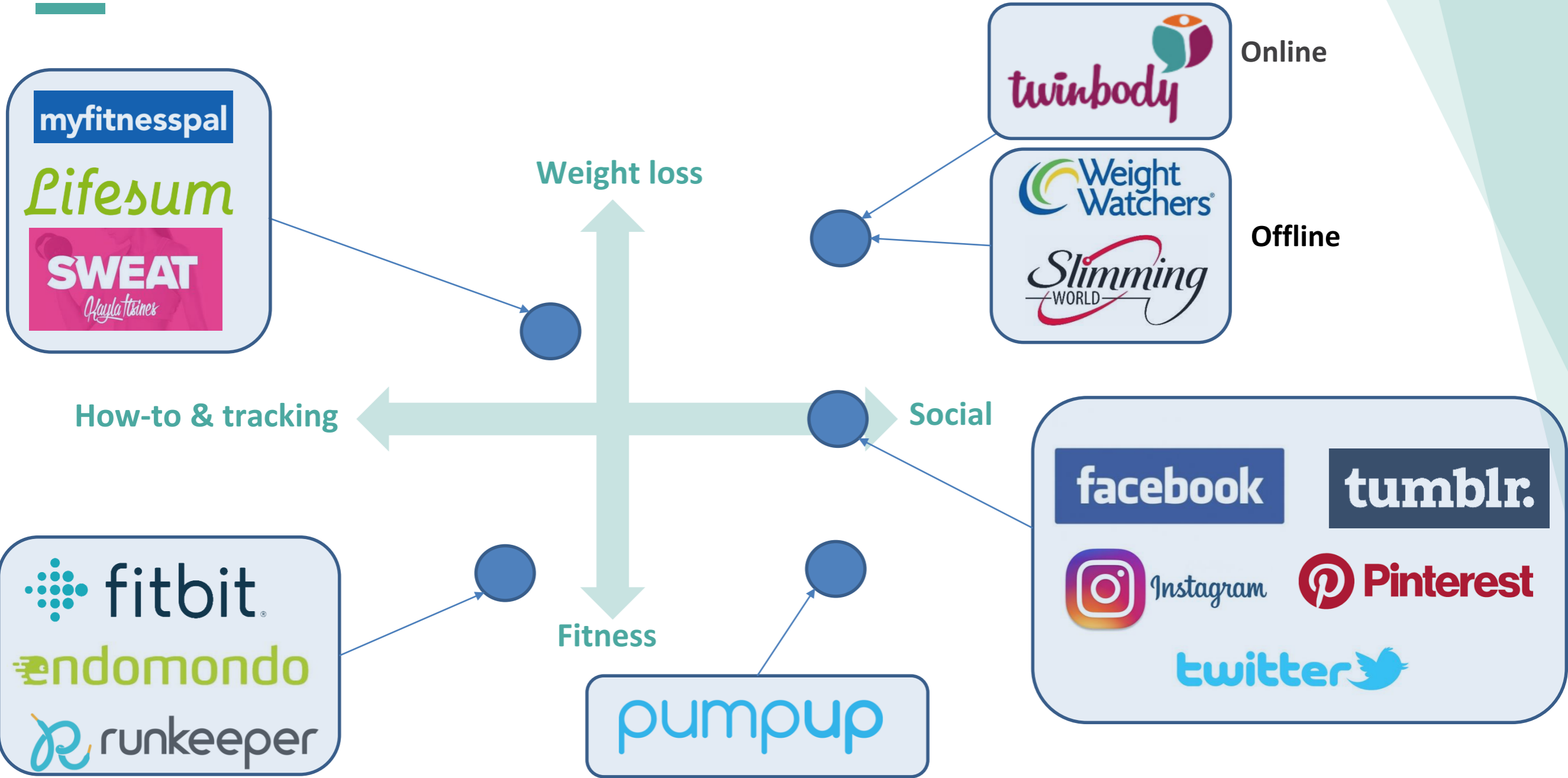


first **social app** for weight loss where users interact with people with similar body and dieting preferences

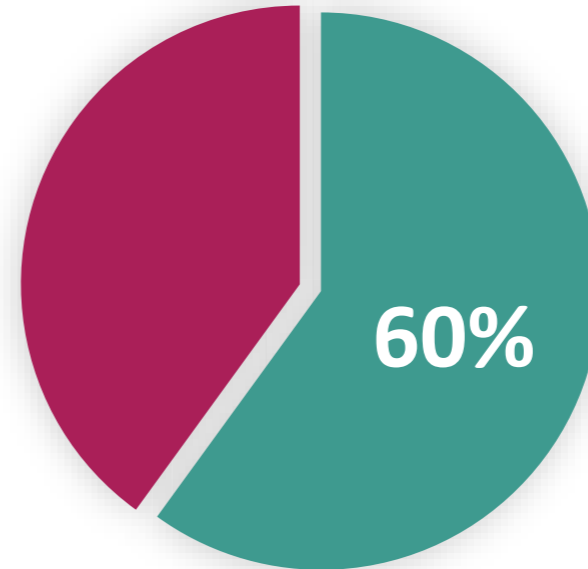
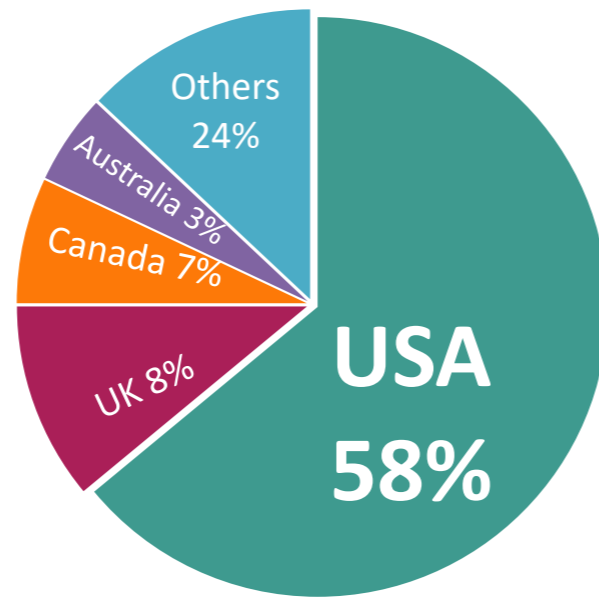
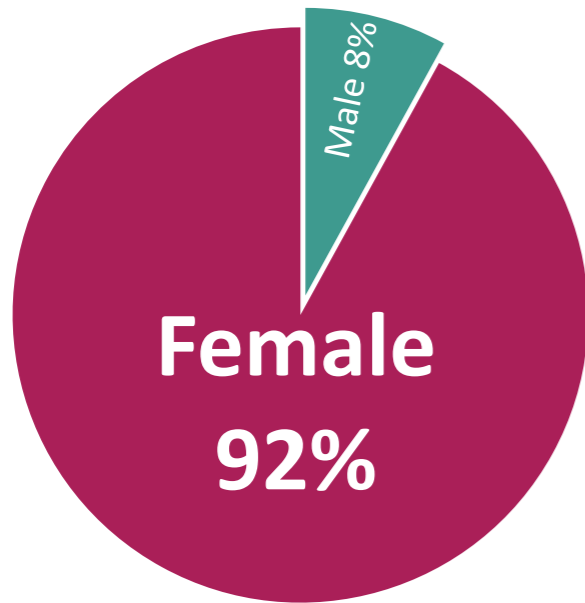
People share their experiences and emotions



Competition



Full launch, january 2017.
120k registered users



Return rate

User retention increases as we grow

More users = Better retention.
Better product = Better retention

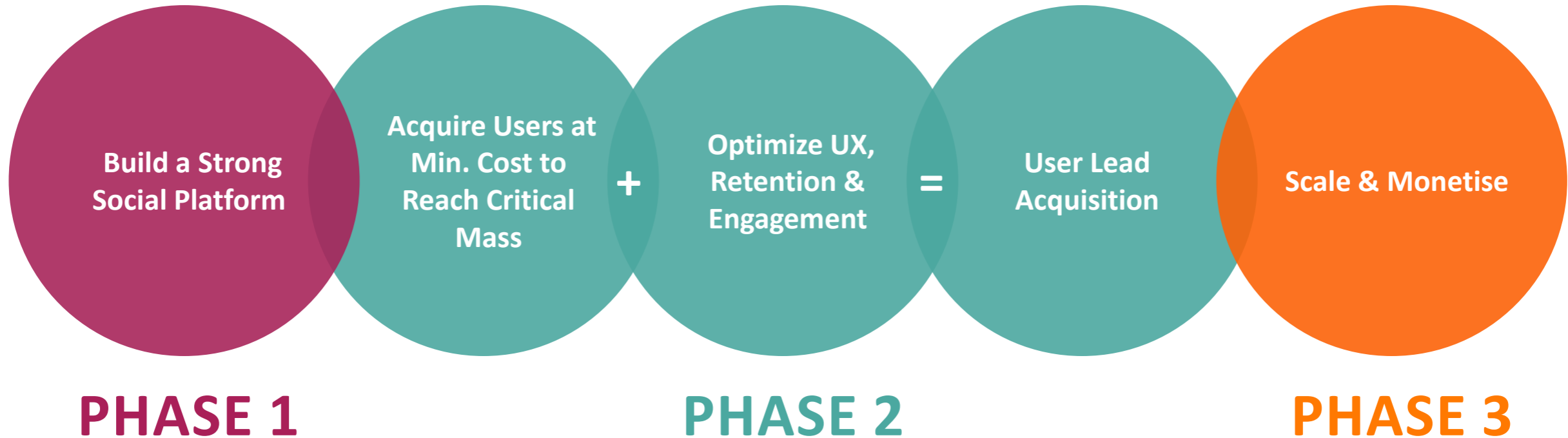
	Cohort Size	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
April 2017	11270	35,6%						
March 2017	14294	29,5%	20,2%					
February 2017	13290	35,7%	23,2%	18,2%				
January 2017	10964	39,6%	28,0%	22,7%	19,3%			
December 2016	2837	40,9%	30,0%	23,9%	21,4%	16,8%		
November 2016	4166	37,5%	29,0%	21,9%	18,4%	16,0%	14,8%	
October 2016	4365	42,2%	26,5%	24,7%	20,5%	18,2%	16,8%	15,0%
September 2016	4450	42,5%	30,0%	19,8%	20,4%	18,4%	15,8%	13,4%
August 2016	3254	35,6%	21,3%	16,9%	12,3%	12,4%	11,6%	9,7%
July 2016	3180	37,8%	22,0%	15,9%	12,0%	8,7%	9,6%	8,3%
				+14%	+61%	+93%	+54%	+81%

“

GREAT PRODUCTS WINS.

MAKE SOMETHING USERS LOVE

”

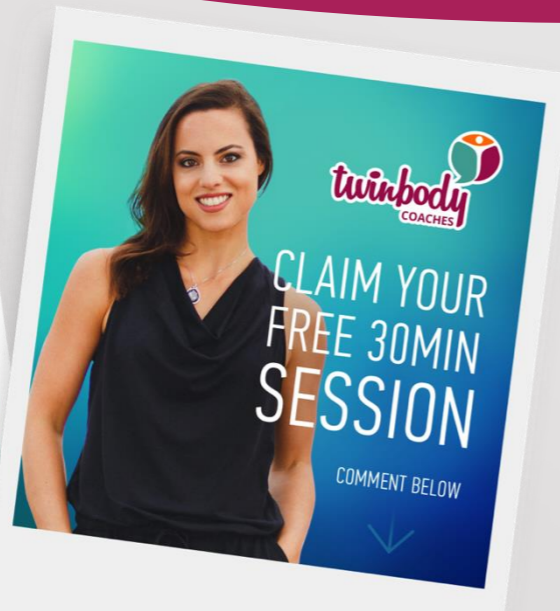


In-app coaching services
(Live chat & video)

Booking of a health experts offline events, coaching and training sessions.

Twinbody as a social marketplace for health experts

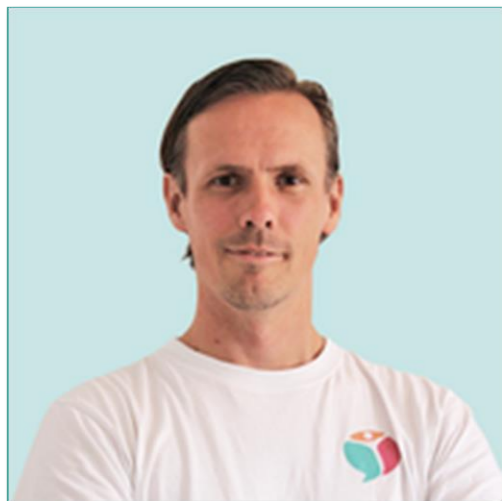
Premium video content



TEAM

RECRUITING
- REVENUE MANAGER
- SOCIAL MEDIA MANAGER
(INTERN)

Business



CEO & co-founder

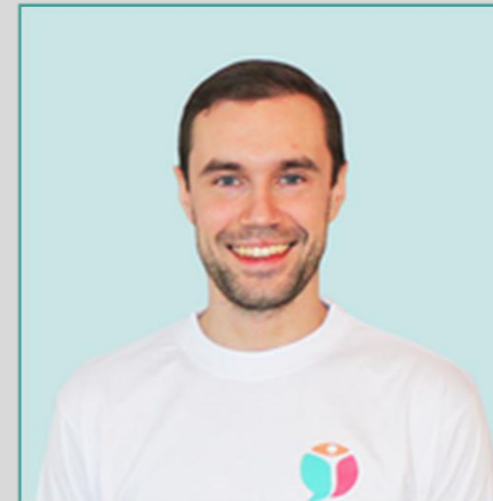


COO & co-founder

Technical



CTO



Android



iOS



CURIOUS TO HEAR MORE ?



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