



Investment Highlights

Introduction

Vision: To be the leading wellbeing app primarily focused on men, empowering them to thrive and maximize life.

Mission: Helping 5 million men get the most out of life by 2030.

Problem: Many men don't get the most out of life and die with regrets due to a lack of guidance and support from society.

Solution: Pitstop bridges the gap left by societal limitations through three pillars: Content, Crew and Change.

First to market

First to market in the category, combining wellbeing and content with an action-driven approach for transformative change.

Underserved target

Targeting the market gap by specifically addressing men's needs.

Business model

Subscription based mobile app.

Potential

Success precedent of apps like [Blinkist](#), [Flo](#) and [Fabulous](#), indicating significant potential for Pitstop.

Growth

Projected 5 million users by 2030.

Team

Experienced and diverse team, including founder [Emmett Kilduff](#), non-executive directors [Thomas Copeman](#) and [Steve Davis](#), interim CEO [Napua Solsona](#) with wellness app experience, and senior content manager [Liam Whelam](#) ex-Blinkist employee.

Friends & Family Round

Seeking €350K investment by the end of September.

50% of the funding round is already secured, as at July 13th 2023.

CONTENT

Curated bite-sized resources in audio, text, and video formats.

CREW

Build a trusted crew of up to five advisors.

CHANGE

Pitstop enables men to track progress, fostering motivation and self-acceptance.

Benefits: Gain insights and practical wisdom from a variety of content sources to empower fulfillment.

Inspiration: The Blinkist of wellbeing - [read about their acquisition](#)

Key Features:

Feed: Explore personalized content across various life areas for continuous inspiration.

Library: Access a vast collection of articles, books, podcasts, and more for knowledge and wisdom.

Forum: Engage in discussions within a supportive community to share experiences and advice.

Benefits: Receive guidance and support from your trusted network.

Inspiration: Companies have Boards of advisors, why don't we as individuals?

Key Features:

My Crew: Form a crew to provide guidance and support.

One-on-Ones: Connect with crew members individually for personalized mentorship and encouragement.

Benefits: Visualize life balance, identify growth areas, and take action for personal development.

Inspiration: Drawn from the Wheel of Life coaching tool for continuous improvement. [Read VC Matt Schnuck's](#) take on the wheel of life.

Key Features:

My Life: Prioritize and achieve balance in key areas such as sleep, relationships, and nutrition.

My Learnings: Capture insights aligned with personal development.

My Actions: Set and track meaningful tasks to drive transformative change.

Pitstop is set to revolutionize the wellbeing app market

targeting the specific needs of men and empowering them to thrive in all aspects of life. Join us in our mission to help 5 million men get the most out of life by 2030. Together, we will make a significant impact on men's wellbeing and personal growth.