SHREDDED

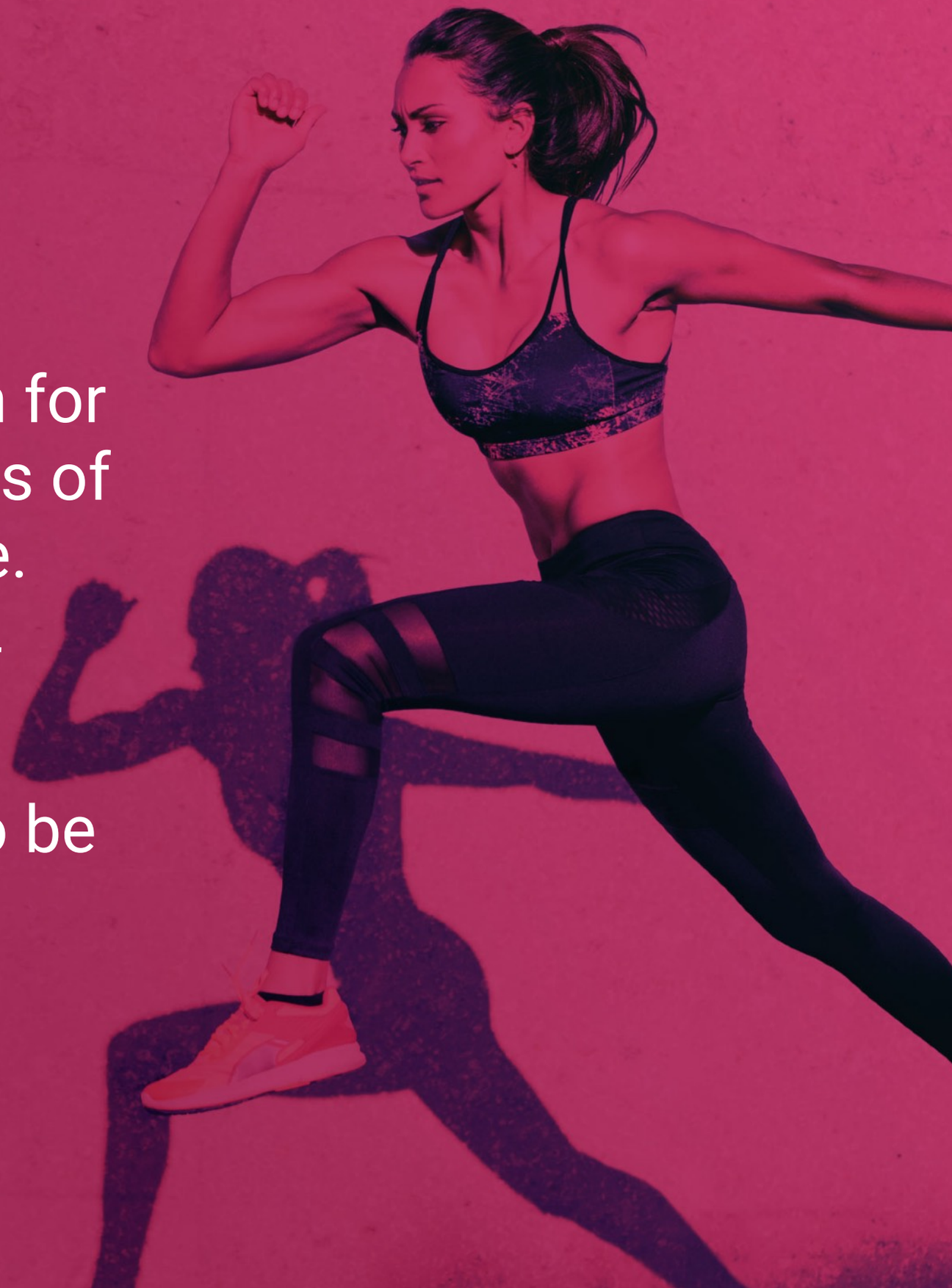
What is it?

Shredded is a single platform for the health and wellness needs of people from every walk of life.

We bring together all parts of your journey into a single location, making life easier to be fit, healthy and fantastic.

Download on the App Store

GET IT ON Google Play



Problem.

- The health/fitness/wellness space is highly fragmented and a place of confusion and change for many.
- Trainers, coaches, wellness professionals, etc. lack a single place to promote, market then service clients which also facilitates sales transactions in a streamlined way.
- Despite a huge array of products/services, no company has yet to provide a single, unified solution which caters to everyone’s needs in one place.

Solution.

Shredded solves this by providing a one-stop platform serving all wellness needs, suitable for casual and professional users alike.

In doing so, we enable professionals a simple way to directly market, sell and administer training, coaching or other health/wellness services, via our marketplace to consumers around the world.

Our team.

We’re a growing, international team with vision, flair and persistence, working to reshape the health and wellness space as we know it. Meet some of us!

Shaun Byrnes
Founder & CEO

20 years in tech industry, 7 as a software engineer, 17 years in health & fitness.

Brent Byrnes
President

13 years in tech industry, 11 years in health & fitness.

Brian Gould
USA Operations

20 years in global health/wellness sales, go to market, logistics, distribution & FDA approval.

Pawel Maciążek
EU Operations

BBus. International Business, 15 years in tech, founded several tech start ups,

Mikael Salmela
MENA Operations

10 years in tech, delivered projects for Fortune 500 companies, CTO at several funded tech start ups.

Mateusz Legierski
Kotlin/Java Developer

MSc., BEng. Mechanical, mechanical engineer, transitioned to software development 3 years ago.

Davide Scheriani
Swift/Obj-C Developer

25 years as a software engineer, developing for iOS since the launch of the first iPhone.

Jake Dunlop
Sports Science

BSc. Applied Sport & Exercise Science (1st), MSc. Strength & Conditioning.

Carla Ciavarella
Promotion & Marketing

7 years in health & fitness, 6 years in management & leadership roles.

Craig Schmitz
Legal

JD., BA. (HH), Partner in Technology Companies group at Goodwin Silicon Valley/Los Angeles.

Ambassadors & advisors.

Some of the amazing people from around the world helping our team bring the vision of Shredded to life.

Chris Frederick
Pro Soccer Player

Over 3m followers across socials, Goalie for Florida Tropics SC, featured in Forbes, CNN, ABC & Fox.

Andrew Hristo
Digital Marketer

200k followers across socials, health & fitness entrepreneur, PR, marketing & influencer.

James Bisset
Fitness Brand Owner

National powerlifting winner, strength & conditioning coach, gym owner, fitness entrepreneur.

Stephanie Sanzo
Wellness Entrepreneur

Over 5m followers across socials, fitness apparel brand, personal trainer, international fitness model

Dr Atheel Badir
FACRRM & MBChB

20 years experience in orthopaedics, trauma, emergency, ICU medicine & general practice,

Dr Lachlan Archer
B.HSc. & B.App.Sc. (Chiro.)

Mem. C.A., S.C.A., A.C.A., 7 years clinically helping new, emerging & elite athletes realise personal bests.

Nicole Tabibzadeh
Co-Founder. C-suite Exec

Co-Founded monarchy.io AI marketing agency with 100+ staff & Serendipity film productions.

Scott Reismanis
Founder & CEO of mod.io

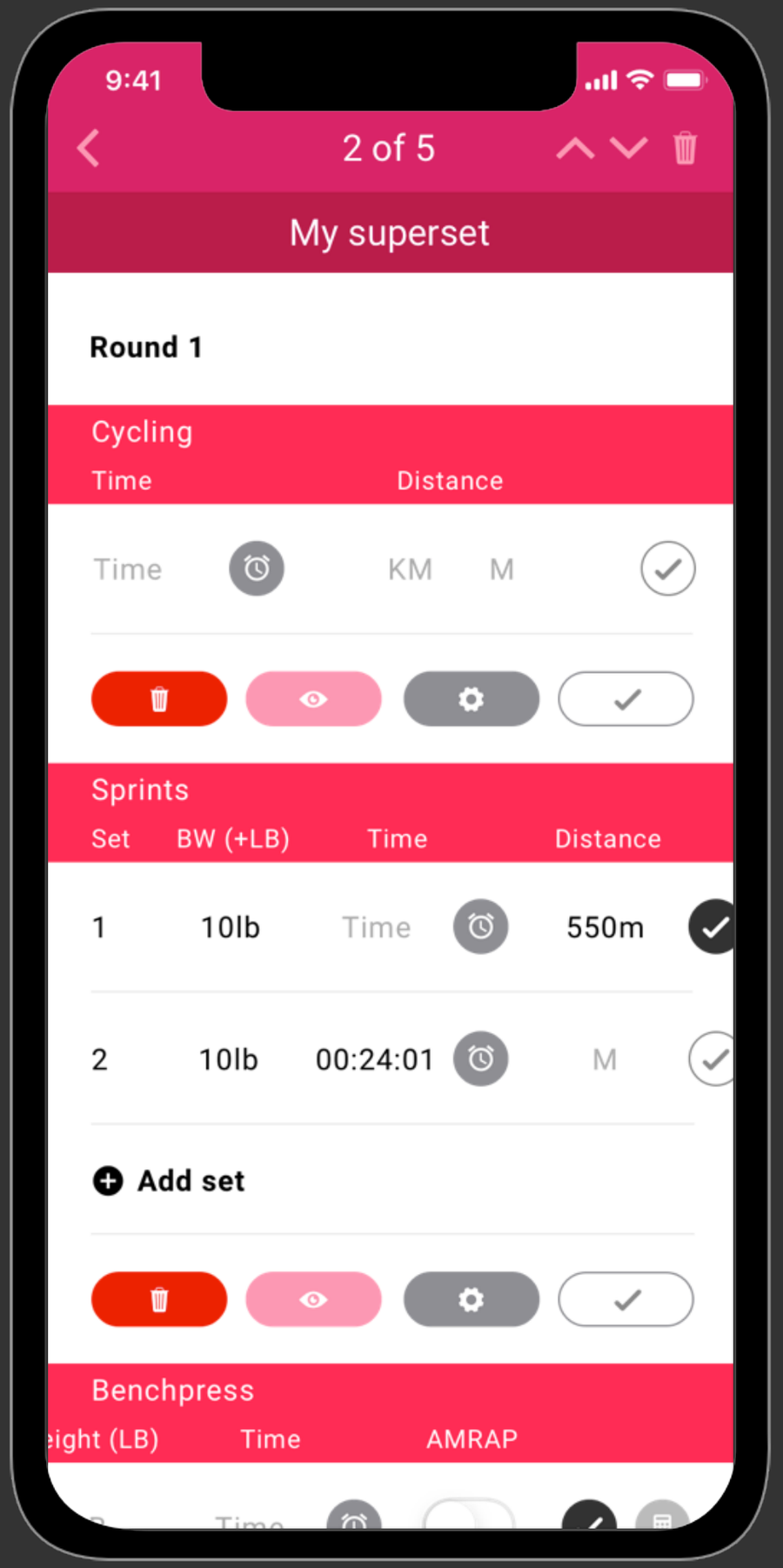
Founded several start ups with successful exits, over $30m raised for mod.io (Tencent, Surge, PlayVC).

Cyrus Rafizadeh
Co-Founder of CarSwap

BBus., LLM. (IntLaw&IntRelations), founder of several start ups, as seen on 7 News & 9 News.

Platform.

- Designed for all users in the fitness/wellness market via native apps for iOS/Android.
- Unique exercise/nutrition tracking system complete with full workout/diet programming.
- Social networking to connect fitness/wellness professionals with clients, share pictures, video, workouts, diets and more.
- Dual revenue model: Subscription/SaaS for B2B and global marketplace for B2C transactions.
- Find gyms, personal trainers, wellness professionals, nutritionists etc.
- GPS mapping for all relevant exercises and integration with popular wearables.
- Nutrition and fitness AI assistance.



Huge market.

The health, fitness and wellness market is growing rapidly with global size in 2022 surpassing:

$5 trillion

Our serviceable available market is over 100 million users. Initially targeting ages 15-30.

$6.6tn

Global wellness industry revenue

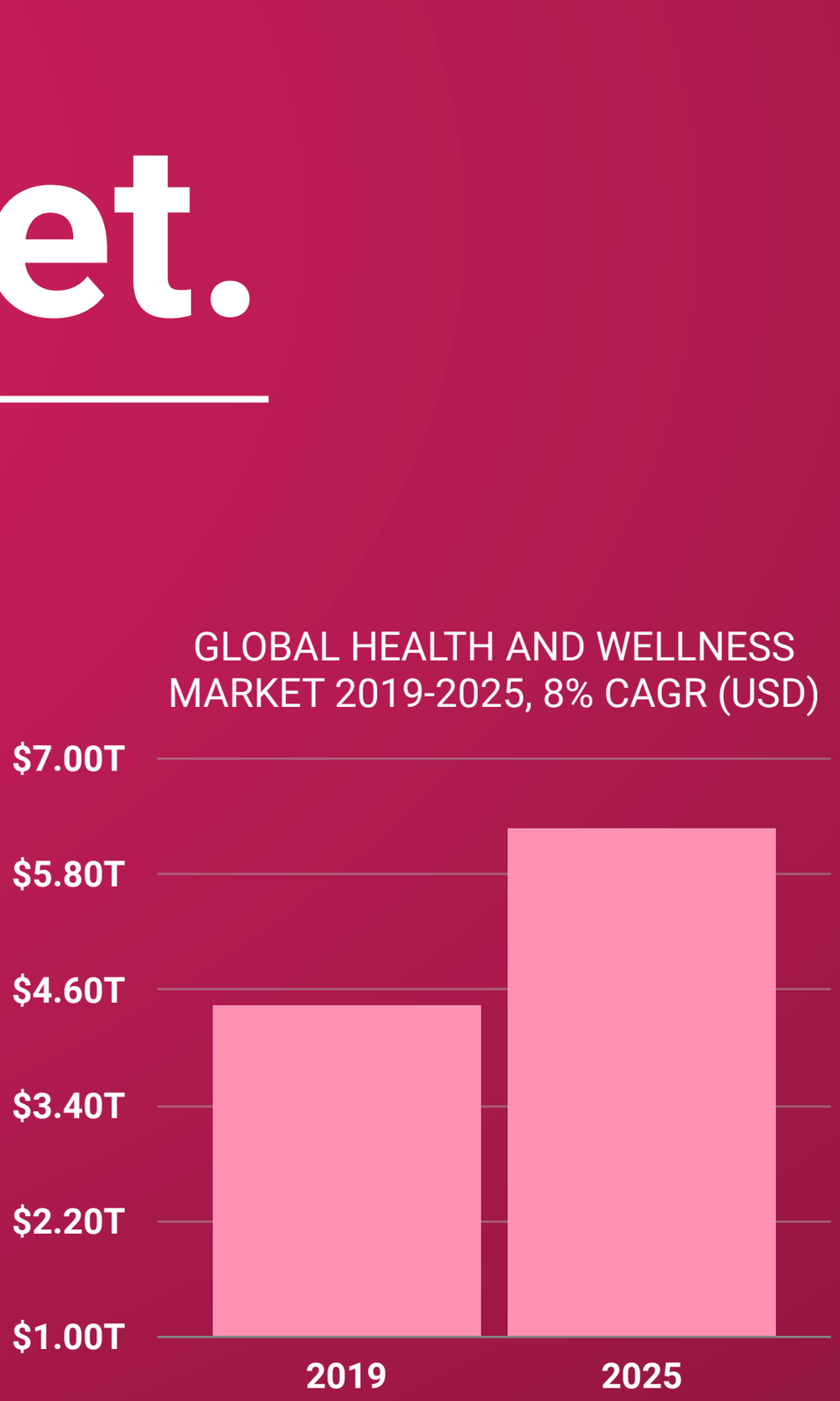
+8.5%

Annual industry growth rate

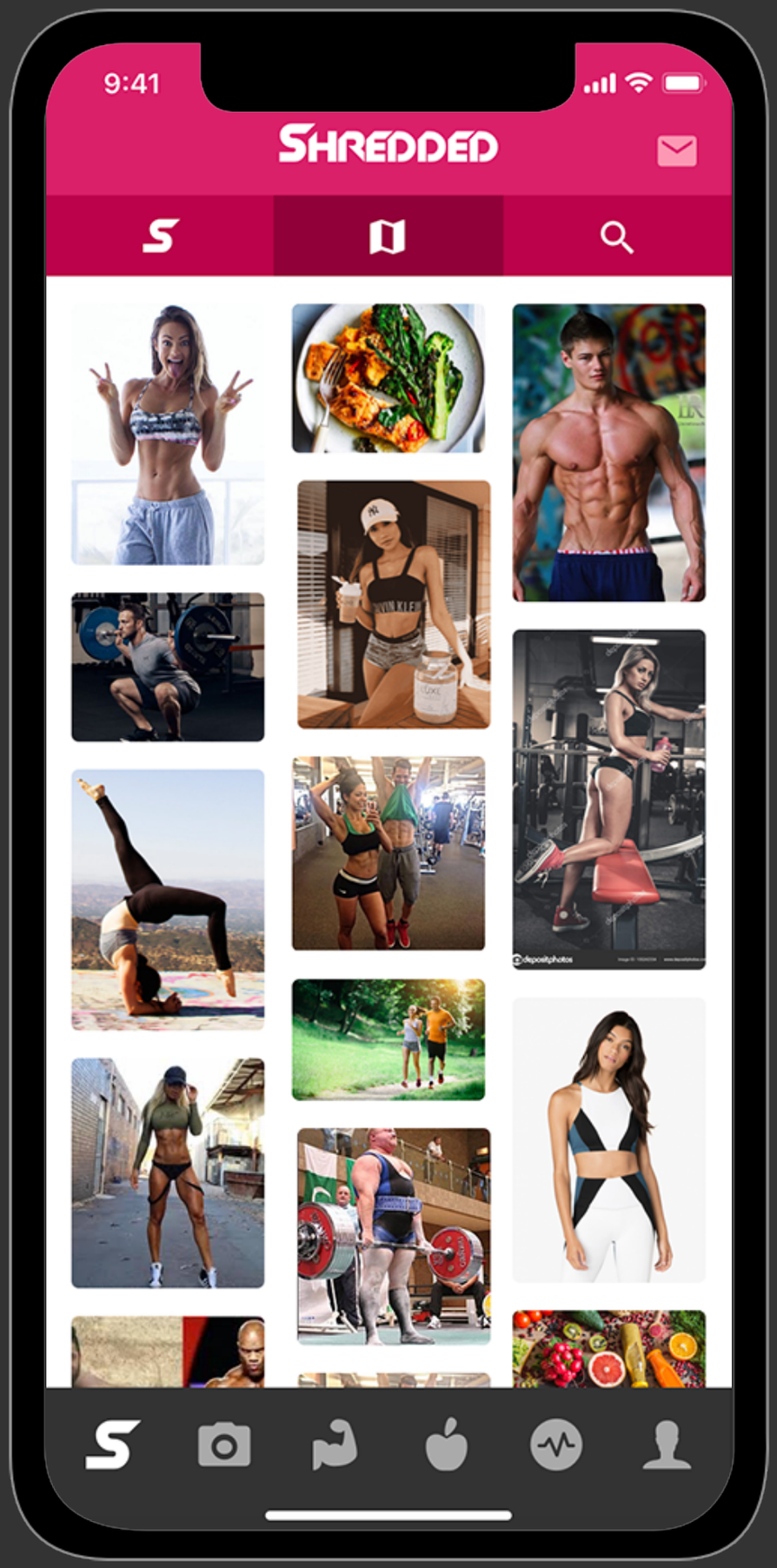
42%

People who consider wellness a top priority

GLOBAL HEALTH AND WELLNESS MARKET 2019-2025, 8% CAGR (USD)



Source: Statista



Monetization.

Our revenue will be generated by transactions conducted within Shredded between wellness professionals and their in person, local or global clients.

Marketplace transactions conducted similar to Airbnb or Uber.

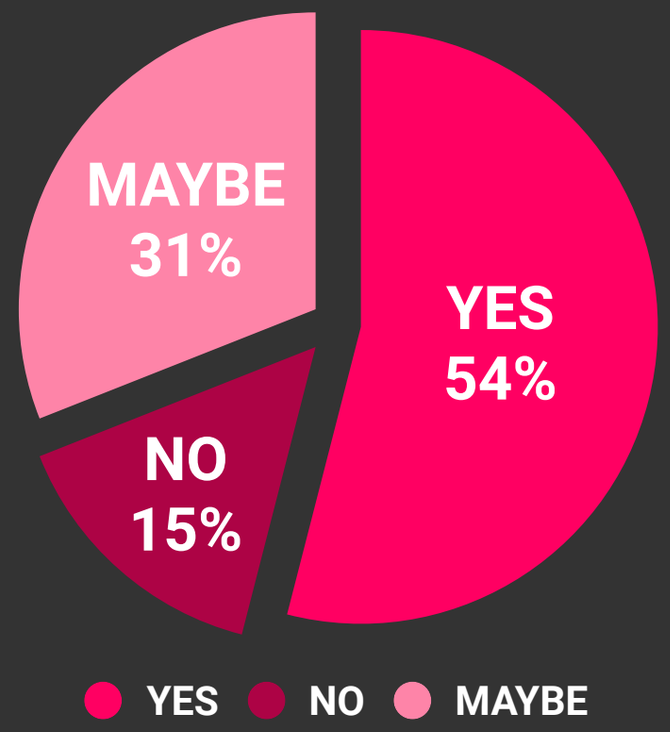
Professionals pay a monthly subscription to elevate from free to Pro accounts, so they can serve clients using our marketplace.

Traction & milestones.

To determine user interest and confirm pricing points for professionals users, we completed several international surveys and already have early stage users trialling the platform.

- Personally contacted over 5,000 people.
- Over 1,000 general survey responses.
- Over 100 wellness professional survey responses.
- Over 500 users signed up for Shredded Beta.

RESPONSE TO SURVEY QUESTION: "WOULD YOU USE OUR ALL IN ONE HEALTH & FITNESS PLATFORM?"



The following are some of our milestones:

- Shredded Inc. formation as Delaware C-Corp in 2016.
- First round of funding secured in 2018 ($150,000 USD). Currently bootstrapped.
- Over 200,000 lines of code pushed to Git (3,500+ commits).
- Live on Apple App Store and Google Play, organic growth monthly.

Competition.

Some of our top competitors are:

- MyFitnessPal: Diet tracking platform, 280MM Users, $300MM ARR
- Peloton: Fitness platform, 6MM users, $2.35B market cap
- Trainerize: Fitness biz platform, 45K fitness clubs, 400K trainers
- mindbody+classpass: Wellness platform, taken private for $1.9B
- Strava: Cardio/sport social platform, 200MM users, $2.2B valuation
- Corecircle: Fitness social platform: 300K users, $18MM valuation

What makes Shredded unique (our USP) is combining relevant strong points from each and expanding on them with additional missing functionality needed to fully service this massive target market.

Thinking big!

Our target is:

50,000,000 users.

Shredded will help people of all types with their health and wellness journey, easily, from one location.

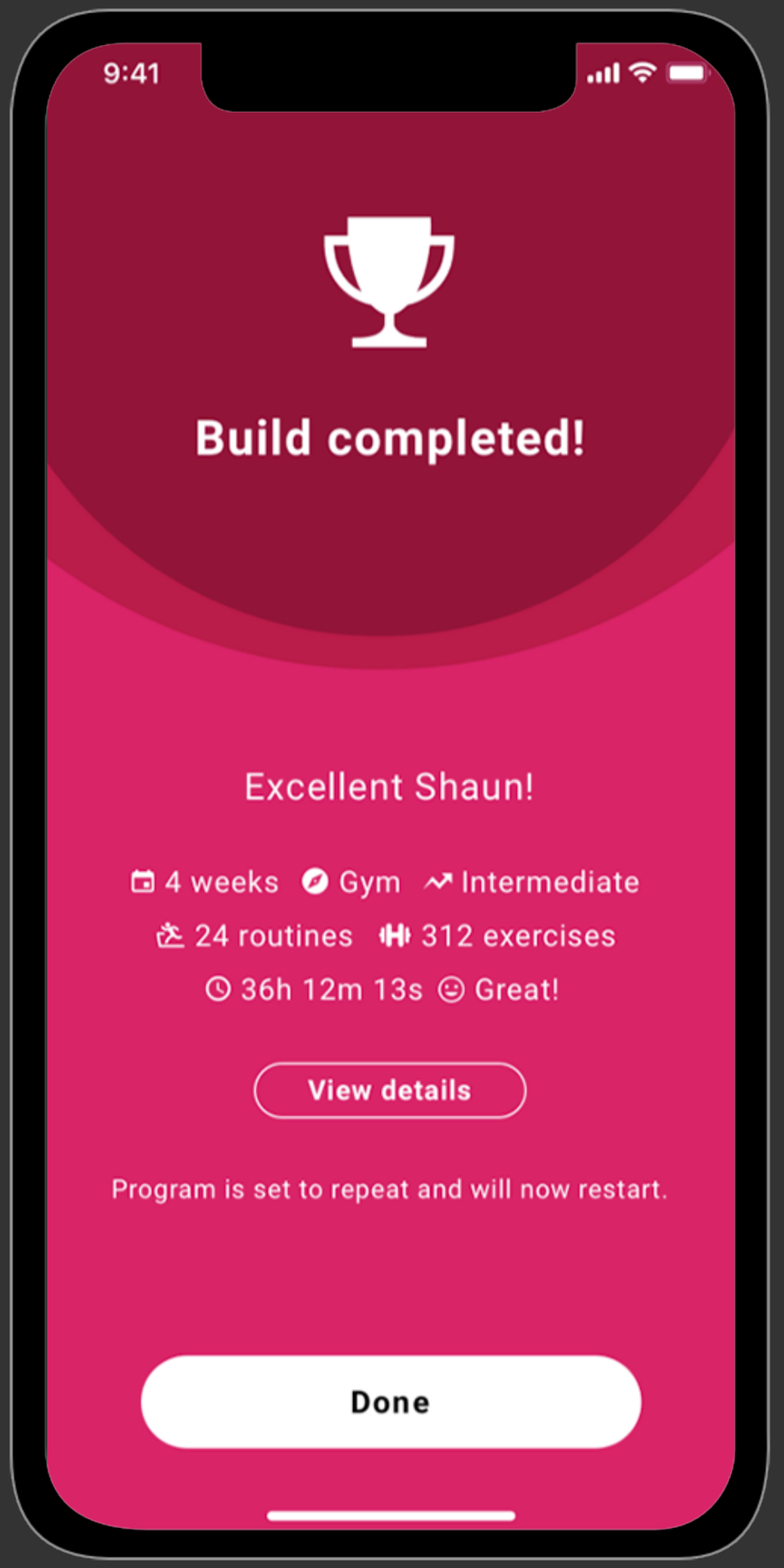
We will eliminate the need for a ton of apps, integrate market leading fitness devices/wearables/hardware and consolidate wellness with a single, simple, powerful solution.

Invest.

We completed a $150,000 USD seed round based on our proof of concept.

We are raising $1,500,000 USD which will be used to increase technical team size, cover cloud running costs, marketing and AI development.

Discuss participation options for this funding round, as we work together to build a billion dollar business and change the wellness game forever.



SHREDDED

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