



Miles.

We are building an elite personal trainer for everyone.

Miles is an AI coach that trains you like a great human trainer: it knows you, adapts to you, and works around your real life. We are starting with the world's 620 million runners.



Miles · your coach

Rain at 6am tomorrow. I moved your tempo run to Thursday and pulled Thursday's upper body session forward. Your week still adds up.

THE PROBLEM

Personal training works. Almost nobody can afford it.



A real coach costs \$500 to \$1,300 a month

A good trainer charges \$40 to \$100 an hour. They watch you, correct you and adjust your plan every week. That is why it works, and why it costs so much.



Everyone else gets templates

Static PDF plans and generic apps that do not know your body, your schedule or your goal. The first time life gets in the way, the plan breaks.



So people quit, or get hurt

Typical fitness apps keep only 3 to 8% of users at day 30. And 37 to 56% of runners get injured every year, mostly from doing the wrong training.

\$46B

spent on personal trainers every year worldwide. \$11.9B in the US alone.

3 to 8%

of fitness app users are still active 30 days after install. Apps sell plans, not coaching.

Coaching is a \$46B market. Most people just cannot afford it.

SOLUTION

Miles trains you like a real coach

M Miles · your coach

Rain at 6am tomorrow. I moved your run to Wednesday and pulled Wednesday's upper body session forward. Your week still adds up.

M Miles · your coach

You slept 5 hours and your resting heart rate is up 9%. Today's intervals become 30 easy minutes. The hard session moves to Saturday.

M Miles · your coach

You missed Tuesday. I rebalanced the next ten days, so you are still on track for Berlin.



Sees your life

Weather, calendar, travel, missed sessions.



Reads your body

Heart rate, sleep, fatigue, injury risk.



Protects the goal

Replans the whole week, the way a human coach would.

That is what a \$1,000 a month trainer does. **Miles does it for \$8.33 a month.**

LIVE TODAY

The running coach is live today



Starts from your real fitness

Reads your run history, checks what you can realistically do, and sets paces you can hold.



Adapts every single week

Moves runs around your life, raises paces as you improve, and eases off when your body needs rest.



Talks like a coach

Explains every run in plain words. Answers questions, keeps you going, even roasts you if you ask.



On iPhone and Apple Watch

HealthKit, Strava sync, 7 languages. Live on the App Store as Miles: AI Running Coach.

Why now



Running is exploding

The 2026 London Marathon drew 1.13M ballot entries, double two years ago. Strava's running clubs grew 3.5x last year, led by Gen Z.

Race demand at all-time highs



Body data got cheap

Heart rate bands now sell for under \$50, and 46% of US adults already wear a tracker. Body data is no longer expensive.

Sensors are cheap, coaching is not



Coaching became software

Tech forward people already use Claude as their personal trainer. The models can now plan, adapt and explain training at almost no cost.

1:1 coaching finally scales



The wallet is proven

Runna is at \$72M ARR in 2026, four years after launch, selling running plans alone. Strava acquired it in April 2025.

Category validated, not yet won

Market size is \$58B

TAM · Global spend on trainers and fitness apps

\$58B

SAM · Fitness app subscriptions

growing 13% a year to \$34B by 2033

\$12B

SOM · Year one

\$5.0M ARR

620M+

people run worldwide: the most practiced sport on earth.

1.13M

ballot entries for a single race, the 2026 London Marathon.
Demand doubled in two years.

Year one needs 54,000 subscribers.

That is 0.01% of the world's runners. One month with a human trainer costs more than a year of Miles.

A personal trainer that can train you across activities



ACT 1 · LIVE NOW

Running

620 million people run. They have clear goals and race dates, so they are ready to pay for help. The best wedge in fitness.

Live on the App Store today



ACT 2

Strength

Runners who lift get injured less. One coach that plans both your runs and your gym sessions is the product nobody has.

Injury hits 37 to 56% of runners a year



ACT 3

The band

A band like Whoop, included with membership. It gives the coach your heart rate, sleep and recovery around the clock.

Whoop: \$10.1B for the data alone

Each act feeds the next: more activities, more data, better coaching, lower churn.

You can't coach what you can't see.



Most runners have no body data

Only 46% of US adults wear a tracker, and far fewer elsewhere. No heart rate, no sleep, no recovery data.



Without body data, coaches guess

An AI coach without your heart rate and sleep is guessing. With them, it knows when to push you and when to protect you.



The band fixes that

It streams heart rate, HRV and sleep straight to the coach. No app-only competitor can match that data.

Whoop proved the model

Whoop: \$199 to \$359 a year, hardware free, valued at \$10.1B in March 2026. All data, no trainer.

Miles Band: included with annual membership. Bands like this already sell for under \$50, and building them costs far less.

Hardware is not our margin. **It is our moat.**

The data plus a coach that acts on it. That is what nobody else has.

A band on your wrist also makes Miles much harder to cancel.

Our growth engine: UGC on TikTok and Instagram

1

Find what goes viral

We track what is working in running and fitness content every week: hooks, formats, sounds, edits.

2

In-house creator team

UGC creators on contract, not influencers: each posts 20 videos a month at \$2k to \$3k. We scale from 4 to 30 creators in year one.

3

Post on many accounts

Every format goes out across TikTok, Reels and Shorts on multiple accounts. The algorithm finds the winners.

4

Winners become ads

When a video works, we remake it for each market and put ad money behind it.

The platforms confirm it

TikTok's own docs: follower count is not a factor in recommendations. New accounts hit millions of views.

It already works

Coconote AI reached \$1M ARR in 5 months. Cal AI reached \$36M in 18 months. Both grew this way, with UGC instead of influencers.

The math

A creator costs \$2k to \$3k a month. One hit pays for a year of them. Target cost per member: under \$20, against \$92 a year.

Early signal

Two founder-run TikTok accounts crossed 120k views in the last 14 days, with slideshow posts only. All views in the US.

Simple membership: \$99.99 a year

MEMBERSHIP

\$99.99 / year

or \$14.99 a month



Priced country by country

India pays Rs 2,499 a year. Each market gets a price local runners can afford.



70%+ gross margin

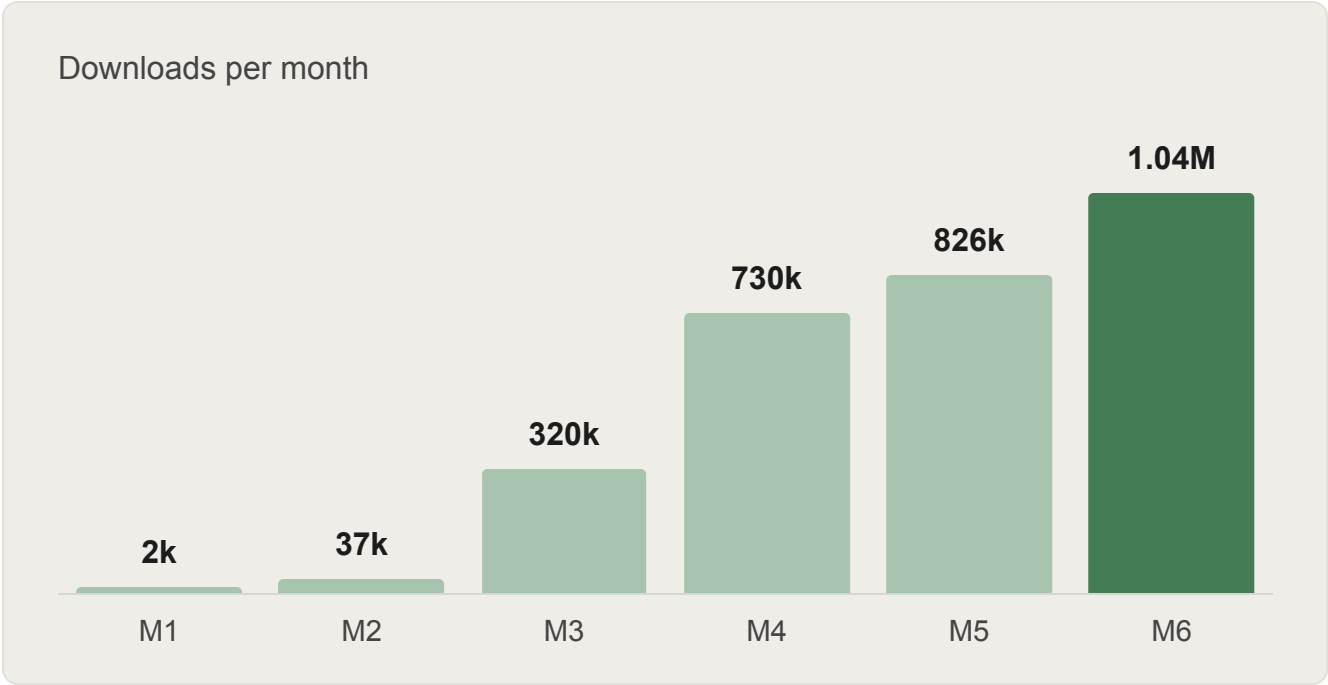
Apple takes 15% up to \$1M a year, 30% after. Our AI cost per member is a few cents.

What a year of coaching costs

1:1 human trainer	what we replace	\$6,000 to 15,600
Whoop	data, no training plan	\$199 to \$359
Runna, now Strava	running plans only	\$119.99
Miles	a full trainer	\$99.99
Nike Run Club	generic plans	Free

THE PLAN

29.5 lakh downloads in 6 months



The engine, by month	M1	M2	M3	M4	M5	M6
Creators on contract	5	10	25	35	40	40
App Store revenue	\$3k	\$62k	\$468k	\$1.07M	\$1.50M	\$2.08M
Spend (UGC, tools, Meta)	\$10k	\$29k	\$77k	\$118k	\$289k	\$441k
Cash in hand	\$190k	\$161k	\$86k	\$21k	\$130k	\$508k

Apple takes 15% up to \$1M, then 30%. Payouts land 2 months later, so month 4 is the tightest cash month. 1 lakh = 100,000.

The math

- 2,000

downloads per 1M views. US creators post 40 videos a month each
- 2% / 5%

organic / Meta paid conversion. 60% yearly, 40% monthly plans
- 2.2x

Meta ROAS at ~\$1.50 per install. Only proven viral videos get ad money
- \$5.2M

revenue in 6 months on ~\$963k spend. All revenue goes back into growth

Sensitivity

If views run 40% lower, we still land near 14 lakh downloads. With 9 to 10 live ad winners instead of 12, we land near 28 lakh.

THE ASK

We are raising \$200k

\$200k at a \$2.5M valuation

It funds the first 4 months. From month 5, Miles pays for its own growth from App Store revenue.



UGC creators	5 to 35 creators, \$30 a video plus view bonuses	\$133k
Meta ads	scaling proven viral videos only	\$85k
Tools		\$16k

Months 1 to 4 spend is \$234k: the \$200k round plus ~\$55k of early App Store payouts, leaving ~\$21k in hand at month 4.

What it buys

- M2**First winning format found, 10 creators live
- M3**Format cracked: 25 creators, 320k downloads a month
- M5**Self-funding: all growth spend paid by Miles revenue
- M6**1M+ downloads and \$2M+ revenue a month, \$508k cash in hand

TEAM

Abhishek Tyagi (CEO)

Ex-CEO Vanilabs, Ex-Google

Founded Vanilabs and scaled it to Rs 80L ARR. Before that, 3 years at Google. 10 years of engineering experience.

Nishu Baberwal (COO)

Ex-CEO UrbanMatch

Grew UrbanMatch to 50,000 users and over \$500k in revenue. Partnered with famous matchmaker Sima Taparia as brand ambassador.

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