

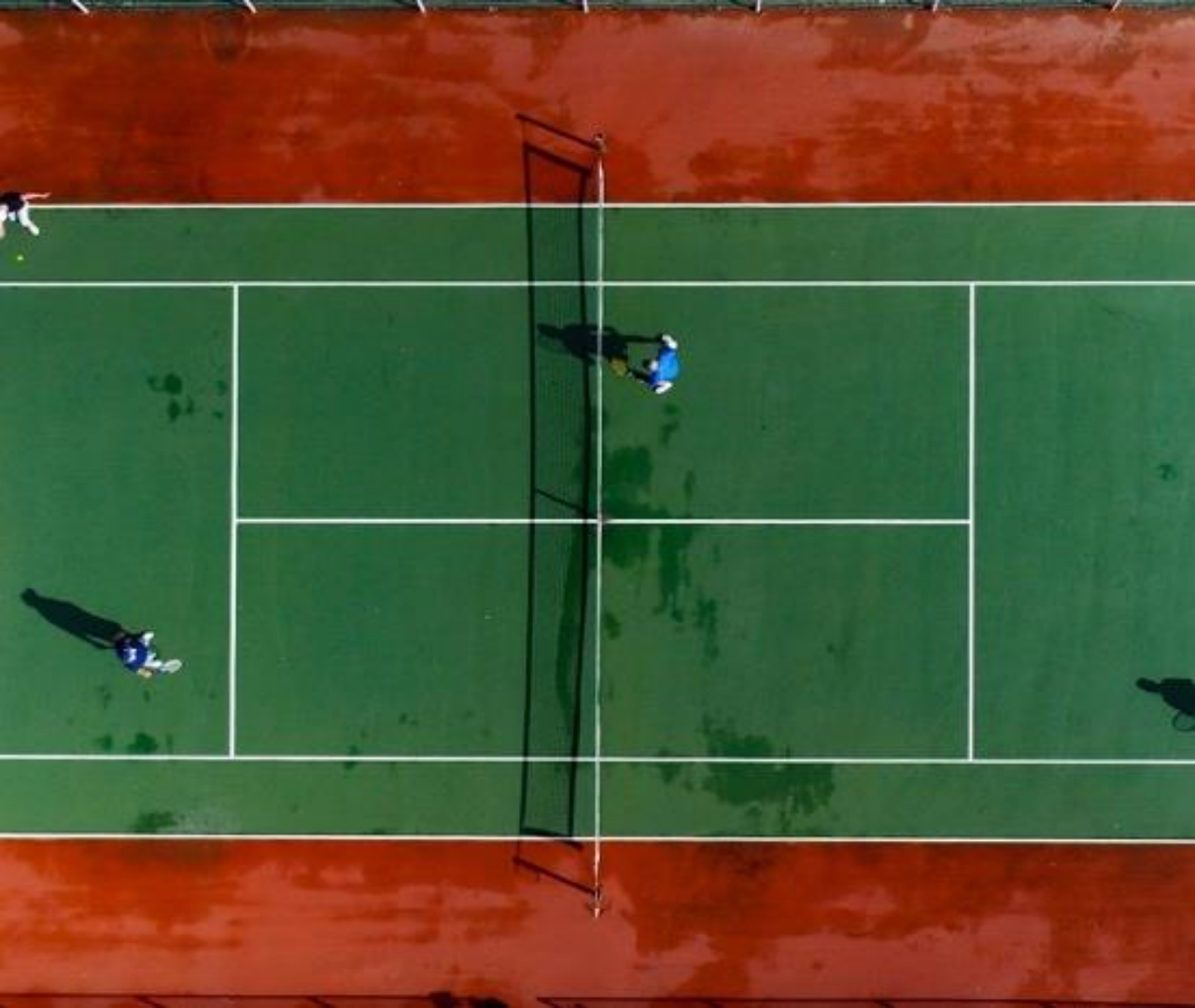
# THE TRCK

THE TRCK

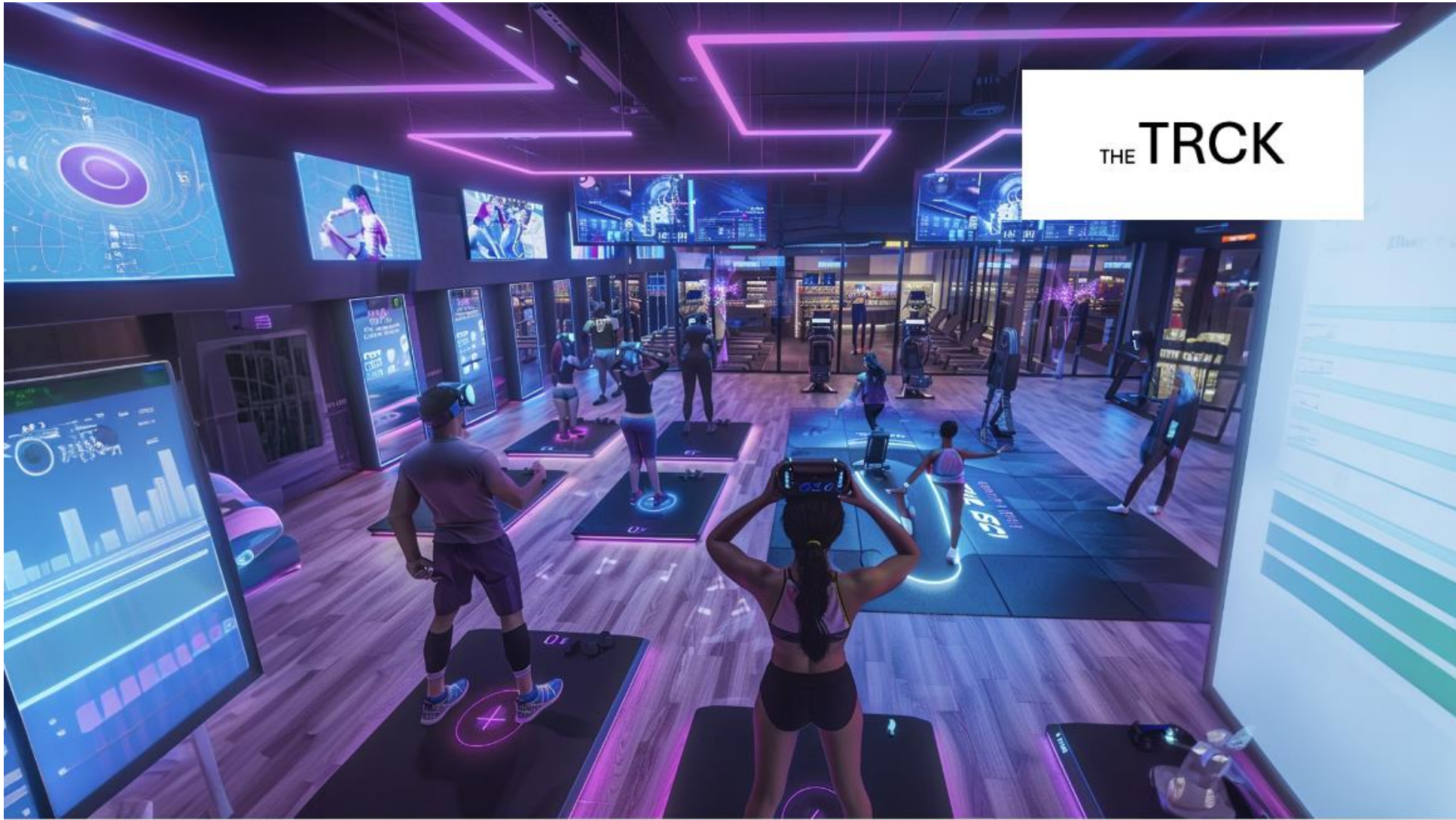
**We merge popcultural communities into an active sports community**

**Marcus Meyer – Managing Director THE TRCK**

**September 2024**



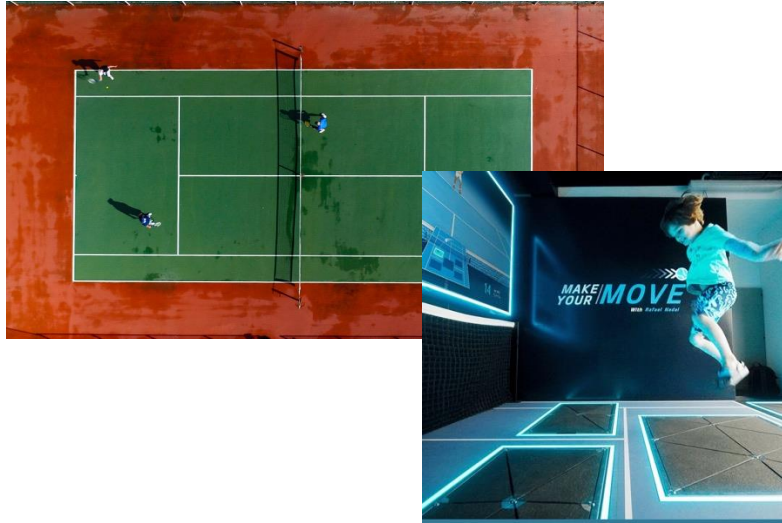
**A new sport is born - EXERGAMING**



THE TRCK

[Link to teaser clip](#)

# A new sport is born - EXERGAMING



Prerequisites for a real sport exist

- infrastructure is there
- digital playground meets physical activity
- standards & equipment are set
- professional vs. amateur
- human against human / not human against algorithm
- set of rules is universally valid and international

## DIMENSIONS - THAT IS EXERGAMING



mental



international



active



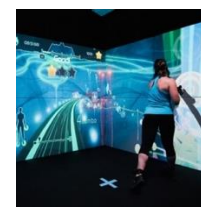
coordination



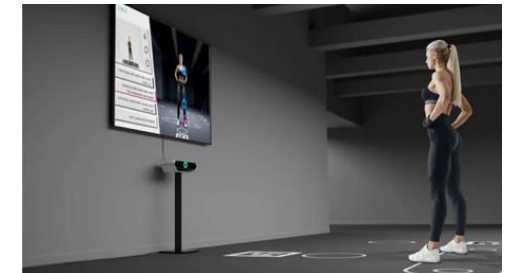
viewership



group & individual sports



gamified



It is already digital and data driven!

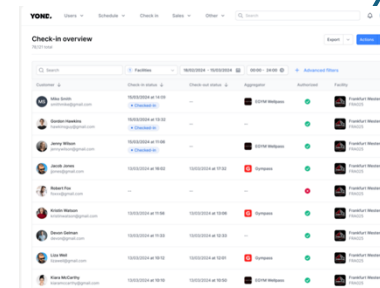
# THE TRCK

...is the place where you

- can have and **experience** professional physical eSports tournaments
- have your **individual** seat are in league of **competitive people**
- can **live** and **experience** the athlethes story from **zero to hero**
- get fit with **gamification** and **newest tech**
- engage with a **gamified, active** sports **community**



**THE TRCK Web App**



# DATA Accelerator

WITH THE TRCK we get following  
DATAPOINTS:

- Goals for Fitness Success
- Age
- Individual Fitness Level
- All connected Devices:  
Heartrate, Calories  
burned, Movement  
Profils
- Leaderboard Data
- Social Media Accounts
- Retention Rate



# The challenge

## Key Insights on Physical Inactivity in Germany

- **Widespread Physical Inactivity:** RKI data shows that only about **25% of 20-29-year-olds** and **around 20% of 30-49-year-olds** meet WHO physical activity guidelines. (RKI, 2023).
- **Ineffectiveness of Traditional Fitness Solutions:** Traditional **gyms** and **home fitness** solutions have **failed to reduce inactivity**. Without innovative approaches like **gamification** and **community building**, long-term motivation for physical activity is lacking (Deloitte, 2021).
- **Health Risks and Economic Costs:** Physical inactivity contributes to an estimated **€16 billion in healthcare costs each year in Germany (WHO, 2022)**.
- **Inactivity Among Youth:** A staggering **85% of children and adolescents in Germany** do **not** get enough **physical activity**. This early inactivity sets the stage for lifelong health problems and significant economic burdens. Early intervention is crucial (BZgA, 2023).



# Technology & development

## Unstoppable Wearable Technology Market

### Market Size and Growth:

- **2023:** The global wearable technology market was valued at approximately USD 71.91 billion.
- **2024:** Expected to grow to USD 157.94 billion.
- **2032:** Projected to reach USD 1,415.26 billion, with a compound annual growth rate (CAGR) of 31.5% from 2024 to 2032 ([Fortune Business Insights](#)) ([Mordor Intel](#)).
- **Unit Shipments:** Expected to reach 559.7 million units in 2024, growing to 645.7 million units by 2028 (CAGR of 3.6%) ([IDC](#)).

### Key Segments:

- **Wristwear:** Includes smartwatches and fitness trackers, accounting for over 49% of the total revenue in 2022.
- **Earwear:** Dominates with 61.3% of the market share in 2023.
- **Headwear & Eyewear:** Fast-growing due to the adoption of AR and VR technologies ([Grand View Research](#)) ([Mordor Intel](#)).







# The market

## Diverse Gamer Demographics:

- 34 million gamers in Germany.
- Key age groups: 14-29 (6.9M), 30-49 (13.3M), 50+ (10.2M).

Source: [Game Verband Annual Report](#)

## Income Levels:

- Gamers have average to above-average net incomes.
- Median gamer income aligns with or exceeds the national average of €2,000 per month.

Source: [GfK Study on Gamers' Income](#)

## Tech and Innovation Enthusiasts:

- 65% of Germans are digitally literate.
- 33% actively engage with new technologies and innovations.

Source: [DESI Report - Germany](#)

**PAVIGYM**  
THE BASIS OF FITNESS



**ACTIVE  
ESPORTS  
ARENA**

SMART PLAYGROUND  
**DIDIM**

**LESMILLS**



**EASYSKIN**

(sphery)

**KO COACH**

**AIRIS**

**ICAROS**

**plankpad.**

# The first step

## Learn to grow fast!

We will implement the first pilot project in the Bikini Berlin space with the **14 partners** bound by an LOI and partner agreement.

In addition to **LesMills, Meta, Cardioscan** and many others, we also have **Urban Sports Club** on board, who guarantee us **4,000 single check-ins per month** via their aggregation platform.

With our reach partners and PR / marketing campaigns, we will very quickly achieve a very high level of awareness.

Gaming and fitness influencers are already enthusiastic about the project.

Our partners are paying us a total of **EUR 100,000 upfront** for the realisation of THE TRCK pilot project.

## What do we want to learn?

1. which marketing channels work best?
2. how the target groups are distributed in terms of age, fitness level, net annual income and other important characteristics
3. what is the conversion rate and the return rate?
4. how attractive is our pricing, subscription model and event offer?

After the learnings on 28 February, we will decide what the expansion will look like and will then go into a Serial A to drive the expansion forward.



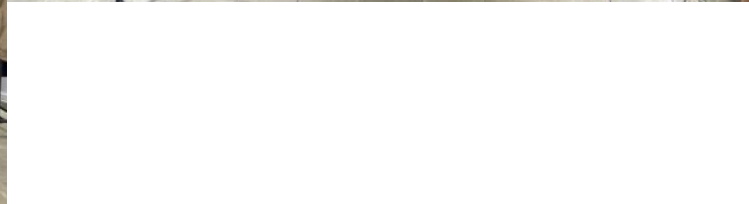
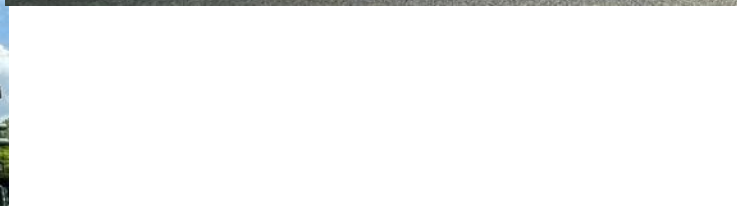
THE TRCK Training Space: 500 sqm  
Opened: 01.12.2024 - 31.05.2025

**THE TRCK Training Space: 500 sqm**  
**Opened: 01.12.2024 - 31.05.2025**

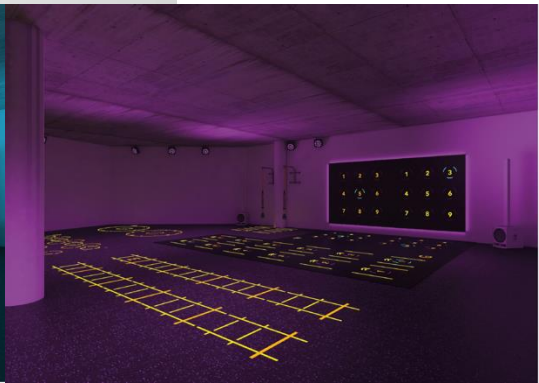
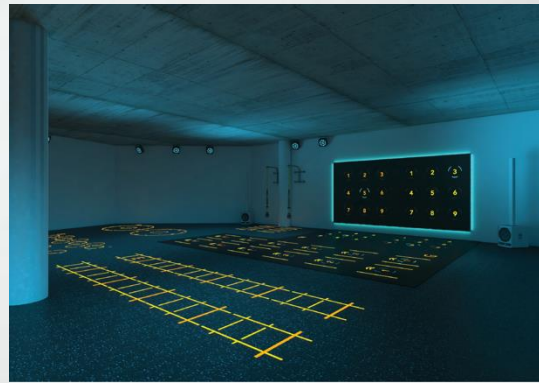
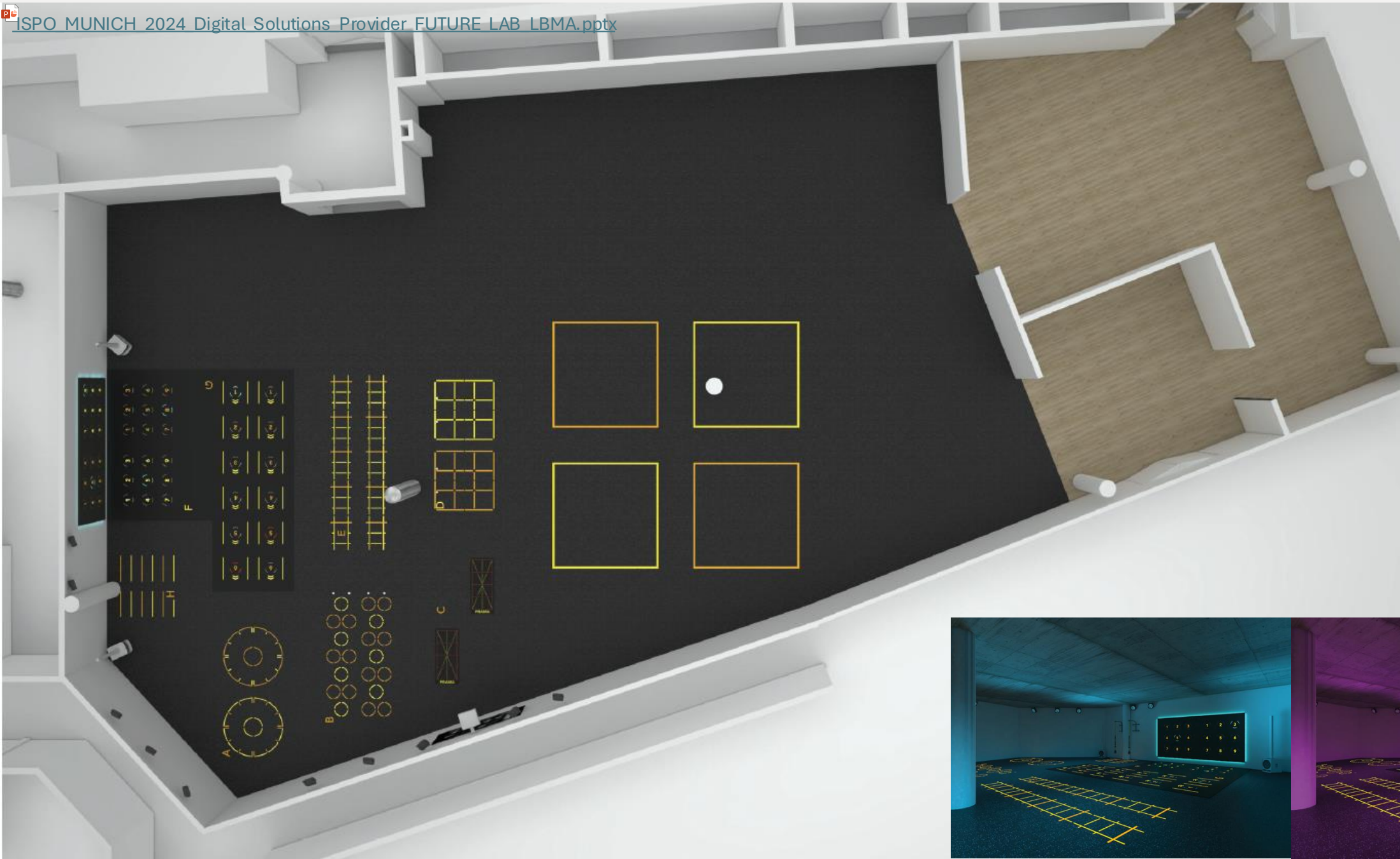
# The Place

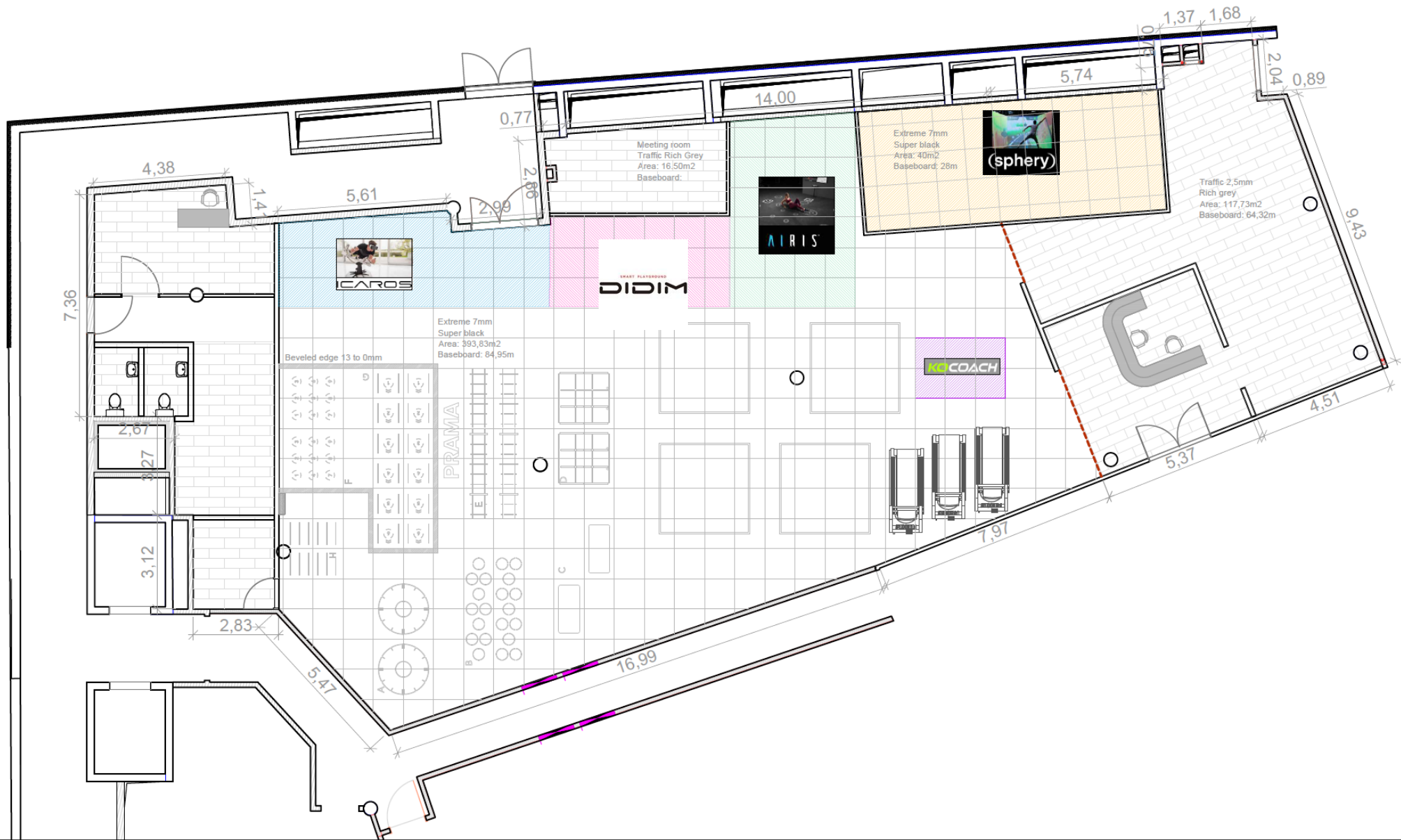
An average of **17,000 people** visit the concept shopping centre every day, with Saturdays being the **busiest days with 25,000 visitors.**











<b>PROJECT</b>	P-48432		Bikini Berlin					
<b>DRAWING</b>	PAVIGYM 2D PLANS				DIMENSIONS IN METERS			
<b>DRAWING TYPE</b>	CLIENT			DISPATCH DATE				
<b>SCALE</b>	1:125 @A3	<b>DRAWN BY</b>	HH	<b>DATE</b>	26/07/2024	<b>REV.</b>	04	
<b>GRAPHIC SCALE</b>	0 1 2 3 4 5m					<b>01</b>		



**PAVIGYM**  
THE BASIS OF FITNESS

# Team



## Marcus Meyer (CEO)

- Former Head of Business & Advertising Innovations Sport1 GmbH (responsible for eSports Strategy DACH)
- Serial Entrepreneur (Innovation and Gamification)
- Consultant for ISPO Munich, IAA MOBILITY and IFA for EXERGAMING, eSports and Gamification Products
- Working group spokesperson for Game (eSports) / VSD e.V (eSports and Gamification)



## Ralph Scholz (COO)

- Expert in the fitness industry with a comprehensive professional background.
- Served as Event Director of FIBO, the world's leading trade show for fitness, wellness, and health, from 2012 to 2017.
- Managed a subsidiary of McFIT, one of the largest fitness studio operators in Europe, as CEO from 2017 to 2019.
- Chairman of the German Industry Association for Fitness and Health (DIFG e.V.) since 2013, representing and promoting the interests and development of the industry.



## Jan Friske (CFO)

- Current Position: Managing Director, ILG Capital GmbH
- Duration: Jan. 2015 – Present (9 years 7 months)  
Location: Munich, Germany  
Focus: Managing real estate funds/investments for institutional investors
- Previous Positions:  
Managing Director, Credit Suisse  
Managing Director, WestLB  
Consultant, Arthur D. Little





# Partners (LOI – contracted)

**PAVIGYM**  
THE BASIS OF FITNESS



**ACTIVE  
ESPORTS  
ARENA**

SMART PLAYGROUND  
**DIDIM**

**LESMILLS**

**EMS** | **EASYMOTIONS**SKIN

**(sphery)**

**KO**COACH

**AIRIS**

**ICAROS**

**plankpad.**

# Executive Summary

## From Pilot to Scale

### 1. First Locations

**Bikini Berlin (DE):** Non-Permanent Pilot Project with 580 sqm (Starting 01.12.2024 - 30.06.2025)

### 2. Data Accelerator

**THE TRCK Web App:** 01.10.2024

**Website:** 01.11.2024

### 3. THE TRCK Growth

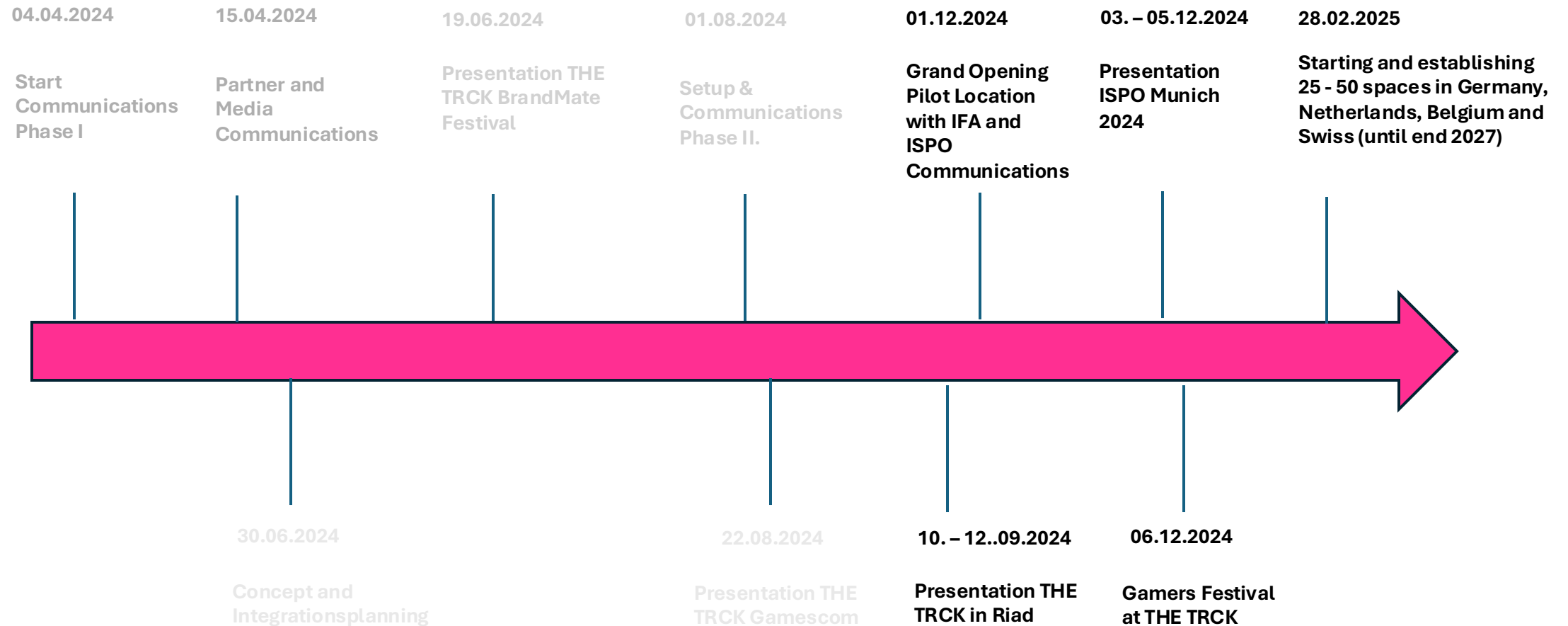
**Partners & Trust:** Building the Community with aggregators like Urban Sports Club, Meta and others.

**New Locations:** Establish new Locations with IPH, Bayerische Hausbau, DIFG e.V., ISPO Munich...



# Timeline

## Communication rules



# THE TRCK

THE TRCK

## Business Cluster

**Stand Alone**

Shopping Center  
-> Bikini

**Corporate**

Fitness rooms for  
Enterprises

**Sports clubs**

THE TRCK for  
sports clubs gyms

**Shop in Shop**

Integration into  
existing gyms

**Mobile Station**

Use as a short- and  
mid time  
Event Module



## Contact



**Get your space in**

# TRCK

**THE TRCK**

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**Ralph Scholz**  
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**für Fitness/Sport/Gesundheit**  
**0049 176 31 38 55 25**  
**scholz@leisure-connected.com**