

# THE TRCK

THE TRCK

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

**Marcus Meyer – Managing Director THE TRCK**

**October 2024**



# 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](#)

# The market

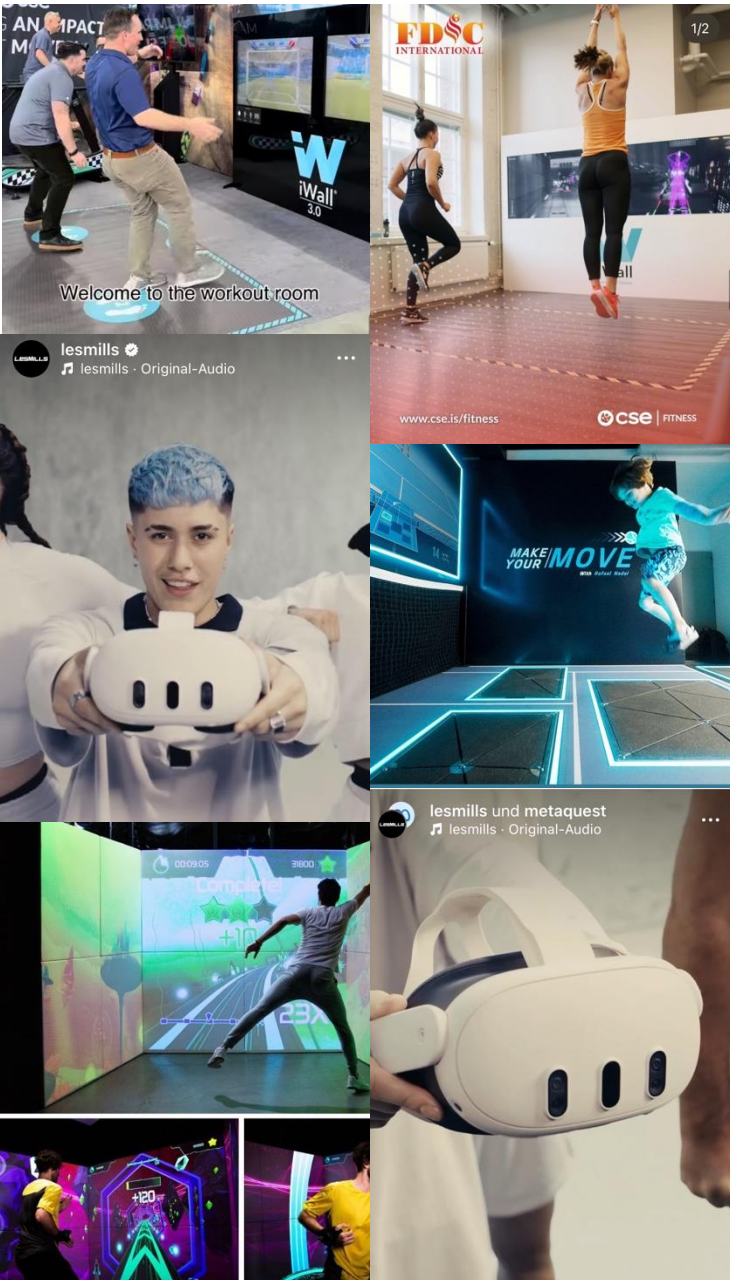
According to the available data, around **54 %** of all Germans play computer and video games at least occasionally.

Of these gamers, **26 %** say that they would like to do more sport - which means that around **14 % of the entire German population are both gamers and would like to do more sport.**

**Total Adressable Market (TAM): 11.2 Mio.**

**Serviceable Addressable Market (SAM): 4 Mio.**

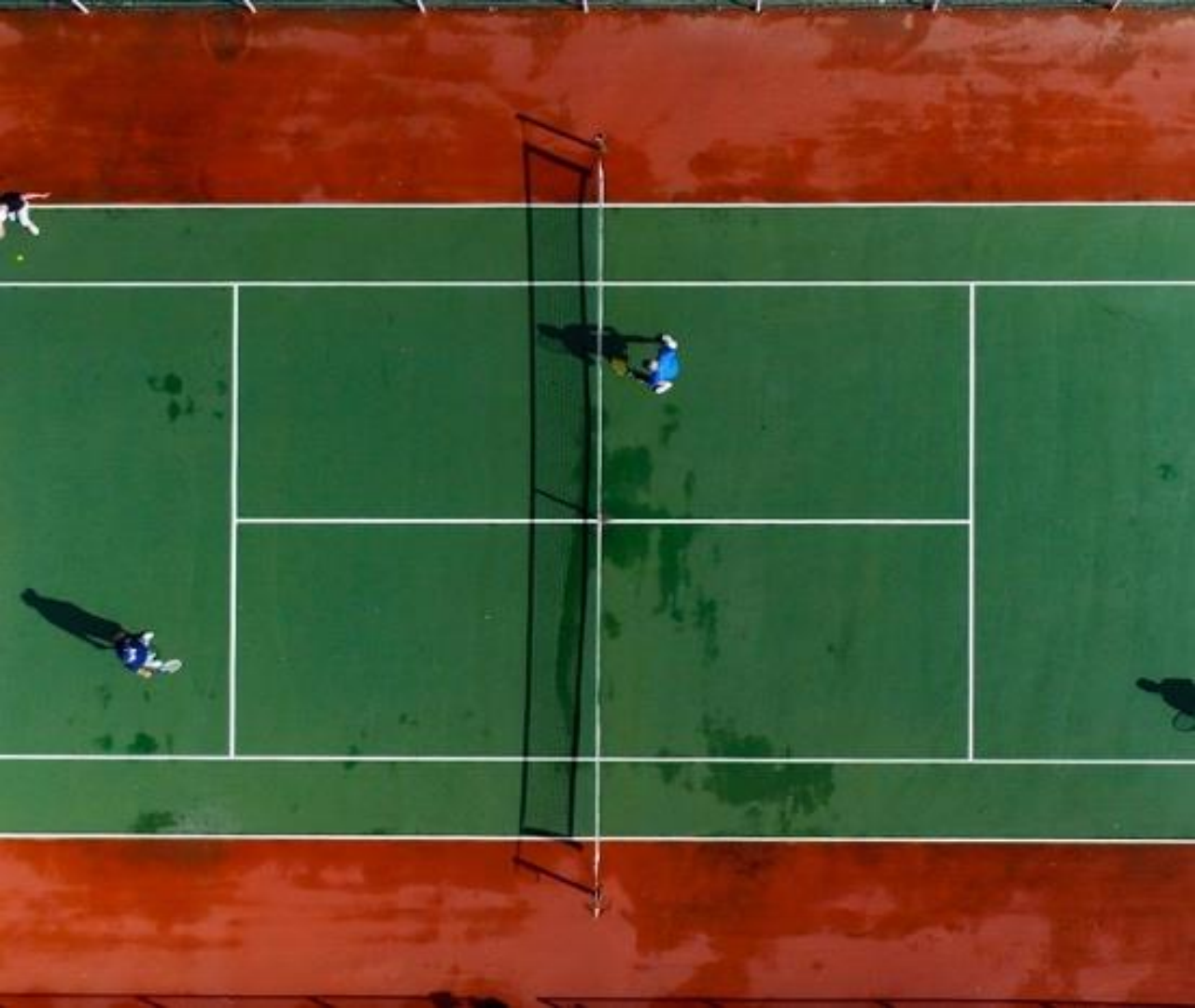
**Serviceable Obtainable Market (SOM) until end 2027: 340.000**





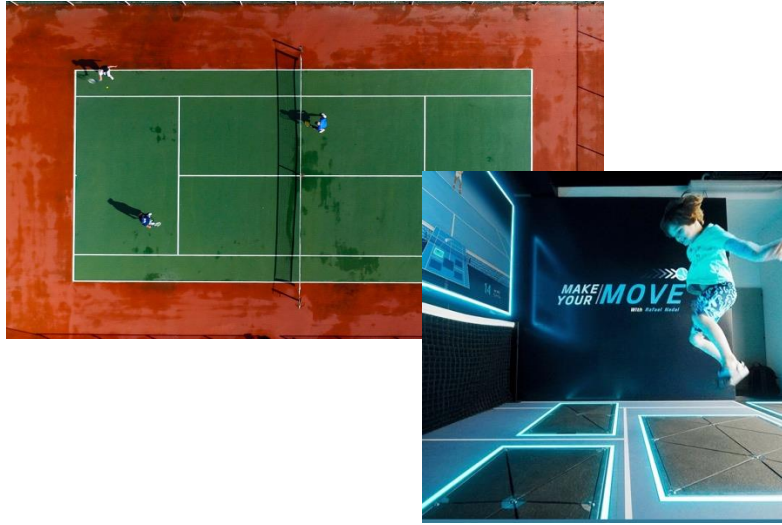
**Welcome to the future**

[Link to teaser clip](#)



**A new sport is born - EXERGAMING**

# This is 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



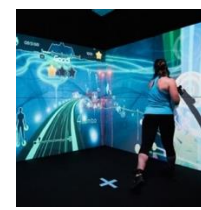
coordination



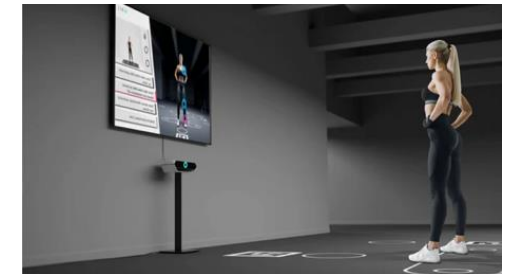
viewership



group & individual sports



gamified



It is already digital and data driven!

# 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



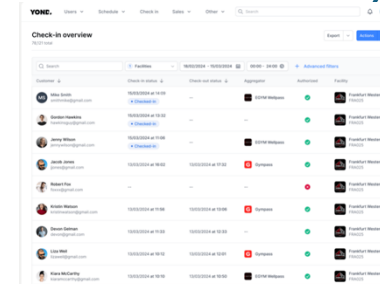
# THE TRCK...

...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 **athletes story from zero to hero**
- get fit with **gamification** and **newest tech**
- engage with a **gamified, active sports community**



**THE TRCK Web App**





# The business model

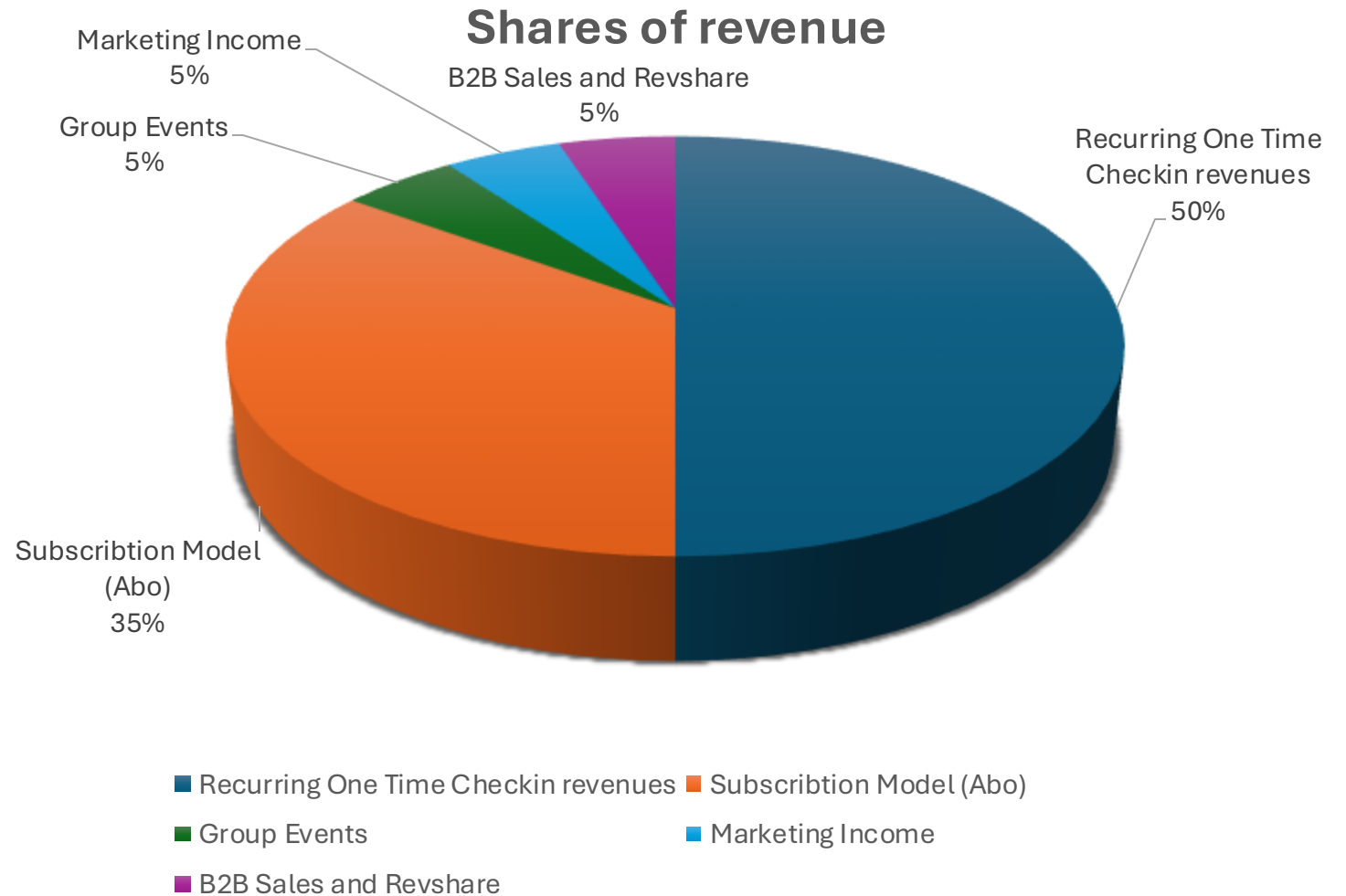
## Market Learnings and Statistics

### 1. Revenue Potential from Subscriptions:

1. With **34 million gamers** in Germany, capturing even a small fraction (e.g., 1%) as subscribers could yield **340,000 members**.
2. Assuming a subscription fee of €69.90 per month, this translates to a monthly revenue of **€23.766 million**.

### 2. Revenue Potential from One-Time Check-Ins:

1. If 1% of the 34 million gamers (340,000) choose a one-time check-in at €8.50, this would generate an additional revenue of **€2.89 million**.



# 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).



# The 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 development

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.

PAVIGYM  
THE BASIS OF FITNESS

URBAN SPORTS CLUB

ACTIVE  
ESPORTS  
ARENA

SMART PLAYGROUND  
DIDIM

LESMILLS

EASYMOTIONSKIN

(sphery)

KO COACH

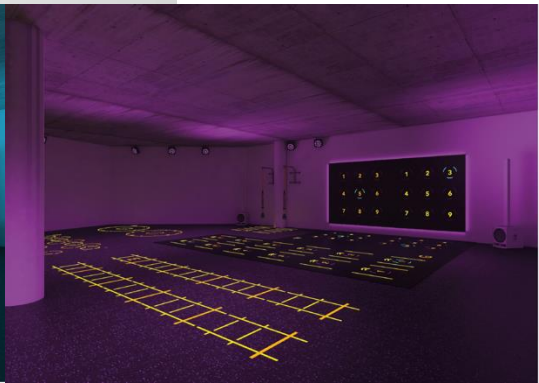
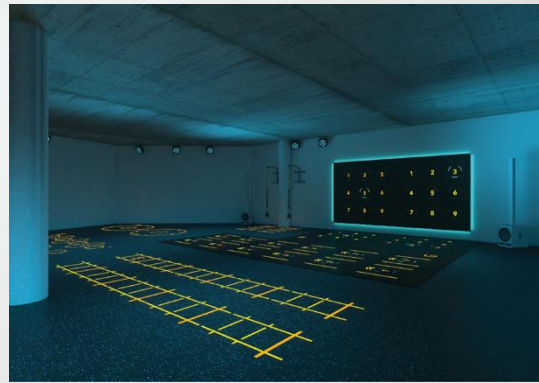
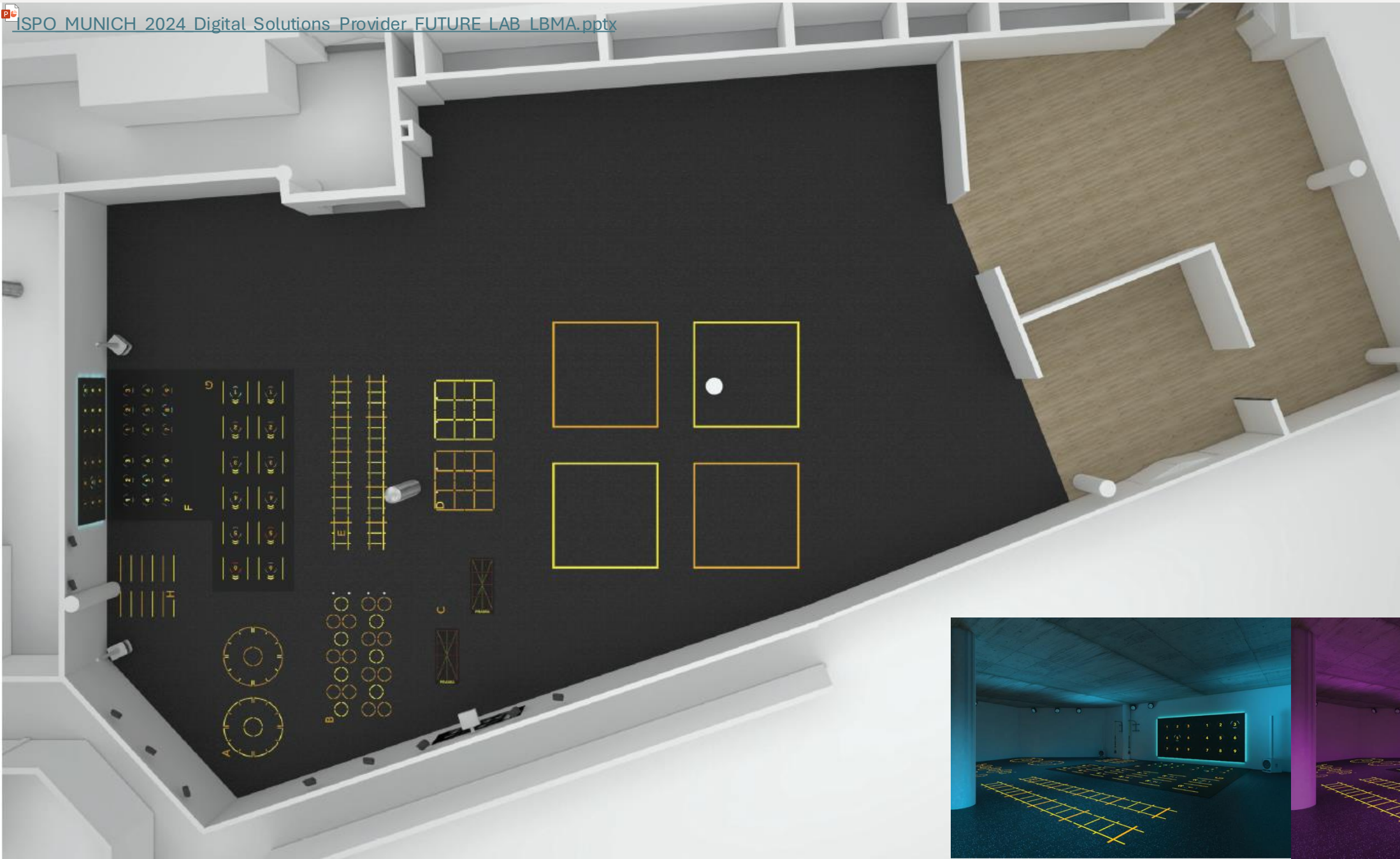
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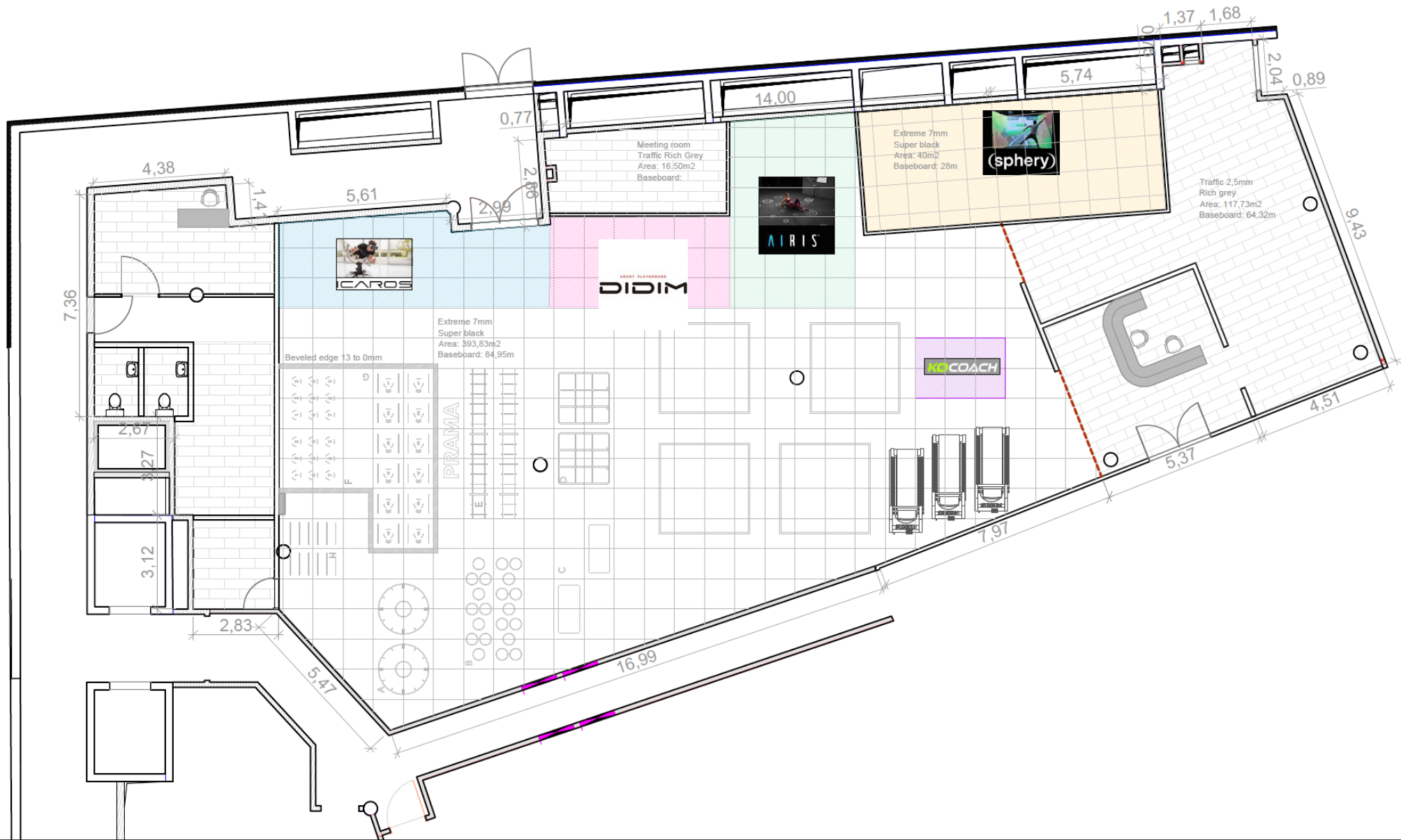
ICAROS

plankpad.



**THE TRCK Training Space: 500 sqm**





<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

# The APP

## THE TRCK Web App

### 1. Access to THE TRCK and user profile management

#### Features:

**Access to THE TRCK:** The WebApp provides access to all levels, progress and rewards of individual users.

**User profiles:** Management of user profiles including progress tracking and status display in the leaderboards of the exergames.

**Wallet integration:** Entry in users' wallets (iOS & Android) to manage notifications, reminders and partner offers.

#### Business Impact:

**Customer loyalty:** Tracking progress and rewards increases user loyalty.

**Increased usage:** Regular notifications and reminders encourage active use and return to the app.

#### Monetisation:

Partner offers and cross-promotion through wallet integration create additional revenue streams.

### 2. Leaderboards and competitions

#### Features:

**Leaderboards:** Display of users' individual rankings and progress.

**Competitions:** Organisation of competitions between users at different locations.

#### Business Impact:

**Engagement:** Competition-orientated features increase user engagement and motivation.

#### Community building:

Promotes the formation of an active user community that regularly exchanges and networks via the app.

#### Brand awareness:

Competitions, especially across locations, increase the visibility and attractiveness of the brand.

### 3. Exergaming league (physical eSports league)

#### Features:

**PESL Setup:** Implementation of a new Physical eSports League for exergames.

#### API integration:

Real-time data streams, live streams and analyses of all exergames installed in the locations.

#### Business Impact:

**New revenue streams:** Opportunity for monetisation through league fees, sponsorship and ticket sales for live events.

**Market leadership:** Positioning as a pioneer in the field of physical eSports, which brings long-term competitive advantages.

**Data analysis:** use of real-time data to optimise and further develop offerings.

### 4. Data-driven marketing and activation strategies

#### Features:

#### Funnels:

Activation of users through various marketing funnels, cross-promotion and affiliate deals.

**Analytics:** Access to detailed data on return and churn rates for individual exergames.

#### Business impact:

**Efficient customer approach:** data-driven approaches enable targeted and efficient marketing measures.

#### Agility:

Rapid adaptation and optimisation of offers based on user behaviour and feedback.

#### Increase in lifetime value:

Targeted measures can reduce churn and increase the lifetime value of users.

### 5. Central role of the WebApp and locations

#### Features:

**Centrepiece of the user experience:** The WebApp as the central platform for all activities and interactions.

#### Locations as community hubs:

Use of physical locations for training, community building and emotional bonding.

#### Business impact:

#### Centralised control:

Effective management and coordination of all activities and offers via the WebApp.

#### Community engagement:

The locations act as anchor points for the community, which strengthens user retention and loyalty.

#### Expansion potential:

Scalability and adaptability of the concept to other locations and markets.

# Marketing

The power of community marketing in exergaming

We know that the CAC is and will always be a relevant factor.

This marketing will be invested in Instagram adverts and SEO.

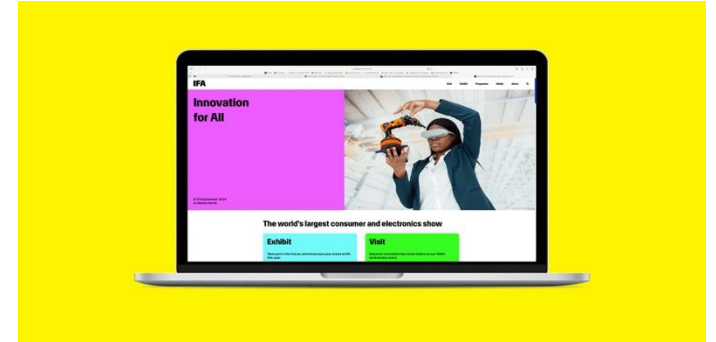
However, thanks to our many years of experience and partnerships with media, trade fairs and the gaming industry, we have an authentic opportunity to become visible and relevant in real PR work and community marketing.

All partners on the site have their own reach and will use this to make THE TRCK a success.





# Reach



## Influencer Marketing

- We are working with influencers from the Tech, Fitness & Gaming Industry and will cover those community Channels via Instagram, TikTok and BeReal.

Those Influencers have millions of followers on Instagram, Twitch and YouTube.

## TV and Press

- We have cooperations with Galileo (ProSieben), Sport1, Frühstücksfernsehen (Sport1), Berlin Tag und Nacht (RTL2), RTL News (RTL), JOYN (ProSiebenSat1), ZDF LOGO, taff. (ProSieben) Tagesspiegel (Berlin), T3N (Web), Sueddeutsche Zeitung, Spiegel, Welt and many others
- We will distribute the tournaments on Twitch and YouTube

## Events & Cooperations

- We will have several Events on location

...with the Deutscher Industrieverband für Fitness und Gesundheit (DIFG), IFA Berlin (whole year contract), ISPO (Academy talks), IST (university for physiotherapy), and many more.

Media & Creative Agencies (Product presentations), Meta (Partner Presentations)

# Sponsoring



## On Location with Logo and Sponsored Tournaments or Events

- We will present our partners on Location with Logo Integrations, Sponsored Tournaments, Activity Stations and Product Placement



## Social Media Marketing Integrations

- We will present our partners on our Social Media, Livestream and Partner Platforms the Logos and enhanced storytelling in editorial presentations.



## In App Advertising

- With our Web App we can integrate our partners in Banner and Activation buttons, but also bring individual marketing campaigns on preset target groups.



## In Game Advertising

- We can bring the Brands with Logo, but also branded Tournaments, Leaderboards and challenges in the games we have in THE TRCK.

# 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 (Founding Partner)

- 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



# Partner – LOI contracted

**PAVIGYM**  
THE BASIS OF FITNESS



**ACTIVE  
ESPORTS  
ARENA**

SMART PLAYGROUND  
**DIDIM**

**LESMILLS**

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

**(sphery)**

**KO**COACH

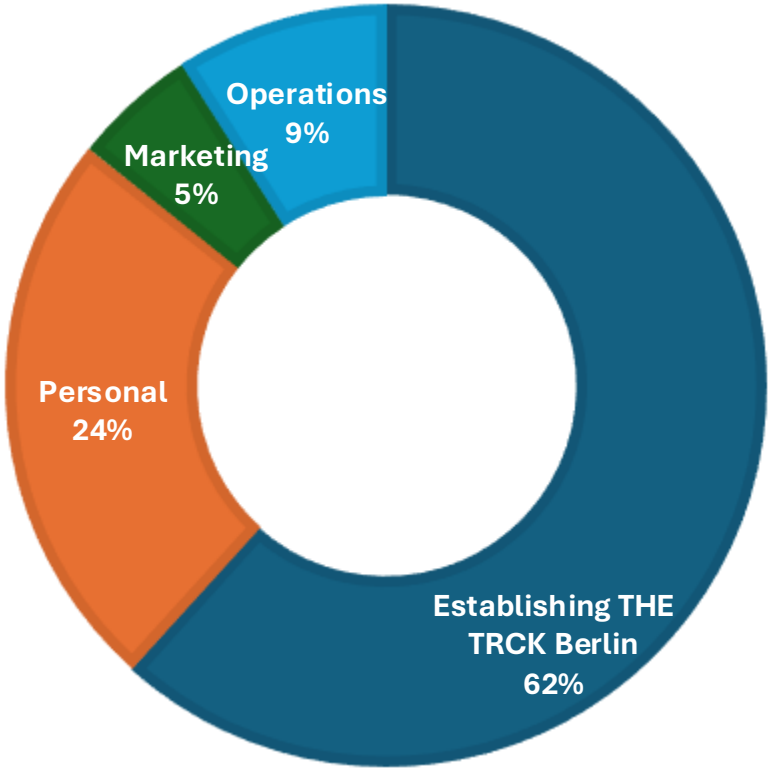
**AIRIS**

**ICAROS**

*plankpad.*

# Investment Need

■ Establishing THE TRCK Berlin ■ Personal ■ Marketing ■ Operations



## 3 Steps to Success

- 1. Concept, operations and marketing  
Pilot Project THE TRCK Bikini Berlin
- 2. Learning with the target group
- 3. Preperation of the Development of Exergaming chain in Europe (25 locations)

## Investment Need:

**500.000 EUR**

+ EUR 100,000 partners invest (already pledged)

# Executive Summary

## From Pilot to Scale

### 1. First Locations

**Bikini Berlin (DE):** Non-permanent pilot project with 580 sqm (Starting 2025 - 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...

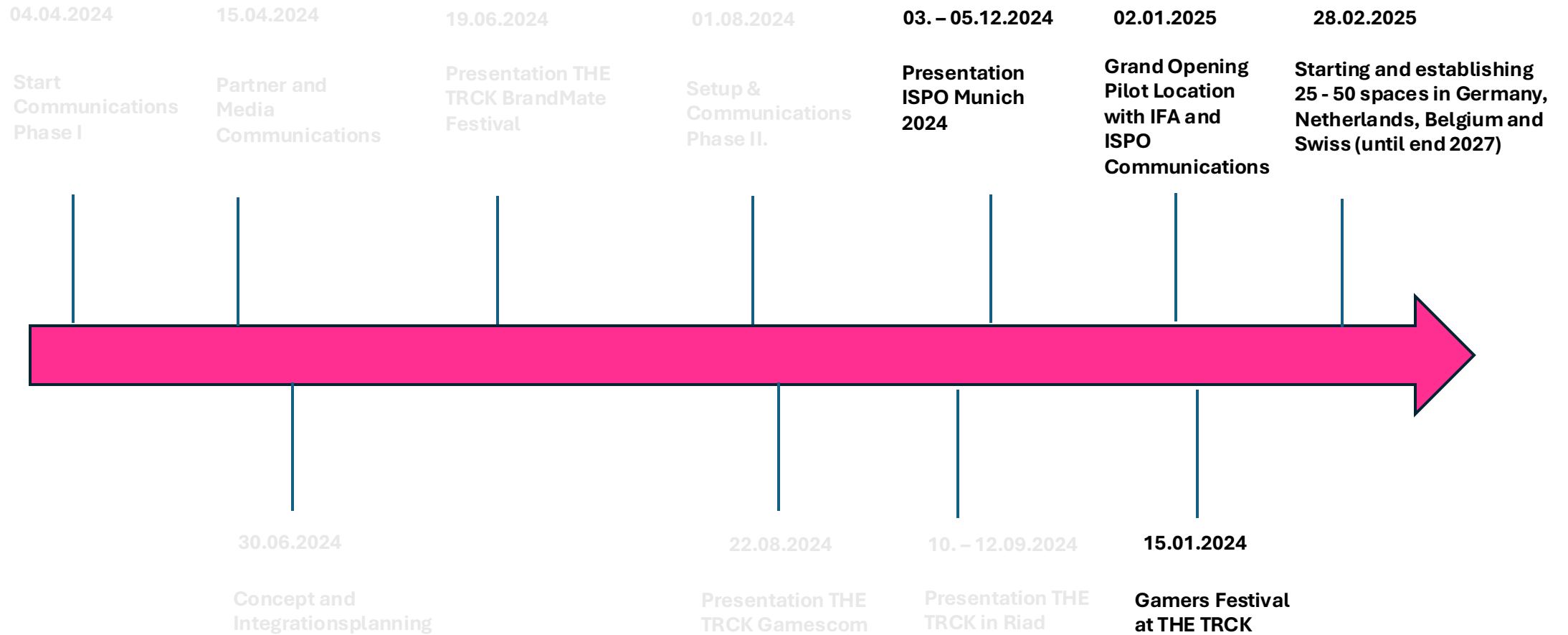


**THE TRCK Web App**

**Learn & Scale**

# 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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