



TRAIN LIKE A WARRIOR. LIVE FOREVER.

INVESTOR OVERVIEW · AUGUST 2026

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THE PROBLEM

SELF-DIRECTED ATHLETES ARE STUCK SPLITTING THEMSELVES ACROSS APPS.

- Training apps track workouts. Peptide and supplement protocols get tracked in a separate app, a spreadsheet, or not at all.
- Serious lifters who don't have – or can't afford – a human coach end up assembling their own stack of disconnected tools.
- Consumer-grade protocol tracking barely exists: today's options are clinical and intimidating, or nothing at all.

| “No app does both. So we built one.”

THE SOLUTION

RONIN — TRAIN AND PROTOCOLS, IN ONE PLACE.

The tools to train and run your protocols like you have a coach — without needing one.

TRAIN

Structured, periodized training built for people who program their own work — not a generic workout log.

PROTOCOLS

Peptide, supplement, and HRT stack tracking with a free reconstitution & dosage calculator — the same rigor applied to what athletes put into their bodies as to what they lift.

PRODUCT

ONE APP, TWO BEST-IN-CLASS PILLARS.

TRAIN

- Mesocycle & workout builder with per-set RIR/RPE targets
- Pre-built template library
- Retroactive logging, custom training styles (incl. Yoga & Mobility)
- Social feed, Discover, and share cards

PROTOCOLS

- Peptide, supplement & HRT stack tracking in one library
- Free reconstitution / dosage calculator with automatic mcg↔mg conversion
- 150+ item protocol reference library
- Adherence tracking

For tracking and reference only — not medical advice. Users are directed to consult a licensed healthcare provider.

TWO TRENDS, COLLIDING IN THE SAME PERSON.

- Self-coaching is going mainstream — serious lifters increasingly build their own programs instead of hiring a coach.
- Peptide and supplement protocols have moved from clinical/underground into everyday self-optimization, with no consumer-grade tracking tool built for it.
- Both behaviors already live in the same athlete. No existing product has combined them into one place.

A LARGE, GROWING MARKET — AND A SPECIFIC NICHE INSIDE IT.

TAM

\$13.9B

Global fitness app market, 2026 — projected to reach \$33.6B by 2033 (13.4% CAGR).

Source: Grand View Research, Fitness Apps Market Report, 2026

SAM

~47M

US adults who belong to a fitness facility and strength-train (81M members × 58.5% who strength-train).

Sources: Health & Fitness Association, 2025 membership data; HFA strength-training participation share

SOM — NEAR-TERM

500

Active users by Q3 2027 — RONIN's own 1-year target, scaling from the referral loop already running with the alpha cohort.

Company target, not a third-party market estimate

Adjacent context — the global peptide & supplement market: \$3.99B (2026) → \$5.89B by 2030, 10.2% CAGR. A separate, faster-growing market from fitness software, and the reason Protocols is a distinct pillar, not a bolt-on. Source: Research and Markets, Peptide Supplements Market Report, 2026.

EARN TRUST FIRST. CHARGE LATER.

MODEL

- Alpha cohort gets free lifetime access in exchange for real usage data and direct feedback
- The free reconstitution/dosage calculator is the top-of-funnel acquisition engine — educational framing, no ad spend
- Paid conversion begins once retention is proven

⚠ PRICING & PACKAGING — TO BE FINALIZED

GO-TO-MARKET

- Referral-led growth — every alpha user gets a personal invite link
- Organic content: weekly feed post, 2-3 Stories/week, monthly Reel
- Founder-led onboarding & nurture email flows, synced to real product-activity data
- \$0 paid acquisition spend to date

TRACTION

EARLY, REAL, AND MOVING.

~50

ALPHA USERS

21

INSTAGRAM FOLLOWERS

2

LIVE FEED POSTS

\$0

PAID ACQUISITION SPEND

- Landing page live at ronin.cool with an alpha signup flow (free lifetime access for early feedback)
- Mailchimp audience segmented and synced with the Supabase backend
- Referral program in active development, targeted to ship this quarter

Snapshot as of August 2026 — RONIN is pre-revenue and self-funded.

WHAT RETENTION AND REFERRAL GROWTH COULD SCALE INTO.

MRR = monthly price × paying users. A sensitivity model for underwriting pricing/growth trade-offs — not a forecast or commitment.

MRR	\$10/MO	\$15/MO	\$20/MO	\$30/MO
500	\$5,000	\$7,500	\$10,000	\$15,000
1,000	\$10,000	\$15,000	\$20,000	\$30,000
5,000	\$50,000	\$75,000	\$100,000	\$150,000
25,000	\$250,000	\$375,000	\$500,000	\$750,000
100,000	\$1,000,000	\$1,500,000	\$2,000,000	\$3,000,000

Example: 25,000 paying users at \$20/mo = \$500K MRR (~\$6M ARR).

Illustrative only. Assumes every user shown is a paying subscriber; excludes churn, payment-processing fees, and CAC. Pricing is exploratory — see Business Model & Go-To-Market for status.

WHERE THIS GOES.

1-YEAR — BY Q3 2027

- Convert the alpha cohort into a stable, active paying base
- Ship the referral program end-to-end
- Grow past 500 active users

3-YEAR

- Train and Protocols both best-in-class, neither one bolted on
- RONIN is the app self-coached lifters recommend to each other, unprompted
- Referral loop driving most new-user acquisition, not paid spend
- Small, focused team — no more than it takes to keep shipping fast

10-YEAR

- The default self-coaching platform for self-directed athletes worldwide

TEAM

A SMALL TEAM, ON PURPOSE.

FOUNDER & VISIONARY

Andy

Product direction & brand, marketing strategy, partnerships.

CO-FOUNDER & INTEGRATOR

—

Day-to-day execution, ops & finance, shipping the roadmap.

△ NAME — TO ADD

RONIN runs on EOS/Traction. Staying a small, focused team is a stated 3-year goal — not just a current constraint.

THE MOAT IS THE VOICE AND THE PRODUCT DECISION — NOT ONE FEATURE.

- Combines best-in-class training tracking with peptide & supplement protocol management — no other app does both.
- The free protocol calculator is the acquisition engine — educational framing, careful non-clinical language, by design.
- Direct, disciplined product voice: "Not motivation. Mechanics." No gamified nagging, no streaks-for-streaks'-sake.

● MECHANICS OVER MOTIVATION

● SELF-DIRECTED, ALWAYS

● NO FLUFF

● DISCIPLINE IS THE PRODUCT

STATUS

NOT RAISING RIGHT NOW — BUILT TO BE READY WHEN WE ARE.

RONIN is currently self-funded and pre-revenue, focused on proving retention and referral-driven growth with the alpha cohort. This deck is kept current on an ongoing basis so the option to raise is available on short notice — not assembled from scratch when the moment comes.

△ CONTACT — TO ADD



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NOT MOTIVATION. MECHANICS.

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