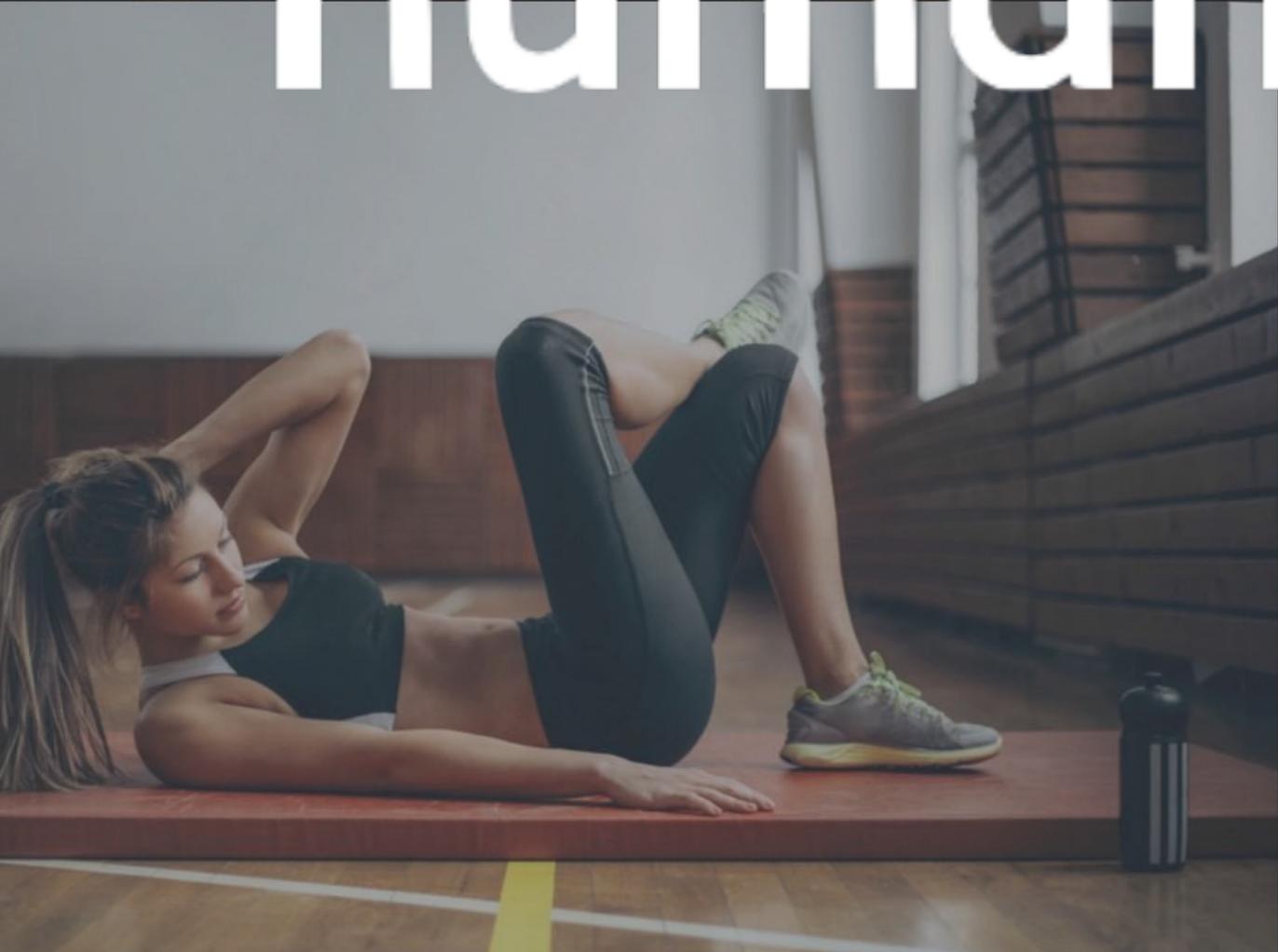




# human doing™



## **Scholarships aren't just for college anymore.**

Human Doing is a groundbreaking new platform that connects people interested in fitness trainings, workshops, and memberships, with the businesses that provide them.

And we do it by creating scholarships.

# The Opportunity

**-1.7%**

**The number of Gen Z's choosing to go to college is decreasing every year.**

Instead, they're investing in opportunities to develop skills and enhance their chances of getting employed.

*(The Atlantic)*



**+27%**

**The gig economy is growing nearly 30% faster than payroll employees.**

This means an increased interest in skill-based trainings, workshops, and courses as more people are taking on side-gigs to supplement their income, or as a way out of their day jobs.



# The Problem



**For consumers,  
fitness trainings are expensive.**

While there are plenty of websites that provide financial aid for the college-bound, surprisingly, there are none that provide aid for everything else - and especially not yoga teacher trainings, personal trainer certifications, or gym memberships - most of which cost \$3k or more.

Consumers are currently forced to fund their fitness goals by saving up for months (sometimes years).



**For businesses, options for attracting  
new customers are limited.**

Fitness businesses depend on their loyal clientele for daily classes and memberships. But when it comes to big-ticket trainings (which make up over 50% of a business' yearly revenue), it's almost impossible to connect with enough new people to fill every training to capacity.

These businesses are stuck using underwhelming "coupon" services like Groupon that provide fast cash on their small-ticket products, but low CLV and poor quality of service.

# The Solution

## Efficient

A low-cost, high-ROI way for these businesses to market their big-ticket services and access an entirely new audience

## Innovative

An entirely new type of marketplace, where philanthropy is baked right into the business model



## Socially Responsible

A solution that businesses actually feel *good* about using, and a way for people of all income levels to gain new skills.

## Ambitious

A business with a clear goal in mind: To obtain massive profitability through a single mission: Less wishing. More doing.

# How it Works

Human Doing connects businesses with people interested in their trainings, workshops and courses. The business partners with us to create a scholarship for their training, and we list that scholarship on our platform which services a wide audience of interested applicants.

One person will win the scholarship, and several others will win partial scholarships.



# Our Advantages

In addition to seeing a 200% return on the perceived scholarship investment, our partners also:



Grow their email house files

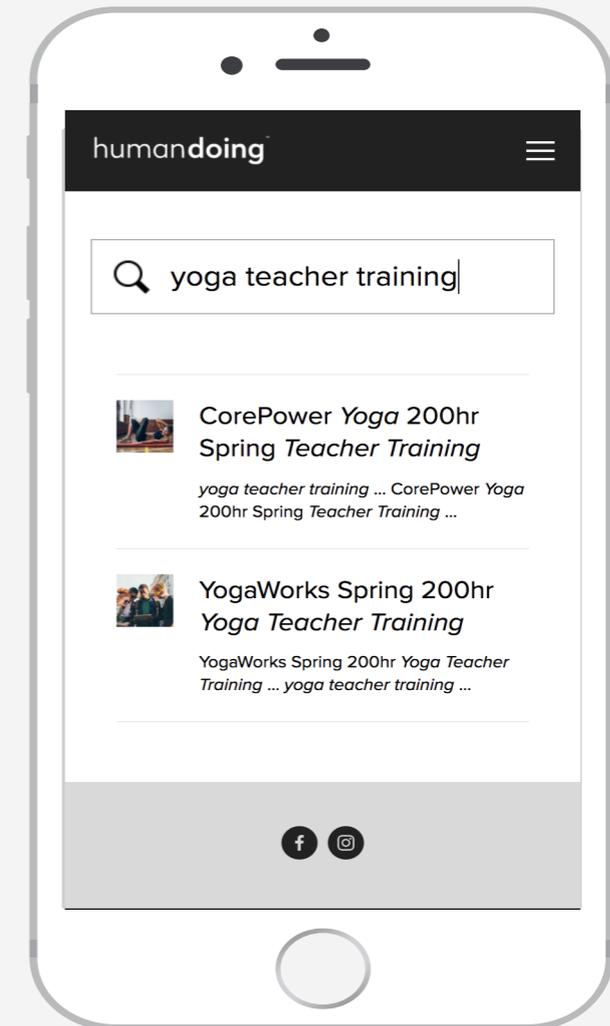
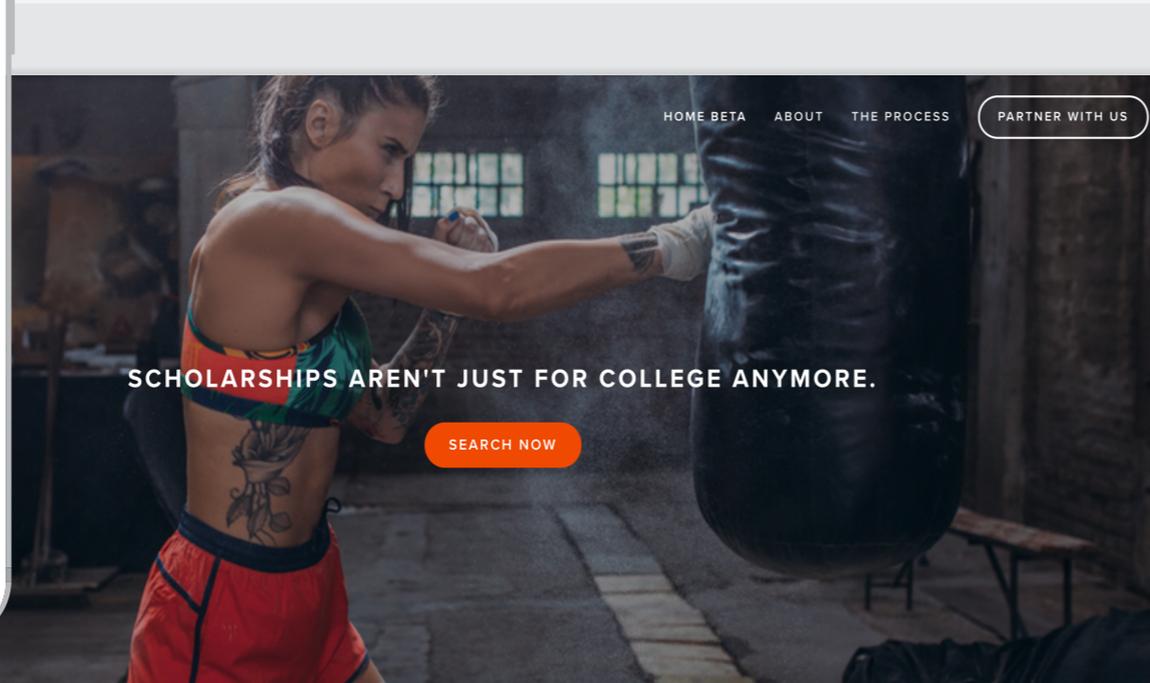
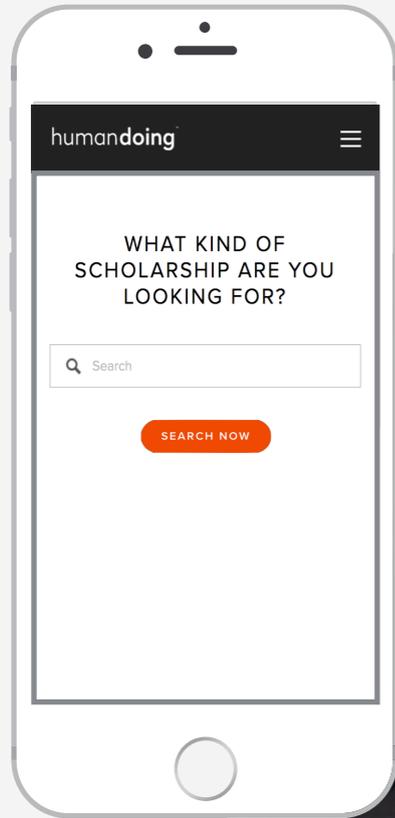


Gain valuable storytelling content to share on their own channels



And look like overall badass philanthropic heroes.

# The Platform



## Scaleable

Using a basic blog functionality, we were able to build an MVP that is not only scaleable, but ready for custom development as our business needs change.



## Socially Driven

A requirement to apply for a scholarship is recording a quick video and posting it to a social media channel of the user's choice. This acts as great marketing content for our partners, and great free advertising for the scholarship.



## User-Friendly

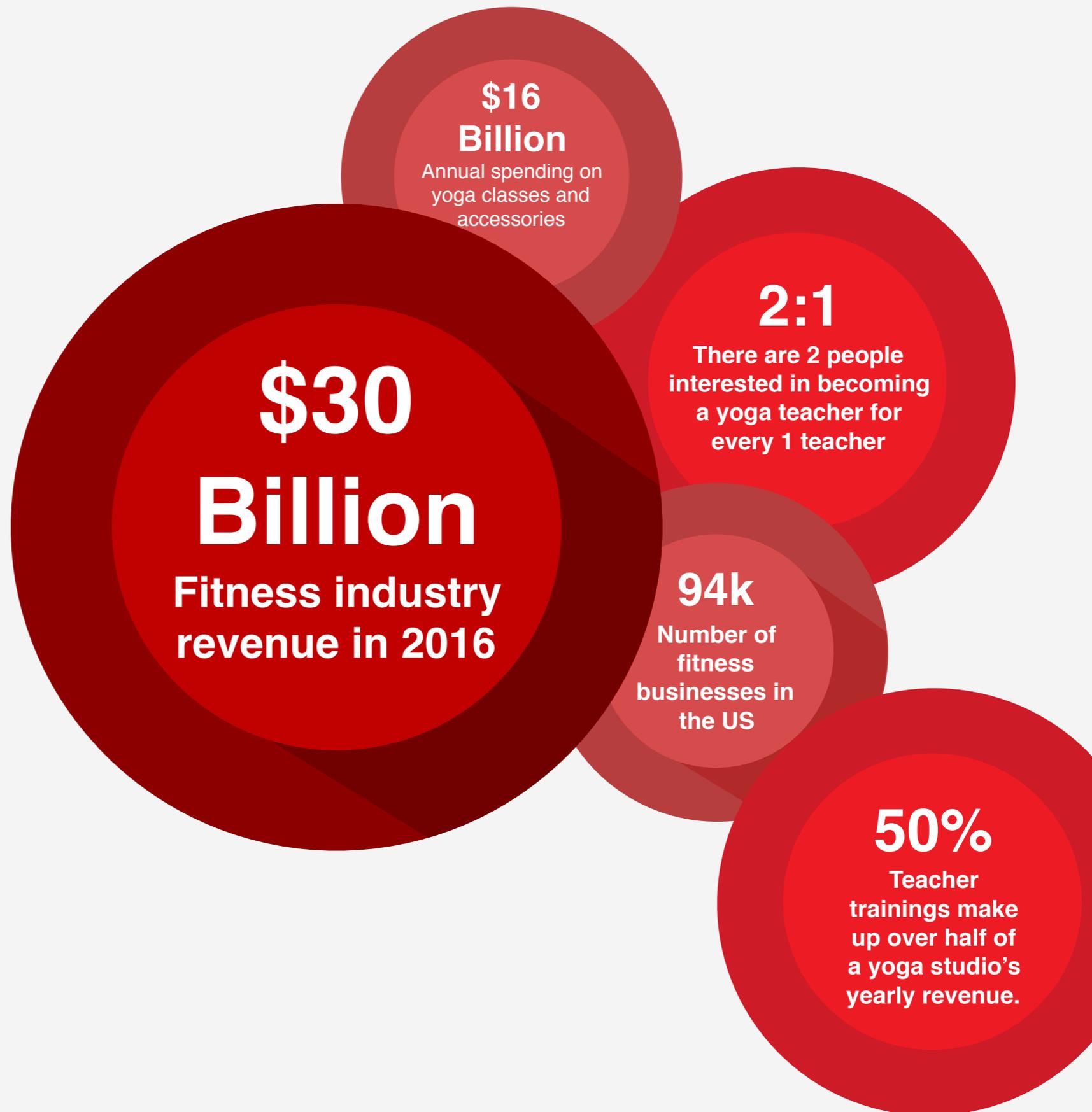
Our website is simple, streamlined, and made for mobile. Users can search & apply for a scholarship with just a few clicks.

# The Market

We'll focus on the health & fitness industries at launch. Within the fitness space, the yoga industry provides a particularly interesting market due to the increasing interest in the practice over the past 4 years.

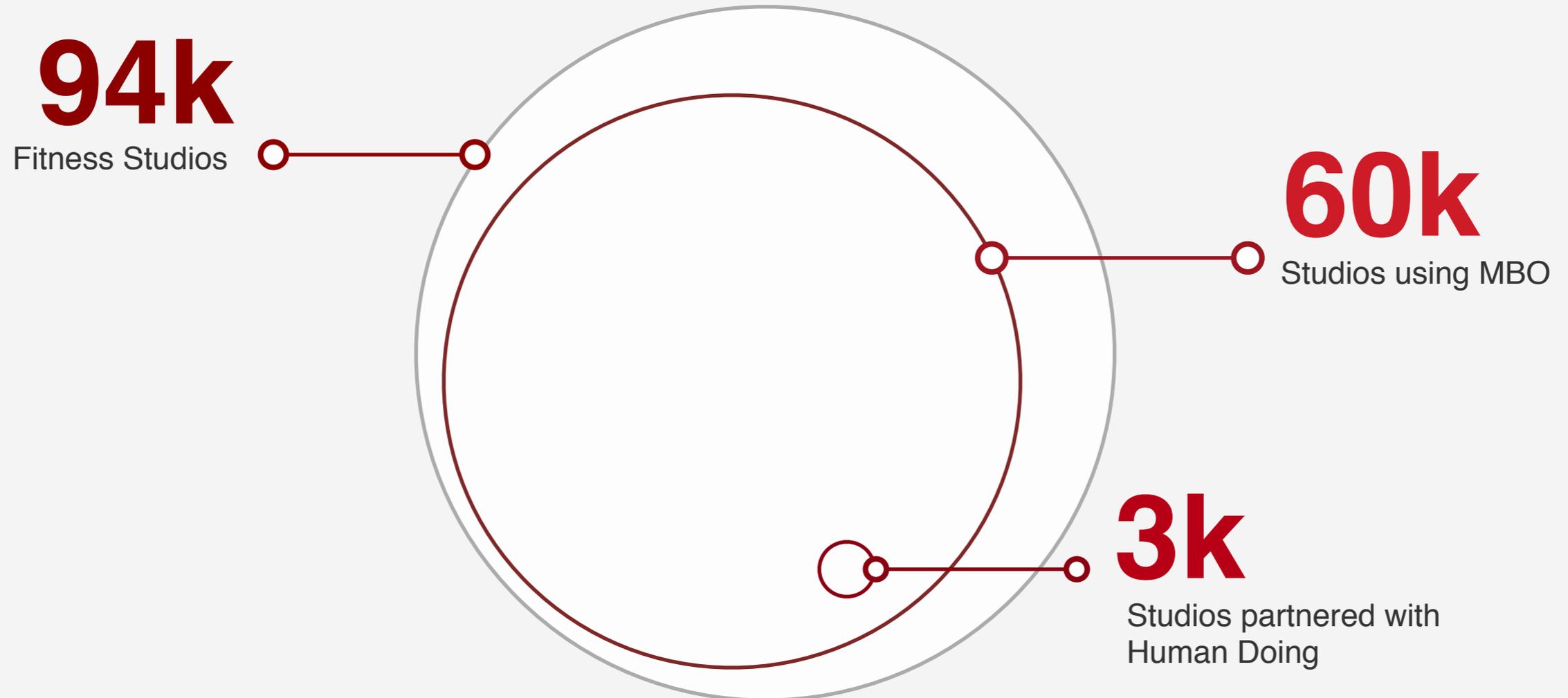
It's evident that when it comes to fitness, people don't just want to take a class - they want to *teach* the class.

Once we perfect our model in the niche fitness industry, we plan to replicate across other industries: Social media trainings, coding courses, photography courses, beauty school, cooking classes, etc.



# The Potential

MindBodyOnline (MBO) is class scheduling software that many of the businesses we're targeting also use.



If we were to obtain just 5% of the market share that MBO has and to create just 1 scholarship per year in each of these businesses, Human Doing would gross \$4,050,000 in recurring revenue.

A woman with dark hair, wearing a maroon blazer, black top, blue jeans, and black heels with gold ankle straps, is sitting on a white wire chair. She is smiling and looking towards the camera. The setting is an outdoor or semi-outdoor space with a light-colored wall and a string of white globe lights hanging from the top. There are several other white wire chairs with black seats arranged in a row behind her. The floor is made of terracotta tiles.

# Thank you.

**Bridget Regan, Founder**

Cell: 858.952.4175

[info@humandoingthings.com](mailto:info@humandoingthings.com)

[www.HumanDoingThings.com](http://www.HumanDoingThings.com)