



Move More. Have Fun.
Feel Better.

Transforming any space into a therapeutic place

[#MakingPoolsDoMore](#) [#MakingGymsDoMore](#)

Exec Summary

Mission

Empower everyone to love looking after their health & wellbeing by moving more, having fun, and feeling better.

Solution

We offer NHS-certified, SaaS & IoT technology, providing swimming pools, gyms & leisure venues with waterproof tablets, A.I. technology, and comprehensive training & support.

Benefits

Consistent, quality-assured, personalised rehab & wellbeing service delivery that scales across entire leisure & pool operator portfolios, ensuring everyone can 'benefit from a boost'

Traction

Good Boost is being delivered in 200+ venues and contracts confirmed for the next 100 venues by Winter 2024. The UK government have set a £12m budget to scale up our 'MSK Hubs' programme over 4 years. We're Partnered with key leisure, aquatic, pharma, and MSK organisations.

Market Potential

Targeting the £37.8bn 'Active Wellbeing' market, \$250bn 'Online fitness' market and the \$4.5tr 'Wellbeing' market. Strong penetration of UK market and opportunity to expand globally.

Founders

Co-Founded by Ben Wilkins, MSK Specialist with a successful track record in healthcare leadership & intrapreneurial ventures, Dr. Ben Waller, world-leading aquatic rehab Physiotherapist & researcher, and Hannah Parr, an aquatic specialist Osteopath

Core Values:

Innovation

Pioneering the blend of A.I. technology, bespoke hardware, training and service design for community delivered services

Accessibility

Making individually-tailored rehab, health and wellbeing accessible to all

Community

Utilising existing community spaces to create services that build stronger, healthier communities

Good Boost in action



everyone
ACTIVE



goactive

NHS
Mersey Care
NHS Foundation Trust

Challenges in Rehabilitation

Global healthcare worker shortage:

There's an 10 million global shortage of healthcare professionals, leading to limited health resources and growing waiting lists. Globally there are 2.4bn in need of rehabilitation services

Inadequate Rehab Solutions:

Current physio and rehab solutions are not overcoming patient and health system barriers. There's a clear demand for community-delivered rehab services in swimming pools & gyms that are affordable with no waiting list.

Community, Emotional & Social Support Gap:

Patients report a lack of community rehab services that deliver practical, emotional and social support. Personalised, therapeutic exercise services in pools & gyms bridge this gap, ensuring patients stay motivated with locally accessible and tailored support.

Rehabilitation is not just exercise after injury or surgery. It's about personalised therapeutic exercise and peer-support to treat, manage and prevent a wide range of health conditions and to recover after trauma. This needs to include practical, emotional and social support, not just a list of exercises. Having on-going access to community-delivered rehab services in swimming pools, gyms and community venues with peer-support, ensures everyone gets back on their feet, stronger and more confident.

Challenges in Pools, Gyms & Leisure

Staff & Skill Mix Shortage:

Gyms, Leisure venues and swimming pools have 30%+ of their staff roles vacant, creating challenges to deliver classes and services, plus limited highly qualified staff limit the delivery of health & wellbeing services.

Few Pathways Between Health & Leisure:

Current physio and rehab solutions are not overcoming patient & health system barriers.

There's a growing demand for community-delivered rehab in swimming pools, gyms and community spaces.

Attracting new Populations & Revenues:

Pools, gyms & leisure venues are seeking new customer populations, including people living with health conditions and older adults, in addition to seeking new contracts with health services to increase their revenue.

There is a large and growing opportunity to provide products and services that enable swimming pools, gyms, leisure centres and community venues to deliver community rehab, therapeutic exercise, wellbeing and self-management services due to pressures on UK and global health systems. This opportunity can be achieved with a solution that's designed to overcome the challenges faced by the pool, gym and leisure industry in creating and delivering community health & wellbeing services that are quality-consistent and scalable.

Solution

Good Boost Bridges the Gap in Community Rehab,
Health & Wellbeing



Personalised Rehab

We transform swimming pools & community venues into 'health & wellbeing hubs', creating new tailored therapeutic exercise & wellbeing services



Digital Meets Physical

Our unique approach combines the power of A.I. technology with bespoke hardware for in-person, community-led sessions and virtual sessions at home



Consistency & Scalability:

Good Boost's package ensures consistent, quality-assured delivery, scalable across entire swimming pool & leisure operator portfolios



Any Pool or Gym (and at-home)

Good Boost can be delivered in any pool, gym and leisure space, by any member of staff (or without any staff) creating new health & wellbeing services and revenues regardless of staff & skill vacancies



Affordable & Accessible:

Our solution is technologically advanced and cost-effective. For our users, it's locally accessible, with no waiting list and cheaper than private therapy



Evidence-Backed & Certified:

Our approach isn't just innovative; it's proven, with research studies and multiple academic collaborations. Our data & certifications create new pathways between 'health' and 'leisure', creating new customers, contracts and revenues

Products / Services

Good Boost Transforms any Space into a Therapeutic Place

For Businesses:

Comprehensive Health & Wellbeing Service Creation

1) Certified A.I Technology on Rugged Tablets

- Equipped with our state-of-the-art A.I. technology
- Bespoke designed & manufactured waterproof tablet computers for rugged use in swimming pools & leisure venues, ensuring durability and longevity

2) Training & Support

- Comprehensive training for staff to effectively use and deliver Good Boost technology
- Ongoing support to ensure smooth operations and outstanding health & wellbeing service delivery in every venue

3) Data-Driven Insights

- Access to Good Boost delivery data dashboard & health impact analytics
- Helps venues track health KPIs and report to customers, funders and health stakeholders, enabling them secure new health & wellbeing customers & contracts

For Consumers:

Personalised Rehab at Your Fingertips

Consumer App Access

- Individually-tailored exercise plans based on individual needs
- Available for tablets and phones for anytime access in any swimming pool or home

Community Engagement

- Join virtual, peer-led groups for motivation and support
- Connect with others on similar therapeutic journeys in peer-support communities

Market Segments

Swimming Pools, Gyms & Leisure Centres

The majority of leisure venues, gyms, and pools aim to offer therapeutic exercise and community health & wellbeing programmes. However, they often lack the skilled staff or resources to deliver these effectively. Good Boost's SaaS service equips these venues with waterproof tablet computers, A.I. technology, and training support. This ensures consistent, quality-assured delivery across entire portfolios.

Market Size:



Over 205k gyms and 500k public pools globally.

Individuals with MSK (& health) Conditions

Traditional rehab apps often lack community-led and peer-supported services, which are crucial for emotional and social support. Our technology offers A.I. personalised sessions in pools and on land, adapting to every user's environment, ability and pain level. Plus, peer-led sessions ensure users stay motivated with people who share their experiences.

Market Size:



1.7 billion people globally live with an MSK condition. 2.4 billion people in need of rehabilitation globally. Plus 25 million residential pools on the planet.

Health Systems & Organisations

The health systems spend \$100 billion annually on musculoskeletal (MSK) conditions. With growing waiting lists and a shortage of healthcare professionals, there's a need for efficient, scalable solutions. Our technology, backed by research and clinical approvals, offers a cost-effective way to deliver rehab services, reducing the burden on health systems and creating health savings.

Market Size:



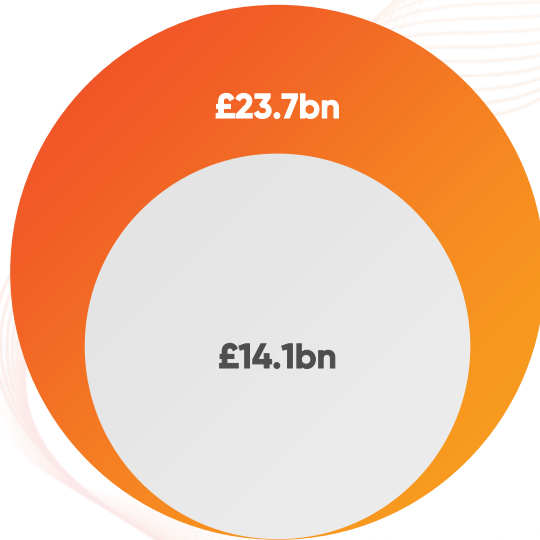
With 7.8+ million people on NHS waiting lists, and projections for these numbers to rise, the demand for our solution is growing and already being paid for by the UK government.

Market Size

Community 'Active Wellbeing' & Rehab Market Size

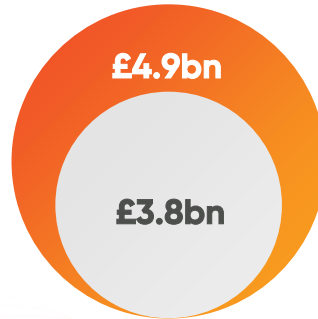
 B2C

 B2B



Total Available Market

(total number of B2B community venues and B2C customers multiplied by a subscription/product)



Serviceable Available Market

(B2B – that provide a public or wellbeing service, B2C – one-third of people/pools needing rehab)

Cross-Over Markets



\$250bn

Digital & Online
Exercise Market



\$5.7t

Wellbeing
Market



\$17bn

Pool Equipment
Market



\$18.6bn

Physio Equipment
Market

Business Model

B2B License Model:

Primary market. We transform community spaces into therapeutic places. Our package includes:

- **Tablets:** Rugged, waterproof tablet-computers for in-venue, delivery
- **Technology:** Our A.I.-driven tech personalises therapeutic exercises and wellbeing content
- **Training & Support:** Ensuring venues can deliver our program effectively
- **Pricing:** Leisure Centres and Swimming Pools are charged £250-£450 per month, with unlimited users in the venue
- There's a set-up cost of £300 and the average venues purchases 10 waterproof tablets, at £250 per tablet
- Our licensing model ensures steady income, with the potential for upselling and cross-selling additional services and products

B2C Consumer Subscription App:

Emerging market opportunity, including working with partners to deliver a B2B2C service.

For those who prefer a home-based services or the option to access Good Boost in-between classes in community pools & gyms.

We offer both an aqua-rehab and land-rehab app for B2C consumers. Both have been co-designed with our users and include the option of 'virtual group classes', to deliver the peer-support, emotional-support & social-support at home.

Pricing: £3.99 per month, per user, on their personal device.

We have recently completed a **£20k per month**, B2B2C contract for a large UK health charity consortium.

Sales and Marketing Strategy

Leveraging Partnerships for Growth

B2B Direct Sales:

- Targeting the largest leisure operators in the UK.
- Focusing on solving leisure & pool venue challenges and delivering our unique value proposition

Digital Outreach:

- Utilizing our online platform, www.goodboost.ai, to showcase our success stories, research publications, and product offerings, attracting potential B2B and B2C clients.

Government-Backed Initiatives:

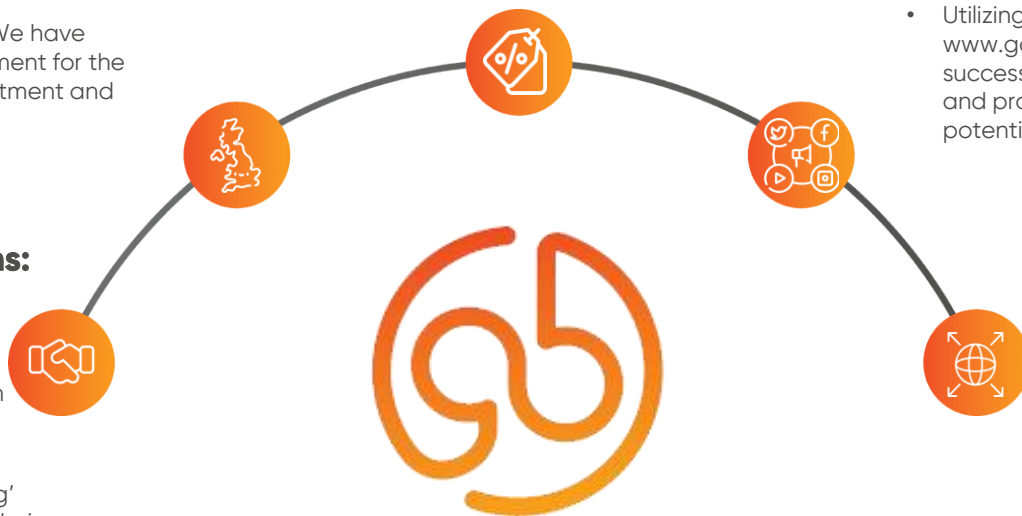
- **UK Government Support:** We have government budget commitment for the next 4 years, de-risking investment and ensuring consistent growth.

Strategic Collaborations:

- **UK Active & Escape Pain:** Partnering with these industry leaders to roll out our 'musculoskeletal hubs' program
- **Swim England & Zoggs:** Our partnership grows Good Boost alongside the 'Water Wellbeing' program throughout the UK & their global network

Expansion Globally:

- Piloting in USA, EU and AUS markets, leveraging global health & social prescribing initiatives through our partnership with WHIS and Microsoft's 'AI for Good'.



Traction and Validation

B2B GROWTH

Successfully delivered in over
200+ venues

Confirmed for the next
75 venues
launching by Winter 2025

Four major UK leisure operators
committed to majority portfolio
roll-out by over 2025

Existing roll-out opportunity in
880+ venues
in the UK

Secured
£500k+
in contracts to be paid over
the next 6 months

A £330k contract with a large UK
Sport institution to roll-out our
digital exercise services to be
available to people at home

GOVERNMENT SUPPORT



UK Government's 2023 Budget
announced **£12m** of support to
scale up and grow Good Boost's
'musculoskeletal hubs' program



Over the next 4 years, this will pay for
the roll-out costs for an additional
350-400 community venues, in
addition to our organic sales growth



We have also been awarded a
£500k with a non-dilutive
grant by the Innovate UK to
further develop our technology

Recognition and **Awards**

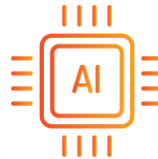
Industry Recognition

Highlighted in industry articles as 'the health & wellbeing solution connecting swimming pools to the NHS', news stories, and the UK Government sport strategy 'Get Active' as the industry leader in transitioning swimming pools, gyms & community spaces into 'health & wellbeing hubs'.

Awards & Certificates



Winner of **eleven** industry awards including 'Pool Product of the Year' for 2020 & 2021, the 'Royal Society for Health Award' 2022, and the Global Health & Pharma 'Therapeutic Exercise Technology' Award 2022.



Clinically approved A.I. that performs like a therapist. We're publishing the largest clinical research evaluation of digital rehab services in gyms & pools in the British Journal of Sports Medicine this Autumn 2024, which demonstrates Good Boost is **as effective** as face-to-face Physiotherapy



Registered as a **Class 1 Medical Device** with CE certification, **NHS technology certified**, and an **ORCHA certified Medical-App**.

Competitive Analysis

Established But Slow-Moving Competitors:

Competitors in the UK market are established but are slow to innovate and have large market adoption in the leisure industry. Smaller start-ups bring creativity but often lack scale and traction. This means there's a gap for a solution that's both innovative and scalable through the leisure and swimming pool sector.

Low market penetration:

Existing competitors, despite their multi-billion valuations, have only tapped into less than 3% of the global MSK/Rehab market. Our unique approach positions us to capture a larger share.

Good Boost's Unique Advantages:

- Physical and digital: Physical presence in community spaces around the UK, as with smart digital technology rolled out and scaled rapidly
- Aquatic & Land Rehab: Pioneering hardware and software that includes both the aquatic rehab alongside land-rehab
- NHS Certified Technology: Validated programs without needing on-site physiotherapists that creates pathways from health to leisure
- Real Traction: Delivery in 170+ venues, contracts worth £540k and partnerships with the largest UK leisure operators
- Mission-Driven: Partnerships with charities and our focus on community well-being



Meet the Team



Ben Wilkins
CEO & Co-Founder



Hannah Parr
Clinical Aqua Specialist &
Co-Founder



Dr. Ben Waller
Clinical Director
& Co-Founder



Suzanne Gabb
COO



Alex Georgiou
Technical Director



Darshan Allirajah
Head of Operations



Emily Clarke
Specialist Physiotherapist



Dr. Eunan McShane
A.I. Engineer



Wale Moren
A.I. Engineer



Johana Oliva
Designer

Advisors & Board Members:

Mark Hammersley
CEO of Zoggs & Former
President of Speedo



Peter Grimes
Financial Director
of Waterbabies

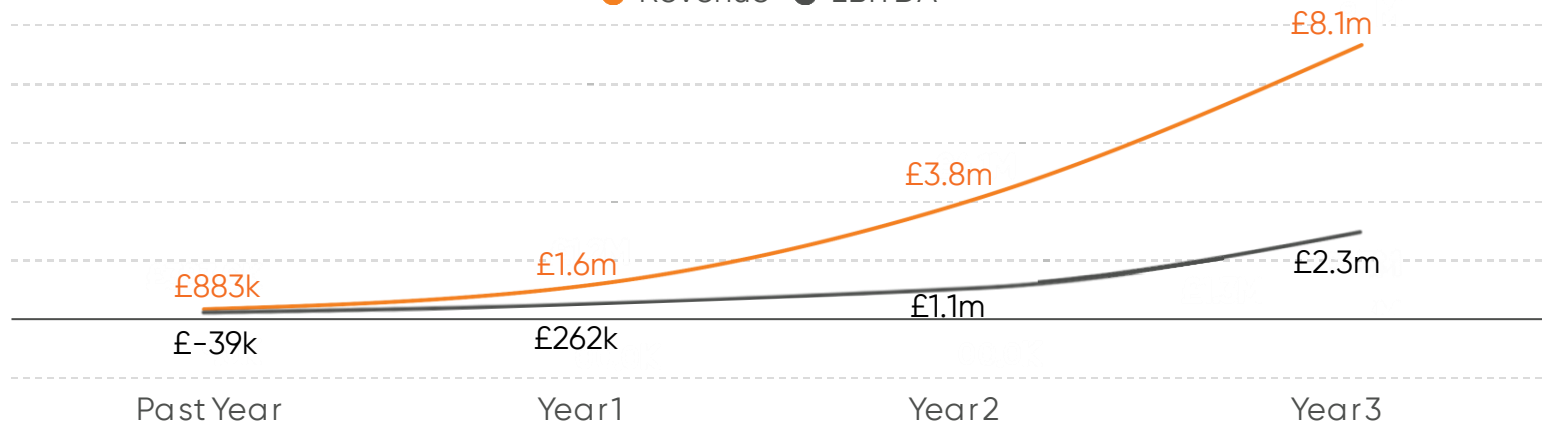


Robert Vaters
Board member of
HydroWorx



Financial Overview

● Revenue ● EBITDA



Y1 (2024/25):

Continue to scale in the UK.
Recruitment of new team members to achieve next 12-month objectives

Y2 (2025/26):

Growth with new populations and features. Sales growth in international B2B venues post-pilots. Series A Investment Round

Y3 (2026/27):

Further growth in B2B venues in USA/EU/AUS, first Asia venues in addition to complete UK market domination. Continued R&D for digital paddle iterations and services supporting more populations

Seed Round Investment

£1.5m (65% completed)

Objective: To fuel our existing organic sales, build infrastructure to support rapid growth over 2024. Initial pilots of Good Boost into the EU and North American markets for future international growth, and prepare for a Series A Round in late 2025

Use of Funds

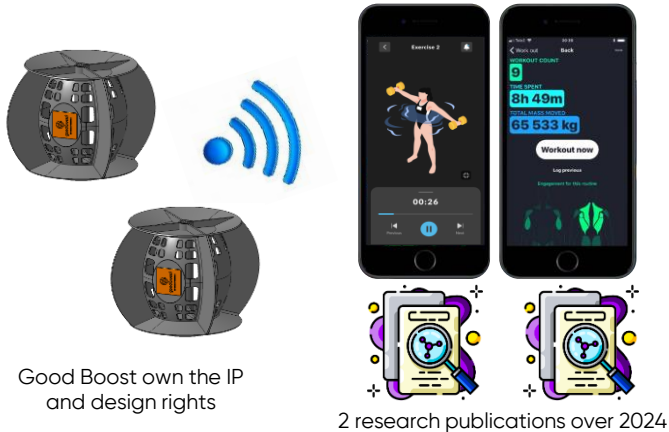
Area	Percentage
Product and R&D	25%
Sales & Marketing	15%
Inventory / COGS	25%
Operations	15%
Capital Expenditure	10%
Other	10%

Notes:

1. With the added benefit of over £12m of budget from the UK Government over the next 4 years to roll-out our 'MSK Hubs' program, this **investment is significantly de-risked**.
2. We have a £500k R&D grant fund, meaning this investment will **matched funded 33%**, with 1/3rd the total investment be a non-dilutive grant.

Future Products & Revenue Streams

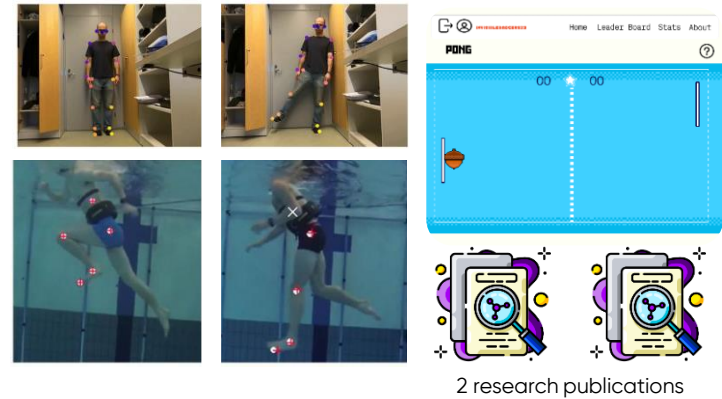
Digital Aqua Rehab Paddles:



Potential revenue by 2028:

£10 MILLION

Computer-Vision Aqua & Land Functional Assessment & Gamification:



Potential revenue by 2028:

£2 MILLION

Good Boost owns all our A.I., technology, design rights and copyrights

Roadmap

- Four major UK operators full portfolio roll-out by end of 2025
- Launch in first international B2B venues pilots.
- Completion of UKRI 'MSK Hubs' project and scale-up growth
- Pilot new digital aqua paddles product in pre-sales
- Growing sales of our digital aqua paddles
- Support more populations & ages with our core product
- Continue B2B venue sales growth in USA, EU, AUS, and explore opportunities in Asia.

2024: International Pilots & Seed Round

2026: Digital Aqua Paddles Growth & Market Domination

2023: Team Expansion & UK Growth

2025: Product Diversification & Global Expansion

2027/28: Exit Strategies

- Delivered in 150 venues in the UK
- Recruited new team members to achieve our 12-month objectives.
- Deliver on UKRI project and achieve core B2B & B2C growth.
- Secure contracts to fuel our expansion of digital services direct to consumers at home, to complement our B2B offering
- Introduce new user populations and features.
- Integrate mental wellbeing alongside physical rehab.
- Begin B2B venue expansion in USA, EU, and AUS following pilot insights
- Initiate Series A Investment Round
- Looking to achieve a turnover of £15m+ / EBITDA of £8.4m, seeking a company valuation between £35m and £90m.
- Explore options with potential acquirers (health / gym equipment / pool manufactures)

Sector Valuation Examples: Exit Strategy



MYZONE
161% Increase in
conversion rate

myzone is a hardware/software company
delivering to the leisure/gym sector –
Good Boost is a hardware/software
company delivering to the leisure/gym sector

	Dec 2022
Turnover	5,216,900
Other Income Or Grants	0
Cost Of Sales	3,078,716
Gross Profit	2,138,184
Admin Expenses	2,802,048
Operating Profit	-663,864
EBITDA*	-620,354

£75m valuation

14x Revenue Valuation in 2022
(£13.6m investment round)

Sector Valuation Examples



\$500 million



\$6.2 billion



\$560 million



\$1 billion



\$2.5 billion



THANK YOU

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