



SHE IS ACTION

THE DIGITAL NETWORK
FOR WOMEN'S SPORTS

*Find Your Sport
Find Your Squad
Join The Movement*





**TOLD TO KEEP
PLAYING BECAUSE HE
ENJOYED IT**



**TOLD TO STOP
PLAYING BECAUSE SHE
WASN'T GOOD
ENOUGH**

**SHE IS
ACTION**

1 IN 2 GIRLS DROP OUT OF SPORT

90%

Women put off participating in at least one sport they wanted to try

2.4m

The sports "enjoyment gap" between men and women

25%

People who say they are lonely (loneliness is at an all time high)

**Lack of a support
system**



**Information
Overwhelm**



**Fear of being
judged**



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THE NEW HOME OF WOMEN'S SPORTS

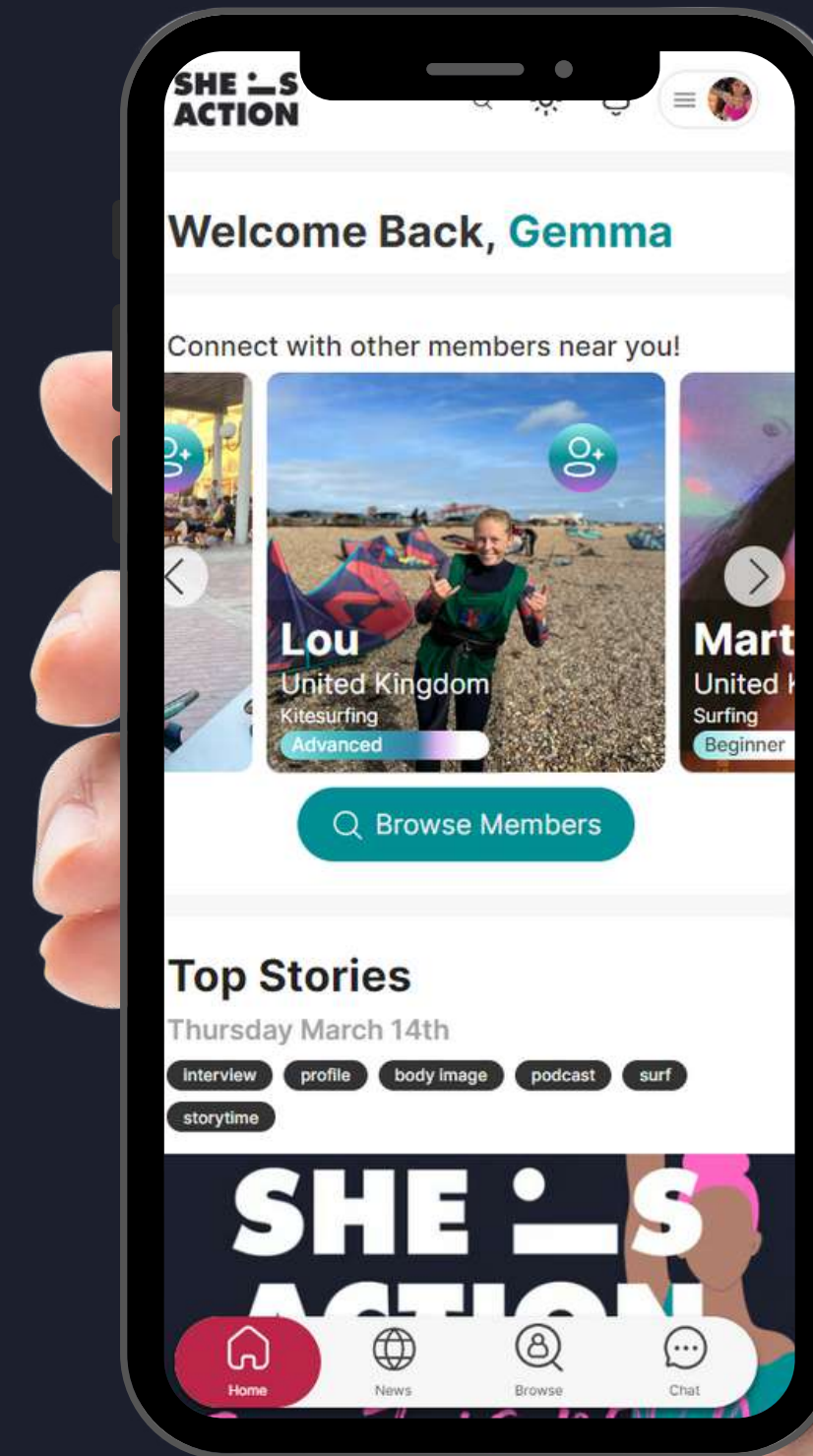
A complete ecosystem helping women find the sports they love, the businesses to do that and the people to do it with

We will connect sports businesses, communities, content and users globally

100% USABILITY IN TESTING



100% OF TESTERS WOULD
USE IT TODAY



TAILORING THE SPORTS WORLD

Discover & Match:

"Netflix meets Tinder" for sports - curated to your interests, location, and needs.

One-Stop Shop:

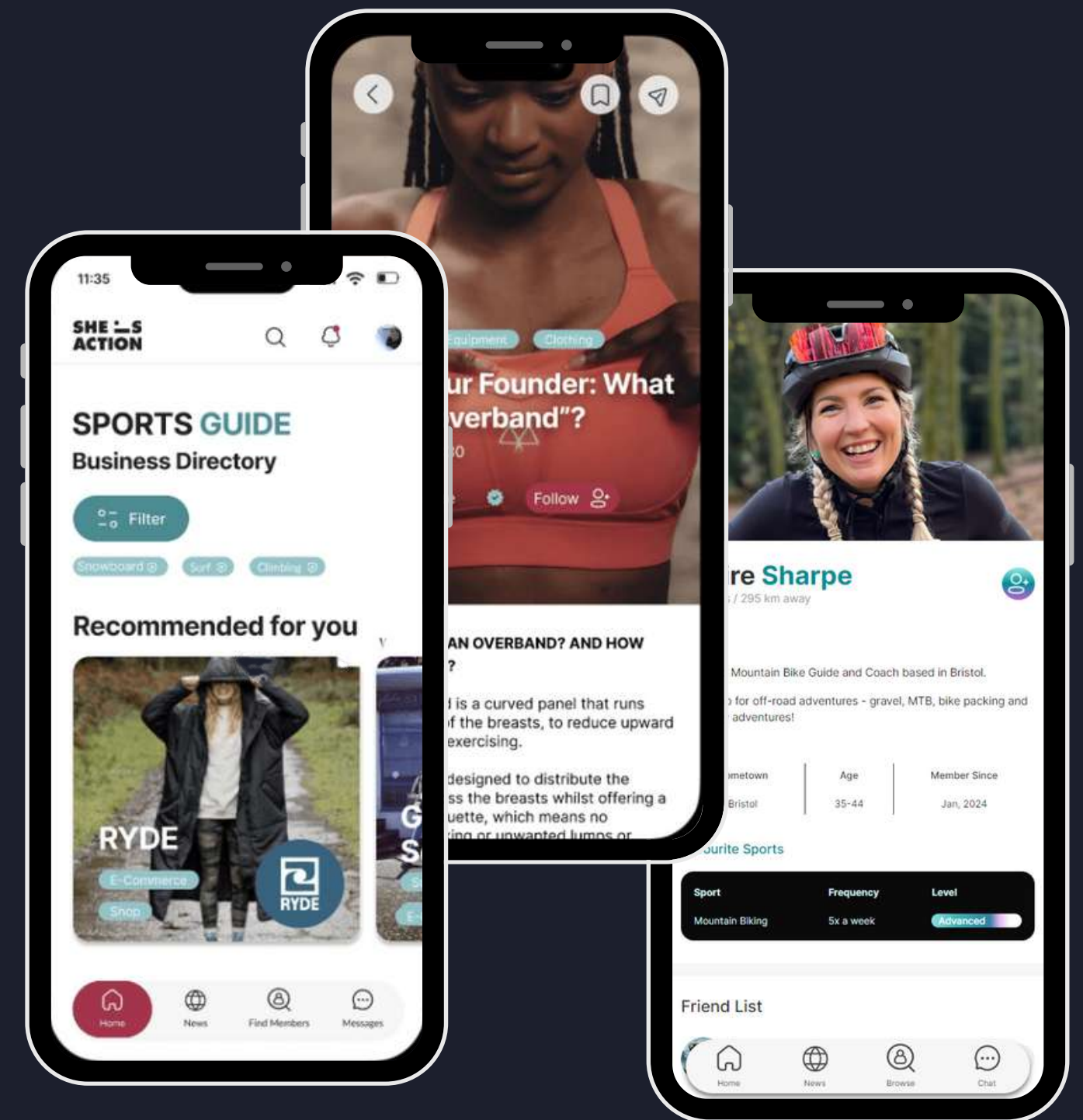
Magazine, facilities, events and more - everything in one place.

Community & Connections:

Find your squad - get advice, meetups, and peer reviews.

Taking Action:

Virtual motivation to real world participation - the journey goes offline.



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A MARKET RIPE FOR DISRUPTION

£12bn

UK sports and recreational spending

21%

More spent by women than men on health, fitness and wellbeing (£176.16 a month)

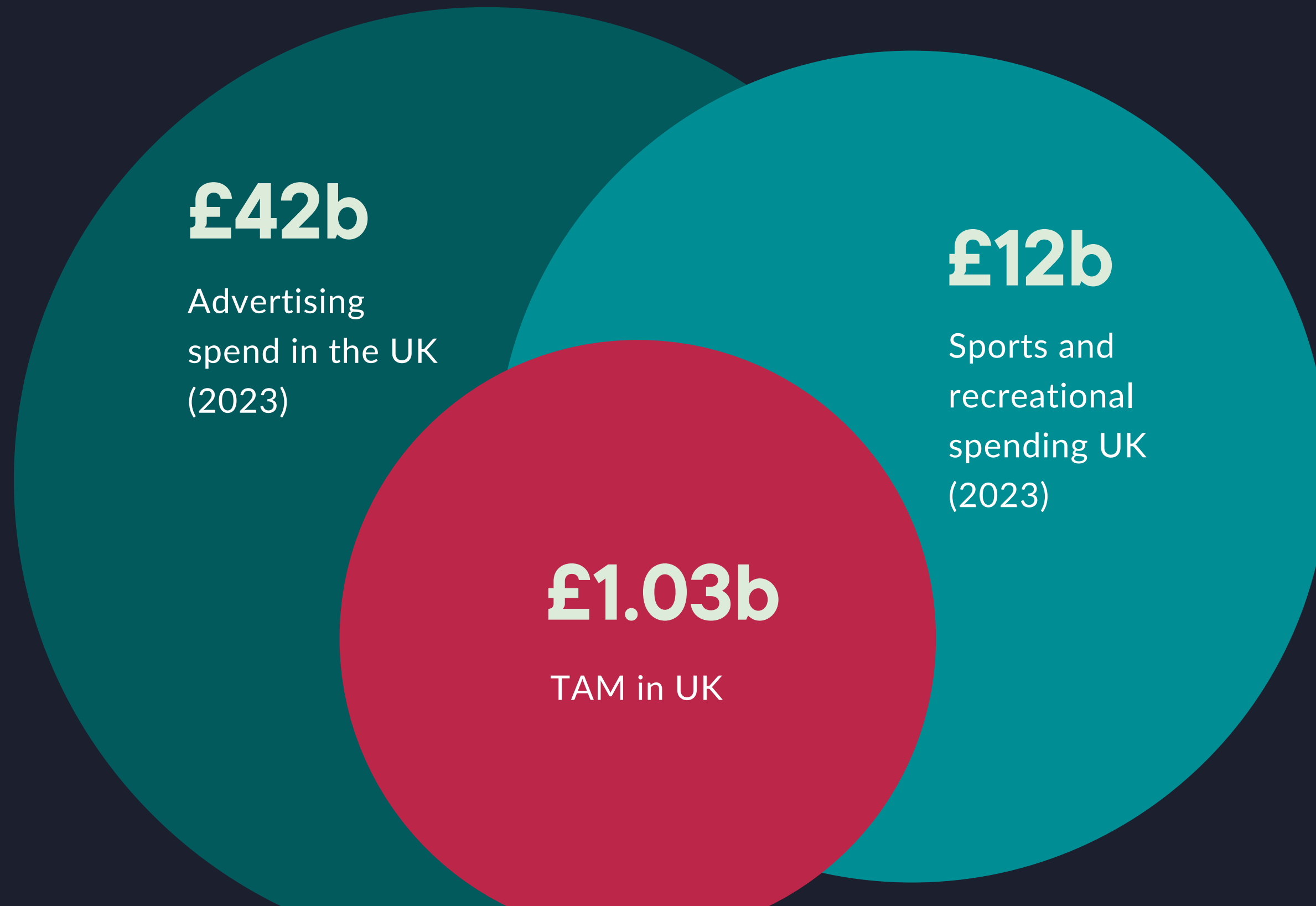
x3

Women's sport industry growth since 2022
(6 years earlier than predicted)



The government wants to make the UK the destination for women's sports investment - as engagement grows, participation will follow.







THE OPPORTUNITY - UK MARKET



TARGET:

- Women aged 18-50
- With at least some interest in sports (76%)
- Social media engaged

THE COMPETITIVE LANDSCAPE

			SPORTS FOCUSED		GENERAL SOCIAL MEDIA		SEARCH	
								
MEMBERS	Groups / Communities	✓	✓	✓	✓	✓		
	Member matching	✓			✓			
	Member search	✓	✓	✓	✓	✓	✓	
	Direct chat	✓	✓	✓	✓	✓	✓	
BUSINESSES	Sports business search	✓				✓	✓	✓
	Business listing	✓		✓		✓	✓	✓
	Content creation	✓					✓	
	Business analytics	✓				✓	✓	✓
	Advertising	✓				✓	✓	✓

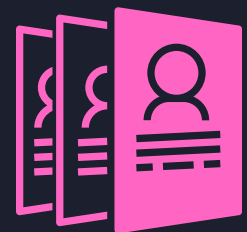
A NEW FUTURE IN DIGITAL



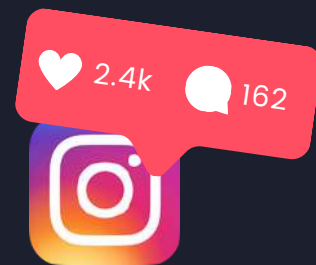
She Is Action exists as a new level in the digital world, narrowing the wide and noisy field of traditional social media and aggregating everything within the sports, wellness and adventure sector.

IN 8 MONTHS OF BOOTSTRAPPING

A scalable “purpose built” MVP platform,
200+ beta users, 40 businesses onboarded
and more joining every day



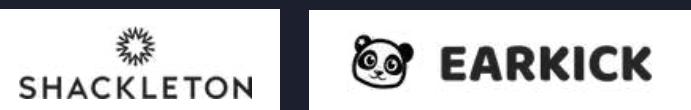
1000 women
signed up to the
beta waitlist



+2300 social media
followers and
steadily growing



User interest to roll
out in South Africa,
USA and India



KitUp



Strategic partnerships
for sports data and
engagement

I'M REALLY
EXCITED... IT'S
GOING TO MAKE
MY LIFE SO
MUCH EASIER

Sadia

A SPORTS
FOCUSED, NON-
WANKY LINKEDIN

Georgina

SORT OF LIKE A
NETFLIX / TINDER
HYBRID

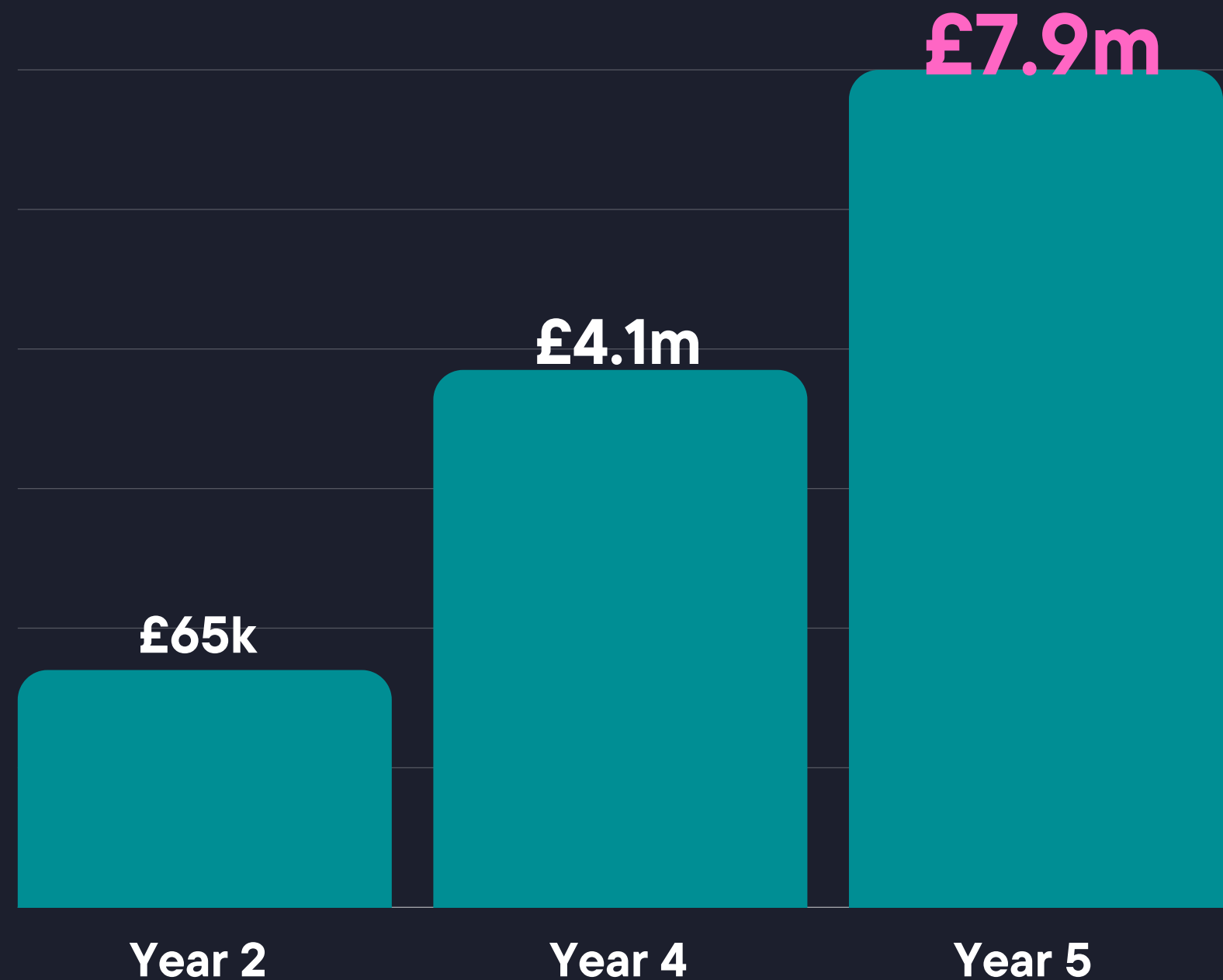
Mel

FEELS LIKE THIS IS
TINDER FOR
ADVENTURE
WOMEN

Veronica

THE BUSINESS OF SPORT

We anticipate 2 million user members by year 5 and 17% of total uk B2B sports businesses onboarded



- B2B partner packages
- Customer targeting
 - User insights
 - Performance analytics

- Freemium user model, with premium tier:
- 5% conversion
 - Unlimited use
 - Better partner deals
 - Ad free

- Advertising from year 2:
- More customers
 - Better insights
 - Increased advertising opportunity

WE THINK ENOUGH IS ENOUGH



Gemma Johnston

Co-founder / CEO

From sports hater to 20+ years of action and adventure sport experience. Wants to help more women overcome their “but’s” and use her experience helping businesses to solve the “enjoyment” gap.



Yomi Akinlade

Co-founder / CTO

As a person of colour and with an understanding of what it’s like to be on the periphery, Yomi is determined to use his technology expertise to solve the problems of women’s sports inclusivity.



Sofia Tendeiro

UX / UI Designer

Drawn in by the mission, Sofia discovered surfing as an adult and wanted to use her design skills to help build something that will create a seat at the table for all women in sports.



Anna Dick

Technical Advisor

After working in tech for both big corporates and startups, Anna brings extensive knowledge of the technical landscape, building products from scratch and the early stages of development.

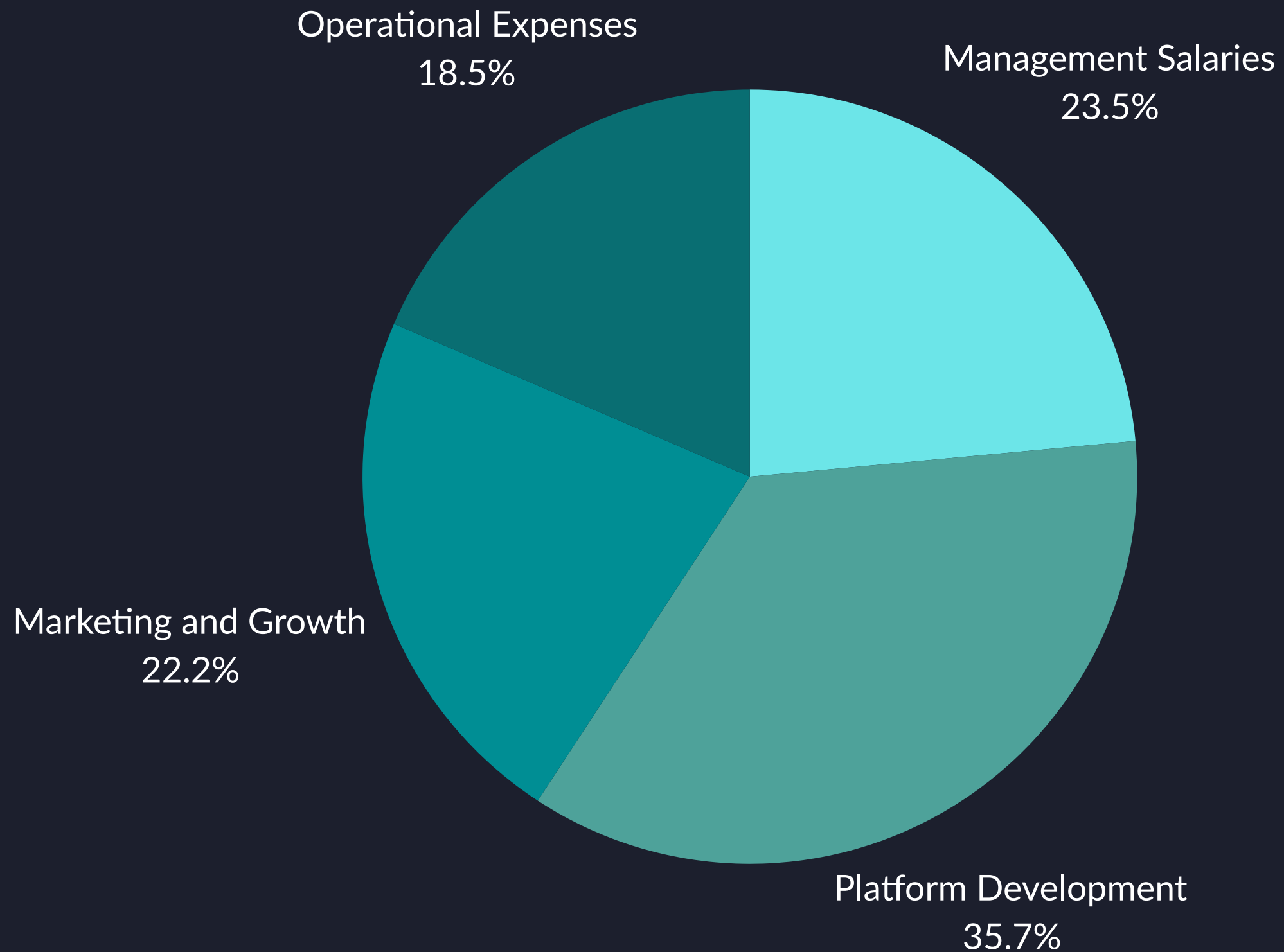
Friends and co-founders gone “all-in”

40+ years of sporting experience

32 years building technical solutions

25 years working in marketing and comms

WHY YOUR £500K AND SUPPORT IS NEEDED



Investment Runway: Gives us a clear 24 month runway to achieve product market fit, along with the growth and development required to activate revenue streams

Things we're looking for:

- Community interest
- Profit-for good ideals
- Business growth expertise

“I believe in the power of a global network that empowers all women to confidently take part and find the sport they love - whether good, average or just trying to stay alive doing it (like me)”

Gemma - Co-Founder





JOIN THE TRIBE

Help us revolutionise the women's
grassroots sports movement

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