*Good evening everybody! It’s an honor to be here tonight.*

*We have a quick survey: Who here does endurance sports? Any Runners, bikers?*

*Awesome, so you know to avoid injuries and to become a better performer we need cross-training and stretching.*

So, do horses!

* **7 Million U.S. equestrians** want their horses to stay healthy and in shape. Only riding is not enough!
* Horse-Pilates.com **offers** a cross-training technique **largely and successfully practiced in Europe: Lungeing,** is a stretching workout for horses, just like Pilates for humans.
* In an easy accessible manner we deliver training session as **eCourses, webinars, or via smart phone app.**

We’re targeting the **$40 Billion American equestrian market.**

Dressage **and trail riders** are our target audience. We validated their interest via survey:

* More then **half of** them are willing to pay for our eCourse
* a **150 people** signed up for a **free eCourse**
* **And** Last month our sales were already **$ 1,500**

As PR & Marketing professionals we leverage our expertise

* **Trough** targeted marketing campaigns
* we’ll **build** a loyal community and
* **identify** brand advocates,
* **create** partnerships with equestrian organizations
* **offer** referral programs

With the DePaul **Launch money,** we

1. want to register the company
2. Hire a video editor

Join our journey and invest in us! THANK YOU