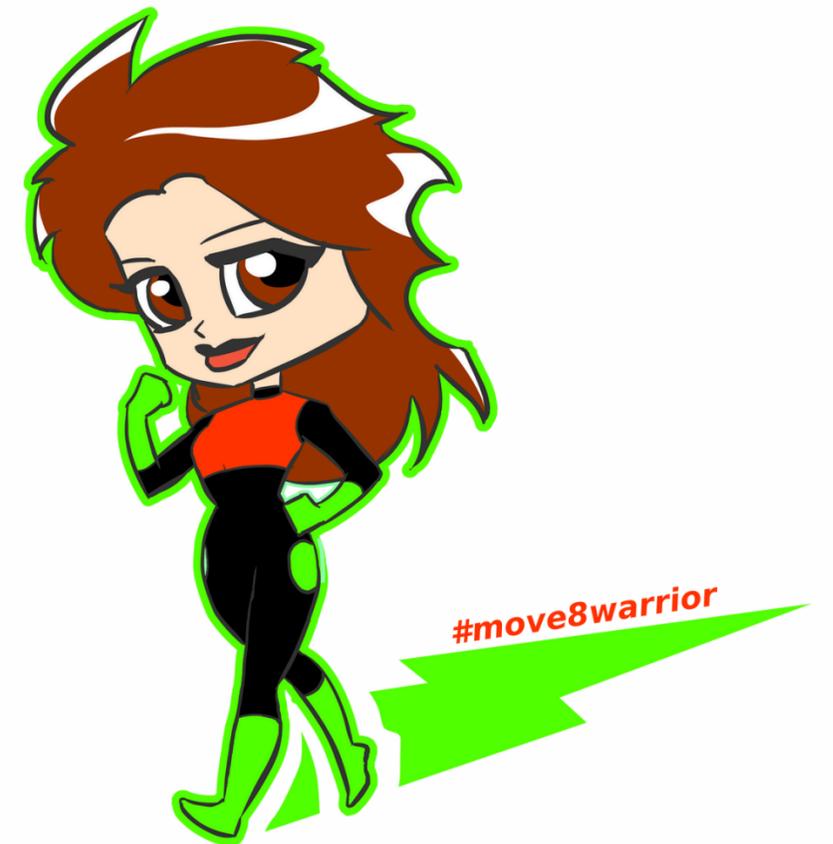


move 8 .org

by **A FITNESS TODAY**
#fitforgood

A global movement inspiring
health & wellness intervention
leaving no one behind but
footsteps!



DEAR CXO,

We have a problem.

Obesity now costs the global economy US\$2 trillion in healthcare and lost productivity. A McKinsey Global Institution study warned almost half of the world's adult population will be overweight or obese by 2030 and called for a “coordinated response” from governments, retailers and food and drink manufacturers.

The world must rapidly shift away from burning fossil fuels — the number one cause of the climate crisis.

Infrastructure design — like reallocating street space for sidewalks or bike lanes — can help people transition to lower-emissions lifestyles, says an [IPCC Report](#) on Climate Change.



DEAR MUM & DAD,

Help! We are on the brink of a health & climate crisis!

- Our home is in the Asia Pacific region, home also to 70% of the planet's population, where 650 million people above the age of 18 were obese or overweight!
- Malaysia is the **most obese country** in Southeast Asia & the 6th largest in Asia-Pacific with 2.6 million adults with **Type 2 Diabetes**.
- Human-induced global warming of 1.1 degrees Celcius has spurred changes to the Earth's climate that are unprecedented in recent human history.
- **What's will happen to me when I grow up? Will the planet and I be sick too?**

WORLD
HEALTH
ORGANIZATIO
N [2016]

[2023 IPCC
REPORT ON
CLIMATE
CHANGE]



HEY TEAM,

What if each of us could help reduce Climate Change with each footstep we make?



move 8

ANYONE CAN MOVE IT  MOVE8.ORG



Walk 7KM, 90-mins or 10,000 steps once every week



Inspire co-workers, friends & family too!



Be rewarded with job & food security with every step!

MAKE EVERY MOVE YOU MAKE MATTER

Be Fit for Good,
Be Fit for You...



Offset Carbon Footprints for your
company and enhance your value
as an employee.



Be rewarded as a good citizen,
gain Job & Food Security for you,
and your community. Repeat.



THE MOVE8 APP.

- AI-driven app with API to plug-in other major app platforms e.g. Uber, Grab or AirAsia's Move etc.
- Move8 App dashboard:
 - Phase 1: Media & Entertainment Content Hub
 - Phase 2: Marketplace for Sports, Fitness, Health & Wellness Programs
 - Phase 3: Carbon Footprint Calculator
 - Phase 4: Rewards Redemption
 - Phase 5: Company Sports Clubs Connect



WE ARE HERE: IMPACT MEDIA HUB



NEXT STEPS: ADVOCACY & ACTION CALL



1. Create opportunities for residents, NGOs & govt agencies to participate in **shared decision-making**.
2. Work with **100 Key Business Partners** in every city to create community spaces for social engagement, particularly spaces that target youth, middle-aged and senior citizens.
3. Develop **wellness programs** that inspire interaction within community spaces.
4. Create **outdoor activities** that mitigate obesity.
5. Create **wellness education** programs to build awareness.
6. Showcase **volunteering opportunities** in sports, fitness and wellness.
7. Get **100 million** citizens of the APAC region moving towards healthier lifestyles by 2030.
8. Advocate for an Annual Observation of **International Walk to Offset Your Carbon Footprint Day, e.g. NOV 3**

WHO IS IT FOR?

MOVE8 beneficiaries include all layers of society...

Citizens - outreach that includes all layers of society, including elders, women and children, persons with disabilities (PWDs) and culturally and linguistically diverse individuals, we leave no one behind except footsteps.

Employees - reducing waistlines to evade lifestyle diseases and maintain job security.

Employers - managing rising medical claims, absenteeism, enhance productivity and attrition rates.

Governments - managing rising costs in healthcare, an ill society is an ill economy.



OUR ASK

We are ready to scale

We've successfully bootstrapped our initial product development and market validation, raising a modest US\$200,000 from our founding team. This enabled us to:

- Build a Minimum Viable Product (MVP): We developed an operational web portal, generating valuable user data and early traction.
- Establish Thought Leadership: We invested heavily in content marketing and advocacy, positioning ourselves as a key player in the sports equity advocacy & activation space.
- Cultivate a Community: We fostered a vibrant online community of early adopters, providing crucial feedback for product iteration.

Now, we're entering a critical growth phase. This US\$1,000,000 seed round will fuel:

- Accelerated R&D: We'll collaborate with leading universities to conduct cutting-edge research, culminating in the publication of a groundbreaking whitepaper.
- Mobile-First Experience: We'll develop a user-friendly mobile application, enhancing accessibility and user engagement.
- Scalable Impact: We'll integrate a powerful carbon offset calculator, empowering users to take tangible action towards sustainability.

With this investment, we're poised to achieve significant milestones, paving the way for a Series A round of US\$5,000,000 to secure strategic partnerships, penetrate enterprise markets, and achieve global scale.





OUR TEAM



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