



**THE SOCIAL
NETWORK**
FALL IN LOVE WITH
SPORT **FOR WOMEN'S
SPORTS**

FIND
YOUR
PEOPLE

SHE IS
ACTION

1 IN 2 GIRLS DROP OUT OF SPORT



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



The sports "enjoyment gap" between men and women



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

**Lack of a
support system**



**Information
Overwhelm**

**Fear of being
judged**



THE NEW HOME OF WOMEN'S SPORTS

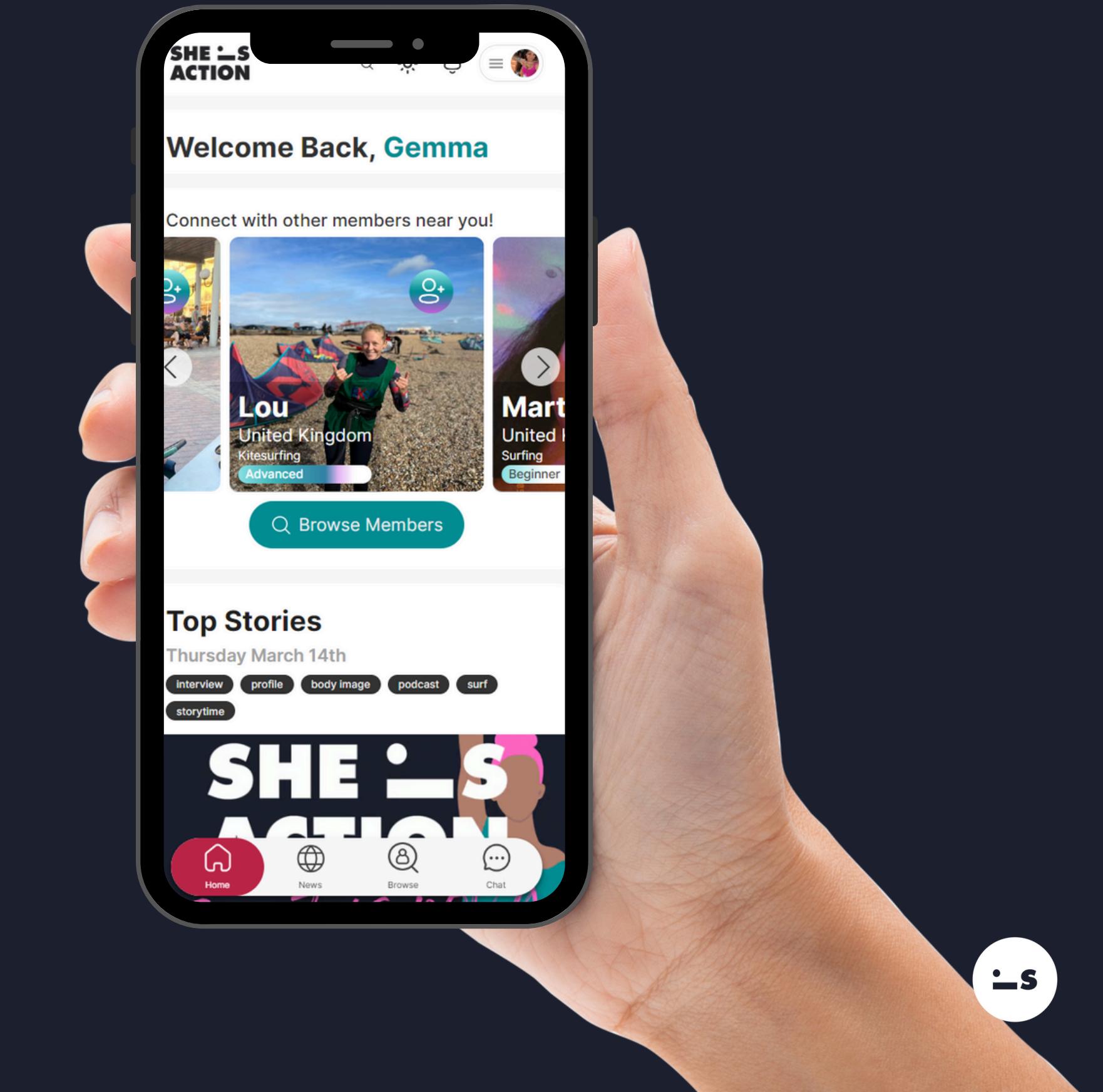
A complete ecosystem helping women find the sports they love, the businesses to do that and the people to do it with

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:

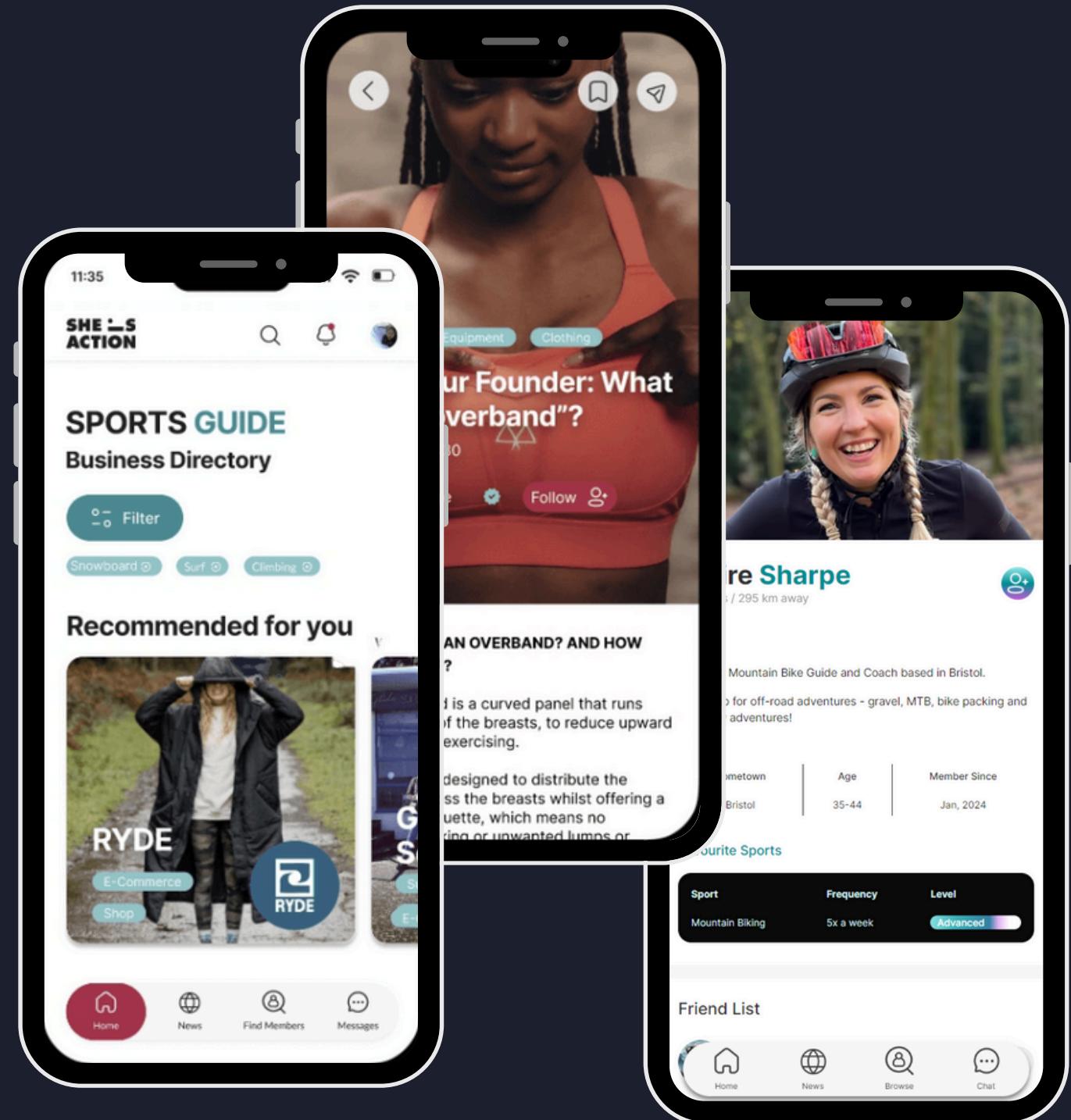
Magazine, facilities, events and more - everything in one place.

Community & Connections:

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

Taking Action:

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



**SHE IS
ACTION**

A MARKET RIPE FOR DISRUPTION

£12bn UK sports and recreational spending

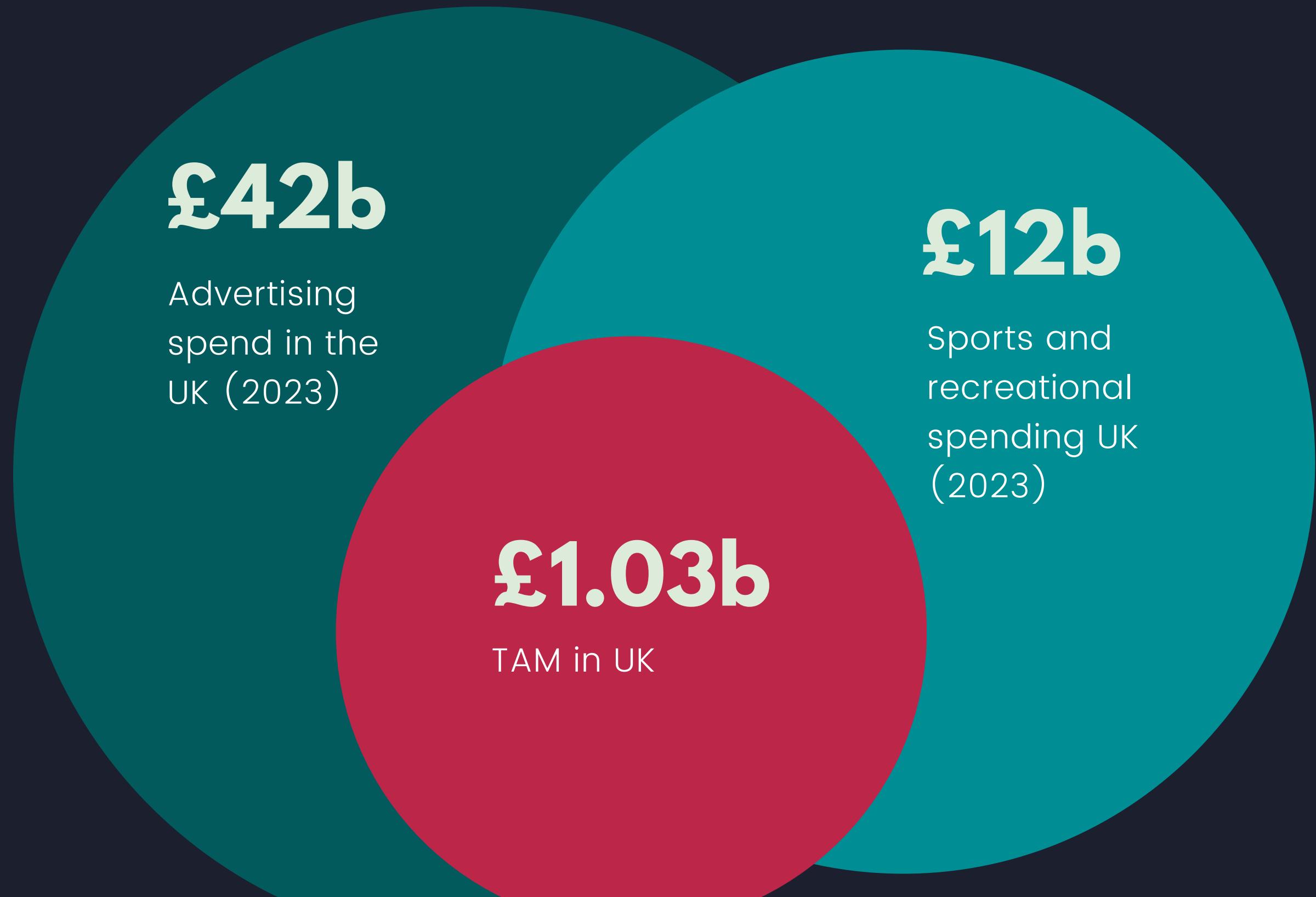
21% More spent by women than men on health, fitness and wellbeing (£176.16 a month)

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 | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Sports business search | ✓ | | | ✓ | ✓ |
| | Business listing | ✓ | | ✓ | ✓ | ✓ |
| | Content creation | ✓ | | | ✓ | |
| | Business analytics | ✓ | | | ✓ | ✓ |
| BUSINESSES | Advertising | ✓ | | | ✓ | ✓ |

A NEW FUTURE IN DIGITAL

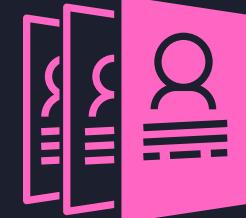


She Is Action exists as a new level in the digital world, narrowing the wide and noisy field of traditional social media and aggregating everything within the sports, wellness and adventure sector.

**SHE IS
ACTION**

IN 8 MONTHS OF BOOTSTRAPPING

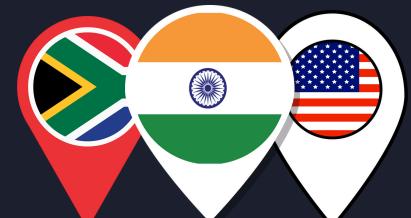
A scalable “purpose built” MVP platform,
450+ beta users, 40 businesses
onboarded and more joining every day



**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

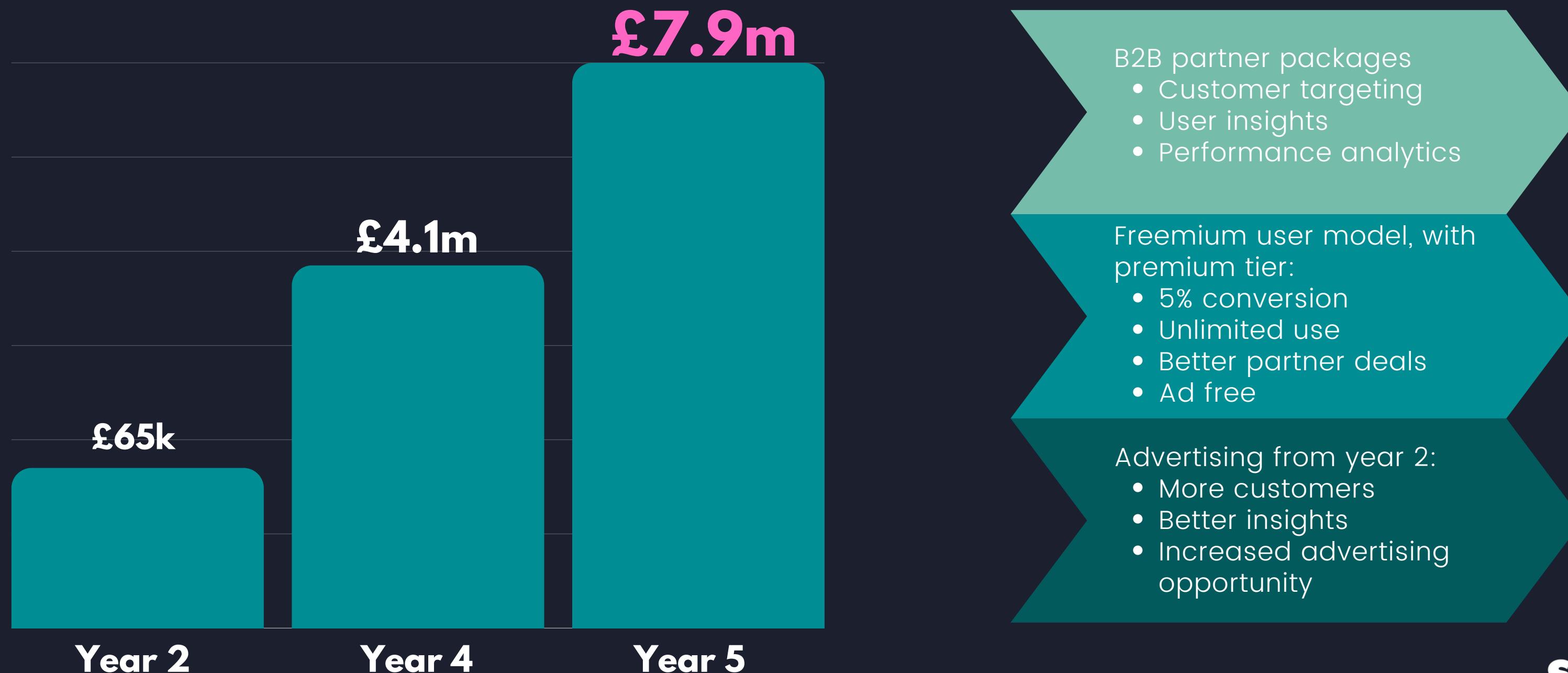
Mel

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



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.

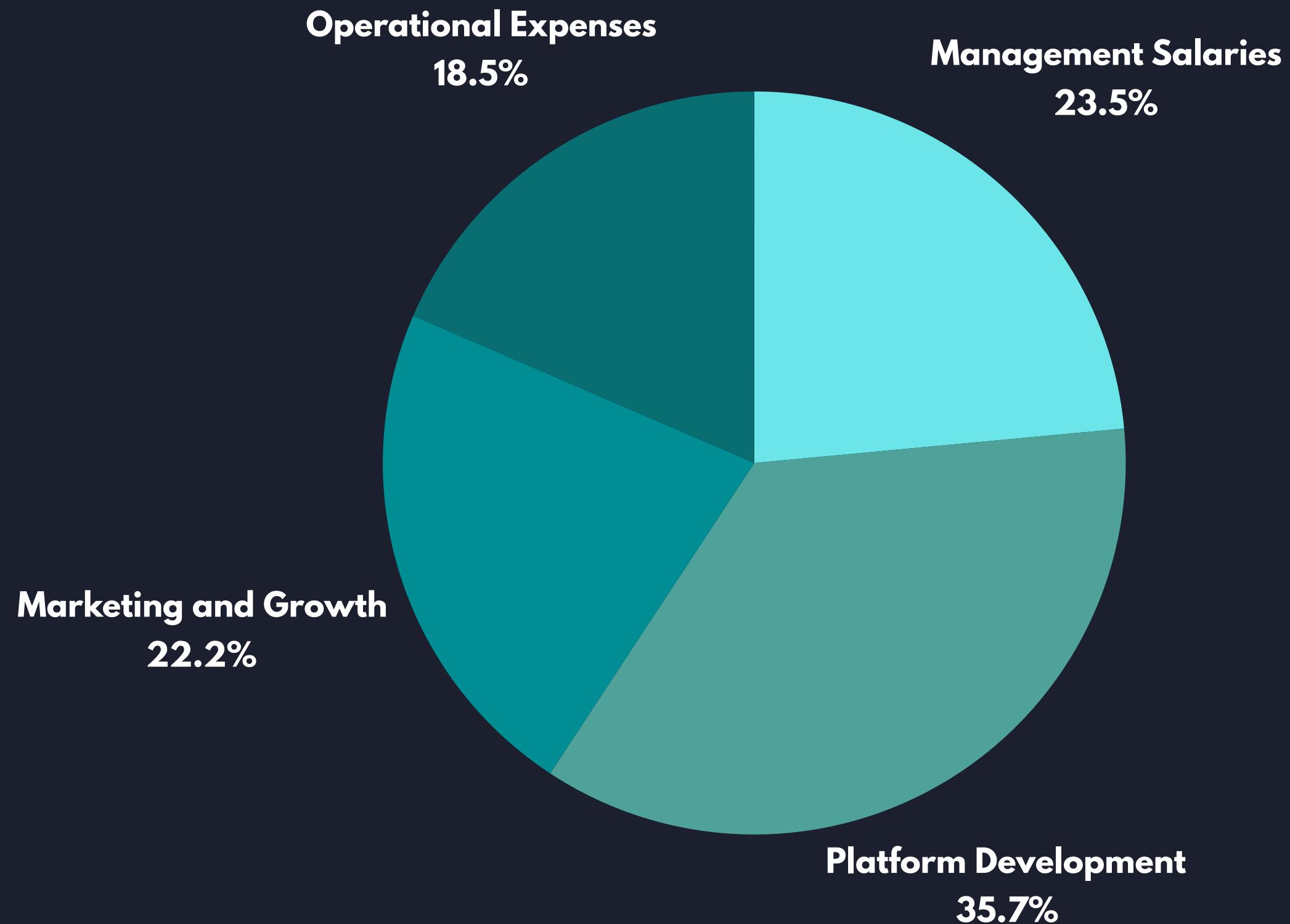
Friends and co-founders gone “all-in”

40+ years of sporting experience

32 years building technical solutions

25 years working in marketing and comms

WHY YOUR £400K AND SUPPORT IS NEEDED



Investment Runway: Gives us a clear 18 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



JOIN THE TRIBE

**Help us revolutionise the women's
grassroots sports movement**

MAILING ADDRESS

Wharf Cottage, Station Road,
Lessingham, OX17 3BP

EMAIL ADDRESS

gemma.johnston@sheisaction.com
yomi.akinlade@sheisaction.com

PHONE NUMBER

Gemma - 07736901341
Yomi - 07919158997