



**THE SOCIAL  
NETWORK**

FIND  
YOUR  
PEOPLE

FALL IN  
LOVE WITH  
SPORT **FOR WOMEN'S  
SPORTS**

**SHE IS  
ACTION**

**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**





**SHE —S  
ACTION**

# THE NEW HOME OF WOMEN'S SPORTS

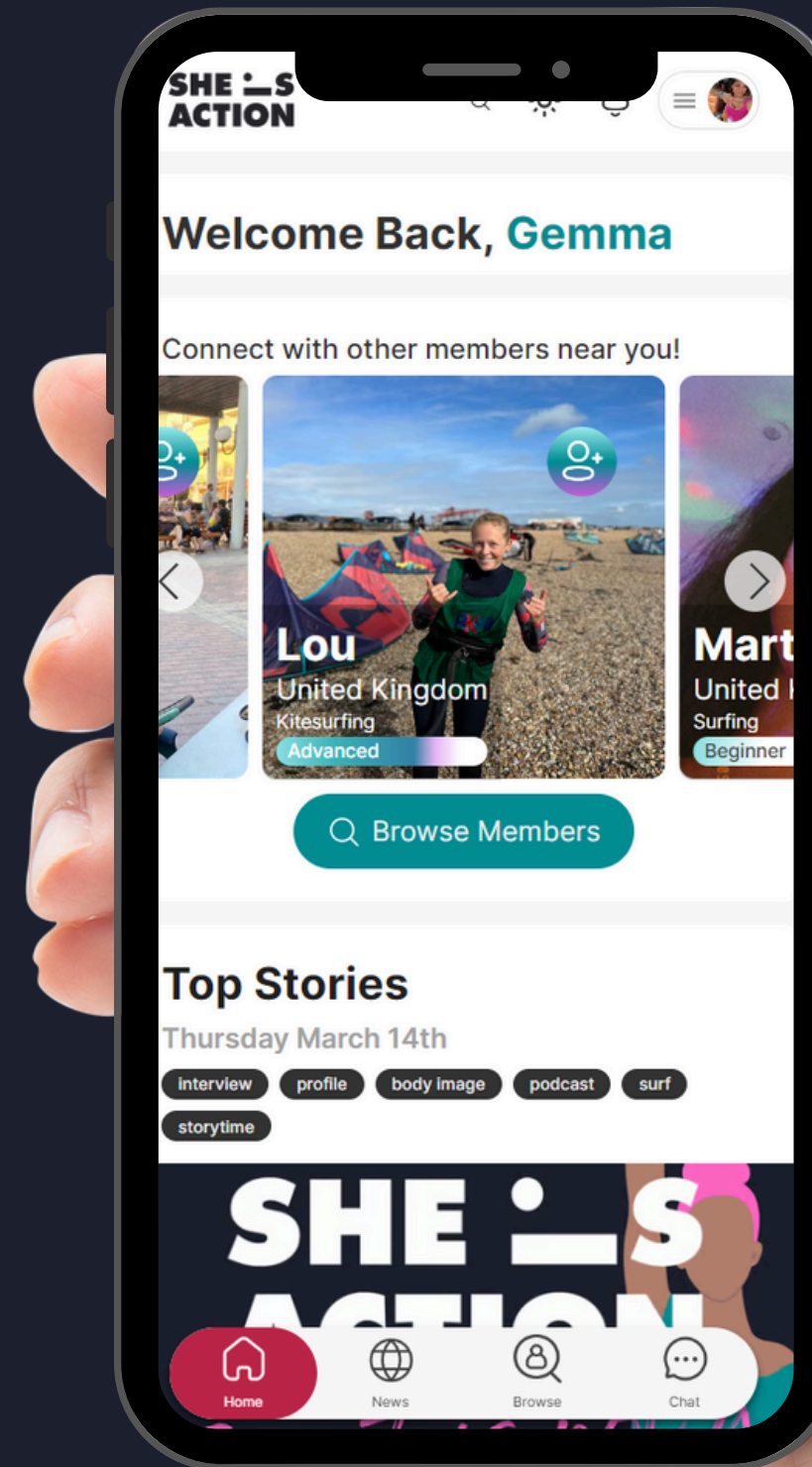
A complete ecosystem helping women find the sports they love, the businesses to do that and the people to do it with

**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:

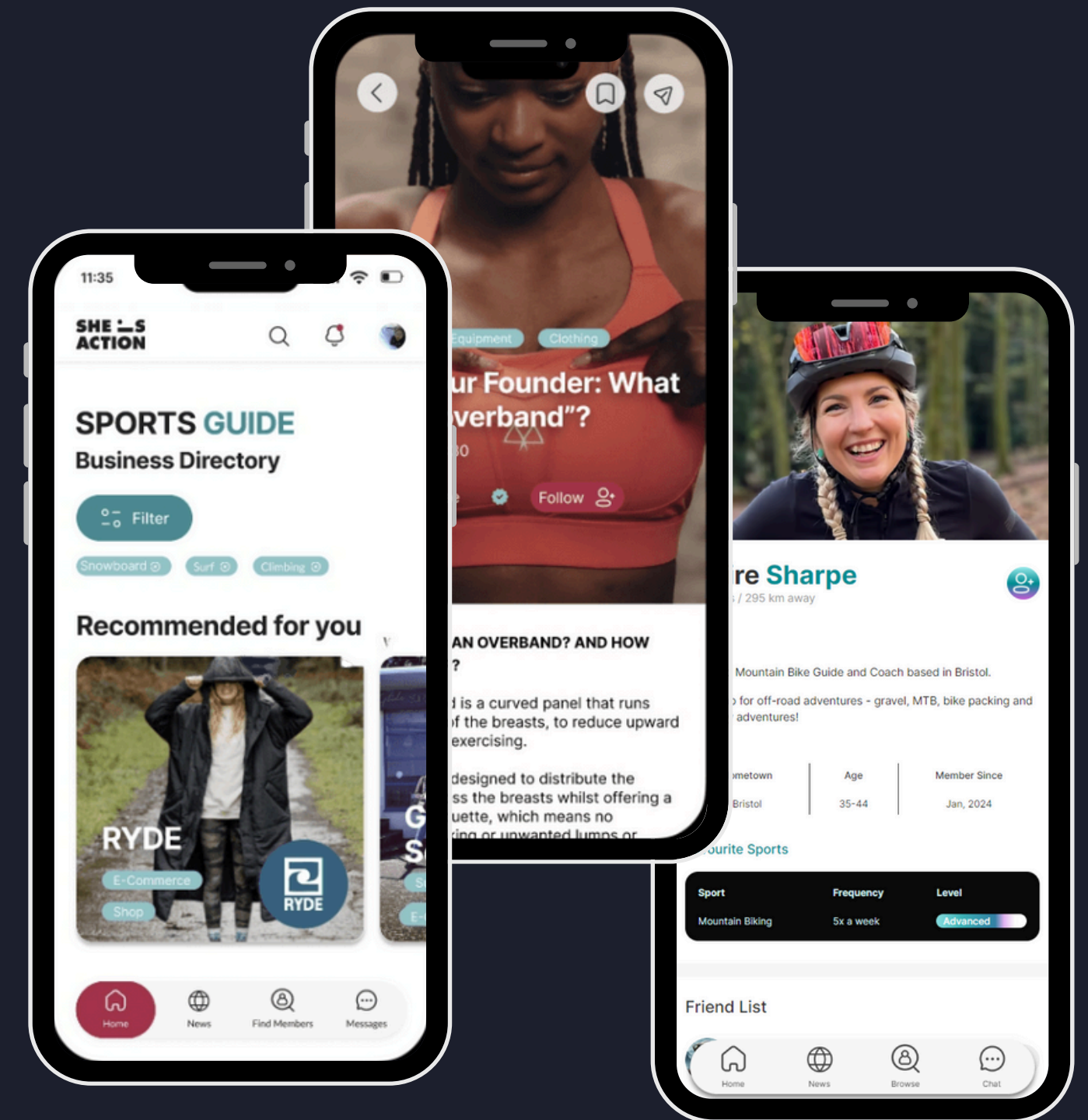
Magazine, facilities, events and more - everything in one place.

## 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

**£42b**

Advertising  
spend in the  
UK (2023)

**£12b**

Sports and  
recreational  
spending UK  
(2023)

**£1.03b**

TAM in UK








## TARGET:

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

**SHE IS  
ACTION**



# 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,  
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**



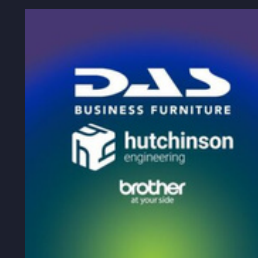
**User interest to roll  
out in South Africa,  
USA and India**



**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

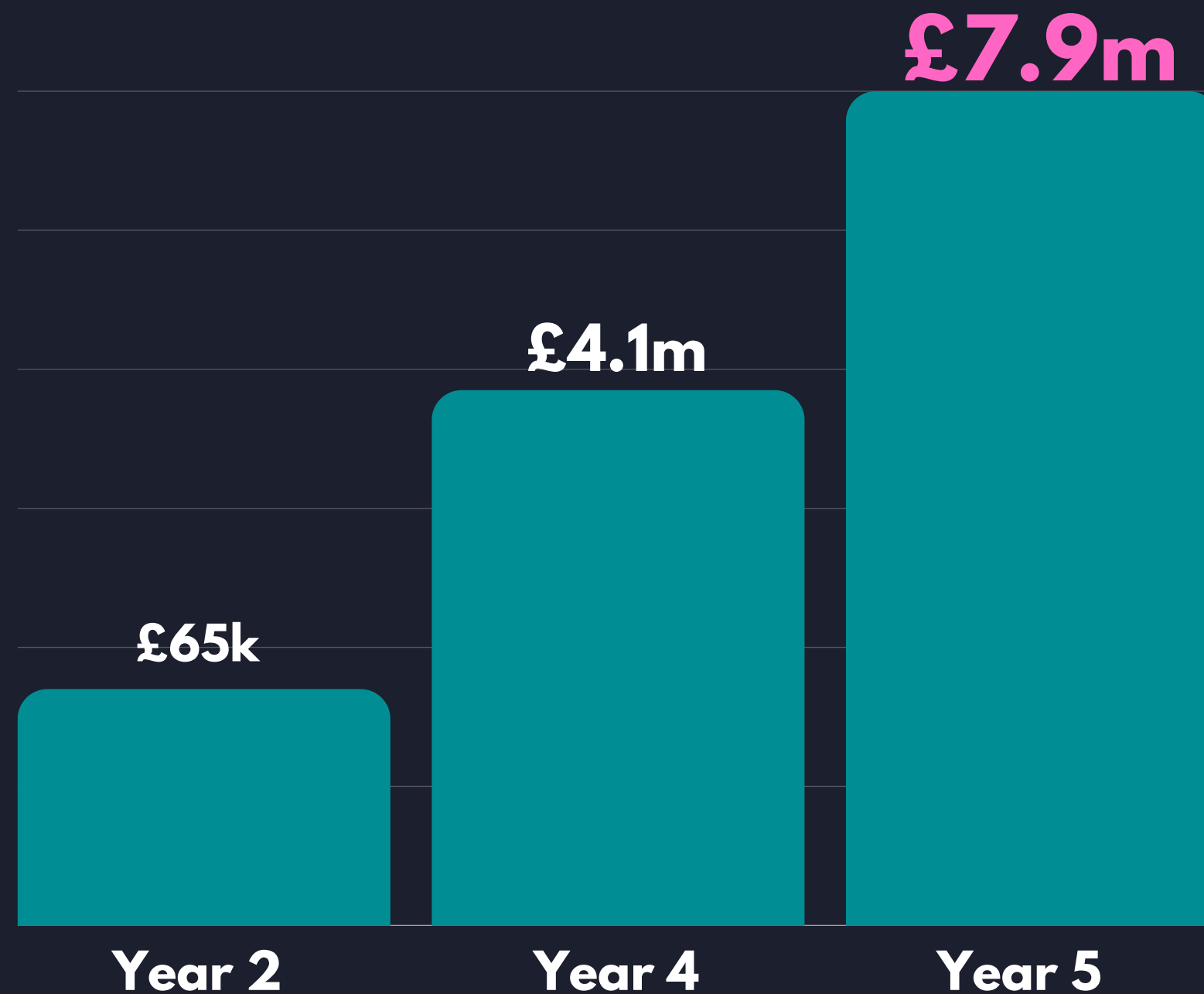
*Mel*

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



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.

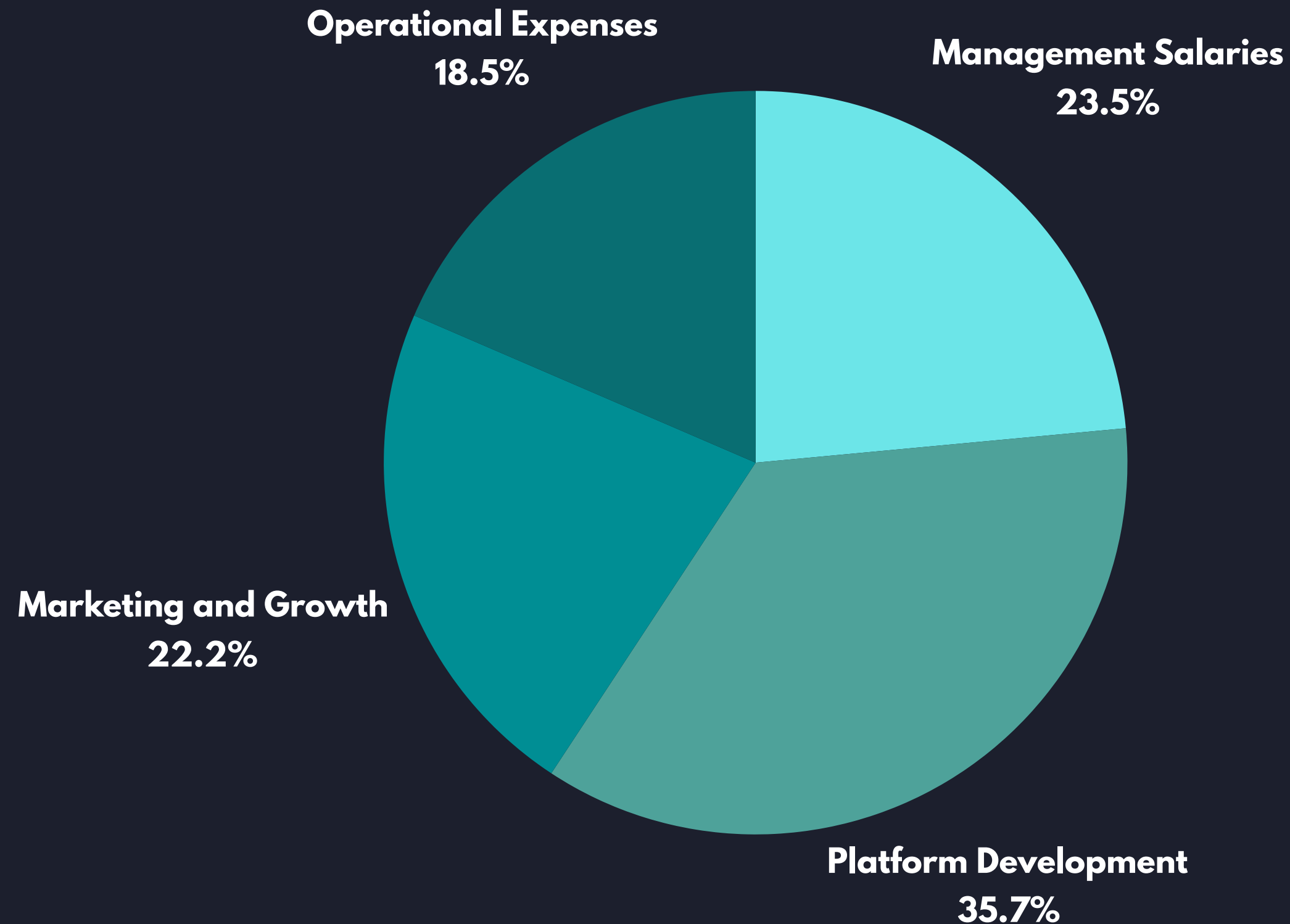
Friends and co-founders gone “all-in”

40+ years of sporting experience

32 years building technical solutions

25 years working in marketing and comms

# WHY YOUR £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



A group of four women in roller derby gear, including helmets, gloves, and knee pads, are posing on a dirt path at sunset. One woman is standing on the left, another in the center, and two others are crouching or kneeling in the foreground. They are all wearing roller skates and have a determined, energetic expression. The background shows a hilly landscape under a warm, orange-hued sky.

# 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](mailto:gemma.johnston@sheisaction.com)  
[yomi.akinlade@sheisaction.com](mailto:yomi.akinlade@sheisaction.com)

## PHONE NUMBER

Gemma - 07736901341  
Yomi - 07919158997