



OnlyMass

THE FITNESS CREATOR MARKETPLACE.

A free-to-join platform where fitness creators turn audience, expertise and community into revenue.

€250K PRE-SEED

WEB LIVE

MOBILE CLOSED BETA

OnlyMass is not raising to build an MVP. The product exists. The round is designed to prove distribution economics.



onlymass.net/invest

Antonios Bairas • Founder • info@onlymass.net

INVESTMENT THESIS

A built product at the moment distribution matters most.

OnlyMass combines fitness-specific product depth with creator monetisation, marketplace discovery and referral-led economics.

01 PRODUCT EXISTS

Web platform operational, mobile app in closed beta, Stripe Connect, programmes, challenges, analytics, AI and tipping.

02 CREATOR-ALIGNED MODEL

OnlyMass earns when creators earn. Standard 20% fee can fall through early-adopter and referral economics.

03 DISTRIBUTION WINDOW

AI is lowering software-building barriers. Creator relationships, community, brand and distribution become the durable advantage.

04 ROUND OBJECTIVE

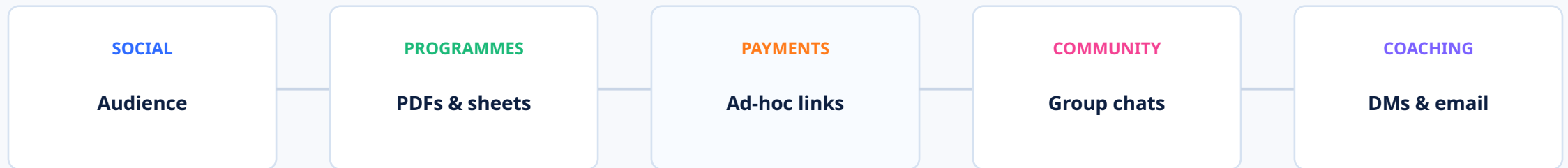
€250K is designed to validate acquisition, activation, retention, monetisation and the referral loop — not to discover whether the product can be built.

THE BET Build the network before the market gets crowded.

THE PROBLEM

Fitness creators built audiences. They didn't build infrastructure.

A creator can look successful on social and still run the business through a fragmented stack.



The cost of fragmentation

Revenue leaks • no unified retention loop • weak customer data • creator business stops when posting stops

OnlyMass is not another content app. It is the business layer around the fitness creator.

THE PRODUCT

One platform. Built around the fitness creator business.

The product combines structured fitness content, engagement loops and creator monetisation on web and mobile.

CREATOR WEB • MEAL PLAN BUILDER

Create Meal Plan
Create a premium nutrition plan with per-meal videos and detailed macros

Plan Title *
e.g., 7-Day Keto Meal Plan

Access & Pricing

Who can access? Public — Everyone How do they pay? One-Time Purchase

Price (\$) *
19.99

Anyone can buy this plan with a one-time payment.

Description *
Describe your meal plan, who it's for, and what benefits they can expect...

Nutrition Categories (helps discovery)

Bodybuilding Muscle Building Weight Loss Endurance / Running Keto Vegan / Plant-Based Clean Eating Meal Prep
High Protein Low Carb Bulking Cutting / Leaning Sports Nutrition Yoga / Mindful Eating Family / Budget Gluten-Free

Duration (days) 7 Daily Calories 2000 Daily Protein (g) 120

Dietary Restrictions Target Goals

CREATOR WEB • CHALLENGE REWARDS

Challenge rules...

Fitness niches (helps discovery)
Fitness Niches (0/3)
Add niche tags

Tag your post to help people discover your content

Rewards (Top 3)
Choose one reward type per rank. Plan rewards require you to pick the specific plan you're giving away.

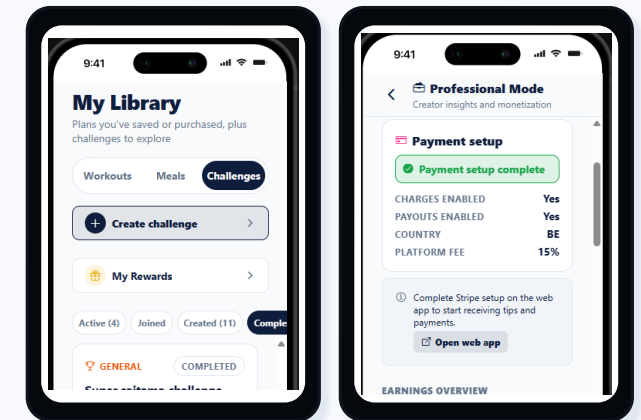
1st Place Free 1-Month Subscription
1-month free Free 1-Month Subscription
Free Workout Plan
Free Meal Plan
Shoutout / Featured
Achievement Badge

2nd Place Shoutout / Featured
e.g., Pinned

3rd Place Shoutout / Featured
e.g., Pinned on profile for 1 week

Cover Image

Cancel Create Challenge



Structured products

Workouts • meal plans • access & pricing

Engagement

Challenges • ranked rewards • badges

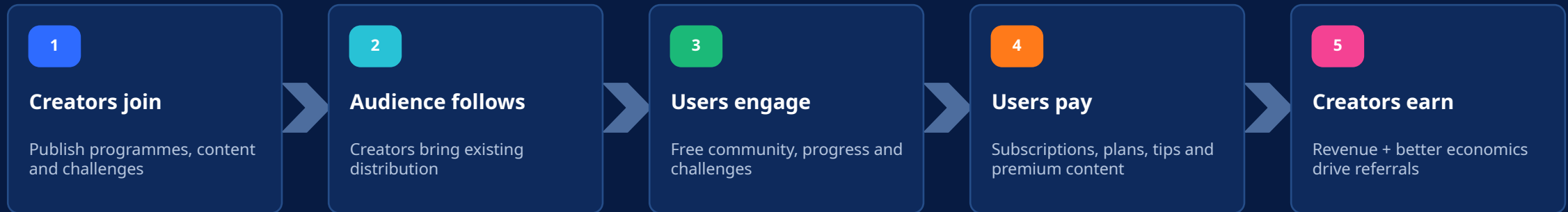
Mobile

Library • challenges • creator professional mode

MARKETPLACE MECHANICS

Creators get a business. Users get a result.

The loop is designed so creator earnings, user outcomes and platform growth reinforce each other.



FREE ENTRY → OPTIONAL MONETISATION → CREATOR EARNINGS → REFERRAL-LED SUPPLY GROWTH

BUSINESS MODEL

We succeed when creators earn.

Revenue comes from creator transactions; economics improve as creators contribute to network growth.



MONETISATION RAILS



Note: 5% is discretionary and subject to individual Founder/Admin approval. Referral rewards apply to the effective commission rate and do not expire.

WHY NOW

The window is open. It won't stay open forever.

Three market forces are converging: creator monetisation, digital fitness adoption and AI-driven software acceleration.

\$480B

Creator economy by 2027

Goldman Sachs

75.5M

European fitness memberships

EuropeActive / Deloitte

€39.1B

European fitness revenue

EuropeActive / Deloitte

345M+

Fitness-app users globally

ACSM

BUILDING GETS EASIER. DISTRIBUTION GETS HARDER.

Google's 2025 DORA research links AI adoption with higher software-delivery throughput. As products become faster to build, creator relationships, brand, community and marketplace liquidity matter more.

OnlyMass has the opportunity to build the network while the category is still forming.

COMPETITIVE POSITIONING

The market is validated. The category is still open.

OnlyMass competes with strong adjacent products — but combines fitness marketplace discovery, structured products and creator-aligned network economics in one system.

CAPABILITY	OnlyMass	Playbook	Patreon	Trainerize	Social feeds
Fitness-first creator marketplace	✓	✓	—	—	~
Structured workout programmes	✓	✓	—	✓	—
Challenges / fitness engagement	✓	✓	~	~	~
Subscriptions + one-time sales	✓	✓	✓	✓	~
Referral-linked fee reduction	✓	—	—	—	—
End-user AI fitness coach	✓	—	—	~	—

Our wedge is not “no competition.” It is a more open, creator-aligned fitness marketplace with a referral mechanism that can improve creator economics as the network grows.

Illustrative feature positioning based on official public product documentation as of Sep 2026. ~ = partial / different implementation. Sources include Playbook, Patreon and ABC Trainerize official pages.

CURRENT STAGE

Pre-launch. Product built. Distribution next.

Closed beta is being used to validate flows and product readiness — not to manufacture traction.

- ✓ Web platform operational
- ✓ Mobile app built / closed beta
- ✓ Stripe Connect integrated
- ✓ Subscriptions & purchases
- ✓ Workout + meal-plan monetisation
- ✓ Tipping
- ✓ Challenges & gamification
- ✓ Creator analytics
- ✓ AI Fitness Coach
- ✓ Invite & Earn referral system

NO PUBLIC TRACTION YET — BY DESIGN

Existing accounts are founder-controlled and invited beta testers. The next phase is public creator acquisition and market validation.

Founder-funded since Oct 2025

The product risk has been reduced. The round is aimed at distribution risk.

GO-TO-MARKET

Creator-led distribution is the growth thesis.

The plan is to test many creatives and creator profiles quickly, amplify winners and let referral economics compound creator acquisition.



40% OF THE ROUND • €100K • CREATOR PARTNERSHIPS & UGC

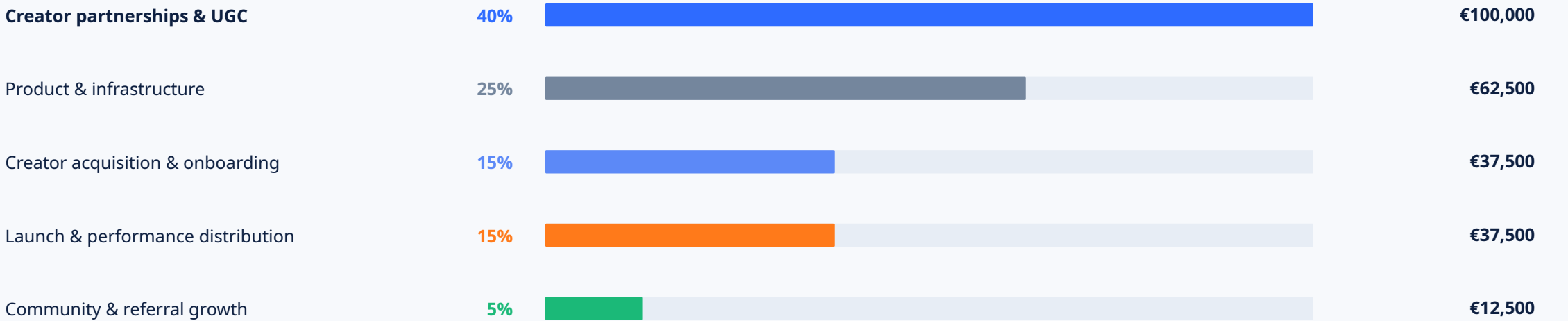
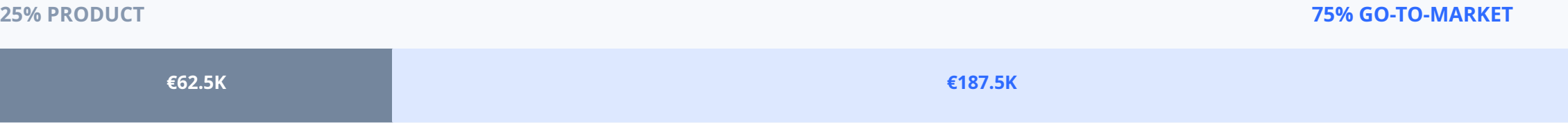
The largest single allocation funds creator seeding, short-form content, usage rights, creative testing and paid amplification of the formats that actually convert.

Success is measured by CAC, activation, retention and referral contribution — not impressions.

USE OF FUNDS

€250K to prove distribution, not to discover whether we can build.

25% product and infrastructure. 75% go-to-market.



TOTAL ROUND • 100% • €250,000

12-MONTH OPERATING PLAN

From launch to a repeatable creator-acquisition engine.

Targets are stretch objectives — not current traction and not guaranteed forecasts.

M3	LAUNCH	M6	VALIDATE	M9	SCALE	M12	PROVE
100	Qualified creators	300	Qualified creators	600	Qualified creators	1,000	Qualified creators
3K	Registered users	12K	Registered users	28K	Registered users	50K	Registered users
€3K	Monthly GMV	€18K	Monthly GMV	€50K	Monthly GMV	€100K	Monthly GMV
€300	Platform revenue	€1.8K	Platform revenue	€5K	Platform revenue	€10K	Platform revenue

MONTH-12 EFFICIENCY TARGETS

≤ €50	≤ €15	≥ 50%	≥30% / ≥20%	25%+
qualified creator CAC	paying-user CAC	creator activation	user D30 / D90	referral contribution

Month-12 also targets ~700 monthly monetising creators, 25K MAU, 5K monthly paying users, 300+ UGC assets tested and creator retention ≥60% D30 / ≥40% D90.

TARGET ECONOMICS

A simple path to €10K monthly platform revenue.

The Month-12 model is intentionally built from transparent assumptions rather than a top-down revenue forecast.



SUPPLY-SIDE CHECK

1,000 qualified creators → ~700 monetising

$€100K \text{ GMV} \div 700 \approx €143 \text{ average GMV per monetising creator / month}$

DEMAND-SIDE CHECK

5,000 payers × €20 average monthly spend = €100K GMV

At the target mix, a monetising creator needs roughly 7 paying customers on average.

The round's job is to validate these economics — not assume them.

WHAT THE ROUND PROVES

Five questions matter more than vanity growth.

The next financing should be earned by evidence that OnlyMass can repeatedly acquire, activate, retain and monetise both sides of the marketplace.

ACQUIRE

Can we acquire qualified creators at $\leq$ €50 CAC?

ACTIVATE

Can $\geq 50\%$ of creator sign-ups reach a monetisation-ready state?

RETAIN

Do creators and users return after 30 and 90 days?

MONETISE

Can creator GMV scale while the effective take rate remains attractive?

COMPOUND

Can Invite & Earn drive $\geq 25\%$ of qualified creator acquisition?

PRODUCT RISK: REDUCED → DISTRIBUTION RISK: THIS ROUND → SCALE RISK: NEXT ROUND

FOUNDER & RAISE

Founder-led execution. €250K to validate the market.

OnlyMass has been built and financed from its earliest stage by the founder; the next step is proving repeatable distribution.



Antónios Bairas

Founder, OnlyMass

- ✓ Founder-funded development since Oct 2025
- ✓ Led product, monetisation infrastructure and mobile build
- ✓ Built the product before raising institutional capital
- ✓ Based in Brussels / Europe

THE ASK

€250K PRE-SEED

Designed to reach a repeatable creator-acquisition engine, €100K monthly GMV target and seed-readiness within 12 months.

onlymass.net/invest

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Pre-incorporation; legal entity to be formed before an investment closes.

BUILD THE NETWORK BEFORE THE MARKET GETS CROWDED.

APPENDIX

Sources, assumptions & definitions

External evidence is separated from internal planning assumptions so investors can see exactly what is sourced, derived and still to be validated.

EXTERNAL MARKET EVIDENCE

Published third-party evidence used for market context — not a TAM calculation.

- GOLDMAN SACHS • 2023**

SOURCE

Creator economy could reach ~\$480B by 2027, from ~\$250B at the time of publication.
- EUROPEACTIVE / DELOITTE • 2026**

SOURCE

75.5M European fitness memberships and €39.1B sector revenue for calendar year 2025.
- ACSM • 2026 FITNESS TRENDS**

SOURCE

345M+ fitness-app users and 850M+ downloads in 2024; Mobile Exercise Apps ranked #4 for 2026.
- GOOGLE DORA • 2025**

SOURCE

AI acts as an amplifier; higher adoption is associated with higher delivery throughput and instability.

INTERNAL MODEL ASSUMPTIONS

Management planning inputs for Month-12 targets. None are presented as historical performance.

- 10%

AVERAGE EFFECTIVE TAKE RATE

Blended planning assumption across the 20% standard, 15% early/referral and discretionary lower-rate economics.
- €20

AVERAGE MONTHLY PAYER SPEND

Across subscriptions, programmes, premium content and tips. To be validated through live transactions.
- 70% / 20%

SUPPLY + DEMAND ACTIVITY MIX

~700 monetising creators from 1,000 qualified creators; 5,000 payers from 25,000 MAU at Month 12.
- €143 / 7.1

DERIVED MONTH-12 CHECKS

€100K GMV ÷ 700 ≈ €143 GMV per monetising creator/month; 5K payers ÷ 700 ≈ 7.1 payers each.

STATUS & DEFINITIONS

No public traction today • M3/M6/M9/M12 are stretch operating targets, not historical results or guaranteed forecasts • Qualified creator = meets OnlyMass onboarding/fit criteria • Monetising creator = generates GMV in the month • Competitive feature table is illustrative and based on official public product documentation reviewed Sep 2026.

All internal economics are hypotheses this round is designed to validate. External market figures provide directional context only.