

We're making everyone fall in love with keeping fit

We offer fitness services but are
actually in the entertainment business

We exercise too little:

**I hate to do sports
but I would want to!**

– Esa Irri
Founder of StarJump

“Endorphins get us moving, but not everyone experiences endorphin release from exercise”

– Researcher Tiina Saanijoki
University of Turku

CUCARACHA

1. SIVULLE 2. TAAKSE

STARJUMP

We make your hormones run

We create pleasure hormone release with our truly amazing immersive VR experiences at our fitness rooms

Our paying clients are truly amazed

Amazing Show

"It felt as if I had
been in a pop star
concert!
Cool effects!"

"I totally forgot the
outside world and
my problems
during the class"

Safe Environment

"I loved the
dim lighting!"

"The fact that there
are no mirrors
enabled my full
participation"

Joy of Achievement

"The instructions
were really easy to
follow"

"Graphical
guidance brings a
great added value!"

Breathtaking experience

Our fitness rooms come with gigantic video projection walls all around, club style lights & high-quality audio to make you go wow!

Our key target groups are a fresh field of clients

We are an entertainment business, fitness is a valued bonus!

Key Target Group

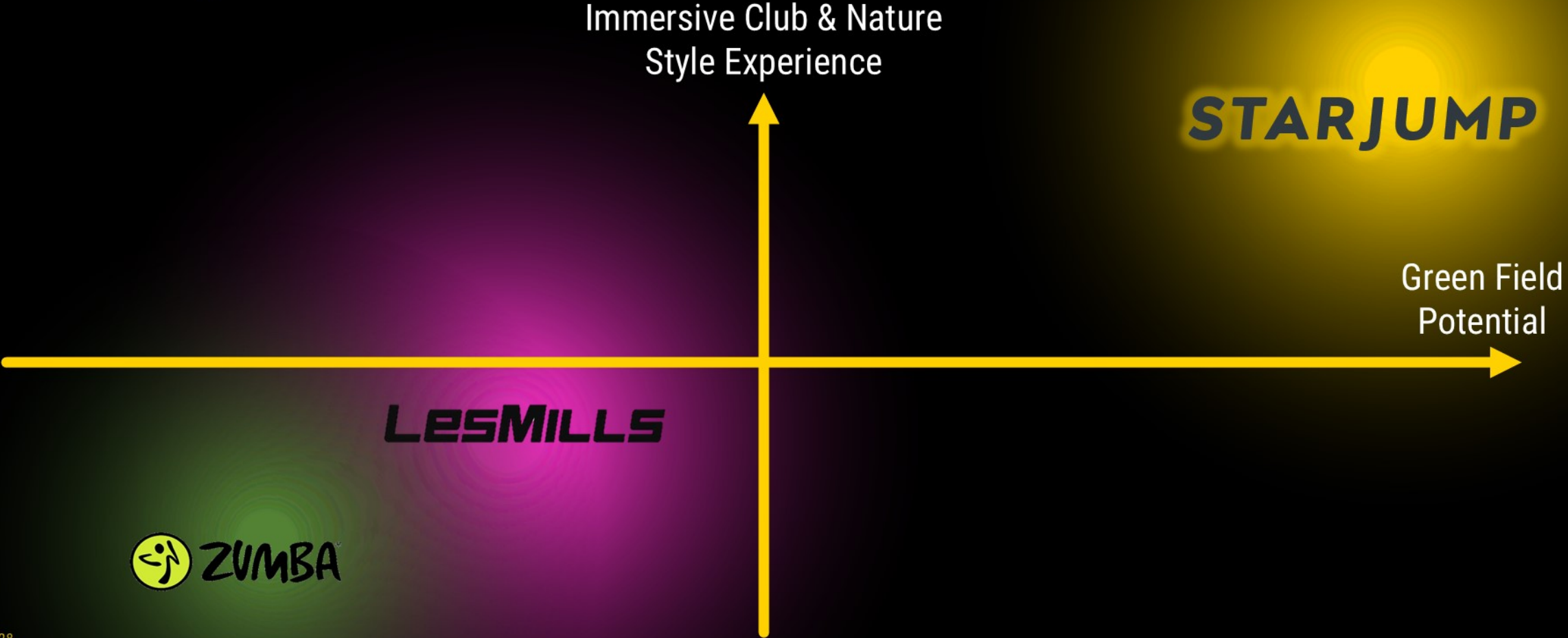
Women Low-to-medium activity level
Urban | Educated | Age 30-60

Supporting Groups

Men Low-to-medium activity level
Urban | Cosmopolitan | Age 30-60

Queer Urban | Age 30-60

The closest concepts are repeating a 50 years old experience



We are StarJump



Esa Irri

Sales & Marketing
CEO



Joonas Kiiskinen

Technology



Toni Tilsala

Creative Content



Nea Vallin

Fitness Content

We are building a performing entertainment franchise

SELF-OPERATED

20%

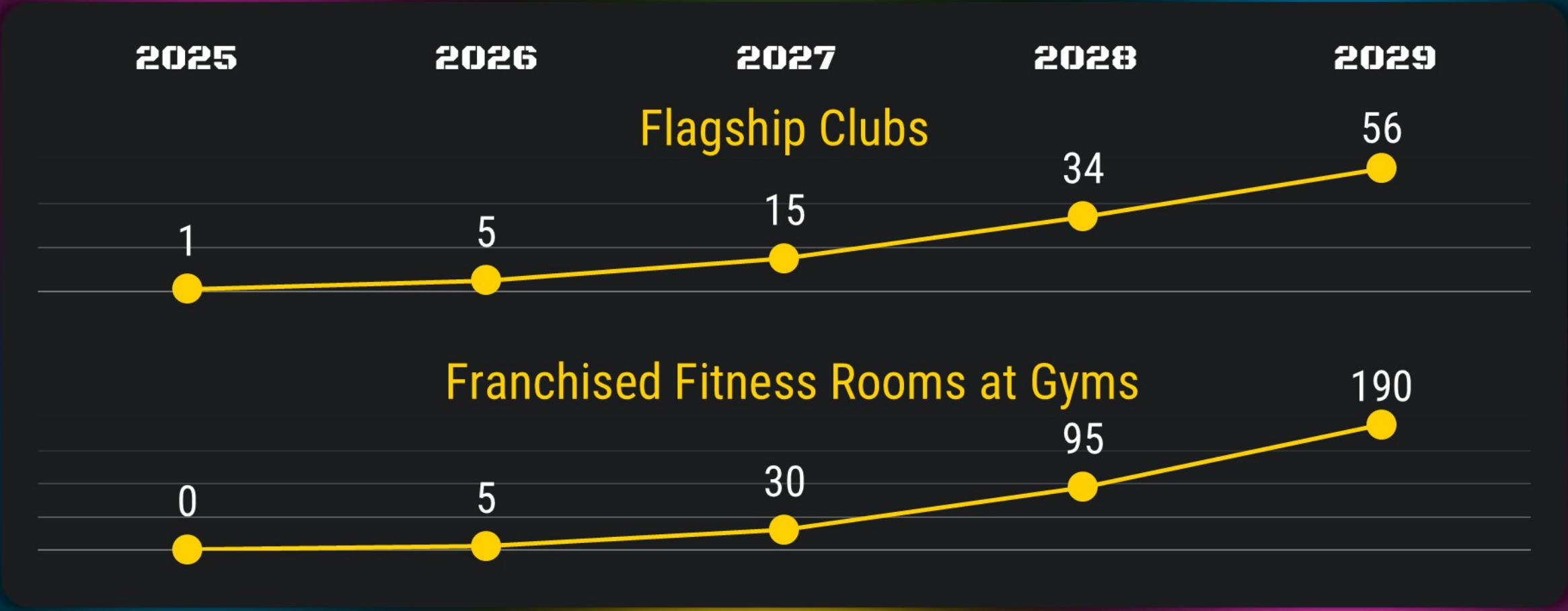
We are likely to operate circa 20 % of units ourselves

FRANCHISING

80%

The rest will be operated by franchisees

Our global journey starts in Finland and soon expands to Europe



Flagship Clubs showcase the concept, Fitness Rooms make the future income

2025

2026

2027

2028

2029

Flagship Clubs + Fitness Rooms Turnover

0.7 M€

4.7 M€

17.8 M€

47.1 M€

85.9 M€

StarJump Revenue

0.2 M€

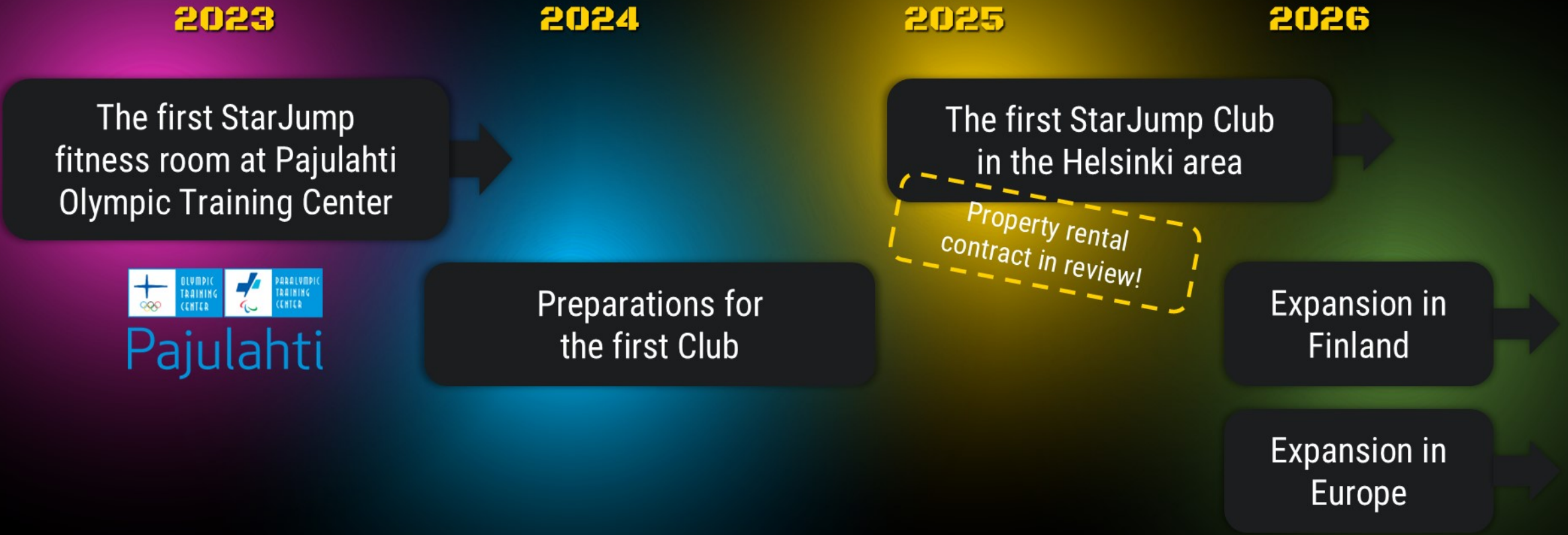
1.4 M€

7.0 M€

16.7 M€

32.3 M€

We have an ambitious but realistic plan



**Social media is the
cornerstone of our
sales & marketing
plan**



**Paid Social
Media &
Influencers**



**Group
Visits**



**Shopping
Center
Pop-ups**

Our next goal is to open the first StarJump Club in the Helsinki area

For this we are now raising 180 000 €, which we will double with a Finnish state startup vehicle loan or investment

StarJump is something one needs to experience in person.
Welcome to Lahti!

