

Kaarle Vanamo
+358 41 532 9820
kaarle@climbstation.com

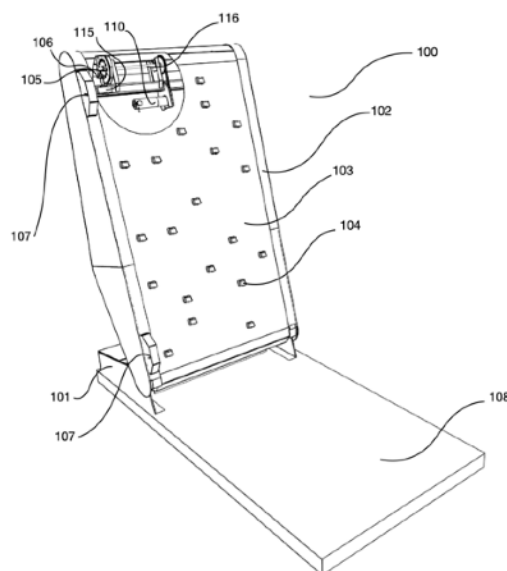


ClimbStation Business Plan

Executive Summary ClimbStation is an innovative fitness equipment company specializing in self-regulating, rotating climbing walls. Our flagship product features advanced technology, including a patent-pending, groundbreaking self-sufficient engine controller with embedded algorithms and sensors, enabling precise speed control, energy recovery, and user safety. ClimbStation aims to revolutionize the fitness and recreation industries by offering an engaging, low-maintenance, and energy-efficient climbing solution for gyms, recreational centers, outdoor fitness areas, and home fitness enthusiasts.

Business Description ClimbStation is the brainchild of Kaarle Vanamo, the founder and inventor who has developed the technology to its current stage. Now, the technology is mature and ready for the next phase: building a dedicated company and team to scale the product and bring it to market effectively. ClimbStation designs and manufactures state-of-the-art climbing walls that cater to a wide range of users, from fitness beginners to professional climbers. The product incorporates a patent-pending self-sufficient electric engine controller, infrared and photovoltaic sensors, and energy recovery components to deliver an unparalleled climbing experience. Our technology eliminates the need for traditional mechanical braking systems, making the product safer, more efficient, and easier to operate.

Mission Statement Our mission is to make climbing accessible, sustainable, and engaging for all, by combining innovative engineering with cutting-edge technology.



Market Analysis

- **Industry Overview:** The global fitness equipment market was valued at approximately \$15 billion in 2025 and is expected to grow at a CAGR of 4.8% over the next five years. Climbing has seen significant growth, fueled by its inclusion in the Olympics and increased interest in adventure sports.
- **Target Market:** Gyms, fitness centers, recreational facilities, outdoor fitness areas, and high-end residential consumers. Secondary markets include corporate wellness programs and rehabilitation centers.
- **Competitive Analysis:** While there are other climbing wall manufacturers, none incorporate the patent-pending self-sufficient, energy-efficient technology that ClimbStation offers. Our unique features provide a significant competitive advantage in both functionality and operational costs.

Product Offering

1. **Rotating Climbing Wall:** A self-powered, adjustable-speed wall with customizable difficulty settings.
2. **Continuous Ladder Sport:** Similar technology adapted for continuous ladder products.
3. **Outdoor Climbing Wall for Playgrounds and Fitness Areas:** A weather-resistant climbing wall that integrates ClimbStation's groundbreaking self-sufficient technology, eliminating the need for external power or complex interfaces. This product is ideal for schools, parks, and outdoor fitness areas.

Key Benefits:

- Fully self-sustaining operation, requiring no external power source.
 - User-friendly design with no complex interface, making it suitable for all age groups.
 - Durable materials that withstand various weather conditions.
 - Promotes fitness and teamwork in schools and community spaces.
4. **Accessories:** Add-ons such as mobility kit for event operators, covers, climbing holds, printed climbing belt surface.
 5. **Software Integration:** The app is designed to enhance the user experience with a new graphical user interface that incorporates critical features, such as performance tracking and gamification, adding value without adding to production costs.



ClimbStation App Features:

- **Performance Tracking:** Monitor climb duration, distance, speed, and calories burned.
- **Personalized Training Plans:** AI-generated plans based on user fitness levels and goals.
- **Leaderboard Integration:** Foster competition and engagement with global and local leaderboards.
- **Safety Alerts:** Real-time notifications for potential issues detected by sensors.
- **Gamification:** Challenges, rewards, and virtual achievements to keep users motivated.
- **Integration with Wearables:** Sync with fitness devices for comprehensive data tracking.
- **Payment Gateway:** Enables operators to monetize usage directly, offering a return on investment through user subscriptions or pay-per-use models.
- **Content Updates:** Provides continuous updates with new training plans, challenges, and climbing scenarios to keep users engaged.
- **Social Network Integration:** Builds a community of climbers with social features such as friend connections, group challenges, and shared achievements.

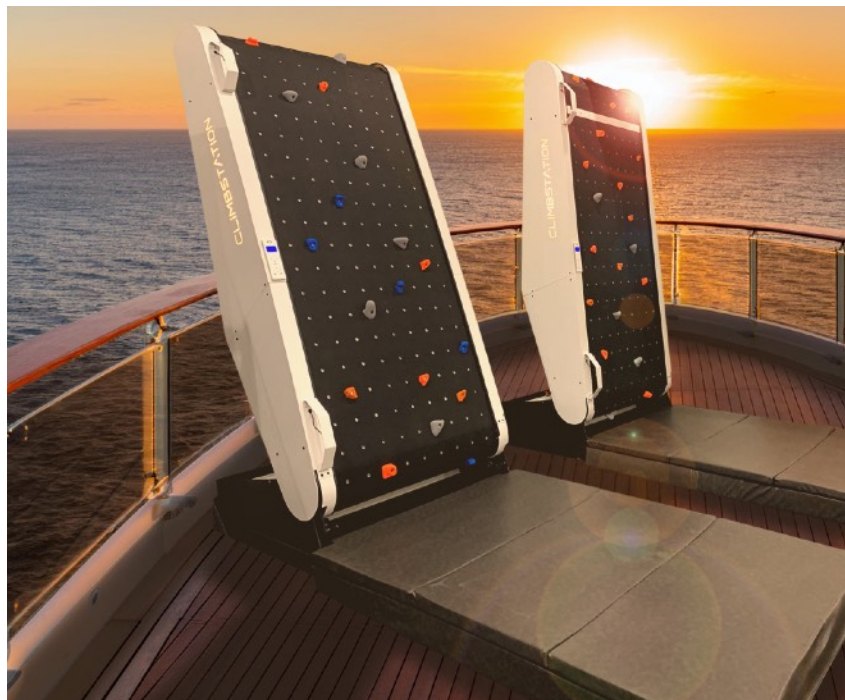
Virtual Reality (VR) and Augmented Reality (AR)

- **Immersive Gaming Features:** Users can climb in virtual environments such as mountains, caves, or fantasy landscapes.

- **Interactive Challenges:** AR overlays with targets and obstacles to enhance engagement and training.
- **Multiplayer Experiences:** Real-time competitions and cooperative challenges with other climbers globally.
- **Skill Development:** Tutorials and guided climbs with AR assistance to improve technique and safety awareness.

Revenue Model

1. **Product Sales:** Direct sales to gyms, recreational facilities, and individuals.
2. **Leasing Options:** Monthly leasing plans for gyms and other institutions.
3. **Service Contracts:** Maintenance and upgrades for existing installations.
4. **Licensing:** Licensing the patent-pending self-sufficient engine controller technology for other applications.
5. **App Subscriptions:** Premium app features available via monthly or annual subscriptions.



Market Entry Strategy for ClimbStation

1. Market Positioning & Value Proposition

ClimbStation is an innovative, self-powered rotating climbing wall designed for fitness, entertainment, and playground markets. It offers:

- Automated, self-regulating movement without external power.
- Gamified & interactive features through an app ecosystem.
- A scalable revenue model for gyms, playgrounds, and outdoor fitness parks.

Unique Selling Propositions (USPs)

- No external power source or manual adjustments needed.
- Smart speed regulation for a smooth climbing experience.
- Low maintenance and adaptable to multiple environments.
- Monetization potential through pay-per-use or membership models.

2. Target Market Segments

Primary Targets

- Outdoor Fitness & Playgrounds (municipalities, park equipment suppliers)
- Gyms & Fitness Centers (high-tech fitness experience)
- Entertainment Venues & Trampoline Parks (interactive attraction)
- Rehabilitation & Therapy Centers (low-impact climbing for recovery)

Geographic Focus

1. USA – High demand for innovative fitness tech & strong investor interest.
2. Europe – Established outdoor fitness culture and municipal funding potential.
3. Middle East & Asia – Growing recreational and entertainment investments.

3. Go-To-Market Strategy

A. Revenue-Sharing Model (Low Barrier to Entry) – Early Market Penetration

Target: Gyms, playgrounds, and entertainment centers.

Model: Provide ClimbStation units at no upfront cost; revenue is shared from usage-based digital payments.

Benefit: Easy adoption, builds brand recognition, and generates recurring income.

B. Direct Sales & Licensing – Scaling Up

Target: B2B buyers such as fitness chains, municipalities, and playground manufacturers.

Approach: Sell units directly or license technology to large manufacturers.

Strategy: Offer an early-bird pricing program for first adopters.

C. Strategic Partnerships – Manufacturing & Distribution

USA Manufacturing Focus: Secure local manufacturing to optimize logistics and market entry.

Distributors & Resellers: Partner with sports equipment suppliers and playground vendors.

D. Digital Growth & Community Building

Crowdfunding & Community Shares: Engage early supporters through share offerings.

Online Gamification & Challenges: Drive engagement via mobile app competitions.
Influencer & Brand Partnerships: Collaborate with fitness influencers for organic reach.4.
Competitive Pricing & Business Model

Pricing Strategies

Subscription Model for gyms & fitness centers (monthly fee + revenue share).
One-Time Purchase for municipalities, theme parks, and premium home fitness buyers.
Leasing Model for businesses wanting a low upfront cost.

Financial Projections

Revenue from partnerships & installations (gyms, outdoor parks, entertainment centers).
Recurring income from revenue-sharing & app-based monetization.
Future expansion into software licensing & franchising opportunities.

5. Marketing & Awareness Plan

A. Digital & Content Marketing

- Website & Social Media Campaigns – Showcasing ClimbStation in action.
- SEO & Paid Ads – Targeting B2B and fitness enthusiasts.
- User-Generated Content – Community climbing challenges.

B. Trade Shows & Industry Events

- Fitness expos & playground industry events to showcase technology.
- Live demonstrations at partner locations.

C. Investor Relations & PR Strategy

- Startup media & innovation publications to build investor confidence.
- Early adopter testimonials to highlight success stories.

1. **B2B Focus:** Partnerships with gym chains, climbing centers, and recreational facilities.
2. **Trade Shows and Expos:** Showcase the product at fitness and recreation industry events.
3. **Digital Marketing:** Utilize targeted online advertising, social media campaigns, and content marketing to reach fitness enthusiasts.
4. **Strategic Alliances:** Collaborate with fitness influencers and professional climbers to build credibility and brand awareness.

Seed Funding Goals for ClimbStation

ClimbStation seed funding round is focused on developing a scalable product, launching market entry, and securing early revenue streams, while actively exploring global manufacturing partnerships for future production scalability.

1. Seed Funding Overview

- Funding Goal: €500,000
- Company Valuation: €2,000,000
- Equity Offered: 25%
- Minimum Investment: €453.20 (10 shares)
- Funding Deadline: Expected to close in Q2 2025 (or once fully subscribed).

Category	Allocation (€)	% of Funding	Key Milestones
Scalable Product Development	200000,00 €	40 %	Optimize product design for cost-efficient mass production
Market Entry & Revenue	100000,00 €	20 %	Deploy revenue-sharing model with pilot locations
Technology & App Development	75000,00 €	15 %	Gamification, leaderboards, digital monetization
Operations & Team Growth	75000,00 €	15 %	Expand sales & support team
Marketing & Awareness	50000,00 €	10 %	Digital campaigns, influencer partnerships, trade shows
Total	500000,00 €	100 %	

2. Key Objectives & Growth Plan

A. Scalable Product Development (40% of funds)

- Goal: Finalize a cost-effective, scalable product design that is flexible for different manufacturing partners worldwide.
- Key Activities:
 - Optimize materials & components for cost-efficient production.
 - Work with potential local & global manufacturers to ensure scalability.
 - Establish a modular design for localized production in multiple regions.

B. Revenue-Generating Market Entry (20% of funds)

- Goal: Deploy ClimbStation via a revenue-sharing model in gyms, playgrounds, and entertainment venues.
- Key Activities:
- Install pilot units with select partners to generate revenue.
- Gather user feedback & performance data for improvements.
- Develop scalable pricing & partnership models for adoption.

C. Product & Technology Development (15% of funds)

- Goal: Build engaging, digital features that enhance the ClimbStation experience.
- Key Activities:
- Gamified climbing challenges to boost engagement.
- Subscription-based digital content (workouts, leaderboards).
- Real-time performance tracking & analytics for fitness users.

D. Operations & Team Growth (15% of funds)

- Goal: Expand the core team to support manufacturing, sales, and customer service.
- Sales & Partnerships Manager (driving B2B deals).
- Technical Support (installation & maintenance).
- App Developer & UX Designer (enhancing gamification).

E. Marketing, Branding & Awareness (10% of funds)

- Goal: Position ClimbStation as a must-have fitness & entertainment innovation through digital and event marketing.
- Key Strategies:
- Industry trade shows (fitness expos, playground fairs).
- Online campaigns & social proof (influencers, testimonials).
- Partnerships with fitness experts for credibility.

3. Investor Incentives & Benefits

- Investors contributing €1,000+ get ClimbStation at net cost (enabling them to experience and promote the product).
- Early investors get priority in revenue-sharing locations and service opportunities, with potential to build a career with us.

4. Expected Impact of Seed Round

- ✓ Scalable product design finalized for mass production.
- ✓ Revenue-sharing model launched with pilot installations.
- ✓ Digital app introduced with gamification features.
- ✓ Sales team onboarded & first major B2B contracts secured.

Preparing for Global Manufacturing Expansion and Series A funding round

- While the scalable product is being finalized, ClimbStation will actively explore partnerships with potential global manufacturers, including:
 - USA-based partners for North American market expansion.
 - European & Asian manufacturers for cost-effective production.
 - Regional assembly & licensing models for scaling efficiently.

Focus on:

- Scaling production based on the best-fit manufacturing partner(s).
- Expanding the revenue-sharing model into global fitness & playground markets.
- Enhancing ClimbStation's digital ecosystem & software monetization.

Risks and Mitigation

1. **Market Adoption:** Aggressive marketing and demonstrations to showcase product value.
2. **Competition:** Maintain technological edge through ongoing R&D and patent protection.

3. **Operational Risks:** Diversified suppliers and robust quality control processes.
4. **Supply Chain Challenges:** Past delays caused by supply chain issues have highlighted the importance of securing reliable suppliers and developing contingency plans. Mitigation includes sourcing from multiple vendors, maintaining a buffer inventory, and investing in logistics optimization.

Exit Strategy

1. **Acquisition by a Major Fitness Equipment Manufacturer:** As the global fitness market grows, established companies may seek to acquire innovative technologies like ClimbStation to expand their product portfolios.
2. **Strategic Partnerships:** Partnerships with global gym chains or sports equipment distributors could lead to buyout opportunities.
3. **Licensing Revenue Streams:** Licensing the patented self-sufficient engine controller technology to other industries (e.g., sports equipment, energy recovery systems) could generate substantial ongoing revenues.
4. **IPO (Initial Public Offering):** Depending on market growth and company performance, ClimbStation could explore going public within 7-10 years, providing liquidity and significant returns to investors.
5. **Private Equity Sale:** Selling the company to private equity investors aiming to consolidate and scale niche fitness markets.

Each strategy ensures a clear path to liquidity, aligned with investor interests and the company's growth trajectory.

Milestones

1. ClimbStation was branded and founded in 2005.
2. The first product, which is still in use in Helsinki, was delivered in 2009.
3. It took several rounds of pre-seed investments and prototypes before the first kinetic energy-based technology was implemented in 2017.
4. In 2018, hydraulics were replaced with linear actuators, further streamlining the product and improving functionality.
5. During the COVID-19 restrictions in 2020, development of a new aluminum profile frame structure began and was successfully completed in 2022.
6. In 2024, app development started and is still ongoing, focusing on innovative features such as performance tracking, gamification, and social integration.
7. In January 2025, a new technology currently in the patent-pending stage underwent successful real-life testing.
8. Over the years, a total of 50 units have been made and delivered to locations worldwide, including Helsinki, San Francisco, Japan, and New Zealand, among others. The largest single deal has been valued at over €80,000, showcasing the product's commercial viability as a proof of concept.

Conclusion ClimbStation is positioned to become a leader in the climbing and fitness equipment market. With a unique value proposition, strong market potential, and scalable revenue streams, the business is poised for rapid growth and success. Investors have the opportunity to be part of a company that combines innovation with a passion for fitness and sustainability.

CLIMBSTATION

Stay Healthy. Climb



For more information:

Please contact

Kaarle Vanamo
+358 41 532 9820
kaarle@climbstation.com

LinkedIn:
<https://www.linkedin.com/in/kaarlevanamo/>

Thank you for considering this opportunity!