



# HANGBOULDER

*"The cutting-edge hangboard training app for climbers,  
designed to help you reach new heights of performance."*



# PURPOSE

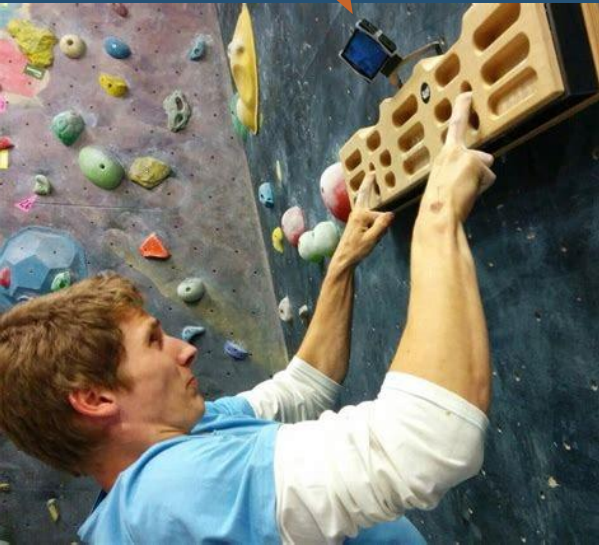
## Climbers Empowered with Technology

Our purpose is to **empower** rock climbers worldwide by creating innovative products that enhance their training and performance.

Our team is **passionate** about rock climbing and we believe that our technology can help climbers reach new heights.



# PROBLEM



## Risk and Inefficiency in Training

- No hands-free solution for time tracking during interval training on hangboards
- Inefficient training and risk of injury
- Significant pain point for rock climbers globally



# SOLUTION

## Revolutionizing Climbing Training

- Hangboard training mat and mobile app
- Track performance, personalized routines, share outcomes, and view pro-climber results
- Seamless and convenient solution for time tracking during interval training



# RESEARCH

## Hangboard training is scientifically proven

CORRECT hangboard training can help to:

- Increase finger strength
- Improve muscular endurance
- Strengthen finger tendons and reduce risk of injury in climbers

INCORRECT training can potentially hurt you! Using our app helps you to stay safe and effective with your training.



# TEAM



## Passionate, Experienced Team

- Experienced rock climbers, software developers, and business experts
- Unique combination of skills and passion
- Climbing enthusiast and sales expert  
Holden is leading the team with support from the fullstack engineering team from Ghost Founder

# WHY NOW

## Join the Climbing Revolution

- Growing rock climbing industry
- HangBoulder's poised to meet demand with cutting-edge product
- Increasing demand for innovative technology



# PRODUCT



## Cutting-Edge Climbing Technology

- Hangboard training mat and mobile app
- Seamless and convenient solution for time tracking during interval training
- Personalized routines, performance tracking, and social features

[View App Prototype](#)





# PRODUCT FEATURES

## Personalized Routines, Social Features

- Hands-free and easy to use
- Personalized training routines
- Performance tracking and analytics
- Social features including sharing and viewing published results
- Seamless integration with mobile devices



# FINANCIALS

## Revenue and Sales Projections

- Revenue model: Sell the physical device (HangBoulder mat) and offer premium features within the app.
- Hardware sales: Anticipate selling 1,000 HangBoulder mats in the first year at \$97 each.
- Premium features: Offer additional features for a monthly or yearly subscription fee to generate recurring revenue.
- Cost structure: Primarily production and manufacturing costs, along with ongoing app development, marketing, and customer support costs.
- Sales projections: Anticipate steady growth in sales and revenue as marketing efforts expand and new premium features are developed.

# ELEVATOR PITCH

"HangBoulder is revolutionizing the rock climbing industry with our innovative hangboard training mat and mobile app.

Our technology provides a seamless and convenient way for climbers to enhance their training, with personalized routines, performance tracking, and social features. We're poised to meet the growing demand for innovative climbing technology and empower climbers worldwide.

Join us on this exciting climbing journey!"



**PRE-ORDER NOW!**

Don't want to invest, but you have an itch  
to up your hanging game?

**Pre-order Now!**



LET'S DO IT!



**GHOST  
FOUNDER**



## We Work Well With Deadlines

At Ghost Founder, we believe in the power of speed, innovation, and partnership.

We created all assets you see here in a single day working with **Holden**.

Contact:

**Holden Hoy** - Austin, TX

[holden.h.hoy@gmail.com](mailto:holden.h.hoy@gmail.com)

Meet  
Ghost Founder

# HACKATHON

Below are links to all the assets from the hackathon.



# COMPETITION

- **Beastmaker:** Beastmaker produces a range of hangboards and other training tools designed specifically for climbers.
- **Tension Climbing:** Tension Climbing produces hangboards, campus rungs, and other training tools, as well as a mobile app for training and performance tracking.
- **Kilter Grips:** Kilter Grips produces a variety of climbing holds, as well as training tools like hangboards and campus rungs.
- **Metolius:** Metolius produces a range of climbing gear, including hangboards and other training tools, as well as mobile apps for training and performance tracking.
- **Moon Climbing:** Moon Climbing produces a range of climbing gear, including hangboards and other training tools, as well as a mobile app for training and performance tracking.



# POTENTIAL STRATEGIC PARTNERSHIPS

## Strategic partners

- **Beastmaker:** HangBoulder would compliment the beastmaker line up of hangboards and creates a nice differentiator for them in a competitive market.
- **Tension Climbing:** Tension Climbing has an app with 10k downloads. It uses a way different training approach, but could make for fantastic synergy!





# BILL OF MATERIALS

Parts used for the prototype

[View the BOM](#)



# VISUAL LANGUAGE

## Style Guide for all visual asset design

Having a visual language, style guide, and fonts helps ensure consistency and cohesiveness in the design of an app, which can improve user experience and brand recognition.

[View Style Guide](#)



# SCOPE DOC

Use this as a starting point, if you hire other devs to finish the app.

[View Scope Doc](#)



# NAMING SUGGESTIONS

## We liked Boulder, but it's taken...

HangBoulder is a nice play on words with being bolder in your training.

Another favorite was HangSolo, but we weren't sure if this would work in the climbing community.

[View Naming Suggestions](#)

