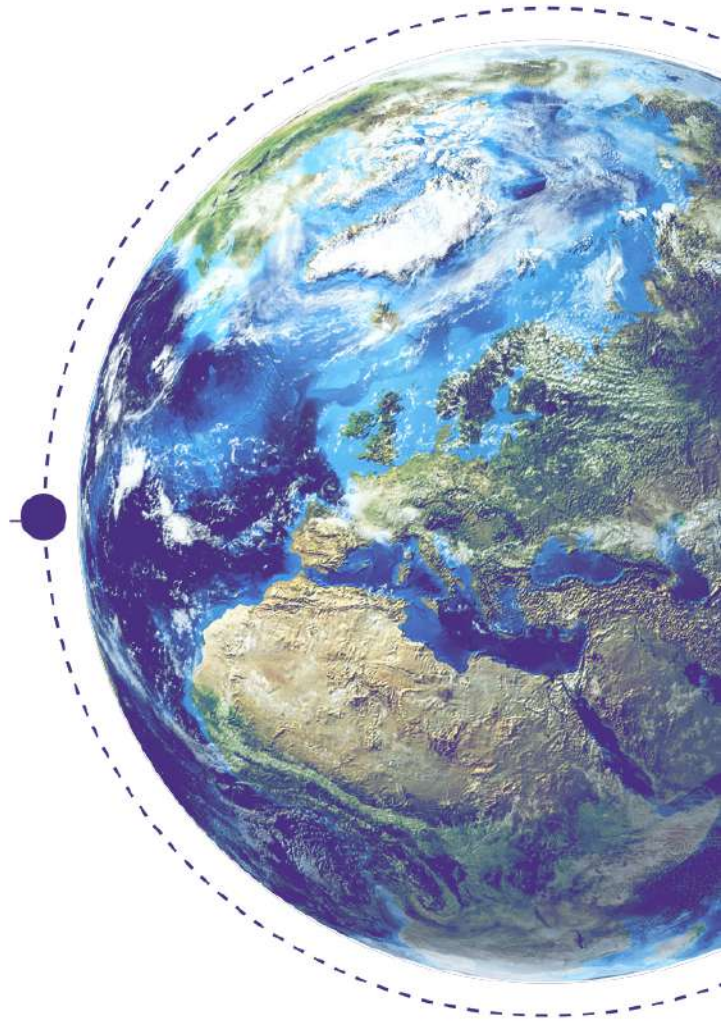




#walk15

MAKE YOUR
STEPS COUNT



Our Vision

**MAKE THE WORLD
A HEALTHIER
PLACE**





We want to make an impact on:

HEALTHINESS

SUSTAINABLE MOBILITY

REDUCING CO₂ EMISSION



Vlada Musvydaitė, Founder

- » A professional athlete for 20 years and member of the Lithuanian national team
- » Winner of both the Lithuanian and European second league championships
- » Journalism BA graduate, MBA in International Communication, and a professional trainer licence holder with the LSU (Lithuanian Sports University)
- » Organiser of the largest health promotion event in Lithuania



#walk15





Vlada,
CEO&Founder



Justina,
Product
Owner



Oleg,
CTO



Laura,
Head of
Communication



Frederik,
Country Manager



Cecilia,
Country Manager



Agne,
Head of Sales



Jonas, Sales
Representative
for Europe



Eduardas,
Support Manager



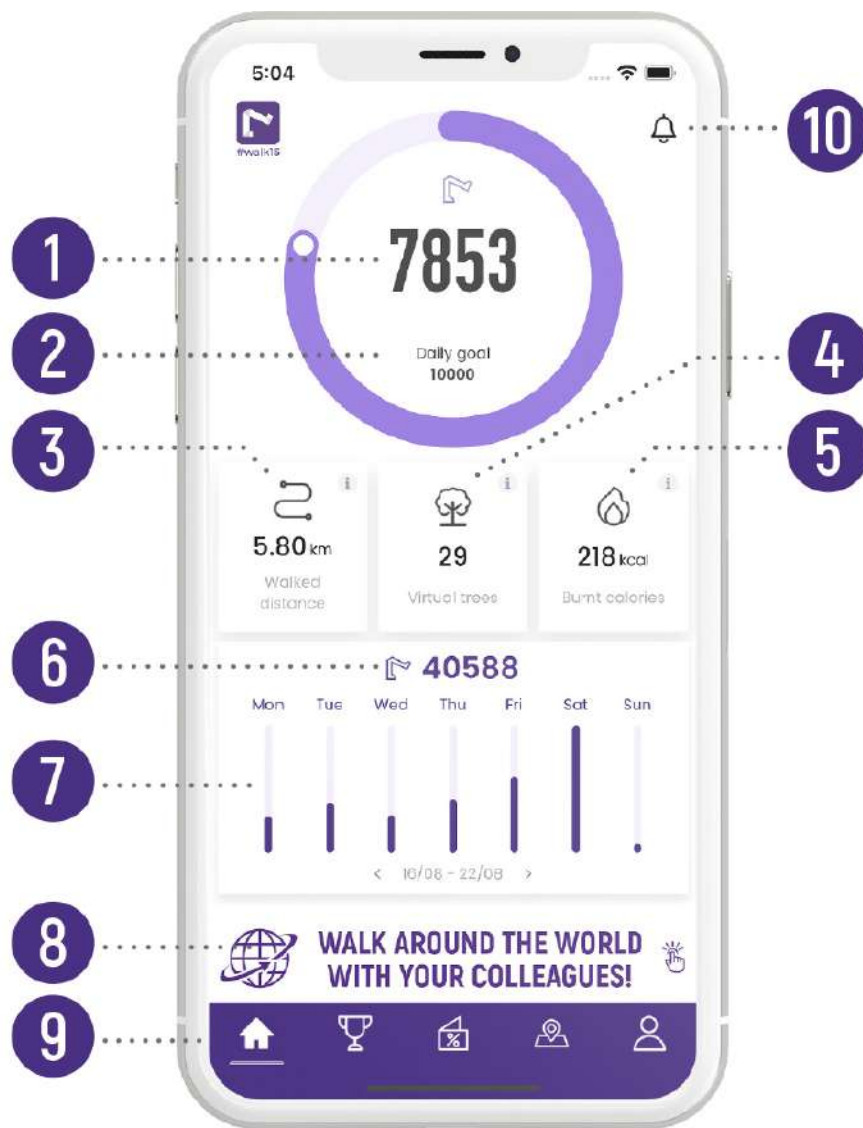
Laura,
App
Administrator



Ula,
Project Manager

THE TEAM





#walk15 features

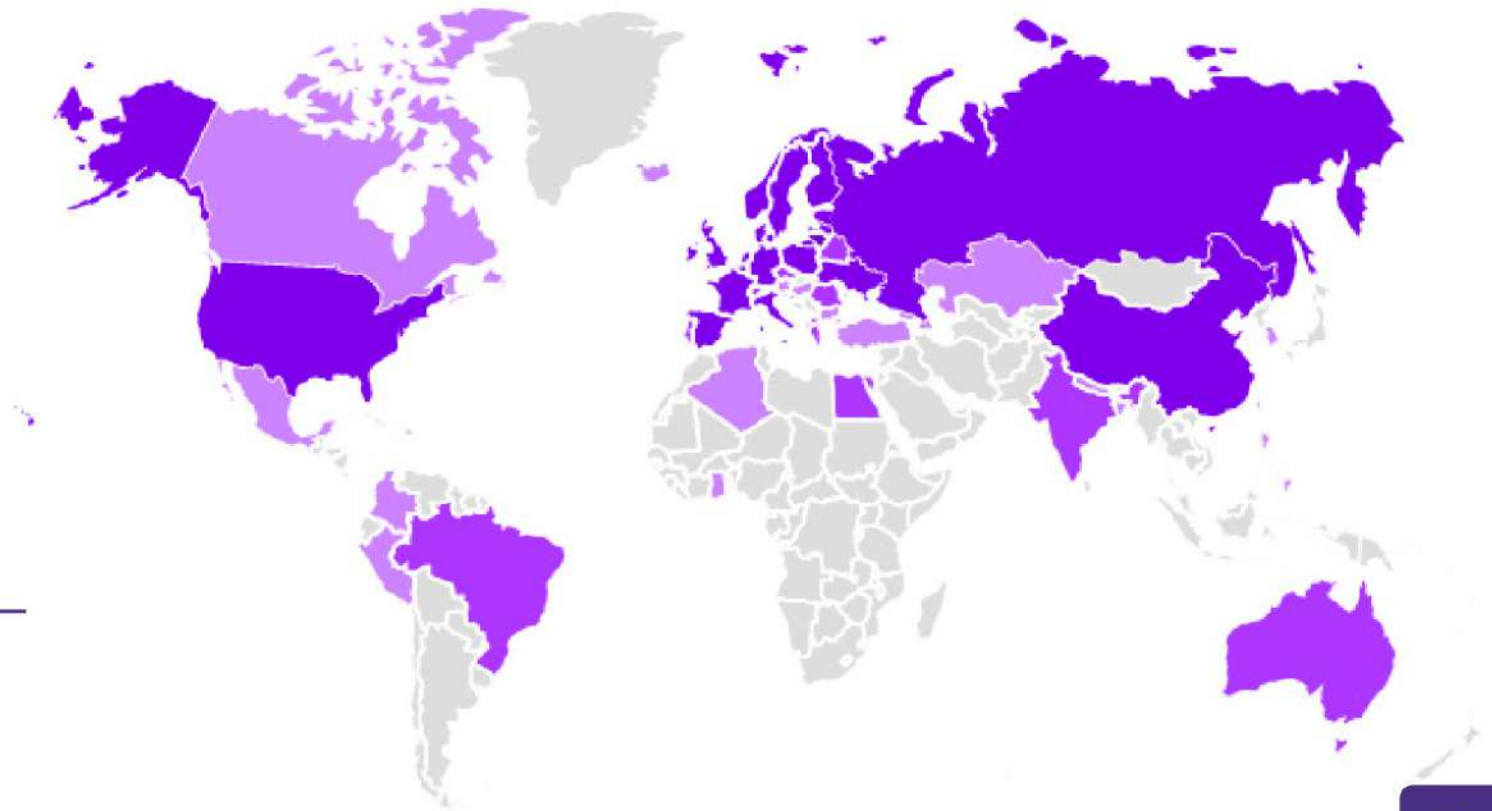
MAIN WINDOW

1. Step counter.
2. Daily step goal.
3. Daily walking distance (km).
4. Virtual tree counter.
5. Calories burned per day (kcal).
6. Weekly steps counter.
7. Weekly step statistics.
8. Banner bar.
9. Menu bar (Home, Tracks, Step discounts, Challenges, and Settings).
10. Notifications.



TOP 10 Countries active users

1. Lithuania
2. UK
3. Latvia
4. Sweden
5. Estonia
6. Germany
7. Norway
8. Netherlands
9. USA
10. Spain



Our business model – corporate challenges for customers and B2B clients



Steps challenges

You can create steps challenge for your company or organization.



Unicorn Walk

Number of Participants: 15

634 547
walked from
15 000 000

Trees grown

x2 299

II
place

John

67 911

I
place

Leo

68 976

III
place

Cecilia

61 481

4. Alice	59 688
5. Matty	56 451
6. Phillip	51 743
7. Eve	49 688
8. Justin	45 304
9. Steve	43 297
10. Caroline	42 740
11. Megan	32 393
12. Jordan	28 523

#walk15

VMG KONSTANTYNOW

NUMBER OF STEPS

173 411 878

DISTANCE

132 139 KM

CO₂ REDUCTION

23 TONS

PRIZE MONEY FOR DONATION

1 000 EUR



Virtual trees

The unique feature of our steps challenge is that you can walk and grow virtual trees that correspond to the number of real ones we employ to process CO₂ over the same distance by driving a car.

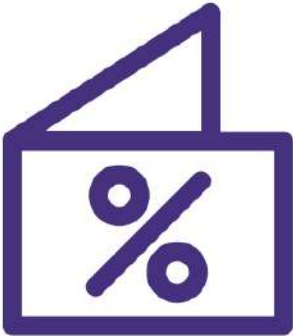
1) It is a simple feature to understand your personal CO₂ footprint.

2) You can convert virtual trees into real ones by planting them after the challenge is over.



Steps wallet


Lets you exchange steps into special offers. After scanning barcode, discount will be visible in the receipt.



16:57 1

< **IKI shops** >

5 939 429

 - 20% discount
Fruits & Vegetables in IKI Shops
20 000

EXCHANGE YOUR STEPS

Offer is valid until: 2021-08-31 00:00:00

16:57 1

<  >

1/1

- 20% discount 20 000

Fruits & Vegetables in IKI Shops

Exchange 20 000 steps to 20% discount for fruits and vegetables. The discount is valid in the shops listed online: www.walk15.it and www.iki.it
*Discounts are not applied to the products of: sale items, CLEVER products, other items on sale.
Discounts will not be summed.

EXCHANGE YOUR STEPS

Offer is valid until: 2021-08-31 00:00:00

16:57 1

<  >

1/1

- 20% discount 20 000

Fruits & Vegetables in IKI Shops

Exchange 20 000 steps to 20% discount for fruits and vegetables. The discount is valid in the shops listed online: www.walk15.it and www.iki.it
*Discounts are not applied to the products of: sale items, CLEVER products, other items on sale.
Discounts will not be summed.

Scan this code: [enlarge](#)



2010148000006

Until the end of the code:

00 : 29 : 53
Hours Minutes Seconds

EXCHANGE YOUR STEPS

Offer is valid until: 2021-08-31 00:00:00

Virtual tracks

You can upload your route with photos, audio tracks, and informational points in different languages.



12:04



Modern children's playground

Invite you to listen
AUDIO RECORD

0:00 0:02

EN LT

Palanga is a family friendly resort. When works are done to improve the current infrastructure, not only the needs of adults and tourists, but also children, are taken into account. This modern playground has been fitted with playful devices that were made using safe and hypoallergenic materials. The premises of the playground also have free WiFi service, so the parents could also spend their time doing what they like. After Palanga city received an EU subsidy from the initiative WiFi4EU, there have been plans to install additional free WiFi hotspots in public places.
Nowaday citizens of the EU have grown to expect perfect internet service not only at work and home.

12:04

Tracks

Safe and green European holiday
Track creator: #walk15

City routes Easy 1val. 30 min 9 500 EN ET LT LV 7.3




Palanga

GO TO START

11:28

Tracks

BGV Tracks All tracks

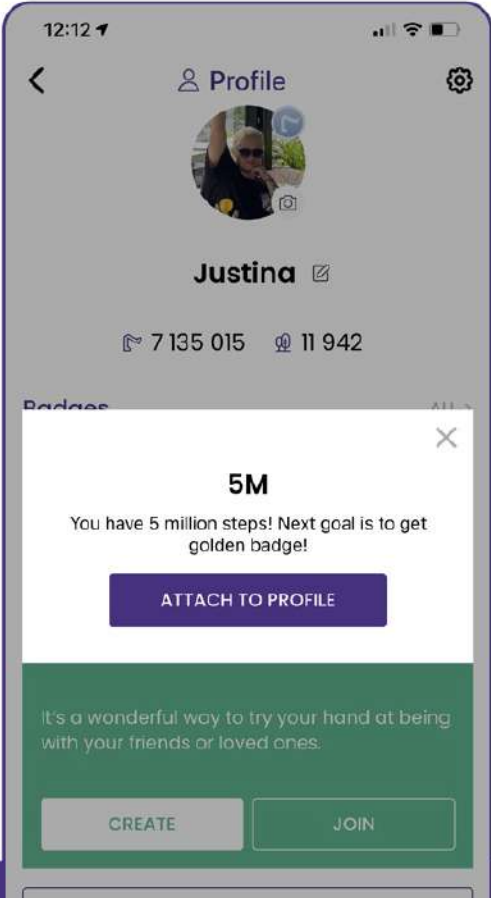
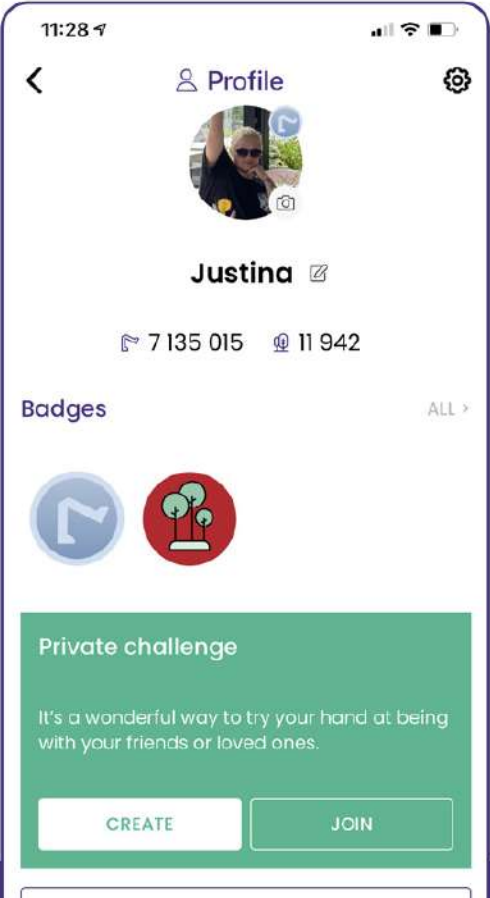


Together with energy. Hill Ridge Route
Track creator: BGV

Educational routes Easy 1.5 val. 11 500

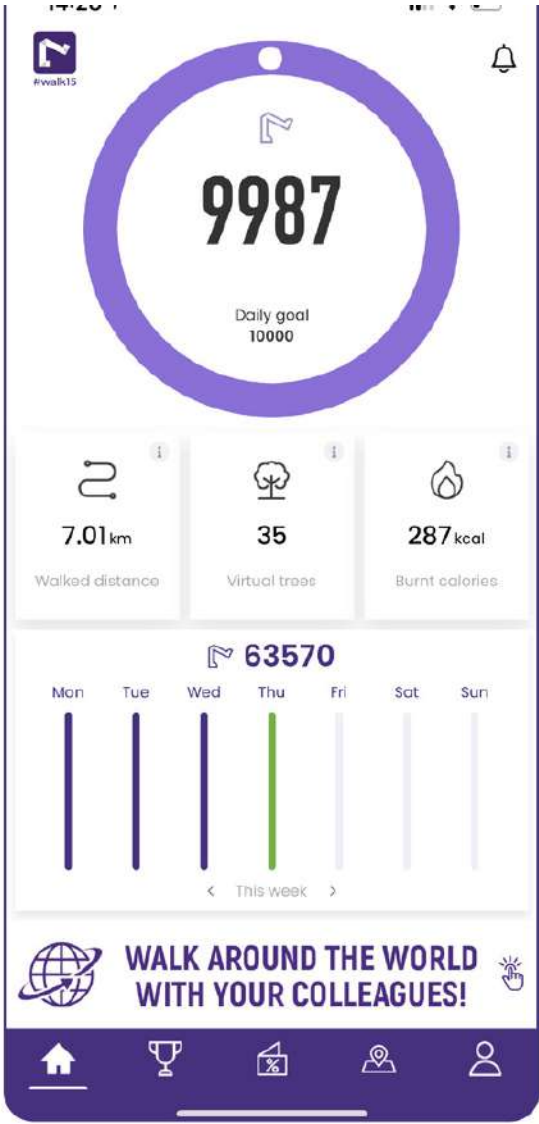
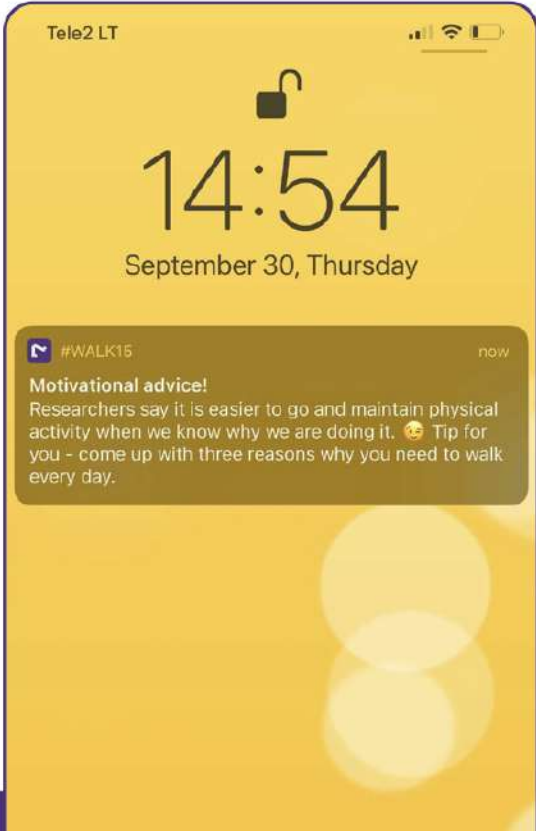
Special badges

Special badges for walking achievements.



Promotion using In-app notifications & banners

#walk15 push notifications & banners is a powerful tool which can be used in promotion campaigns





#walk15

LEARN MORE 



MAKE YOUR
STEPS COUNT

Follow us on

