
Face-off.club

Public goal-tracking that motivates
and supports your daily growth

An abstract graphic on the right side of the slide, featuring a blue watercolor splash or ink blot that extends from the top right towards the bottom right. The colors range from light blue to deep navy blue. Overlaid on this graphic is the text 'Fo.C' in a large, white, sans-serif font.

Fo.C

The Problem

The world is overwhelmed with goals, but empty on action

- People set goals — but fail to follow through
- Social platforms offer vanity metrics, not transformation
- Mental wellness apps track feelings, but don't drive change
- The loneliness epidemic leaves millions unsupported in their self-improvement journeys
- Motivation without structure leads to burnout or guilt

📌 *70% of people drop their goals within 3 weeks*

📌 *Most give up in silence, feeling disappointed and stuck*

Why Now?

The cultural and mental health landscape has changed

Loneliness is at all-time highs (WHO: more than 1 in 3 globally feel lonely)

Mental health solutions are over-medicalized, lacking community

Trust in social media is eroding — users seek safe, purposeful spaces

Post-COVID — people want more than content. They want connection and meaning.

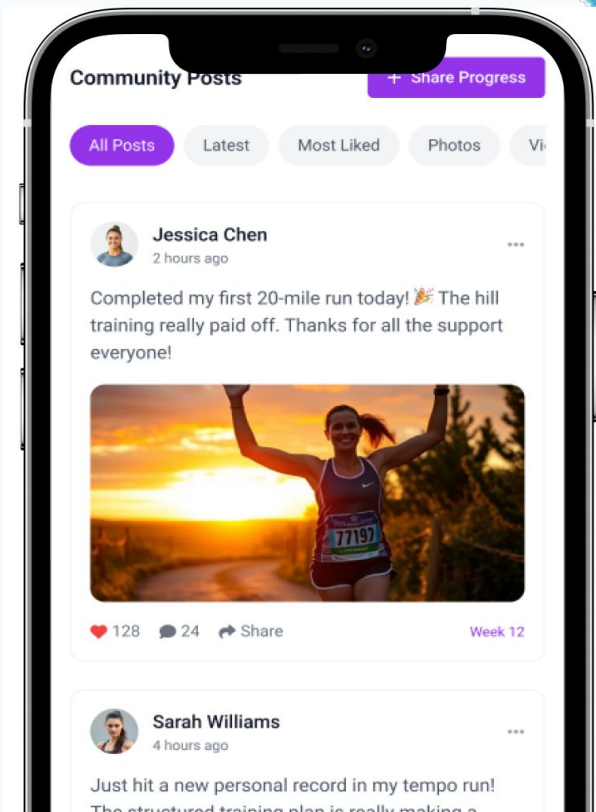


The Solution – Face-Off.Club

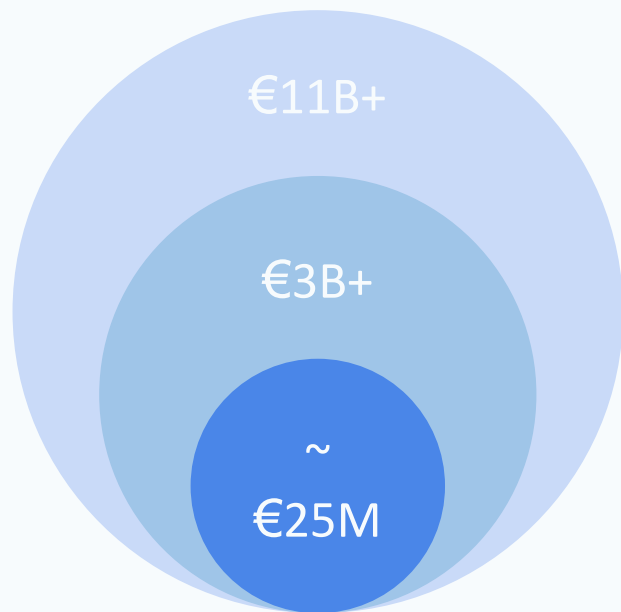
A goal-setting and transformation platform built on:

- Public declaration (or private with a trusted group)
- Micro-actions & rituals, daily progress
- Group support (peer-led & AI-assisted)
- AI Coach + Storydoing

Public goal-tracking that motivates and supports your daily growth + AI tools



Market / Model



B2C Freemium

- Free: challenge tracking, community support.
- Paid: expert groups, deeper AI coaching, custom analytics.

B2B2C

- White-labeled solutions for wellness coaches, HR teams, online communities.
- Group analytics + support heatmaps for moderators/coaches.

The Spanish mental wellness app market is projected to grow from €140M in 2024 to over €320M by 2030 (CAGR 14.3%)*

Rev in the Mental Health market in Spain reach €1.04B in 2025

Our Team

Alexander Lovkov



*CEO & product lead
founder, 20Y+ IT*

Mariya Evsenkova



*CMO & brand strategist
Co-founder, 20Y+ marketing*

Sergey Shishkov



*PhD Psychology
& behavioral, 30Y+*

Founders: product focus and creative marketing + PhD psychologist who turns behavioral science into real habit change

Product & Growth Roadmap

Q1-Q2 2025

- ✓ SL, legal entity registered in Spain
- ✓ Product Refinement & Pilot Launch
- ✓ Finalize MVP v2: Wishlist + Public Commitments
- ✓ Launch closed beta with early users
- ✓ Collect behavioral & engagement metrics

Q3 2025

- ✓ Traction & Monetization
- ✓ Launch subscription model (premium features)
- ✓ Organic marketing (TikTok, Instagram challenges)
- ✓ Retention & conversion optimization
- ✓ Content creation

Q4 2025

- ✓ Localization & Expansion
- ✓ Launch native Spanish version
- ✓ Enter EU markets (France, Germany, Italy)
- ✓ Partnerships with mental health orgs & influencers
- ✓ Content creation

2026

- ✓ B2B & Strategic Growth
- ✓ Team wellness challenges for remote teams
- ✓ Co-branded public campaigns
- ✓ Prepare for Seed/Series A fundraising
- ✓ 3,000–5,000 paying users

Funding Ask

We are raising €150,000 for a 12-month runway:

- 20% Product Development
- 40% Community & Growth, incl. content and paid ads
- 35% Team
- 5% Ops

This unlocks:

- CAC target: < €1.5 via organic viral loops
- LTV (projected): ~€25 per user after 6 months
- Goal: 25K users, €50K ARR in 12 months
- Break-even: 18–24 months

Let's create the most emotionally powerful goal platform — together.



Thanks!

Do you have any questions?

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<https://face-off.club>

