

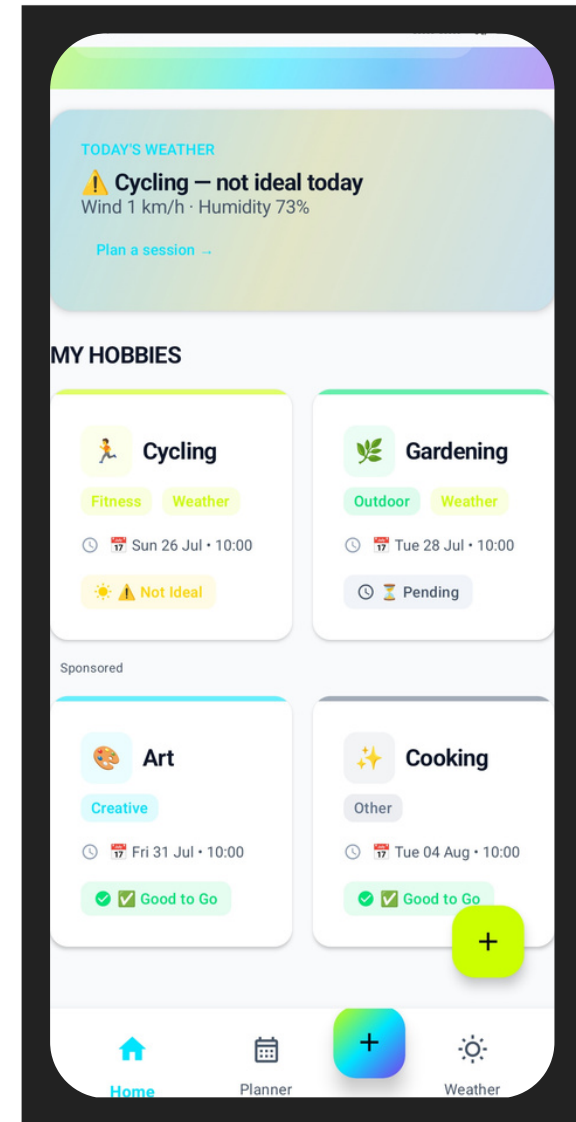


Investor Pitch Deck 2026

MyHobbyPlan

Investor Pitch Deck

SmartHobby Planning Poweredby Weather intelligence.
MyHobbyPlan helpspeople organize hobbies,plan activities, and use weather insights to make better outdoor planning decisions.



**THE PROBLEM**

Hobbies Shouldn't Be This Hard to Maintain

Millions of people struggle to maintain hobbies and outdoor activities due to poor planning, busy schedules, and unpredictable weather. Existing tools don't solve the whole problem.



Busy Schedules

People want to enjoy hobbies but struggle to find time. Without structured planning, hobbies are quickly abandoned as life gets busier.



Unpredictable Weather

Outdoor hobbies depend on weather conditions, but most people check forecasts on separate apps with no connection to their hobby plans.



Fragmented Tools

Calendar apps don't understand hobbies. Weather apps don't know your preferences. Habit trackers ignore weather entirely. No single app combines them.



MyHobbyPlan



Missed Opportunities

Perfect weather windows for outdoor activities pass by unnoticed. Users miss ideal conditions because they're not actively monitoring forecasts.



Family Coordination

Families struggle to plan shared hobby time. There's no simple tool that helps coordinate activities across different schedules and preferences.



No Personalization

Existing apps offer generic experiences. They don't adapt to individual weather preferences, hobby priorities, or personal scheduling patterns.

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OUR SOLUTION

The All-in-One Hobby Planning Platform

MyHobbyPlan combines scheduling, weather forecasting, reminders, and intelligent planning into one beautiful app — giving users the power to enjoy their hobbies more



Plan Smarter. Enjoy More.

MyHobbyPlan is designed around a simple insight: hobbies thrive when they're planned with context. By combining your hobby schedule with real-time weather data, we help you make better decisions about when and how to enjoy your activities.

- ✓ Organize all hobbies in one intuitive dashboard
- ✓ Get real-time weather forecasts for your activity locations
- ✓ Set personalized weather preferences for each hobby
- ✓ Receive smart notifications when conditions are perfect
- ✓ Plan weekly and monthly activities with a visual planner
- ✓ Share and coordinate hobby plans with family members



Context-Aware Planning

Your hobbies, your weather, your schedule — all in sync.

**PRODUCT FEATURES**

Built for Hobbyists Who Love the Outdoors

A carefully crafted feature set that addresses every aspect of hobby planning and weather-aware scheduling.



Hobby Management

Create, edit, and organize all your hobbies in one intuitive dashboard. Categorize by type, set priorities, and track your engagement over time.



Weather-Based Planning

View current weather and forecasts for your selected city. Get real-time data on temperature, rain, wind, and humidity to plan outdoor activities.



Weekly & Monthly Planner

Plan your hobby activities week by week or month by month with a visual calendar. Drag, drop, and reschedule with ease.



MyHobbyPlan



Weather Preferences

Set ideal conditions for each hobby — temperature range, rain probability, wind speed — for customized activity recommendations.



Smart Notifications

Receive timely reminders for scheduled hobbies and intelligent alerts when weather conditions match your ideal hobby preferences.



Family-Friendly Experience

Designed for users of all ages with a clean, simple, and welcoming interface. Coordinate hobby plans with family members easily.

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TECHNOLOGY

Powered by Modern Technology

Built with a robust, scalable technology stack designed for performance, reliability, and a delightful user experience.

**MyHobbyPlan**

Android studio

Kotlin

MJeatrpkactk Compose

MVVM

Room Database

OpenWeather API

Google AdMob

Material Design 3

AI-Powered Intelligence

We are integrating artificial intelligence to deliver personalized recommendations, intelligent planning, and enhanced user experiences that adapt to each user's unique hobby patterns and preferences.

Our AI engine learns from user behavior, weather patterns, and scheduling habits to proactively suggest optimal activity times and discover new hobbies users might enjoy.

- Personalized hobby recommendations
- Intelligent scheduling optimization
- Predictive weather-hobby matching
- Adaptive user experience
- Smart activity discovery

**MARKET OPPORTUNITY**

A Growing Multi-Billion Dollar Market

The convergence of wellness, productivity, outdoor recreation, and lifestyle applications represents a massive and rapidly expanding market opportunity.

\$5.6T

GLOBAL WELLNESS
MARKET

By 2027 (GWI)

\$887B

Market size by 2026

890M

OUTDOOR RECREATION
USERS

Worldwide active users

21%

Annual growth rate



BUSINESS MODEL

Sustainable Revenue with Growth Levers

A freemium model that maximizes user acquisition while creating multiple revenue streams through ads, premium features, and strategic partnerships.

CORE PRODUCT

Free App

Free to Download & Use

The core app is completely free, supported by non-intrusive banner ads through Google AdMob. This ensures maximum accessibility and user acquisition.

- ✓ Full hobby management features
- ✓ Basic weather forecasts
- ✓ Weekly & monthly planning
- ✓ Smart notifications
- ✓ Family coordination

REVENUE STREAM

Rewarded Premium

Ad-Supported Upgrades

Users can access premium weather forecasts, extended 14-day outlooks, and AI-powered recommendations by watching rewarded video ads.

- ✓ Extended 14-day weather forecasts
- ✓ AI-powered hobby suggestions
- ✓ Detailed weather analytics

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Future Revenue Streams

Strategic partnerships with outdoor brands, weather services, and lifestyle companies. Premium subscription tier for power users. White-label solutions for enterprise clients.

Growth Strategy

Organic growth through SEO, social media, and word-of-mouth. Strategic partnerships with outdoor communities. Expansion to iOS, web, and wearable platforms.

TRACTION

Early Momentum & Growth

MyHobbyPlan is gaining traction with users who love the unique combination of hobby planning and weather intelligence.



MyHobbyPlan



1800

TOTAL DOWNLOADS

Update with real metrics


500+
ACTIVE USERS

Update with real metrics



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160

COUNTRIES REACHED

Update with real metrics


8
AVERAGE USER RATING
Update with real metrics


60%
USER ENGAGEMENT

Daily active users



300

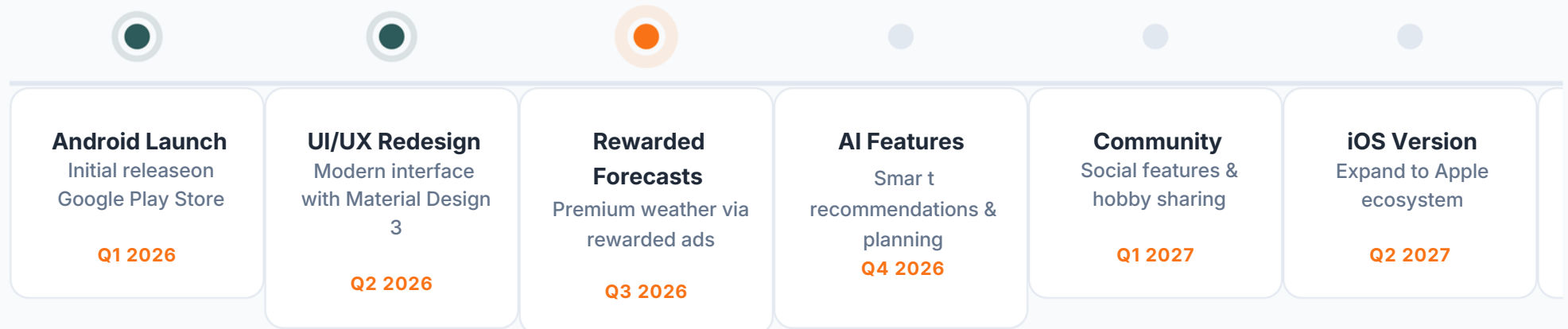
WEATHER FORECAST USAGE

Monthly forecast requests

**ROADMAP**

Our Journey Forward

A clear vision for growth from initial launch to becoming the world's leading hobby planning platform.



**COMPETITIVE ADVANTAGE**

Why MyHobbyPlan Wins

No existing app combines hobby planning with weather intelligence.

MyHobbyPlan fills a unique gap in the market.

Feature	Weather Apps	Calendar Apps	Habit Trackers	MyHobbyPlan
Hobby Management	✗	Basic	Basic	✓ Full
Weather Integration	✓ Full	✗	✗	✓ Full
Weather-Based Reminders	✗	✗	✗	✓ Smart
Personalized Preferences	✗	✗	Limited	✓ Deep
Weekly/Monthly Planner	✗	✓	Basic	✓ Visual

 Feature	Weather Apps	Calendar Apps	Habit Trackers	MyHobbyPlan
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Family Coordination	x	Shared	x	✓ Built-in
AI Recommendations	x	x	x	✓ Coming
Outdoor Activity Focus	Passive	x	x	✓ Core

SOCIAL IMPACT

Technology for a Better Life

MyHobbyPlan goes beyond productivity—it empowers people to live healthier, more connected, and more fulfilling lives through accessible technology.



MyHobbyPlan



Healthier Lifestyles

Encourages physical activity and outdoor recreation by making it easier to plan and execute hobby sessions regularly.



Mental Wellbeing

Hobbies reduce stress and improve mental health. Our app helps people maintain consistent hobby routines for long-term wellbeing.



Outdoor Recreation

Promotes outdoor activities by removing weather uncertainty. Users feel confident planning hiking, photography, gardening, and more.



Community Building

Creates opportunities for users to connect with local hobby communities and participate in group activities.



Accessible Technology

Designed for users of all ages and abilities. Clean, simple interface ensures everyone can benefit from smart hobby planning.

Family Engagement

Helps families discover shared interests and plan activities together, strengthening bonds through quality time.

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ABOUT US

Eleviq Technologies

A Kenyan software company building innovative AI-powered digital solutions that solve real-world challenges.



Edward Kigecha

Founder & CEO — Eleviq Technologies

Edward Kigecha is a visionary software engineer and entrepreneur dedicated to building technology solutions that make a real difference. With a passion for AI and user-centered design, he founded Eleviq Technologies to create innovative digital products that address everyday challenges in East Africa and beyond.



Our Mission

To build AI-powered digital solutions that solve real-world challenges, making technology accessible and beneficial for everyone. We believe in creating products that improve lives, strengthen communities, and drive positive social impact.

Our Vision

To become a leading African technology company known for innovative, user-centered digital products that address everyday challenges. We envision a world where smart technology empowers everyone to live better, healthier, and more connected lives.

Let's Build the Future Together

We're inviting investors, partners, grant organizations, and acceleratorsto connect with Eleviq Technologies and support the growth of MyHobbyPlan. Together, we can make hobby planning smarter and more accessible for millions worldwide.

MyHobbyPlan

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