

E-COMMERCE • SPORTS & FITNESS

Fast-Growing Fitness Equipment Brand with Viral Content

Shopify-based sports equipment brand with strong social following, paid and organic traffic, and untapped email list ready for monetization.

ASKING PRICE

\$453,186

30x Monthly Multiple

\$1.07M TTM REVENUE	\$187K TTM PROFIT	17% PROFIT MARGIN	35K+ EMAIL SUBSCRIBERS
BUSINESS MODEL DTC eCommerce	ESTABLISHED 2025	OWNER INVOLVEMENT 7 hrs/wk	
TEAM SIZE 3 people	CUSTOMER MARKET US / Global	TREND Rapid Growth	

Investment Highlights

- Unique portable fitness product with strong consumer demand and repeat appeal.
- Large combined social following across multiple platforms driving organic traffic.
- USA-based 3PL fulfillment with 5+ months of inventory on hand.
- Established paid advertising infrastructure with primed ad accounts ready to scale.
- Untapped email list of 35K+ subscribers offering immediate monetization upside.

Growth Opportunities

Email Monetization Activate dormant email list with flows and campaigns to drive incremental revenue.	Channel Expansion Launch on Amazon and additional paid platforms to diversify and grow revenue.
New Product Launch Introduce second fitness product with supplier contacts and samples already secured.	Geographic Scaling Expand into UK and European markets with existing brand and content assets.

Interested in Learning More?

Sign an NDA to access full financials, business details, and schedule a call with the seller.

Request Access →