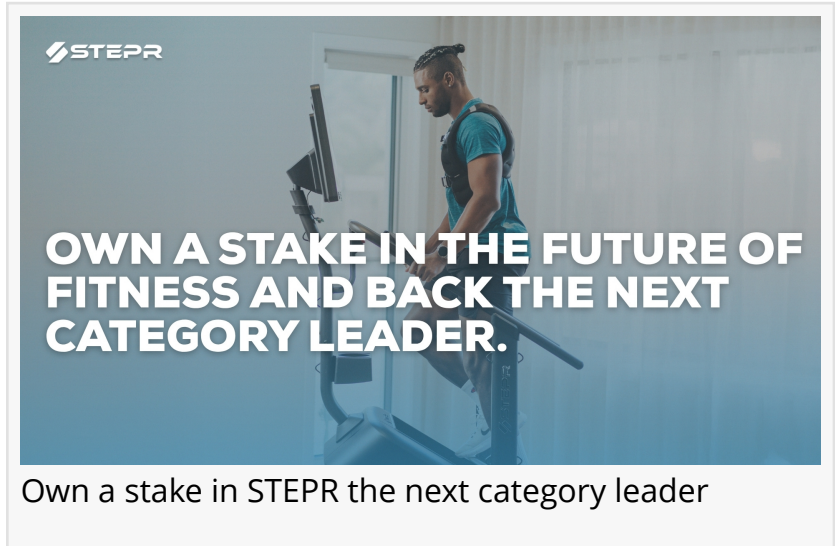


# Bootstrapped Fitness Brand STEPR Announces Community Equity Round After Building Category Leadership in Stair Climbing

*Profitable hardware-first growth, 7,000+ units sold and \$25M+ lifetime revenue; founders invite the community to back the next stage of multi-channel expansion.*

DE, UNITED STATES, October 13, 2025 /EINPresswire.com/ -- STEPR, the hardware-first fitness company redefining stair climbing for home and commercial training, today announced a [community equity round](#) is now open to the public. The company has been self-funded to date, selling 7,000+ units, generating \$25M+ lifetime revenue (including approx. \$14M in FY '25), and now expanding into 450+ Dick's Sporting Goods locations alongside leading partners such as Rogue Fitness, Scheels, ABT and Johnson Fitness.



Own a stake in STEPR the next category leader

“

We bootstrapped, built real products, proved product market fit & demand, & became the leader in the home stair-climbing category. Now we're inviting our community to own a stake in what comes next.”

*Daniel Alenaddaf | Co-Founder*

“Over the last few years, the fitness space was flooded with venture-backed experiments. We chose a different path,” said Dan, STEPR co-founder. “We bootstrapped, built real products, proved product market fit and demand, and became the leader in the home stair-climbing category all without locking customers into mandatory subscriptions. Now we're inviting our community to own a stake in what comes next.”

Why Now?

1. Category momentum, real traction: 300M+ steps logged across the installed base; strong adoption by elite athletes across CrossFit, HYROX, Body Building,

Ultra Endurance and many other sports.

2. Defensible innovation: Multiple Patents pending across STEPR's stair climber line; plus

exclusive global license for commercial grade next-gen VPR™ fan/air resistance cardio technology.

3. Multi-stream growth plan: Plans on releasing an optional membership rewards (ARR), IP licensing, commercial/B2B channel growth, events, studio concepts, and new cardio/strength modalities all layered on a profitable hardware core.

4. Retail scale + commercial runway: From home to full-commercial, STEPR's product roadmap covers the full pyramid of demand.

#### A David vs. Goliath Approach:

STEPR's founders contrast their path, bootstrapped, profitable on hardware, and community-first. Against the pandemic-era, VC-heavy bets that left many connected-fitness companies overcapitalized and underperforming. By letting customers fully use their equipment without a paywall, STEPR has built trust, brand affinity and repeat demand.

#### Market Context & Comparisons:

STEPR's momentum has already outpaced early crowdfunding benchmarks in connected fitness. While Peloton raised approximately \$307k on Kickstarter in 2013, Hydrow approximately \$1M on Indiegogo in 2018, and CLMBR approximately \$1.3M in 2020, STEPR's 2023 pre-sale of approx \$2.4M, moving over 800 units. This represents one of the larger pre-sales of fitness equipment, signalling category leadership before opening its equity round.

#### How to Participate:

Prospective investors can learn more and register interest at <https://invest.getstepr.com/>. For more information, view the [Offering Memorandum](#) for STEPR Inc.

#### About STEPR:

STEPR is a fitness company on a mission to make stair climbing and stepping the most accessible, results-driven cardio for home and commercial training. With patented innovations, a profitable hardware core, and an expanding ecosystem of software, adjacent product categories, B2B and commercial channels, STEPR is building the next great fitness platform.

#### Media Contact:

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Disclaimer: Investing involves risk, including loss of capital. This announcement contains forward-looking statements subject to risks and uncertainties. STEPR has filed a Form C with the Securities and Exchange Commission in connection with its offering, a copy of which may be obtained via here: <https://invest.getstepr.com/>. Past performance is no guarantee of future results. Current performance may be lower or higher than the performance quoted.

STEPR

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