



DUEL SOCIETY

Duel society is drawing 800 million global wellness shoppers in 60 countries to be more physically active by regularly taking part in a 15 minute and 09 second Duel.



duelsociety.org

DUEL



to win a Duel aim for the heart :)

To take part in a Duel you simply need the exquisitely designed and highly compact Duel racquet, an opponent, a few square metres of space anywhere and little else.

No sports facilities, sports halls or gyms needed, hooray.

duelsociety.org

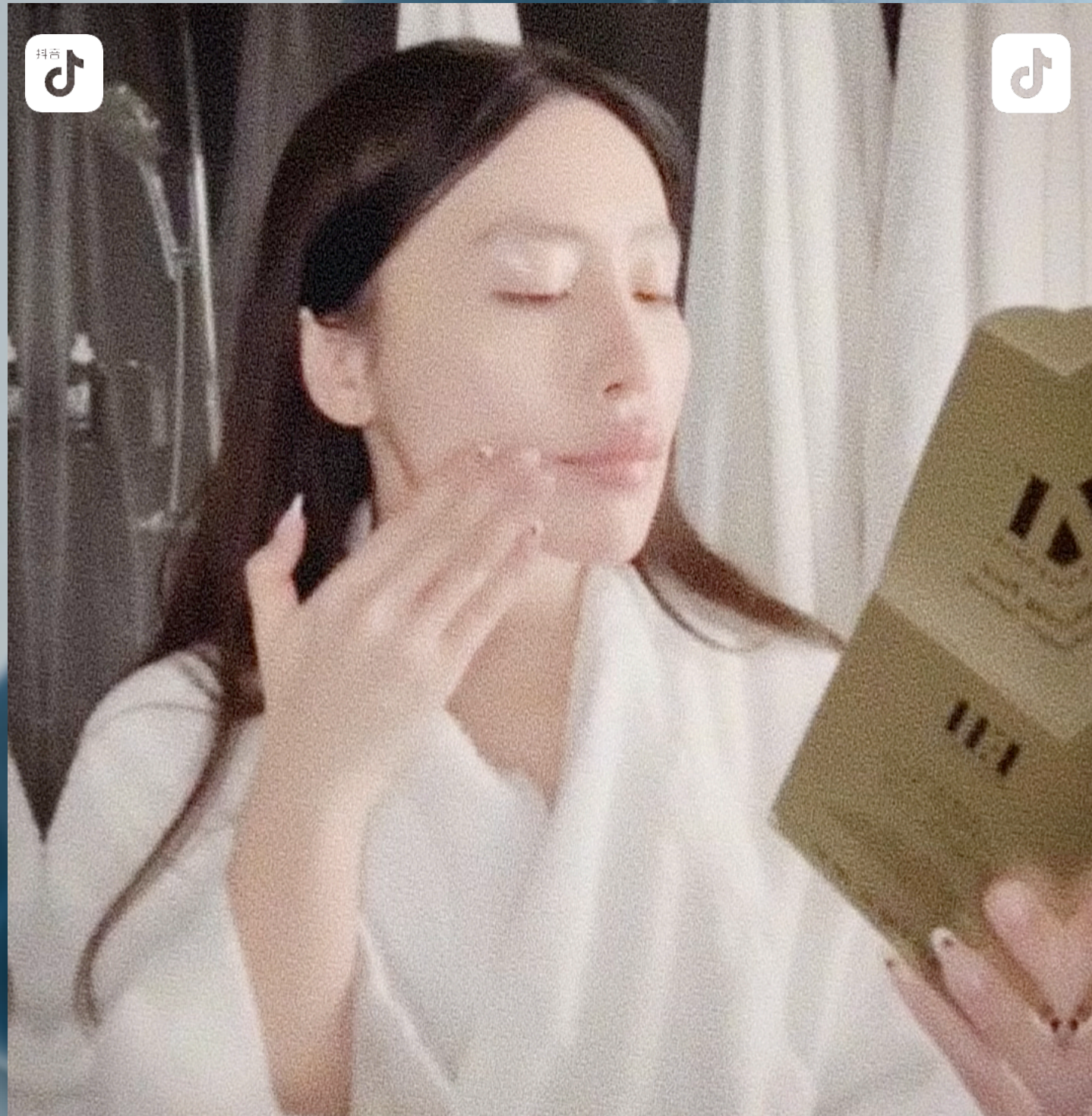
DUEL SOCIETY PURPOSE



Founded by 2 sisters and developed by a team from Cambridge University the purpose of Duel is to help solve the global inactivity crisis increasing risk of illnesses such as heart disease, type-2 diabetes and cancer.

“Almost one-third (31%) of the world's adult population, or 1.8 billion people, are not physically active. This number is projected to rise to 35% by 2030 if the trend continues.” World Health Organization (WHO)

DUEL SOCIETY GOODS



Duel Society is commercially supported by **Duel Society stores** on socials including Tiktok and Douyin where the Duel society can effortlessly buy the finest wellness goods from 60 countries.

There are also **Posts** from others in the Duel Society, defined as Creators, who use the listed wellness goods and share their experience to support decision making.

Listing Fees are 9.5% of sales plus £95 and up per Post

DUEL SOCIETY TIMELINE

2023

Duel racquet prototype developed by 2 female founders in Cambridge, England to tackle physical activity amongst students in the city.

2024

Duel racquet prototypes further developed and used in Paris during the Olympics by Sebstan Benzecry, Captain of Cambridge University Rowing Team.

2025

Duel racquet industrial design team collaborate with Kawaskaki sport manufacturing for the first 10,000 items.

Duel racquets are used in Florence and Biarritz and Selfridges, London.

2026

Duel social stores on Tiktok and Douyin and full deployment of Duel by 10,000 Cambridge University students.

2027

The start of Duel use by students at leading universities in 60 countries.

2028

Start of Duel use by all citizens in 60 countries.



DUEL AT SELFRIDGES LONDON 2025

DUEL SOCIETY COMPANY

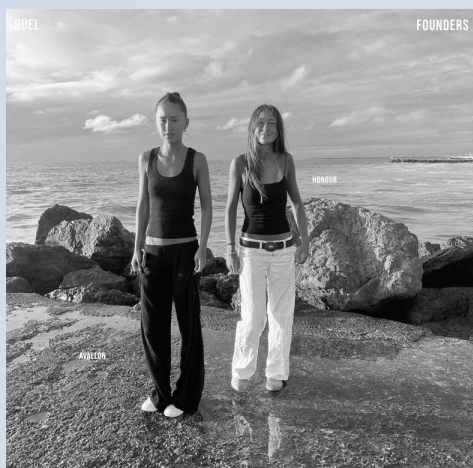
“The team at Optibac is delighted with the performance of the Duelstone Creator platform.” **Jalal Janmohamed, CEO Optibac probiotics**

“A new era for supplements global expansion into China has arrived with Duelstone. I am blown away by the power.” **Benji Lamb, Head of international Vitabiotics**

Duel society is operated and managed by **Duelstone Ltd Cambridge**, UK a leading wellness goods social retailer with 15,000 wellness creators in 60 countries.

Duelstone is depended on by leading wellness brands including **Vitabiotics, Optibac, Emma Hardie skin**, Abbott nutrition and many more for fast global expansion through social platforms.

DUEL SOCIETY TEAM



DUEL FEMALE FOUNDERS

Avallon and Honour teach students around the world to use Duel and discover the wellness benefits.

DUELSTONE CEO

Byron Constable brings 20 years experience leading the global growth of premium sports and wellness brands including Lacoste (£2m to £100m) and The Shanghai Race Club.

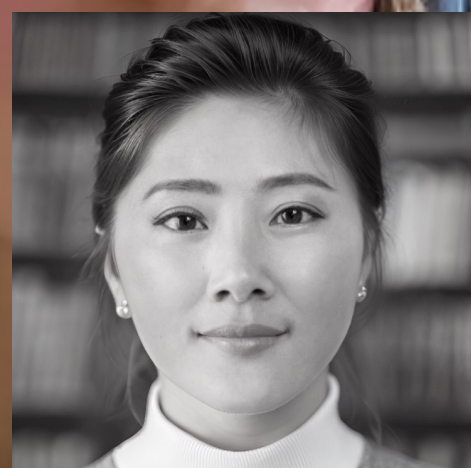


DUEL PRESIDENT

Sebastian Benzecry is the captain who led the Cambridge University rowing team to successive wins in the Beat race.

DUELSTONE CTO

Seven Huang has a PHD in AI and 15 years of extensive knowledge in building and managing the most advanced workflow automation platforms, data security and development teams.



DUELSTONE FOUNDER

Skye Ruan manages global operations and oversees the development of the Duelstone wellness creator workflow automation used to manage collaborations with 15,000 creators worldwide.

DUELSTONE CFO

Dennis Hayes, CFO a qualified accountant who has worked in a wide range of industries including retail and technology. Also experienced in corporate takeovers and mergers.



DUEL SOCIETY
JOIN IN

||