

FitFlow

Your workout, your play, your winning way.

- The Jacobians -

The Jacobians Team

"The Jacobians" is a **multi-disciplinary** team of **engineers** of the University of Bologna, born with the intention of uniting out different skills and passions towards a common goal: to bring an **innovation** in the **fitness landscape**, by completely redefining the experience of training in gyms.



Andrea Perna
Electronic Engineer



Francesco De Marco
Automation Engineer



Davide Corroccoli
Automation Engineer



Andrea Missiato
Computer Engineer



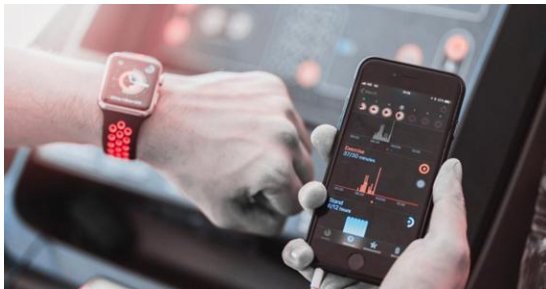
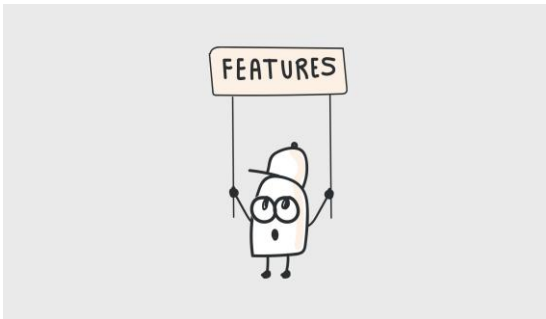
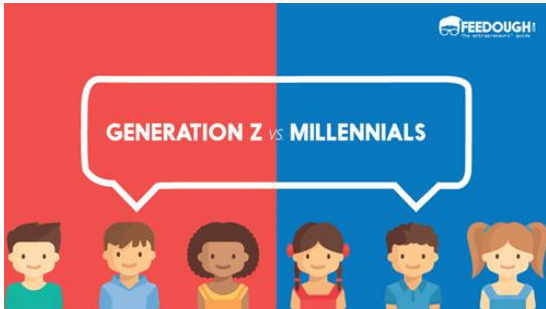
Gutu Abeya Tefera
Electric Engineer

The Problem

The **COVID-19 pandemic**:

- has completely reversed the growth trend of the fitness industry in the last years, leading to a **reduction of almost 16% in the market share**;
- acted as a catalyst for the **digital transformation** (wearable devices, digital apps, online training);
- **dark period** for gyms: 22% had permanently closed their doors (2021); bad economic state and lack of new subscribers;





Fitness environments need to face a **REVOLUTION**:

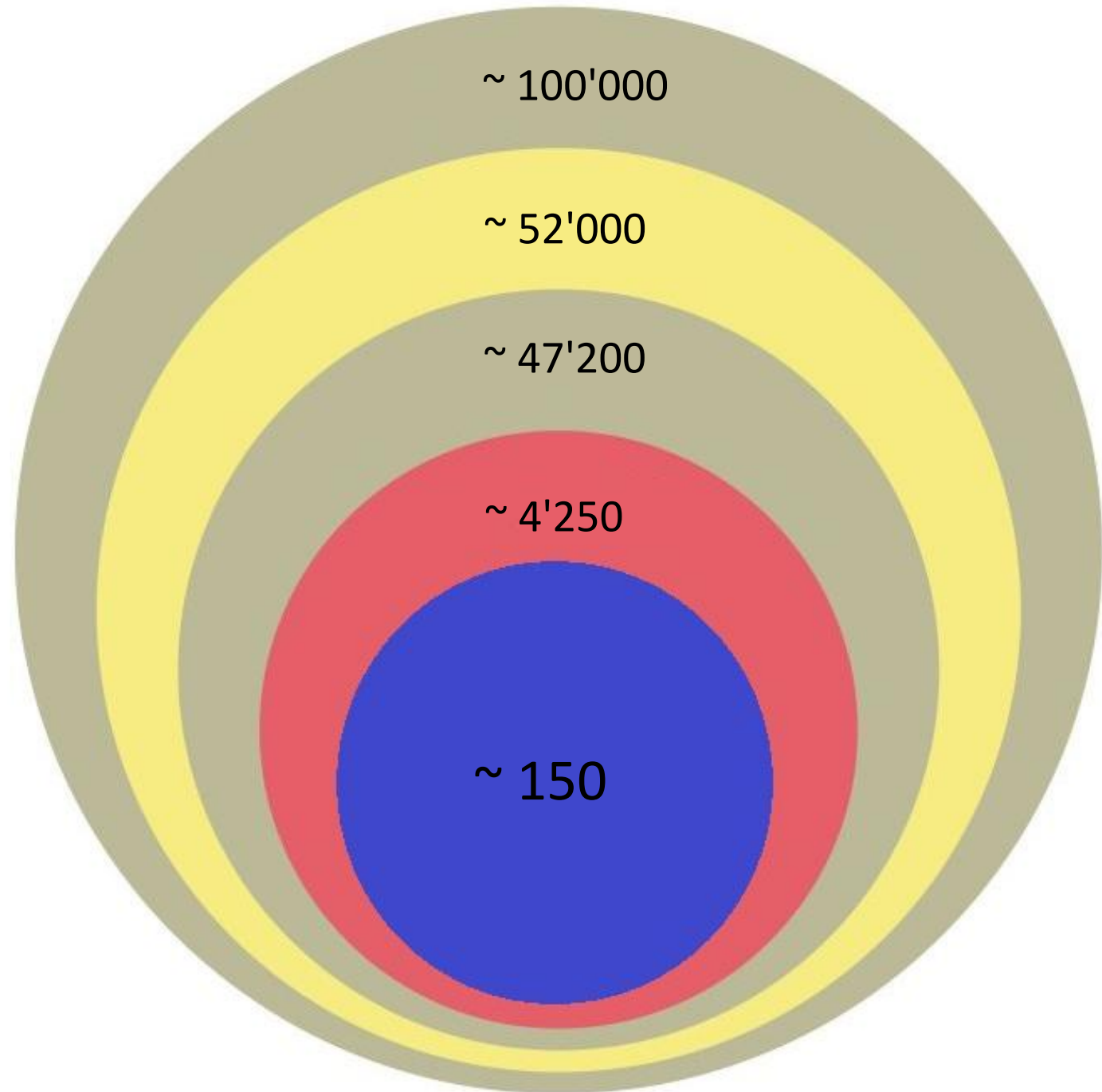
- Urgent need of **technologies** and **training improvements** to encourage people to prefer gym to home.
- 87% of respondents (survey) who have attended a gym or fitness center at least once in their lives believe that gym equipment is either **outdated** or **not fully technological**.

Main challenges encountered during workouts

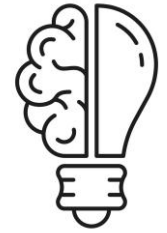
- | | |
|--|------------|
| • Absence of performance tracking | 55% |
| • Lack of motivation during workouts | 51% |
| • Difficulty in correcting training technique | 59% |
| • Lack of personalization in training | 48% |
| • Other | 55% |

Market Diagram

- | ~ 100'000 facilities where sports disciplines are practiced |
- | ~ 52'000 facilities in the north of Italy |
- | Over 47'000 facilities are in the following regions: ER, LO, VE, TU |
- | ~ 9% of these are gyms (~ 4'250) |
- | ~ 3.5% is our interest (~ 150) |



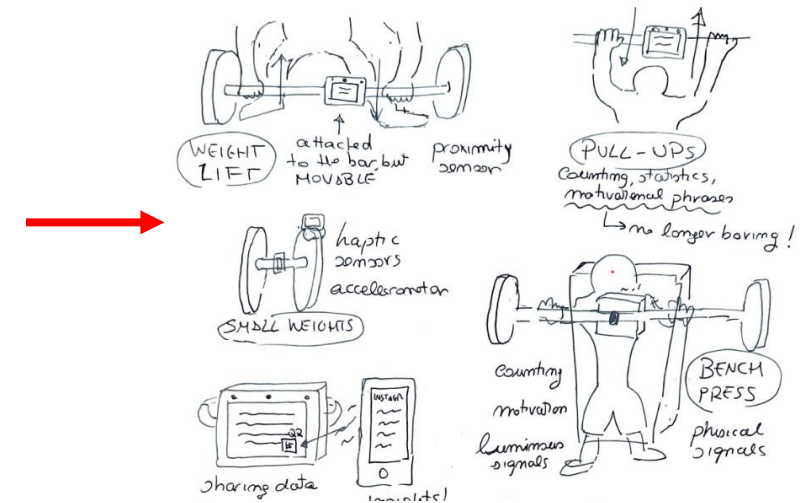
The solution



Electronic embedded devices that measures and collect data through sensors and process them through software algorithm

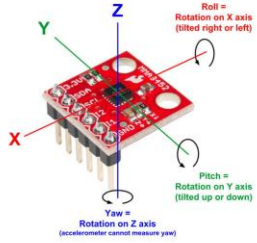


These devices can be both fixed to a specific machine or portable and linkable to weights or barbells



A lot of features and different programs according to the specific exercise and the customer's needs

The features



Through **accelerometer** we can not just counter the number of repetition but also calculate the force applied and how that changes through repetition



STRENGTH LEVEL

Connected and protected: data are sent to the central database, every operation is possible just via user authorization



Help, tutorial and advise

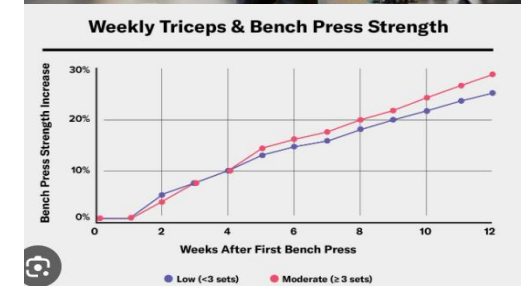


Within the app is integrated everything you need for your training and for monitoring your result

Beat monitoring



App, social media and connectivity



Competitors Analysis

Criteria	Fit Flow	Omron	Apple	Tonal
Market Strategy	Social Media, Trainers, Discounts	Promotes Features & benefits through various	Network of authorized Retailers	Community engagement, Subscription
Main Activity	Software, Hardware, Algorithms	Industrial Automation, healthcare	Electronics, Wearables	Providing personalized workout
Weakness	Emerging, Brand Challenges	Trends, Relevance	Premium Pricing	Wall Mounting, Space Requirement
Product Price	€250 + Subscription	\$50-\$100	€41-€458, €8.99/month or €71.99/year	Several Thousand + Subscription

The Business Model



The Sales Model of FitFlows

Type	Cost	Monthly Trial	Ownership	Installation	Maintenance
Annual Rent	2000€ per 10 FF	Yes	No	Yes	Yes
Direct Sell	400€ each	Yes	Yes	No	No

*Annual rent provides an incremental discount of 10% on the purchase of the FitFlows, up to 50% after 5 years

The Advertising Campaign

- Participation in national and international **fairs** and **events** in the gym sector;
- **Collaborations** with industry experts, influencers and content creators in the fitness environment;
- Sponsorship campaigns on **social networks** like Instagram and Meta, through posts and stories;

Financial Projection

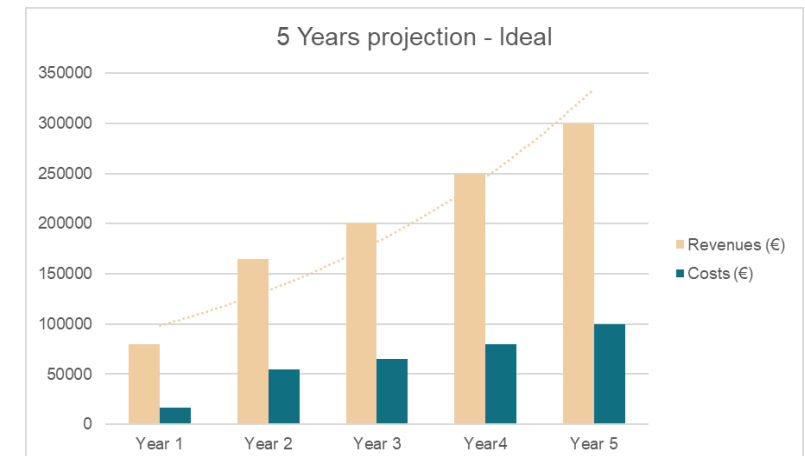
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	80'000 €	165'000 €	200'000 €	250'000 €	300'000 €
Costs	17'000 €	55'000 €	65'000 €	80'000 €	100'000 €
Profit/Loss	+ 63'000 €	+ 115'000 €	+ 145'000 €	+ 195'000 €	+ 245'000 €

Cost Category	Unit Cost (€)
Domain	10 €
Patent	1000 €
Hardware	20 € / FitFlow
Software	For free
Computers	3200 €

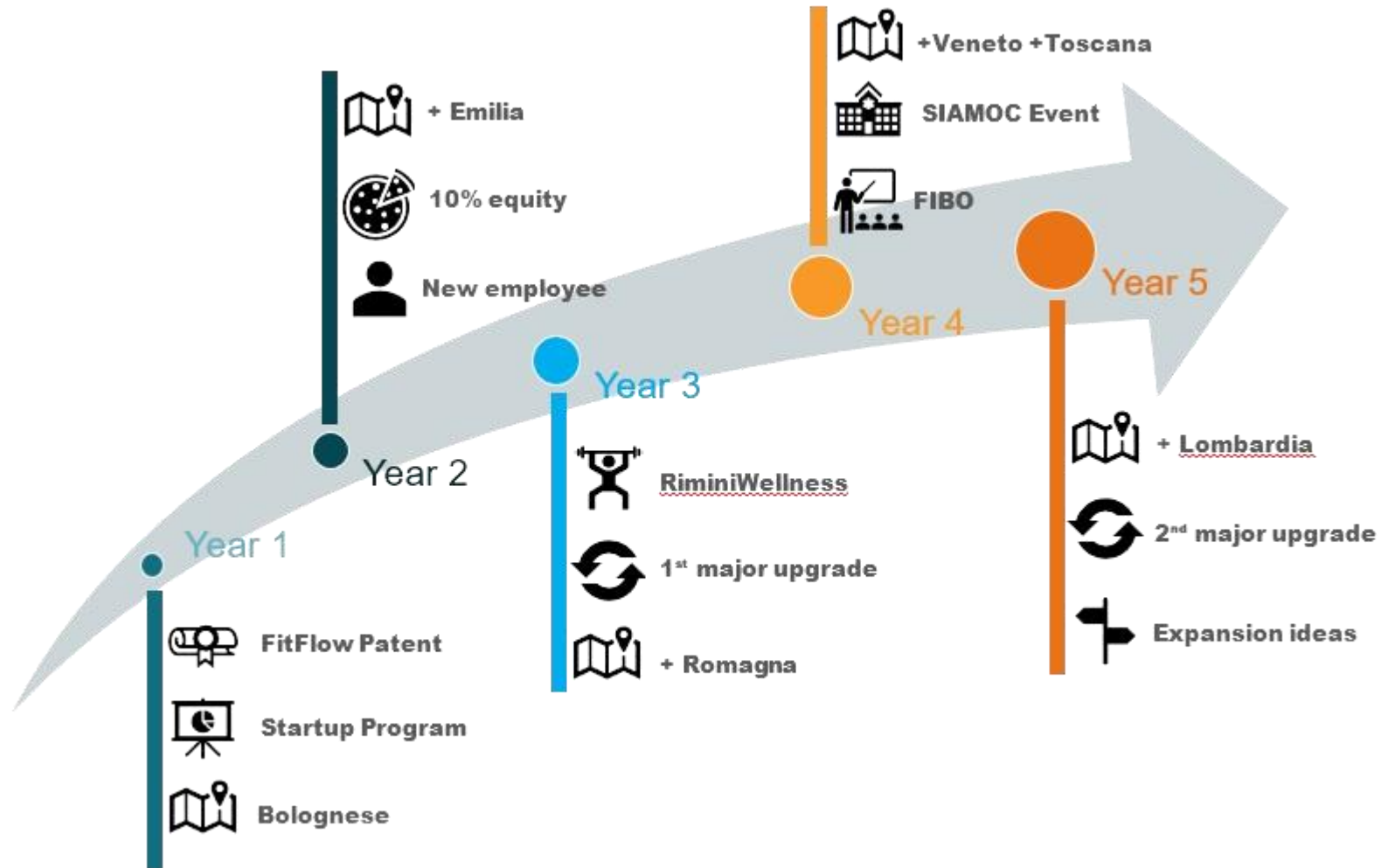
Cost Category	Yearly Cost (€)
Data security	250 €
Legal accounting	1500 €
Gadgets	500 €
Hosting	30 €
Instagram	500 €
Gasoline	3000 €

Assumptions:

- 30 new gyms per year;
- 5 gyms/year redeem their FFs;
- Year 2, cash-inflow due to equity sales;



Operational Roadmap





Contact us at: fitflow@legalmail.it



Thanks
for your
attention



Questions ?