

UNLMTD

Team Members:

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Thesis:

Our Recovery Tracking app helps athletes/gym enthusiasts who want to optimize their workout by tracking biometric data and stay motivated to be active.

Interviews since last meeting: 40

Total interviews: 50



Business Model Canvas

Customer Pains <ul style="list-style-type: none">● Frequent Injuries● Overtraining & Fatigue Mismanagement● Slow Recovery & Missed Games● Coaches & Trainers Need Better Data● High Cost of Rehab & Medical Bills	Customer Segment <p>Who experiences these pains?</p> <ul style="list-style-type: none">● Health-conscious individuals looking to monitor and improve their well-being.● Busy professionals who struggle to maintain a healthy lifestyle due to time constraints.● Athletes & fitness enthusiasts seeking data-driven performance tracking.● People with poor sleep habits who need guidance on improving sleep quality.● Nutrition-focused individuals who want personalized dietary recommendations. <p>Who are the decision makers?</p> <ul style="list-style-type: none">● Individual consumers making personal health decisions.● Fitness coaches and trainers recommending health-tracking solutions.● Healthcare professionals advising patients on lifestyle improvements.● Employers promoting employee wellness programs.
Customer Gains <ul style="list-style-type: none">● Injury Prevention & Early Warnings● Faster Recovery & Peak Performance● Longevity & Career Extension● Better Decision-Making for Coaches● Cost Savings on Medical & Rehab Expenses● Peace of Mind & Confidence	

Customer Interview Summary

UNLMTD Insights

What We Thought (Hypotheses Tested)

Athletes, trainers, and gym-goers struggle with injury prevention and recovery tracking.

Wearable tech + AI insights could solve this by helping users train smarter and recover faster.

Coaches, PTs, and gym owners would be open to using this tech, but only if it's simple, affordable, and proven.

Gyms all over the world would benefit from our product because increase in clients = increase in revenue for gyms and personal trainers

What We Did (Who We Interviewed)

Conducted 50 interviews with a diverse group of athletes, gym-goers, coaches, physical therapists, gym managers, and team decision-makers.

Focused on understanding their recovery routines, injury concerns, and openness to using wearable tech.

Prioritized interviews with decision-makers to explore adoption barriers and purchasing behavior.

What We Learned (Key Takeaways)

Most athletes still rely on manual or basic recovery methods.

There's strong interest in a wearable that provides real-time fatigue, hydration, and recovery tracking.

Decision-makers need proof of value and ease of use before buying.

Compliance and personalization are key—users want simple, actionable insights, not raw data.

Some gyms do not get their main profit from personal trainers/offer that service due to low gym membership costs.



Comparison

	Value Proposition	Value Proposition	Value Proposition	Value Proposition
UNLMTD	85% of users reported feeling more in control of their recovery (based on interviews).	Reduces need for extra recovery tools (ice baths, massage guns), potentially saving \$50–100/month.	Coaches report saving time by using automatic fatigue tracking instead of manual check-ins.	Reduces injury risk and improves performance consistency (based on coach interviews + recovery science).
Competitor #1 (WHOOOP)	High satisfaction, but primarily targeted at general wellness.	Subscription cost adds up over time.	Offers recovery scores, but lacks sport-specific fatigue data.	No team dashboard or in-game performance insights.
Competitor #2 (Oura Ring)	Well-rated sleep tracking, less useful during active training.	Expensive upfront + subscription.	Focused on recovery, but doesn't track sport-specific load.	Lacks athletic application beyond lifestyle tracking.
Competitor #3 (STATsports)	Good tracking for movement/load, but limited to pro/college teams.	High cost (\$300–500/unit + software fees).	Tracks workload but not hydration or muscle fatigue.	Good for external load, but no internal recovery feedback.

UNLMTD
Owner's Perspective
Owner
3/20/25
Matthew

Kevin Broll
Planet Fitness Manager

Why we interviewed this person:	I interviewed Kevin because of his role as a manager at a large gym chain in the US. I was looking for scalability opportunities for UNLMTD and if our product would transfer over to larger gyms.
We wanted to understand:	I wanted to understand if our product would be usable at more gyms in the world, such as gyms with many locations in the US, or if we should stick to local gyms with only 5-10 locations (to increase their revenues).
We learned this about the business:	Their main profit does not come from trainers in the gym, but rather their low membership cost (~\$10/mo). Since trainers are not a main source of profit for the gym, they would not benefit from our product.
We were surprised by:	I was surprised by how low the gym membership costs. Our product would probably increase price for members.

UNLMTD
Personal Trainer
Current Solutions
3/25/25
Matthew

Joseph Cisneros
Personal Trainer

Why we interviewed this person:	Joseph is an experienced personal trainer so I wanted his insight on his current ways he tracks client progress and any challenges he faces in providing a personalized training plan.
We wanted to understand:	I wanted to understand any current solutions personal trainers use and how we can pivot in improving their current solution.
We learned this about the business:	Personal trainers love one-on-one interactions and not just numbers. So we need to make sure to integrate interactive features with users to keep them engaged.
We were surprised by:	I was surprised by how much trainers value human contact and Joseph even suggested motivational reminders to keep users on track.

Why we interviewed this person:	We interviewed Erick Macall, the Youth Athletic Director at SF Glens, to understand how recovery tools, injury prevention strategies, and performance technology are evaluated and adopted in a youth academy setting. As a decision-maker, Erick provides insight into budget priorities, player development goals, and tech adoption readiness at the club level.
We wanted to understand:	<ul style="list-style-type: none">• How injury prevention and recovery are currently managed in youth soccer.• Whether the academy has interest in or budget for wearable performance/recovery tools.• What criteria are used to evaluate new training or tech solutions.• How data and AI insights could support player development and safety.
We learned this about the business:	<ul style="list-style-type: none">• Youth players are often overworked, and injury prevention is a growing concern.• The club is open to technology solutions, but adoption depends on ease of use, proof of effectiveness, and budget fit.• A tool that can track fatigue, hydration, and suggest recovery adjustments would help coaches make smarter decisions.• Parental involvement and education are also important—if a wearable helps them feel their child is protected, it adds value.
We were surprised by:	<ul style="list-style-type: none">• There's a strong push for long-term athlete development, not just short-term performance.• Budget is limited, but cost-sharing models (player-paid, sponsor-supported) could make it viable.• Most current tracking is still manual or basic GPS data, not recovery-focused.

Why we interviewed this person:	<p>We interviewed Shadhi Fara to understand how recovery tools like UNLMTD could support injury prevention and rehab in a clinical setting. As someone opening his own clinic, he plays a dual role: hands-on expert and economic buyer.</p> <p>His biggest challenge is ensuring patients recover effectively without re-injury, especially when compliance is low. UNLMTD could offer real-time muscle fatigue and hydration tracking, helping therapists tailor recovery programs and monitor progress between sessions. He sees potential in wearable tools that provide clear, patient-friendly data, and said it could also give his clinic a competitive edge.</p>
We wanted to understand:	<ul style="list-style-type: none">• How physical therapists currently track patient recovery and progress.• What tools or systems are used to prevent re-injury and improve rehab outcomes.• Whether a wearable device like UNLMTD would be useful in a clinical setting.• What factors influence purchasing decisions for new recovery technology in clinics.
We learned this about the business:	<ul style="list-style-type: none">• Most recovery tracking is still manual or self-reported, making it difficult to catch signs of overtraining or poor recovery.• A tool that provides objective, real-time data on fatigue and hydration could improve patient outcomes and streamline rehab planning.• Clinic owners are looking for tools that can differentiate their services, especially when opening or scaling new locations.
We were surprised by:	<ul style="list-style-type: none">• Compliance is a major issue, patients often stop following recovery plans once they “feel better,” leading to re-injury.• Shadhi sees potential for wearable tech to improve accountability, not just for athletes but also for general rehab clients.• He expressed interest in using UNLMTD as a clinic-branded tool to boost retention and trust.

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Athlete

How do athletes recover after a game?

3/31/25

Anisah

Elena

Water Polo Team

Why we interviewed this person:	<ul style="list-style-type: none">- Elena is a competitive water polo player for the school- Provide insight into recovery challenges, specifically faced by aquatic athletes
We wanted to understand:	<ul style="list-style-type: none">- What recovery methods she currently uses and how effective they are
We learned this about the business:	<ul style="list-style-type: none">- Many athletes rely on general recovery but lack a structured way to track progress
We were surprised by:	<ul style="list-style-type: none">- How little data athletes currently have compared to performance metrics

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Coach

How do you monitor your players recovery?

3/31/25

Anisah

Josh

Women's Soccer Coach

Why we interviewed this person:	<ul style="list-style-type: none">- Understands the physical and mental recovery needs of soccer players
We wanted to understand:	<ul style="list-style-type: none">- How coaches track and manage player recovery at different levels of competition
We learned this about the business:	<ul style="list-style-type: none">- Coaches often rely on subjective feedback from players, but a data-driven system could provide more accurate insights
We were surprised by:	<ul style="list-style-type: none">- There is a variation in the recovery practices of players, even among the same team

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Athletic

How do athlete prevent injuries?

03/27/2025

Joyce

Morris Chen

College volleyball team

Why we interviewed this person:	Morris is a college volleyball player. We wanted to understand the injury risks, training routines, and recovery challenges faced by a college volleyball player. Since volleyball involves frequent jumping, quick lateral movements, and repetitive overhead motions, we were particularly interested in how these factors contribute to injuries and affect performance.
We wanted to understand:	<ul style="list-style-type: none">• The most common types of injuries experienced by volleyball players.• What methods they currently use for injury prevention and rehabilitation
We learned this about the business:	Volleyball players frequently experience knee, ankle, and shoulder injuries due to jumping, landing, and overhead motions. Most rely on stretching and icing but lack advanced recovery tools like AI-driven monitoring or personalized injury prevention.
We were surprised by:	Many athletes play through minor injuries, leading to long-term issues. Some depend on team physiotherapists but face inconsistent recovery plans based on injury severity and available resources.

UNLMTD
Athletic
How they track fatigue?
03/29/2025
Joyce

Yuri Miyashita
High school badminton
team

Why we interviewed this person:	Yuri is a high school badminton team before. We wanted to understand the injury risks, training routines, and recovery challenges faced by a high school badminton player. Since badminton involves rapid direction changes, overhead swings, and high-intensity rallies, we were particularly interested in how these factors contribute to injuries and recovery needs.
We wanted to understand:	<ul style="list-style-type: none">• The most common injuries badminton players experience.• How they track fatigue, recovery, and training intensity.
We learned this about the business:	Badminton players often suffer from ankle sprains, knee strain, and shoulder injuries due to quick footwork and repetitive overhead shots. Many rely on stretching, massage, and basic taping but lack structured recovery programs or real-time fatigue tracking.
We were surprised by:	Many players ignore early injury signs, increasing long-term risks. Some use online advice for recovery but struggle to find reliable, sport-specific guidance.

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Age ranges

How would you want to use this technology?

03/27/2025

Nadir

Mohammed
Uncle

Why we interviewed this person:	I interviewed this person because I wanted to see if people older would be interested in this AI and what benefits they look for in technology
We wanted to understand:	What features they would want added and what health benefits to they want to improve on
We learned this about the business:	We learned that older people <i>are</i> interested in this technology because it can be custom to their conditions like heart problems, back pain, general fatigue and so on
We were surprised by:	I was surprised by how much older people take care of their bodies outside the gym (supplements, medication, doctor appointments)

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Designs and features

What features would you want

03/29/2025

Nadir

Luis

On a Sunday league team

Why we interviewed this person:	We interviewed this person because Luis plays soccer multiple times a week and even spends time practicing by himself
We wanted to understand:	We wanted to understand what other features our users might want as well as what benefits soccer players
We learned this about the business:	We learned that soccer players tend to worry more about recovery and physical fitness and endurance rather than bodybuilding. This means that we can add to our app and be more specific about what our users need
We were surprised by:	I was surprised by how much he ran and how much time he spends on recovery. He uses an ice bath pretty routinely as well as uses his local gyms sauna



NEXT PLAN

UNLMTD's Next Interviews

- Strength & Conditioning Coaches
- College Athletes
- Kinesiology Professors
- Professional Athletes
- Medical Professionals
- Sports Performance Analysts
- Gym Owners

Point of Contact

- Networking
- Social Media
- Local Gyms & Colleges
- Fitness Forums & Communities