UNLMTD

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Thesis: UNLMTD is designed for athletes, fitness enthusiasts, and trainers who want to optimize performance, prevent injuries, and accelerate recovery. Our wearable technology and AI-powered app provide personalized workout adjustments, real-time fatigue tracking, hydration monitoring, and customized recovery plans. Customers will choose UNLMTD because it offers data-driven insights that reduce injury risk, enhance training efficiency, and maximize long-term athletic potential—something no other fitness wearable currently provides.

Interviews since last meeting: 0
Total interviews: 10

Business Model Canvas

Customer Pains

- Frequent Injuries
- Overtraining & Fatigue Mismanagement
- Slow Recovery & Missed Games
- Coaches & Trainers Need Better Data
- High Cost of Rehab & Medical Bills

Customer Gains

- 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 Segment

Who experiences these pains?

- **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.

Who are the decision makers?

- **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.

UNLMTD
Gyms
Would AI benefit personal trainers and their clients?
2/21/2025
Anisah

Ramzi
Personal Trainer
Crunch Fitness

Why we interviewed this person:	Personal trainers have insight on workout plans, recovery, injury prevention, and key metrics (heart rate, posture, movement).
We wanted to understand:	How personal trainers can use our AI powered tool to better aid clients in reaching their fitness goals.
We learned this about the business:	This can keep people accountable and be paired with personal training. Makes workout more engaging, gives clients real time progress to stay motivated.
We were surprised by:	Interviewee mentioned they don't believe this tool will replace personal trainers, it will only pair well since trainers are able to decipher the data and keep a lookout for real-time issues physical injuries.

UNLMTD
Physical Therapy
Would AI help physical therapists better treat patients?
02/20/2025
Anisah

Judy
Physical Therapist
Ocean Beach PT

Why we interviewed this person:	Can explain how muscles fatigue over time and the best methods for recovery. Insights into how to prevent overtraining and how to structure workouts for different fitness levels.
We wanted to understand:	How our AI-powered fitness tracker can effectively monitor muscle fatigue, prevent injuries, and support recovery.
We learned this about the business:	The metrics most helpful for this field: - Muscle strain - Hydration - Blood pressure - Movement Patterns
We were surprised by:	Tracking blood pressure continuously in real-time can cause false alarms, as blood pressure does fluctuate. Better to track trends over time rather than per-minute readings.

UNLMTD
Live Fit Gym
Would AI benefit personal trainers and the gym?
2/20/2024
Matthew

[Kaden Tran]
[Certified Personal Trainer]
[Power Lifter]

Why we interviewed this person:	Kaden is a personal trainer at Live Fit (chain gym in the bay area) and serves as a great direct connection to other gym trainers and his boss, the owner.
We wanted to understand:	We wanted to understand gym members struggles and concerns regarding personal trainer fees, & any proactive effort put into personal workout schedules.
We learned this about the business:	We learned that most members struggles with creating a personal workout plan for themselves due to lack of knowledge/experience.
We were surprised by:	How much personal trainers charge per session. Learned that our service will benefit members at gyms by providing way cheaper alternatives to PTs.
Other interesting outcomes:	

UNLMTD
Mashouf Wellness Center
What does creating a personalized workout plan look like?
2/24/2024
Matthew

[Nathan Doran]
[Body Builder]
[Avid Gym Goer]

Why we interviewed this person:	Nathan personally helps many others at the gym regarding their workout plans and nutrition goals.
We wanted to understand:	We wanted to understand the process of creating gym plans for others with limited information on their goals/experience.
We learned this about the business:	We learned that creating a personalized workout regime is tedious and takes a lot of time. Nathan stated he would benefit from our service because of the automated plan/guide for the average gym enjoyer.
We were surprised by:	The amount of questions Nathan asked to get information from members and still struggling to create a personalized workout plan that fits in their weekly schedule.
Other interesting outcomes:	

UNLMTD
World Gym
Would AI benefit personal trainers?
2/20/2024
Joyce

[Ming Chung]
[Coach]

Why we interviewed this person:	Ming is a fitness coach at World Gym, directly working with athletes and fitness enthusiasts. As a key decision-maker and influencer, we think he can provides maybe insights into injury prevention, training workload management, and client pain points.
We wanted to understand:	How coaches currently track and manage injuries and recovery.
We learned this about the business:	Coaches rely on experience and manual tracking to monitor clients' conditions. Many clients ignore early injury signs, leading to longer recovery times.
We were surprised by:	
Other interesting outcomes:	Clients trust coaches more than wearable devices alone, so AI should complement coaching, not replace it.

UNLMTD
World Gym
Would AI benefit personal trainers?
2/22/2024
Joyce

[Emily Dong]
[Staff]

Why we interviewed this person:	Emily works as a staff member at World Gym, interacting with members daily. She provides insights into gym-goers' concerns, injury trends, and how gym services support injury prevention and recovery.
We wanted to understand:	Whether members ask for guidance on injury prevention or recovery. If there's interest in AI-driven fitness and recovery solutions.
We learned this about the business:	Members rarely ask for injury prevention advice unless already injured, relying on self-research. Interest in AI fitness solutions exists but is low; members prefer simple, personalized insights.
We were surprised by:	
Other interesting outcomes:	Staff believe an AI-powered injury prevention tool could be valuable, but only if it's simple and accessible.

David
Kinesiology Student

Why we interviewed this person:	David is a kinesiology student with deep insights into how sports science influences athletic training and performance. They are currently involved in research focusing on the biomechanics of athletes and personalized training regimens.
We wanted to understand:	- The key scientific principles behind effective training regimens - How sports science can reduce athlete injuries - Emerging trends in athletic performance enhancement
We learned this about the business:	Sports science is not just about enhancing athletic performance but also ensuring the long-term health and wellbeing of athletes. It integrates disciplines like physiology, psychology, and biomechanics to optimize training, performance, and recovery.
We were surprised by:	The significant impact of mental health on physical performance was a surprising aspect. Studies show that psychological wellbeing can affect physical capabilities and recovery times.
Other interesting outcomes:	The combination of mental and physical recovery is needed for someone to stay injury free

UNLMTD
24 Hour Fitness
Would AI benefit personal trainers and the gym?
02/21/2025
Nadir

JT
Personal Trainer

Why we interviewed this person:	We interviewed this person because they are a personal trainer at a gym and know a lot about how to workout and what type of recovery to do for certain workouts
We wanted to understand:	- What workouts correspond with certain recovery programs - What workouts cause the most injury - How they minimize injury for their clients
We learned this about the business:	We learned that each person is slightly different but everyone has similar recovery methods. Eating healthy and a protein full diet along with sleeping for 7-9 hours a day help people recovery and mitigate their injury chances
We were surprised by:	We were surprised by how important sleep is. The business mentioned that he frequently takes naps to improve his own muscle recovery
Other interesting outcomes:	Something interesting is how much work goes outside of the gym for personal trainers

UNLMTD
Soccer Players/Athletes
Can AI level up the game of soccer ?
02/22/2025
Luai

Justin Wolfe
SFSU Men's Assistant Soccer
Coach / Semi Pro Soccer Player /
Soccer Personal Trainer

Why we interviewed this person:	We interviewed this person because they have firsthand experience with soccer training, injury prevention, and player performance. As a semi-pro soccer player, coach, and personal trainer, they provide a unique perspective on how athletes manage fatigue, recover from injuries, and optimize their performance.
We wanted to understand:	- What the most common injuries and risk factors are for soccer players. - How fatigue, hydration, and workload tracking currently work in training. - Whether a wearable recovery tech solution would be useful in preventing injuries. - How coaches, players, and trainers make decisions on rest and recovery.
We learned this about the business:	- Most teams rely on subjective player feedback rather than real-time data for injury prevention. - Injuries like hamstring strains, ACL tears, and overuse injuries are very common and often preventable. - Hydration, fatigue, and workload balance are crucial but hard to measure without advanced tools. - A device that provides real-time injury risk alerts could help coaches, players, and trainers make better recovery and training decisions.
We were surprised by:	- How many players return from injuries too soon, often leading to reinfections or long-term issues. - That even at the semi-pro and college level, many teams lack proper data tracking tools beyond GPS workload tracking. - How much trust coaches and trainers put into their gut feelings rather than using objective performance data. - That hydration and muscle fatigue tracking are not commonly monitored despite their role in injury prevention.
Other interesting outcomes:	- They suggested that youth academies and player development programs could benefit greatly from early injury prevention data. - There is potential for the device to be used across multiple sports, not just soccer, making it a bigger market opportunity.

UNLMTD
Athletes & Gym Goers
How can AI help you and your patients ?
02/23/2025
Luai

Andres Portillo
Doctor / Chiropractor / Gym Enthusiast

Why we interviewed this person:	We interviewed a chiropractor and gym enthusiast to gain insight into how muscle fatigue, injury prevention, and recovery impact athletes beyond soccer. Chiropractors specialize in musculoskeletal health, making them valuable in understanding injury risk, rehabilitation, and body mechanics. A gym enthusiast also provides a perspective on general fitness tracking, overtraining risks, and recovery strategies used by non-soccer athletes.
We wanted to understand:	- How muscle fatigue, hydration, and injury risk impact athletes across different sports and fitness levels. - What common injuries chiropractors see in gym-goers, weightlifters, and endurance athletes. - How recovery is currently tracked and whether wearable technology could improve injury prevention. - The role of movement patterns, posture, and biomechanics in injury prevention and recovery. - How athletes track recovery and adjust training intensity without wearable tech.
We learned this about the business:	- Most injuries in gym settings result from overuse, improper form, and lack of recovery—similar to soccer injuries but in different movement patterns. - Rely on patient-reported symptoms and physical assessments, meaning real-time muscle fatigue data could revolutionize injury prevention. - Dehydration and poor recovery habits are leading contributors to muscle cramps, strains, and joint issues among both gym-goers and athletes. - Wearable tech that tracks muscle strain, hydration, and recovery levels could be valuable for personal trainers, chiropractors, and rehab specialists.
We were surprised by:	- How many gym enthusiasts don't track recovery properly, often pushing through fatigue until an injury forces them to stop. - Chiropractors see repetitive strain injuries (RSIs) daily, many of which could be prevented with better workload monitoring. - Lower back pain, knee issues, and shoulder injuries are the most common gym-related problems, often tied to poor biomechanics and overuse. - Many fitness trackers only focus on heart rate and general activity, but don't measure muscle fatigue, hydration, or injury risk—a major gap in the market.
Other interesting outcomes:	- Chiropractors believe real-time muscle fatigue tracking could help reduce unnecessary injuries and improve recovery protocols. - Gym enthusiasts and personal trainers would benefit from personalized recovery recommendations, helping clients train smarter, not just harder. - The wearable could be useful beyond sports, helping rehab patients, weightlifters, and endurance athletes monitor recovery. - A potential partnership opportunity exists with chiropractic clinics, rehab centers, and personal training programs that emphasize injury prevention.

Customer Interview Summary
UNLMTD Insights

What We Thought (Hypotheses Tested)

Athletes, trainers, and medical professionals struggle with injury prevention, recovery tracking, and workout personalization.

Wearable tech could provide real-time insights to optimize hydration, fatigue management, and performance.

Coaches and fitness experts rely on experience and subjective feedback rather than data-driven recovery monitoring.

What We Did (Who We Interviewed)

We conducted 10 interviews with:

Personal Trainers & Gym Coaches (Live Fit Gym, World Gym, 24-Hour Fitness)

Physical Therapists & Chiropractors (Sports Rehab Experts)

Athletes & Coaches (Semi-Pro Soccer Players, College Athletes)

Kinesiology & Sports Science Experts (UC Berkeley, SFSU)

What We Learned (Key Takeaways)

Athletes & Gym-Goers Need Simpler Recovery Tracking

- Most don't track hydration or fatigue properly, leading to avoidable injuries.

Coaches & Trainers See AI as a Support Tool, Not a Replacement

- They still rely on manual tracking and gut feeling but see value in real-time data.

Wearable Tech Can Help Prevent Overuse Injuries

- Chiropractors and therapists highlighted that most injuries are from fatigue, improper form, and dehydration.

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