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: 10
Total interviews: 18

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.

Customer Interview Summary
UNLMTD Insights

What We Thought (Hypotheses Tested)

Athletes and trainers struggle with injury prevention, recovery tracking, and training optimization.

Wearable tech could provide real-time data to track fatigue, hydration, and injury risk.

Coaches and gym managers rely on experience, not data, to adjust training and recovery.

What We Did (Who We Interviewed)

We conducted interviews with:

Sports Injury Specialist – Injury causes and recovery tracking.

Gym Manager – Wearables in gym culture and member behavior.

Kinesiology Lecturer – Stress, peak performance, and mental recovery.

Strength & Conditioning Coach – Training optimization and injury prevention.

Basketball Coach – Youth training and injury prevention.

Former Pro Athlete – Recovery challenges and overtraining risks.

Gym Manager (Live Fit) – Member needs and tech-based workout solutions.

Nutrition Coach – Meal planning and athletic performance.

What We Learned (Key Takeaways)

Athletes don't track recovery properly, leading to avoidable injuries.

Coaches value AI insights, but it should complement, not replace, their expertise.

Wearable tech could help prevent overuse injuries by tracking fatigue and hydration.

Gyms are open to tech-driven solutions, especially as premium training perks.

Nutrition and recovery go hand in hand—meal tracking could be a key feature.

Dr. Kristen
Lead Sports Injury Specialist
Rising Sun Physical Therapy

Why we interviewed this person:	She has extensive experience working with athletes and understands the key factors that contribute to injuries, muscle fatigue, and recovery.
We wanted to understand:	- The most common causes of sports injuries - Which biometric data points are useful to track - How physical therapists and sports specialists currently assess recovery - The limitations of existing fitness wearables
We learned this about the business:	There is a gap in the market for fitness devices that not only maximize performance but also actively prevent injuries. We learned that physical therapists, sports teams, and gyms could be key B2B markets for our product. These professionals might be interested in using the tracker as a tool for their clients to monitor recovery and prevent injury. This opens up opportunities for partnerships or licensing our technology to clinics or fitness centers.
We were surprised by:	Dehydration heavily impacts injury risk. Many people have a misconception that energy drinks provide adequate hydration which isn't true.

UNLMTD
Gyms
How likely are gyms to use our device?
3/1/25
Anisah

Elias
Gym Manager

Why we interviewed this person:	Gym-goers are a key part of our target audience, we wanted to understand how fitness wearables fit into gym culture, how members track their workouts, and what features would make our product stand out.
We wanted to understand:	- How gym members currently track their workouts and recovery. - Whether gyms would be interested in offering this tracker to members or integrating it into training programs.
We learned this about the business:	Gyms could sell or promote the tracker as an added benefit. Some high-end gyms offer exclusive technology as a membership perk.
We were surprised by:	Many people overwork themselves without listening to their body. This is a leading cause of injury in gyms

UNLMTD
Athletes, fitness enthusiasts, and professionals focused on performance and recovery.
The impact of stress on athletic performance and how wearable tech can enhance recovery.
03/03/2025
Luai Almaznai

Mandy Ross
Lecturer, Kinesiology
Department, San Francisco
State University

Why we interviewed this person:	We interviewed Mandy Ross, a Kinesiology lecturer at San Francisco State University, to gain insights into stress management, peak performance, and psychological intervention strategies in athletic performance and human movement. As an expert in sports science and performance psychology, she offers a unique perspective on how stress, fatigue, and recovery impact athletic performance.
We wanted to understand:	- How stress, recovery, and psychological factors influence athletic performance. - The role of technology in monitoring stress and optimizing recovery. - How athletes and fitness enthusiasts currently manage stress and fatigue. - Whether an AI-powered wearable could help athletes maintain optimal performance and recovery.
We learned this about the business:	- Psychological stress directly affects physical performance—athletes who don't manage stress properly experience higher fatigue, slower recovery, and increased injury risk. - Recovery isn't just physical—it's mental too. Many athletes overlook the impact of mental fatigue and anxiety on their physical endurance and performance levels. - Tracking stress and recovery trends over time is more valuable than real-time momentary readings. - Technology could be useful, but it should focus on habit-building, stress awareness, and personalized performance recommendations rather than just raw data.
We were surprised by:	- The significant impact of mental fatigue on physical fatigue—even when physically rested, an athlete's cognitive stress levels can slow reaction time and reduce endurance. - Most fitness wearables don't track mental stress effectively despite its role in fatigue, performance, and injury risk. - Athletes struggle with balancing training intensity and recovery, often overtraining due to a "push through it" mindset instead of using smart recovery strategies.

UNLMTD
Athletes, strength & conditioning coaches, and trainers.
How fatigue, recovery, and injury prevention impact training decisions.
03/02/2025
Luai Almaznai

Nick Torres
Lecturer, Kinesiology
Department (SFSU)

Why we interviewed this person:	We interviewed Nick Torres, a Strength & Conditioning professor at SFSU and Head Distance Coach for Cross Country & Track & Field. With over 10 years of experience coaching and teaching at both the high school and college levels, he has valuable insights into training optimization, injury prevention, and athlete recovery strategies.
We wanted to understand:	- How strength & conditioning programs balance performance gains with injury prevention. - The role of fatigue, recovery, and hydration in athletic performance. - How wearable technology could help track fatigue, optimize recovery, and prevent injuries. - Whether AI-generated recovery plans could be useful for coaches and athletes.
We learned this about the business:	- Fatigue tracking is key – Overtraining is one of the biggest risks for high-performing athletes. - Hydration & recovery are often overlooked – Many athletes don't monitor hydration, muscle fatigue, or sleep quality, which leads to performance drops and injury risk. - Coaches rely on subjective assessments – Currently, experience and athlete feedback guide workload adjustments rather than real-time fatigue data. - Wearables could be useful for workload management – A device that tracks muscle strain, hydration, and injury risk could help coaches make better training decisions.
We were surprised by:	- Many injuries are preventable – Small tweaks in training volume and rest periods can reduce injuries by 30-40%, but coaches lack real-time recovery tracking tools. - Sleep is just as important as physical recovery – Many student-athletes don't prioritize sleep, which directly affects their muscle recovery and endurance. - Most fitness wearables focus on general fitness, not athlete-specific fatigue tracking – Coaches need more sport-specific data to be useful in training.

Casey
Strength and fitness coach
Extra info

Why we interviewed this person:	Casey is both a strength and conditioning coach and a graduate student in kinesiology, studying the effects of resistance training on endurance athletes.
We wanted to understand:	• One major principle is periodization, where we structure training into different phases to prevent burnout and maximize gains. • Why proper warm-ups and mobility work are crucial • Many endurance athletes used to avoid lifting weights, but now we see how it strengthens tendons and ligaments, reducing the risk of overuse injuries.
We learned this about the business:	Strength and conditioning is evolving beyond just lifting weights. It now includes biomechanics, recovery science, and mental training as key components.
We were surprised by:	How important weight lifting is to reduce injury

UNLMTD
Athletes in gyms
Are there ways for AI to help recovery?
03/04/2025
Nadir

Angel
Avid gym goer
Extra info

Why we interviewed this person:	Angel is a dedicated gym-goer who has been training consistently for over seven years. He prioritizes injury prevention and recovery as much as strength and endurance, making him a great person to share practical insights on staying healthy while training.
We wanted to understand:	- How a gym goer prevents injuries - What steps do they take to prevent an injury and what steps do they take to not get reinjured
We learned this about the business:	A smart approach to training isn't just about lifting heavier weights—it's about long-term sustainability. Injury prevention strategies like proper warm-ups, mobility work, and controlled progression are essential for staying in the gym consistently.
We were surprised by:	Angel told me once he started paying attention to his electrolytes and his post workout meal, he felt a difference in his muscle recovery and overall strength.

Wei Lin
Basketball coach

Why we interviewed this person:	Wei is an middle school basketball coach. We wanted to understand how youth basketball coaches handle injuries, fatigue, and training intensity. Since young athletes are still developing, overtraining can lead to long-term issues. We aimed to see if an AI tool could help track workload, detect injury risks, and support safer training decisions.
We wanted to understand:	● Common injuries among young basketball players and how they are managed. ● Whether coaches actively track player workload and fatigue. ● If AI could help prevent injuries or improve training methods.
We learned this about the business:	● Young players often lack proper warm-up and recovery routines, increasing injury risk. ● Injury prevention is important, but coaches have limited tools to monitor individual player health.
We were surprised by:	● There's little guidance on balancing training intensity with injury prevention for youth players. ● Many parents push kids to train harder, sometimes ignoring fatigue signs.

UNLMTD
Athlete
What are the most effective ways to help athletes recover faster?
02/28/2024
Joyce

Jane Chang
Former Professional Athlete

Why we interviewed this person:	Jane is a former competitive figure skater , we wanted to understand the injury risks and training challenges faced by competitive figure skaters. Since skating requires intense training, flexibility, and precision, injuries from overuse or improper recovery are common. We aimed to see if an AI tool could help skaters monitor their workload, prevent injuries, and optimize recovery.
We wanted to understand:	- What types of injuries are most common among competitive figure skaters and what causes them. - How skaters currently track their training intensity, fatigue, and recovery. - How open skaters and coaches would be to adopting our application for injury prevention and recovery tracking
We learned this about the business:	Overuse injuries, especially in knees and ankles, are extremely common due to repetitive jumps and landings. Injury prevention is critical, but most recovery strategies are reactive, not proactive.
We were surprised by:	- Many skaters push through pain, fearing lost training time or competition spots. - Recovery time is often rushed due to pressure from coaches and competition schedules. - They don't really have the standardized way to measure overtraining, making injury prevention difficult.

UNLMTD
[Gym Manager]
[Gym Manager's perspective]
[2/28/25]
[Matthew]

[Briana Krull]
[Live Fit Gym Manager]
[Castro Location]

Why we interviewed this person:	This was our next goal in the interview process because Briana would be able to give us insight into how the gym view personal trainers, how they support members in their fitness goals, and whether they see value in tech-based workout solutions. It also gets us in contact with her boss, the Area Manager of all Live Fit Gyms in SF.
We wanted to understand:	We wanted to understand how gyms handle personal training services and if alternative solutions would be seen as a competition or a complement.
We learned this about the business:	● Many members struggle to stay consistent because they lack a plan ● Gym relies heavily on personal training as a revenue ● Will be open to tech-based workout planning if it complements trainers
We were surprised by:	How many gym members give up because they don't feel like they're making any progress and don't have structure plan (40%).

UNLMTD
[Dietitian]
[Meal Planning Struggles]
[3/3/25]
[Matthew]

[Coltrane Black-Howell]
[Nutrition Coach]

Why we interviewed this person:	Meal planning is a key component to fitness success and is often overlooked by many entry-level gym members, which can be one of the main causes of cancelling a gym membership(no progress).
We wanted to understand:	How Cole creates meal plans for individuals with different goals, how important personalization is in nutrition coaching, the biggest challenges in meal planning, and whether automated meal plans could be effective.
We learned this about the business:	Biggest challenge for meal planning is time, and flexibility is key. People struggle to follow strict meal plans, must be adaptable. Automated meal plans would assist coaches in streamlining logs/plans for customers.
We were surprised by:	Even experienced clients struggle with meal adherence, not just beginners.

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