

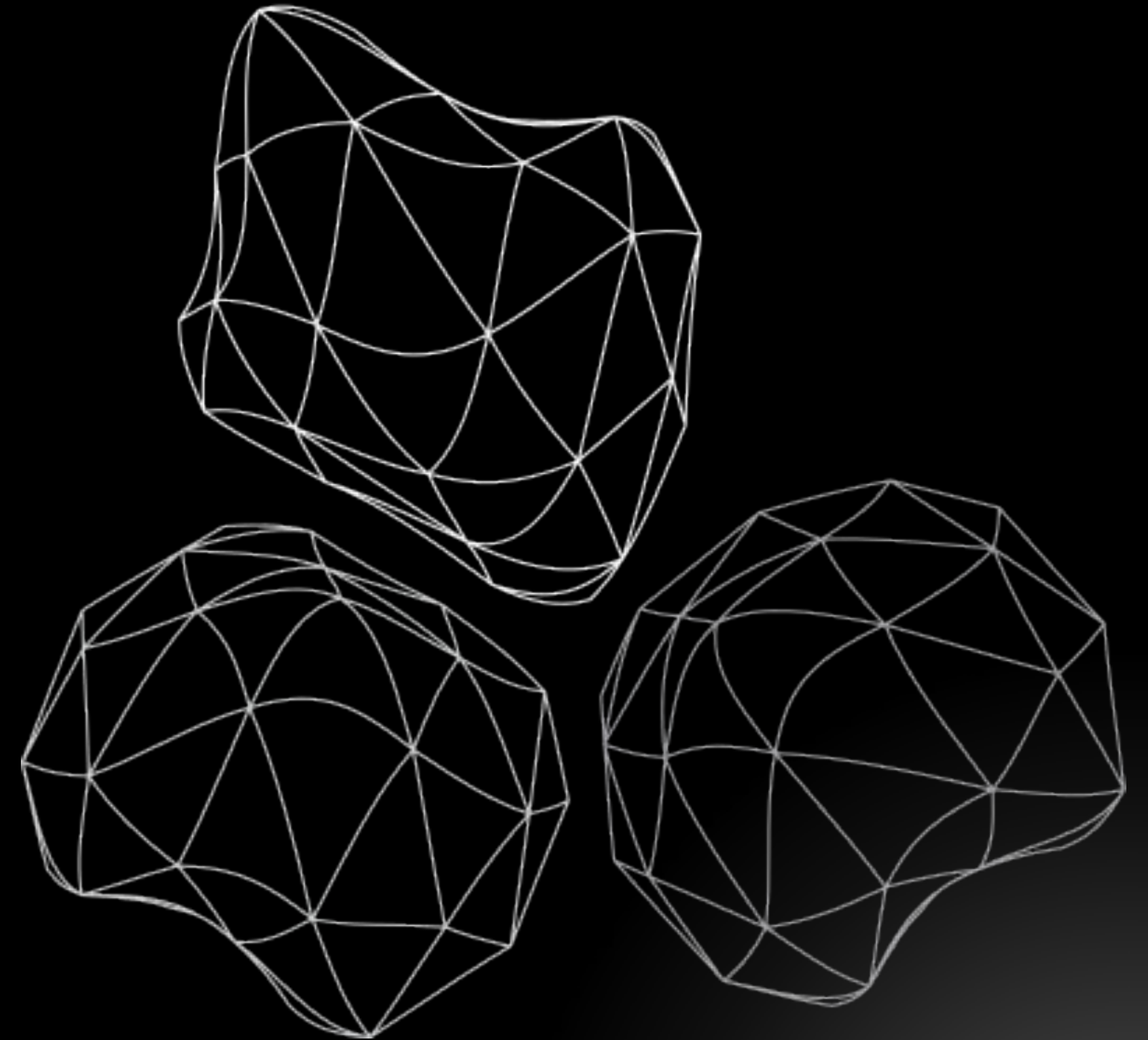


UNLMTD

Business Thesis

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

Total Interviews: 50



Market Opportunity




Personal Trainers and Coaches

- Use Case: Personalized monitoring of clients' recovery and performance to refine training strategies.
- Benefit: Enhances client progress tracking, reduces injury risk, and improves client satisfaction through data-driven insights.

Physical Therapy and Rehabilitation Centers

- Use Case: Objective tracking of patient recovery milestones using biometric data to guide treatment adjustments.
- Benefit: Facilitates precise monitoring, accelerates rehabilitation outcomes, and improves patient adherence and motivation.
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Sports Medicine Clinics

- Use Case: Clinical assessment of athlete recovery, injury prevention, and rehabilitation planning using real-time biometric tracking.
 - Benefit: Offers clinicians data-backed insights for better diagnosis, faster recovery, and reduced risk of re-injury.
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Market Opportunity



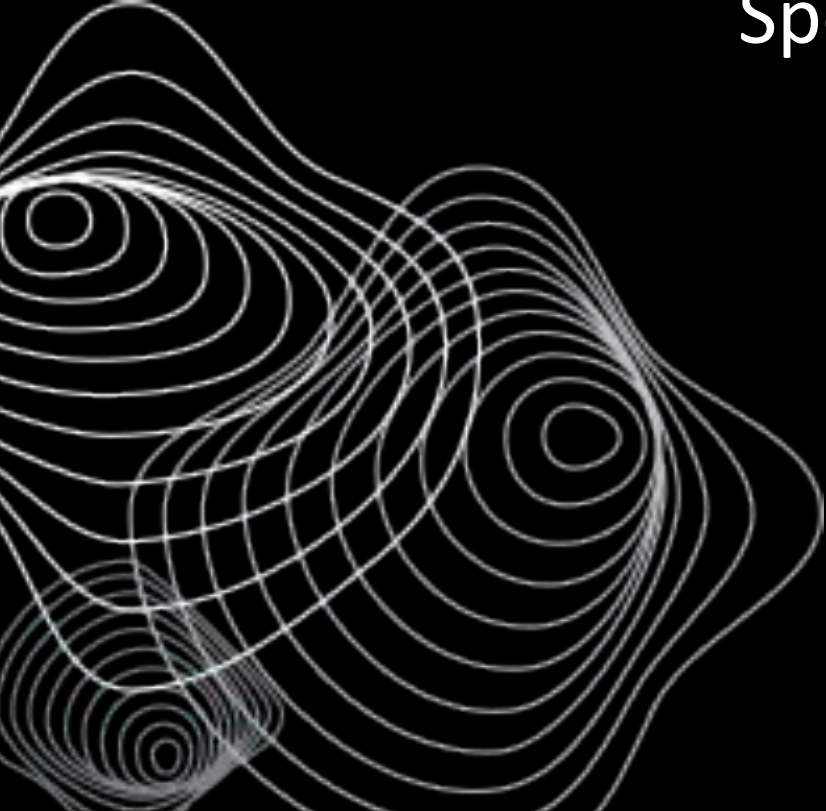
Gyms

- Use Case: Integration as a premium offering, providing gym-goers personalized recommendations to optimize workouts and recovery.
- Benefit: Boosts membership engagement, retention, and attraction of new members through advanced recovery and performance analytics.

Individuals Returning from Injury

- Use Case: Individuals can independently track their recovery journey, manage activity intensity, and prevent re-injury using biometric insights.
- Benefit: Empowers users with direct feedback, motivation, and confidence during their personal recovery process.

Sports teams and organizations

- Use Case: Integration as an enterprise solution for sports teams and organizations, embedding into coaches' and sports-medicine staff workflows to deliver real-time, athlete-specific recovery metrics, training load forecasts, and injury-risk alerts.
 - Benefit: Empowers data-driven coaching decisions that optimize performance, reduce downtime and injury rates, extend athlete careers, and ultimately boost team success, fan engagement, and sponsorship value.
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Product

[https://www.figma.com/design/ACsnCxm5Q88YNWgQsbyD6E/
UNLMTD_FINAL?node-id=107-249&t=l7MZztHLuBuLKmMR-0](https://www.figma.com/design/ACsnCxm5Q88YNWgQsbyD6E/UNLMTD_FINAL?node-id=107-249&t=l7MZztHLuBuLKmMR-0)

Business Model Canvas

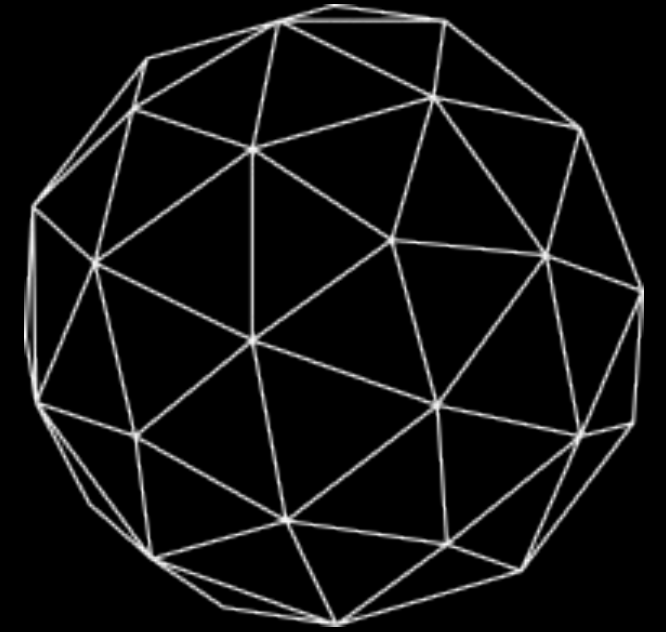
Customer Pains <ul style="list-style-type: none">• Frequent Injuries• Overtraining & Fatigue Mismanagement• Slow Recovery & Missed Games• Coaches & Trainers Need Better Data• High Cost of Rehab & Medical Bills	Customer Segment <p>Who experiences these pains?</p> <ul style="list-style-type: none">• Health-conscious 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.
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	<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.

Competition

	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 (WHOOB)	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.



TEAM



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THANK YOU !

-UNLMTD