

UNLMTD

Team Members:

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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: 20
Total interviews: 30



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	

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Nutrition

How can nutrition play a role in recovery?

3/10/25

Anisah

Sarah

Nutritionist

Certified Nutrition

Specialist (CNS)

Why we interviewed this person:	She is an experienced nutritionist specializing in sports nutrition and personalized meal planning
We wanted to understand:	<ul style="list-style-type: none">- How fitness tracking and dietary recommendation goes hand in hand with recovery- Challenges people face when balancing diet with exercise
We learned this about the business:	<ul style="list-style-type: none">- Users are more likely to engage with an app if it incorporates expert-backed nutrition device- Existing apps provide generic information that's too general, leading to low customer retention
We were surprised by:	<ul style="list-style-type: none">- Successful nutrition relies on long-term behavior rather than short-term calorie tracking- How easily meal plans can lead to unhealthy relationships with food, so it must be sustainable

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Wearable Technology

How can we maximize our wearable technology?

3/9/25

Anisah

Ria

Product Manager

Garmin

Why we interviewed this person:	<ul style="list-style-type: none">- Expertise in wearable fitness technology and AI-driven biometric tracking- Provides valuable insights into user usability and engagement
We wanted to understand:	<ul style="list-style-type: none">- The biggest challenges in collecting and analyzing biometric data- What features users actually find useful versus overwhelming
We learned this about the business:	<ul style="list-style-type: none">- User engagement drops if the app provides too much data without actionable insights
We were surprised by:	<ul style="list-style-type: none">- Many fitness gadgets fail because they provide too much raw data without helping users interpret it

UNLMTD
Owner
Gym Owner's Final Say
3/7/25
Matthew

[Dr. Milton O'Brien]
[Gym Owner]
[Chiropractor]

Why we interviewed this person:	I interviewed Dr. O'Brien because of his unique perspective as primarily a gym owner, but also as a chiropractor. Transitioning from healthcare to fitness, he provides valuable insights into how physical therapy and fitness meet, and how his gyms in particular approach injury prevention, recovery, and member experience.
We wanted to understand:	<ul style="list-style-type: none">• His view of personal trainers in his gym & if technology is a complement or competition• How gym addresses members' injuries, recovery, and consistency• Any challenges with member retention/engagement
We learned this about the business:	Personal trainers are a key revenue driver for his gyms. Values personal connection trainers make with members, but sees value in streamlining their tasks, resulting in more members per trainer, meaning more revenue for every gym location.
We were surprised by:	How new personal trainers are hired and the limited information/experience they have. Most trainers are starting off and do not know if they are overtraining new members, so data driven feedback is very useful for both members and trainers.

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[Athletes]

[Whether gym members actively seek injury prevention and recovery guidance.]

[03/09/2025]

[Joyce]

[Lucy Long]

[Gym member]

Why we interviewed this person:	We wanted to understand how everyday gym members handle injury prevention and recovery, their pain points, and whether they would find AI-driven fitness and recovery solutions valuable.
We wanted to understand:	<ul style="list-style-type: none">• Do gym members struggle with injuries or fatigue from workouts?• Where do they seek advice on injury prevention and recovery?• Would they trust AI to guide their workout adjustments and recovery plans?• Is there interest in an AI-powered tool that tracks injury risks and optimizes performance?
We learned this about the business:	<ul style="list-style-type: none">• They often get information from social media, fitness apps, or trial and error instead of structured injury prevention programs.• Cost is a major factor—many members are hesitant to pay extra for specialized recovery services.
We were surprised by:	<ul style="list-style-type: none">• Many gym-goers don't differentiate between muscle fatigue and potential injuries.• Recovery is often neglected, with members prioritizing workouts over rest.• Some members hesitate to ask trainers about injuries, fearing they'll be told to stop working out

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Gym

Would gyms invest in AI?

3/9/2025

Nadir

Gabriel

Gym worker

Why we interviewed this person:	I interviewed this person because they work at a gym and have dreams of starting their own gym one day. This person also works out consistently as well as has a lot of friends at the gym.
We wanted to understand:	Why <i>should</i> gym owners be interested in this AI which would help their users recover? What benefit do they gain from this? Why should they even care?
We learned this about the business:	We learned that the gym business, just like other businesses doesn't like to waste money on unnecessary luxurious. However, after talking with Gabriel, he said that they already spend thousands on recovery machines like saunas, ice baths and so on, so this could actually save money for the gyms
We were surprised by:	How much money gyms spend on equipment and how much money is in this business

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Casual

Would you pay for an AI recovery app?

3/10/2025

Nadir

Joseph

Casual gym goer

Why we interviewed this person:	We interviewed this person because we should try and also communicate and interview our casual gym goers. People who work out often but do not make it their passion.
We wanted to understand:	We wanted to understand if a casual gym goer would spend some money on an AI tool which can help with recovery. Also wanted to see if this demographic needs this technology.
We learned this about the business:	We learned that yes, casual gym goers would pay for an AI recovery app. The reason being, Joseph told me that he spends around \$100 a month just on the basics at the gym, his membership is about \$50 and some other miscellaneous purchases push it to 100. So he said he wouldn't mind paying a small fee to help with his recovery
We were surprised by:	I was surprised by how often Joseph said he gets injured out has been injured. He says sometimes he works out with improper form, low fatigue or a bad diet and will pick up an injury and imply not gym for a week or however long it takes. This is something that our AI app can fix!

Why we interviewed this person:	We interviewed Aimen Alsharay, a former professional soccer player who competed for a pro team in Qatar, the Yemeni national team, and the Yemeni youth national team. With years of high-level experience, he provides valuable insights into injury prevention, recovery strategies, and performance optimization. Since he also played at the semi-pro level at the end of his career, he understands how recovery needs change throughout an athlete's journey.
We wanted to understand:	<ul style="list-style-type: none">• The most common injuries and recovery challenges faced by professional soccer players.• How training intensity, fatigue, and workload were managed at the pro level vs. youth level.• What role hydration, sleep, and nutrition played in performance and longevity.• Whether a wearable recovery tracker would have helped in his career.
We learned this about the business:	<ul style="list-style-type: none">• Muscle fatigue and overuse injuries are the biggest challenges, especially with high training loads and game schedules.• Recovery tracking was limited—teams focused more on immediate injury treatment rather than proactive injury prevention.• Hydration, sleep, and workload balance were crucial but not always monitored properly. Many athletes pushed through fatigue without real-time data to guide them.• A wearable tracking hydration, fatigue, and recovery could be valuable, especially for younger athletes who are still learning to listen to their bodies.
We were surprised by:	<ul style="list-style-type: none">• National teams and clubs didn't always have advanced recovery tracking—some relied heavily on experience rather than data-driven insights.• Players at the youth level often overtrained, increasing their risk of long-term injuries.• Nutrition and sleep were often neglected, even at the pro level, due to travel schedules and intense competition.

Why we interviewed this person:	We interviewed a Sports Physiotherapist to understand injury prevention, recovery strategies, and the role of technology in rehab and performance optimization. With experience treating athletes at various levels, they provide insight into how wearable recovery tech could support rehabilitation, training modifications, and injury risk reduction.
We wanted to understand:	<ul style="list-style-type: none">• The most common injuries among athletes and how they rehabilitate and prevent them.• How coaches, trainers, and medical staff currently track fatigue and recovery.• Whether a wearable device that tracks muscle fatigue, hydration, and injury risk would be valuable in rehab and training.• How physiotherapists adjust training plans based on recovery metrics.
We learned this about the business:	<ul style="list-style-type: none">• Overuse injuries and muscle imbalances are major concerns that could be prevented with better tracking tools.• Recovery tracking is inconsistent—some athletes ignore warning signs and return to play too soon, increasing reinjury risk.• Hydration and muscle fatigue data would help physiotherapists fine-tune rehab exercises and workload adjustments.• Wearable tech could improve rehab compliance—athletes are more likely to follow recovery protocols if they have real-time feedback.
We were surprised by:	<ul style="list-style-type: none">• Many athletes don't fully complete their rehab—they stop when they feel better, not when they're fully recovered.• Fatigue monitoring is rarely individualized, even at higher levels of competition.• Most recovery plans rely on subjective feedback, not real-time physiological data.

Customer Interview Summary

UNLMTD Insights



What We Thought (Hypotheses Tested)

- UNLMTD could replace personal trainers with AI-driven recovery tracking.
- Gym members and athletes prioritize injury prevention and recovery in their training.
- Coaches, gym owners, and fitness professionals would invest in AI recovery solutions.

What We Did (Who We Interviewed)

- We conducted 30 interviews, including:
- Sports Physiotherapists & Chiropractors – Recovery & injury prevention specialists.
- Former Pro & Semi-Pro Athletes – Firsthand experience with fatigue, injury risk, and performance.
- Gym Managers & Owners – Business perspective on AI fitness solutions.
- Nutritionists – Role of diet in recovery optimization.
- Wearable Tech Experts (Garmin Product Manager) – Insights on user engagement and data interpretation.
- Casual & Dedicated Gym-Goers – Understanding general fitness habits & recovery concerns.

What We Learned (Key Takeaways)

- AI won't replace personal trainers but can enhance their efficiency and increase gym revenue.
- Many athletes and gym-goers neglect proper recovery, leading to avoidable injuries.
- Coaches and trainers see value in AI insights but prefer simple, actionable recommendations over raw data.
- Hydration, muscle fatigue, and workload balance are often ignored, but tracking them could reduce injuries.
- Gyms are willing to invest in AI recovery tools, as they already spend on recovery equipment like saunas & ice baths.
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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