

BUSINESS PROPOSAL

# IFIT STUDIO

STAY FIT, STAY CONNECTED WITH IFIT

ANUSHKA NARSIMA - MO0851749  
RURAMAI MUCHENGA - MO0912425  
JOELLA JOSE - MO0850468



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# EXECUTIVE SUMMARY

**Project Overview:** iFit is an IoT-based fitness management system designed to enhance gym experiences by providing real-time monitoring and personalized fitness insights.

**Problem Solved:** Addresses the inefficiencies in traditional gym management and personal training by leveraging IoT technology.

**USP:** Real-time data tracking, personalized fitness plans, and seamless gym equipment integration.

**Market Opportunity:** Growing demand for fitness and wellness solutions, particularly those integrating advanced technology.

# PROBLEM DEFINITION

"Many gyms and fitness centres struggle with managing member progress, equipment usage, and providing personalized training plans."



## DATA & STATISTICS:

### Gym Management Issues:

- Over 81% of gym members feel that they don't receive enough personalized attention from their gym or fitness center.
- 40% of gyms report issues with effectively tracking member progress and providing tailored fitness plans.
- Up to 30% of gym equipment goes underutilized due to poor management and tracking systems.

### Market Trends:

- The rise of digital fitness solutions has seen a significant increase, with apps and wearable technology leading the charge. The number of connected wearable devices worldwide is expected to surpass 1.1 billion in 2022.

### Growing Fitness Industry:

- Seen a surge in demand for personalized fitness solutions. A survey by Accenture found that 73% of gym-goers are more likely to stay loyal to a fitness center that offers personalized workout plans and progress tracking.
- The COVID-19 pandemic accelerated the adoption of fitness technologies, with a 50% increase in the usage of fitness apps.
- Wearable fitness technology, such as smartwatches, has become increasingly popular, with the global market expected to reach \$70 billion by 2025.

**Significance:** These challenges lead to member dissatisfaction, high churn rates, and inefficient operations.



# SOLUTIONS

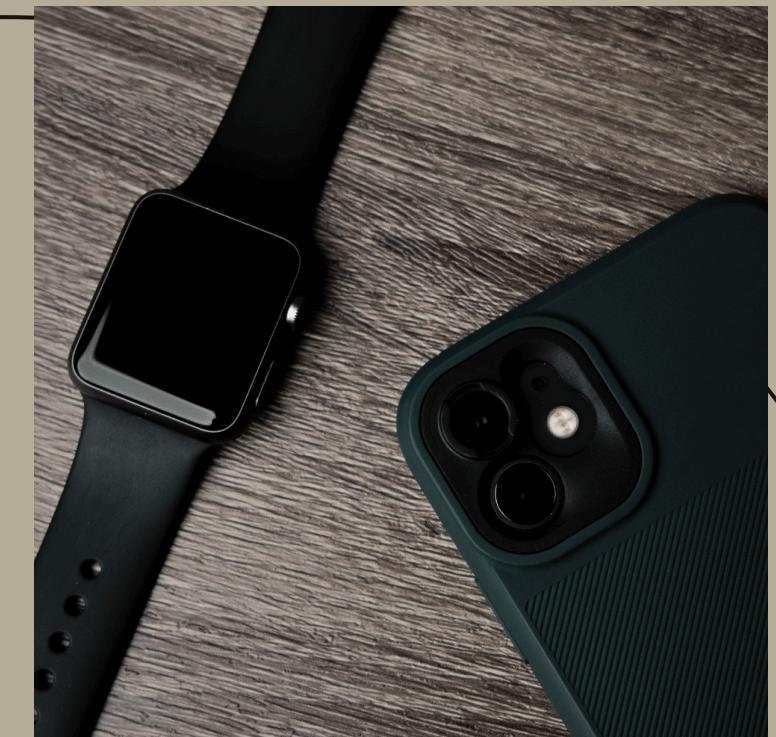
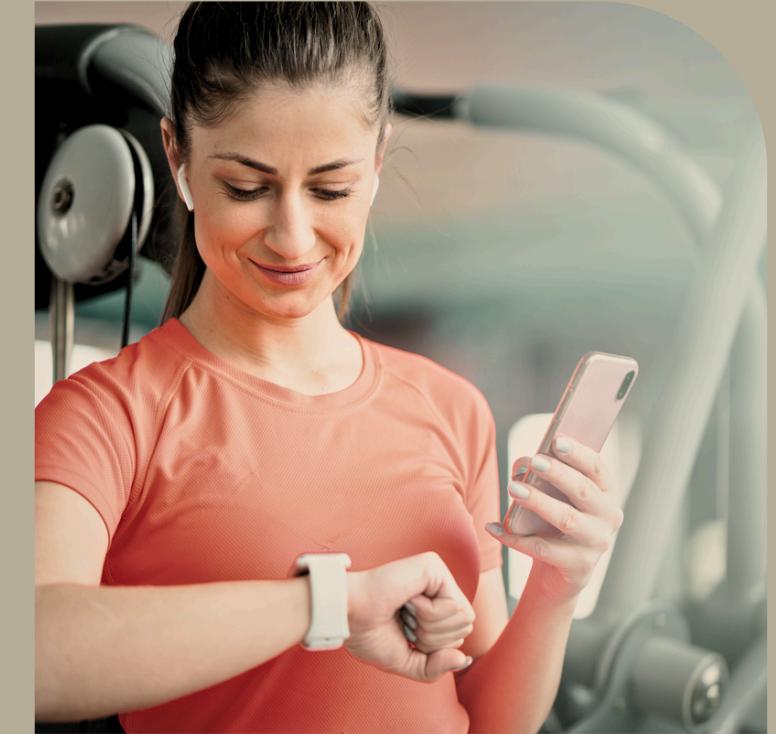
iFit provides a comprehensive fitness management solution through IoT devices that monitor equipment usage and member activity.

## Key Features:

1. Real-time tracking of workout progress with minimal data
2. Personalized fitness plans/guidance with new workout addition feature
3. Tracking of equipment availability
4. Smart watch displays present and the following workout exercise
5. Fitness Community

## Benefits:

Enhances member experience, improves operational efficiency, and provides actionable insights for trainers and gym owners.



# MARKET ANALYSIS

**Target Market:** Fitness centres, gyms, and individual fitness enthusiasts.

**Customer Segments:** Gym owners, personal trainers, and fitness-conscious individuals.

## SWOT Analysis:

**Strengths:** Innovative technology, comprehensive features

**Weaknesses:** Initial development and integration costs

**Opportunities:** Increasing adoption of fitness technology, health trends

**Threats:** Competition from established fitness apps and platforms



## **Marketing Plan:**

1. Branding: Create a strong brand identity with a focus on innovation and fitness.
2. Digital Marketing: Utilize social media, content marketing, and SEO to attract gym owners and fitness enthusiasts.
3. Partnerships: Collaborate with fitness influencers and equipment manufacturers to expand reach.

## **Sales Strategy:**

1. Direct Sales: Sales team targeting gyms and fitness centres.
2. Online Sales: Subscription sign-ups through the website and mobile app.
3. Retention Strategies: Regular updates, customer support, and loyalty programs.



# **MARKETING & SALES STRATEGY**

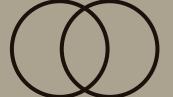
# PRODUCT DEVELOPMENT

**Current Status:** Prototype completed and tested.

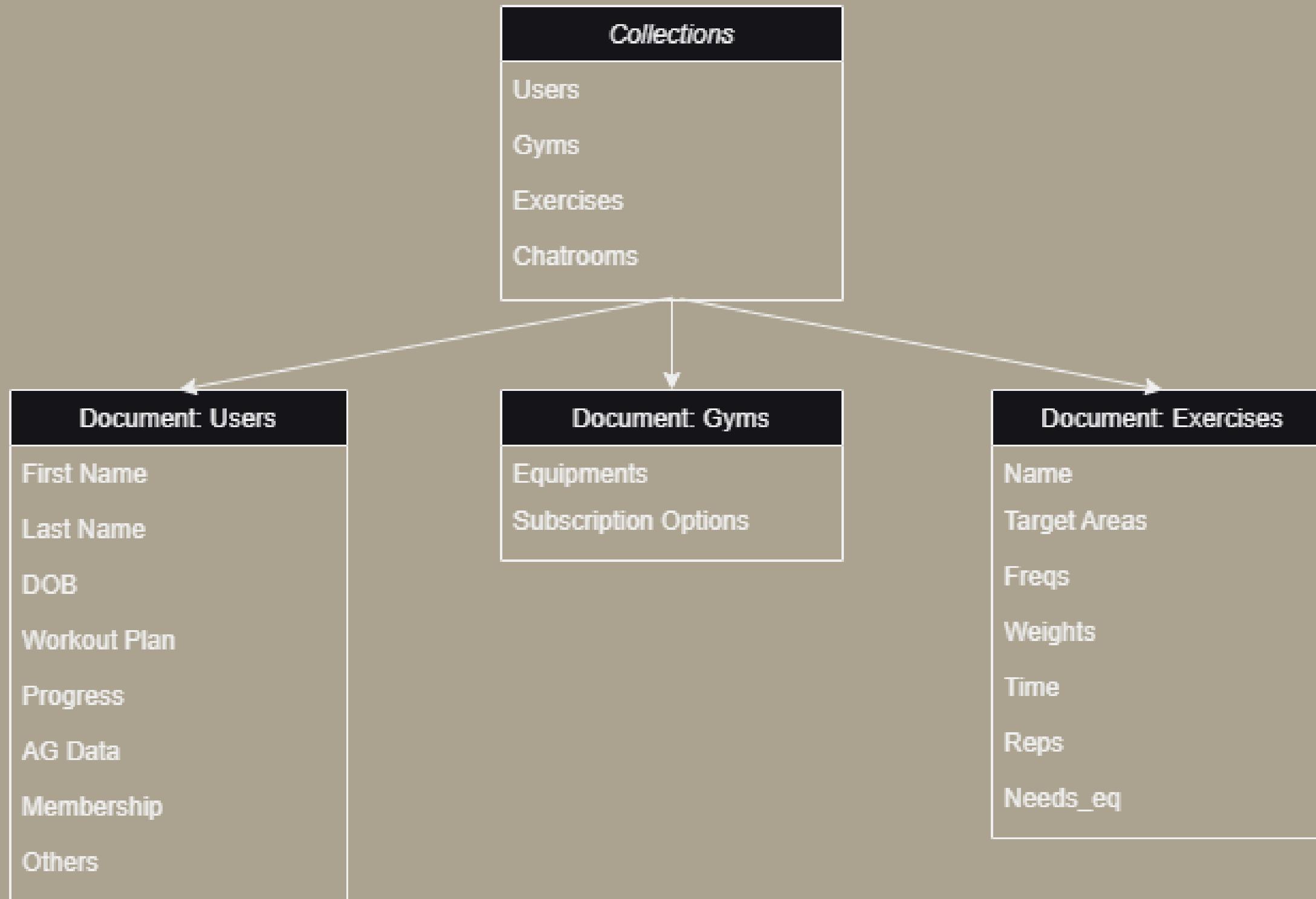
**Technologies Used:** IoT sensors, cloud computing, mobile applications, AI algorithms.

**Future Development:** The opportunities for further enhancements and refinements are endless, improving the system's functionality and user experience by leveraging data analytics and user feedback.

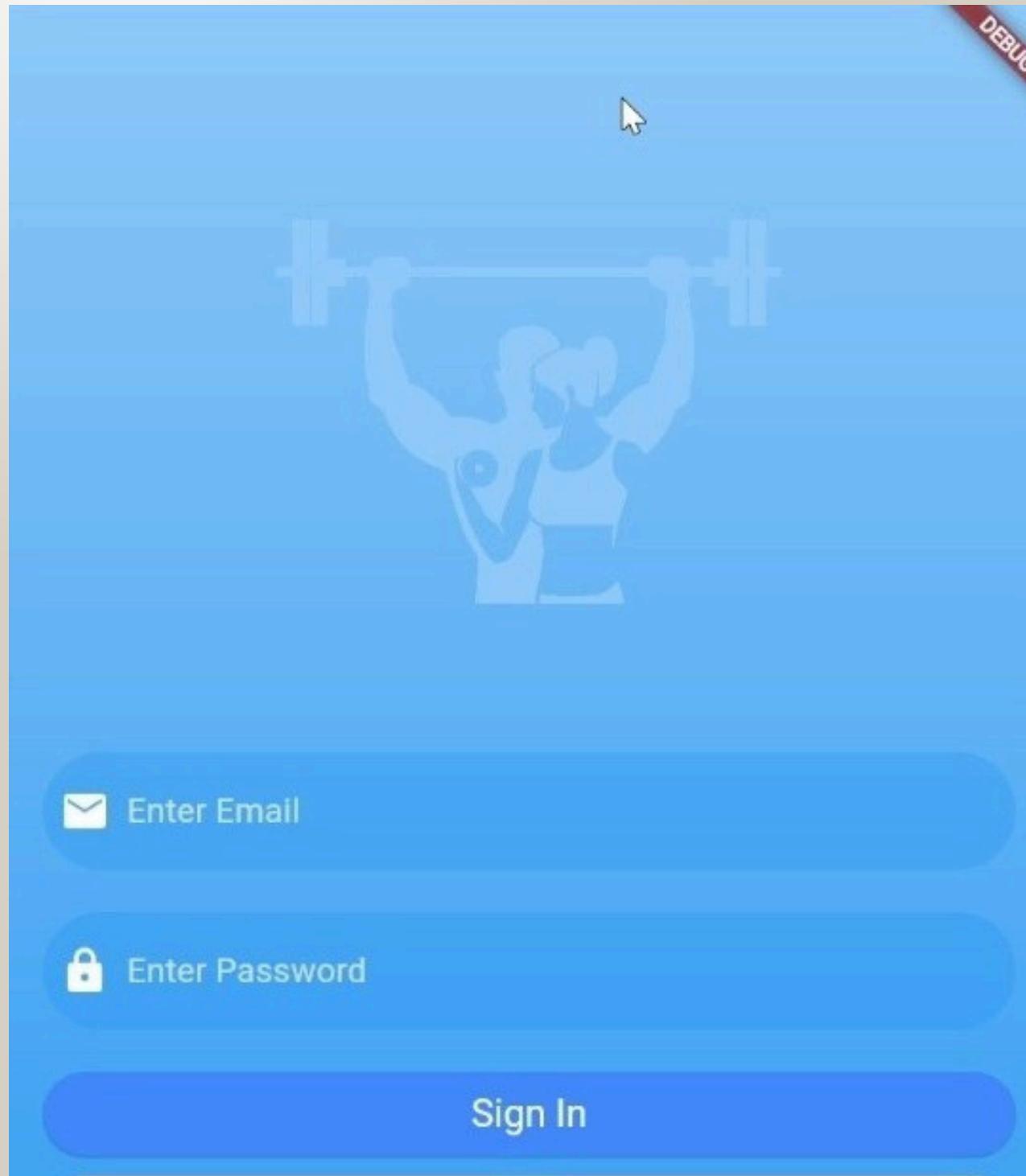




# IMPLEMENTATION: DATA



# IMPLEMENTATION: MOBILE APP & SMARTWATCH



## Dashboard

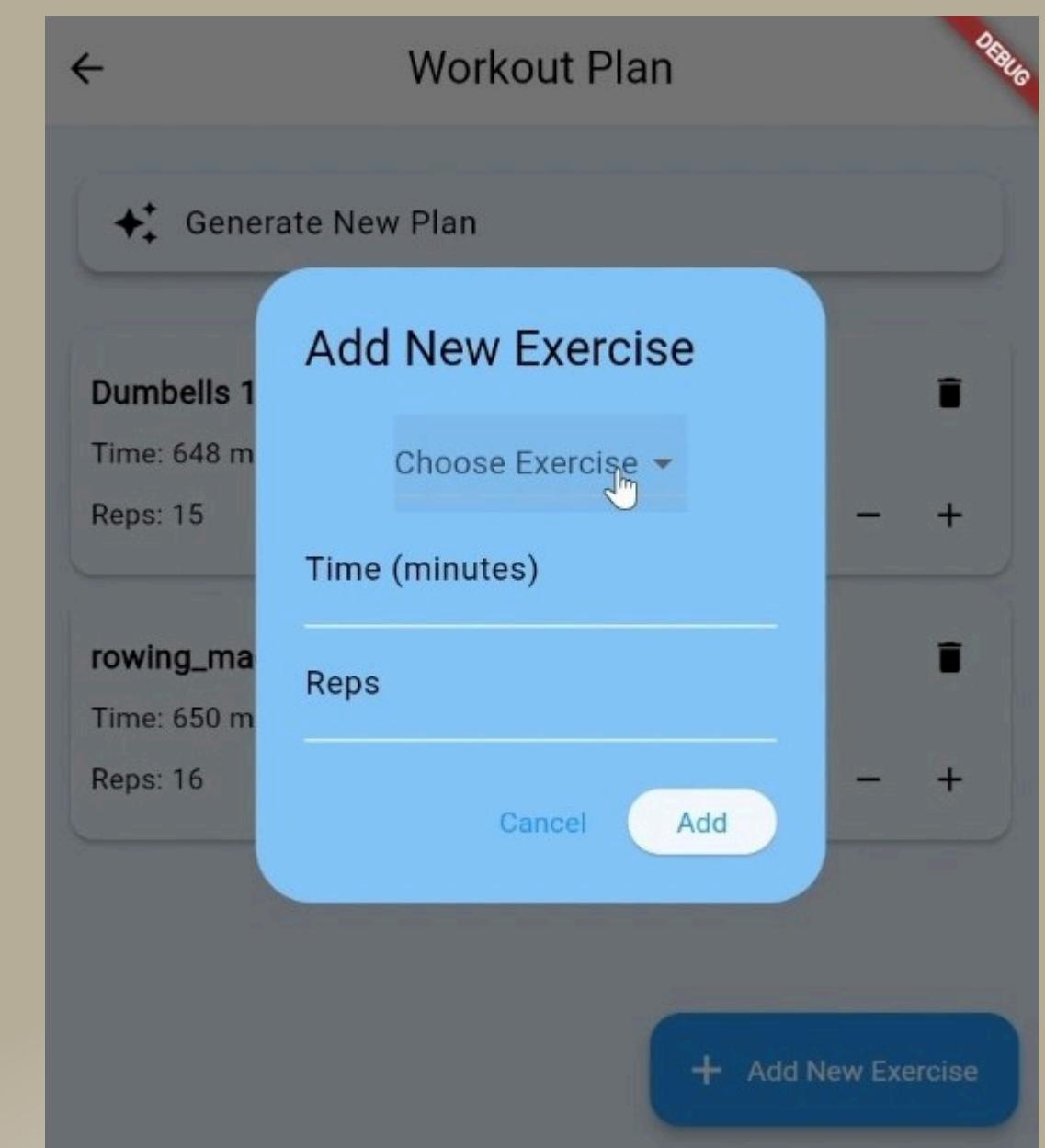
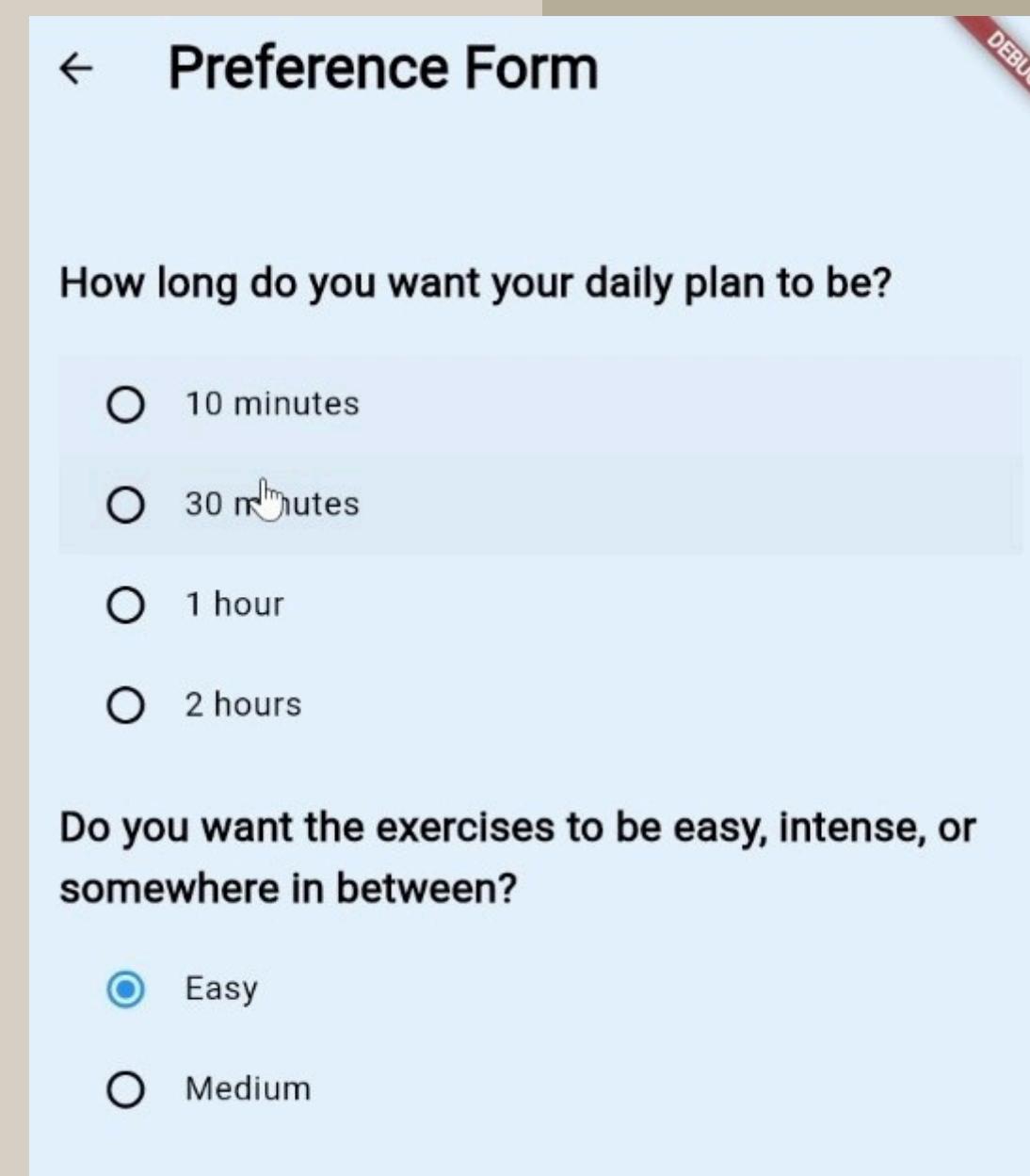
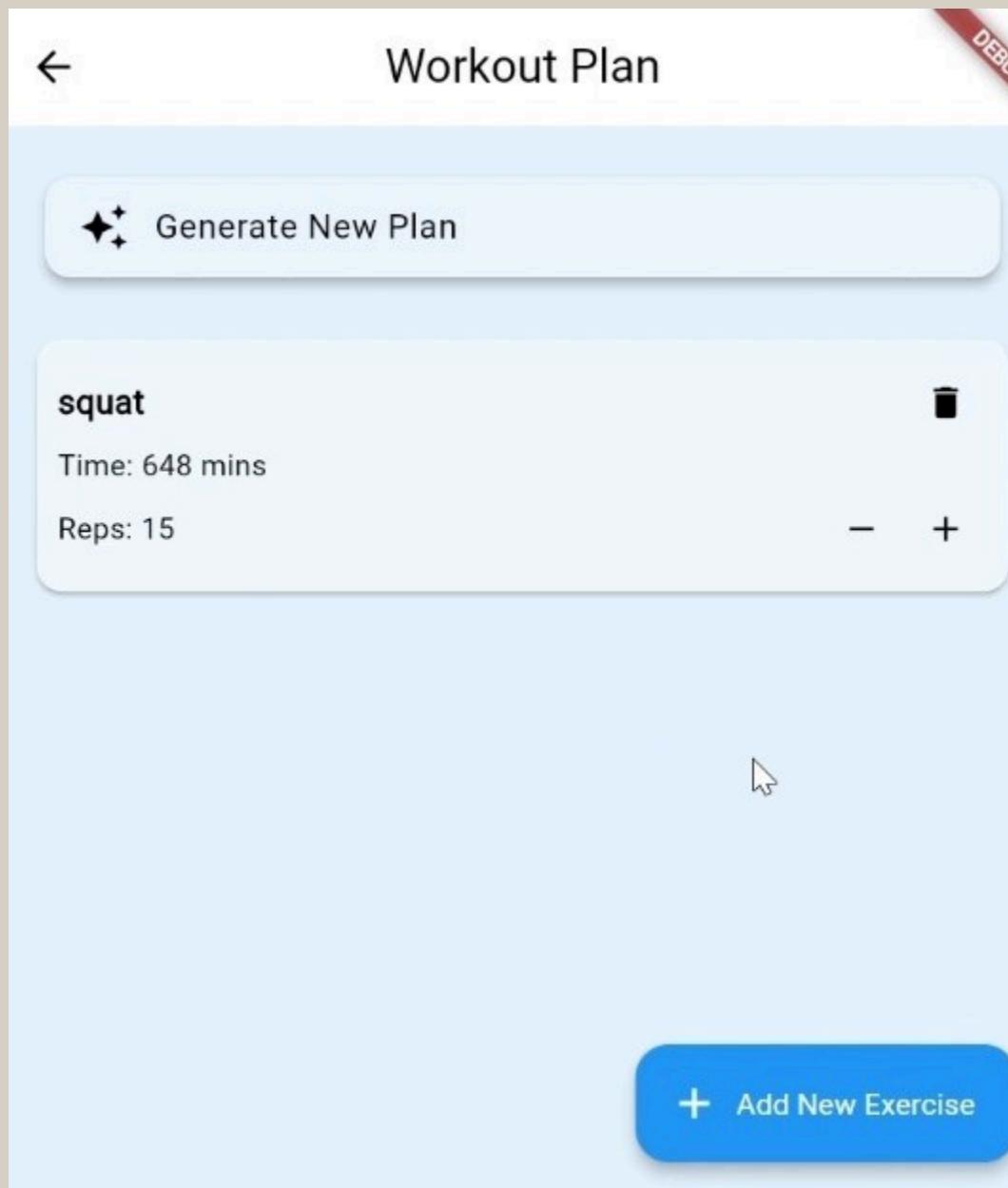
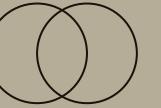
Welcome, Anushka!

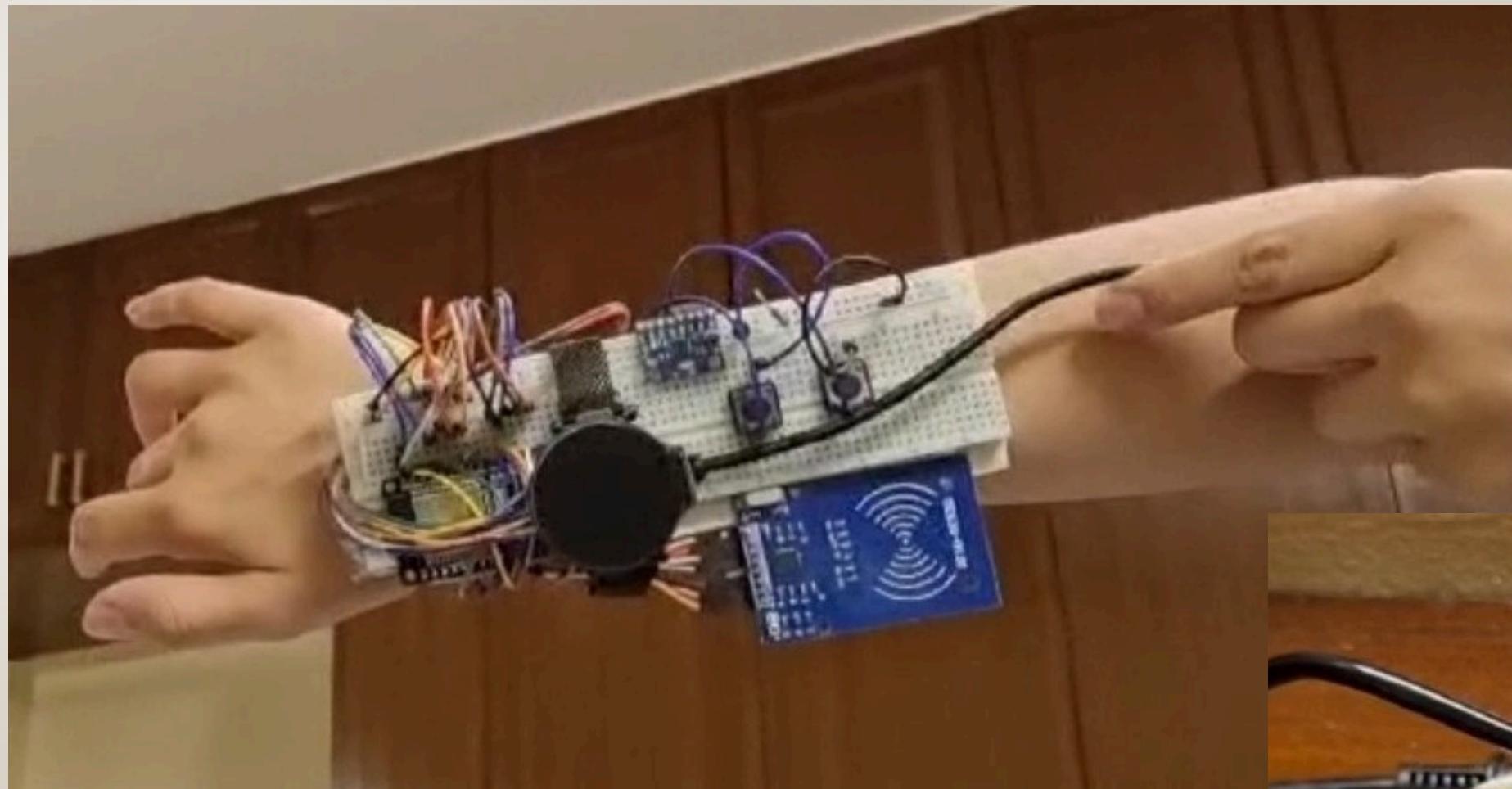
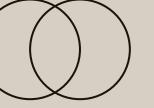
 Custom Workout Plan

 Progress Summary

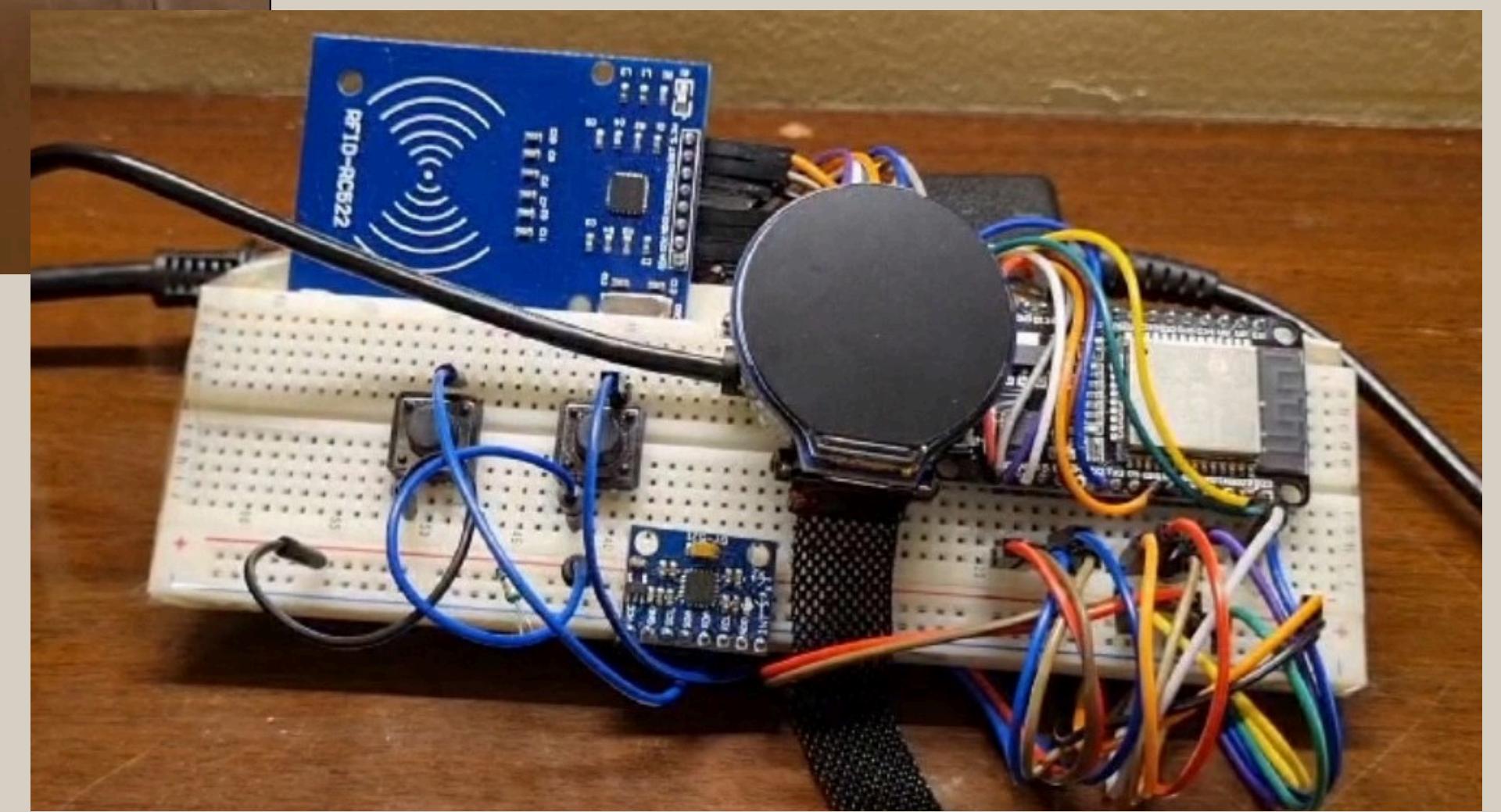
 Gym Equipment Availability

 Chat Room





**Figure 1: Design**



**Figure 2: Close Up**

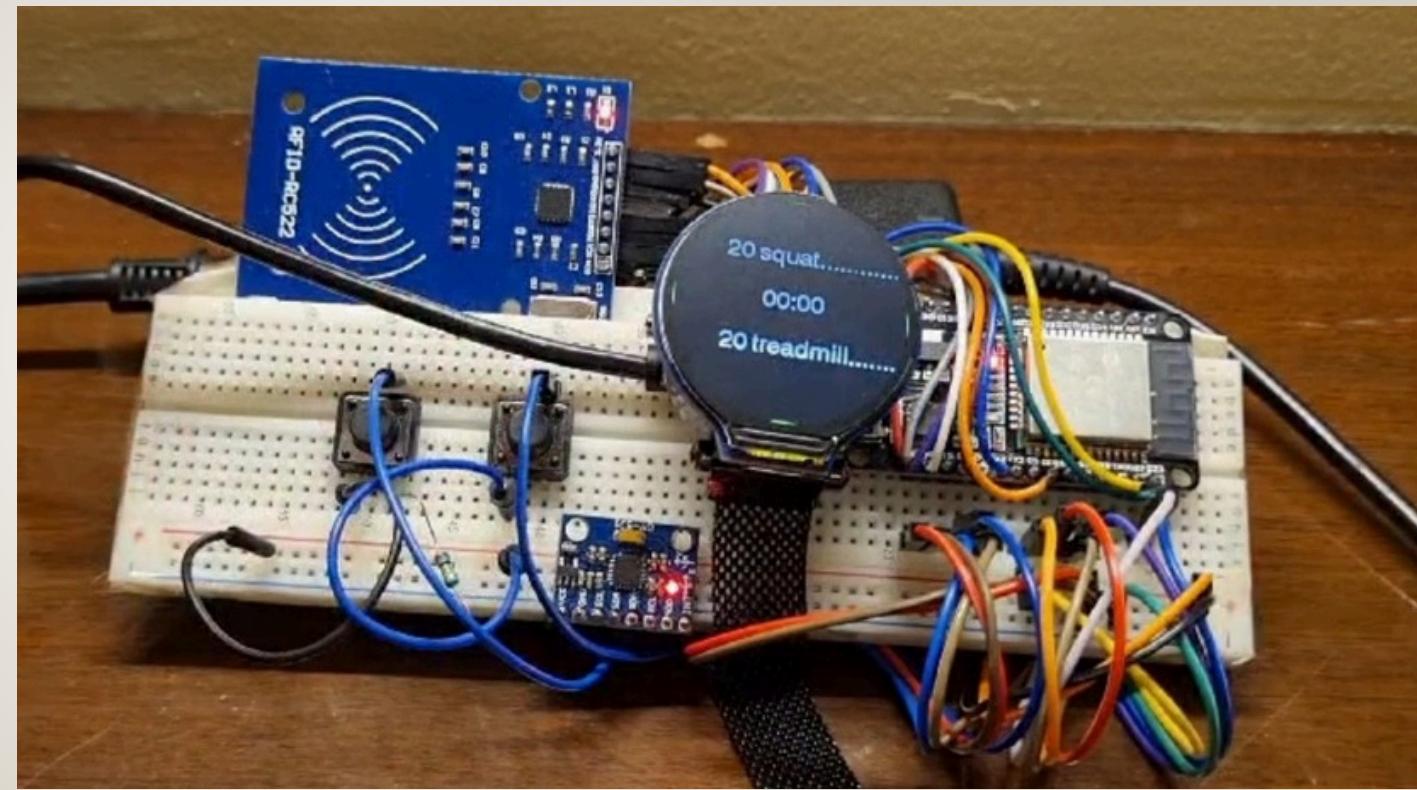


Figure 3: Current Workout w Timer

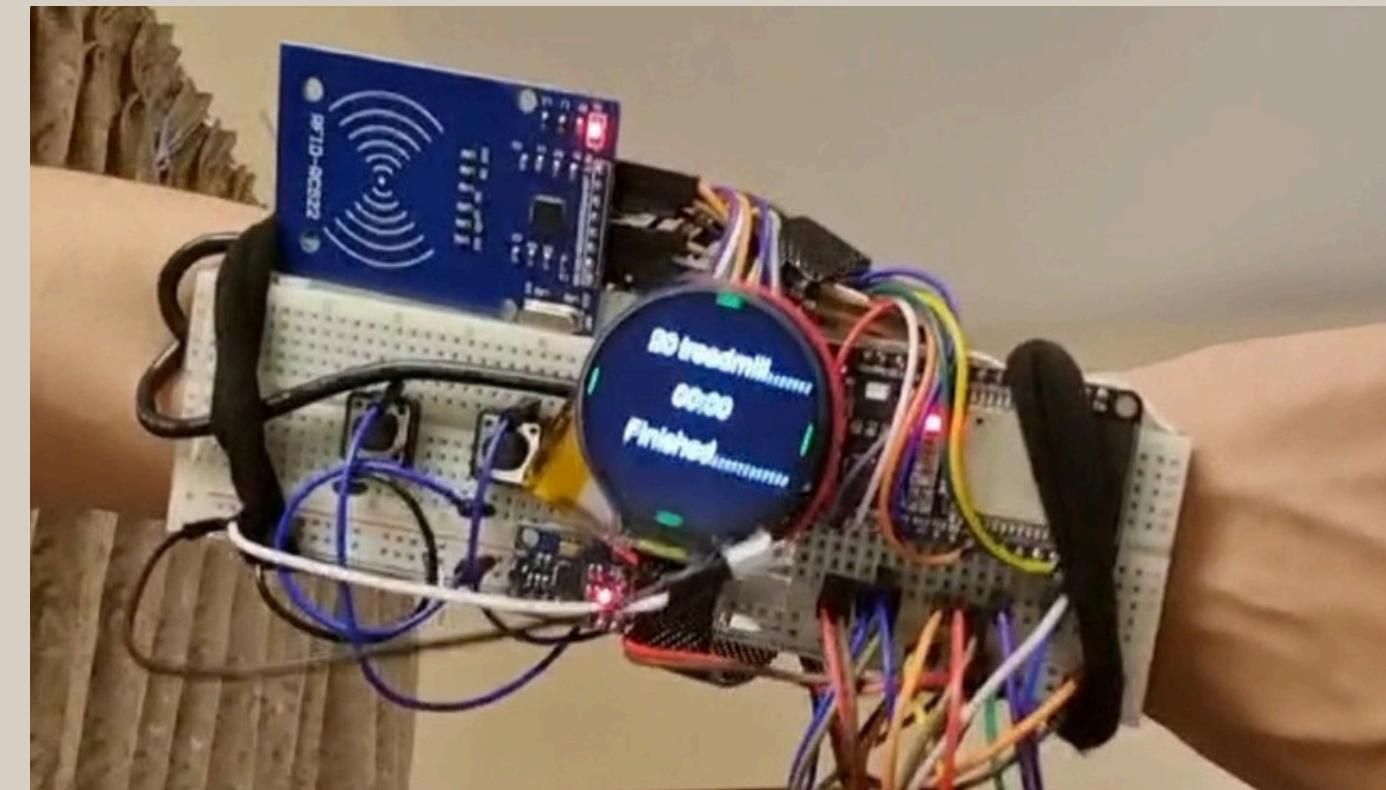


Figure 4: Timer Started

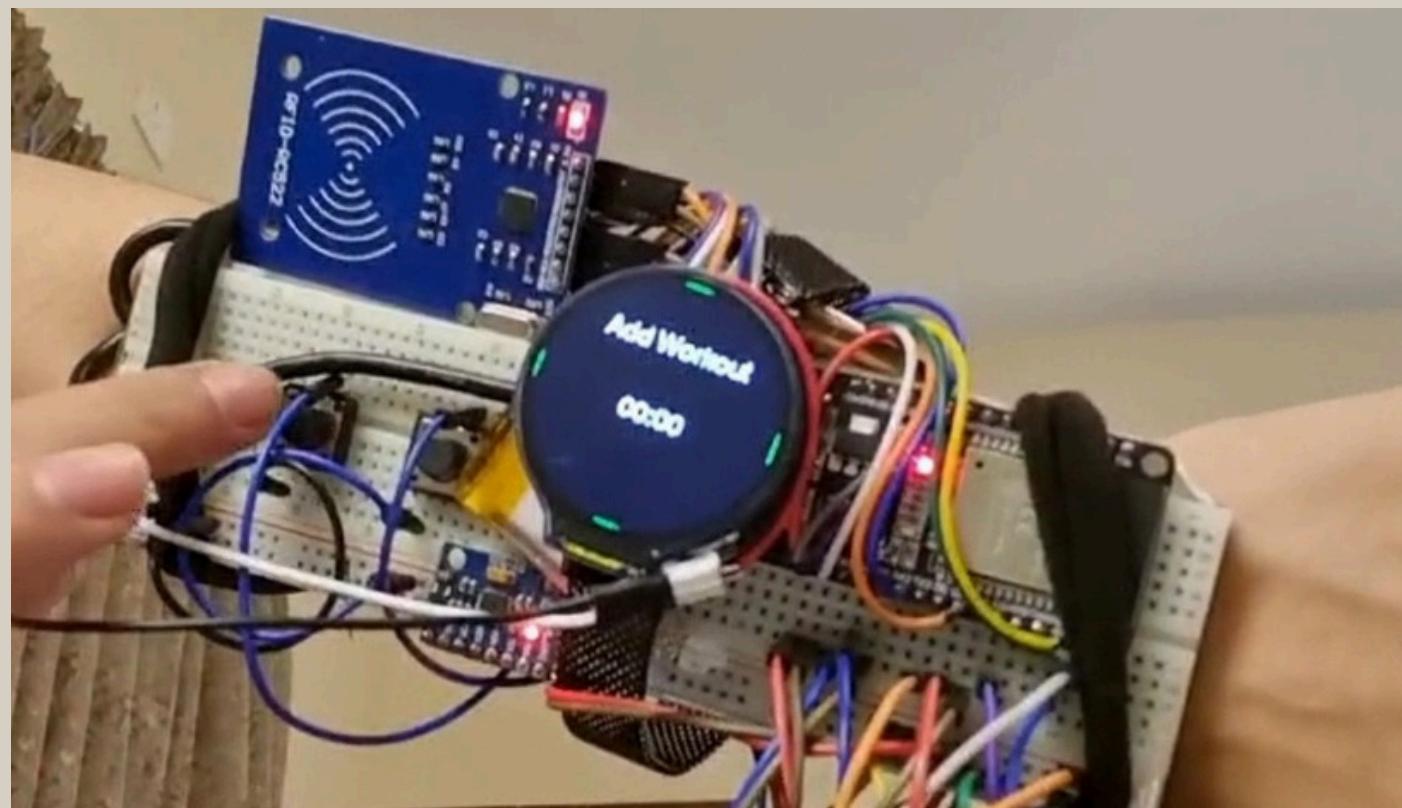


Figure 5: New Workout Tracking

# BUSINESS MODEL

**Revenue Model:** Subscription-based model for gyms and fitness centers, with different pricing tiers based on size of the gym and the number of equipment.

## Pricing Strategy:

### 1. Small Gym Plan: 500 AED/month

Suitable for gyms with up to 50 members and 20 pieces of equipment.

### 2. Medium Gym Plan: 700 AED/month

Designed for gyms with 51-150 members and up to 50 pieces of equipment.

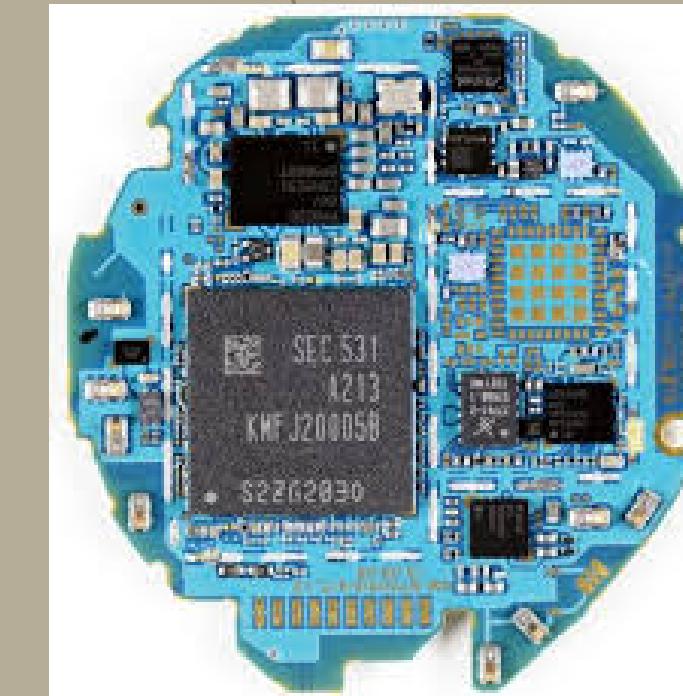
### 3. Large gym Plan: 950 AED/month

Ideal for gyms with over 150 members and more than 50 pieces of equipment.

**Sales and Distribution Channels:** Direct sales to gyms, partnerships with fitness equipment manufacturers, online marketing, collaboration with fitness enthusiasts/influencers

# FUTURE PROSPECTS

1. Advancements in Hardware
2. Influencer Workout led content
3. UI/UX
4. MedPALM Integration
5. Compact PCB



# CONCLUSION

**Recap:** iFit is poised to revolutionize fitness management with its innovative IoT technology. The market is ripe for disruption, and our product offers significant advantages over existing solutions.

We would love to bring iFit to the market and achieve our vision of transforming the fitness industry. We aim to make fitness management smarter, more efficient, and enjoyable for everyone.

