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CHAIN FIT

Business model

01 Problem

- Top 3 problems we want to solve:
- encourage people to be physically active
 - improve appearance, mental well-being
 - encourage new and existing users to use the gym facilities

Existing Alternatives

Who are our closest competitors?

SweatCoin

Lympo

What do our potentially customers currently rely on?

Potential ChainFit customers can now rely on traditional fitness options such as gym memberships, personal trainers and fitness classes.

02 Solution

ChainFit responds to the needs of its users by providing an easy-to-use mobile application that helps them achieve success in training and connect with others in the community who want to stay physically active.

ChainFit aims to provide its customers with an engaging and rewarding experience that encourages them to achieve their fitness goals.

04 Unique Value Proposition

What makes our idea unique?

The ability for users to upload a photo of themselves at the gym as proof of their workout. This helps to ensure the authenticity of the physical activity and incentivizes users to actually go to the gym and exercise.

What differentiates it from existing solutions?

ChainFit's unique feature of requiring users to upload a photo from the gym helps to validate their workout and ensure accountability. This sets it apart from other fitness tracking apps that may rely solely on self-reported data. By adding an extra layer of verification, ChainFit can provide users with a more accurate picture of their progress and help them achieve their fitness goals more effectively.

05 Unfair Advantage

Offer aimed at many groups, business owners (competition among employees), gym users (money and rewards for going to the gym), fit industry (specific target group with very good potential for cooperation).

One of the CEOs of the project is a trainer with experience. At the same time, he is a programmer who knows the specifics of the market and is able to control the development of the application on an ongoing basis.

07 Customer Segments

ChainFit's target users can include anyone who is interested in tracking their fitness progress and wants to be rewarded for their efforts. This can include fitness enthusiasts, gym-goers, athletes, and people who are simply trying to maintain a healthy lifestyle. ChainFit's focus on using blockchain technology and cryptocurrency rewards may also appeal to tech-savvy individuals who are interested in innovative ways to track their physical activity. Additionally, ChainFit's photo verification feature may be particularly attractive to individuals who want to ensure that their progress is accurately tracked and verified.

Who will benefit from it?

The users of ChainFit will be the primary beneficiaries of the platform. In addition, fitness industry partners will also benefit from the platform by gaining access to a large user base of fitness enthusiasts. By offering discounts and promotions to ChainFit users, they can attract new customers and increase sales. Finally, the founders and investors of ChainFit will benefit from the success of the platform through increased revenue and profit.

03 Key Metrics

What are our criteria for success?

- User acquisition and retention
- Customer satisfaction
- Impact on health and fitness

06 Channels

How do we reach our audiences?

- Social media platforms
- Influencer marketing
- Referral programs
- Fitness industry partnerships
- Search engine optimization
- App store optimization
- Advertising

08 Cost Structure

Marketing and advertising costs to acquire and retain users

Development and maintenance costs for the app and platform

Employee salaries and benefits for the development, marketing teams

Server and hosting costs for data storage and processing

Partnership costs for collaborating with fitness industry partners

Collaboration with corporations

The application is used as a tool for corporate wellness programs

Advertising

Advertisers can pay to display targeted ads within the application, based on user demographics, interests, and behavior.

Affiliate Marketing

The application can partner with fitness brands and earn a commission on products or services sold through the application.

Sponsorship

The application can partner with gyms, fitness studios, or other wellness businesses and receive sponsorship in exchange for promoting their products or services within the application.

Subscription Fees

Users can pay a monthly or annual subscription fee to access premium features of the application

