

Advertisement

Advertise on tiktok and other social media platforms that use algorithms to target gym audiences

Startup thoughts

It would be important to get investors so that it is possible to produce the gym equipment without relying on a partnership

Its important to do surveying while we are developing the product and get input from other people in the industry to make sure the product is developed ideally

Have cheap startup costs to get the equipment in gyms but sign a contract with a monthly subscription to keep access to the technology and pay off the equipment

Equipment could possibly be assembled on site at the gym to decrease shipping costs and allow for easier transportation

Product Ideas

Qr code on the machine that you can scan with your phone

ipad/technology built into the equipment or put on the equipment to display information

Instead of using the actual machines as our product, we can link nfc tags too our app as a way to queue up or claim the machine.

The product should have at least a queue system and a timer implemented to help monitor rest times between sets.

Technology may be too expensive

Section the machines for different muscle groups to make everything more organized

App on phone that allows you to check anywhere which equipment is open

The app with a click of a button could also keep track of rest times inbetween sets, if the user would chose to do so.

Partnerships

Possibly link/develop the equipment with an already prominent gym equipment company and partner with them to implement our technology into their equipment

Try and obtain partnerships with major chain gyms to get our equipment wide spread

Partnerships with colleges, like USC would help spread the technology very quickly and give us lots of user feedback fast.

Questions

What is the startup and production cost?

Are there any privacy laws or other things we need to worry about when collecting data for the queue?

Does this product already exist? If so, what will separate us from the competition?

Would we need an installation team at gyms, similar to how some homes get a satellite dish installed to watch TV?