

GYMPAY MARKET RESEARCH 2021

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To Do:

Gather data for:

Cost Benefit Analysis

How many people

Gym frequency

How many Aussies Own/Trade Crypto?

“The number of Australian people owning crypto has risen to **28.8%** – up from 18.4% in 2020. A survey by the Independent Reserve’s Cryptocurrency Index (IRCI) also showed that 89% of investors said they had made money or broken even – up from 78% in 2020.”

<https://finance.yahoo.com/news/crypto-ownership-surges-australia-113640755.html#:~:text=The%20number%20of%20Australian%20people,up%20from%2078%25%20in%202020.>

The number of Australian people owning crypto has risen to 28.8% – up from 18.4% in 2020.

A survey by the Independent Reserve’s Cryptocurrency Index (IRCI) also showed that 89% of investors said they had made money or broken even – up from 78% in 2020.

Rise of Australia’s women in crypto

The [IRCI survey](#) found that the number of women who currently, or have previously, invested in crypto rose from 10.3% in 2020 to 20% in 2021.

The survey also revealed that 56.7% of women surveyed said they would enter the crypto market should they receive advice from friends and family.

Karen Cohen, Deputy Chair for the Board of Blockchain Australia, said the decrease of riskiness in investing in crypto had led more women to make that leap.

“I think that it tells you investing in crypto is less risky and is just one of many different ways you can invest,” she said.

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year, growth

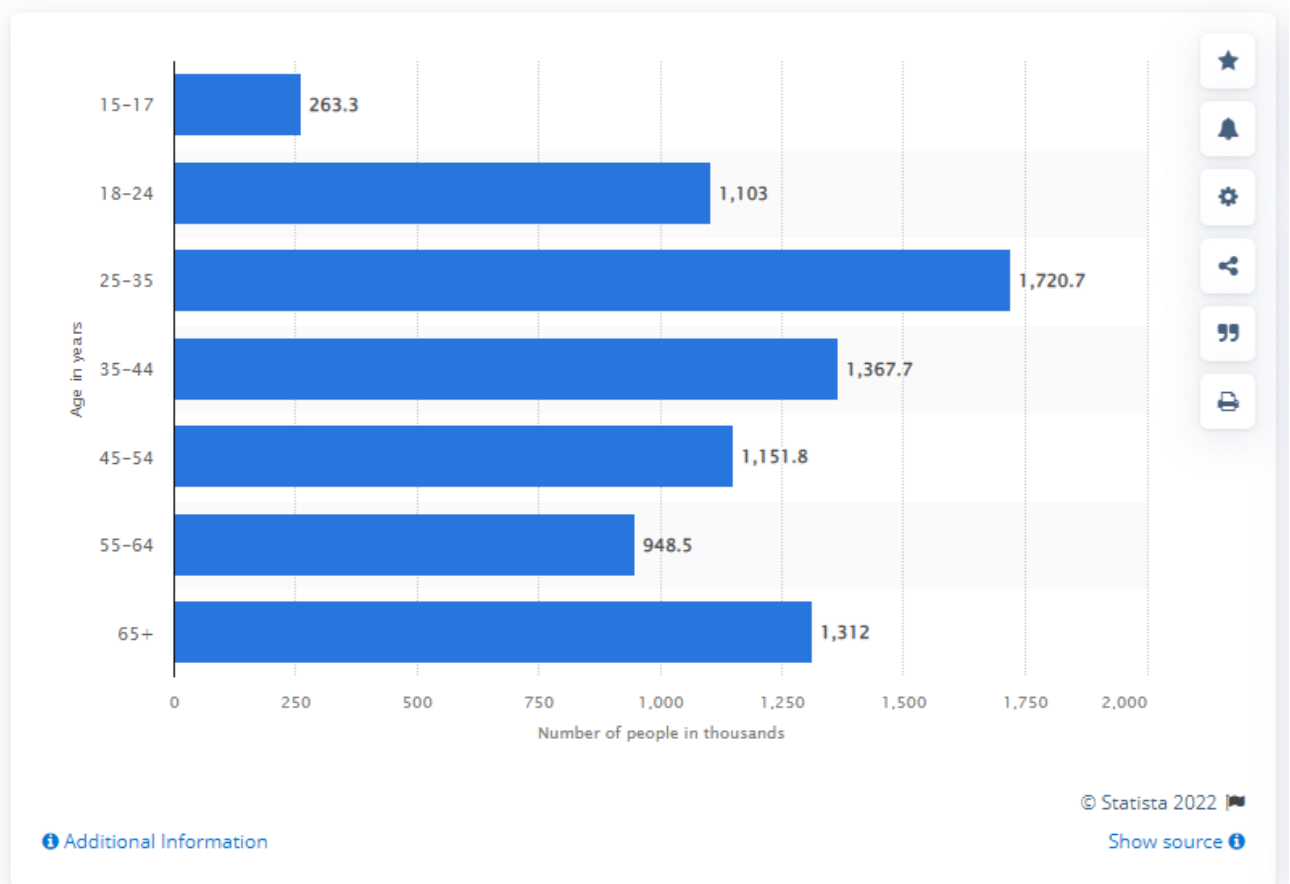
2020, 18.4

2021, 28.8

Number of people participating in fitness and gym activities in Australia in 2020, by age

<https://www.finder.com.au/unused-gym-memberships>

<https://www.statista.com/statistics/884599/australia-fitness-and-gym-participation-by-age/#:~:text=In%202020%2C%20over%201.7%20million,55%20to%2064%20age%20group.>



CSV copy

No,age,number_of_people

1,15-17,263000

2,18-24,1103000

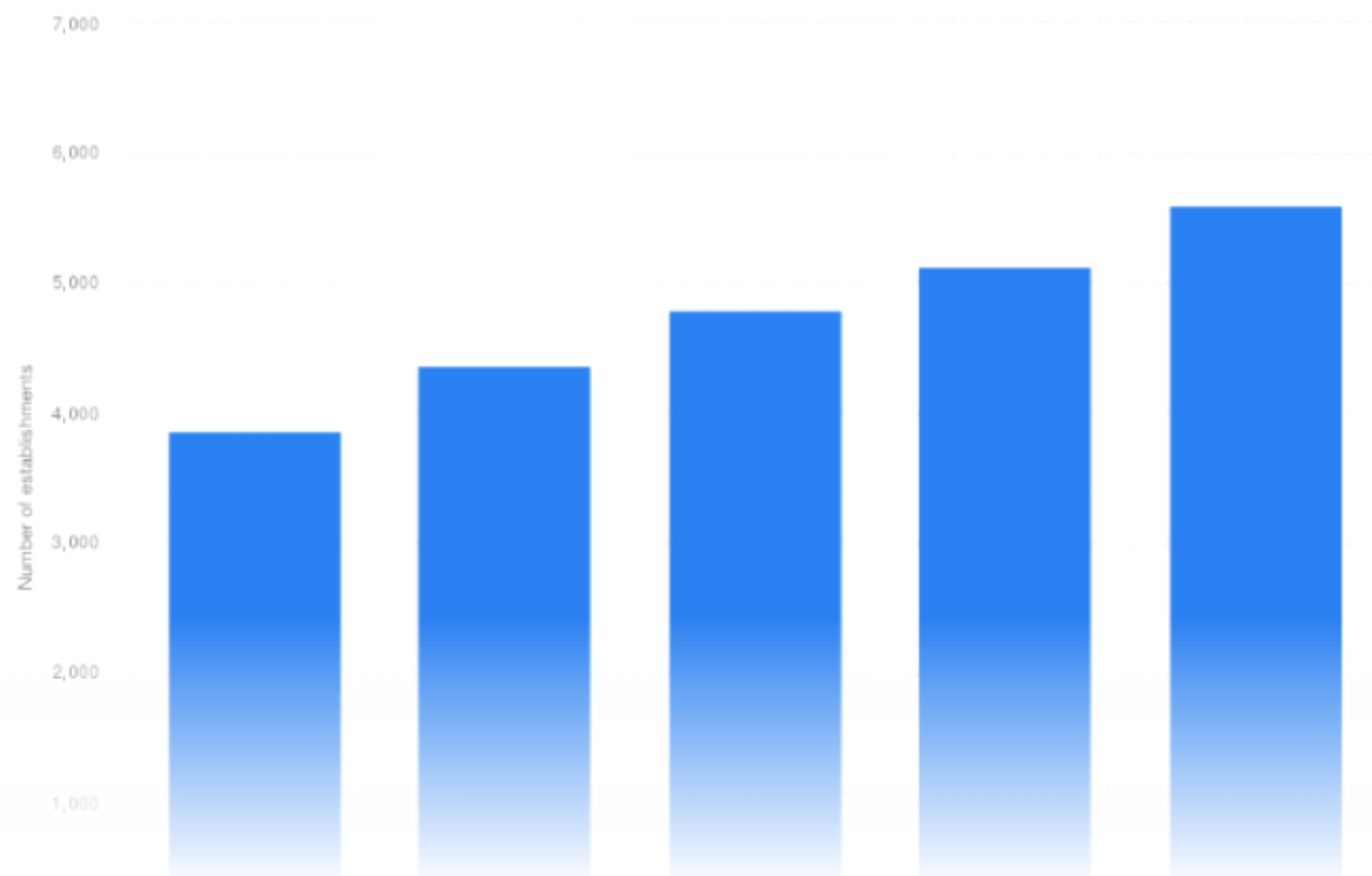
3,25-35,1720000

4,35-44,1367000


5,45-54,1151000


6,55-64,948000

7,65-120,1312000



[Additional Information](#)

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year,no_of_gyms

2016, 3900

2017, 4400

2018,4800

2019, 5000




2020, 5300

COMPETITORS LANDSCAPE

Business	Feature	Price per transaction
Payadvantage	Credit Card Payments	1.87% + 33c
	Recurring Direct Debits	<ul style="list-style-type: none"> • \$0.88 from banks • \$0.88 + 1.87% from credit cards • \$5.50/dishonour fee
	BPAY Payments	\$1.98/transaction
PaySMART	Visa and Mastercard	minimum 1.7% + Admin fee (\$0.00 – \$15.00) Example : If your fortnightly Direct Debit from a bank account instalment is \$21.90 you may be charged a Admin fee of an additional \$1.95 per transaction.
	American Express and Diner cards	minimum 3.5% + admin fee (\$0.00 – \$15.00)
Ezypay		1.59% + 39c
		\$14.90 failed payment fee
Debitsuccess		<ul style="list-style-type: none"> • Bank account transaction cost \$1.75 ex GST • Credit Card merchant fee 4.95% Visa/Mastercard and 5.25% AMEX ex GST • Dishonour fee \$14.95

BLOCKCHAIN SOLUTION

EXAMPLE - Hedera

	1ST GENERATION	2ND GENERATION	3RD GENERATION
	 BITCOIN BTC	 ETHEREUM ETH	 HEDERA HBAR
TRANSACTIONS PER SECOND	3+ TPS	12+ TPS	10,000+ TPS ¹
AVERAGE FEE	\$0.20 USD ²	\$0.13 USD ²	\$0.0001 USD
TRANSACTION CONFIRMATION	10-60 MINUTES	10-20 SECONDS	3-5 SECONDS (w/finality)






1. Cryptocurrency transactions. For Hedera, range shown for transactions not requiring a transaction record, but can receive a transaction receipt.

2. Avg. Bitcoin tx fee from 9/26/18 - 2/26/19 from <https://btf.fi/diagrams/bitcoin-fees>

3. Avg. Ethereum tx fee from 9/26/18 - 2/26/19 from <https://blockchair.com/ethereum/charts/average-transaction-fee-usd/>

Example - KDA

<https://kadena.io/>

	 KADENA	 SOLANA	 AVALANCHE	 ALGORAND	 CARDANO
TECHNOLOGY	STATE BRAIDED PoW SHARDING (CHAINWEB)	PoS	PoS	PURE PoS	OUROBOROS PoS
MARKETCAP	\$156 MILLION	\$7.5 BILLION	\$4 BILLION	\$4 BILLION	\$41 BILLION
FEES	0.00000000053 \$	0.000138 \$	0.032 \$	0.0015 \$	0.027 \$
TPS	480,000 WITH 20 CHAINS UNLIMITED	1,000-50,000	4,500-15,000 PER CHAIN	1,000-46,000	270-1,000
DECENTRALIZATION	MINERS UNLIMITED	584 VALIDATORS	918 VALIDATORS	324 VOTERS	2,400 POOLS
BLOCK TIME	30s 1.5s NETWORK THROUGHPUT	0.5s	3-4s	4.5s	20s

Savings Calculations

\$30 transaction example

NOT including admin fee

Payadvantage, Paysmart & Ezypay vs.Hedera

BUSINESS	PRICE	Difference
Payadvantage	\$0.88 AUD transaction cost	6,285% Saving!
Hedera	\$0.00014 AUD blockchain fee	
BUSINESS	PRICE	Difference
Paysmart	\$0.51 AUD transaction cost	3,642% Saving!
Hedera	\$0.00014 AUD blockchain fee	
BUSINESS	PRICE	DIFFERENCE
Ezypay	\$0.44 AUD transaction cost	2,785% Saving!
Hedera	\$0.00014 AUD blockchain fee	

Total Operational Cost Saving

Payadvantage vs Hedera					
Transaction Occurrence	Payadvantage	Total Cost	Hedera	Total Cost	Savings
100	\$0.88	\$88	0.00014	\$0.014	\$87.986
1000	\$0.88	\$888	0.00014	\$0.14	\$879.86
10000	\$0.88	\$8888	0.00014	\$1.40	\$8798.6
100000	\$0.88	\$88888	0.00014	\$14.00	\$87986
Paysmart vs. Hedera					
Transaction Occurrence	Paysmart	Total Cost	Hedera	Total Cost	Savings
100	\$0.51	\$51	0.00014	\$0.014	\$50.986
1000	\$0.51	\$510	0.00014	\$0.14	\$509.86
10000	\$0.51	\$5100	0.00014	\$1.40	\$5098.6
100000	\$0.51	\$51000	0.00014	\$14.00	\$50986
Ezypay vs. Hedera					
Transaction Occurrence	Ezypay	Total Cost	Hedera	Total Cost	Savings
100	\$0.44	\$44	0.00014	\$0.014	\$43.986
1000	\$0.44	\$440	0.00014	\$0.14	\$439.86
10000	\$0.44	\$4400	0.00014	\$1.40	\$4398.6

100000	\$0.44	\$44000	0.00014	\$14.00	\$43986
Debitsucces vs. Hedera					
Transaction Occurrence	Ezypay	Total Cost	Hedera	Total Cost	Savings
100	\$1.74	\$174	0.00014	\$0.014	\$173.986
1000	\$1.74	\$1740	0.00014	\$0.14	\$1739.86
10000	\$1.74	\$17400	0.00014	\$1.40	\$17398.6
10000	\$1.74	\$174000	0.00014	\$1.40	\$173986

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1, 100, 0.88, 88, 0.00014, 0.014, 87.986

1, 1000, 0.88, 888, 0.00014, 879.86

1, 10000, 0.88, 8888, 0.00014, 8798.6

1, 100000, 0.88, 88888, 0.00014, 87986

2, 100, 0.51, 51, 0.00014, 0.014, \$50.986

2, 1000, 0.51, \$510, 0.00014, \$509.86

2, 10000, 0.51, \$5100, 0.00014, \$5098.6

2, 100000, 0.51, \$51000, 0.00014, \$50986

3, 100, \$0.44, \$44, 0.00014, 0.014, \$43.986

3, 1000, \$0.44, \$440, 0.00014, \$439.86

3, 10000, \$0.44, \$4400, 0.00014, \$4398.6

3, 100000, \$0.44, \$44000, 0.00014, \$43986

4, 100, \$1.74, \$174, 0.00014, \$173.986

4, 1000, \$1.74, \$\$1740, 0.00014, \$1739.86

4, 10000, \$1.74, \$\$17400, 0.00014, \$17398.6

4, 100000, \$1.74, \$\$174000, 0.00014, \$173986

Fitness Frequency

https://bp-fitnessaustralia-production.s3.amazonaws.com/uploads/uploaded_file/file/173496/FAUS843-Industry-Report-2016-Section-3-Digital.pdf

Table 3.3a: Frequency of participation in Fitness/Gym (% of state or territory) (2012)

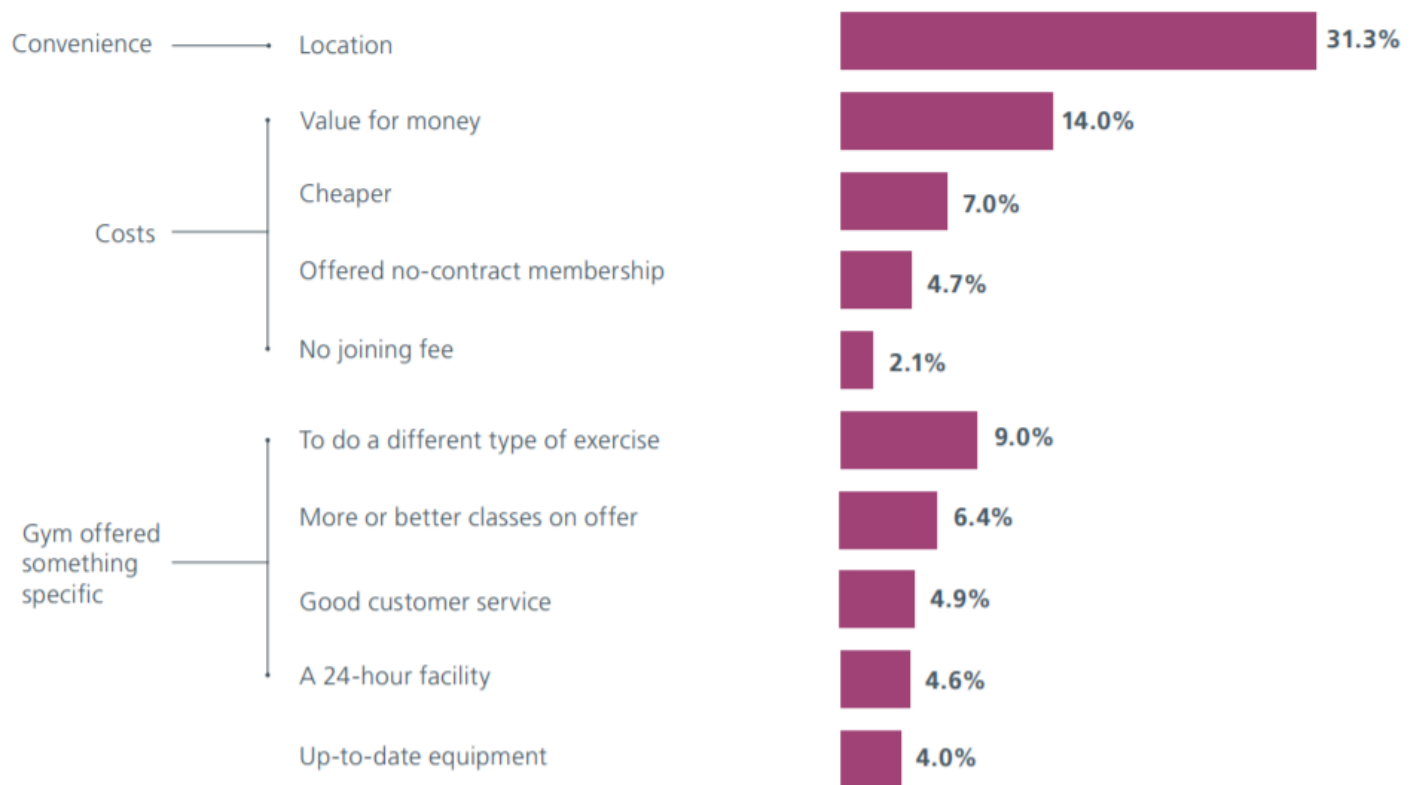
Fitness/Gym	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)	TAS (%)	NT (%)	ACT (%)	Australia (%)
1–12 times	7.7	9.2	10.6	7.9	7.6	7.4	16.3	6.1	8.7
13–26 times	10.9	8.0	7.1	6.8	6.6	7.7	8.9	12.6	8.6
27–52 times	18.4	18.2	18.6	20.8	19.0	16.2	17.6	19.6	18.6
53–104 times	22.8	26.0	23.0	28.8	21.4	28.7	26.7	22.9	24.1
105 times or more	40.2	38.5	40.5	35.4	45.1	40.0	30.4	38.8	39.9

Source: Australian Bureau of Statistics (ABS), 2012, 4177.0 - Participation in sport and physical recreation, 2011-2012, Commonwealth of Australia, Canberra

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dasd

Figure 3.7: Reasons for choosing their gym



Source: Fitness Industry Survey 2014 (Ezypay & iconnect)

Financial treadmill: Aussies wasting \$2.4 billion on unused gym memberships

<https://www.finder.com.au/unused-gym-memberships#:~:text=A%20new%20nationally%20representative%20Finder,whopping%20%242.4%20billion%20per%20year.>

- 6.2 million Australians (32%) have a gym membership.

Do you have a gym membership?

Response	%
No	68%
Yes	32%

Source: Finder December 2020 survey of 1,004 respondents

How often do you go to the gym?*

Response	%
Twice a week or more	40%
Once a week	10%
Three times a month	5%
Twice a month	10%
Once a month	15%
Less than once a month	20%

Source: Finder December 2020 survey of 326 respondent

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gym_frequency, number

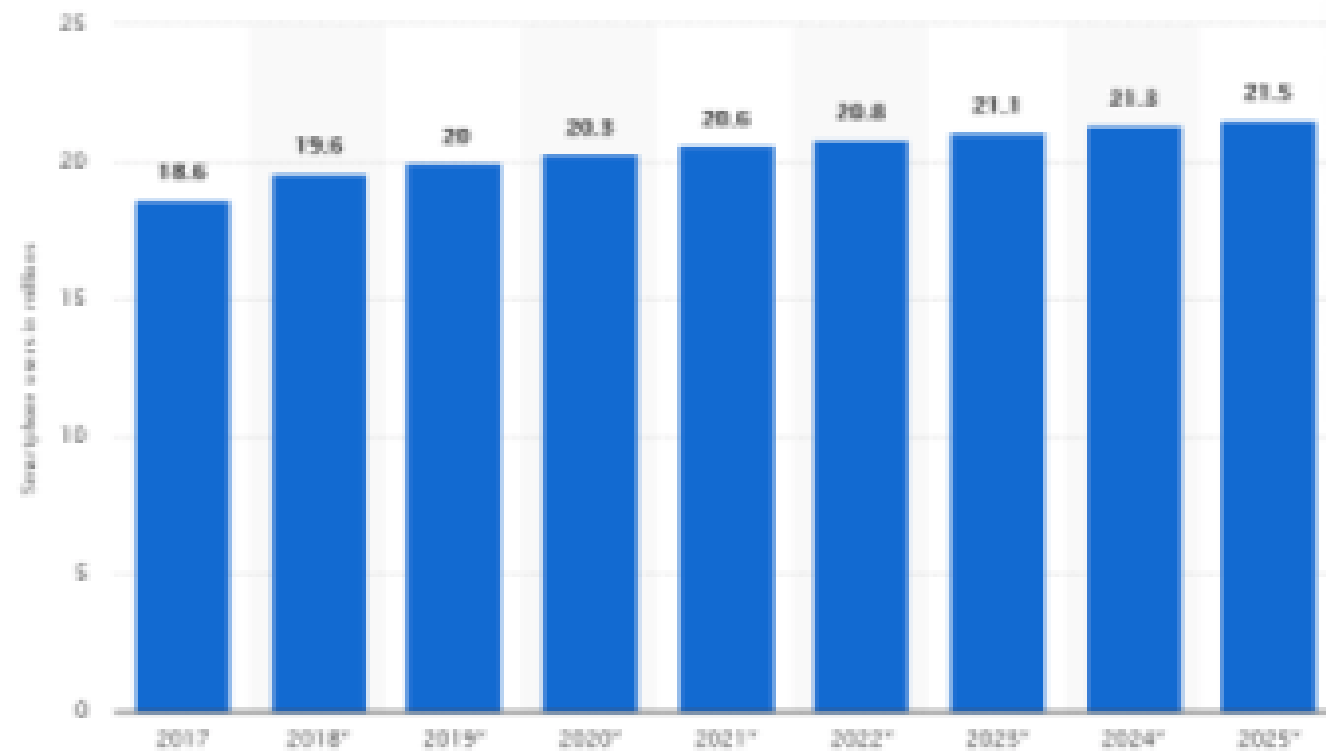
once_weekly,0.10

Twice_weekly,0.40

https://www.clearinghouseforsport.gov.au/_data/assets/pdf_file/0009/762093/State_of_Play_Report_-_Fitness_Gym.pdf

Engagement & Participation	Total	Male	Female
Is Most Strongly Associated Sport/Activity(%)	5.5%	3.8%	7.2%
Is Most Strongly Associated Sport/Activity(People)	1,116,645	381,165	735,479
Participation (%)	33.8%	29.7%	37.8%
Participation (People)	6,791,968	2,949,851	3,842,116
Average Frequency Per Annum	146	156	138

Number of smartphone users in Australia in 2017 with a forecast until 2025 (in millions)



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[Additional information](#)

[Show source](#)

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year,no_of_users,

2017,18600000

2018,19600000

2019,20000000

2020,20500000

2021,20600000

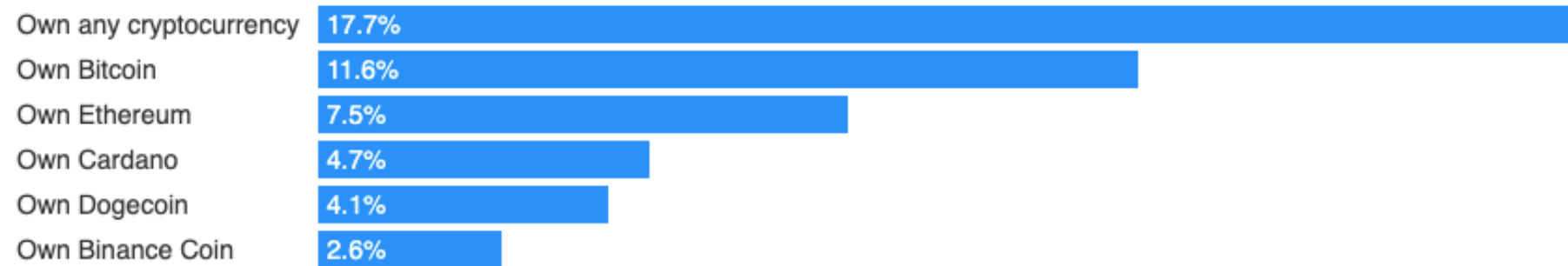
2022,20800000

2023,21100000

2024,21300000

2025,21500000

Cryptocurrency ownership - Australia



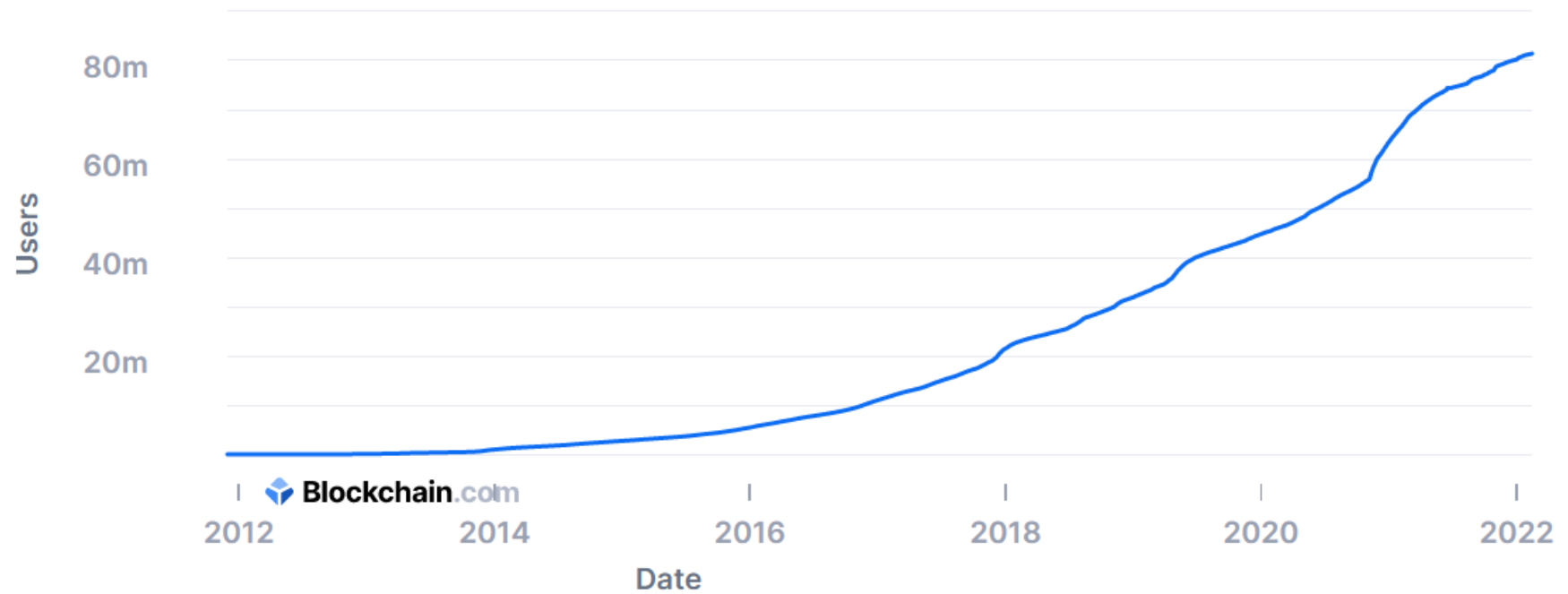
Source: Finder's Cryptocurrency Adoption Index, Note: Respondents could select multiple currencies.



<https://www.blockchain.com/>

Blockchain.com Wallets

The total number of unique Blockchain.com wallets created.



Visualisation Ideas

<https://www.kaggle.com/fangya/cryptocurrency-data-visualization-arima>

<https://cointelegraph.com/news/massive-jump-in-number-of-australians-who-own-crypto-survey>