**To Do List**

1. Get APIs for following companies
   1. Peloton
   2. Nike Run Club
   3. Apple Watch
   4. Whoop
   5. Sleep Trackers
   6. Workout Tracking Apps
      1. Fit Bod
2. Make a slide deck
3. Reach out to following USC Entrepreneurship Orgs
4. Make a survey
5. Get Team together
   1. Blogs
   2. Conferences

* Upcoming Pitch Competitions
  + MEPC (November 1st) – Maseeh Entrepreneurship Prize Competition
    - <https://viterbiinnovation.usc.edu/mepc/>
  + NSF (National Science Foundation) – Grants

**Design Team: Pitch Competition Brief**

* Deliverables and descriptions
  + 3 mobile app page designs for the following features
    - Competing with friends and comparing data
    - A user’s personal dashboard
    - Social Feed: other people’s workouts and progress towards goals
  + Concept design for Dumbbells
  + If you have time and get bored, just start brain storming logo designs
* Characteristics for the company (always open to modify)
  + Color pallet: 2 current options (must look modern and innovative)
    - **This Blue and white or some black:** The one below is really cool
    - This color combo is cool:
    - White **and red:** similar to the above with shirt and pants

**Survey**

**3 Questions we must answer**

1. Who is my TARGET MARKET?
2. Is my product idea IN DEMAND?
3. How much are people WILLING TO PAY for my product?

**Current Survey Tools (Make decision)**

1. Alchemer
   1. <https://app.alchemer.com/account>
2. Client Heartbeat
   1. <https://heat.clientheartbeat.com/>
3. **Typeform (so far have completed the survey)**
   1. <https://admin.typeform.com/accounts/01EN4XR5XKE4WHHCC2APJ5RJR3/workspaces/43GKqD>
4. Survey Planet
   1. <https://app.surveyplanet.com/>
5. Survey Kiwi
   1. <https://surveykiwi.com/clients/templates>

**Survey Questions**

1. Target Market
   1. Demographic Questions:
      1. Gender
      2. Age
      3. Household Income
      4. Do you live within 5 miles of a gym or other fitness studio?
   2. Behavioral Questions
      1. How many times a week do you work out?
      2. On average, how much do you spend on fitness every year (including gym memberships, classes, supplements or equipment)?
      3. Since March of this year, where do you usually work out (Check all that apply)?
         1. At home
         2. Large gym (like 24-Hour Fitness or Gold’s Gym)
         3. Sport Specific fitness classes (like boxing, yoga, or spin classes)
         4. Group Training Gyms (Like Orange Theory or any other boutique fitness classes, ….)
         5. Public Areas (tracks, parks or trails)
      4. Where do you plan to work out once you are no longer concerned about COVID-19, and life is back to normal (Check all that apply)?
         1. At home
         2. Large gym (like 24-Hour Fitness or Gold’s Gym)
         3. Sport Specific fitness classes (like boxing, yoga, or spin classes)
         4. Group Training Gyms (Like Orange Theory or any other boutique fitness classes, ….)
         5. Public Areas (tracks, parks or trails)
      5. Do you currently own/use one of the following products (check all that apply)?
         1. Peloton
         2. Apple Watch
         3. Fit Bit
         4. A Sleep Tracker
         5. Heartrate monitor
         6. Other
      6. Do you plan to purchase one of these products within the next year? Check the products that apply:
         1. Peloton
         2. Apple Watch
         3. Fit Bit
         4. A Sleep Tracker
         5. Heartrate monitor
         6. Other
      7. What workout equipment/types of exercises do you usually use during workouts (Check all that apply)?
         1. Body weight
         2. Dumbbells
         3. Barbells
         4. Running
         5. Biking
         6. Apple Watch
         7. Peloton
         8. Turf workouts with equipment
         9. Jump Rope
         10. Other
2. Demand
   1. Ask about competing or similar products
      1. What fitness apps have you considered using or are using now?
         1. Peloton
         2. Nike Run Club
         3. My Fitness Pal
         4. Nike Training Club
         5. 8fit
         6. Strava
         7. Fitbod
         8. Other (fill in)
      2. For apps you did not use, what was the reason for not using it (Check all that apply)?
         1. Too expensive
         2. Too much effort to use (bad user experience)
         3. Too many advertisements/pop ups
         4. Didn’t do its designated job effectively
         5. Not enough friends use the app as well
         6. Bad visual design
         7. No social aspect to the app
      3. How many times a week do you use the app or apps all together?
      4. What features do you look for in a fitness app (Check all that apply)?
         1. Provide workouts
         2. Track fitness (running or weights)
         3. Track Calories
         4. Teach you proper form
         5. Compare your current and long-term results with friends
         6. Provide meal plans
         7. Access to live group fitness classes
         8. Compete with others
      5. What first prompted you download the fitness apps (Check all that apply)?
         1. Set/track personal fitness goals
         2. New experience
         3. Motivation to work out more
         4. Improve current workout routines
         5. Be part of a fitness community
         6. See your work out results
      6. What would you like to see in a fitness app?
         1. Free form
   2. Introduce my product
      1. Give the product description (no more than 20 seconds)
         1. “ “
      2. How likely would you be to consider using this app?
         1. Scale from 1 (not likely at all) to 5 (extremely likely)
         2. If answered no:
            1. Why would you not consider using the app?
      3. How likely would you be to consider inputting your own exercises and workouts in order to compare with friends?
         1. Scale from 1 (not likely at all) to 5 (extremely likely)
      4. Assuming the price was reasonable, how likely would you be to consider purchasing the Bluetooth adjustable dumbbells and bodyweight clips?
         1. Scale from 1 (not likely at all) to 5 (extremely likely)
         2. If answered no:
            1. Why would you not consider using the app?
3. Willingness to pay
   1. Do you currently pay for any fitness apps?
      1. Yes or no
   2. Would you consider paying for a fitness app, if so, what would be the maximum amount (0 if you would not pay for one)
   3. At what price would you consider ONLY the dumbbell product being too expensive?
   4. At what price would you consider ONLY the dumbbell product priced so low that you question its quality?

**App Description**

**App:** Imagine an app which tracks all your workout data coming from fitness equipment like an Apple Watch, a Peloton or inputted data (such as weight exercises) to compare your stats against friends and other users in any chosen fitness category. You could see charts and graphs measuring calories burned, steps, or weighted reps and compare these against friends filtered by the day, week or even all time.

The app can also recommend you live workout classes based on your data. These classes will be filled with users who share similar workout stats and personal goals to create a custom fitness community for every user.

**Equipment:** As well as being able to compete with friends, we want to make it easier to effortlessly track all your workouts and exercises. Imagine owning only two dumbbells capable of tracking and recording every exercise along with results within each of your workouts. These two dumbbells can be adjusted anywhere from 2.5 lbs to 50+ lbs and automatically sync to your cellphone.

These dumbbells identify your current exercise during your workout or live class, while simultaneously sending exercise results to your phone. Similarly, a small, magnetic, circular clip that can be placed on your shorts or shirt to seamlessly record bodyweight exercises. You will never have to manually input anything onto your phone. The future holds many other pieces of exercise equipment to automatically track your workouts. All you have to do is outwork your friends and accomplish your goals!

People to send

1. Professor Shook
   1. ITS Department
2. Stan
   1. ITS department
3. Steven
   1. His buddies
4. Jason
5. Carolyn
   1. Her sister
      1. Volleyball team
      2. And friends
   2. parents
6. Abe
   1. His bay friends
   2. His work
   3. Dev and Colin
7. David
   1. His frat friends
   2. His girlfriend and potentially her family
8. Mom
   1. Her friends
9. Dale
10. Nina
    1. Matt
    2. Her friends
11. Tyler Margalski
    1. His roommates
    2. Family
12. Scott
    1. His friends
13. Tanicha
    1. Her friends
14. Tyle Koke
    1. His LA buddies
15. Kris
    1. His friends from PSU and law school
    2. Family
16. 201 Group
17. Grandpa
    1. Aunt Amy
18. Celia
    1. Her friends from Wake
19. Christian Dececca
20. Daniel
    1. His friends
21. Ron
    1. His friends
22. Lior
    1. Mor
    2. His friends
23. Bar
    1. His friends
24. Adam Levy
    1. His friends
    2. Maybe work?
25. Aunt Judy
26. Glenn
    1. The rest of family
27. Patrick
    1. His girlfriend
    2. His friends
28. James Creech
    1. His wife
    2. Potentially his friends and coworkers
29. Megan Le
    1. People at NGC and friends
30. Derek Banat
    1. His entire gym
31. Rob
    1. Treci and sydney
    2. Training staff
32. Dondon and pop
    1. Ask who they could send it to