

# Mama and Me with FitUp

## Project Brief - FitUp:

FitUp is an innovative platform that connects women looking for a female gym with nearby gyms, with the option to find a nearby nursery for their children, allowing them to exercise comfortably and safely. The site offers three search options: gym only, gym with an internal nursery, and gym with a nearby nursery, where the map shows the gym's location and the nearest nursery to it.

FitUp is distinguished by the ability to browse reviews and comments about gyms and nurseries, in addition to getting to know the available trainers, which helps women make informed decisions. The site also provides an opportunity for gyms and nurseries to promote their services through paid subscriptions, making it an effective tool for increasing visibility and attracting customers.

## Unique Value:

Unlike generic gym directories, FitUp solves a niche problem by integrating childcare solutions with fitness, ensuring convenience and safety for women. It also serves as a marketing channel for gyms and nurseries to attract clients.

## Target Audience:

- 1) Women in Jordan seeking fitness + childcare solutions.
- 2) Women's gyms and nurseries looking to expand their reach.

## Revenue Model:

Paid subscriptions for gyms/nurseries (90 JD/3 months, 130 JD/6 months, 280 JD/year).

## Expected Impact:

Empowers women to balance fitness and childcare while helping businesses grow.