|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Name** | **Description** | **Advantages** | **Challenges** | **Cost** | **Based on what we learned out new product could…** |
| **Direct competitors** | **GymFlow**  http://www.mygymflow.com/img/slides/scene1/iphone.png | This is an iPhone application which is designed by UCLA (University of California, Los Angeles). This App uses the card swipe system to know exactly how many people are in their school gym. Using statistics method, they can predict the peak time and help people to aviod the trafic.At the same time, it also covers Group Exercise classes, which are specific to those who purchase fitness passes. Right now, it can be sold to other local gyms. | Based on historical data and our proprietary prediction algorithm, this app can tell you how crowded the gym will be in 1 hour, tomorrow, or even next week. | Different gym has different data pattern. Even in the same gym, different season has different peak time. To collect the historical data, need some time. To get accurate prediction, need a good math model too. | $129/month for 1 location, up to 1,000 members.  $179/month for 1 location, up to 5,000 members.  $309/month up to 5 gym locations. | To get more accurate prediction, can use statistics. |
| **Share of wallet competitors** | **MINDBODY** C:\Users\JJ\Desktop\mindbody-logo.png | This is an online training class software which can help you design customer schedule. | 1. Manage personal schedule 2. A good online training coaching. | You need to prepare the training equipment by yourself. | Solo: $30/month  Grow:  $60/month  Pro:  $85/month  Accelerate:  $165/month | 1.Manage client schedule  2. Online video class |
| **MyCloudFitness**  iPhone Screenshot 1 | This app is designed for both iPhone and iPad. You can use it to log your workout records and track your progress. Finally, you can get your summary reports. | 1. According to different exercise, calculate the exercise amount. 2. Keep track your records. | This service is working with MyCloudFitness procducts. Not for the generate ones. | Free | Calculating the exercise amount for clients and keep their records. |
| **RunKeeper**  **C:\Users\JJ\Desktop\screen322x572.jpeg** | One of the fitness apps on Android and iOS. It tracks your run or bike by how far you went, how long it took and the route you travelled. It has a personal dashboard to see all of your historical activities and monitor how you are progressing in your workout routines. Also, you have the ability to share your information with your friends. | Monitor your heart rate, track how many calories you burned, see how far you have run and share all of that information with your friends to help you stay motivated. | Only apply to run | Free | Track your exercise performance and share them with your friends. |
| **Substitutes** |  |  |  |  |  |  |