

PROBLEM Expensive, bulky, and underpowered competitors dominate the market today. They fail to meet expectations regarding data sharing and user experience.	SOLUTION Size: Our product can be designed to be as compact as, or even more space-efficient than comparable products available on the market. Cost: Competing products are typically priced around 30,000 SEK, depending on the resistance levels. In contrast, our product can be sold at a significantly lower price, making it more accessible to a wider audience. Resistance/Weight: Competing products are often larger in size to be able to accommodate high weights or resistance levels. In comparison, our product can deliver the same strength and performance as larger machines, but with a more compact design. Additional Functions: Our product offers more features than current competitors, thanks to the detailed data we can access.	UNIQUE VALUE PROPOSITION Our product is smaller, more affordable and user-friendly than existing options, making it a highly competitive choice in the market.	UNFAIR ADVANTAGE Our expertise in both technology and sports/health.	CUSTOMER SEGMENTS Our product is designed for customers seeking an affordable and user-friendly solution for efficient and versatile home workouts, without the need for multiple machines and weights.
	KEY METRICS		CHANNELS	
EXISTING ALTERNATIVES Beyond Power VOLTRA I Vitruvian Trainer+		HIGH-LEVEL CONCEPT		EARLY ADOPTERS
COST STRUCTURE			REVENUE STREAMS	

