

Business Requirements Document V.1.0

Project Name: **“MoveMate” – Your companion to stay active (A fitness App)**

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Table of Contents

1	Executive Summary	3
2	Project Description	3
3	Project Scope	3
3.1	In Scope Functionality	3
3.2	Out of Scope Functionality	4
4	Business Drivers	4
4.1	Business Driver 1	4
4.2	Business Driver 2	4
4.3	Business Driver 3	4
5	Financial Stattement	Error! Bookmark not defined.
6	Functional Requirements	7
6.1	Priority	7
7	Non-Functional Requirements	8
8	Glossary	8
9	References	8
10	Appendix	10
11	Document History	11

1. Executive Summary

This Business Requirements Document (BRD) outlines the requirements for the "MoveMate" Fitness App. It contains both functional and non-functional requirements as well as the proposed process once the solution is implemented. It is used to determine what needs to be done, and as a starting point for app design.

2. Project Description

*The **"MoveMate" Fitness App** is a scalable, mobile-first digital wellness platform that is designed to meet the rising global demand for accessible, personalized fitness solutions. As consumers shift toward self-managed health and on-demand fitness tools, our app provides an intelligent, user-friendly solution for individuals looking to build consistent habits, track measurable results, and stay motivated.*

Our platform targets a broad but growing segment: busy professionals, fitness beginners, and health-conscious individuals who want tailored workout plans, real-time tracking, and progress dashboards—all in one seamless experience. The app leverages gamification, habit tracking, and future AI-driven insights to improve retention and engagement.

***Revenue potential** lies in a freemium subscription model, in-app purchases (coaching, premium plans), and future brand partnerships.*

*The health & fitness app market is projected to surpass **\$30B globally by 2026**, and our differentiated approach offers a strong foothold in this space.*

We're currently in the MVP phase, with a clear roadmap for core features (workout planner, goal tracking, wearable sync), and a long-term vision that includes AI coaching, community features, and nutrition integration.

***With investor support**, we aim to accelerate development, acquire early adopters, and position **"MoveMate"** as a leader in accessible digital fitness.*

3. Project Scope

This section describes the scope of the project at a high level. It is kind of a summary of the business requirements, so people can read this section to understand what is being done, and what isn't being done.

3.1: In Scope

The following areas are In scope for this project:

- Personalized workout plans
- Daily activity & progress tracking
- Meal & hydration logging
- Habit-building challenges
- Notifications & performance insights

3.2: Out of Scope (for MVP)

The following areas are out of scope for this project:

- Live personal training sessions.
- Dietitian or medical advice.
- Integration with all wearable devices

4. Business Drivers:

The drivers for this project include:

4.1: Business Driver 1

Rising Demand for Health & Wellness Solutions:

Consumers are more health-conscious than ever, with a global shift toward fitness, preventive care, and lifestyle improvement—especially post-pandemic.

4.2: Business Driver 2

Increased Adoption of Mobile Fitness Apps:

The fitness app market is projected to surpass \$30B globally. More people prefer affordable, at-home, mobile-first workout solutions.

4.3: Business Driver 3

Lack of Personalized, Beginner-Friendly Apps

Most fitness apps overwhelm users with generic routines. There's a market gap for an app that simplifies fitness with tailored plans for beginners and busy professionals

4.4: Business Driver 4

Recurring Revenue Potential via Freemium Model:

A tiered pricing model allows monetization through in-app purchases, subscriptions, and partnerships (e.g., fitness gear or nutrition brands).

4.5: Business Driver 5

Data-Driven User Engagement:

Tracking fitness behaviour provides valuable insights for continuous improvement, personalization, and targeted upselling.

5. Financial Statements & Investment Summary

1. Project Funding Requirements

*We are seeking an investment of **¥8.5 million** to support the development, launch, and early marketing of the "MoveMate" app over a 12–18-month runway. Funding will cover:*

- *App development and testing: ¥5,000,000*
- *Branding and go-to-market strategy: ¥1,000,000*

"MoveMate" – Your companion to stay active

- *Team (support, operations, training): ₦2,000,000*
- *Legal, compliance, and admin: ₦500,000*

*This is a **pre-revenue investment round** with expected breakeven by **Year 2** and positive cash flow from **mid-Year 2** onward.*

2. Revenue Forecast (3-Year Outlook)

Revenue Stream	Year 1 (₦)	Year 2 (₦)	Year 3 (₦)
<i>Freemium-to-Premium Conversions</i>	<i>2,500,000</i>	<i>7,500,000</i>	<i>15,000,000</i>
<i>In-App Purchases</i>	<i>500,000</i>	<i>2,000,000</i>	<i>4,000,000</i>
<i>Sponsored Workouts/Partners</i>	<i>0</i>	<i>1,000,000</i>	<i>3,000,000</i>
<i>Ad Revenue</i>	<i>0</i>	<i>500,000</i>	<i>2,000,000</i>
Total Revenue	₦3,000,000	₦11,000,000	₦24,000,000

3. Operating Expenses Projection

Expense Category	Year 1 (₦)	Year 2 (₦)	Year 3 (₦)
<i>Development & Maintenance</i>	<i>5,000,000</i>	<i>2,000,000</i>	<i>2,000,000</i>
<i>Marketing & Customer Acquisition</i>	<i>1,000,000</i>	<i>3,000,000</i>	<i>5,000,000</i>
<i>Staffing & Operations</i>	<i>2,000,000</i>	<i>3,000,000</i>	<i>4,000,000</i>
<i>Legal & Admin</i>	<i>500,000</i>	<i>750,000</i>	<i>1,000,000</i>
Total Expenses	₦8,500,000	₦8,750,000	₦12,000,000

4. Projected Profit/Loss & ROI

Year	Revenue (₦)	Expenses (₦)	Net Profit/Loss (₦)	ROI (Cumulative)
<i>Year 1</i>	<i>3,000,000</i>	<i>8,500,000</i>	<i>-5,500,000</i>	<i>-</i>
<i>Year 2</i>	<i>11,000,000</i>	<i>8,750,000</i>	<i>+2,250,000</i>	<i>26.5% recovery</i>
<i>Year 3</i>	<i>24,000,000</i>	<i>12,000,000</i>	<i>+12,000,000</i>	<i>~185% ROI</i>

5. Balance Sheet Impact

Category	Year 0 (Pre-Launch)	Year 1	Year 3
Cash Position	0 (Investment inflow)	-5.5M (burn)	+8.75M surplus
Assets (App/IP Value)	0	5M	8M
Liabilities	0	0	0
Equity (Investor + Team)	8.5M	8.5M	20.75M+ Value

Note: We estimate a **2.5x–3x valuation increase** by Year 3, driven by user traction, in-app monetization, and partnerships.

6. Funding Strategy & Use of Funds

- Seeking a **#8.5M seed investment** for a **20% equity stake**
- Funds will be deployed over 18 months, tracked against milestones (development, MVP launch, user acquisition)
- Additional bridge or Series A funding (if needed) will occur after reaching 100,000 users or 1M in ARR (Annual Recurring Revenue)

6. Functional Requirements

This is the main section and will detail the functional requirements of the project. The Priority table describes what each of the priorities stand for, and each section below includes the requirements

ID	Requirement	Priority	MoSCoW	Raised By
FR001	User Account Management	1	Must Have	BA
FR002	Progress & Analytics	1	Must have	BA
FR003	Workout Planning & Tracking	1	Must Have	BA
FR004	Reminders & Notifications	1	Must Have	BA
FR005	Content & Guidance	1	Must Have	BA
FR006	Social & Community Features	3	Could Have	BA
FR007	Nutrition & Health Tracking	2	Could Have	BA

6.1: Priority

The requirements in this document are divided into the following categories:

Value	Rating	Description
1	Critical	This requirement is critical to the success of the project. The project will not be possible without this requirement.
2	High	This requirement is high priority, but the project can be implemented at a bare minimum without this requirement.
3	Medium	This requirement is somewhat important, as it provides some value, but the project can proceed without it.
4	Low	This is a low priority requirement, or a "nice to have" feature, if time and cost allow it.
5	Future	This requirement is out of scope for this project, and has been included here for a possible future release.

Non-Functional Requirements

This section includes all the non-functional requirements for the application.

ID	Requirement	Priority
NFR 1	App must be responsive on iOS and Android.	Must Have
NFR 2	Data should sync in real-time across devices.	Must Have
NFR 3	App should support offline workout logging.	Must Have
NFR 4	Data privacy and compliance (e.g., GDPR).	Must Have

Glossary

Term	Explanation
FR	Functional Requirement
NFR	Non- Functional Requirement

References

This section contains links to all other places that were referred to in this document. These may include:

- *Documents on shared document control systems (such as SharePoint)*
- *Web sites*
- *URLs or network locations*

Name	Link

Appendix

This section may include any other information that does not fit in the document above. This may include:

- *Details of the processes*
- *Analysis of existing process and benefits for the Business Drivers section.*
- *Any other information you might need*

Beware of overloading this document with information. Preferably, any extra documents should be created separately and linked to, rather than embedding, as it is better for file sizes and version control.

Document History

This section details the history of the document at each version. It's good to know what has changed in each version, by who, and when it happened.

Version	Date	Changes	Author
1.0	06/06/2025		Jennifer Francis
2.0			
3.0			
4.0			
5.0			