UWAFT Hackathon Research Paper

Adrian Jones, Atharv Kothari, Nolan Phillion, Jonathan Rogoz, Nathan Berchst, Toan Tran
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1.

        The problem - Underweight and overweight people with bad diets due to their limited knowledge about healthy diets and foods that are accessible to them. Additionally, they don't have good exercise routines or they excessively workout.

Market size -

        The market size depends on who we would like to use the app. The people we'd like to use the app are people who are either underweight or overweight. We estimate a general size of 2 million people or more. The target age that we are looking to get is late teens early 20's to elderly people who want to stay active.

Method of delivery -

        We chose the phone since everyone nowadays has phones so it makes it easier to show our product to the target audience that we want to get.

2.
The solution -

        The people input their weight, age and gender and the program will then determine if the person is underweight or overweight. If they're underweight they are given a certain amount of calories and foods to eat so they can gain some weight as well as it gives the person a workout routine that will help them gain healthy weight. If they are overweight they are also given a certain amount of calories and foods to eat that will help them lose weight, they are also given a workout routine that will help them lose weight and gain a healthy weight instead.

3.

    Strengths   - The problem involves underweight and overweight people, since there is a good sized portion of people in the world this means that there is going to be a high chance that there will be a lot of people using the app.
- The more popularity means that there will be more people wanting to sponsor/invest in the app, which means more money to make rewards so that people can keep using the app which in turns means this entire process can repeat and we can get more and more people.
- An advantage of using the app is that the users can build and improve skills revolving around goals, this is happens because the point and reward system teaches users to constantly work hard to achieve their goal daily, and in these terms are points and rewards, this essentially teaches users to work hard towards their goals, and ultimately building skills that revolving around working hard to achieve skills.

Weaknesses - There can be people who use the app and only do it to get a reward so they will try and scam the system and they will probably try and tell other people how to do it and people will only download the app to do this so we will probably have to make it so that you can't scam the system.
- The diets in the app, may be hard to get, hard to afford or hard to make so people might not be able to acquire certain diets given to them so we need to make sure that we have a lot of different diets that are based on how much money the person has to spend on food.

Opportunities
This app gives people the opportunity to get in the shape that they want with the benefit to get rewarded for doing so and this is a positive because people will feel good about themselves and will keep using the app and they will hopefully tell other people about the app so we get more people to use the app.

Threats -

our marketing strategy might be a threat since we are trying to make it seem like we are only choosing the people who are more likely to use the app and some people might see that as a negative thing and will try and get rid of our app.

another threat will be the people who are scamming us since it can lead to people that invest in the app thinking that the app is a total bust because it's only losing money and they might stop investing in it

Competitors and Investors

a) Competitors
   i) Samsung Health
   ii) Health/Apple Health
   iii) Strava

People may choose these apps over our app, because they are made by more well known and popular companies. More well known popular companies are more trusted, than a company that isn't so popular and well known. As people may be skeptical about the information provided, and may deem them false or incorrect information.

b) Potential investors
   i) 7wireVentures
   ii) 25madison
   iii) Causeway Media

All three of these investors are investors in fitness or health, and our app completely revolves around helping people improve their fitness and health, and for that reason these three investors would be interested in investing in our app. Not only that, but we've also stated reasons about why our app may be successful and profitable, so in the long term it is not only benefiting the users, but also the investors.
Accessibility features -

a) Font size changer
b) Settings

The font size changer is good for elderly people and people with bad eyesight, as it lets them make the font bigger so that they can see the words and letters, essentially allowing them to read certain parts they couldn't already read because of how small the font was.

The setting feature tells the user their age, gender, profile, weight and also allows them to interact with other features such as the font size changer. Essentially allowing the user to adjust certain parts of the app to their liking.

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