EZ-FIT

Empower your FitBit data!

EMPOWER YOUR FITBIT DATA FREE OF CHARGE!

"Fitbit's mistake was that it promised behavior change, but it behaved like a hardware company. We had the ability to know a lot about our users, but people don't want to be told what they did, they want to be told what to do. It's Fitbit's greatest missed opportunity." -*FitBit employee*

THE PROBLEM

FitBit is great for tracking your fitness data and throwing statistics your way. But it falls short by not doing enough with your data - no workout recommendations, no injury tracking, etc. Numbers and graphs are nice, but we demand more personalization!

THE SOLUTION

We aim to use your data to provide a personalized and flexible way to stay on track to achieve your desired fitness goal. Our application can suggest workouts based on your fitness data and physical condition, taking into consideration parameters like your body mass index, target calorie value, and even injuries.

THE OPPORTUNITY

FitBit has attracted a lot of attention due to its rapid growth from $745 million in revenue to over $1.5 billion in just a five year span. Forecasts also project over 220 million units of fitness tracking devices shipped worldwide, with FitBit leading the way by offering 12 different models ranging in price from the affordable FitBit Classic to the more robust and feature-packed FitBit Charge and FitBit Versa. These numbers suggest a positive nationwide trend toward a more exercise-conscious population segment that correlates with the numbers in the global fitness and health club industry, in which the United States is #1 in both revenue and number of gym members.

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MEET THE TEAM:

Ashwin Balachandran:
He will be working for Kareo (a medical office software company) here in Irvine upon graduation where he worked for them as an intern during the summer on web development. For this project, he was in charge of backend development.

Harry Pham:
He has worked on computer gaming projects on a team with mentors from Blizzard Entertainment (computer gaming company) here in Irvine and plans to pursue a career in the software industry upon graduation. For this project, he was in charge of frontend development.
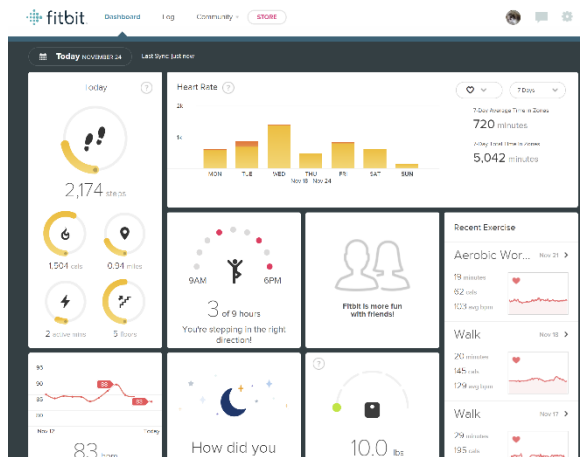
Keith Tachibana:
He has done coding projects for JetSuite Inc. (a private aviation company now based in Dallas, Texas) and plans to specialize in web development upon graduation. For this project, he helped work on the backend.

OUR ADVANTAGE OVER THE COMPETITION

Our product's competitive advantage over similar offerings is that our user-based workout recommendations all come standard, readily available on our dashboard upon logging in, and therefore are free-of-charge. On the other hand (as it currently stands), users must pay FitBit for these upgraded premium features at a cost of $9.99/month or $79.99/year.

OUR BUSINESS MODEL

Our business model will be centered on our relationships with gyms worldwide. When a client uses our web application for a suggested workout and decides to sign up for a new gym membership, we will receive a 25% cut of the fee the client pays each month (for example, at 24 Hour Fitness where monthly dues run for $32.00, our take would be $8.00 monthly). Given that the number of club memberships globally has increased every single year since 2009, we see no reason for this upward trend to stop, which makes our model completely scalable and profitable.

OUR PROMISE

The revenue for FitBit for the past 5 years has gone from $745.43 million in 2014 to $1.5 billion in 2018. Now with Google's acquisition of FitBit, at a valuation of $2.1 billion, the expectation is for all numbers to increase: from the number of units shipped and purchased to revenue and user base. This too translates into increased revenue for our product as we can now ride the coattails of a big name such as Google, which plans to implement its WearOS operating system in all FitBit devices and fortunatelly will have no effect on clients using our application.