



Business case

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Community & UN SDG(s):	Global audience Good Health and Well-being (Goal 3)
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Proposed Project	FlexAvail
Date Produced	2023-10-22
Background	FlexAvail is a proposed mobile application designed to revolutionize the fitness and well-being industry. In today's fast-paced world, individuals face challenges when trying to maintain a healthy lifestyle, particularly due to the increasing demands of daily life and the easy accessibility of unhealthy food options. FlexAvail aims to address this issue by providing users with a convenient and comprehensive fitness solution that can adapt to their unique needs, schedules, and fitness goals.
Business Need/ Opportunity	The fitness industry is a thriving market with a growing awareness of the importance of physical fitness. However, many individuals, especially beginners, often find it challenging to get started with exercise due to a lack of knowledge, guidance, and time constraints. Personal training services can be expensive and may not be accessible to everyone. This presents an opportunity to develop a fitness app that bridges the gap by providing a user-friendly, flexible, and cost-effective solution for individuals seeking to improve their health and well-being.
Options	<p>Perform the Project : Proceed with the development of FlexAvail, including the design, development, testing, and launch of the application.</p> <p>Do Nothing : Do not pursue the project, and leave the current challenges and barriers in place for individuals looking to improve their fitness. (Why would you do that?) #notmyproblem</p>
Cost-Benefit Analysis	

Option 1 - Perform the Project:

Costs: Initial development costs, maintenance, marketing, and user support.

Benefits: Increased revenue from app purchases and in-app purchases, potential for subscription-based revenue(if we decide to monetize it), enhanced brand recognition, positive impact on public health by making fitness accessible to a broader audience.

Option 2 - Do Nothing :

Costs: None associated with project development.

Benefits: None in terms of addressing the identified business need/opportunity.

Recommendation

Based on the business need/opportunity and the cost-benefit analysis, it is recommended to proceed with Option 1, which involves the development of FlexAvail . This option aligns with the project's mission of addressing the challenges individuals face in starting and maintaining a healthy lifestyle. It not only has the potential to generate revenue but also contributes to improving overall public health by making fitness accessible to a wider audience. FlexAvail represents a valuable and innovative solution for the identified market gap.