

SMART INDIA HACKATHON 2025

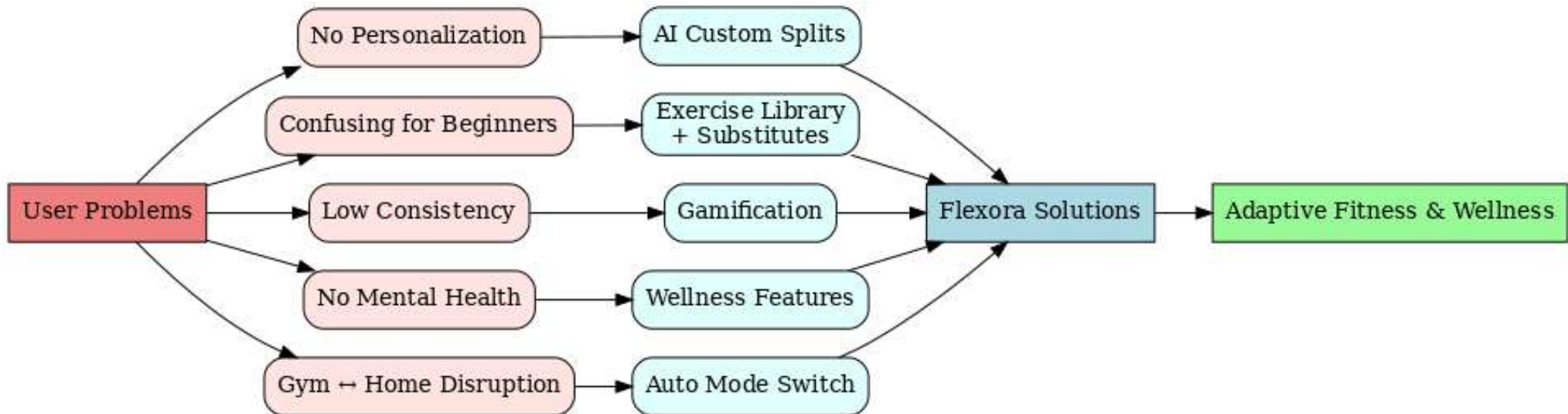


- **Problem Statement ID :- 25129**
- **Problem Statement Title :- Student Innovation**
- **Theme :- Fitness & Sports**
- **PS Category :- Software**
- **Team ID :- 101648**
- **Team Name :- _EleventhHour_**





PROPOSED SOLUTION

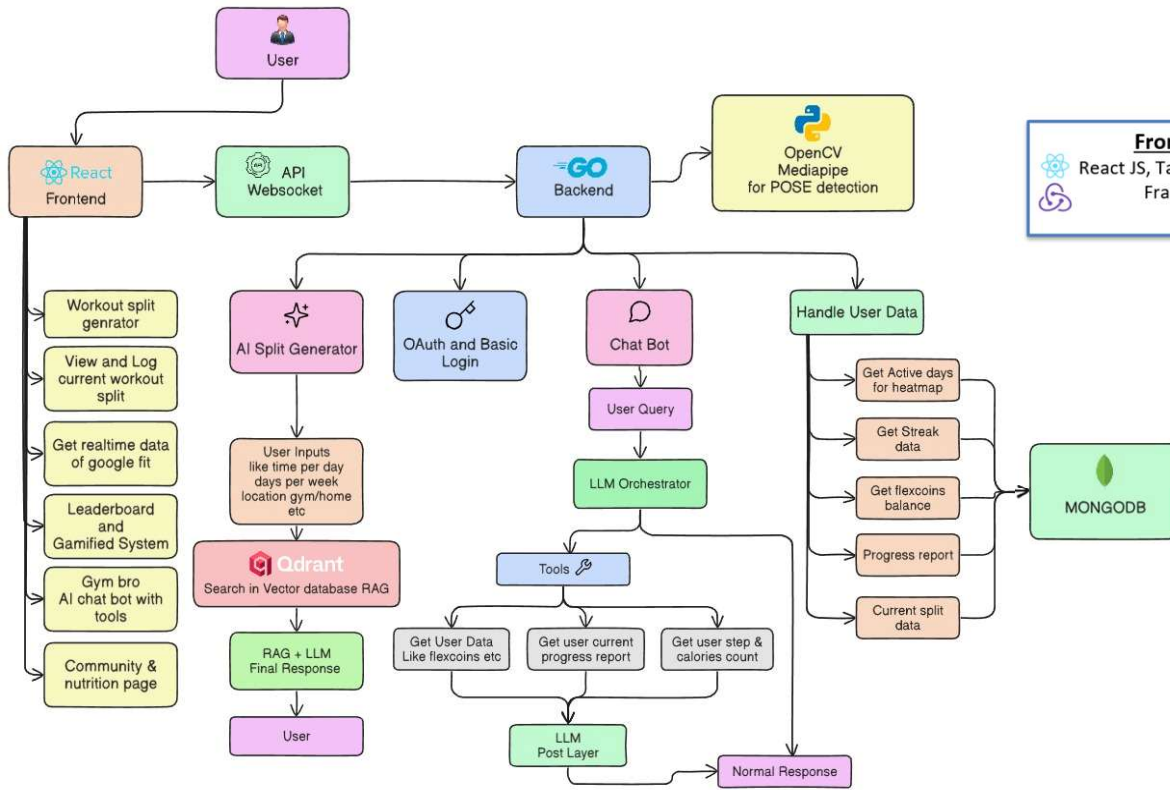


- **Flexora:** The app integrates with students' academic calendars (e.g., Google Calendar or university portals) to automatically suggest micro-workouts (5-15 minutes) that fit into gaps between classes, commutes, or study sessions.
- **Example:** A quick HIIT routine during a 20-minute break, with adaptive difficulty based on the student's reported stress levels from upcoming exams. This stands out by turning fragmented time into fitness opportunities, unlike generic apps that ignore real-life schedules



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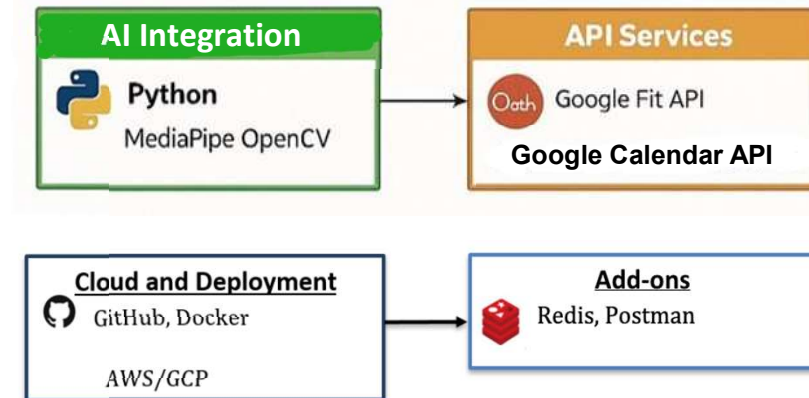
TECHNICAL APPROACH



CORE ARCHITECTURE



AI INTEGRATION & SERVICES





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FEASIBILITY AND VIABILITY



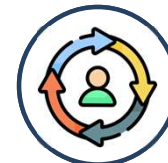
Feasibility



Market



Development



User Experience



Monetization

Analysis

Highly feasible due to AI-driven personalization. Addresses key market gap.

Risks

AI Accuracy: Poor workout plans can erode trust.

Solution

User Feedback Loop: Use ratings to refine AI. **Expert-backed Rules:** Ensure rules are designed by fitness pros.

Strong competitive advantage with dynamic AI.

Saturation: Facing established giants (e.g., Nike, Peloton).

Niche Focus: Target a specific group first (e.g., home gym users). **Strong Branding:** Emphasize "adaptability" as a core differentiator.

High potential for a subscription model.

Freemium Pressure: Competing with apps that offer free services.

Freemium Model: Offer basic features for free, charge for advanced AI coaching. **Tiered Pricing:** Provide monthly, annual, and lifetime options.

Comprehensive features for high engagement.

Onboarding Friction: Too much info requested upfront. **UI Clutter:** Risk of overwhelming users with features.

Progressive Onboarding: Ask for minimal info initially. **Clean UI:** Prioritize a simple, intuitive design.

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IMPACT AND BENEFITS



Category	Impact on Target Audience	Benefits
Social	Builds supportive communities through leaderboards & streaks; improves overall well-being	Encourages healthier lifestyles, reduces sedentary behavior, integrates mental health & fitness
Economic	Provides affordable personalized coaching alternative	Saves money vs. personal trainers/gyms; enables subscription & partnership revenue models; boosts user productivity
Environmental	Encourages home workouts & minimal-equipment training	Reduces need for daily commutes to gyms → lower carbon footprint; promotes sustainable, digital-first solutions
Personal	Personalized, adaptable fitness & wellness journey	Saves time, fits user lifestyle, improves discipline, confidence, and consistency



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RESEARCH AND REFERENCES



Live Deployment

[Flexora](#)

Demo Video

[Youtube Link](#)

Source Code

[GitHub Repository](#)

Guides and References :

1. <https://www.ongraph.com/ai-in-fitness-industry/>
2. <https://aws.amazon.com/what-is/retrieval-augmented-generation/>
3. <https://www.sciencedirect.com/science/article/pii/S1071581923002148>
4. <https://pmc.ncbi.nlm.nih.gov/articles/PMC5627651/>