

# FitFriends: Gamified Activity Platform for Teens

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## Turning Real-World Action into Play

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- Mobile app rewarding real-world challenges
  - Social, competitive, reward-driven
  - Built for scale and monetization
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# The Problem

- Teens are increasingly sedentary
- Games promote screen time
- Parents want healthier digital experiences
- Fitness apps aren't teen-focused

# The Solution

- Real-world challenges
- Points-based rewards
- Social competition
- Tangible incentives

# Product Overview

- iOS & Android app
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- Daily challenges
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- Leaderboards with friends
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- Redeemable points

## Target Market

- Teens ages 13–17

- Parent-approved engagement

- Global mobile-first audience

## Competitive Landscape

- Mobile games
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- Social apps
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- Fitness apps
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Our edge: real-world +  
social + rewards

# Business Model

- Free to download
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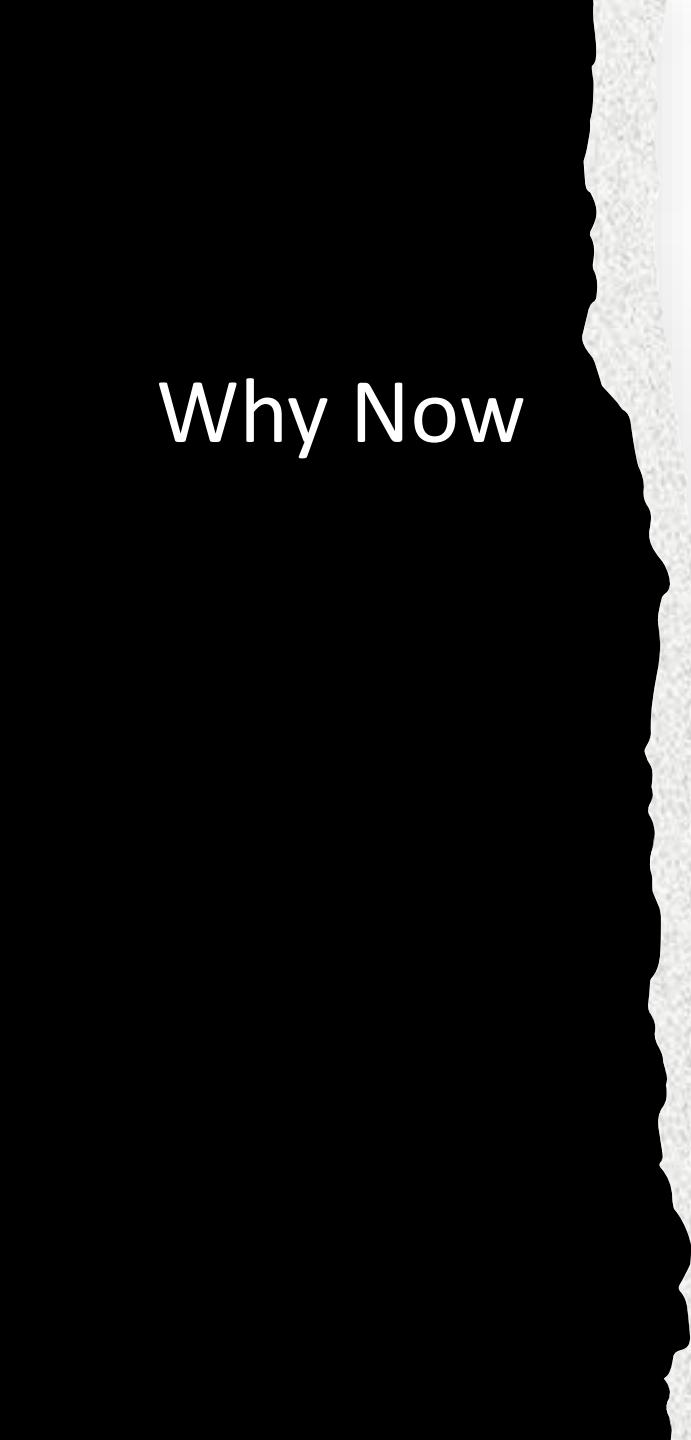
- In-app purchases
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- Sponsored challenges
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- Brand partnerships

# Growth Strategy

- Viral social mechanics
- Seasonal challenges
- Influencer marketing
- Brand partnerships



## Why Now

- Rising teen gaming usage
- Focus on youth wellness
- Demand for healthy tech

## Vision

- Category leader in teen wellness gaming
- Expand globally
- Build rewards ecosystem