

## **Program to make a workout plan**

App can connect with smart devices like phone to help track their progress and modify their workout plan as they progress

After tracking progress include promotions and rewards for consistency

Include something like a calorie tracker to allow the user to better enhance their workout plan

Along with app, make service that allows people to track their progress as well as the progress of family members and friends

Make the app a subscription-based service in order to monetize it and include a free trial at the start of the app

## **Demographic: People who workout**

Can be advertised to people looking to workout and get in shape, but don't

## **Advertise to people who already show an interest in working out**

Include a review system to allow for users to give their own feedback on the app to improve GUI's and functionality of the app

Can be used for people with health concerns such as diabetes or asthma, looking to get healthy or continue to stay in shape.

## **Make an app for the idea**

App takes person's age, weight, and goals and makes a workout plan for that person.

Create a social media account that will do giveaways and post people that have gained the most progress with the app

Start collaborations with other companies to integrate their products with this app like a special edition fitness watch that integrates well with the app and has a unique appearance.

**Sponsor  
influencers to  
help give app  
credibility and  
spread its  
reach.**

## **Expenses**

Put on Apple app store, Google app store, and have a website that people can log into

Possibly promote other people's workout equipment on our social media and app to gain more revenue from sponsors

May have to pay for servers to keep up the app, pay for extra developers, and any certification needed to create the app.

## **User Interaction**

**Uses the  
person's input  
on the  
workout plan**

Age, Diet, Weight, Height, Gender, Weight Goal, Muscle Groups to work out, etc.