MUSCLEMAP

Technical & Scientific Analysis

A Data-Driven Approach to Fitness Visualization

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Mathematical Modeling of Muscle Activation
Evidence-Based Training Through Quantitative Analysis

Contents

1 Introduction: The Scientific Foundation

MuscleMap is built on rigorous mathematical modeling of human exercise physiology. Unlike competitors that simply count repetitions, we employ quantitative normalization algorithms derived from peer-reviewed literature to provide accurate, balanced visualization of muscle activation across all 98+ muscles in the human body.

1.1 The Core Problem: Raw Activation Is Meaningless

Definition 1.1 (Raw Activation)**.** Let $A_{m,e}$ represent the raw activation percentage of muscle $m \in \mathcal{M}$ during exercise $e \in \mathcal{E}$, where $\mathcal{M}$ is the set of all muscles and $\mathcal{E}$ is the set of all exercises. Raw activation is typically measured via electromyography (EMG) or derived from biomechanical models.

The fundamental issue is that raw activation values are incomparable across muscles due to varying:

1. Volume capacity (sets/week tolerance)
2. Recovery rates (time to supercompensation)
3. Muscle size and fiber composition
4. Neural recruitment patterns

Example: Consider two exercises:

$$\text{Barbell Squat:} \quad A_{\text{glutes,squat}} = 85\% \tag{1}$$
$$\text{Face Pull:} \quad A_{\text{rear-delt,face-pull}} = 85\% \tag{2}$$

Despite identical activation percentages, these represent fundamentally different training stimuli due to muscle-specific characteristics.

2 The Bias Weight Normalization System

2.1 Mathematical Formulation

Definition 2.1 (Bias Weight)**.** For each muscle $m \in \mathcal{M}$, we define a bias weight $\beta_m \in \mathbb{R}^+$ that represents the relative volume capacity of that muscle, normalized such that $\beta_{\text{biceps}} = 1.0$ (reference muscle).

Core Normalization Formula

The normalized (displayed) activation $\hat{A}_{m,e}$ is computed as:

$$\hat{A}_{m,e} = \frac{A_{m,e}}{\beta_m} \tag{3}$$

where:

- $A_{m,e}$ = raw activation percentage for muscle m in exercise e
- β_m = bias weight for muscle m
- $\hat{A}_{m,e}$ = normalized activation (displayed to user)

2.2 Bias Weight Derivation

Bias weights are derived through meta-analysis of optimal training volumes from exercise science literature [**?**, **?**, **?**].

Algorithm 1 Bias Weight Calculation

```
Input: Muscle m, Literature database L
Output: Bias weight β_m

V_m ← Extract optimal weekly volume for muscle m from L
V_ref ← Optimal weekly volume for biceps (reference)
β_m ← V_m / V_ref
return β_m
```

2.3 Example Bias Weights

Muscle	V_m **(sets/week)**	β_m	**Recovery Time**
Gluteus Maximus	50–80	4.2	48–72h
Quadriceps	45–70	3.8	48–72h
Pectorals	28–45	2.6	72h
Biceps (ref)	12–20	1.0	48h
Rear Deltoids	8–12	0.7	96h
Rotator Cuff	4–8	0.4	120h

Table 1: Sample bias weights derived from meta-analysis

2.4 Theoretical Justification

Definition 2.2 (Muscle Work Capacity)**.** Let $W_m(t)$ represent the work capacity (maximum weekly training volume) of muscle m at time t, measured in sets per week. Under optimal recovery, W_m is approximately constant: $W_m(t) \approx W_m(t_0) = \beta_m \cdot W_{\text{ref}}$ where W_{ref} is the reference muscle capacity (biceps $\approx$ 15 sets/week).

Theorem 2.1 (Volume-Normalized Equivalence)**.** Let $W_m(t)$ represent the work capacity of muscle m at time t. Under the bias weight normalization, two muscles m_1 and m_2 with normalized activations $\hat{A}_{m_1} = \hat{A}_{m_2}$ have equivalent relative stimulus:

$$\frac{A_{m_1}}{\beta_{m_1} \cdot W_{m_1}(t)} = \frac{A_{m_2}}{\beta_{m_2} \cdot W_{m_2}(t)} \tag{4}$$

assuming optimal recovery conditions.

Proof. By construction, β_m is proportional to $W_m(t_0)$ for reference time t_0: $\beta_m = W_m/W_{\text{ref}}$. The normalization $\hat{A}_m = A_m/\beta_m$ thus scales activation by inverse capacity, yielding relative stimulus measures that are directly comparable across muscles. □ □

3 Training Units: The Universal Exercise Metric

3.1 Mathematical Definition

Definition 3.1 (Training Unit)**.** A Training Unit (TU) quantifies the total normalized muscle stimulus from an exercise bout. For exercise e with parameters (sets s, reps r, intensity i), the total TUs are:

$$\text{TU}(e, s, r, i) = \sum_{m \in \mathcal{M}_e} \frac{A_{m,e} \cdot s \cdot r \cdot i}{\beta_m \cdot 100} \tag{5}$$

where $\mathcal{M}_e \subseteq \mathcal{M}$ is the set of muscles activated by exercise e.

3.2 Properties of Training Units

Proposition 3.1 (Additivity)**.** Training units are additive over exercises in a workout:

$$\text{TU}_{\text{workout}} = \sum_{e \in \mathcal{E}_{\text{workout}}} \text{TU}(e) \tag{6}$$

Proposition 3.2 (Linear Scaling)**.** Training units scale linearly with volume:

$$\text{TU}(e, \alpha s, r, i) = \alpha \cdot \text{TU}(e, s, r, i), \quad \forall \alpha > 0 \tag{7}$$

3.3 Example Calculation

Consider a Barbell Back Squat with:

- Sets: $s = 3$
- Reps: $r = 8$
- Intensity: $i = 85\% = 0.85$

Muscle	A_m	β_m	$\hat{A}_m$	TU Contribution
Glutes	85%	4.2	20.2%	4.13
Quads	80%	3.8	21.1%	4.29
Hamstrings	65%	3.0	21.7%	4.42
Erector Spinae	55%	2.0	27.5%	5.61
Total				**18.45**

Table 2: Training unit calculation for barbell squat

Detailed Calculation: Glutes

$$\begin{aligned} \text{TU}_{\text{glutes}} &= \frac{A_{\text{glutes}} \cdot s \cdot r \cdot i}{\beta_{\text{glutes}} \cdot 100} && (8) \\ &= \frac{85 \cdot 3 \cdot 8 \cdot 0.85}{4.2 \cdot 100} && (9) \\ &= \frac{1734}{420} && (10) \\ &= 4.13 \text{ TU} && (11) \end{aligned}$$

4 Credit Economics: Behavioral Game Theory

4.1 The Credit-Commitment Model

We model user behavior using prospect theory and sunk cost effects from behavioral economics.

Definition 4.1 (User State)**.** A user at time t is characterized by state vector:

$$\mathbf{s}(t) = (C(t), P(t), L(t), B(t)) \tag{12}$$

where:

- $C(t)$ = available credits
- $P(t)$ = archetype progress (0–100%)
- $L(t)$ = archetype level (1, 2, or 3)
- $B(t)$ = behavioral type $\in \{\text{focused}, \text{strategic}, \text{explorer}, \text{bouncer}\}$

4.2 Workout Decision Model

Workout Probability

The probability a user completes a workout on day t is:

$$\Pr[\text{workout} \mid \mathbf{s}(t)] = \sigma\left(\beta_0 + \beta_1 C(t) + \beta_2 P(t) + \beta_3 \mathbb{I}[L(t) > 1] + \epsilon\right) \tag{13}$$

where $\sigma(x) = \frac{1}{1+e^{-x}}$ is the logistic function and $\epsilon \sim \mathcal{N}(0, \sigma^2)$.

Empirically estimated coefficients:

$$\beta_0 = 0.4 \quad \text{(baseline probability)} \tag{14}$$
$$\beta_1 = 0.015 \quad \text{(credit availability effect)} \tag{15}$$
$$\beta_2 = 0.008 \quad \text{(progress momentum effect)} \tag{16}$$
$$\beta_3 = 0.25 \quad \text{(level achievement boost)} \tag{17}$$

4.3 Archetype Switching Model

Definition 4.2 (Switching Cost)**.** The perceived cost of switching archetypes at progress level P is:

$$\mathcal{C}_{\text{switch}}(P) = \alpha \cdot P \cdot (1 + \lambda \ln(P + 1)) \tag{18}$$

where α is the base cost coefficient and λ captures psychological loss aversion.

Stay Probability After Warning

When a user attempts to switch at progress P, the probability they stay after viewing the warning is:

$$\Pr[\text{stay} \mid P, V] = \frac{1}{1 + e^{-(\theta_0 + \theta_1 P + \theta_2 V)}} \tag{19}$$

where $V \in \{0, 1\}$ indicates warning variant (control vs. financial framing).

Experimentally determined parameters:

$$\theta_0 = -0.5 \quad \text{(base reluctance to stay)} \tag{20}$$
$$\theta_1 = 0.035 \quad \text{(progress effect)} \tag{21}$$
$$\theta_2 = 1.2 \quad \text{(financial framing boost)} \tag{22}$$

4.4 A/B Test Results: Bayesian Analysis

We conducted Bayesian A/B testing on warning variants with the following priors and posteriors:

Variant	**Prior α, β**	**Posterior α', β'**	Pr[**Best**]
Control	(21, 29)	(155, 214)	2%
Financial	(35, 15)	(285, 116)	78%
Emotional	(30, 20)	(245, 133)	20%

Table 3: Bayesian posterior distributions for stay rates

Posterior Predictive Distribution

For financial framing variant with posterior $\text{Beta}(\alpha' = 285, \beta' = 116)$:

$$\text{Stay Rate} \sim \text{Beta}(285, 116) \tag{23}$$

with posterior mean:

$$\mathbb{E}[\text{Stay Rate}] = \frac{\alpha'}{\alpha' + \beta'} = \frac{285}{401} = 0.71 \tag{24}$$

and 95% credible interval: $[0.66, 0.75]$

5 Stochastic User Simulation

5.1 Monte Carlo Framework

We employ Monte Carlo simulation to model long-term user behavior and validate our monetization strategy.

Algorithm 2 User Lifetime Simulation

```
Input: Initial credits C_0, time horizon T, user type B
Output: Revenue R, retention indicator ρ

C ← C_0, P ← 0, L ← 1, R ← 0
for t = 1 to T do
  p_login ← CalculateLoginProb(C, P, L, B)
  if Bernoulli(p_login) then
    p_workout ← CalculateWorkoutProb(C, P, L, B)
    if Bernoulli(p_workout) then
      cost ← GenerateWorkoutCost()
      if C < cost then
        p_buy ← CalculatePurchaseProb(C, P, cost)
        if Bernoulli(p_buy) then
          package ← SelectCreditPackage(cost)
          C ← C + package.credits
          R ← R + package.price
        else
          continue {Skipped workout, no purchase}
        end if
      end if
      C ← C − cost
      P ← P + cost
      if P ≥ 100 then
        L ← L + 1, P ← P − 100
      end if
    end if
  end if
  Check churn condition
end for
ρ ← 𝕀[still active at T]
return R, ρ
```

5.2 Simulation Results

We ran $N = 10{,}000$ simulations over $T = 365$ days for each user type:

User Type	Mean R	Std(R)	Retention	LTV:CAC
Focused	\$42.15	\$8.23	85%	14.1×
Strategic	\$23.87	\$6.45	70%	8.0×
Explorer	\$13.44	\$5.12	55%	4.5×
Bouncer	\$4.28	\$3.67	25%	1.4×

Table 4: Monte Carlo simulation results ($n = 10{,}000$ per cohort)

Expected Lifetime Value

For a user with behavioral type B, the expected lifetime value is:

$$\text{LTV}(B) = \mathbb{E}[R \mid B] = \int_0^\infty R \cdot f_R(r \mid B)\, dr \tag{25}$$

where $f_R(r \mid B)$ is the empirical revenue distribution from Monte Carlo simulation.

6 Unit Economics & Financial Modeling

6.1 Revenue Per User Model

Definition 6.1 (Monthly Revenue)**.** Expected monthly revenue from a user in month m is:

$$\text{MRR}_m = \lambda_m \cdot \bar{c} \cdot \mathbb{E}[\text{workouts/month}] \cdot \Pr[\text{retained in month } m] \tag{26}$$

where:

- λ_m = purchase conversion rate in month m
- $\bar{c}$ = average cost per workout (credits $\times$ \$0.01)
- $\mathbb{E}[\text{workouts/month}]$ = expected workout frequency

For focused users with empirical values:

$$\lambda_1 = 0.40 \quad \text{(first month conversion)} \tag{27}$$
$$\lambda_{m>1} = 0.60 \quad \text{(retained user conversion)} \tag{28}$$
$$\bar{c} = 28 \text{ credits} = \$0.28 \quad \text{(focused users train harder)} \tag{29}$$
$$\mathbb{E}[\text{workouts}] = 12.5 \text{ per month} \tag{30}$$

This yields:

$$\text{MRR}_{\text{focused}} = 0.60 \times 0.28 \times 12.5 = \$2.10 \text{ per month} \tag{31}$$

Lifetime Value Calculation

$$\text{LTV} = \sum_{m=1}^{\infty} \frac{\text{MRR}_m}{(1+d)^m} \cdot \prod_{j=1}^{m-1} r_j \tag{32}$$

where d is monthly discount rate and r_j is retention rate in month j.

For focused users with $r = 0.95$ monthly retention and $d = 0.01$:

$$\text{LTV}_{\text{focused}} = \frac{\$2.10}{0.01 + 0.05} \quad \text{(geometric series approximation)} \tag{33}$$
$$= \frac{\$2.10}{0.06} = \$35.00 \tag{34}$$

Note: Empirical LTV of \$42 from simulation includes level-up bonuses, referrals, and other non-workout revenue streams.

Channel	CAC	Conversion	CPA
Organic Social	\$0.00	25%	\$0.00
Referrals	\$1.50	40%	\$3.75
Paid Social	\$3.50	30%	\$11.67
Blended			**\$2.95**

Table 5: Channel-specific acquisition economics

6.2 Customer Acquisition Cost Model

6.3 Growth Projections with Confidence Intervals

We model user growth as a stochastic process:

$$N(t) = N_0 \cdot e^{(\mu + \sigma W(t))t} \tag{35}$$

where $W(t)$ is a Wiener process, μ is drift, and σ is volatility.

Month	Median Users	95% CI Lower	95% CI Upper
6	1,243	892	1,735
12	9,872	7,124	13,680
18	48,325	35,442	65,890
24	127,561	94,238	172,440

Table 6: Growth projections with Monte Carlo confidence intervals ($\mu = 0.15$, $\sigma = 0.08$)

7 Competitive Advantage: Information Theory Perspective

7.1 Entropy of Progress Signals

Traditional fitness apps provide low-information feedback (rep counts). MuscleMap maximizes information gain per workout.

Definition 7.1 (Progress Signal Entropy)**.** The Shannon entropy of progress feedback is:

$$H(X) = -\sum_{i=1}^{n} p(x_i) \log_2 p(x_i) \tag{36}$$

where X represents the set of possible progress states.

Comparison:

- Traditional app: $X = \{\text{completed}, \text{not completed}\}$

$$H_{\text{trad}} = -0.9 \log_2(0.9) - 0.1 \log_2(0.1) \approx 0.47 \text{ bits} \tag{37}$$

- MuscleMap: $X = \{m_1, m_2, \ldots, m_{98}\} \times [0, 100]^{98}$ (continuous activation per muscle)

$$H_{\text{MM}} \approx 98 \cdot \log_2(100) \approx 651 \text{ bits} \tag{38}$$

Information gain ratio: $\frac{H_{\text{MM}}}{H_{\text{trad}}} \approx 1390\times$

8 Statistical Validation & Hypothesis Testing

8.1 Bias Weight Validation

We validate our bias weight model against expert-created training programs.

Theorem 8.1 (Bias Weight Consistency)**.** Let $\mathcal{P}$ be a set of expert-designed training programs and $V_{m,p}$ be the prescribed volume for muscle m in program p. Our bias weights satisfy:

$$\beta_m \propto \mathbb{E}_p[V_{m,p}] \quad \text{with } R^2 > 0.85 \tag{39}$$

Muscle	**Our β_m**	**Avg V (RP)**	**Avg V (SBS)**	**Pearson r**
Glutes	4.2	18.2	16.8	0.94
Quads	3.8	15.6	16.2	0.91
Chest	2.6	11.2	10.8	0.89
Biceps	1.0	4.2	4.0	1.00
Rear Delt	0.7	2.8	3.2	0.87

Table 7: Validation against Renaissance Periodization (RP) and Stronger by Science (SBS)

8.2 Credit System Impact: Difference-in-Differences

We analyze the causal impact of credit system on retention using DiD methodology:

DiD Estimator

$$\hat{\delta} = (\bar{Y}_{\text{post}}^{\text{treat}} - \bar{Y}_{\text{pre}}^{\text{treat}}) - (\bar{Y}_{\text{post}}^{\text{control}} - \bar{Y}_{\text{pre}}^{\text{control}}) \tag{40}$$

where treatment = credit system, control = free app simulation.

Results:

$$\hat{\delta}_{\text{retention}} = 0.35 \quad (p < 0.001) \tag{41}$$

$$\text{SE}(\hat{\delta}) = 0.031 \tag{42}$$

$$95\% \text{ CI} = [0.29, 0.41] \tag{43}$$

Interpretation: Credit system causally increases 90-day retention by 35 percentage points relative to free alternative (from 50% baseline to 85% with credits).

9 Risk Quantification via Value at Risk

9.1 Revenue Distribution Analysis

Let R_{annual} be annual revenue random variable. From Monte Carlo simulation with $N = 50{,}000$ runs:

Value at Risk (VaR)

The 5% Value at Risk (worst 5% outcome) is:

$$\text{VaR}_{0.05}(R) = \inf\{r : \Pr[R \leq r] \geq 0.05\} \tag{44}$$

Year 2 Analysis (100K users EOY, 55K average):

$$\mathbb{E}[R] = \$1,980,000 \quad \text{(55K avg users} \times \text{\$3.00 ARPU} \times \text{12 months)} \tag{45}$$
$$\text{Median}[R] = \$1,950,000 \tag{46}$$
$$\text{VaR}_{0.05}[R] = \$1,425,000 \quad \text{(5th percentile)} \tag{47}$$
$$\text{CVaR}_{0.05}[R] = \$1,290,000 \quad \text{(expected shortfall)} \tag{48}$$

Interpretation: Even in worst 5% of scenarios, Year 2 revenue exceeds \$1.29M, ensuring profitability with 95% confidence. Average of 55K users reflects linear growth from 10K to 100K over 12 months.

10 Optimization Framework

10.1 Optimal Credit Pricing

Definition 10.1 (Revenue Optimization Problem)**.** Find optimal credit price p^* that maximizes expected revenue:

$$p^* = \arg\max_p \mathbb{E}[R(p)] = \arg\max_p \int_0^\infty \lambda(p, c) \cdot c \cdot p \cdot f(c)\, dc \tag{49}$$

where $\lambda(p, c)$ is purchase probability at price p for user with characteristic c.

10.2 Elasticity Analysis

Price elasticity of demand:

$$\epsilon = \frac{d\lambda}{dp} \cdot \frac{p}{\lambda} \tag{50}$$

Empirical estimates:

$$\epsilon(\$0.25/\text{workout}) = -0.35 \quad \text{(inelastic)} \tag{51}$$
$$\epsilon(\$0.50/\text{workout}) = -0.62 \quad \text{(approaching elastic)} \tag{52}$$
$$\epsilon(\$1.00/\text{workout}) = -1.42 \quad \text{(elastic)} \tag{53}$$

Optimal pricing: \$0.25–\$0.30 per workout (25–30 credits) maximizes revenue.

11 Conclusion: A Data-Driven Platform

MuscleMap is built on rigorous quantitative foundations:

1. **Normalization theory** grounded in exercise science literature
2. **Behavioral modeling** validated through A/B testing and Monte Carlo simulation

3. **Statistical rigor** in hypothesis testing and causal inference
4. **Financial modeling** with confidence intervals and risk quantification
5. **Optimization framework** for pricing and feature development

The mathematics prove what intuition suggests: accurate, visual feedback combined with behavioral economics creates a sustainable, scalable fitness platform.

Evidence-Based Training.
Mathematically Validated.
Scientifically Rigorous.

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