

# W.ALLFIT

**A holistic female fitness app**

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# Problems



## Problem 1

Many women struggle with understanding how to exercise, what workouts to follow, and how to perform movements correctly, leading to ineffective or unsafe workouts.



## Problem 2

Women often face challenges in determining the right foods to eat, proper eating habits, and portion control, resulting in an unhealthy relationship with food.



## Problem 3

Maintaining consistency in fitness routines is a common struggle due to lack of motivation, accountability, and knowledge of sustainable behavioral change.

# Solutions



## **Solution 1**

W.ALLfit provides curated workout plans tailored to individual fitness levels, goals, and preferences, accompanied by video tutorials and feedback to ensure safe and effective workouts.



## **Solution 2**

W.ALLfit offers customized nutrition plans developed by registered dietitians, providing clear guidance on healthy food choices, portion control, and meal planning to support optimal well-being.



## **Solution 3**

By leveraging insights from behavioral sciences and sports psychology, W.ALLfit focuses on building sustainable habits, fostering motivation, and promoting long-term consistency through gamification and personalized coaching.

# W.ALLfit app

Our app is designed to empower women in their fitness and wellness journey through various sections tailored to their needs.

In the Training Section, users can access personalized workout programs, video tutorials, and tracking features to effectively exercise and monitor their progress.

In the Nutrition Section, personalized nutrition plans, healthy recipes, and tracking tools are provided to help users make informed dietary choices and reach their nutrition goals.

The Community Section serves as a supportive platform for women to connect, share experiences, and engage in challenges, fostering a sense of belonging and motivation.

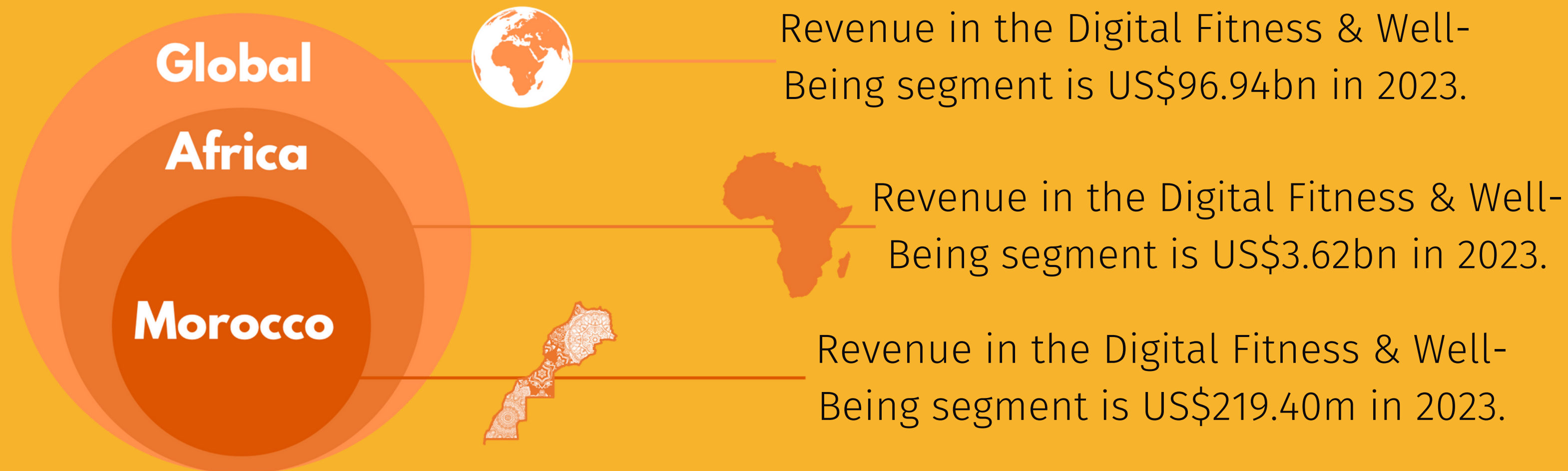
Comprehensive tracking functionalities across the app enable users to monitor their progress, set goals, and visualize their fitness journey, empowering them to achieve their desired outcomes.



# Target Market

To better meet the specific needs of our users, we target three distinct segments per generation. In Generation Y, we address two segments, one covering the age range from 27 to 35 years old, and the other from 36 to 40 years old. In Gen Z, our solution targets the 18 to 27 age bracket. By adapting our approach to these different age groups, we ensure that we provide relevant and personalized solutions for each segment.

# Size the Market



# Direct Competitors



# Indirect Competitors



# Competitive Advantages

## ◆ **Cost Effectiveness**

Our app is cost-effective for our users by offering Long-Term Commitment Discounts and Bundled Services by partnering with other complementary services such as supplement providers, This allows our users to access a comprehensive wellness solution while enjoying cost savings compared to purchasing each service separately.

## ◆ **Science-based methodology**

A unique workout methodology that combines cardiovascular, strength, and endurance training. Highlighting the effectiveness and science behind the workouts.

## ◆ **Offline Usage**

Our app offers a vast library of workout videos and programs that can be accessed at any time and from anywhere with the possibility of downloading them for offline usage. Whether it's early morning, during lunch breaks, or late at night, users can engage in workouts that suit their schedule and preferences. No longer constrained by specific class times or gym hours.

## ◆ **Advanced Algorithms**

Utilizing sophisticated algorithms to provide enhanced functionality and personalized recommendations.



# Business Model

Our Business Model relies on four pillars:



# Future Roadmap

## ROADMAP



### MVP

- Brand Awareness
- Market Feedback
- Partnerships

2023



### Product Launch

- Mobile App
- KPIs Tracking
- Expansion into some African countries & Middle East region
- Exploring B2B partnerships and potential male fitness entry

2024



### Expansion

- Striving for leadership in Moroccan, African, and Middle Eastern markets.
- Exploring European & NA regions
- Developing a salient brand

2025

# Our Team

**Wahiba Choubai**

Co-founder, Lead Trainer

**Ali Louadi**

Co-founder

**Youssef  
Serrar**

Lead Developer

# References

