




WE PUT VALUE IN MOTIVATION!

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PROBLEMS



I don't feel like working out...

I want to stay in bed all day..

I don't know where to begin..

REGULAR PERSON

DON'T LET BLACK CLOUDS AFFECT YOUR PROGRESS!

How to get more clients?

How to manage all my clients?





















How to track my client progress?

PERSONAL TRAINER

SOLUTIONS



COMPETITION

	DOWNLOADS	TRAINING PACKAGES	FITNESS CHALLENGES	FITNESS ORIENTED CHAT	LIVE TRAINING VIDEO	HIRE A PERSONAL TRAINER	TRAINERS CAN EARN MONEY	CLIENT PROGRESS TRACKING
								
	10M+							
	10M+							
	5M+							
	5M+							
SWÖRKIT	5M+							

COMPETITIVE ADVANTAGE

Clients can be challenged to become better



Clients can choose a trainer that fits them



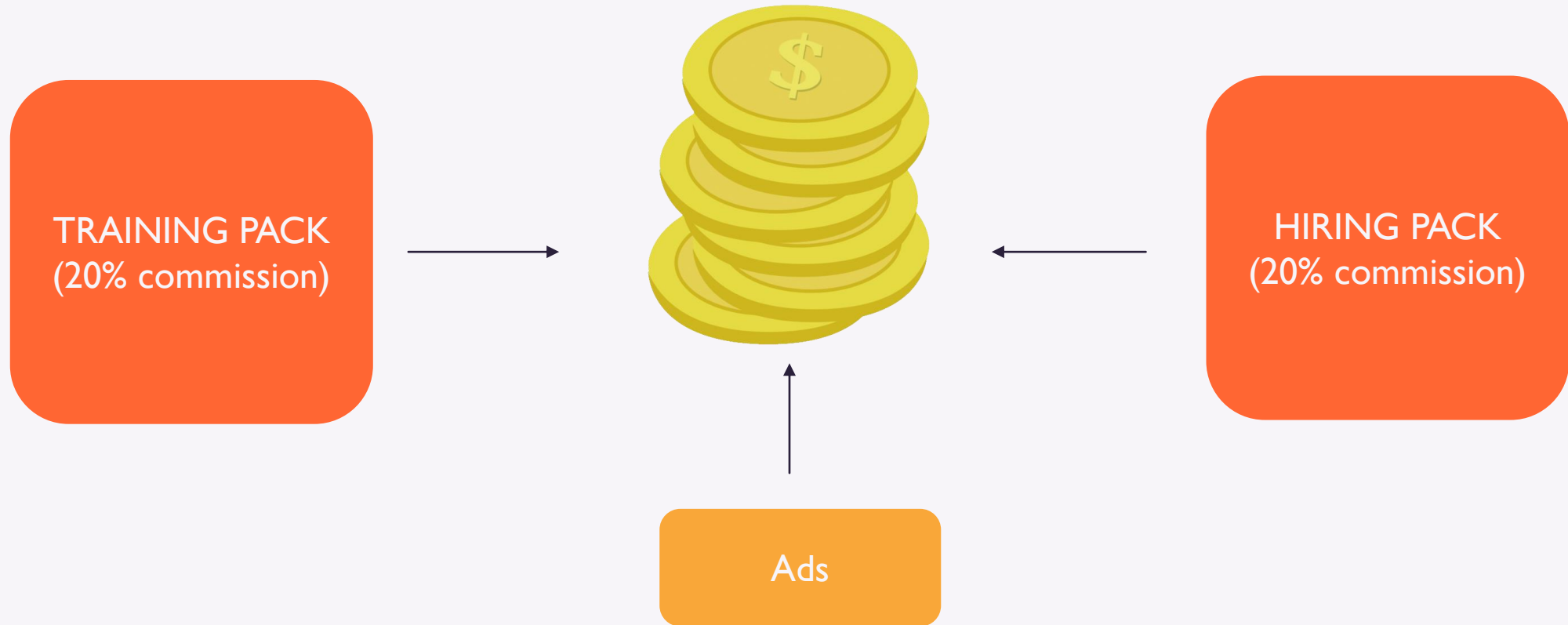
Trainers can earn money by selling content on the app



Constant interaction between trainer and trainee



REVENUE STREAMS



IDEA VALIDATION DO PEOPLE REALLY NEED A FITNESS APP?

57.7% tried a fitness app before

PEOPLE ARE USED TO SEARCH FOR THE BEST APP TO
SUITE THEIR NEEDS

84.7% of the apps used were
based on video exercises

MOST APPS HAVE STATIC CONTENT, SO THERE IS LESS
VARIETY

73% said that fitness apps were
not helpful

PEOPLE LOST MOTIVATION ALONG THE WAY

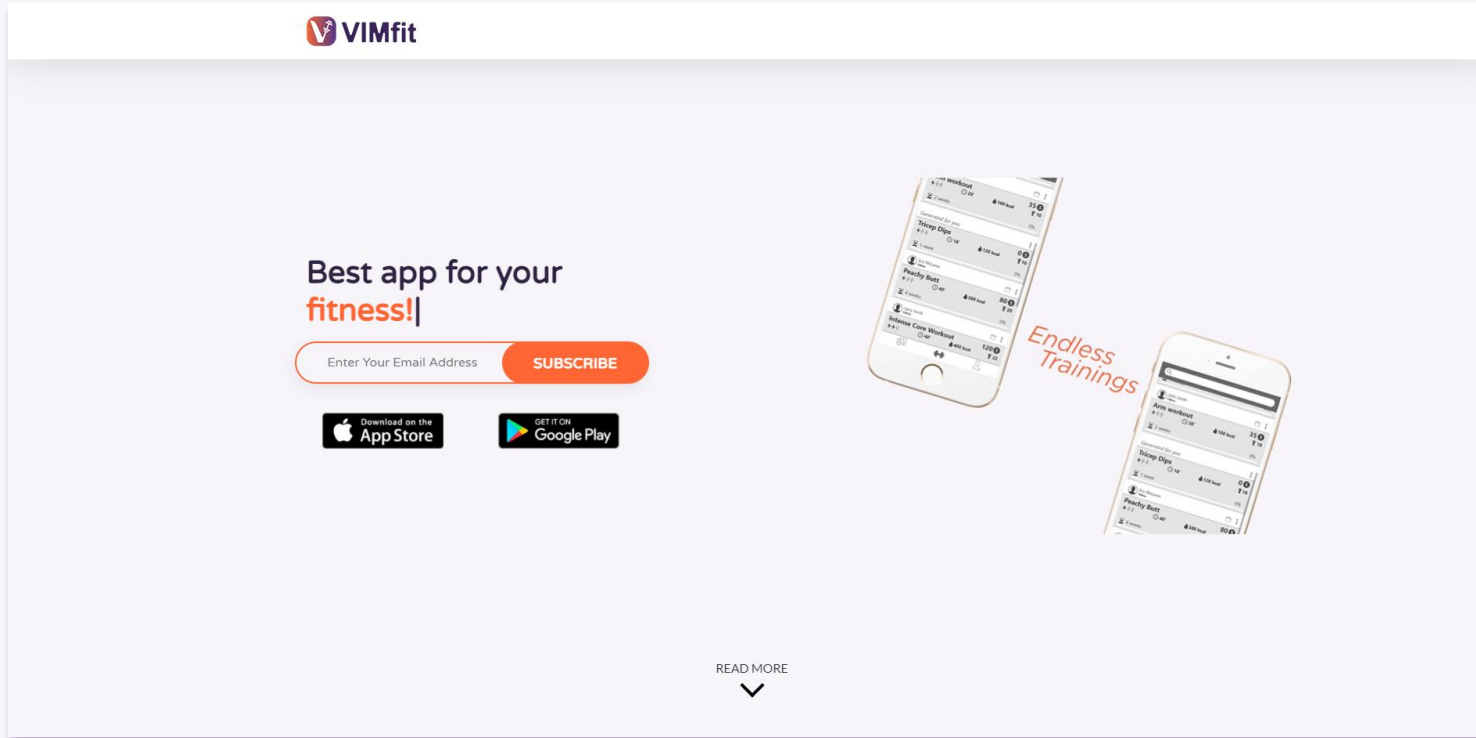
53.4% have an ongoing fitness
goal

MOST PEOPLE WERE EXCITED ABOUT THE IDEA OF
HIRING A PERSONAL TRAINER THROUGH AN APP

* BASED ON 280 SURVEY ANSWERS



LANDING PAGE VALIDATION



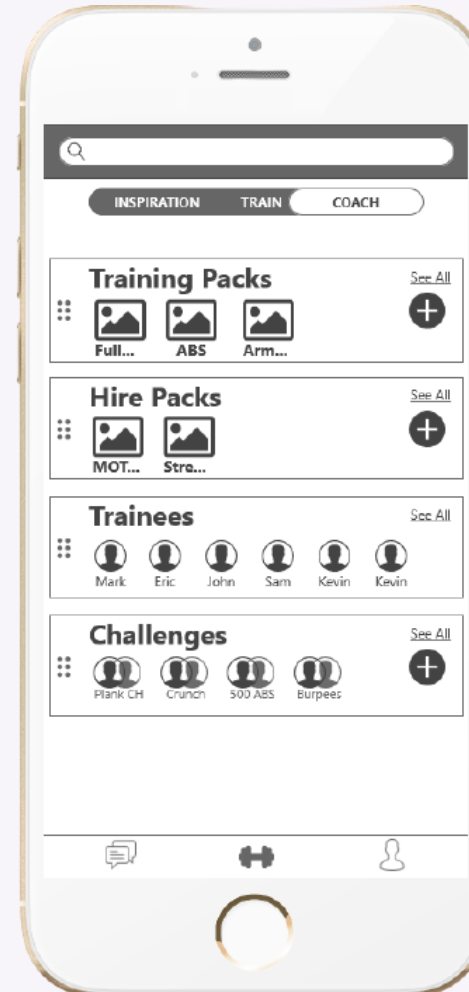
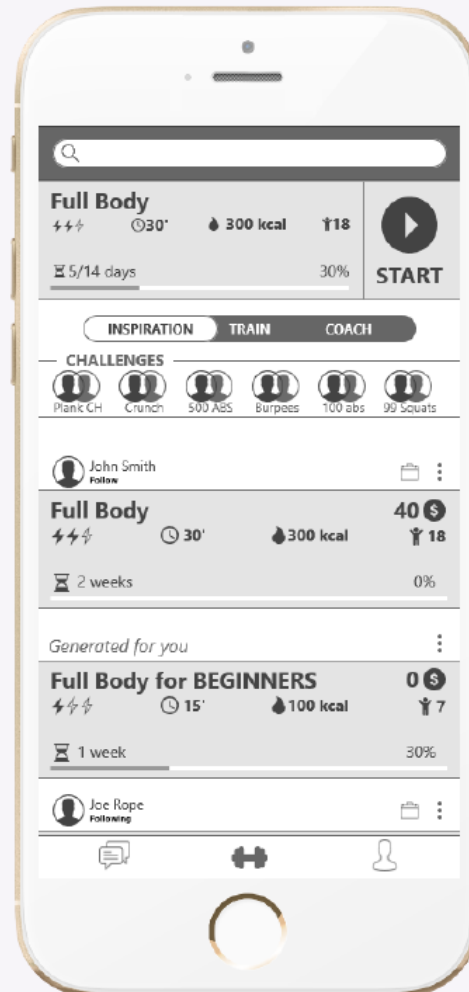
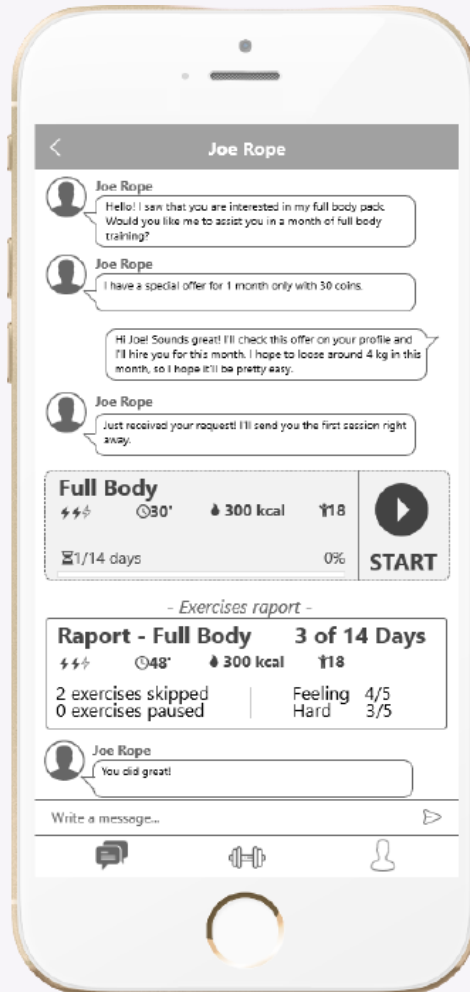
796 visitors

31 subscribers

21.8% scrolled to the bottom



MVP VALIDATION – FROM THIS:

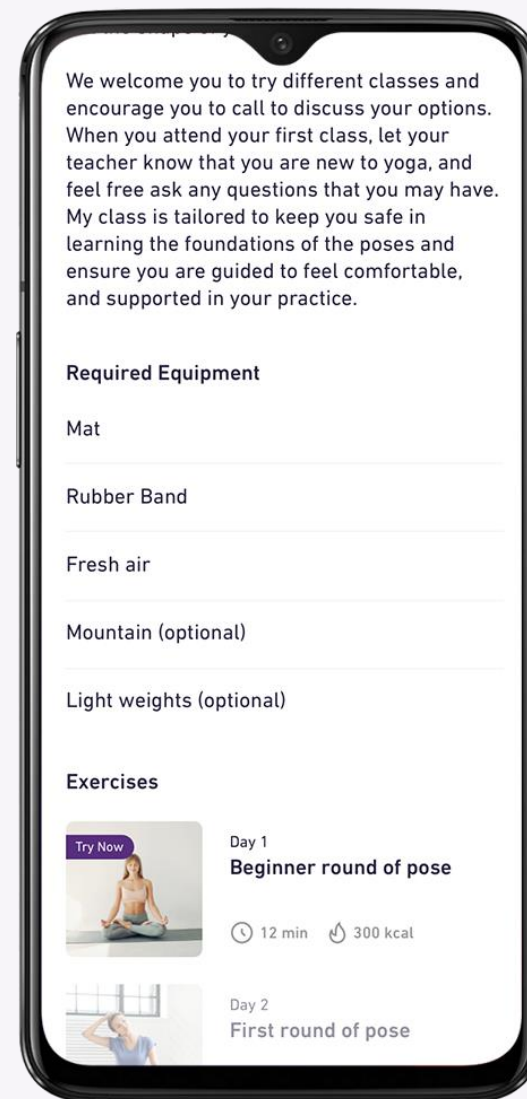
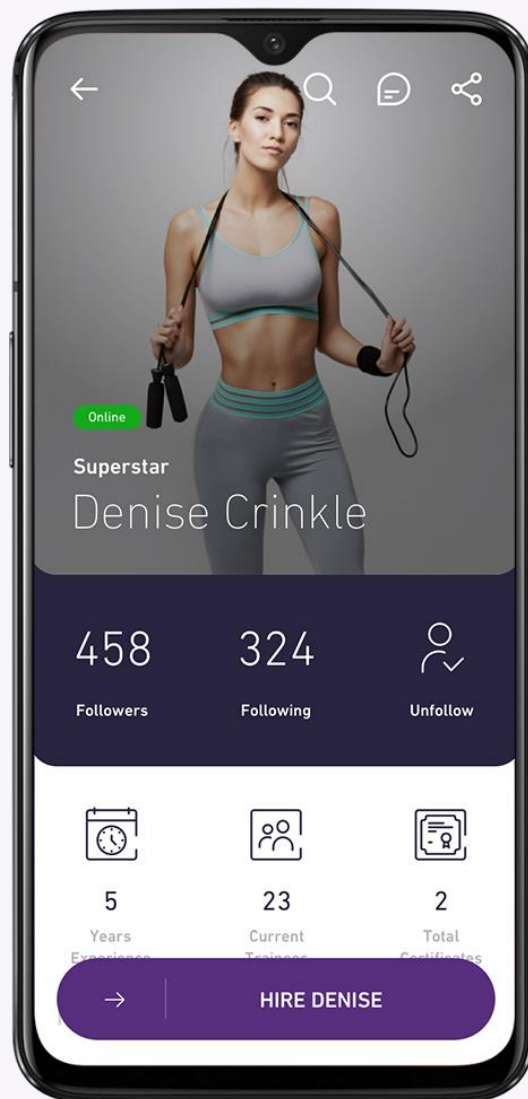
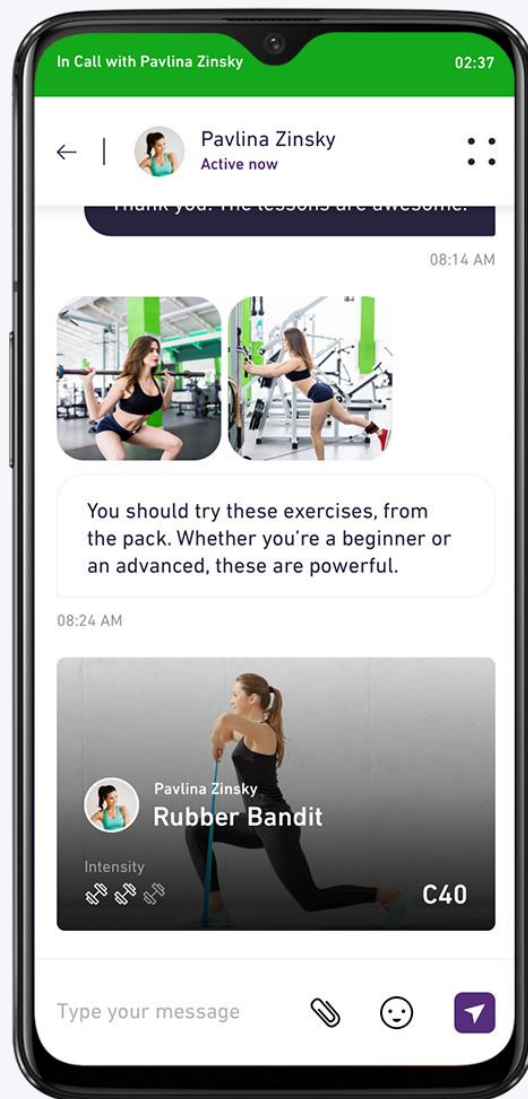


X COMPLICATED LAYOUT

X NOT INTUITIVE

X NOT VISUALLY PLEASANT

MVP VALIDATION – TO THIS:



- ✓ **SIMPLE LAYOUT**
- ✓ **BETTER INTERACTIVITY**
- ✓ **VISUALLY PLEASANT**

CONCLUSIONS

The potential client feedback was good enough to validate that building this app is a good idea. Also, the app's revenue calculated for the first year is around **\$1.8M**, which motivates us to keep going.

Thank you for your time!

Q&A