

NEXIA

Problem in the Sector, Value Proposition, and Main Screens of the App

Revolutionizing training program creation for fitness professionals

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Brief Explanation of the Company

Nexia is professionalizing the way personal trainers create their training programs by offering a unique model that allows them to provide a better service over time. As a result, this improves the client experience and increases their chances of success.

We could focus on a B2C market rather than B2B. However, we are not currently doing so for a simple reason: clients hire personal trainers because of how they make them feel, how they inspire them, how they explain things, and how they support them throughout their improvement process—not so much for how a training session is designed. Therefore, Nexia aims to help trainers handle technical and repetitive tasks in a better and, above all, faster way, so they can dedicate more time to improving client relationships, growing their business, and ensuring client satisfaction.

It's no secret that there are many solutions in the market created for trainers. However, the value they offer their buyer persona lies mainly in the ability to input training programs, perform shallow follow-ups, and manage client payments.

Their buyer persona uses this type of software primarily because it solves the problem of client management—something that seems to have delivered significant value over time. However, it does not truly represent the way trainers conduct all their processes, which is where we identified a problem to solve.

Our main hypothesis was that the processes from the initial client interview to the delivery of the training session in other software tools were insufficient and overly simplistic. We decided to build the processes that scientific evidence has long supported and combined them with the founder's experience to create a realistic and useful approach for potential clients.

We validated this through a non-functional prototype featuring the main screens that would differentiate us from other companies, and the feedback was overwhelmingly positive.

"The first software that truly understands our profession"

"All the processes we've always been taught at university that we should follow—finally in a software"

"It's going to save me a lot of work time"

"I'll be able to take on more clients and provide them with a better user experience"

"I'll be able to automate routine tasks and focus on taking care of my clients"

Without a doubt, we must fully leverage our unique value proposition. Once it's perfectly crafted, tested by early adopters, and optimized, we should combine that functionality with the two areas that existing SaaS products typically offer: schedule management and payment processing.

This way, we will become the most complete and value-driven solution on the market.

This is the core functionality we will focus on in the coming months during the creation of our MVP, but we also have a broader roadmap that includes additional features we plan to develop in the future.

On the other hand, some companies are beginning to implement Artificial Intelligence to generate training sessions faster. But what does it really offer the trainer? The technology being developed is not specifically designed for this sector, which means many important aspects are overlooked when it comes to building truly professional AI-generated sessions.

With our model, not only will we be able to develop our own AI, but the results will also be high-quality and reliable—allowing the exercise professional to simply organize and supervise.

Company Roadmap

2025

- Long-, medium-, and short-term planning of training variables and physical qualities
- Programming of training sessions linked to the previously planned data
- Real-time monitoring of the client's physical condition and analysis of the correlation between planned intensity and the client's perceived intensity
- Automatic adjustments/recommendations to modify intensity and/or volume based on the data collected during monitoring

2026

- Implementation of Artificial Intelligence to carry out these four steps in a more advanced way
- Development of the "Consultor-AI", which will allow us to:
 - Ask questions related to fitness and health, and receive scientifically-backed answers based on previously collected scientific papers
 - Interact with the AI to address all required fields necessary to determine how the training program should be designed, and—by linking it with profiles similar to that of the current client—automate both the planning and the creation of training sessions

2027

- Introduce functionalities for nutritionists, allowing us to capture a larger share of the market by creating another unique model powered by Artificial Intelligence, aimed at achieving the same goal for nutrition professionals
- Continue advancing and improving our proprietary Artificial Intelligence

Problem in the Industry

Currently, the SaaS platforms designed for personal trainers allow the following technical processes:

Client Data Entry

In this section, the trainer can only input client information at a basic level, but the software does not use this data to assist the trainer in any meaningful way.

Training Session Creation

Trainers must manually select each day in the calendar on which their clients will train and start building the session from scratch.

This presents several problems:

Trainers who know the professional steps required to design proper training sessions do not find their needs met within the same software they use to manage client payments.

Ultimately, they face two options:

- They create their own Excel spreadsheet with all the data they want to manage (sets, exercises, intensities, volumes, and results). This becomes a huge barrier to entry for those who are not tech-savvy—which is the majority in this industry.
- They skip the spreadsheet entirely, and therefore skip the necessary processes that should be followed to create the optimal training program for their clients.

Other trainers may prefer to manage their schedules and payments more traditionally. As a result, many of their clients end up being less-qualified trainers. However, the trend in the industry is changing—trainers are becoming more educated, more professional, and will increasingly need and demand solutions that align with their professional standards. As a result, software that only helps manage payments will not be attractive to them.

On another note, some companies are beginning to implement Artificial Intelligence to speed up the creation of training sessions. But what does that really offer the trainer? The technology being developed is not designed specifically for this industry, and therefore overlooks many key aspects necessary to generate truly professional AI-built sessions.

With our model, not only will we be able to create our own AI, but the results will also be qualified—so the exercise professional will only need to organize and supervise.

Proposed Solution

Nexia will include additional screens that complete the training program creation process, enabling a more professional service and enhancing the user experience and outcomes.

Client Data Entry and Usage

Once client data is collected, we analyze it and offer evidence-based recommendations tailored to that client.

The variables for which we will provide recommendations are:

- Training volume
- Training intensity
- Exercise selection

The trainer can either accept the recommendation—so the corresponding value will automatically appear during later decision-making—or ignore it and make their own choices if they prefer.

Long-, Medium-, and Short-Term Planning

We will develop a unique planning model that allows trainers to assign specific volumes, intensities, and physical qualities to each month, week, and day.

With this data, trainers will know exactly what to work on each day throughout the year.

Training Programming

At this stage, we will create the actual training sessions.

Using the data collected in the client profile, the software will determine what type of routine should be used (based on experience level, availability in days per week, and hours per session).

Using the data from the planning process, each day will have a defined volume, intensity, and exercise selection. This will provide a clear plan of action, and if deviations occur, the software will notify the trainer—helping them make the best decision based on the original plan.

Athlete Monitoring

After each set or after each session (trainers will choose their preferred option), the client/athlete will report a perceived effort level. With this information, we will verify whether the client is training in alignment with how the trainer programmed the session.

Here we explain a clear example:

Day 1	Planned intensity	Trained intensity
	7/10	9/10

In this case, the client trained at a higher intensity than planned. Both the client and the trainer will be alerted that the prescribed intensity was exceeded, so the trainer can check in with the client, understand what happened, and provide guidance.

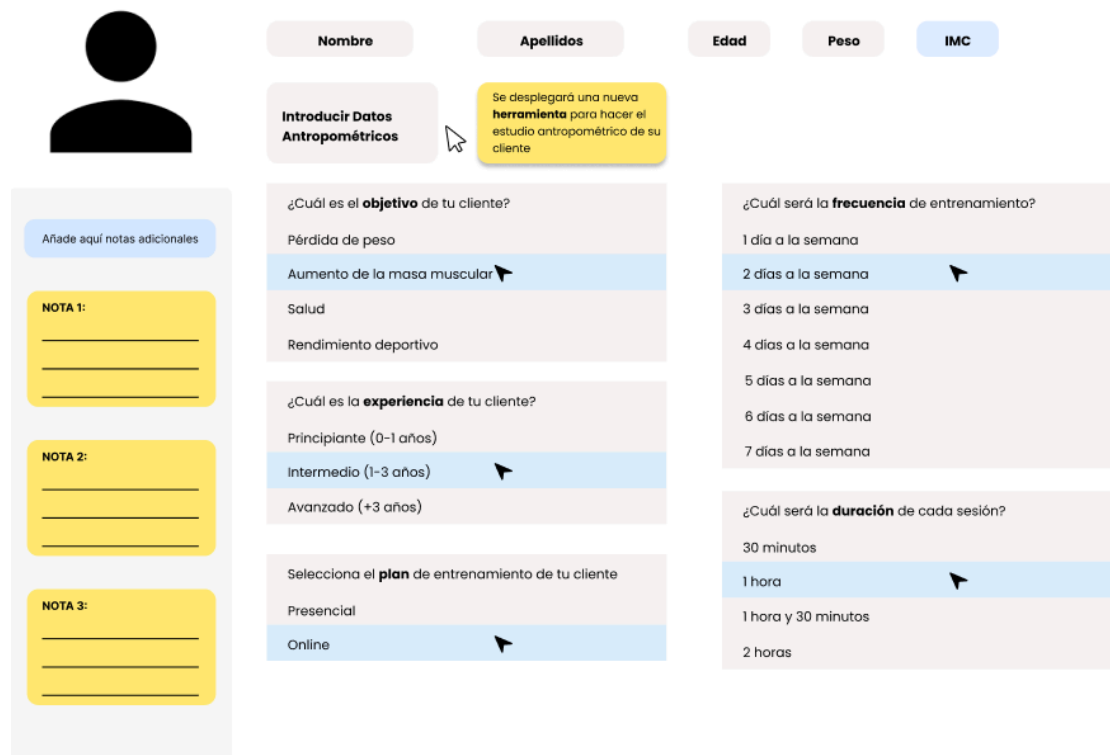
Automatic Adjustments

Pre-training fatigue analysis – recommendations to adjust volume or intensity...

It's not only important to know the client's physical condition after a training session, but also to understand their physiological (physical and mental) state before the session begins.

To address this, we will implement a brief questionnaire assessing fatigue and rest levels, in order to determine whether the prescribed intensity for that day should be maintained or reduced—thus helping to prevent overtraining in clients.

Screen 1A – Client Profile



The screenshot shows a client profile form with a header section for personal data (Nombre, Apellidos, Edad, Peso, IMC) and a main section for anthropometric and training data. The main section is divided into three columns. The first column contains a profile picture placeholder and three note boxes (NOTA 1, 2, 3). The second column contains three dropdown menus for client goals, experience, and training plan. The third column contains two dropdown menus for training frequency and session duration. A yellow tooltip points to the 'Introducir Datos Antropométricos' button, stating: 'Se desplegará una nueva herramienta para hacer el estudio antropométrico de su cliente'.

Header: Nombre, Apellidos, Edad, Peso, IMC

Introducir Datos Antropométricos

Se desplegará una nueva herramienta para hacer el estudio antropométrico de su cliente

¿Cuál es el **objetivo de tu cliente?**

- Pérdida de peso
- Aumento de la masa muscular
- Salud
- Rendimiento deportivo

¿Cuál es la **experiencia de tu cliente?**

- Principiante (0-1 años)
- Intermedio (1-3 años)
- Avanzado (+3 años)

Selecciona el **plan de entrenamiento de tu cliente**

- Presencial
- Online

¿Cuál será la **frecuencia de entrenamiento?**

- 1 día a la semana
- 2 días a la semana
- 3 días a la semana
- 4 días a la semana
- 5 días a la semana
- 6 días a la semana
- 7 días a la semana

¿Cuál será la **duración de cada sesión?**

- 30 minutos
- 1 hora
- 1 hora y 30 minutos
- 2 horas

Notes:

Añade aquí notas adicionales

NOTA 1:

NOTA 2:

NOTA 3:

Name = nombre

Surname = apellido

Date of Birth = edad

BMI = Calculated using the following formula: $\text{weight (kg)} / (\text{height (m)})^2$

Anthropometric Data = Refers to a working table (TO BE ATTACHED) where we find data related to the client's physical characteristics (skinfolts, diameters, body fat %, and muscle mass %)

Notes = Notes to be filled in by the trainer about the client

Goal = Weight loss, muscle gain, sports performance

Experience Level = Low, medium, or high

Training Frequency = Low (1–2 sessions), medium (3–5 sessions), or high (6–7 sessions per week)

Session Duration = Short (<1h), medium (1h–1h30'), or long (>1h30')

The values for experience, frequency, and duration will guide the recommendations we provide for intensity, volume, and exercise selection to our trainers.

Screen 1B – Training Variables Resolution



Nuestra IA ha analizado todos los supuestos posibles para tu cliente y la mejor opción para tu cliente es:

Volumen semanal

10 series por grupo muscular a la semana

Intensidad

Media

Selección de ejercicios

70% Multiarticulares

30% Monoarticulares

Continuar el programa con las recomendaciones generadas

Modificar las variables manualmente

NOTA: Esto solo es una pequeña guía para comenzar el programa de entrenamiento.

Después tendremos opciones más avanzadas para hacer modificaciones más exactas en relación al volumen e intensidad

Once all the client data has been entered, the app will recommend—based on specific parameters (to be provided)—the **training volume, intensity, and exercise selection** to use as evidence-based suggestions tailored to that particular client.

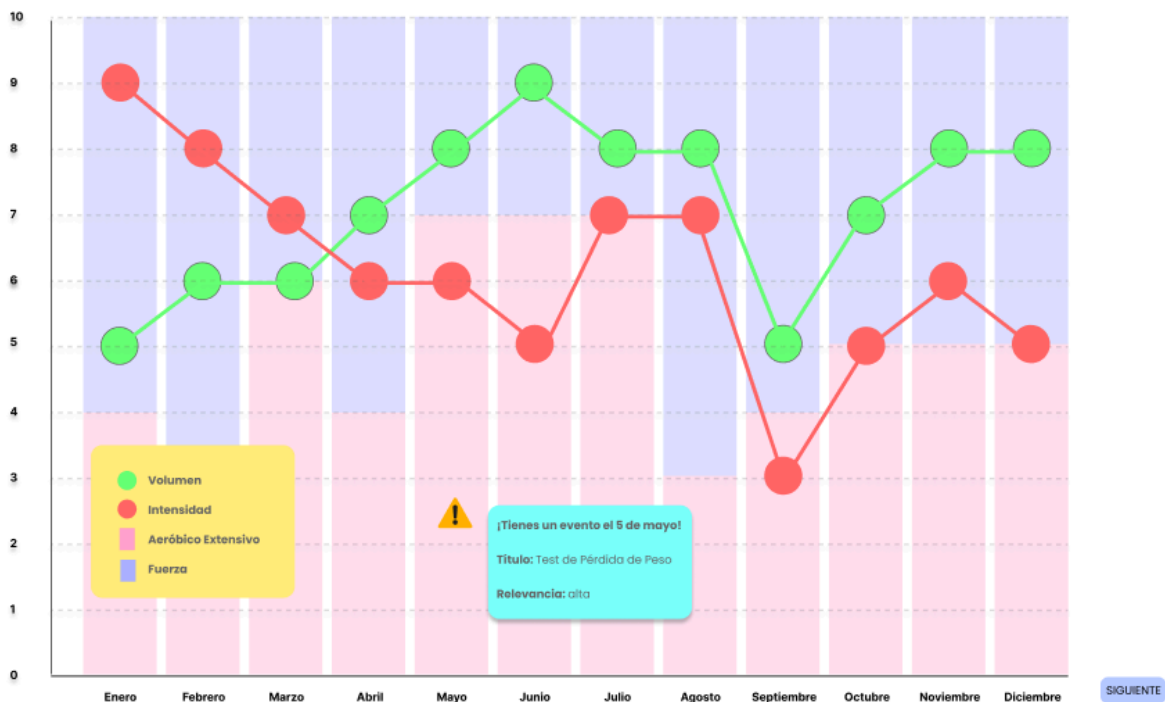
Screen 2 – Training Planning

Training planning is the process by which a trainer, after analyzing the client's context and goals, decides to create a long-, medium-, and short-term action plan based on the following variables:

- Physical qualities (maximum strength, strength-speed, plyometrics, aerobic endurance, anaerobic endurance, etc.)
- Intensity
- Volume

Our goal is to enable trainers to plan these variables in a **clear, visual, and efficient** way—on a **monthly, weekly, and daily** basis.

Annual Planning



Each month, the trainer will plan a **training volume and intensity** using a scale from 1 to 10.

Additionally, each month will include specific **physical qualities to focus on**, which the trainer will **rank by importance**. Each quality will be assigned a **percentage of importance**,

which will be linked to a corresponding **percentage of participation in the total training volume**.

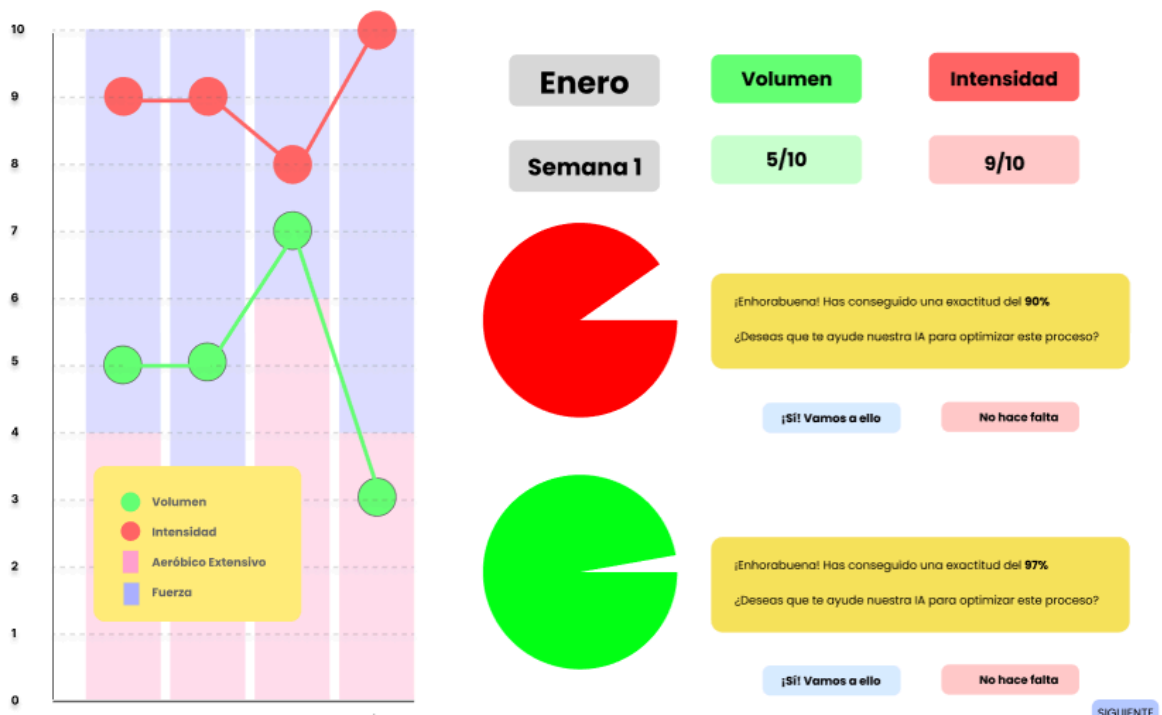
Monthly Planning



With all the previously planned information, this same process can be repeated within the weeks that make up each month. This allows for weekly variations in these variables, while ensuring that their average aligns with the values initially set for the month.

The app will notify the trainer of any deviations from the planned data.

Weekly Planning



We will repeat the same process to plan the variables for each individual training day of the week. While daily sessions may vary, the app will track the degree of alignment with the original plan, providing real-time insights into how accurately the trainer is executing the initial strategy.

Screen 3 – Training Session Programming

This is the screen where the daily training session will be created.

Previously, based on the client's data (experience, training frequency, and availability), the app will recommend to the trainer the most appropriate type of routine and how to distribute it throughout the training week (this will be provided).

The purpose of this screen is to create the actual training session.

On one side, we already have the variables collected and assigned for that specific day: **volume X, intensity Y**.

Now, the trainer will structure the session by adding:

- **Block:** Refers to what was previously planned in terms of physical qualities (e.g., strength, endurance, etc.)
- **Exercise**
- **Sets**
- **Set Type:** Single set, super set, drop set, EMOM, etc.
- **Repetitions**
- **Effort Characterization** (RPE, RIR, or % Velocity Loss)
- **Rest Time** (if applicable)

In addition, the client will be prompted to enter the following data for each set:

- The **weight used**, if the exercise involves external load
- The **RPE**, indicating how hard the set felt on a scale from 1 to 10

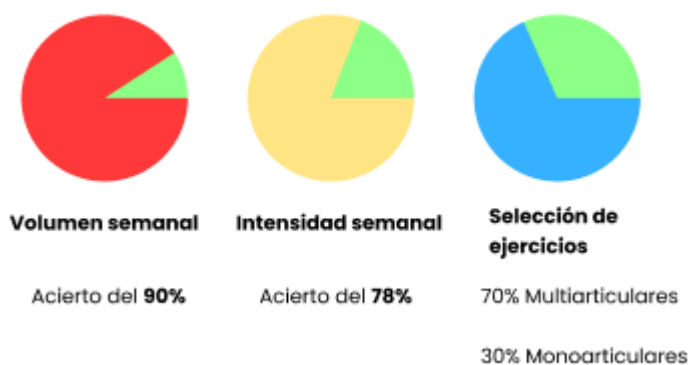
With this information, we will later analyze the relationship between what was planned, what was programmed, and the actual result for the client—allowing us to determine whether they are adhering to the prescribed intensity or deviating from the plan.

BLOQUE	EJERCICIO	SERIES			REPETICIONES	CARÁCTER DEL ESFUERZO		
		Single	Super Set	Drop Set		RIR	RPE	% Velocity Loss
High Strength	Back Squat	4			12	2		
High Strength	Bench Press	4			12	2		
Medium Strength	Curl Biceps	4			12	2		

A similar structure that could be found in an Excel format would be the following:

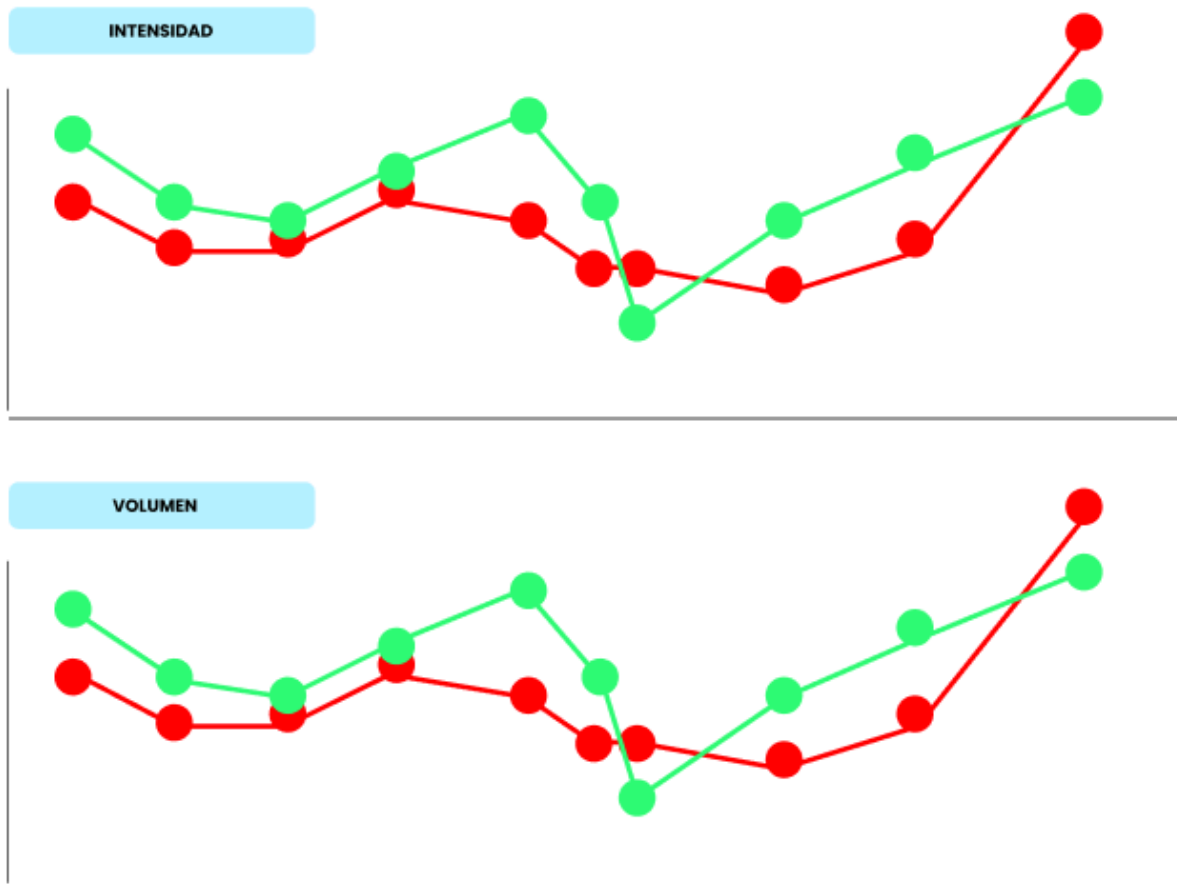
SEMANA 1										
DÍA 1										
	BLOQUE	SETS	EJERCICIO	SERIES	REP	RIR/VL/RPE	FOCO	INFO	KG	RPE (1-5)
CORE	A	Super Set	Quadruped Crawl	4	30"		Estabilización	Leer Nota		
			Plancha Lateral		15" +15"		Velocidad	Leer Nota		
			Air Squat		12		Velocidad			
Low Strength	B	Super Set	Knee Push Up	6	6		Velocidad			
AE	C	Rest Sets	Echo Bike / Bike	3	4' RPE 3		Ritmo constante	Leer Nota		

At the same time, we would like the trainer to be able to see, in real time, the original plan and how the current session deviates from the previously planned metrics, as shown in the image:



Screen 4 – Monitoring

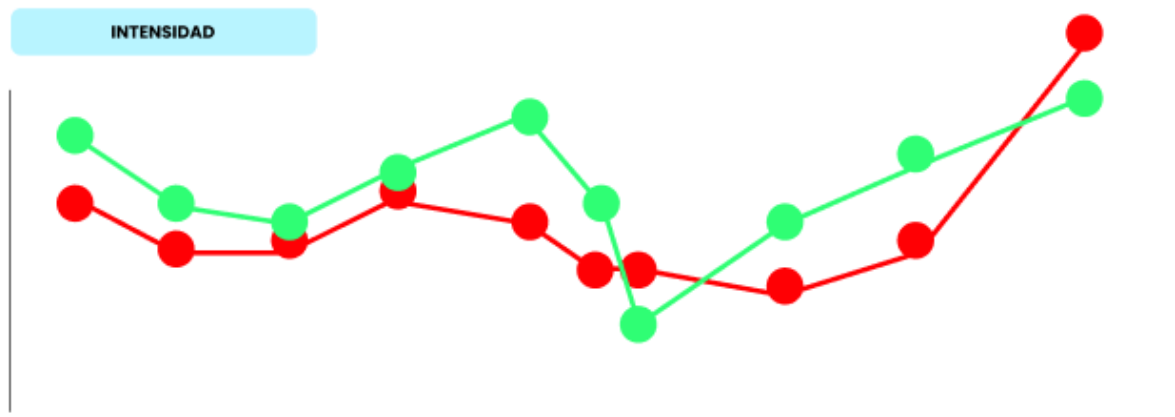
Volume and Intensity Variables – Deviation between Programmed and Planned Metrics



On this screen, we will carry out the first comparisons between what was initially **planned** and what was actually **programmed** by the trainer in the training sessions.

This will help the trainer understand the **gap between the planned and programmed variables**. If there is a significant deviation, they can analyze why those changes are occurring; and if they match closely, the trainer will know they are following the original plan accurately.

Intensity Variable – Deviation between Programmed and Client-Perceived Intensity



This screen is one of the most important in the software we are developing.

Here, we compare the **intensity programmed by the trainer** in the training sessions with the **feedback provided by the client** after completing the session.

What we offer the trainer is the ability to **verify whether the client is training at the prescribed intensity**. This ensures that we collect valuable data to help the trainer prevent the client from experiencing overtraining or training at an intensity that is too low to generate positive adaptations and improvements in fitness.

Future Features

AI Consultant

We will develop an Artificial Intelligence tool with the following functionalities:

- **Conversational AI to design optimal training programs**, based on the initial data collected from the client and patterns identified across similar clients with similar goals. The AI will analyze which approaches have produced the best results and offer that solution to the trainer.
- **Health and fitness Q&A functionality**, allowing trainers to ask the AI specific questions. To support this, we will build a broad database of scientific papers, categorized by topic, to offer a fast-access library with instant, evidence-based answers.

This way, we will deliver **extremely high-quality solutions** by combining scientific research, real-world results from our trainer-client database, and fast, intelligent automation in the creation of training programs.

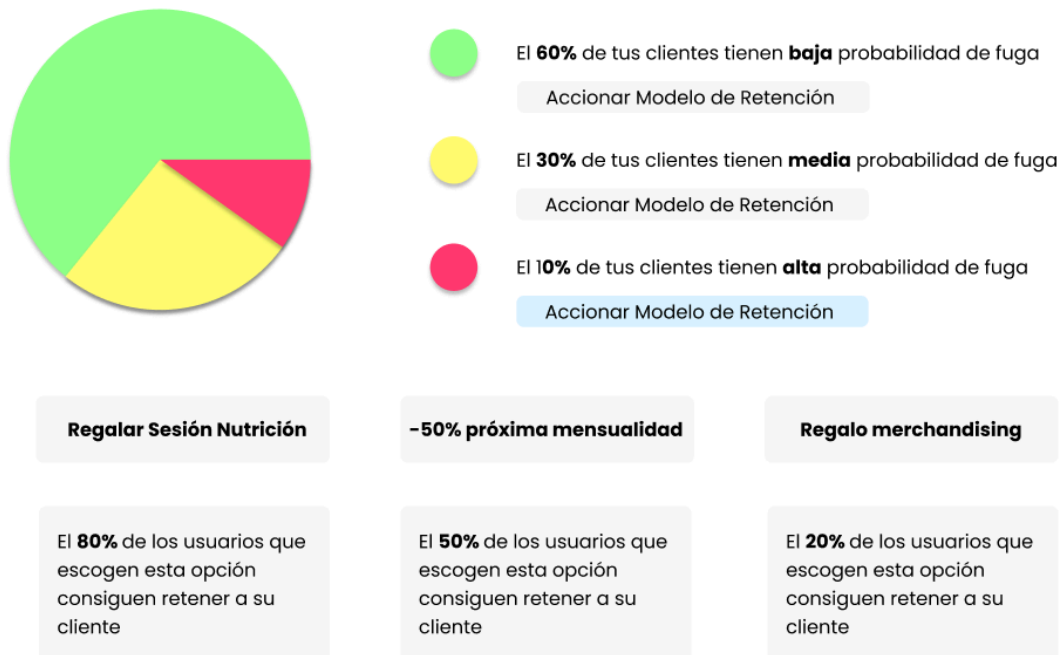
Wearables

We will implement wearables to collect the data provided by these smart devices, allowing us to build a broader and more accurate database. Combined with our training variable reader, this will give trainers deeper insights and generate personalized recommendations—without requiring them to spend extra time analyzing data or making decisions manually.

The trainer's only task will be to **review the data, check the automatic recommendation generated by our AI, and confirm whether they agree.**

In this way, we significantly streamline decision-making and offer a **high-value solution** to our clients.

Retention Model and Churn Probability



We will analyze the status of our members' client portfolios to identify which clients have a higher or lower probability of churn.

This way, we can alert and recommend the best actions to our users, based on the results observed across our entire database.

The value we provide in this area is exceptional, as **client retention is one of the biggest challenges faced by businesses in the fitness industry.**

E-Commerce

The fitness industry is one of the sectors with the highest levels of entrepreneurship among professionals. This presents a major opportunity for the sale of our SaaS, as we've observed that even those employed by others often have their own personal training clients or side projects. In other words, most of them combine their jobs with their own professional ventures.

In this sense, we can enable these content creators and entrepreneurs to offer their own products through our platform, including:

- Merchandise
- Digital products (infoproducts)
- Subscriptions
- Memberships