**Problem Statement:**

Maintaining a healthy lifestyle through fitness and sports is difficult in today’s busy world, especially with the lack of personalized guidance and real-time support.

Fit-Tech AI encounters two problem statements 1st one is

Globally, Heart disease is the leading cause of death with 17.9 million deaths each year. Poor diet and lack of exercise are major contributors, increasing the risk by nearly 50%. This highlights the urgent need for personalized workout routines and better dietary guidance.

2nd Problem Statement encounters

Many young athletes quit in the early stages of their sports careers because they don’t have access to skilled coaches.For example, I am a state medalist who represented Tamil Nadu at the National Level Championship. As I advanced in my sports career, I found that top-level coaching was mostly available in states like Punjab. Being the first graduate in my family, I couldn’t afford to relocate and pursue professional coaching, which forced me to give up on sports. This experience motivated me to choose engineering as a way to solve this problem, so no one else has to sacrifice their sports dreams due to a lack of resources.

### ****Market and Opportunity****

**Shift to Digital Fitness**

* 1. The digital fitness market is booming, with a projected **21% CAGR** from 2021 to 2028.
  2. People are increasingly using **apps and wearable tech** for tracking workouts and seeking online coaching.

**Need for Personalized Fitness Solutions**

* 1. Most fitness apps offer **generic workout routines**, which don’t cater to individual needs.
  2. **Fit-Tech AI** stands out by providing **customized fitness plans**, tailored to users’ body types, goals, and preferences.

**Bridging the Sports Training Gap**

* 1. Many athletes **quit sports** due to the lack of access to skilled coaching, especially at higher levels.
  2. Fit-Tech AI can **bridge this gap** by offering **personalized training advice**, ensuring that athletes don’t have to **sacrifice their sports goals** due to limited coaching resources.

**Incentivized Fitness Program**

* 1. To **motivate users**, Fit-Tech AI will have a **premium membership option**, where users can pay an upfront amount.
  2. If users **complete their workout goals** (time or session count) for the entire month, the **advance booking fee will be refunded**, creating an incentive for consistency and commitment.