

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green. They are positioned diagonally, with the blue one partially covering the green one.

Storyboards

By Throuple (Matt Larsen, Joseph Brooks,
Aaron Darzano)

Old Lady with bad form: By Aaron Darzano



An old lady at the gym is overestimating her strength. She lifts too much weight and due to bad form, DIES. The news story goes viral and many beginner gym goers and other elderly people are worried by the story.





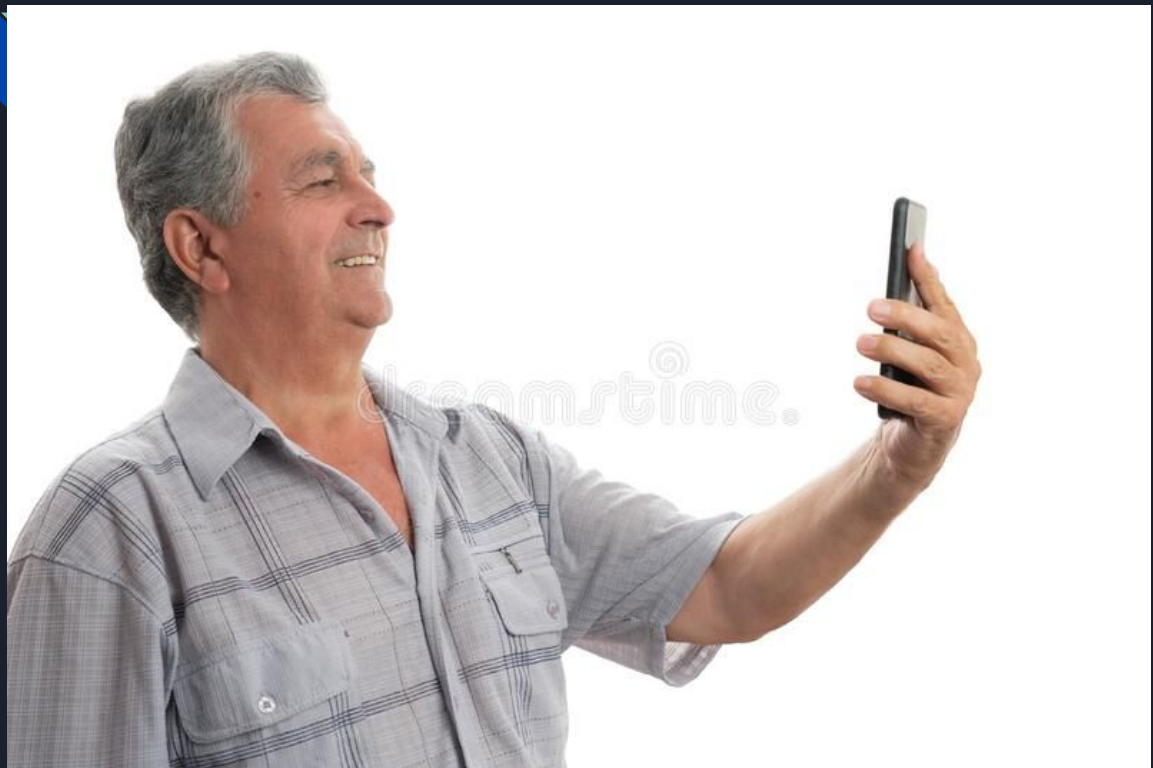
Arthur is met by various videos focusing on different muscle groups. They show common mistakes, and then show how to correct those mistakes.



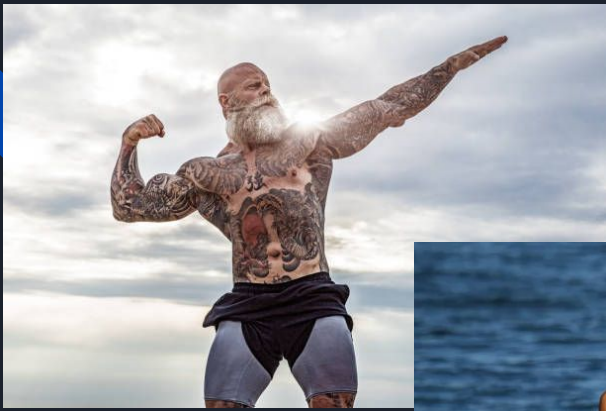
The videos on the app help Arthur, but he is still making mistakes with form, and may need the help of someone correcting him live. He sees on the app a **PREMIUM SUBSCRIPTION** for \$20 a month. He is old and retired so he has money to spend and buys the subscription.



People all over the world are worried by this story, and look online to find tips that will help improve safe gym use. Arthur, a 65 year old man finds an app that will help him practice good form



Arthur connects with a personal trainer on the premium version of the app, and finally fixes his form with the help of a certified trainer



Arthur kept following the tips from the app he downloaded and bought a subscription for. He became massively swole being able to lift crazy amounts of weight. He legally changed his name to Chad because his old name and old self Arthur was for nerds. He divorced his wife and picked up a nice spring chicken because of his new swolleness due to the app he downloaded.

“WOW, I love this -currently unnamed fitness app-”


Newcomer in the Gym: By Matt Larsen

Chad Chaddington has been very overweight and needs to start going to the gym but does not know how. He starts to search for ways to begin lifting.






After looking on countless websites, all the info is too complex and Chad does not understand. He needs to learn the basics of lifting and is going to look on the App Store.



This is where Chad finds our app! He starts to learn the basics of lifting such as beginner lifts, eat healthier and set goals for himself.






He also learns the importance of good form, and practices it to increase strength faster and avoid injury.





Not after long, Chad starts to see major progress and informs his other friends about the app, helping them to get strong quick!




Chad is now very happy
with his strength and has
become a fitness
influencer to spread the
word of our app! Many
more people start to use
it!



Former Professional in the Gym: By Joseph Brooks


Jay Cutler, Former Mr. Olympia took the bulk too far, but now he has to lose it all, but without the help of of his fans and supporters he doesn't know who to rely on.






Mr. Cutler has no idea where to start on his new fitness journey, but with assistance from a family friend he is directed to a new fitness app that will help him start his weight loss journey






After discovering our app
Mr. Cutler begins to learn
techniques and practice
them, through the helpful
instructions provided by the
app.






After a few months of training
Jay begins to see himself this
time even better and stronger.
Almost like he has evolved
due to the app.





After transforming his body, Jay wonders how he can help others. He then realizes there is a feedback feature on the app which allows him to make posts and provide help to all the premium users of the app.





Jay is now as strong and cut as ever, and with the newfound abilities of the app, he feels as though he can make a positive impact on the physical health of others that are in his situation.

