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Assignment 1: Product Proposal

1. I believe Shyp has the Simplify aspect of an idea. It combines everything the user would need into one app, where they also take care of the "hard" parts for the user.
2. Curofy is a Remix since it takes something that already exists and makes it into something new for the doctors who would be the target audience to use.
3. The startup I chose is GivGive
    a. The idea is to rent and announce to your neighboring communities any items you wish to rent for any given time requested. It also creates a social media platform for the community to make announcements.
    b. I believe this idea would be a Remix, since it is similar to other platforms that exist, like Facebook marketplace and other social media, but combines them to serve the purpose of rentals for smaller items instead of purchases.
    c. I believe it would be a vitamin; it doesn't necessarily solve a huge problem, but it does make life easier for the users. It would target some needs, but maybe more so the convenience, which would target the emotions.
    d. I believe that it would be easy to monetize with either ads, the renters can pay an additional small fee, or sponsorships.
    e. I think it is personally relevant, as an out-of-state college student, sometimes I need to borrow something rather than purchasing it for a short amount of time. It would be a cheaper solution than buying something I wouldn't need later on.
    f. I think it would have a large market; many times, people need a favor or something lent but don't have the connections to do so.
    g. This startup has the secret sauce by creating a social media platform solely for the neighborhood that rents instead of sells.

A. Brainstorming:
   1. Ideas

      ● Hard to track workouts consistently.
      ● Difficult to plan a balanced diet alongside workouts.
      ● Motivation drops when progress isn't visible.
      ● Finding local gyms or classes with flexible schedules
   2. Solutions:
      ● Workout tracker app- logging exercises

- Meal planner or personalized diet- personalizes meals according to the user's specific goals
- Progress tracking- visuals of the weight, achievements, and consistency
- Using location can direct users to gyms or specific workouts, given the users' goals.

3. Most of my brainstorming follows fitness as I have a close friend who is a personal trainer. I want to help by creating and combining a lot of aspects missing from personal training websites to make a unique experience for users.
4. My idea has existed before; there are many websites for personal training. My friend used to pay for a website to provide these aspects; I want to make a free one.
5. It would be useful in the fitness industry; this would target people of all ages looking to finally achieve their fitness goals.

B. Product Proposal:

1. The product I have come up with is a portal for a personal trainer to connect with clients and give personalized workouts, meal plans, show a dashboard accessible to both the trainer and clients, and simplify this process. The idea type would be simplify since it combines client management, workouts, and progress into one space. Also, virtualize as anyone anywhere can access this training.
2. The product is relevant to me since I am into the gym and fitness. I struggled for years to build confidence in the gym and figure out what to do when I go, and I still do at times. My close friend is a personal trainer and bodybuilder and is working really hard to put himself out there and to have the tools and opportunities to make it his career. A lot of people reach out to him for guidance since he has had great physical results in a short amount of time; however, he's struggled trying to find the right platform for this.
3. It will show how trainers manually track client workouts, progress, and schedules. It will compartmentalize the many different forms that people reach out into one space, and it will help guide clients to their goals.
4. It would be a web app with a business aspect tied into it. It would be interactive with real-time aid.
5. This web app should be a painkiller since it would aid clients in their real-life frustrations with their fitness journey.
6. It would monetize off subscriptions; we do want to aim for it to be affordable.
7. The product is a web portal for a personal trainer to manage clients, workouts, and progress all in one place.
8. The users would be mainly the clients looking for assistance with their fitness journey, targeted to those of all ages and genders. It would have a large market since fitness is not tied down to one specific group.

9. The secret sauce might tie into the real-time factor of the website, gathering user input, client and trainer engagement, and accessibility.