

MetaMotion Executive Summary

The fitness industry is facing a crisis of retention, as between 50% and 67% of new gym members abandon their routines, and the gym all together, within the first six months. (IHRSA) This massive turnover is directly driven by the high price of specialized training as well as the overpowering sense of gym intimidation that results from a lack of clear plan or guidance. In a market where beginners have high expectations and are confused by contradicting online advice, a tailored, inexpensive, and intelligently led solution is needed. MetaMotion is that solution.

The target market for Metamotion is the 10.8 million college students and early adults (ages 18–25) currently engaged in fitness, as well as the larger 20 million student population seeking accessible, health and fitness guidance (National Center for Education Statistics). Metamotion is an AI and IoT powered application with a completely free plan that creates a specific, customized fitness/diet plan for the user, making healthy living easier, more intelligent, and more accessible. 86% of people actively use their phone during their workouts. Having this app makes things easily assessable. (Survey). Unlike simple apps that provide generic programming, Metamotion utilizes AI and IoT data to offer a dynamic, real-time feedback loop, providing the effectiveness of a premium personal trainer without the prohibitive cost. Whether it's the intimidation that the gym can give, the difficulty in learning, or problems with your health in general, Metamotion is here to hold your hand through the whole process.

Out of individuals who work out in the survey, 80% of people are open to a workout/diet plan and personalized coaching (Survey). In addition to that, it was found that members who engage with personalized coaching are 40% more likely to stay active with their gym membership and stay enrolled twice as long as those who are self-trained (Smith 251). This consistent conformity, backed up by a clear plan, is the key to achieving real results. Another study on a personalized nutrition program recorded that participants successfully reduced their intake of calories, carbohydrates, and sugar while seeing an average decrease in BMI by 0.6 kg/m and a reduction in body fat by 1.2% over a 10-week period (Chen and Rodriguez 18), proving results. By integrating these two proven strategies, customized fitness programming and nutrition, Metamotion eliminates the guessing and risk of injury associated with basic routines. With the accessibility to free personalized fitness and diet plans, gym beginners will not only gain confidence when in the gym, but will prevail in all aspects, feeling their best selves.

Metamotion offers a "free premium" model, providing essential capabilities to beginners for free while also producing revenue through a premium subscription tier that includes advanced performance tracking, special training content, and dedicated coach support. We anticipate that this technique will quickly gain market share by reducing entry barriers and ensuring flexibility and profit

Sources Cited:

Primary Research: (Survey conducted on students here at DU)

Secondary:

International Health, Racquet & Sportsclub Association (IHRSA). "The 2023 State of the Fitness Industry Report." *IHRSA*, 2023.

Smith, John P. "The Impact of Personalized Coaching on Gym Membership Retention and Long-Term Adherence." *Journal of Applied Health Science*, vol. 15, no. 3, 2022, pp. 245-260.

Chen, Li, and Maria Rodriguez. "Effectiveness of Tailored Nutritional Guidance on Caloric Intake and Body Composition: A 10-Week Randomized Trial." *Obesity & Wellness Research*, vol. 9, no. 1, 2023, pp. 12-25.

National Center for Education Statistics. "Enrollment and Employees in Postsecondary Institutions, Fall 2021." *NCES.ed.gov*, 2023.