Nike+ Accelerator Application Information

**Name of Company:**

Fit-Note

**Business description: (140 characters)**

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With Fit-Note users automatically record, share & optimize their weight training routines for better results and more fun. No more counting reps, timing or writing index cards!

**In more detail, what will your company do or make? What’s new, interesting, or different about what your company will do?**

**Fit-Note: Highly Intelligent Weight training**

Fit-Note will do for weight training what the Nike+ sensor did for runners and walkers. Fit-Note will make it fast, fun and easy to record, store, analyze, share, plan and perform weight training routines.

Runners, walkers and cyclists all have been able to energize their cardio workouts by integrating smartphones into their exercise routines. The Nike+ sensor started the revolution and now apps that use the phone’s GPS and link to fitness friendly websites make it even easier for people to share and strive for their best. They can also measure their progress and assess their cardiovascular performance using heart rate monitors that also work with these apps.

But the other half of fitness training – weight training has been left in the dark ages. People still have to count sets, time with a stopwatch and write down what they did each time they work out. The apps currently available let users enter this information into their smartphone, but that turns weight-training exercises into a data entry exercise. The log also lacks important information such as the pace, rest interval and cardio information. Fit-Note addresses all of these shortcomings and more. Fit-Note’s patent pending technology will deliver to weight training enthusiasts all of the benefits enjoyed by millions of people who use their smartphone for their cardio workouts. It is designed to work with the commercial and personal workout equipment already in place with minimum or no modifications.

**The Fit-Note User Experience: Your phone is your personal trainer**

Fit-Note revolutionizes weight training by combining a custom activity sensor with a fun, easy to use app. The sensor and app work together to permit a user to automatically record a complete workout, or to perform a pre-determined workout. It’s like having a personal trainer in your phone.

Fit-Note can automatically count reps, set pace, time rest intervals and its records everything. (Including data from select heart rate monitors.)

A Fit-Note website will permit users to upload and analyze their workout using sophisticated tools. Professional coaches and trainers can use this data to objectively measure performance and to help athletes achieve their greatest potential. Trainers and users can pre-program their workouts and Fit-Note will sequence from one exercise to the next. It will suggest ways to improve their workouts.

But Fit-Note will be just as fun as it is serious. Users will earn Nike fuel from the workouts captured by Fit-Note which can be added to their Nike + FuelBand. They can share their workouts and compete in games that add a new dimension to weight lifting. (For example, the total weight lifted in a week can easily be determined and illustrated by something fun and different such as a car.)

**Fit-Note’s Products**

Initially, we will create the Fit-Note app and a custom activity sensor that will communicate with Nike+ equipped Apple products including iPhone and iPODs. After rolling out the product for Apple users a different sensor will be developed for Android and other devices that lack the Nike+ receiver.

Like the Nike+ sensor, the Fit-Note activity sensor will be paired with an exerciser’s phone. At the gym, the Fit-Note app on the phone will communicate wirelessly with the sensor. The app will support a number of modes including “log”, “learn” or “train”. In “Log” mode the app will simply record the workout. “learn” mode will help the user perfect technique on a particular exercise. “Train” mode will be used with a pre-programmed routine that the user has downloaded into his or her phone. Depending on the mode mode the app will automatically track, pace and sequence weight training activity. The user will interact with the app using his or her choice of methods including the phone’s display and/or audio guidance. The user experience will be simple and require minimal user interaction.

The initial product will work with weight stack training machines. Training with free weights will be added to the product capabilities in a subsequent release of the product.

**If you have a website or demo/prototype, what's the URL? Please provide username and password if necessary**

N/A

**Please provide a video < 3 minutes long which best describes your business. Production value is not important to us, it can be quick and dirty.**

**Script complete**

**Please provide a video < 3 minutes long which best describes your team. Production value is not important to us, it can be quick and dirty.**

**Please tell us about each founder and their role. Explain how you met and how long you've been working together. Please be thorough because we place a great deal of importance on the team.\***

**Explain how the company will make money.\***

**Please provide information on current or likely competitors. Include key differentiators. Please include URLs.\***

<http://www.kokofitclub.com>

<http://www.wahoofitness.com>

[www.fitbit.com](http://www.fitbit.com)

Installs of running apps that use the GPS are in the millions.

Jawbone UP

Gymbuddy

Gymrat (android)

<https://itunes.apple.com/us/app/fitness-buddy-free-300+-exercise/id514780106?mt=8>

iTunes health and fitness apps.

<https://itunes.apple.com/us/genre/ios-health-fitness/id6013?mt=8>

iMuscle

63 Best Health and Fitness Apps

<http://greatist.com/health/best-health-and-fitness-apps/>

<http://www.shinyshiny.tv/2013/01/ces_2013_withings_launches_activity_tracker_and_fitbit_competitor.html>

Jefit (android)

**What are some things that the team (or its members) have built in the past? Please include URLs.\***

**Can each of the founders attend the entirety of the program, or do some of you have other obligations during the timeframe of the program? If not, please explain.\***

**Not including the founders, how many additional employees are there? Please provide LinkedIn profiles and Github URLs (if applicable).\***

**Please provide information on money the company has already raised, and any information on fundraising plans for the future.\***

**Why should we choose your company?\***