

# GAINZVILLE: APP PROPOSAL

We're excited for the chance to pitch Gainzville, a fitness app designed to empower users to create the exercises, workouts, and metrics that they care about. We are seeking pre-seed funding to create a minimum viable product (MVP), solicit user feedback, and integrate feedback into features and user experience. We are offering a 10% equity stake in exchange for \$500k in funding.

## WHAT IS GAINZVILLE?

Existing fitness apps focus on particular activities: Strava is great for running, cycling, and other cardio activities, but it doesn't offer anything for strength training. Hevy, FitBod, TrueCoach, and others support strength training, but what about rock climbing? There are Tension and Moonboard apps for board climbing, Kaya or TopLogger for gym climbing, Crimpd for training, 8a or Mountain Project for outdoor climbing - the list goes on, with different apps for each specialty. For many athletes, training doesn't fit neatly into one of these boxes, so their data and activities are scattered across apps. Gainzville is a training platform which gives the user the tools they need to create exercises, workouts, and metrics which reflect the activities they care about.

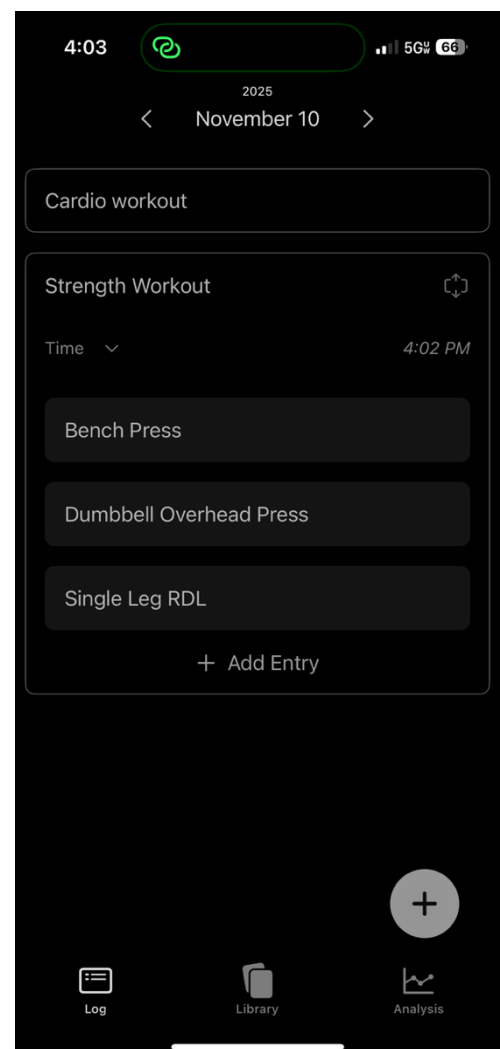
## PRE-SEED OBJECTIVES

### Minimum Viable Product (MVP)

Develop a prototype which can create exercises, workouts, and metrics, organize them in a library, and the library to log training activity.

### User Testing

Determine which user groups are most enthusiastic about the app to focus development. Solicit feedback on existing design and learn which features are most valuable to users.



# DEVELOPMENT PLAN

After securing pre-seed funding, we will begin user testing and MVP development simultaneously. We believe in the vision described here, but as soon as we start getting real feedback from real users, we will adapt accordingly.

## Libraries: Creating Exercises, Workouts, and Metric

Build the user interface and data models to support the flexibility which is the hallmark of Gainzville: empowering users to create the exercises they train with and record the metrics they care about. The meta-model which enables this flexibility simultaneously provides the structure which imparts meaning and supports analysis of training activities.

## Logs: Recording Your Training

Make completing and recording workouts easy and fun. The mobile app will allow users to check-off exercises as they go; making this ergonomic and enjoyable is paramount. Implement simple navigation through a calendar-like interface optimized for training and standard patterns like reps and sets.

## Analysis: Learning From Training

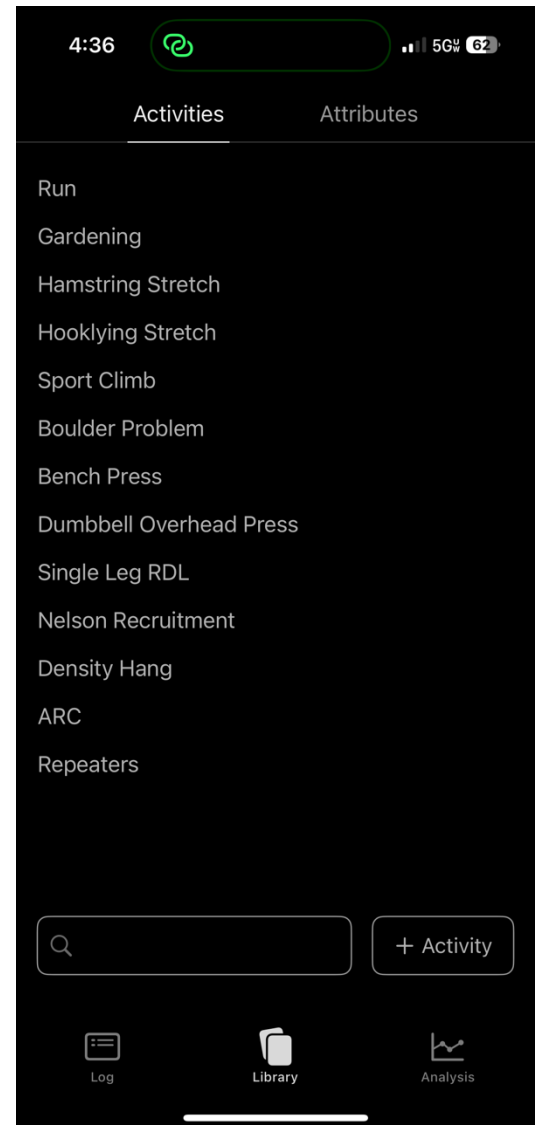
Present beautiful charts of the user's progress to motivate and fine-tune training. Make standard things like hours of training per week or miles ran per month easy and standard while also giving the user to track specialized metrics such as RPE, climbing grade, or one-rep max.

## Plan: Building a Training Plan

Create a plan for your day, week, or month and follow along easily when you're at the gym or out on the bike. Stay motivated and organized while integrating new ideas and modalities into your training. Make onboarding painless by designing planning features to integrate seamlessly with the library the log.

## Share: Exploring New Training Modalities

Search for new exercises to try and easily share your favorite workouts with friends or family. Develop the infrastructure to support a global, user-created library.



# THE GAINZVILLE TEAM

## Brian Luther, Founding Engineer

With over 15 years of experience training for rock climbing, Brian started building Gainzville when he saw that complex, multifaceted training doesn't have a home in the training tools that exist today. Rather than wait for better tools, he taught himself how to program so he could build them. His education as a Computer Scientist at the University of New Mexico pairs his deep domain knowledge and user empathy with the technical background required to build a modern, high-quality application.

## Pending, Founding Engineer

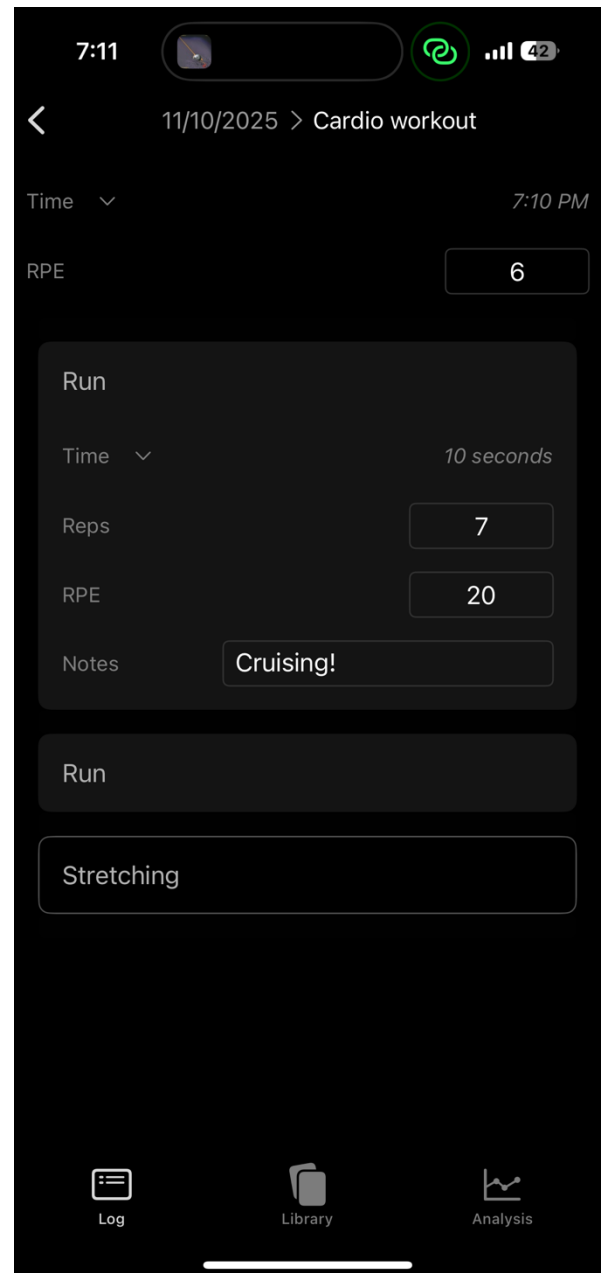
As part of the pre-seed process, we will be seeking a co-founding engineer to share responsibility for leading the growing team and steering the engineering and product decisions.

## Pending, Product Engineer

We will hire a product engineer to provide expertise on designing, building, and improving user-facing features.

## Pending, Designer

Design and UX are integral to user adoption and retention and we plan to prioritize them early by bringing on a designer. Successful start-ups like Linear have demonstrated that design is a powerful and effective differentiator that helps drive everything from brand identity to engineering design.



# **COSTS AND FUTURE FUNDING**

## **Staff**

The \$500k pre-seed investment we are seeking will primarily fund expanding the team to include the roles outlined above. This round of capital will fund the team for 6-9 months to develop and prove a prototype and determine product market fit. We believe that with good engineers and constant feedback from users we will be ready to raise seed stage funding with this amount of runway.

## **Compute Infrastructure**

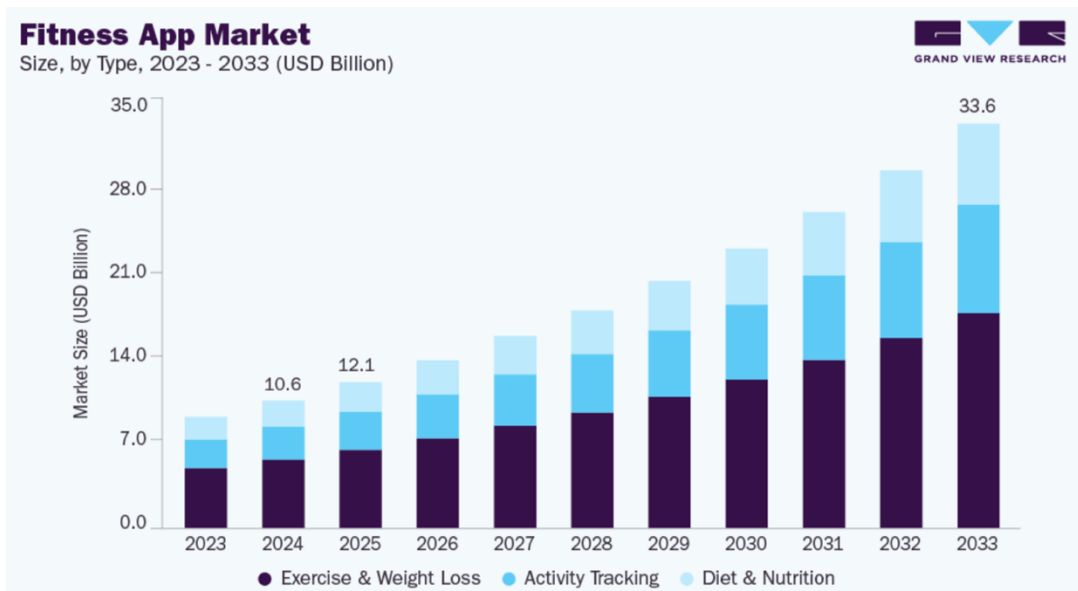
For the MVP stage minimal compute infrastructure is required. Database and server hosting will not need to support large workloads, and entry-level tiers will be completely sufficient for this stage. Employees will be issued laptops for a total cost of around \$10k.

## **Office Space**

The team will run 100% remote, obviating the need for office space costs. We may re-examine this in future stages, but at this point we want to commit funding as closely as possible to proving an MVP.

## **User Research**

We will engage professional user research firms to maximize the feedback we get from real users. Services such as UserInterviews are reputable and offer per-session pricing models. We would like to speak to at least 2 users a day on average which would cost roughly \$27k.



## MARKET AND GROWTH POTENTIAL

The US market size for fitness apps is estimated to be \$10.59 billion in 2025, with a projected compound annual growth rate of 13.59% yielding a 2032 market size of \$33.58 billion. Gainzville is positioned to act as a central hub for training data and as such can easily coexist with large market players such as Strava. This gives us a significant growth advantage by allowing creative partnerships rather than requiring head-to-head competition. The value added by Gainzville is *on top* of specialized tools, rather than *instead* of those competitors.

According to SNS Insider, the rapid growth in the fitness app market is "...fueled by the convergence of AI-driven personalization, wearable tech integration, and an increasing focus on preventive health and wellness." (SNS Insider, 2025) Gainzville is positioned to address all three of these dynamics.

### AI-Driven Personalization

Personalization requires the flexibility that Gainzville is built-on. Attempting to meet the diversity of user priorities with brute-force, hard-coding every exercise you can think of, is brittle and fails to deliver on the real promise of personalization. Gainzville provides a simple but expressive set of tools that users and AI agents can use to create the exercises and data they care about.

### Wearable Tech Integration

More wearables mean the diversity of data being captured will continue to grow, exactly the problem Gainzville is designed to address. Interfacing with third-party application

interfaces will only become more important, and the flexibility built into Gainzville will allow for easier and higher-fidelity integration.

### **Preventive Health and Wellness**

Health and wellness are *holistic* pursuits which require examining a broad range of factors. By providing a single space where a user can track their sleep quality, stress level, or how much they are meditating, Gainzville can help meet the demands of an increasingly health-conscious society by supporting data-driven decision making and providing an ecosystem of ideas for users to explore.

Investing now at the pre-seed stage offers the opportunity to take a stake in a growing market through a product which takes a novel approach to fitness. We believe Gainzville will empower users of all backgrounds to discover new ways to train, achieve their goals, feel better, be healthier, and enjoy the process. Join us in empowering users to train the way they want to.

## **REFERENCES**

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