Gain Fitness

Nicholas Gammell

Response:

Apple is very restrictive, we won't be able to sell the Apple Watch through the platform.

* how does this integrate?
  + Stores live within a webview in your app. We generate a unique url for your store and provide a small snippet of code that loads your store. You're free to place to place your store anywhere in your app, we recommend somewhere prominent your users will easily find.
  + An important note is that your users will never leave the context of your app. Movement between the store and your app will be seamless.
* what tech stack is this built in?
  + Our in-app stores are built with [ionic 2](http://ionic.io/2) and [cordova](https://cordova.apache.org/) and would be embedded within your app as a webview. This setup lets us easily support your multiple platforms (ios, android, windows) and provides users with a native feel. Payments are securely processed with Stripe.
* do you have dev support?
  + Yes. We can work with your engineers to help you integrate with our platform and support any technical problems arising from our end.
* what data do you have on conversion funnel?
  + We are signing on early adopters at the moment. As such, we do not have metrics for typical conversions for embedded Tote stores. What we can offer are snapshots of the metrics that are important to you.
* what's the rev share model?
  + We share the margin on each product 70/30. 70% to you for hosting the store and attracting customers. This is equivalent to 10% of the retail price of the product.

We're just a few weeks out from shipping, as such we're open to feedback and have some flexibility on the product. Additionally, It would be beneficial if we had user metrics to better estimate the resources we should dedicate to you as well as preparing adequate inventory for your users.

To the extent you're comfortable answering:

* What are your user metrics (# active users that would see the store, time spent in the app / month, anything else you feel is relevant)
* Do you have revenue targets for this service?
* What is your release cycle and what is the path to integrating Tote into the Gain Fitness app?
* Do you envision integrating a store or links to individual products? Or both?

From Nick:

**I just forwarded you an** [**email w/ 3-4 of my recommended products**](https://docs.google.com/document/d/1flaKcUwhWFlBF8OoOhdztglqsHDpjy-m9Xmuzt_Thk0/edit)**. (Not sure if Apple Watch is sellable through your platform).**

Questions:

- how does this integrate?

- what tech stack is this built in?

- do you have dev support?

- what data do you have on conversion funnel?

- what's the rev share model?

Thanks,

Nick

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| |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | ***What’s the best way to work out with your phone at the gym?***    I've been sweating all over my iPhone for years now to answer this question. After logging over 800 mobile app workouts and experimenting with dozens of props and accessories, I've picked the best-in-class products to streamline your app workout sessions in each of four categories: **Armbands**, **Phone Cases**, **Headphones**, & **Wearables**. The answers may surprise you.    - Nick, Founder & Chief Product Officer, GAIN Fitness  **The Winner for Best Armband: Tunebelt**  **Nick says:** I’ve tried a half dozen different models, including armbands, waistbands, and hip holsters, and this one is the clear winner. The neoprene material is super comfy and stretchy, and the band always stays in place on your arm, even while doing the most strenuous arm or ballistic exercises (sprinting, jumping jacks, etc.). It's quite easy to slip your phone into and out of compared with other models—it's snug, but not too snug. The touchscreen works well through the plastic, although you can get a couple small air bubbles from time to time.      Enter Code **GAINBAND** to redeem. Expires 5/31.    **The Winner for Best Phone Case: Minisuit Clipster Kickstand Case**    **Nick says:** This was the most surprising find: a kickstand is key. The Minisuit's sleek, built-in kickstand allows you to “prop up” your iPhone screen at a ~60 degree angle for easy viewing. This really comes in handy for home or office workouts by giving you easier access and visual support. I've actually begun using this for all of my gym workouts, too. I’ll set it up on a bench or box to get the visual reference. Major bonus: it doubles as a signal to others that you’re using the bench or piece of equipment. So while you go grab a drink or do another exercise in your circuit, it sends the message *“Hey, go find another bench…”*        Enter Code **BAND&CASE** to redeem. Expires 5/31.    **The Winner for Best Headphones: BlueAnt Pump HD Sportsbuds**    **Nick says:** First of all, you have to go wireless. Connecting to bluetooth adds a step to your pre-workout process, but getting the chords out of your workouts’ way is well worth it. I tried all 4 pairs of wireless headphones on stock at the Apple store, and these were the only ones that stayed completely solid in my ears when I shook my head from side to side. While others had slightly better sound quality, they didn't stay put for me (I have big ears). These headphones are completely awesome and I rely on them for every workout now. Bonus: they're waterproof, so you can (theoretically) go swimming in them.      Enter Code **GAINBUDS** to redeem. Expires 5/31.    **The Winner for Best Wearable: Apple Watch Sport**    **Nick says:** Okay, so the long-awaited Apple Watch is new to the scene, a bit buggy, and somewhat controversial. While I have tried only a couple of the other wearables (Jawbone, Fitbit), the Watch wins for two main reasons: form factor and apps. The form factor of the Sport Band is very sleek, soft and sweat resistant. While the profile of the watch face itself could be slimmer (and undoubtedly will be in future iterations), the fit is still such that it passed my “Preacher Curl Test”—I was able to do a set of preacher curls wearing my Watch without interruption. I cannot say the same for the others I’ve tried.      As for apps: while I haven't seen any fitness Watch apps to write home about yet, I guarantee the killer app is coming. GAIN Fitness has begun developing our own—I can’t give away too much yet, but I can say that it will be nothing short of ass-kicking.    Ready to reach your fitness goals? [Check out GAIN Personal Training](https://trainer.gainfitness.com/?utm_source=gain&utm_medium=email&utm_campaign=best%20workout%20app%20accessories). | | | | |