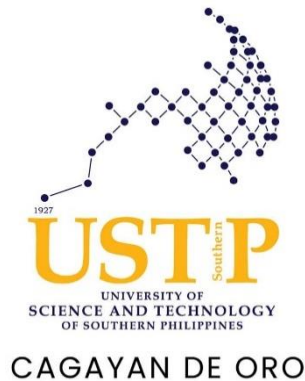


University of Science and Technology of Southern Philippines

**College of Information Technology and Computing
Department of Computer Science**



Flawlessly U!

A Start-Up Business Proposal presented to the
Department of Computer Science
College of Information Technology and Computing

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EXECUTIVE SUMMARY

Flawlessly U aims to address the common challenges faced by individuals in managing their fitness routines, diet plans, and access to affordable professional support. Our digital platform will provide personalized workout recommendations, calorie and food tracking, and affordable access to certified personal trainers.

By simplifying diet management and offering customizable workout plans, Flawlessly U caters to individuals seeking effective fitness solutions but who struggle with adherence and high personal training costs. The platform's competitive pricing and user-friendly interface will attract a large base of health-conscious individuals, ultimately improving fitness outcomes and customer retention.

Mission:

To empower individuals to lead healthier, more active lives by providing personalized fitness and nutrition solutions tailored to their unique goals. We aim to offer an all-in-one platform that delivers customized workout plans, calorie tracking, and access to expert personal trainers. We strive to make fitness accessible, enjoyable, and achievable for everyone, regardless of their fitness level or experience.

Vision:

To be the leading global digital platform that transforms the way people approach fitness and access the tools and guidance they need to achieve sustainable, long-term health and fitness and wellness. We envision a future where individuals of all backgrounds and fitness levels can s goals. By continually innovating and expanding our services, we aim to create a supportive community that fosters healthy habits and empowers users to take control of their well-being.

BUSINESS OVERVIEW

THE PROBLEM	Many people struggle with fitness routines due to a lack of structured exercise guidance, diet management difficulties, and limited access to professional support. Gym-goers often find it hard to follow effective workout plans, leading to frustration and poor results. Tracking calories is complex, causing many to abandon the effort quickly. Personal trainers, while helpful, are often too expensive for many individuals. Research shows that over 70% of gym-goers do not follow structured workout plans (Thompson, 2019), and many find calorie tracking challenging and stop within a short time (Smith, 2020). This is concerning, given that over 40% of U.S. adults are classified as obese (CDC, 2021), and personal training costs range from \$40 to \$70 per hour (ACE, 2020).
OUR SOLUTION	Our start-up will create a digital platform that offers personalized workout plans, calorie tracking, and affordable access to personal trainers. Users will receive tailored exercise recommendations, an intuitive food diary for easy diet management, and lower-cost access to certified trainers. This solution tackles ineffective workouts, complex diet management, and high training costs by providing a user-friendly approach that enhances adherence and simplifies calorie tracking. Research indicates that personalized fitness plans improve adherence, simplified tracking aids diet management, and affordable training boosts participation.
OUR PRODUCT/SERVICE	Flawlessly U! will offer a digital platform featuring personalized workout plans, calorie tracking, and affordable access to personal trainers. The app will provide customized exercise recommendations based on users' fitness goals and body types. An intuitive food diary will simplify diet management, allowing users to maintain caloric balance easily. Access to certified personal trainers at lower rates will make professional guidance more affordable. By addressing ineffective workouts and high training costs, our services will enhance fitness adherence and simplify diet tracking, supporting users in achieving their fitness goals.

MARKET ANALYSIS	
WHO WILL BUY OUR PRODUCT/SERVICE	<p>Our target market consists of men and women aged 18-45, primarily from middle- to high-income brackets, with a college education or higher, residing in urban and suburban areas (Allied Market Research, 2021). They value a healthy lifestyle and seek personalized fitness and nutrition solutions that cater to their tech-savvy, convenience-driven preferences. Interested in fitness trends, they are motivated to achieve wellness goals efficiently.</p> <p>We will focus on major urban centers and suburban regions with a strong fitness culture. The post-pandemic demand for personalized fitness solutions presents an ideal entry point into this expanding market (Statista, 2022). The global fitness app market is projected to grow at a CAGR of 21.5% from 2023 to 2030 (Grand View Research, 2023), highlighting significant growth opportunities. Now is the perfect time to capture this growing audience, as digital health solutions are increasingly in demand.</p>
HOW WILL THEY BENEFIT	<p>Our target market values convenience, personalization, and progress tracking in their fitness routines. Our app provides tailored workout plans, meal recommendations, and simple calorie tracking, enabling users to reach their fitness goals efficiently. Beginners can hire personal trainers for guidance, boosting confidence and minimizing injury risk. By offering a comprehensive, personalized solution, our app effectively addresses their needs and promotes better health outcomes.</p>
ALTERNATIVES THEY USE	<p>Our target market currently uses alternatives like MyFitnessPal for calorie tracking, Fitbit for activity monitoring, Nike Training Club for workouts, and Noom for behavior-based weight loss. While these apps excel in tracking and offer free features, they often lack personalized workout plans or nutrition guidance in one platform. By integrating tailored workouts, meal plans, and access to personal trainers, our app fills these gaps, delivering a more holistic fitness solution.</p>
WHY WE ARE BETTER	<p>Flawlessly U! stands out from competitors by integrating personalized workout plans, nutrition guidance, and access to personal trainers within a single platform. While alternatives like MyFitnessPal focus on calorie tracking and Noom emphasizes weight loss, our app offers a comprehensive fitness solution tailored to individual goals and body types. This emphasis on customization and mentorship differentiates us from competitors like Fitbit and Nike Training Club, which lack personalized support. By combining tailored workouts, meal plans, and trainer access, our app fills these gaps, delivering a more holistic fitness experience.</p>

MARKETING AND SALES PLAN	
HOW OUR CUSTOMERS WILL LEARN ABOUT US	<p>To introduce Flawlessly U! to a wider audience, we will leverage Facebook advertising and partnerships with gym owners. Facebook ads will highlight key features like personalized workout plans and affordable trainer options, targeting fitness enthusiasts aged 18-45. Using Facebook's retargeting capabilities will ensure we reach potential users effectively.</p> <p>Additionally, we will collaborate with local gyms to promote the app directly to their members. We'll provide promotional materials, such as posters and QR codes for easy downloads, emphasizing the app's affordable training options. This partnership enhances gym services while increasing our visibility.</p> <p>By combining these strategies, we will create a dual-channel approach that boosts online engagement and in-person awareness, helping to establish a strong user base for Flawlessly U!</p>

HOW WE'LL ENCOURAGE THEM TO TELL OTHERS ABOUT US	<p>Flawlessly U! will implement a referral program that rewards users with a free 30-day trial of premium features, including advanced workouts and discounts for personal trainers. This incentivizes users to invite friends and family to try the app.</p> <p>The program aims to create a ripple effect, where satisfied users attract new members who can explore the app's benefits. By offering rewards for referrals, we hope to foster a community of fitness enthusiasts who support each other's goals. This word-of-mouth strategy will enhance engagement and drive exponential growth in our user base.</p>
WHAT WE'LL CHARGE FOR OUR PRODUCT/SERVICE	<p>Flawlessly U! will adopt a value-based pricing strategy that aligns subscription costs and personal trainer rates with the unique benefits offered. Subscription pricing will reflect the app's ability to deliver personalized workout plans and advanced calorie tracking, while trainer rates will emphasize convenience and affordability compared to traditional sessions. This approach ensures that pricing is based on the perceived value and effectiveness of the app's features, making it a justified investment in users' fitness journeys.</p>
HOW WE'LL GET OUR PRODUCT/SERVICE TO OUR CUSTOMERS	<p>Flawlessly U! will adopt a digital-first distribution strategy, making the app accessible on iOS and Android for easy download. To boost engagement, we will partner with gyms to display promotional materials, including QR codes for seamless installation. This combined approach creates multiple touchpoints, making it convenient for users to integrate the app into their fitness routines.</p>
HOW WE'LL GET PAID	<p>Flawlessly U! will generate revenue through a subscription model for premium features, allowing users to upgrade from a free version to monthly or annual plans. This model provides a steady income stream while catering to users' fitness goals and budgets. Additionally, the app will host a marketplace for affordable personal trainers, earning commission on each booked session. To facilitate payments, Flawlessly U! will integrate local payment systems like GCash and PayMaya, ensuring a seamless user experience when subscribing or booking sessions.</p>
HOW WE'LL BE PROFITABLE	<p>Flawlessly U! will achieve profitability by balancing cost management and efficient operations with diverse revenue streams, including subscription fees and commissions from trainer bookings. Utilizing cost-effective technologies and data analytics will streamline operations and reduce expenses. The app will also monitor key performance indicators like user engagement and retention to optimize pricing. By maintaining low operational costs and adjusting prices based on user feedback, Flawlessly U! can ensure that revenue consistently exceeds expenses, driving profitability.</p>

KEY OBJECTIVES AND SUCCESS METRICS		
OBJECTIVE	SUCCESS METRIC	GOAL DATE
Flawlessly U! aims to enhance user engagement and satisfaction by optimizing workout plans, improving calorie tracking, and expanding access to affordable trainers. By December 30, the app targets a 25% increase in users, a 20% rise in subscription conversions, and a 15% growth in trainer bookings compared to its first month. These goals support the overall	Flawlessly U! will track success metrics like user acquisition, subscription conversion rates, and trainer bookings monthly. We will monitor user engagement through daily active users, session length, and feature utilization. User satisfaction will be assessed via monthly feedback surveys, focusing on Net Promoter Score and app ratings. Evaluating these	Flawlessly U! aims to achieve key objectives by December 30, 2024, including onboarding 500 new users, securing 100 premium subscriptions, and facilitating over 200 personal trainer bookings. This deadline will help us assess progress and align strategies to meet our growth targets.

aim of enhancing functionality and user experience for steady revenue growth and higher retention rates, with data-driven adjustments to ensure profitability.	indicators will help us optimize features and meet our targets by December 30.	
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FINANCIAL PLAN

SOURCE OF FUNDING	USE OF FUNDING
Flawlessly U! will secure funding through multiple sources, starting with self-funding from the founding team to maintain control and demonstrate commitment. We'll seek equity financing from angel investors and venture capitalists in health tech for essential capital and mentorship. A crowdfunding campaign on platforms like Kickstarter will engage our target market and raise funds while building a community. We'll also pursue government grants for technology startups in health and fitness and explore strategic partnerships with fitness brands for additional funding. This diversified strategy aims to create a solid financial foundation for our app's success.	The capital raised will be allocated to ensure Flawlessly U!'s successful launch and growth. About 30% will cover start-up costs, including legal fees and app infrastructure development. Around 25% will enhance app features through research and development. We'll allocate 20% for operating expenses like team salaries and marketing, 15% for potential expansion into new markets and features, and the remaining 10% as a contingency fund for unforeseen expenses, ensuring long-term sustainability.

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