

Moonwalk Fitness

Second App Strategy

Comprehensive Market Research Report
Women's Fitness & Senior Wellness Markets

Prepared for: Moonwalk Fitness Leadership
Date: January 2026

Contents

1 Executive Summary	3
1.1 Key Findings	3
2 Moonwalk Current Product Analysis	4
2.1 What Moonwalk Does	4
2.2 Strengths & Limitations	4
2.3 Strategic Position for Second App	4
3 Fitness App Market Analysis	5
3.1 Market Size & Growth	5
3.2 Top Apps by Segment	5
3.3 Pricing Benchmarks	5
4 Market Gaps & Opportunities	6
4.1 Critical Gaps Identified	6
4.2 The Underserved Insight	6
5 Focus Group Simulation	7
5.1 Methodology	7
5.2 Universal Findings	7
6 App Concepts	8
7 Strategic Recommendation	10
7.1 Rationale	10
7.2 Phased Approach	10
7.3 Quick-Win Features (Any Concept)	10

1 Executive Summary

Moonwalk Fitness has built a successful crypto-native competitive fitness app. However, this model inherently limits addressable market due to:

- Crypto payment rails excluding 90%+ of potential users
- Competitive/financial mechanics alienating women and seniors
- Male-skewing, risk-tolerant audience focus

This research explores opportunity for a **second app** targeting underserved high-value segments: **women** and **seniors**.

1.1 Key Findings

Market Size	Global fitness app market is \$12.12B (2025), growing to \$33.58B by 2033 at 13.4% CAGR
Underserved Segments	Women seeking empowerment (not competition) and seniors seeking independence (not athleticism)
Successful Models	Sweat (women, \$400M acquisition), SilverSneakers (seniors, 15M+ members via insurance)
Market Gaps	Menopause-focused wellness, gentle movement apps, community-without-competition
Recommendation	“Bloom” - Life-stage fitness for women

Bottom Line: Build “Bloom” - a life-stage fitness app for women 35-65, with focus on menopause wellness, community support, and compassionate coaching. Target \$99.99/year pricing with \$1M+ Year 1 revenue potential.

2 Moonwalk Current Product Analysis

2.1 What Moonwalk Does

Core Mechanic: Crypto-based accountability through shared pools

- Pool BONK/SOL/USDC with friends
- Complete step challenges
- Miss goals → lose funds to winners
- Built on Solana blockchain

2.2 Strengths & Limitations

Strengths	Limitations
Novel accountability with real stakes	Crypto barrier excludes majority
Strong VC backing (Hack VC, Binance)	Competition intimidates women
Social dynamics through friend groups	Financial risk aversion excludes many
Clean gamification	Step-only limits wellness scope

2.3 Strategic Position for Second App

The second app should:

1. Remove ALL crypto requirements
2. Target women and seniors explicitly
3. Replace competition with community
4. Expand from steps to holistic wellness
5. Emphasize safety over stakes

3 Fitness App Market Analysis

3.1 Market Size & Growth

\$12.12B
2025 Market Size

\$33.58B
2033 Projected

13.4%
CAGR

3.2 Top Apps by Segment

3.2.1 Women-Focused Leaders

1. Sweat (Kayla Itsines)

- Trusted by millions of women
- Built by women for women
- Acquired by iFit for **\$400M** (2021)
- 60+ programs, 13,000+ workouts

2. Noom

- Psychology-first approach (CBT)
- Human coaching + technology
- Premium pricing (\$209/year)

3. FitOn

- Robust free tier
- Celebrity trainers

3.2.2 Senior-Focused Leaders

1. SilverSneakers

- 15M+ members
- Free through Medicare Advantage
- Live + on-demand classes
- Community nationwide

3.3 Pricing Benchmarks

App	Monthly	Annual
Noom	~\$60	~\$209
Sweat	~\$20	~\$120
MyFitnessPal Premium+	\$24.99	\$99.99
Peloton Digital	\$12.99	\$119.99
Strava	\$8	\$60
Apple Fitness+	\$9.99	\$79.99

4 Market Gaps & Opportunities

4.1 Critical Gaps Identified



Menopause/Life-Stage Wellness

50M+ American women in menopause; almost no dedicated apps



Gentle Movement for Seniors

Most “beginner” content still too fast/intense



Community Without Competition

Leaderboards dominate; alienate non-competitive users



Medical Condition Customization

“Beginner” ≠ “arthritis” or “hip replacement”



Compassionate Engagement

Streak-breaking creates shame spirals

4.2 The Underserved Insight

Market is SATURATED for:

- Young, competitive users
- Athletes seeking optimization
- People who already exercise

Market is UNDERSERVED for:

- Women seeking empowerment
- Seniors seeking independence
- Anyone with medical conditions
- Low-tech users

5 Focus Group Simulation

5.1 Methodology

15 AI personas representing target demographics:

- 5 women (ages 25, 35, 45, 55, 65)
- 5 seniors (mixed gender, 60-80)
- 5 senior women (60-80)

5.2 Universal Findings

5.2.1 What They ALL Want

1. **No Judgment** — Fear of embarrassment
2. **Appropriate Pacing** — Beginners feel too fast
3. **Community, Not Competition**
4. **Life-Stage Awareness**
5. **Simplicity** — Less is more
6. **Holistic Health** — Beyond exercise

5.2.2 Price Sensitivity by Segment

Segment	Sweet Spot	Maximum
Women 25-45	\$10-20/mo	\$25/mo
Women 45-65	\$15-25/mo	\$50/mo
Seniors (comfortable)	\$15-25/mo	\$30/mo
Seniors (fixed income)	\$5-10/mo	\$15/mo
Via Insurance	Free	Free

6 App Concepts



Concept A: “Bloom”

The Life-Stage Fitness App for Women

Target: Women 35-65, especially perimenopause/menopause

Proposition: “Fitness that celebrates every season of womanhood”

Key Features:

- Life Stage Pathways (Busy Mom, Perimenopause, Menopause, Post-Menopause)
- Body Story Profile (customized to YOUR body's history)
- Bloom Circles (small support groups, 8-12 women)
- Compassionate Coaching (no streaks, welcome-back messaging)
- Age-Diverse Instructors (35-70+)

Branding: Soft coral, sage green, warm ivory. Nurturing, sophisticated, empowering.

Pricing: \$99.99/year (\$8.33/month equivalent)



Concept B: “Tend”

Gentle Movement for the Whole Person

Target: Adults 50-75 seeking gentle, mindful movement

Proposition: “Movement medicine for modern life”

Key Features:

- Movement Garden (visual progress as growing garden)
- Gentle Content (yoga, chair exercises, tai chi, breath work)
- Condition-Aware (input health conditions, get safe programs)
- Simple Mode (one button, extra large text)
- Care Circle Alerts (family notified of activity)

Branding: Soft sage, earth tones. Serene, healing, garden-like.

Pricing: \$79.99/year (or free via Medicare partnerships)

❤️ Concept C: “Together”

Community-First Fitness for Every Body

Target: Women 40-70 experiencing loneliness/isolation

Proposition: “Find your people, find your movement”

Key Features:

- Cohort-Based Journeys (join 6-week programs with matched group)
- Match Algorithm (paired with compatible members)
- Daily Touchpoints (morning intentions, celebrations)
- Local Meetups (optional in-person connections)

Branding: Warm purple, soft pink. Welcoming, friendly.

Pricing: \$149.99/year (premium for community value)

7 Strategic Recommendation

Primary Recommendation: Build “Bloom” First

7.1 Rationale

1. **Clearest market gap:** Menopause-focused fitness is dramatically underserved
2. **Proven economics:** Premium women's fitness validated (Sweat \$400M acquisition)
3. **Lowest risk:** Subscription model is well-understood
4. **Natural extension:** Same tech DNA as Moonwalk, different audience
5. **Revenue potential:** Women 45-65 have highest willingness to pay
6. **B2B opportunity:** Corporate wellness for female employees

7.2 Phased Approach

Phase	Action	Revenue Target
Year 1	Launch Bloom 100K users, 10K paid	\$1M
Year 2	Launch Tend Medicare partnerships	\$5M combined
Year 3	Consider Together Integrate or standalone	\$15M combined

7.3 Quick-Win Features (Any Concept)

Implement from Day 1:

- | | |
|--|---|
| <input checked="" type="checkbox"/> No streaks — welcome-back messaging | <input checked="" type="checkbox"/> Large text accessibility option |
| <input checked="" type="checkbox"/> Chair modifications always available | <input checked="" type="checkbox"/> Instructors ages 35-70+ |
| <input checked="" type="checkbox"/> Under 10 taps to start workout | <input checked="" type="checkbox"/> Compassionate copy throughout |
| <input checked="" type="checkbox"/> Offline download mode | <input checked="" type="checkbox"/> Family sharing from launch |

Moonwalk Fitness Research Report

Prepared January 2026

For questions or additional analysis, contact the research team.