Fitness Ventures Litepaper

Developer: https://github.com/codesport   Project Repo: https://github.com/codesport/fitness-club-dao

1. Project Overview: DAO Generator + NFT-Based Membership Tokens

Fitness Ventures empowers sports and fitness enthusiasts to create real life and virtual sports steams and fitness groups organized as ERC-721 (NFT-based) DAOs. The DAO contracts are based on standardized contracts developed and audited by Open Zeppelin[1].

Additionally, Fitness ventures also allows individuals to register and join virtual and real life fitness, workout, and sports teams by purchasing memberships minted as NFTs.

Quick Customizations to Serve Other Use Cases

The dApp may be further customized to satisfy multiple use cases across a variety of industries. It may be used to mint NFT-based certifications, awards, and proof-of-attendance. For example, a martial arts school may award black belt certifications as NFTs in addition to paper-based certificates. Or an online school can mint certificates of completion

Project Background and Next Steps

Fitness Ventures was ideated on April 8, 2022. Although it was a solo project developed alone, it is part of a portfolio of Blockchain dApps that I and my friends are interested in developing. Applications which explore the novel use case for NFTs.

2. Fitness Industry Market Analysis

The fitness industry is not solely defined by gyms, health clubs, and fitness centers. It also includes fitness equipment, apps, trackers, sports nutrition, and of course athletic wear. However, please note, **the sales of athletic wear and sports supplements are most likely are excluded from the industry figures cited herein**. As such, sales of physical goods from sports retailers such as Nike, Adidas, and Lululemon are excluded industry figures cited herein.

Industry Growth Rate, Drivers, and Projections

Since the start of the pandemic in 2020, the strength in the fitness industry has been driven by direct-to-consumer sales. Such sales include fitness equipment as well as online and digital fitness applications (including fitness trackers).

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[1] The minter contract has been customized with additional functionality. Refer to: https://github.com/codesport/fitness-club-dao

However, as the pandemic becomes a more manageable endemic, it is predicted that revenue contributions gyms and fitness centers will stabilize.

According to *RunRepeat*[2], the fitness industry's global revenues for 2021 were approximately $160 billion. This includes sales of fitness equipment, apps, trackers as well as traditional gym and health club memberships.

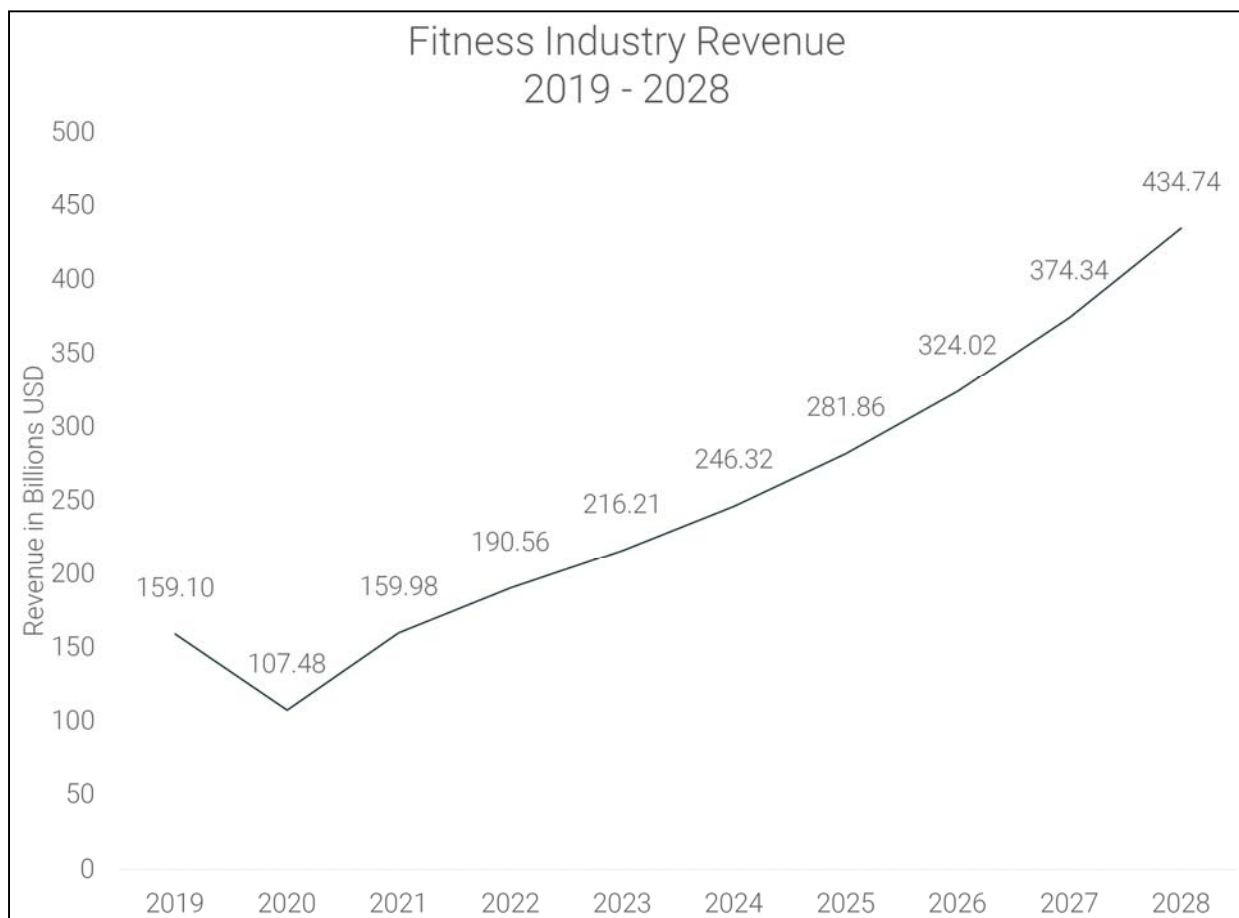Figure 1, illustrates historical and projected revenues of the fitness industry from 2019 to 2028

Figure 1: Fitness Industry Revenue in Billions from 2019 – 2029. Source: RunRepeat[1]

[2] https://runrepeat.com/fitness-industry

Data compiled by *Grand View Research*[3], asserts that market size for the fitness app industry will be approximately $1.3 billion by the end of 2022.

According to a March 2022 research report by The Business Research Company[4,5], "the online and virtual Fitness market is expected to reach $79 Billion By 2026, [driven mainly by] the rising penetration of smart Devices". And, according to 360 Research Reports[6]

> In 2020, the market for fitness wearables that record your health and assist in training regimens was estimated at almost $9.6 billion. With a predicted CAGR of 18.5%, it's expected to triple by 2026 [to $26.6 billion][6].

RunRepeat[2] and 360 Research Reports[7] also provide the following revenue growth statistics related to the online/digital fitness, fitness apps, fitness equipment, and fitness tracker markets:

- 2020 Revenue Growth: ~41%
- 2021 Revenue Growth: ~66%
- 2021 to 2028 CAGR: ~33%
- 2026 Revenues: $26 billion

3. Next Steps for Fitness Ventures

I would like to receive funding to either further build out this project. Or if you prefer, funding for a number other concepts and projects that I and my friends would like to build.

Fitness Ventures was ideated on April 9, 2022. Although it was a solo project for this hackathon, it is part of a portfolio of Blockchain dApps that I and my friends are interested in developing. Our goal is to explore novel use cases of Non Fungible Tokens (NFTs).

Because NFTs are bound to smart contracts (and are programmable), they may be used as primitives to provide cash flow entitlements, Blockchain-based credentialing, proof of provenance, proof of work (completed labor), and proof of attendance (of events) for individuals in real life scenarios.

Programmable "utility" NFTs have multiple uses cases. To illustrate:

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[3] https://www.grandviewresearch.com/industry-analysis/fitness-app-market
[4] https://www.thebusinessresearchcompany.com/report/online-virtual-fitness-global-market-report
[5] https://www.globenewswire.com/news-release/2022/03/22/2407884/0/en/The-Online-Virtual-Fitness-Market-Is-Expected-To-Reach-79-Billion-By-2026-With-The-Rising-Penetration-Of-Smart-Devices-As-Per-The-Business-Research-Company-s-Online-Virtual-Fitness.html
[6] https://www.smallbizgenius.net/by-the-numbers/fitness-industry-statistics/#gref
[7] https://www.smallbizgenius.net/by-the-numbers/fitness-industry-statistics/#gref

1. NFTs may entitle holders to either (a) perpetual, (b) limited with expiry, (c) continuous, or (d) discrete claims on future cash flows based on

   - Amount of ETH staked by a member (Founder NFTs)
   - Satisfactory completion of time based labour services performed by a member (Builder NFTs)

2. NFTs may be used as primitives to provide Blockchain-based credentialing, verifications and certifications such as

   - **Proof of Work/Contribution**: Verifies satisfactory completion of time-based labour services performed by a member

   - **Proof of Ownership:** Attestation of ownership and therefore a claim on cash flows from a revenue generating product or business

   - **Proof of Attendance/Completion**: Confirms attendance and/or completion of classes/courses/homework from an educational institutions

   - **Proof of Provenance/Origin:** Attests that NFT was issued by a smart contract owned and deployed by a specific entity (e.g., a school/educational institution, individual, or any organizational entity)