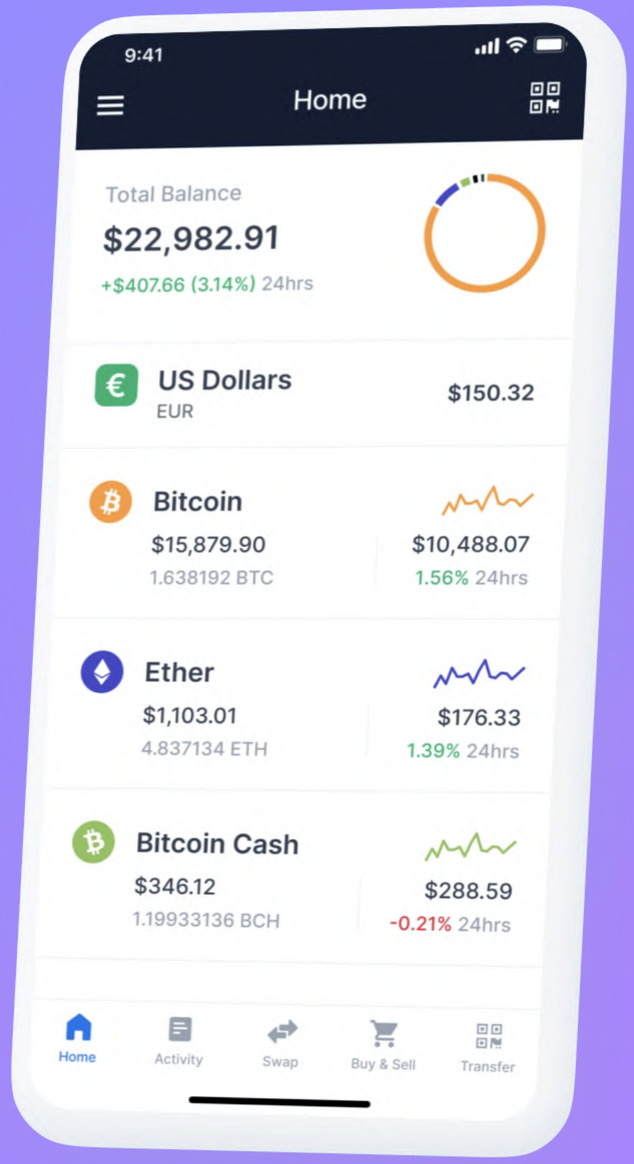
GYMPAY



TEAM: ANTHONY MURA, PAARAS DHALIWAL AND DOROTHY DOUTRE

PROJECT HYPOTHESIS

We will create a SaaS application that will minimise transactional costs for fitness centres through utilising blockchain technology powered by Hedera

PROJECT QUESTIONS

What is the Market Demographic?

Age, Income, Use Frequency, Location , Crypto User, Smartphone Use

What is the Market Size and Oppurtunity?

Addressable Market in Australia

What is the Existing Alternative?

Existing Providers, Financial and technological differences, Traditional vs. Blockchain

SOURCES USED

Data Sources

ABS

GOVERNMENT AGENCY

KAGGLE

DATA LIBRARY

STATISTA

DATA AGGREGATOR

FITNESS AUSTRALIA

RESEARCH AGENCY

FINDER AUSTRALIA

COMPARISON TOOL

BLOCKCHAIN.COM

CRYPTO-SERVICES

WHAT WE DID

Data Exploration and Cleanup Process

1. Research data online and find reliability and accuracy of source
2. Extract raw data from source
3. Clean data based on pre-defined parameters
4. Process data using a data visualisation tool on Jupyter Notebook
5. Display Output data
6. Analyse data

TOOLS USED

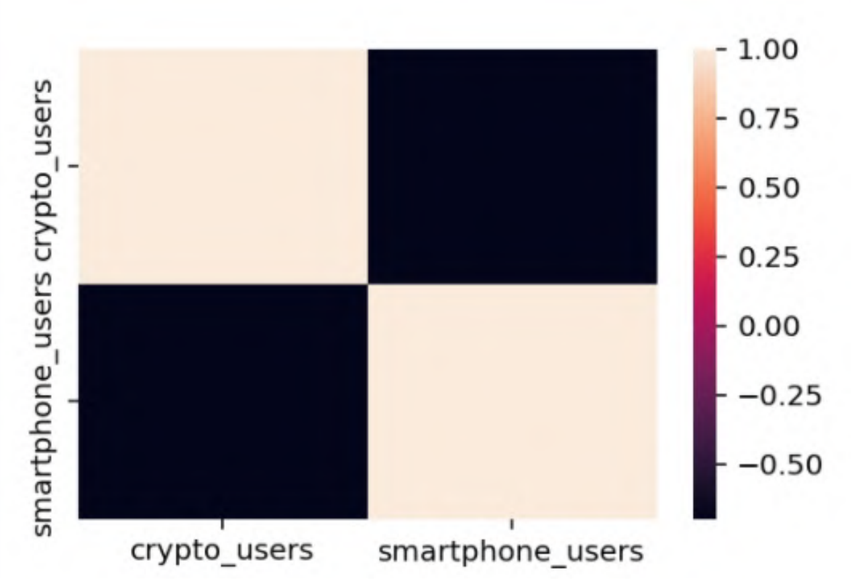
Scan our QR Code to access our dashboard

https://bit.ly/3te483h

Project Data Visualisations

WHAT IS THE MARKET DEMOGRAPHIC?

CRYPTO VS SMARTPHONE USERS



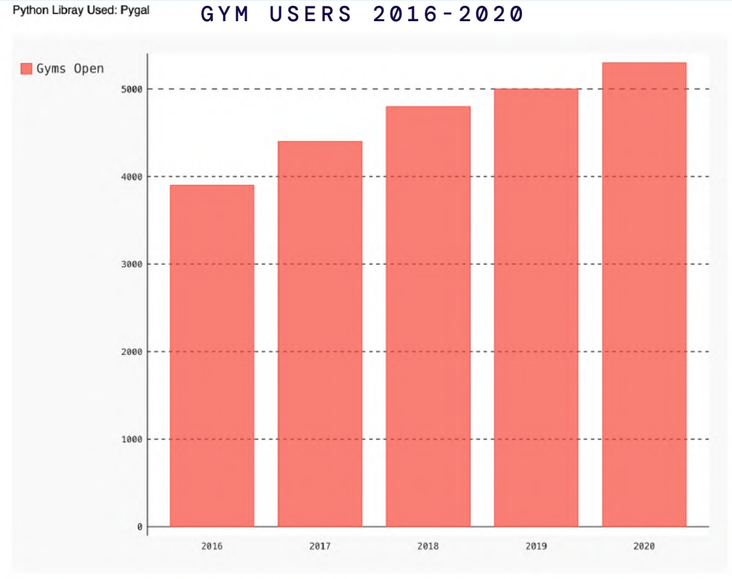

```
# Combine smartphone user data with crypto data to find correlation
crypto_smart_phone = pd.concat([crypto_df, smart_df], axis=1).dropna()

# Create correlation plot for smartphone and crypto data

correlation_smartphone_crypto = crypto_smart_phone.pct_change()

# Calculate Correlation
correlation = correlation_smartphone_crypto.corr()
```

#	growth_numbers	no_of_users
0	1.0	-0.69829
1	-0.69829	1.0

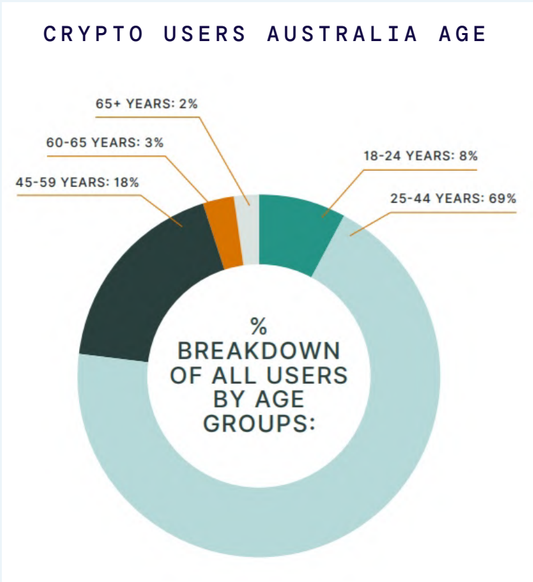
RESEARCH

- We researched the market demographic to help us define our target market so we can better understand how to achieve product/market fit
- For example we looked at the correlation between Gym and Crypto Users
- So first we found the correlation between the two variables before plotting
- Hence we concluded there was a strong negative correlation of -0.7
- Therefore we can determine that crypto is growing while smartphone users are not

WHAT IS THE MARKET SIZE AND OPPURTUNITY?



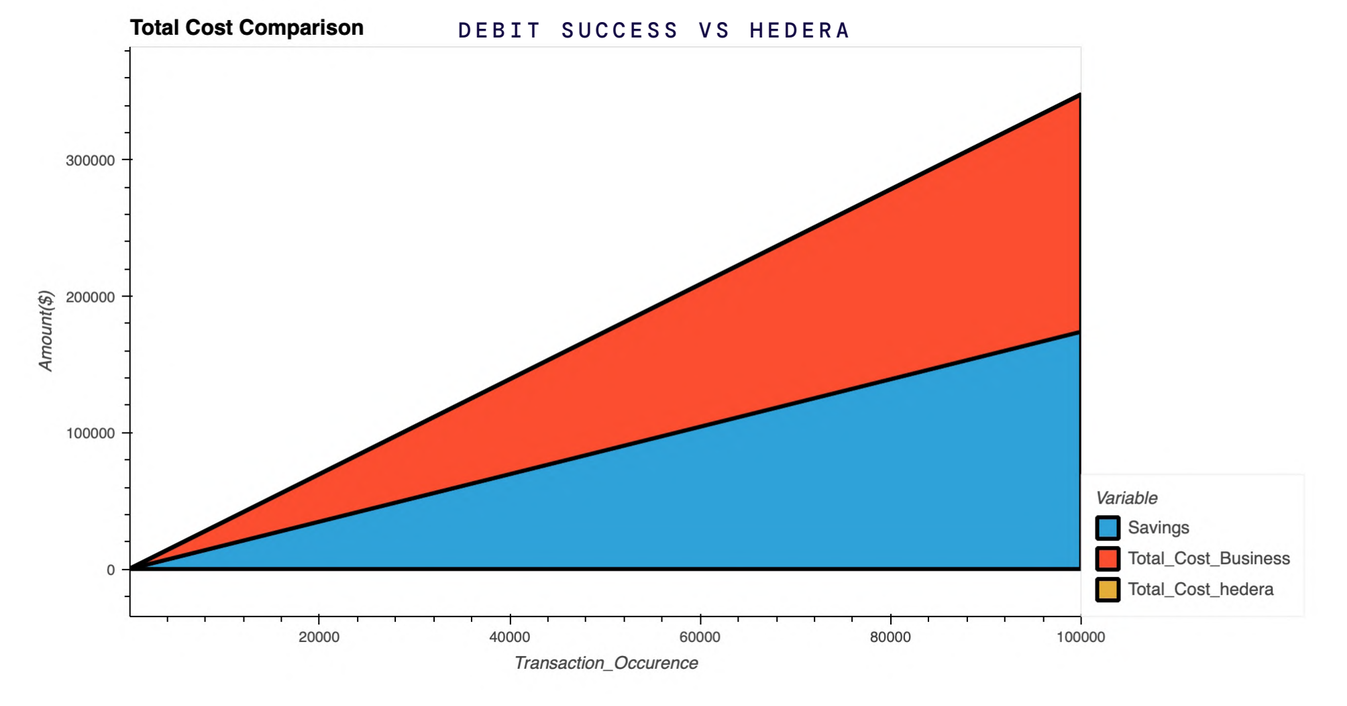
	age	number_of_people
0	15-17	263000
1	18-24	1103000
2	25-35	1720000
3	35-44	1367000
4	45-54	1151000
5	55-64	948000
6	65-120	1312000



RESEACH

- We researched the market size to determine the startup opportunity for investors and founders
- Additionally, we created a graph to illustrate the increasing market demand for gyms
- Furthermore, we found through data that the majority of Crypto Users in Australia are aged 25-44 and also the largest gym going demographic
- Therefore there is a growing market for gym users

WHAT IS THE EXISTING ALTERNATIVE?




```
# Create Function for Hvplot and to put in Dashboard
def total_ops_lineplot_plot(

    total_ops_lineplot = total_ops_df.hvplot.line(stacked=False,groupby='Business',widget_location='top_left',line_wid
th=3,yformatter='%0f',xformatter='%0f',value_label='Amount($)',
                                                  y=['Total_Cost_Business','Total_Cost_hedera'], title='Total Cost Compari
son'
                                                  ,width=1000,height=500)
):
    return total_ops_lineplot
```

RESEARCH

- We looked at the alternatives to understand the competitive landscape , allowing us to understand our value proposition
- First we illustrated the cost savings of Hedera that scale linearly against all current payment methods
- We can see at 10000 transactions using the Hedera blockchain network, the gym owner would save $174,000
- We created a function for our stacked area HVplot to put in our dashboard
- Thus we conclude our cost savings advantage will scale with size

OUTCOMES

What we discovered

- There is a strong negative correlation between crypto and gym Users
- This is especially large in the 25-44 age bracket who have the most gym users at 42% but also the most crypto users at 69%
- We also understand the cost savings of Hedera will scale linearly and is up to 124 times cheaper then existing users

CONCLUSIONS REACHED

Conclusion

1. There is a large scalable market
2. Cost savings
3. No current Solution

Hence we can conclude that through our research we have found that our hypothesis was correct.

Furthermore there is large market for a blockchain based payment system for gyms in Australia , incentivised by lower transactional costs. Help Make Australia Healthy.

QUESTIONS

THANKS FOR LISTENING