VISIONFIT

VisionFit

MASTER EVERY MOVE,
WITH AI IN YOUR CORNER

START NOW →

VISIONFIT

Problem Statement

Main Problem

Many people struggle with maintaining proper exercise form without professional guidance, which leads to poor results

The Gap

Personal trainers are effective but can be expensive and not accessible to everyone.

Why It Matters

Poor form risks injury and reduces the effectiveness of workouts.

Solution

- **VisionFit**

  A smart fitness app using AI-powered real-time posture detection.

- **Computer Vision**

  Pose estimation (e.g., Mediapipe)

- **Virtual Trainer**

  Provides live feedback, progress tracking, and personalized corrections

VISIONFIT

Competitors

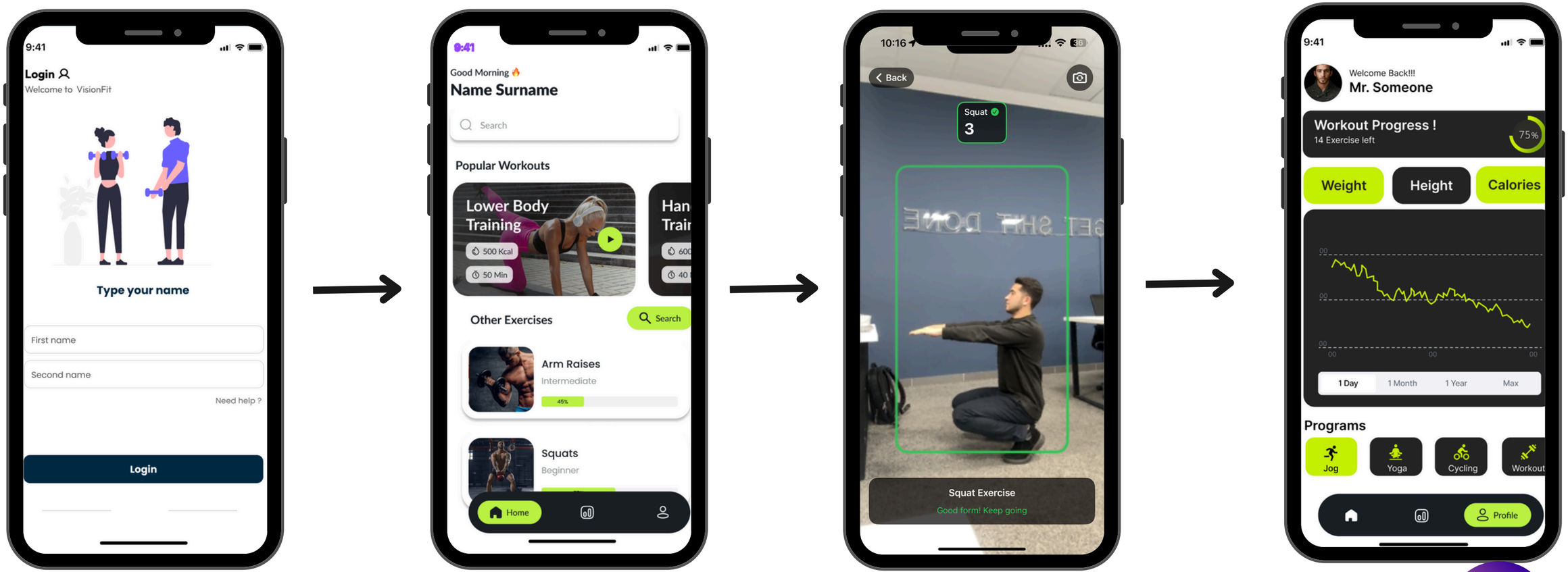
TempoFit

Peloton

Mirror

VISIONFIT

Product Demo



VISIONFIT

Team Members

SAYDULLO ISMATOV

CEO

Led AI model training, app design, set vision

DONIYORBEK IBROKHIMOV

CTO

Developed iOS app, handled integration

ABDUMANNOB MUYDINOV

COO

Handled logistics and team scheduling

SUKHROB SOTIBOLDIYEV

CFO

Built financial plan, researched funding sources

KHUSAN RAKHMATULLAYEV

CMO

Content, marketing strategy, research

FARRUKHBEK PANJIYEV

CSO

Developed sales strategy, client targeting

JURABEK TOJIDDINOV

CHRO

Managed team coordination and ensured smooth communication among members.

CEO (Saydullo Ismatov)

Key Responsibilities

- Define and communicate project vision and mission
- Align team goals with long-term strategy
- Lead competitor and market analysis
- Identify potential partners, mentors, and stakeholders

Research Focus

- Trends in AI fitness technologies
- Competitor platforms (e.g., Freeletics, Fitbod, Tonal)
- Feasibility of freemium business models in fitness apps
- Long-term risk assessment and user adoption barriers

Research Sources

- Industry Reports (McKinsey on Fitness Tech, Statista, etc.)
- Case studies of fitness startups (Tonal, Peloton)
- User feedback surveys and pilot testing

VISIONFIT

VisionFit Roadmap

Launch and Scalability

- Release a polished version of VisionFit
- Plan for updates and future scaling

05

Testing and Optimization

- Conduct user testing for app usability
- Optimize AI models for accuracy

04

Feature Expansion

- Add more exercises to the app
- Backend and Data Management

03

Basic Prototype Development

- Develop a simple iOS app
- Implement exercise tracking for a single exercise (Current Stage)

02

Concept and Initial Planning

- Identify project goals and target users
- Research technologies (Mediapipe, iOS, etc.)

01

CTO (Doniyorbek Ibrokhimov)

QuickPose.ai

Remaining Work & Next Steps

01

Train & Optimize the New Model

Enhance real-time feedback accuracy by fine-tuning the classification model and improving exercise detection.

02

Backend Development

Implement and refine the backend to handle user authentication, profile management, and exercise data storage efficiently.

03

Final Integration

Seamlessly connect the AI model with the iOS application, ensuring smooth performance and real-time feedback delivery.

04

Thesis Writing & Documentation

Continue drafting and refining the project report, including methodology, implementation, and results analysis.

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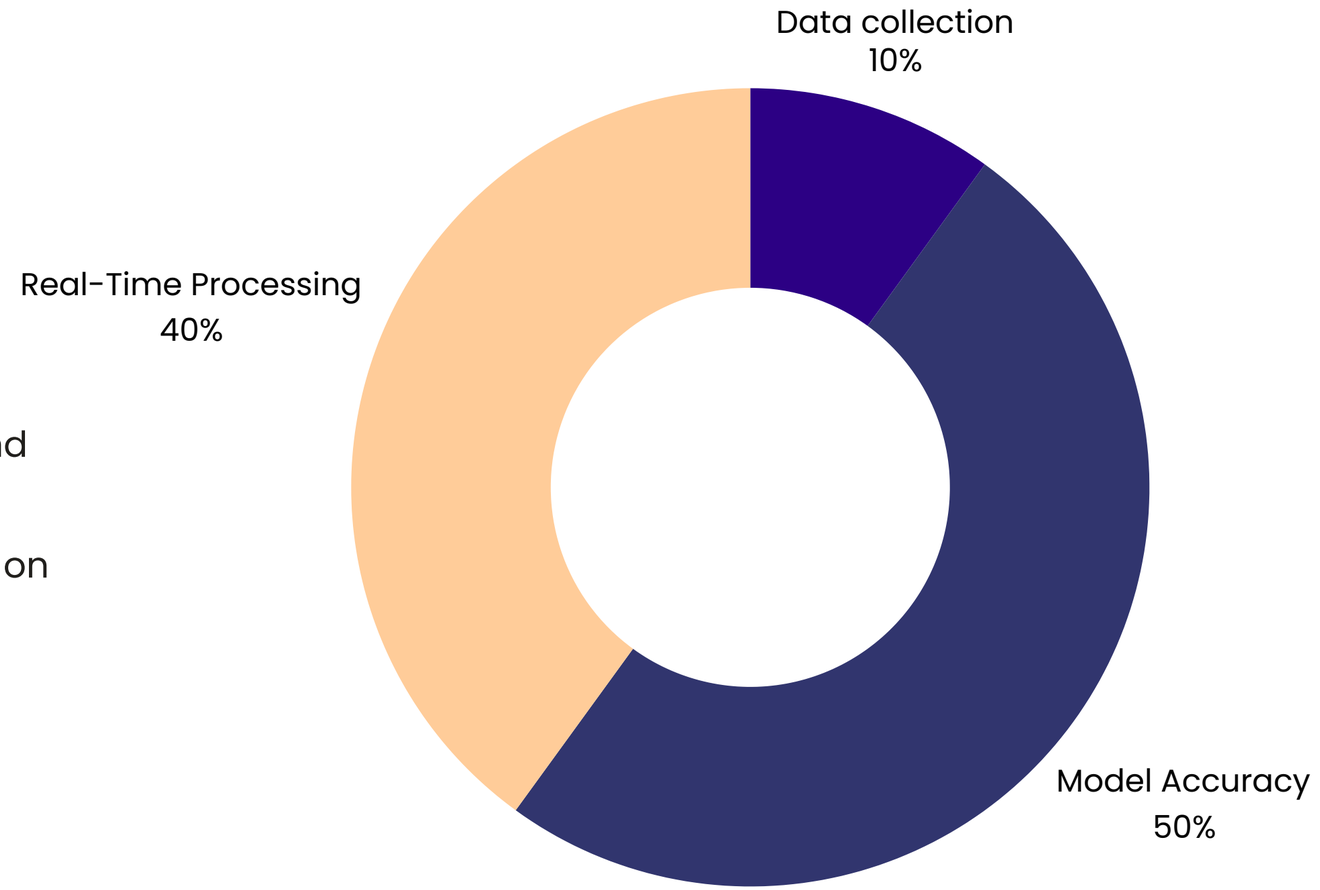
Challenges

- **Data Collection Complexity:** Ensuring accurate labeling for better training.
- **Model Accuracy:** Need for improved detection and feedback precision.
- **Real-time Processing:** Optimizing inference time on mobile devices.

CONTINUE



COO (Abdumannob Muydinov)

01

Execution plan

- Develop Efficient Workflows & Processes
- → Implement SOPs for app updates, AI voice command calibration, and real-time feedback tuning.
- Identify & Mitigate Operational Risks
- → Use risk matrices for data breaches, user dropout rates, and supply chain delays.

02

Research Focus

- Process Optimization
- → Ensure seamless integration of AI, voice control, and real-time workout tracking in VisionFit.
- Supply Chain & Logistics
- → Build a scalable procurement and distribution system for portable fitness devices and accessories.

03

Operational Research strategy

- Benchmarking Studies
- → Compare operational KPIs with companies like Peloton and Tonal (e.g., user retention, logistics turnaround).
- Use of Frameworks (Lean, Six Sigma, Agile)
- → Lean to minimize waste in production; Agile to iterate on app features; Six Sigma for QA consistency.

- Operational Risk Management
- → Mitigate risks related to device failures, AI model errors, and user privacy regulations (e.g., GDPR).
- Team & Resource Management
- → Align cross-functional teams (AI, design, fitness content, support) for lean, on-time product delivery.

VISIONFIT

About this project

- **VisionFit** is a smart fitness application designed to provide AI-driven feedback on exercise techniques. The app integrates **Mediapipe** for motion tracking and uses AI and computer vision technologies to detect and correct user mistakes during workouts. Key features include user registration, profile management, and real-time exercise feedback through an iOS application.

Project tasks

Board | Tasks | New

Not started 5

- **Backend Development** — Khusan Rakhmatullayev — January 15, 2025
- **Feedback Feature Development** — Doniyorbek Ibrokhimov, Saydullo Ism — March 19, 2025
- **Testing & QA** — Saydullo Ismatov, Doniyorbek Ibrokh — April 30, 2025
- **Deployment** — Doniyorbek Ibrokhimov, Khusan Rakl — May 8, 2025
- **Task**

+ New task

In progress 2

- **Research and Development** — Saydullo Ismatov, Khusan Rakhmatul — January 29, 2025
- **Frontend Development** — Doniyorbek Ibrokhimov — February 12, 2025

+ New task

Done 5

- **Write project proposal** — Saydullo Ismatov, Doniyorbek Ibrok — October 31, 2024 — Add Sub-tasks
- **Project Setup** — Saydullo Ismatov, Doniyorbek Ibrokh — December 31, 2024
- **Presentation Preperation** — Saydullo Ismatov — December 25, 2024
- **Implement setup for 1 exercise** — Doniyorbek Ibrokhimov — December 11, 2024
- **Frontend Development** — Doniyorbek Ibrokhimov — November 13, 2024

+ New task

Hidden groups

Archived 0

Notion

VisionFit

Status: In progress

Owner: Saydullo Ismatov, Doniyorbek Ibrokhimov, Khusan Rakhmatullayev

Completion: 38.5%

Project tasks

Board | Tasks

Task name	Status	Assignee	Due	Priority	Summary
Task	Not started				
Deployment	Not started	Doniyorbek Ibrokhimov, Khusan Rakhmat	May 8, 2025	High	Submit the iOS app for App Store review.
Testing & QA	Not started	Saydullo Ismatov, Doniyorbek Ibrokhimov	April 30, 2025	Medium	Perform unit testing on backend services.
Feedback Feature Developr	Not started	Doniyorbek Ibrokhimov, Saydullo Ismatov	March 19, 2025	Medium	Develop algorithm to provide feedback on exer
Presentation Preperation	Done	Saydullo Ismatov	December 25, 2024		Create a presentation for final exam fall 2024
Implement setup for 1 exer	Done	Doniyorbek Ibrokhimov	December 11, 2024	High	
Frontend Development	In progress	Doniyorbek Ibrokhimov	February 12, 2025	Medium	Build core screens: Login, Dashboard, Exercise
Frontend Development	Done	Doniyorbek Ibrokhimov	November 13, 2024	High	Design UI mockups for the iOS application.
Backend Development	Not started	Khusan Rakhmatullayev	January 15, 2025	Low	Design API structure for the backend.
Research and Development	In progress	Saydullo Ismatov, Khusan Rakhmatullaye	January 29, 2025	Medium	Develop custom AI models for detecting incorre
Project Setup	Done	Saydullo Ismatov, Doniyorbek Ibrokhimov	December 31, 2024	High	Create VisionFit project repository.
Write project proposal	Done	Saydullo Ismatov, Doniyorbek Ibrokhimov	October 31, 2024	High	This project proposal aims to achieve cross-fur

+ New task

CMO (Khusan Rakhmatullayev)

01

Key Responsibilities

- Defined target audience personas (gym-goers, fitness beginners, physiotherapy clients)
- Created branding strategy (tagline, logo, and value proposition: "Fix Your Form, Save Your Gains")
- Designed social media campaigns and outreach plans

02

Research Focus

- Competitor analysis: Freeletics, Fitbod, Tonal
- Social media and ad trends on TikTok, Instagram, and YouTube Shorts
- Performance of viral fitness campaigns (e.g., "AI coach challenge")
- Content creation strategies from fitness influencers

03

Key Contributions

- Developed the marketing funnel for user acquisition (awareness → interest → trial → conversion)
- Created brand messaging and designed visual identity
- Helped prepare promo materials and the pitch deck
- Coordinated with dev team for feature naming and UX alignment
- Drafted early email campaigns and fitness community posts

04

Research Sources

- Google Trends & TikTok Creative Center
- Case studies on Peloton and Nike Training Club launches
- SEMrush & Meta Ads Library
- Canva, Figma, and Adobe tools for content creation
- Surveys and feedback from early testers

Go-To-Market Strategy

01

Launch Channels:

- TikTok/IG campaigns
- Partner with gyms and influencers
- Attend fitness expos and demo events

02

Early Traction:

- Working iOS prototype
- Interest from local gyms and trainers

CFO (Sukhrob Sotiboldiyev)

01

Key Responsibilities

- Developed VisionFit's financial model based on a freemium strategy.
- Designed revenue streams from monthly user subscriptions and B2B licensing for gyms.
- Conducted research on initial funding requirements and potential financing sources (grants, investors).
- Evaluated financial risks and proposed cost optimization strategies to maximize profit margins.

02

Research Focus

- Best practices for building financial models in early-stage startups.
- Monetization strategies in the fitness tech industry (e.g., Fitbod, Freeletics).
- Pros and cons of subscription-based and licensing revenue models.
- Strategies for attracting external funding (e.g., angel investors, innovation grants).

03

Key Contributions

- Set the monthly subscription price at $9.99 after benchmarking against competitors.
- Created multi-scenario financial forecasts (optimistic, realistic, pessimistic).
- Built custom-tier pricing models for B2B licensing with fitness centers.
- Identified cost-saving opportunities and proposed strategic allocation of funds.

04

Research Sources

- Harvard Business Review articles on startup financial planning.
- Market reports from Statista and McKinsey on fitness technologies.
- Case studies of successful fitness tech companies like Peloton and Fitbod.
- Sample startup pitch decks and investor expectations for financial metrics.

Business Model

Revenue:

- Freemium model: Basic access free; premium = AI feedback + custom plans
- Gym integrations via B2B deals

Pricing Strategy:

- Monthly subscription for users ($9.99)
- Licensing for gyms (custom tiers)

Scalability

Expand to Android, VR, corporate fitness

Business Model

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CSO (Farrukh Panjiyev)

Marketing Strategy:

To successfully promote the AI-powered gym exercise monitoring system, the strategy will focus on targeting gym owners, fitness centers, personal trainers, and physiotherapy clinics through a mix of direct outreach, social media campaigns, and live product demonstrations. The product will be positioned as an innovative solution for preventing workout injuries and improving gym member performance using real-time AI feedback. Key marketing activities will include launching viral video campaigns on platforms like Instagram, TikTok, and YouTube under the theme “Fix Your Form, Save Your Gains”, collaborating with fitness influencers, and participating in fitness industry expos. Success will be measured by demo requests, client conversions, social media engagement, and new partnership deals.

Market Opportunity

- **Target Market:**
  Fitness tech users, gyms, physiotherapists.
- **Market Size**
  Global fitness app market projected to reach $1M by 2030.
- **User Personas**
  - Gym newbies needing guidance
  - Athletes avoiding injuries
  - Physio patients needing rehab

CHRO(Jurabek Tojiddinov)

01

Talent Strategy & Culture Development

- Develop a People-First Strategy aligned with VisionFit's growth.
- Foster a performance-driven culture through regular feedback loops and OKRs.
- Design and implement employee development programs (e.g., leadership training, skill workshops).
- Promote a culture of diversity, inclusion, and well-being

02

HR Analytics & Workforce Planning

- Build data-driven dashboards to monitor hiring efficiency, retention, and engagement levels.
- Leverage predictive analytics to forecast hiring needs and skill gaps.
- Align workforce planning with product and market roadmap.

03

Recruitment & Employer Branding

- Lead a strategic hiring process for cross-functional teams (AI, Product, Design, Support).
- Strengthen employer branding via social media, tech events, and employee advocacy.
- Build partnerships with universities and bootcamps for early talent acquisition.

04

- Automate HR workflows using tools like BambooHR or HiBob.
- Ensure compliance with labor laws and international standards (e.g., GDPR).
- Create policies for remote/hybrid teams, performance reviews, and equity allocation.

Conclusion

- Next Milestone: Finalize model and test real-world usability.
- Future Potential: Expand to more exercises and fitness routines.

READ MORE

VISIONFIT

Thank you For Attention

MASTER EVERY MOVE,
WITH AI IN YOUR CORNER

SEE YOU →