



# FitAccess Business Model Document

Prepared for Investors

## Overview

FitAccess operates a hybrid fitness access platform using a token-based subscription model. Users subscribe to flexible plans, receive FitAccess Tokens (FATs), and redeem them for visits at partner gyms. The company earns profit through token margin and plan-based subscriptions while ensuring gyms receive consistent payouts per visit.

## FitAccess Plan Model

Plan	Price (■)	FATs	Visits (Std)	Visits (Prem)	FitAccess Profit	Gym Earnings
Lite	■26,000	18	18 Std	9 Prem	■10,028	■15,972
Flex	■34,700	24	24 Std	12 Prem	■12,044	■22,656
Premium	■52,000	36	36 Std	18 Prem	■18,024	■33,976
Elite	■78,000	54	54 Std	27 Prem	■27,036	■50,964

## Value Proposition

FitAccess creates value for three main stakeholders — users, gyms, and investors.

Stakeholder	Value Created
Users	Affordable, flexible gym access; access to multiple gyms; cost savings of up to 25% vs standard gym memberships.
Gyms	Higher utilization rates, predictable earnings, and exposure to a broader fitness community.
Investors	Scalable, tech-driven recurring revenue model with high margins and strong retention potential.

## Revenue Streams

FitAccess generates revenue through multiple interconnected channels:

- Subscription fees from users (primary revenue).
- FAT token margins (difference between sale price and gym payout).
- Corporate partnerships offering wellness packages.
- In-app promotions and sponsored fitness programs.

## **Cost Structure**

The cost structure emphasizes lean operations and high scalability. Major costs include platform maintenance, marketing, and gym payouts. As user base grows, cost per acquisition decreases, improving profitability.

## **Scalability Model**

FitAccess can scale horizontally across cities and vertically into new products like FitAccess Corporate, FitAccess Coach (personal trainers), and FitAccess Store (fitness gear). The tokenized system ensures operational efficiency while maintaining user flexibility and engagement.

## **Competitive Advantage**

- Unique FAT-based access model ensuring predictable revenue.
- Dual-benefit ecosystem that rewards both users and gyms.
- Tech-first approach allowing rapid expansion without owning physical gyms.
- Strategic partnerships and local brand trust.

## **Conclusion**

FitAccess offers a highly scalable business model that redefines fitness accessibility in Nigeria. Through technology, partnerships, and a clear revenue-sharing framework, FitAccess is positioned to dominate the fitness subscription market and create long-term value for stakeholders.