



# Innovation project

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# Our Idea

Our idea is a point reward system using an app or website to encourage people to exercise. It was inspired by Microsoft Rewards, Tim Rewards, and other fitness apps that existed already. Tim Rewards and Microsoft Rewards had the idea of getting points by doing things that are easy to get rewarded back for, such as buying a coffee or doing a survey. We decided to combine these two ideas to get people fit, and reward people to do it, so that way they will be motivated.



# How The App Would Work

The customers would have to pair their smartwatch, such as a Fitbit or Apple watch so it could tell if they're actually exercising or not. That way you don't cheat your way into getting free rewards.



Here is a concept on what our point could look like. We decided on a star and this is what we chose.

# What Will the Rewards be?

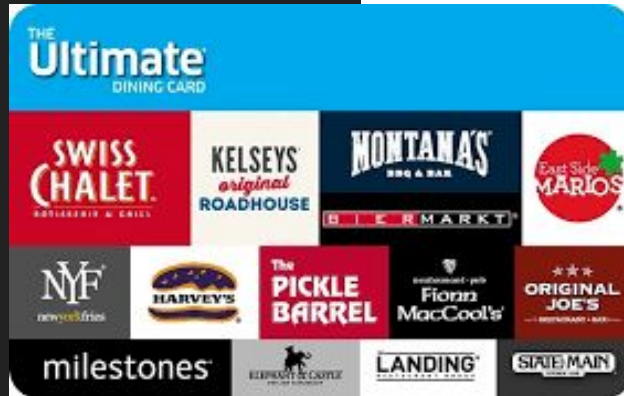
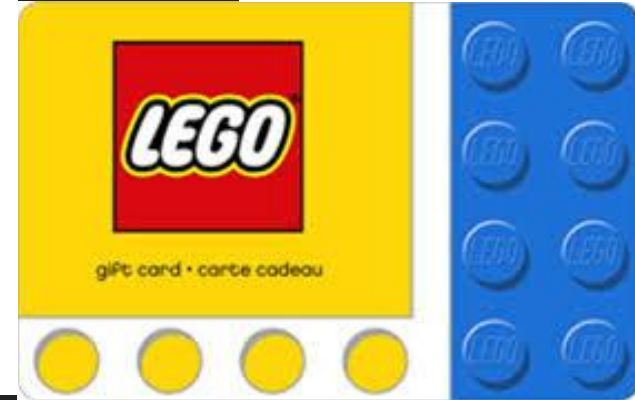
Some examples could be:

Gaming gift cards

Sports gift card

LEGO gift card

Restaurant Gift Cards



# How Will We Give Rewards To People?

We are planning to give points to people by measuring the distance with a pedometer on the smartwatch. So if you walk one kilometer, you gain around 100 points. Each item will cost around 10 000 points, and for higher priced rewards, there will be a draw. Use your points to get a ticket and enter it into a draw to get a chance to win that prize. The more exercise means more tickets, and more tickets equals a higher chance of getting a better reward for your exercise.



Following the star design for points we previously had, we got a ticket and put the star on it to relate the two together.

# How We Will Get The Rewards?

We plan on getting the rewards from sponsors. We would put ads in our website/app via pop up ads or ads that display on a small section on the screen. Or it would encourage customers to buy products from the company they got the reward from.

*Sponsored By*

(NOTE: Examples only, no current sponsorships)

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