

FitFleet: Gamified On-Foot Delivery App

Revolutionizing fitness with purpose: earn value while you burn calories

 by Gayathri Anantharaman





Executive Summary

FitFleet is a revolutionary delivery platform designed to connect fitness-conscious delivery personnel with customers who need items delivered within walkable distances. By incentivizing walking deliveries through gamification, FitFleet aims to promote fitness, reduce carbon emissions, and alleviate traffic congestion in urban areas.



Fitness + Delivery + Gamification

This app combines exercise with practical purpose and supports carbon consciousness



Multiple Target Audiences

Fitness enthusiasts, gig workers, eco-conscious consumers



Significant Revenue Potential

Tapping into rapidly growing move-to-earn market

Market Opportunity

\$608M

2024 Market Size

Current move-to-earn fitness app market ¹

16%

Annual Growth

Projected CAGR through 2033 ²

\$2.3B

2033 Forecast

Expected global market value ³

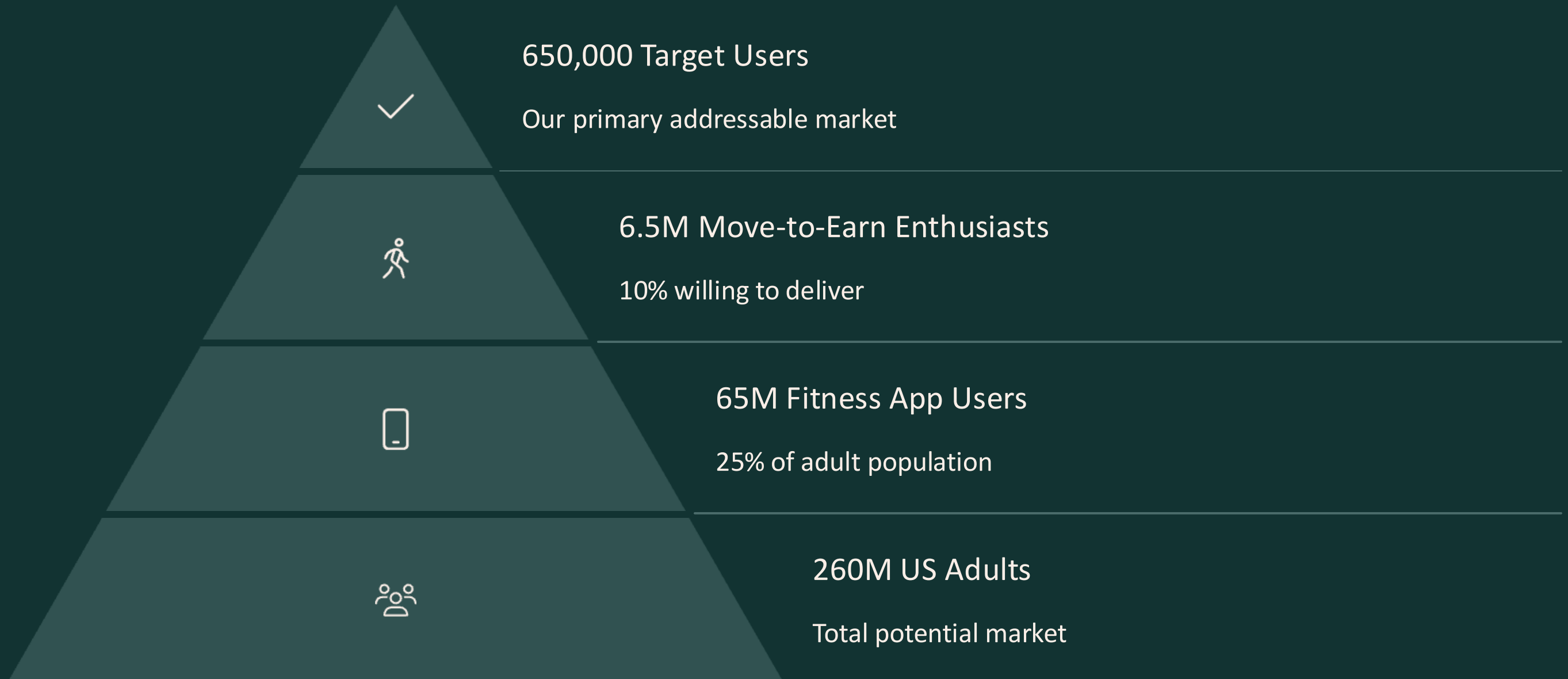
\$1B

US Market by 2033

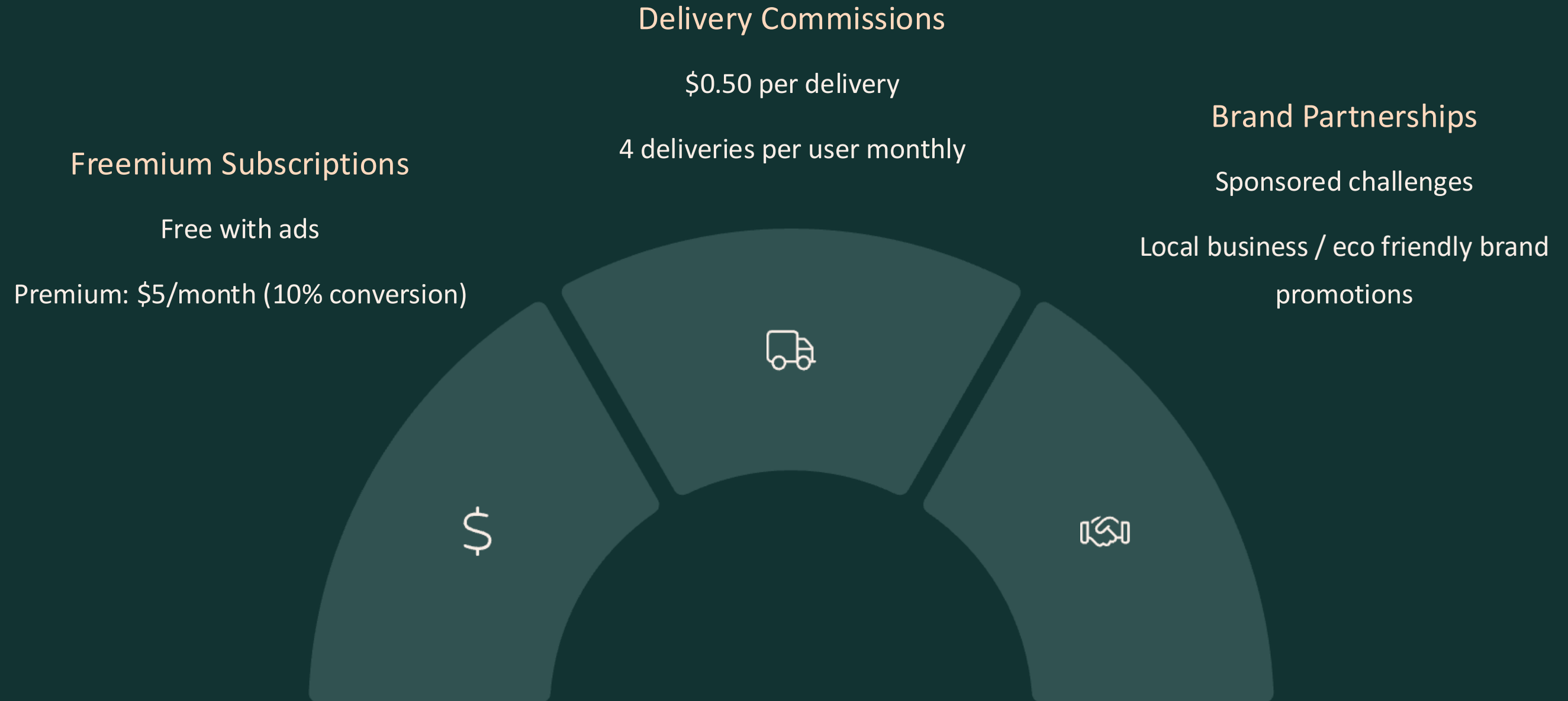
Representing 37.8% of global share ⁴



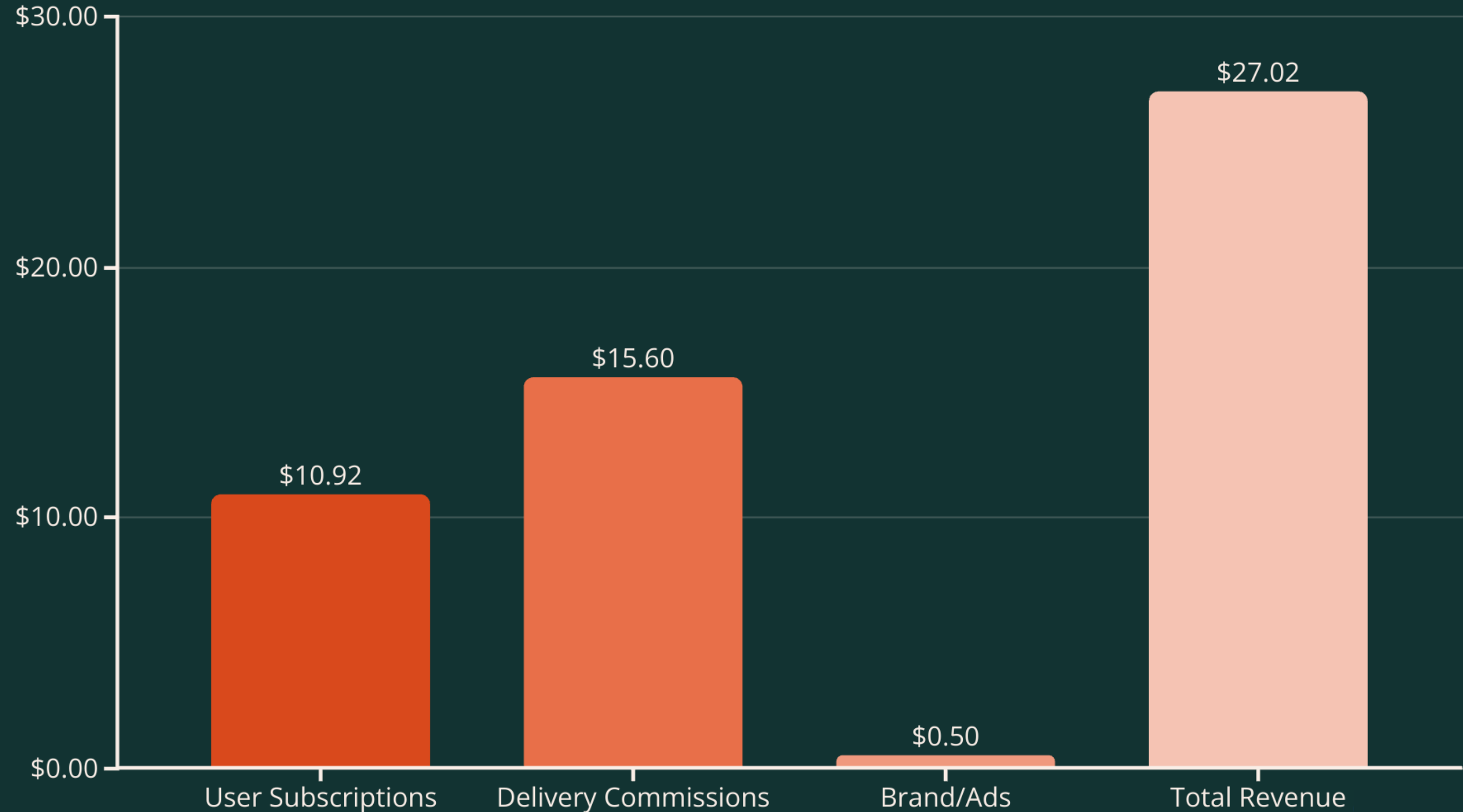
US Target Market



Revenue Model



Financial Forecast (US in Millions)



\$27M+ annual revenue potential in US market alone

Global Growth Potential



Market Entry

US launch with proven model



Regional Expansion

Target fitness-forward markets first



Global Market Share

1% share = \$23M annual revenue



Scale Strategy

Partnerships with global fitness brands





The Perfect Investment Opportunity

Innovative Concept

First-mover advantage in
combined fitness-delivery space

Triple Bottom Line

Financial, health, and
environmental benefits

Verified Market Demand

\$27M US revenue potential,
\$23M global upside

Perfect Timing

Aligns with fitness, gig economy,
and sustainability trends

Elaborate revenue alculation

A. Subscription & Ads Revenue

- Free users: $585,000 \times \$1 = \$585,000/\text{month}$
- Premium users: $65,000 \times \$5 = \$325,000/\text{month}$
- Total monthly user revenue: \$910,000
- Annual user revenue: \$10.92 million

B. Delivery Commissions

- Total deliveries/month: $650,000 \times 4 = 2,600,000$
- Commission: $2,600,000 \times \$0.50 = \$1,300,000/\text{month}$
- Annual commission revenue: \$15.6 million

C. Brand Partnerships/Ads

- Assume \$500,000/year in sponsorships/ads

D. Total Annual Revenue Estimate

- User revenue: \$10.92 million
- Delivery commissions: \$15.6 million
- Brand/ads: \$0.5 million
- Total: \$27.02 million/year (US market only)

Resources , Citations and Sources

1 Move to Earn Fitness Apps Market Size, Share, Trends and Forecast by Platform, Device, and Region, 2025-2033 , Report ID: SR112025A9130

2 Move to Earn Fitness Apps Market Size, Share, Trends and Forecast by Platform, Device, and Region, 2025-2033 , Report ID: SR112025A9130

3 Move to Earn Fitness Apps Market Size, Share, Trends and Forecast by Platform, Device, and Region, 2025-2033 , Report ID: SR112025A9130

4 Move to Earn Fitness Apps Market Size, Share, Trends and Forecast by Platform, Device, and Region, 2025-2033 , Report ID: SR112025A9130