

Product innovation

USC Fit App

mobile app to reserve gym times and show live crowd levels

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Satelite fitness pods

small modular gyms around campus

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Outdoor equipment rentals

rent bikes mats or weights for outdoor use

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Virtual fitness classes

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Financial planning

Tiered membership pricing

off peak discounts, premium access tiers

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Studnet investor program

allow student entrepreneurs to invest

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Partnership with local gyms

overflow access during peak hours

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Campus fitness bonds

Alumni or donor fundrasing for expansion

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User engagemtt

#MovewithUSC challenge

social media fitness campaign

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Student fitness ambassadors

promote awareness on social media

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Gamifield rewards

badges, leaderboards, and discounts for participation

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Promo coupons and free trials

encourage early app adoption

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Technology

Tech stack

AWS for scaling

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IoT sensors

real time facility usage

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Smart scheduling algorithm

predicts crowding and suggests good times

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Transportation integration

shuttle app link to less busy gyms in the area

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Future growth

User feed back

collect suggestions and satisfaction data

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Leadership board

student-led team overseeing development

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Long term support and maintenance

Updates, bug, fixes and expansions.

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Sustainabillity goals

eco friendly design and energy efficient operations.

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