

Future Growth

Extend App to work on multiple school campuses

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Extend outside of campuses and connect with businesses

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Have gyms under the company

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create a website for the company

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Include fitness classes such as pilates, barre, or other exercise types

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Use the app for more than just cardio machines and for other machines in the gym

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Advertisement & Marketing

Partner up with gyms, have them promote the app

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Social media accounts advertising the ease and functionality of the app

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The app itself should be designed to advertise towards students and young gym goers

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Campus could promote the app, and the app could send out alerts when there is an activity or event going on that involves fitness

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Basic Features

Search for specific gym location on campus

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Area to state you are currently using a cardio machine

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Area where user can see how many cardio machines are available at that specific location based on others input

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Login; account will remember your information and previous location searches (maybe use student ID?)

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An area where the user can see their total duration of time spent at the gym (using the machines) and set goals for themselves

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Product Ideas

memberships on the app that allow you to use the app for other campuses and not just your own

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possibly sell workout materials on the new website in the future

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If company were to expand, the gym itself would sell memberships

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Coupons/Promotions

Discounts given every time a milestone is hit for how many times they have visited and the total duration

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Students automatically get discounts because the app is linked with the campus therefore they don't need memberships

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