Forti – Business Summary

Our business provides a mobile platform where users can create, share, and find new workouts from anyone including family, friends, and teammates. It provides a new social media connecting event organizers, team managers, coaches, teammates, and active people everywhere. It solves the pain that many people experience of not being able to find a proper workout, lack of motivation, and bridges the communication gap between team managers and their teams, as well as event organizers and the athletes. It also solves the pain of record-keeping, which will help users to understand and improve their fitness in a more consistent and controlled environment. The difference we provide from other current fitness platforms is an all-encompassing database including any type of workout that a user can imagine, along with the full customizability to let them understand and compare their results.

We intend to market this application toward any person who desires to workout and improve their fitness. The best part about the application’s customizability is that anyone from a seasoned professional triathlete, to someone trying to finish their first 5K is able to use and enjoy the features. This will especially be effective for amateurs that need help writing workouts, as they can simply find new and unique workouts either from friends, coaches, or their favorite pro athletes. College and Professional teams would use this application to have a better and more complete analysis and control over the workouts being completed by their teams, during the on and off seasons.

Our main revenue stream will consist of mobile advertisements, tied specifically to main fitness gear and apparel companies, which would love to be able to reach such a specific and expansive market. Also, revenue would be generated through the promotion of events by their organizers to those who are using the app to train for specific milestones and accomplishments. The diversity of our app’s workout-tracking capabilities would be especially applicable to those training for intense but unorthodox competitions, such as Spartan Race, and CrossFit. We would also implement training plans from large companies such as Beach Body (Insanity, and P90X) which users would be able to subscribe to, channeling even more users through our app, as well as increasing popularity for said companies.

We are entering the fitness market with full force, taking on large competitors such as Nike+, Strava, MapMyFitness, and Bodybuilding.com. We anticipate our success s because of our ability to quickly implement any suggestions made by that user base, and since we are a much smaller company, we are able to capture the ‘Millennial’ market which has a particular affinity toward such startup companies.