

# Fitness Everyone: National Fitness Companion

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# Background

Fitness  
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Fitness  
Companion

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Challenge

Product

Innovation

Development

Risk Analysis

Future

References

## Obesity has become a major global problem:

- Globally, about a quarter of adults and five quarters of adolescents are insufficiently active [1].
- In China, only **34%** of adults meet the recommended amount of physical activity per week.
- The number of obese people in China has exceeded **112,857,482**.

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## Industrial Survey:

- Discontent with **non-customizable workout plans** suggests the need for more personalized fitness solutions.
- High dropout rates due to **insufficient motivation** [2] call for engaging and rewarding features.
- **Complex user interfaces** deter less tech-savvy users, indicating a need for simpler designs.

## Fitness Everyone: national fitness companion

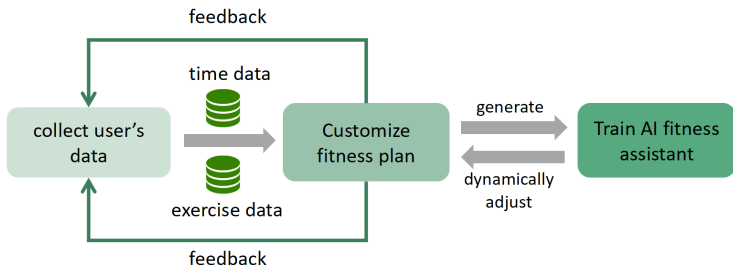


Figure: the framework

# Innovation

## Train AI Fitness Assistant:

Using reinforcement learning from human feedback to train model and then make alignment.

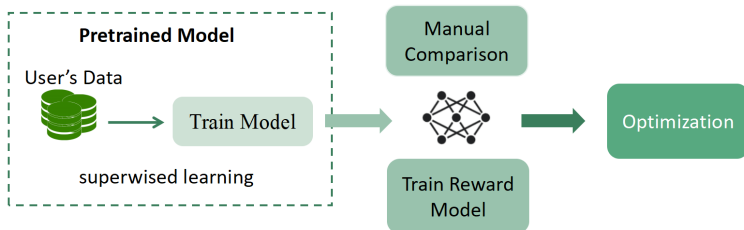


Figure: the step of train fitness assistant

# Development

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## The Planning Development:

- 1 Initially be tested in Shenyang
  - verify its effectiveness
  - enhance user experience
- 2 Collaborate with well-known fitness centers in Shenyang and collect more user feedback.
- 3 Apply for financial support from the Shenyang Innovation Fund and try to attract potential investors.
- 4 **Final Goal:** expanding the service to more cities, promote a healthier lifestyle across China!

# Risk Analysis

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## The Risk that We are Facing:

### ■ Technical Risk:

- 1 High difficulty in technological breakthrough
- 2 Difficult to ensure accuracy

### ■ Market Risk:

- 1 Intense competition
- 2 Low user acceptance [3], low willingness to pay

### ■ Policy Risk:

- 1 Tightening of user data security regulations
- 2 Incomplete regulatory policies

## In the Future...

### ■ Expected Pricing:

- 1 AI Fifitness Assistant: ¥20 each month
- 2 Premium: ¥35 each month

### ■ User Attractiveness: It's projected to attract 1 million basic users in 2024, with 5% converting to the paid subscription.

### ■ Expected Profitability:

- 1 50,000,000 in 2025
- 2 55,000,000 in 2026
- 3 62,000,000 million in 2027



- [1] Daryl L Siedentop. “Introduction to Physical Education, Fitness, and Sport”. In: 2015.
- [2] Charles B. Corbin, Robert P. Pangrazi, and Becca Franks. “Definitions: Health, Fitness, and Physical Activity.”. In: 2023.
- [3] Sandra A. Cusack, Wendy Thompson, and Martha E. Rogers. “FITNESS FOR LIFE: ASSESSING THE IMPACT OF AN 8-WEEK MENTAL FITNESS PROGRAM ON HEALTHY AGING”. In: *Educational Gerontology* 29 (2003), pp. 393 –403.