Routine Smith Draft

Executive Summary

Routine Smith is a mobile app designed to simplify fitness planning, integrating three essential tools: an Exercise Finder, a Workout Tracker, and a Diet Tracker, into a user-friendly platform. Unlike competitors that fragment these features across multiple subscription-based apps, Routine Smith offers complete core functionality and makes the basics free, ensuring ease of use for both beginners and experienced fitness enthusiasts.

This app addresses one of the most persistent barriers to fitness: the inability for many to stick with their workouts. By leveraging a gamified experience with daily tasks, personal records, and leaderboards, Routine Smith motivates users to maintain their workouts. Our platform, informed by research on habit formation and fitness engagement, and evidence that multimodal tools can improve adherence, provides both practical guidance and ongoing encouragement.

Routine Smith's clear value proposition combines evidence-based exercise and diet support with motivational design to deliver an all-in-one solution that reduces friction, saves time, and empowers users to confidently and consistently pursue a healthier lifestyle.

Market Research and Need Analysis

Problem Statement

- Routine Smith addresses one of the biggest problems gym goers face, consistency.
- This challenge within consistency includes:
  - Difficulties maintaining/finding routine
  - Finding exercises that better suit their needs/goals
  - Maintaining their dietary goals.
- Using a more gamified design and experience, users will find themselves more motivated to continue their fitness journey with the help of the app's convenience
- Additionally, we will provide research-based advice and with the help of reputable figures in fitness we will provide a trustworthy and quality app.

Competitor Analysis

- It is true that other applications already exist within both fitness and nutrition. However, not only does this app bring all the features into one place, making it easier to manage, but also provides an experience that would be completely free of charge.

- Competitors tend to utilize subscription based approaches to block key features that make the app experience terrible for free plan users.

Name of App	Owner Company	Users	Earnings
Sweat	Kayla Itsines & Tobi Pearce	30 million+	$150 million+
7 Minute Workout	Perigee	30 million+	$90 million+
Nike Training Club	Nike, Inc	18 million+	$54 million+
Peloton Digital	Peloton Interactive	4.4 million+	$52 million+
DailyBurn	IAC	3 million+	$18 million+

  - Direct Competitors

  - Biggest Direct Competitor: Sweat

https://sweat.com/training

https://www.pcmag.com/reviews/fitbit-charge-6

- ○ Indirect competitors

Name of App	Owner Company	Users	Earnings
FitBit	FitBit Inc.	27.6 million+	$174 million+
Strava	Strava Inc.	42 million+	$85 million+
Runkeeper	ASICS	15 million+	$45 million+
Runtastic	Adidas	14 million+	$42 million+

- ● Biggest Indirect Competitor: FitBit
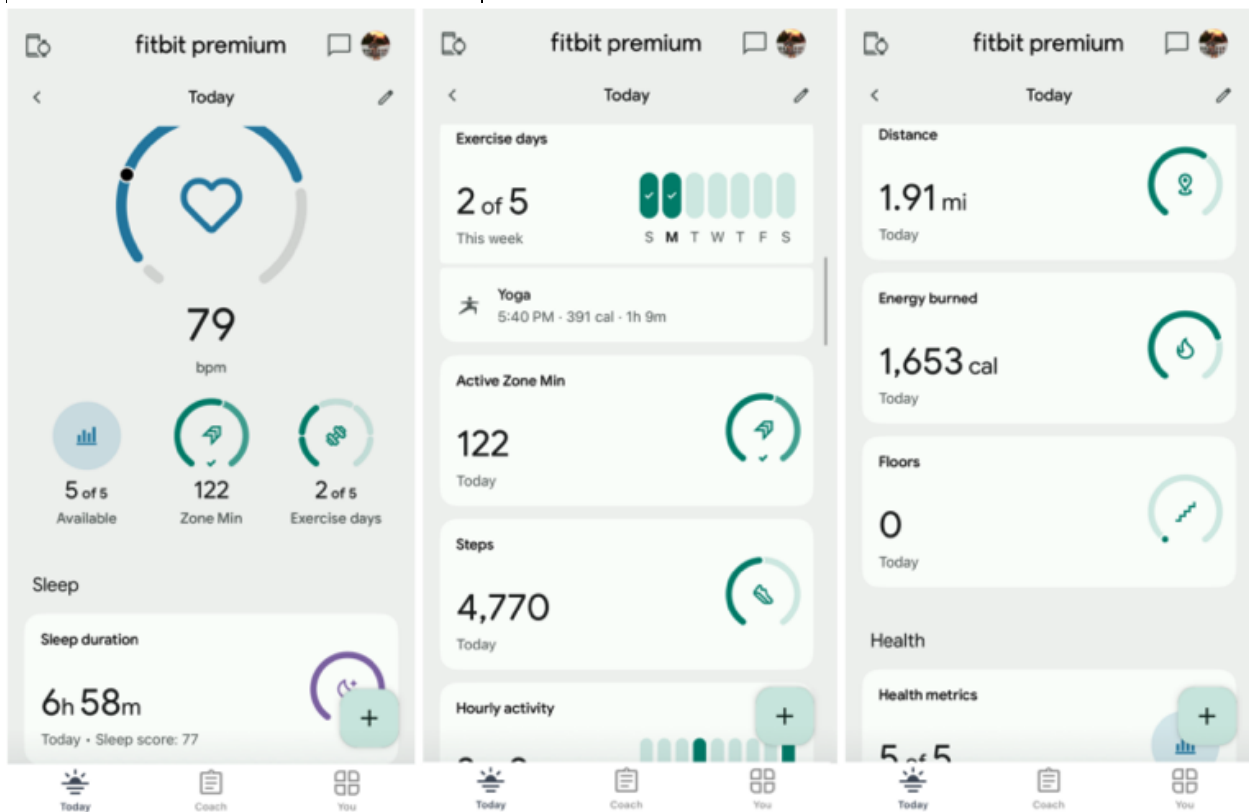
These are the biggest competitors we have within the market, the direct competitors implement features that our app, Routine Smith, also implements and the indirect competitors implement only specific portions of the app and offer indirect competition for users that are searching for those specific resources. However, what they do differently is that all of their features are locked behind a subscription paywall where users are only able to access the app and/or service for free for only a few days during the free trial.

To stand out from the competition Routine Smith will use

- ○ Additionally, many apps tend to specialize in specific types of exercise
  - ■ Flexibility, aerobic, yoga, calisthenics, etc.
- ○ Dietary needs
  - ■ Weight loss, calorie tracking, allergy limitations, etc.
- ○ Making the search for what app you want to be more tedious.
- ○ Routine Smith takes all the components from other apps and styles of exercise into one simple solution allowing for users to simply input their exercise goals and dietary preferences in order to find what they want to do without the need of searching for "the right app."
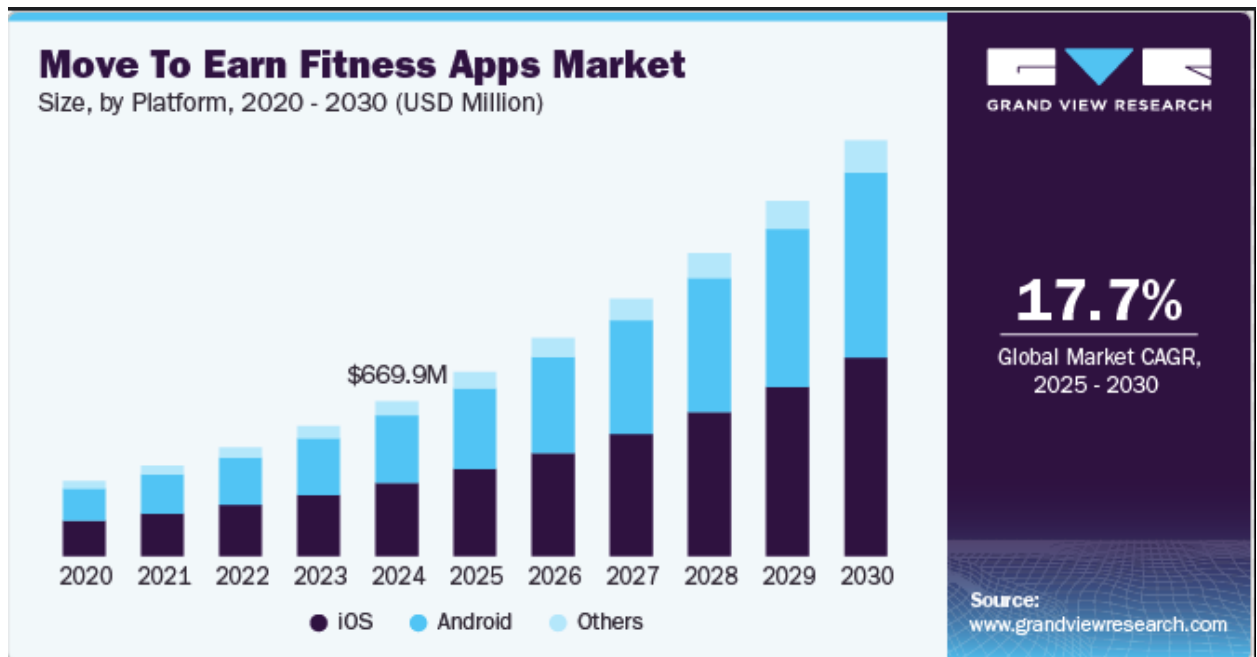
Statistical & Qualitative Evidence

Projected Expenses

- It would roughly cost around $75,000 - $100,000+ to develop this app with the basic features but for higher complexity, which is what we aim to do for higher quality and accessibility it would be around $300,000 - $600,000+ not including advertising and research.
- "For an app with a basic user interface and a set of basic features, the development cost ranges from $5,000 to $50,000. A medium complexity app development project costs between $50,000 and $120,000. Finally, a complex app project would require between $100,000 and $133,000 per app." (Business of Apps, 2025).

Projected Income

- The projected income for the app is around $10 million + due to the fact that we'll provide all the features that other apps provide with a base payment in one place and utilize a subscription to give access to more features outside of the base/promised features within the app.
- Subscription model will only provide benefits, the free plan will still allow the user full access to the core features but the subscription will give the user access to other features

Move To Earn Fitness Apps Market
Size, by Platform, 2020 - 2030 (USD Million)

GRAND VIEW RESEARCH

$669.9M

2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

● iOS ● Android ● Others

17.7%
Global Market CAGR,
2025 - 2030

Source:
www.grandviewresearch.com

https://www.grandviewresearch.com/industry-analysis/move-to-earn-fitness-apps-market-report

- "**The global move to earn fitness apps market size was estimated at USD 669.9 million in 2024 and is projected to reach USD 1.80 billion b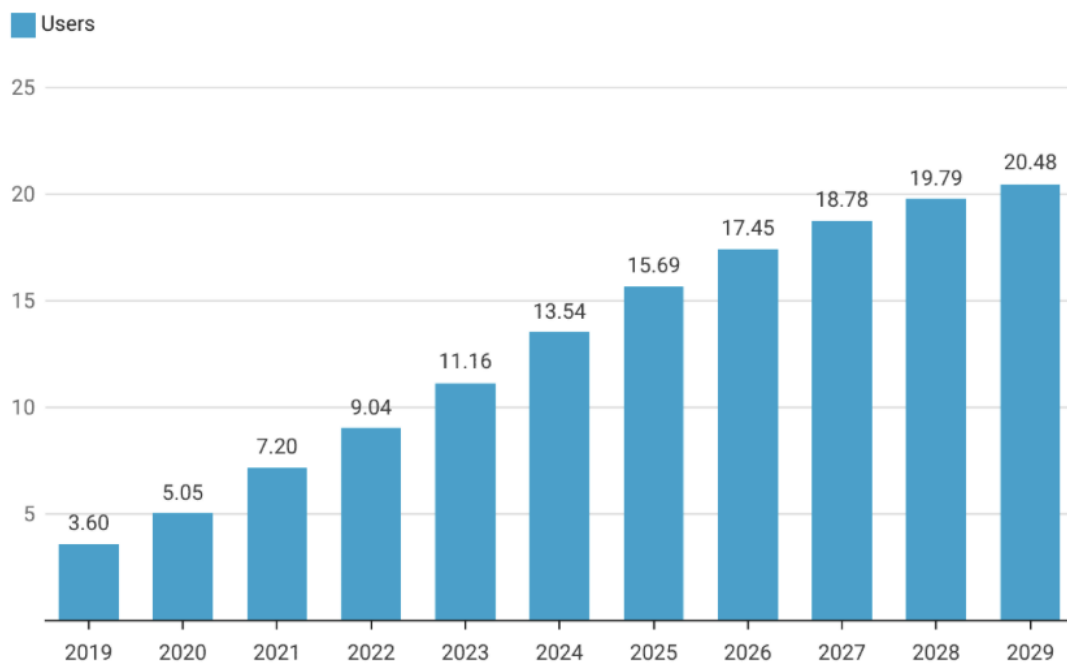y 2030, growing at a CAGR of 17.7% from 2025 to 2030.** Increasing awareness of health and fitness activities, the growing penetration of wearable devices & smartphones, and rising integration into corporate wellness programs propel the market growth." (Grand View Research, 2025)
- The graphic above demonstrates the growth of the fitness app market and displays the total amount of money earned throughout all platforms.
- Benefits include:
  - Gym membership discounts
  - Personal research-based AI for dietary and workout tips
  - Discounts on supplements
  - Discounts on gym equipment
  - Access to live training
  - Weekly Care-Package
- The following graphic displays the projected growth of user counts for the app:

Users on App (Millions)

Routine Smith
Direct Competition
Indirect Competition

Time Passed (Years)
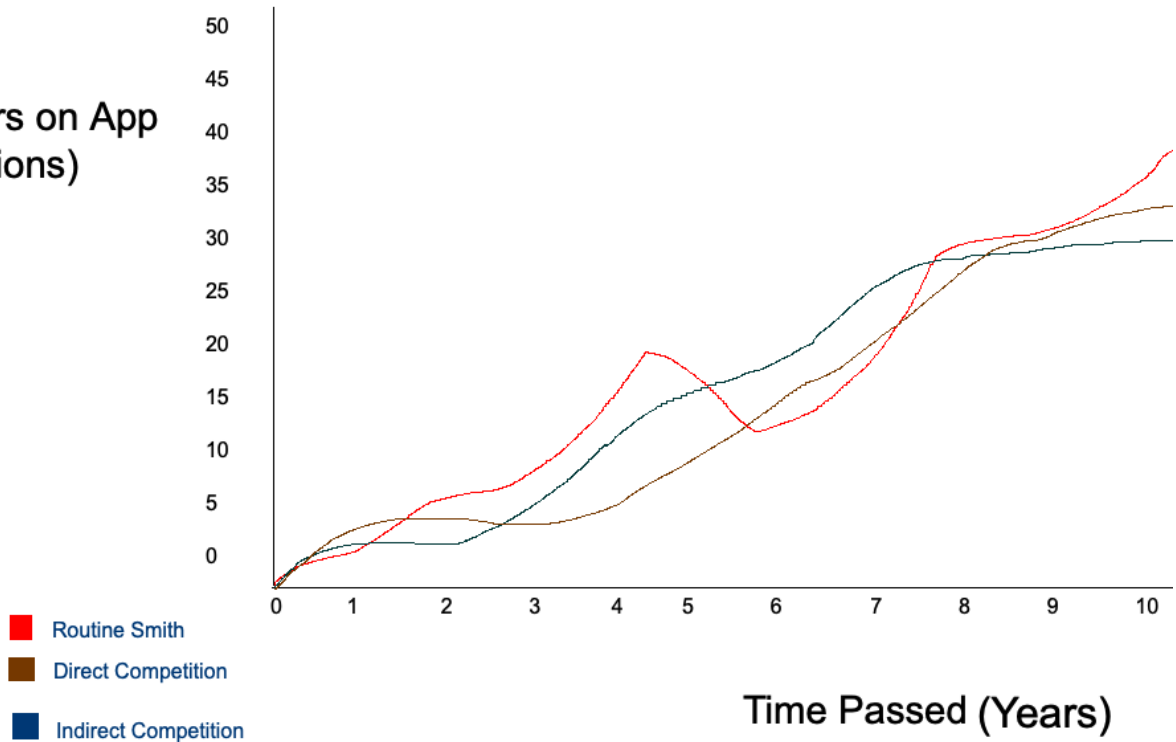
Number of users in the digital fitness & well-being devices segment of the digital health market United Kingdom

Number of users in million individuals

■ Users

Year	Users
2019	3.60
2020	5.05
2021	7.20
2022	9.04
2023	11.16
2024	13.54
2025	15.69
2026	17.45
2027	18.78
2028	19.79
2029	20.48

(Users in million individuals)
Source: Market.us News

https://www.news.market.us/fitness-tracker-statistics/
- "The number of users in the digital fitness and well-being devices segment of the digital healthmarket in the United Kingdom has shown a progressive increase from 2019 to 2029. Starting in 2019, the user base was at 3.6 million individuals. This number grew to 5.05 million in 2020, reflecting a significant uptake. The growth continued with 7.2 million users in 2021 and further to 9.04 million in 2022. By 2023, the number of users increased to 11.16 million and is projected to rise to 13.54 million by 2024. The upward trend is expected to persist, with user numbers reaching 15.69 million in 2025, 17.45 million in 2026, 18.78 million in 2027, 19.79 million in 2028, and culminating at 20.48 million by 2029. This steady growth underscores the increasing adoption of digital health technologies focused on fitness and well-being in the U.K." (Pangarkar, 2025)

Product Description

Routine Smith will be a mobile app that will aim to make working out easier all around. It will have 3 main features to assist in this process

1. An interactive 3D model of a human body that will give users the ability to select specific muscles and get workouts for that specific muscle.

2. A diet tracker/aid. The app will also feature a dietary aid that will be based on the selected workout routine and assist users in keeping a healthy diet that will ensure continued fitness and aid in muscle growth. It will also feature a selectable menu to select certain dietary restrictions so that the app will generate a diet that fits within those allowances. Diets will be made based on previous research as well as recommendations from professionals, doctors, dietarians, fitness instructors.

3. A fitness checklist. A checklist that will organize everything needed for a selected fitness program; this will include the selected fitness routine and diet along with any extra necessary or optional aids.

4. Personal leaderboard: The app will have a personal leaderboard to keep track of PRs and progress milestones. There will also be a scheduling system that allows users to make a weekly schedule of when they will work out and if they follow their schedule they will gain extra points for doing so.
   a. Users will have 1-2 off days per week. However, if a medical issue arises that prevents the user from working they will be able to report the issue to the app and gain extra days off for the duration of healing and recovery.

5. Daily Challenges: will be available for extra points and will usually be a workout for a different area than the selected workout routine. Daily challenges can also be done on "off days" for extra points or during extended breaks.

6. Deals: The app will use sponsorships to get various deals like "Use code RS25 at checkout for 15% off!", or deals on memberships at various gyms.

Monetization:

Routine Smith will be a free app but will include noninvasive ads and sponsorships. The app will also feature a one time purchase to remove ads entirely as well as a donation system.

Possible Issues and Counter Arguments

Monitization: The app relies mainly on ad revenue and sponsors with possible assistance from donations or the one time remove adds purchase. This could hurt the app in the beginning whilst it has a smaller following and is not well known enough to secure any major sponsors or advertisers.

Dietary aid: Just because one diet is good for one person does not mean it will work for another. It is hard to make the perfect diet for each individual customer so results will be based on research from other sources, professional input, and general nutrition guidelines.

Conclusion and Recommendations

Routine Smith is an easy-to-use and engaging tool that supports consistent exercise and diet. By combining personalized exercise recommendations, diet tracking, and a gamified motivational system, our product empowers users to take sustainable control of their health.

The potential impact is enormous. With millions of users currently relying on fragmented or paid apps, Routine Smith positions itself as a valuable companion and a profound innovation in health tech. Our next steps include accelerating development, establishing strategic sponsorships, and refining our gamification capabilities to maximize user engagement and retention.

We invite partners, investors, and early adopters to join us as we shape a healthier future. By supporting Routine Smith, you're investing not just in a product but in a mission: to make fitness accessible, sustainable, and rewarding for everyone.

Appendix

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