gAIn

The Future of Health and Fitness

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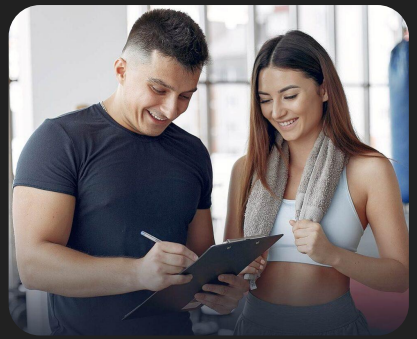
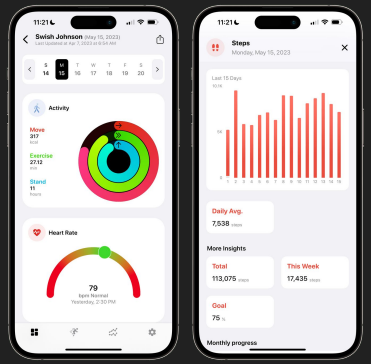
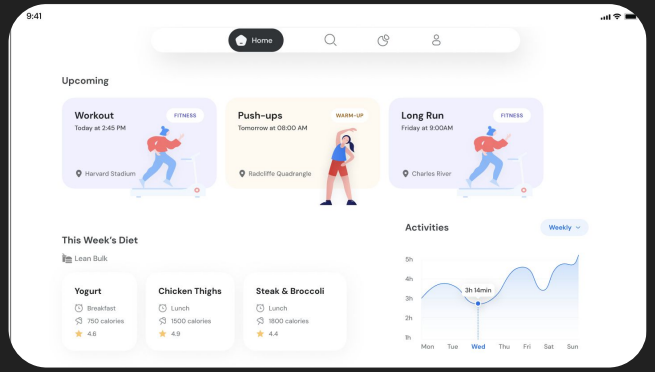
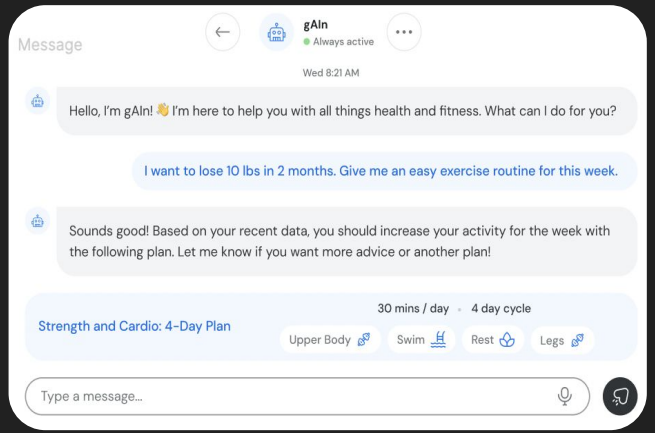
Evolution




Swish Johnson
Activity
Move
Exercise
Stand
Heart Rate
Steps
Daily Avg.
More Insights
Total
This Week
Goal
Monthly progress


Home
Upcoming
Workout
Push-ups
Long Run
This Week's Diet
Lean Bulk
Yogurt
Chicken Thighs
Steak & Broccoli
Activities
Weekly


Message
gAIn
Always active
Wed 8:21 AM
Hello, I'm gAIn! I'm here to help you with all things health and fitness. What can I do for you?
I want to lose 10 lbs in 2 months. Give me an easy exercise routine for this week.
Sounds good! Based on your recent data, you should increase your activity for the week with the following plan. Let me know if you want more advice or another plan!
Strength and Cardio: 4-Day Plan
30 mins / day
4 day cycle
Upper Body
Swim
Rest
Legs
Type a message...

Why current tools don’t meet user needs

Data Overload

- A constant need to piece together information, both research-based and personal.

+

Too Generalized

- The diversity of lifestyles requires individualized, rather than generic, advice.

+

Expensive Personalization

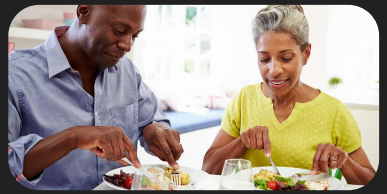
- Knowledgeable personal trainers are rare, expensive, and time-consuming.

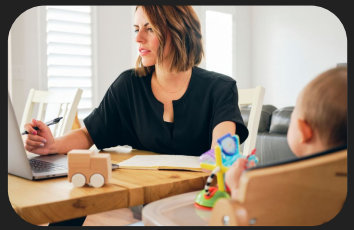
Limited Tools for Long-Term Progress

Who could use a better solution?

Anyone interested in health and fitness!

- Goal-oriented
- Health-conscious
- Busy Professional





No consolidated health and fitness platform

Activity and Nutrition Tracking

Fitness Regimens

Health and Fitness Research

Blogs, Communities, and Online Forums

Personal Data

Domain Expertise

gAIn

Activity Trackers

myfitnesspal

STRAVA

fitbit

WHOOP

Knowledge Sources

ELSEVIER

MUSCLE & FITNESS

gAIn combines *personal data* and *domain expertise*

gAIn	Incumbents
Interactive, personalized, affordable health and fitness coach	One-size-fits-all apps and overpriced personal trainers
Continuously-updated domain expertise from verified sources	Infinite sources of information with no quality checks
“Perfect recollection” of your health and fitness history	Lack of historical fitness = no personalization

Building an AI assistant *for every user*

Domain Expertise 2

Model is fine-tuned on health & fitness sources scraped from internet

3 **Personalization**

Fine-tuned model is given access to each user's data via RAG

1 **General LLM**

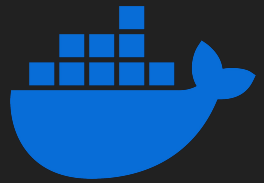
Existing pre-trained LLM is used as the foundation model

Technologies

GCP

Gemini

ChromaDB



Docker

OpenAI

VertexAI

StravaAPI

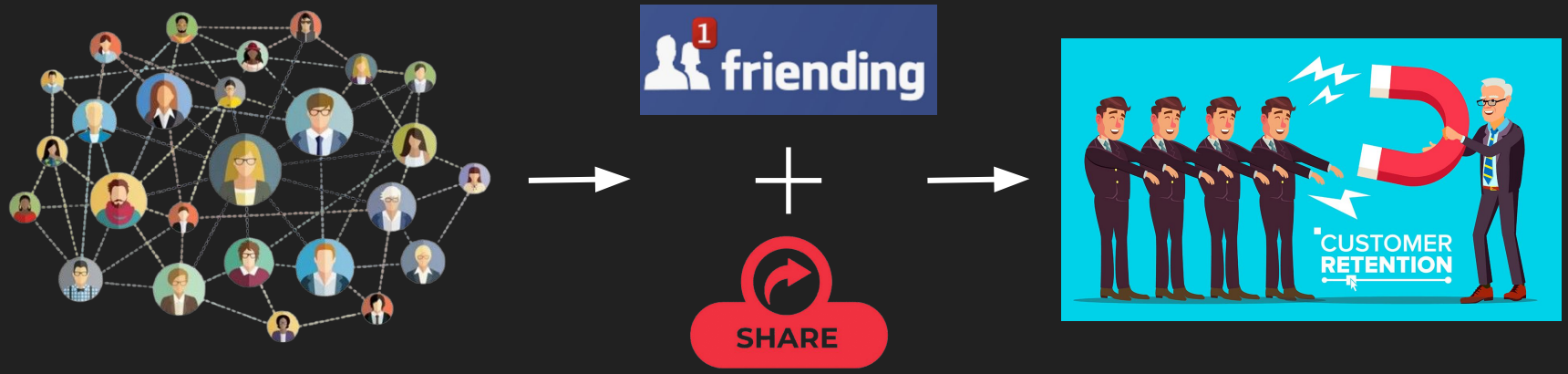
Next Dev Steps for gAIn

Mobile App Development

Enhanced AI Specialization

Expanded API Capability

Market Growth Opportunities



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& SWCC
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SEALSWCC.COM