Syncc

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Contents

Executive Summary

Syncc is a Limited Company based in Syncc. Syncc is a mobile app that connects people through fitness

Our target market is adults aged 18–40 living in suburban areas who are looking to connect with others through fitness, whether to find workout partners, socialise, or simply have fun while staying active.

In the short term, our goal is to focus on our MVP which is helping people connect through fitness. In the long term, we aspire to become the world's leading fitness social network and platform, centred on connecting people through fitness.

Business Overview

Industry and Market Positioning

Our business operates within the health & wellness industry, in particular the fitness and networking sectors. As we are a mobile application, we aim to bridge the gap between fitness enthusiasts looking for workout partners, training motivation, or social connection.

The M.V.P functions as both a social networking platform and a fitness matchmaking service, allowing users to connect based on their fitness goals, preferred workout styles, geographic location and many more other factors.

Built with SwiftUI for a smooth interface and Firebase for backend functionality, the app ensures a secure and seamless user experience.

Business overview

Business Model

To begin with, in the M.V.P we use a freemium model with optional subscriptions. We want to make the freemium version accessible yet worthwhile to use for people and not be a waste of time. However for people looking to find proper fitness partners with Syncc, the premium version is well worth their money as they can narrow down their partner perfectly.

Premium Version:

A$14.90 (US$8.90) pm or **A$149.90** (US$89.90) pa

Access to unlimited syncc requests (sr), unlimited messages and access to advanced filtering.

Products and Services

Core Product Description

Syncc or Dismiss:

Users can "Syncc" or "Dismiss" potential fitness partners based on shared goals, workout preferences, and location.

Chat:

Matched users can engage in real-time conversations via an integrated chat feature.

Notifications:

Real-time alerts keep users informed about connections, messages, and updates.

Profile personalisation:

Users can personalise their profiles to suit their preferences.

Products and Services
Customer Needs and Context

Most fitness enthusiasts today rely on generic social media or forums that offer little personalisation or convenience. Existing fitness apps are great for tracking progress, but they don't solve the real demand: helping people actually connect and find training partners. For 2025 and beyond, fitness isn't just about working out, it's about building connections. People want to train, socialise, and meet new friends through fitness.

What's missing?

- **Personalisation:** Difficulty finding partners with aligned goals, preferences, and schedules.
- **Convenience:** Fragmented solutions requiring multiple apps.
- **Engagement:** Lack of interactive features to sustain motivation and connection.

Products and Services

How we address these needs?

Personalised Connections:

Algorithm-based matching using fitness goals, workout styles, and location.

Convenience:

All-in-one platform integrating matchmaking, chat, and notifications. With ambitions to include tracking and content features in future iterations.

Engagement:

Real-time notifications, interactive chat, and premium features (e.g., unlimited messaging, visibility into people who want to Syncc up).

Accessibility:

Freemium model with optional subscriptions and in-app purchases for enhanced experiences.

Market Analysis

Ideal customer

The **ICP** (ideal customer profile) is a fitness enthusiast who values both health and social connection:

Demographics:

Generation-Z (18-26) and Millennials (27-40) in urban/suburban areas.

Lifestyle:

Tech-savvy, use apps for fitness and social networking.

Motivations:
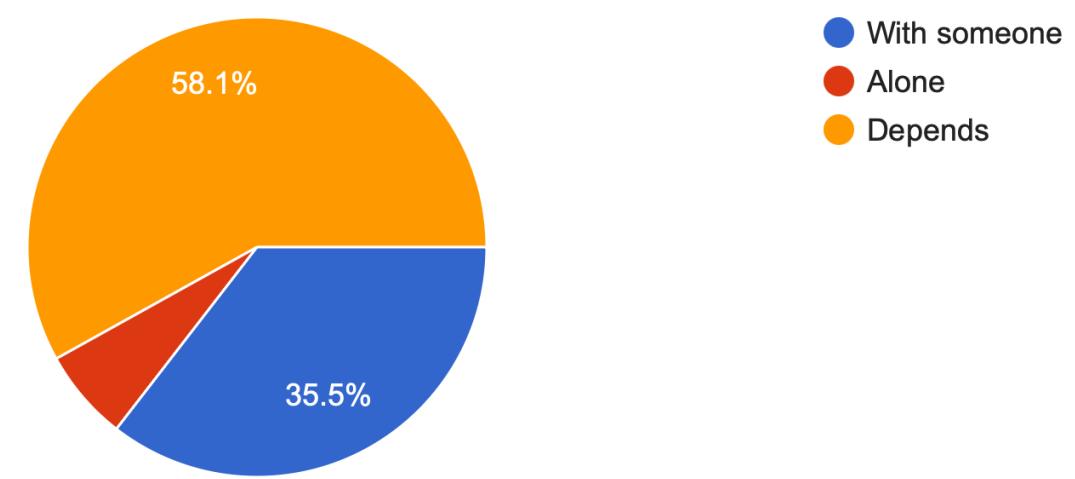
Seek workout partners, accountability, and fitness-driven social interaction.

Market Analysis
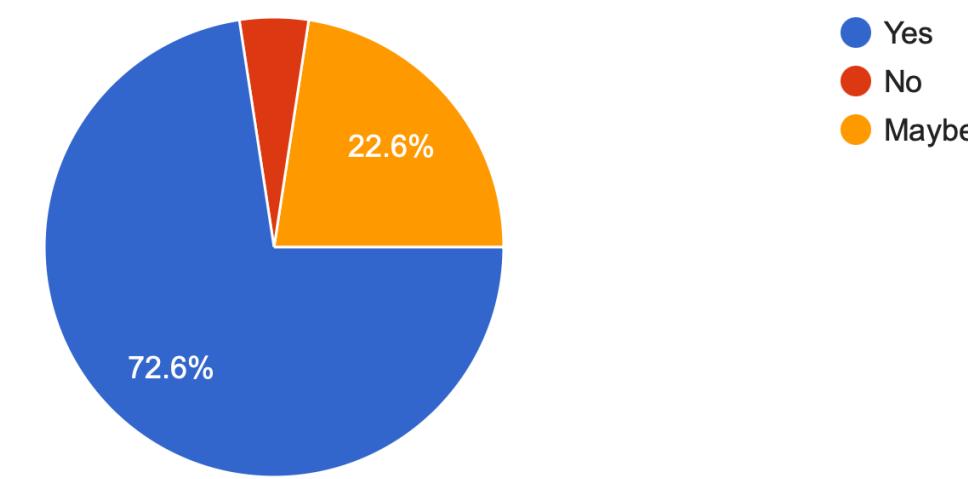
Market Trends

We surveyed users worldwide on fitness and connection values. Here's what we found
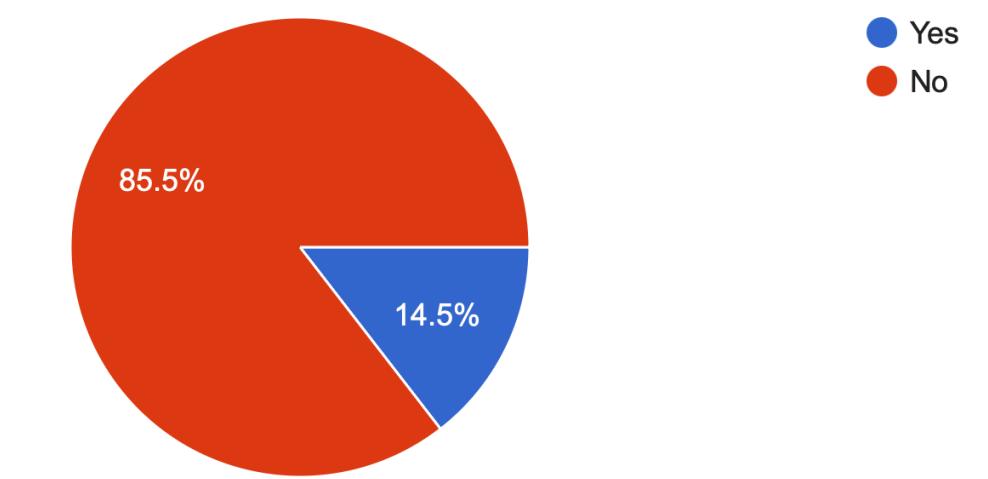
Do you prefer exercising with a "training partner" or alone?
62 responses

- With someone
- Alone
- Depends

58.1%
35.5%
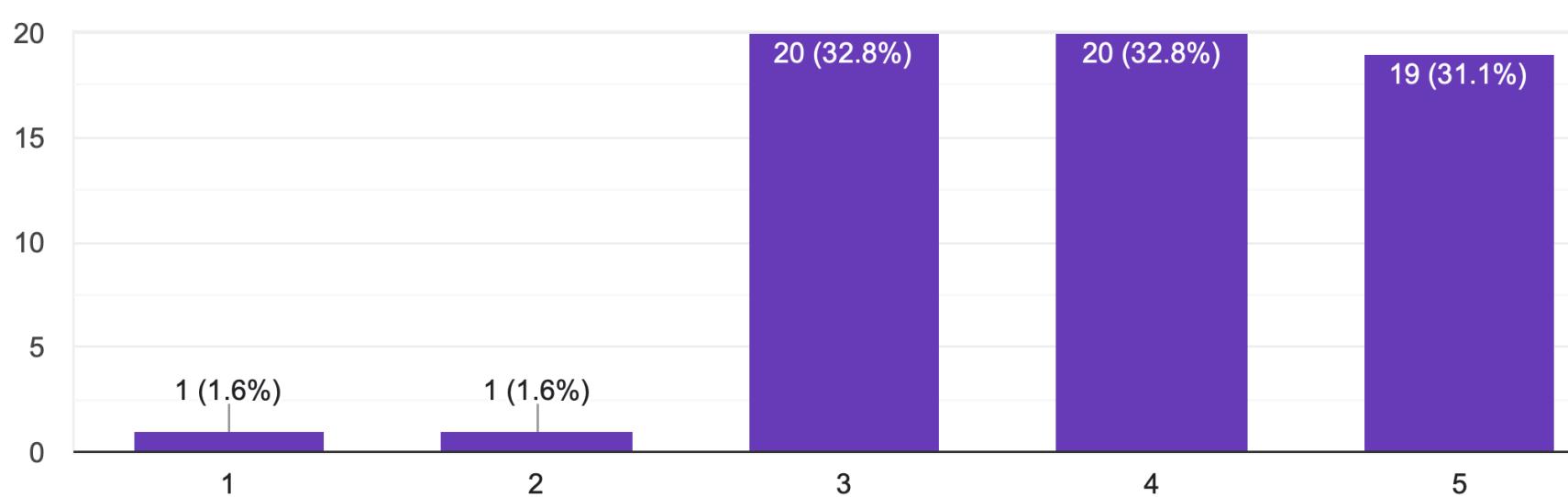
Would you be interested in meeting new people through fitness?
62 responses

- Yes
- No
- Maybe

72.6%
22.6%
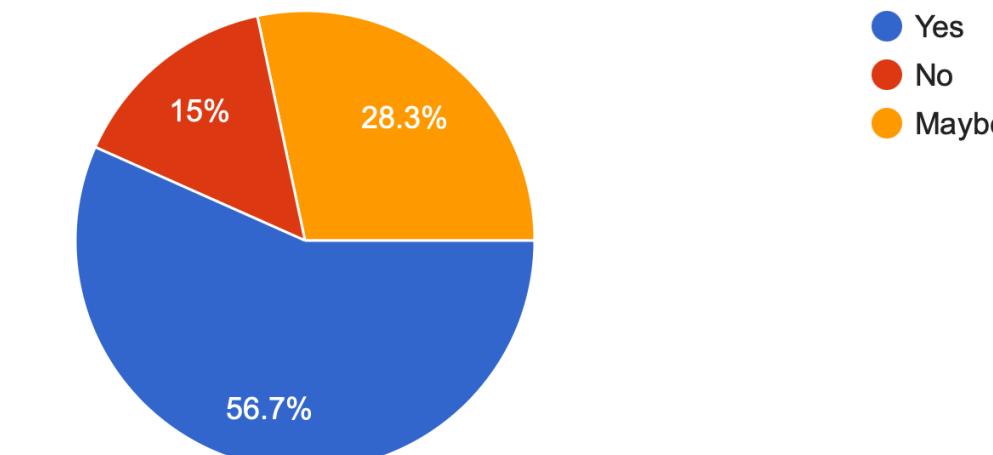
Have you ever used an app to connect with fitness communities?
62 responses

- Yes
- No

85.5%
14.5%
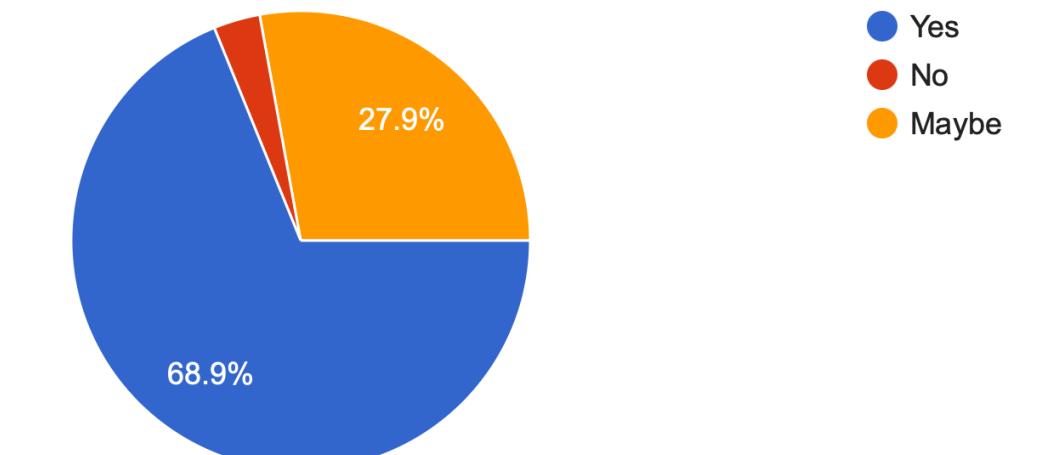
On a scale of 1 to 5, how useful would it be to have an app that connects you with people who match your workout type, schedule, and goals?
61 responses

20		
15		
10		
5		
0		

1 (1.6%) — 1
1 (1.6%) — 2
20 (32.8%) — 3
20 (32.8%) — 4
19 (31.1%) — 5

Would you want to share your fitness goals publicly with others on the app?
60 responses

- Yes
- No
- Maybe

56.7%
15%
28.3%

If an app like this launched tomorrow, would you try it?
61 responses

- Yes
- No
- Maybe

68.9%
27.9%

Market Analysis
Market Trends ctd.

What can we conclude from our market research?

People want to train together.

72.6% of people said they would be willing to meet others through fitness, with another 22.6% saying "maybe."

No dedicated platform exists.

There isn't currently a platform designed specifically to connect people through fitness.

Huge untapped opportunity.

88.5% of people have never used an app to connect with others for fitness. At the same time, 35.5% said they prefer training with someone, and 58.1% responded with "maybe." Syncc can turn those "maybes" into real training partnerships.

Willingness to share goals.

56.7% of people said they would share their fitness goals, with another 28.3% open to the possibility.

Market Analysis

Competitor analysis

Direct Competitors:

Strava - The king of the fitness world. As the fitness market booms Strava grows with it, however I believe they are lacking in bringing people together through fitness.

Indirect Competitors:

Dating Apps (Hinge, Tinder, etc.) - Although they don't focus on fitness, some people will still want to date others based on lifestyle factors like fitness.

Fitness forums/Social media groups - Theses are our main community competitors, but we see an opportunity to complement them by offering more personalised connections.

Marketing and Sales Plan
Sales Strategy

For the MVP, Syncc's revenue will come exclusively from subscription upgrades, supported by a fully automated process to minimise costs and ensure scalability. In future iterations, additional revenue streams will be introduced through in-app purchases (IAPs), allowing users to buy one-off features such as temporary likes or extra messages.

Steps in Each Sale:

User downloads the app and engages with free features.

User is prompted to upgrade to premium features via pop-up screens within the app.

User completes the purchase through the app store (Apple App Store).

Marketing and Sales Plan
Marketing Strategy - Pre Launch (6 weeks prior to launch)

Throughout the entire marketing strategy, I will be consulting with a marketing expert to ensure that we nail this part. This stage of the apps lifecycle is critical to its performance, to ensure we avoid the **cold start problem**.

Landing page: "Coming soon…" on screen to get early users on board

Social Media: Launch daily reels/posts to build a hype on both the business and personal accounts

Referral Program: Integrate personally with local fitness communities

Local Influencers: Partner with small local (<10k followers) influencers to promote the app (Promo code for each influencer)

Gym ambassadors: Partner with gym ambassadors to promote the app (Promo code)

Paid Ads: Run super specific ads for 18-40 year olds to be early downloaders of Syncc - AUD$100 per day budget (AUD$4,200 total)

Marketing and Sales Plan
Marketing Strategy - Launch (4 weeks)

Local PR: Connect with podcasts, journalists, influencers, and fitness clubs to share success stories and promote real experiences with the app.

TikTok challenge: Stand in Sydney with a banner asking for a random workout with a stranger.

Street teams: Syncc shirts/flyers left outside gyms and popular fitness spots.

Partnerships: Potential to sponsor a run or gym club in Sydney and have Syncc be an ambassador for it them.

Paid Ads: Run super specific ads for 18-40 year olds to download the app - AUD$150 per day budget (AUD$4,200 total)

Plan for Growth and Expansion

Growth Strategy for the App

Group chats: Users can create group chats to coordinate meet-ups.

Community Content: Upload posts, but can still discover new users

Fitness data integration: Upload workouts alongside posts

Fitness group discovery: Fitness groups/clubs are now visible

Platform Expansion: Now can run ads through app as content focused

Business & Professional Ecosystem: PT's and gyms can run their business through our platform (programs, classes, promotions etc.)

Risk Assessment
Market and Competitive Risks

Risk: Competitors (e.g., Strava, dating apps) may lower prices or enhance features.

Likelihood: Medium.

Mitigation: Emphasise Syncc's unique fitness-first matchmaking and innovate continuously.

Risk: Users may prefer existing platforms.

Likelihood: Medium.

Mitigation: Highlight Syncc's social fitness focus and offer early adopter incentives.

Risk Assessment

Operational Risks

Risk: Dependency on Firebase for backend functionality.

Likelihood: Low.

Mitigation: Implement monitoring systems and backup solutions.

Risk: Leaving out a decent chunk of the Market that are using alternative mobile devices (i.e Google, Android etc.)

Likelihood: High.

Mitigation: Hire other developers specialised in developing apps for these platforms alongside iOS developers.

Risk Assessment
Long-Term Risks

Risk: Changing fitness trends may reduce demand.

Likelihood: Low.

Mitigation: Adapt features to align with evolving trends (e.g., virtual events).

Risk: Users may delete the app once they have found their ideal training partner.

Likelihood: High.

Mitigation: Need to constantly innovate and update the app to commit to our growth strategy.

Risk: Over-reliance on gym/trainer partnerships.

Likelihood: Medium.

Mitigation: Diversify revenue streams and maintain strong partner relationships.

Team
Current Team

Founder - Marcus Tiffen:

Role: Leads all areas of the business, from product to marketing and operations. To begin with will assist the product lead with production and development of the app
Skills: Experienced in SwiftUI and Firebase, with strong market insight, user growth strategies, and team leadership.

Team
Future Hiring Plans

The immediate hiring strategy is to hire two important people. One of them being head of **Marketing** and the other being **Product Lead**. Once the initial team is established, we will look to build the team around these people.

Head of Marketing - TBC:

Role: Leads Syncc's marketing strategy alongside the Founder, with a strong focus on pre-launch and launch to generate buzz and rapidly build the initial user base.
Skills: Proven expertise in digital marketing, including social media campaigns, content creation, and community growth.

Product Lead - TBC:

Role: Oversees product vision and development, working closely with the Founder to shape Syncc's roadmap. Leads design, feature prioritisation, and user experience, while the Founder supports execution.
Skills: Strong background in mobile app development, product management, and creating scalable, user-centric digital products.

Financing

Let's assume we have a conservative 4% conversion rate for premium users (50% going for the annual option and 50% going for the monthly option).

The table below represents very rough estimated costs with just myself on the team. Of course there will be other people to pay when the app grows and develops (i.e developers, marketing team etc.) but the profits will be reinvested into these operations.

Monthly active users	Premium users	Free-users	Revenue	RevenueCat's cut	Apples Cut	Firebase Auth	Firebase Firestore	Firebase Cloud Functions	Firebase Storage	Total monthly cuts	Monthly Profit (US$)	Yearly profit (US$)
1000	40	960	US$ 327.83	US$ 0.00	US$ 49.18	US$ 0.00	US$ 12.19	US$ 0.00	US$ 0.63	US$ 62.00	US$ 265.84	US$ 3,190.06
10000	400	9600	US$ 3,278.33	US$ 32.78	US$ 491.75	US$ 0.00	US$ 141.79	US$ 0.00	US$ 8.51	US$ 674.84	US$ 2,603.50	US$ 31,241.95
20000	800	19200	US$ 6,556.67	US$ 65.57	US$ 983.50	US$ 100.00	US$ 286.79	US$ 0.00	US$ 17.27	US$ 1,453.13	US$ 5,103.54	US$ 61,242.43
30000	1200	28800	US$ 9,835.00	US$ 98.35	US$ 1,475.25	US$ 200.00	US$ 431.79	US$ 0.40	US$ 26.03	US$ 2,231.82	US$ 7,603.18	US$ 91,238.11
40000	1600	38400	US$ 13,113.33	US$ 131.13	US$ 1,967.00	US$ 300.00	US$ 576.79	US$ 0.80	US$ 34.79	US$ 3,010.52	US$ 10,102.82	US$ 121,233.79
50000	2000	48000	US$ 16,391.67	US$ 163.92	US$ 2,458.75	US$ 400.00	US$ 721.79	US$ 1.20	US$ 43.55	US$ 3,789.21	US$ 12,602.46	US$ 151,229.47
60000	2400	57600	US$ 19,670.00	US$ 196.70	US$ 2,950.50	US$ 500.00	US$ 866.79	US$ 1.60	US$ 52.31	US$ 4,567.90	US$ 15,102.10	US$ 181,225.15
70000	2800	67200	US$ 22,948.33	US$ 229.48	US$ 3,442.25	US$ 600.00	US$ 1,011.79	US$ 2.00	US$ 61.07	US$ 5,346.60	US$ 17,601.74	US$ 211,220.83
80000	3200	76800	US$ 26,226.67	US$ 262.27	US$ 3,934.00	US$ 700.00	US$ 1,156.79	US$ 2.40	US$ 69.83	US$ 6,125.29	US$ 20,101.38	US$ 241,216.51
90000	3600	86400	US$ 29,505.00	US$ 295.05	US$ 4,425.75	US$ 800.00	US$ 1,301.79	US$ 2.80	US$ 78.59	US$ 6,903.98	US$ 22,601.02	US$ 271,212.19
100000	4000	96000	US$ 32,783.33	US$ 327.83	US$ 4,917.50	US$ 900.00	US$ 1,446.79	US$ 3.20	US$ 87.35	US$ 7,682.68	US$ 25,100.66	US$ 301,207.87

Progress Reporting
Reporting Schedule

Weekly Check-Ins: Quick updates on immediate tasks and priorities.
Monthly Reviews: Detailed evaluation of progress against milestones.
Quarterly Reviews: Comprehensive assessment of overall strategy, financials, and key metrics.

Access to Firebase Analytics, Apples trends, RevenueCat's analytics and various other analytics tools, we can accurately pinpoint what part of the project needs reviewing.

Conclusion

Syncc was created to help people connect through fitness in a simple and meaningful way. This business plan outlines the current status of the product, the revenue model, and a phased approach to future growth. While the app currently supports one-on-one connections, upcoming features will expand its scope to group meet-ups, content sharing, and tools for fitness professionals and businesses.

The goal is to continue developing the platform in a way that meets user needs, supports sustainable growth, and creates value for both individuals and the broader fitness community.