

CONNECTING PEOPLE THROUGH FITNESS

SYNC – M.V.P

SYNC ISN'T JUST AN APP—IT'S YOUR FITNESS COMMUNITY, RIGHT IN YOUR POCKET.

THE PROBLEM & THE OPPORTUNITY

- ▶ The global rate of physical activity is declining, contributing to increased strain on healthcare systems like the NHS, as obesity rates rise—this is happening despite the growing interest and enthusiasm for fitness in 2024 and beyond.

OVERVIEW

SYNC is an app that connects people through fitness interests and goals.

For people who are into health and fitness already, it is a great platform for people to connect with like-minded people with similar goals.

For people who aren't into health and fitness, it serves as a platform for those who want to achieve fitness goals similar to themselves.

TARGET AUDIENCE

- ▶ Our target audience ranges from people who are experience fitness fanatics to people who are brand new to exercising. In particular Gen-Z, which is why the social network will be on mobile.
- ▶ Despite it being a mobile app, there is a use case of older generations to engage in the app to connect with people there own age.

MARKET OPPORTUNITY

- ▶ 37% of Gen-Z deem exercising as a means of socialising. (*The Times*)
- ▶ For individuals not participating in a group, 17% of them would be encouraged to attend if they had someone to go with. (*EMD UK*)
- ▶ 63.1% (29.1 million) of the population met the Chief Medical Officers' guidelines of doing 150 minutes, or more, of moderate intensity physical activity a week.

COMPETITOR ANALYSIS

- ▶ **Dating apps like Hinge and Tinder:** Although SYNC is not a dating app, with GEN-Z's approach to relationships it could be used as a means to date. SYNC stands out because it has the "playful" features of these apps but has means to do good things to people.
- ▶ **Strava:** Already a huge online network for fitness. However I Strava as less of a social network and rather a running recording app.

PRODUCT OVERVIEW

- ▶ User profiles: authentication & fitness profile set-up (set fitness goals, level, preferred types etc.)
- ▶ Interactive matchmaking
- ▶ Chat feature to chat with matches

MONETISATION STRATEGY

Freemium Model

- Basic features for users (limited filtering, matches made up per day)
- Options for users to buy one-off matches and likes - **£1.69 per like or £3.99 for 3 (likes and matches)**
- Pop-ups to prompt users to purchase premium versions
- Advertisements available for health and fitness companies

Premium Model - **£7.99 pm or £79.99 pa**

- Extended likes sending, matches able to make per day
- No pop-ups to purchase higher versions
- Still advertising available

Platinum Model - **£9.99 pm or £109.99 pa**

- Unlimited likes sending and match making
- No ads or pop ups

TEXT

MARKETING

Pre-Launch - Crucial.

- Highlighting the core ideas and functionality of the app
- Tagline: “Find Your Fitness Match” or “Better Workouts Start Together.”
- Waitlist and early access - grant people on the waitlist premium version for free
- Generate social media hype - (tiktok, instagram etc.)
- Influencer outreach
- In particular targets areas such as London, Newcastle, Manchester with big fitness communities

Launch

- Users to post success stories (#SYNC)
- Launch campaign, still get onto fitness influencers to tag partners for using SYNC

Post launch

- Updates around the app, showing growth.

Messages throughout the launch process

- *Core Value Proposition:* SYNC helps you find your perfect fitness partner—whether it’s for the gym, running, or yoga. No pressure, just better workouts.”
- *Keep It Simple:* Emphasize how easy and fun it is to match with fitness enthusiasts near you.

GROWTH PLAN – POST M.V.P

1. Group chats. Ability for a new user to join an already joined up pair
2. PT's plan - to host clients and communicate through there

ROADMAP

1. Build version 1 and make it efficient (i.e minimise firebase reads/writes whilst maintaining functionality)
2. Improve ui and user experience for the m.v.p
3. Implement a marketing strategy for pre launch and during launch
4. Work on expanding the apps functionality to the pt's version and the group chats
5. Move towards more of a social media app where users can post about their workouts on a feed. (Still have that connection element, but less like "match-making" and more professional like LinkedIn)