INTRODUCTION

Which issues are we faced with?

Many people face the challenge **of isolation** and **lack of motivation** when trying to incorporate exercise into their daily lives. Through our platform, this problem is addressed by providing a support and connectivity network that encourages collaboration, community, and solidarity among individuals who exercise.

What are the proposed services?

The proposed services include a platform for **finding gyms and trainers,** where users can locate gyms in their area based on their preferences, such as equipment, services, and cost.

Additionally, the platform offers the ability to **find workout partners** with similar interests and goals, promoting the creation of a supportive environment.

Our application also allows fitness influencers to create profiles, through which they can offer their **content**. Users will have access to a feed where they can find pictures, tips and videos related to fitness from their favourite trainers. Each trainer will also have the ability to offer paid exclusive content and workout plans for the users.

Where is the innovation?

The main innovation of the platform is the **integration of various fitness-related services into a unified, comprehensive environment**. This integrated approach creates a more cohesive and user-friendly environment for users, making the fitness experience more enjoyable and encouraging the successful achievement of their fitness goals.

COMPETITION AND MARKET ANALYSIS

How big is the relevant market?

The fitness industry has undergone a significant transformation due to technological advancements, leading to tough competition between brick-and-mortar gyms and in-app fitness solutions.

The growing trend of online fitness training has resulted in a 46.0% increase in global downloads of fitness and health apps, as per an article published by the World Economic Forum. This is primarily due to the increasing awareness regarding fitness and mental well-being among individuals, which is driving the market globally.

Health and fitness apps have leveraged machine learning, artificial intelligence, and other technologies to provide personalized fitness plans, diet charts, no equipment workout routines, and personalized health and fitness coaches.

(Source:https://www.skyquestt.com/report/fitness-app-market#:~:text=Global%20Fitness%20App%20Market%20size%20was%20valued%20at%20USD%201.5,period%20(2024%2D2031).)

How does TrainOn stand out?

While it's true that similar applications already exist in the market, their presence only underscores the growing significance of this industry.

To gain a comprehensive understanding of the fitness app landscape, we embarked on a journey of exploration, downloading and scrutinizing various existing platforms, where we've identified opportunities for improvement and refinement. TrainOn stands poised to deliver a superior experience, addressing the shortcomings observed in competing platforms.

Some of the prominent applications that caught our attention are:

- **Strava :** Strava is a GPS-based fitness tracking app for athletes, allowing users to monitor activities like running, cycling, and swimming. It offers performance analysis, social features for connecting with friends, and participation in challenges.
- **Fit Together :** Fit Together is a social fitness app that encourages community engagement and collaboration. Users can track workouts, set goals, and join group challenges.
- **Upfit.today :** Upfit.today empowers users to conveniently schedule gym appointments digitally, provided their gym partners with the platform. Additionally, the app facilitates online workouts by partnering with trainers, offering users the flexibility of virtual training sessions."

- **JeFit :** Jefit serves as a social media platform focused on fitness, providing users with workout and meal planning functionalities. It allows users to monitor their progress and share it with the community within the app. Additionally, Jefit features a Q&A section, a blog section, and other social features to enhance user engagement.

While these platforms offer robust features and boast sizable user bases, our thorough analysis has uncovered areas for improvement and untapped potential within the fitness community.

What truly sets TrainOn apart is our unique blend of social networking and informative functionality. We empower personal trainers to generate additional revenue by **creating exclusive content,** enriching the user experience with **personalized guidance** and insights. Unlike traditional gym memberships that entail hefty fees, TrainOn provides users access to tailored advice from their preferred trainers at a **minimal cost.**

Moreover, our platform facilitates **connections** between individuals seeking workout partners, fostering a **supportive and inclusive community**. Rather than simply offering a chat feature, we provide a dedicated section for users to **find compatible gym buddies**, ensuring a safe and welcoming environment for all. This way ,we encourage users to engage in gym workouts, fostering a social atmosphere and promoting community interaction, rather than solely exercising at home.

Competition Matrix

	User/Gym/Trainer Profiles	Booking appointments	Social Features	Information Fitness services	Affordable Extra Content	Gym Buddy
Train On	✓	✓	✓	✓	✓	✓
	✓	✗	✓	✗	✗	✗
	✓	✗	✓	✓	✗	✗
	✗	✓	✗	✓	✗	✗
	✗	✗	✓	✗	✓	✗

Radar Chart:

Bubble Chart :

PREPARATION

i. **Secondary Market Research and Key Lessons Learned**:

1. Online fitness training has resulted in a 46.0% increase in global downloads of fitness and health apps.
2. People are becoming more aware of and concerned about obesity, which has led to the adoption of various measures for reducing weight. As a result, individuals are using fitness apps to a greater extent to track their progress toward their individual health goal.
3. Problem for developers in the fitness app market is developing a personalized fitness app that can be integrated with numerous wearable devices and hardware. To match the user's expectations, the app must be compatible with various devices without compromising the accuracy of results.

ii. **Profile(s) of the people we want to engage:**

1. Fitness enthusiasts
   Description: People that have a passion for fitness and exercising.
2. Gym Beginners
   Description: People interested in starting their fitness journey.
3. Certified personal trainers & Gyms
   Description: People looking to expand their client list.
4. Fitness Influencers

Description: People looking to promote their content and gain following

5. Travelers & Seasonal workers
   Description: People that have to go to a different place for work or leisure for a specific period of time.
6. Students
   Description: People that have to got to a different place to study and are new in town.

iii. **General Recruitment Script**

"Embark on your fitness journey with TrainOn, the ultimate fitness app designed to cater to your needs. Gain access to a diverse network of gyms and personal trainers, whether you're just starting out or already on your way. Explore our curated feed filled with expert advice on fitness and nutrition to keep you inspired and informed every step of the way. Need an extra boost of motivation? Connect with a gym buddy and experience the power of mutual support. Create your profile today, track your progress effortlessly, and take the first step towards becoming the best version of yourself, starting now!"

iv. **Initial Candidate list to Contact.**

Name	Profile Type	Reasoning behind engagement
Andreas Raftis	Personal Trainer , Fitness Influencer	Likely looking to find the right target audience and expand client list
Aggeliki Aktypi	Fitness Enthusiast, Seasonal Worker, Personal trainer	Might want to exercise and practice her specialty while working abroad
Vasilina Baloumi	Gym Beginner, Student	A student in a new city could be looking for company and a good gym to work out

EXECUTION

Interviewee 3: Vasilina Baloumi

i. **Profile**: Gym Beginner/Student

How well does this person fit the profile: She is an Erasmus student in a new country that doesn't know any facilities and hasn't yet made friends to continue her fitness journey starting at a new Gym.

ii. **General Script for Engagement**

1. Estimate the individual's fitness level, e.g., "How would you rate your current fitness level? Are you new to exercise or an experienced gym-goer?"
2. Determine the individual's motivation to improve their fitness and overall health, e.g., "Are you looking to make exercise a regular part of your routine? Do you want to improve your overall health and well-being?".
3. Evaluate the individual's access to fitness facilities and equipment, e.g. , "Do you have access to a gym nearby? What type of exercise equipment do you have at home?".
4. Find what is that it's keeping them from exercising e.g., "What is keeping you from having exercise in your life? Do you need company for motivation or the right guidance?"

5. Estimate what makes their fitness journey difficult e.g., “Do you find it hard to track your progress or are you dissatisfied with the workouts you already do.”

iii. **What did we learn**:

We've validated numerous assumptions regarding the target profile and gained fresh insights into the interviewees' perspectives on existing fitness platforms. When inquired about their assessment of their fitness levels, responses are subjective due to the absence of a definitive benchmark. Moreover, feeling intimidated by fitness can result in increased reliance on alternative solutions, potentially leading to higher spending on less effective options. Ultimately, reducing dependence on these alternatives is unlikely without a genuine interest in exercise.

iv. **What surprised us**?

How many gym memberships go unused and how often people give up even in personal training.

v. **Which hypothesis did we seem to confirm?**

It’s not that people lack interest in exercise; rather, they often struggle to find suitable options and lack motivation to attend workouts regularly. People need either companion or a fixed plan for motivation.

vi. **Which hypothesis did we seem to invalidate?**

Even if a person is motivated now, it doesn't mean that they will keep up for a long period of time. People expect fast results and get bored easily therefore they need constant engagement to reach their goals ex. Reward system, New workout plans, Inspiration from fitness successful people.

vii. **What new questions were raised in this engagement?**

Are people interested in online coaching or do they struggle to find in person facilities? It's important for us to know so we can plan for every need.

viii. **Additional future candidates list obtained from current candidate.**

Name	Profile Type	Why should we engage with this person
Anna Garbi	Fitness Enthusiast, Student	International student looking to workout for a short period of time back home
Petros Kalathas	Gym-owner	Wants to digitalize his business
Nikos Sotiropoulos	Student in physical education	He's eager to share his insights and experiences within a fitness-oriented community

ix. **Updated Script**

1. Estimate the individual's preferences in coaching, e.g. "Are you interested in online coaching programs, or do you prefer working with a trainer in person?"
2. Find the preferred methods of motivation, e.g. "Do you prefer self-motivation techniques or external accountability, such as workout buddies or personal trainers?"
3. Count in what is keeping them from working out regularly, e.g. "What are the main obstacles preventing you from dedicating more time to your fitness routine? Do you need extra boost for a long-term engagement in fitness like a reward system?"
4. Find if the platform would be a good communicator for trainers and trainees "How important for you is to engage with your current and future clients ? How much money would you spend if you tried to built your own online presence?"

BUSINESS MODEL & KIT

THE BUSINESS MODEL CANVAS

KEY PARTNERS

MAIN INVESTORS

GYMS

PERSONAL TRAINERS

FITNESS INFLUENCERS

FITNESS AND HEALTH COMPANIES

ONLINE PAYMENT COMPANIES

KEY ACTIVITIES

PRODUCT DEVELOPMENT

FITNESS PROFESSIONALS & GYMS REVIEWS

USERS VERIFICATION

MARKETING

CONTENT CONTROL

DATA ANALYTICS

KEY RESOURCES

GAMIFICATION PROCESS

VENTURE CAPITAL EMPLOYEES

INDEPENDENT CONTRACTORS

GYMS DATABASE

VALUE PROPOSITIONS

MAKE A SAFE FITNESS COMMUNITY

PROMOTING A HEALTHIER LIFESTYLE

CONSTANT FITNESS MOTIVATION

PROPER EDUCATION IN EXERCISE AND NUTRITION

MAKING EXERCISE MORE FAN AND ENGAGING

CONNECTING PEOPLE WITH SIMILAR GOALS

CUSTOMER RELATIONSHIPS

ON DEMAND CONTENT

PERSONALIZED PROFILES

POINTS AND TRACKERS

REVIEWS FOR PROFESSIONALS/GYMS

APPOINTMENTS BOOKING

CHANNELS

AD CAMPAIGN

SOCIAL MEDIA

IOS/ANDROID

PROMOTION THROUGH GYMS

CUSTOMER SEGMENTS

GYM BEGINNERS

GYM-GOERS

PERSONAL TRAINERS

GYM OWNERS

FITNESS INFLUENCERS

NUTRIONISTS

ADVERTISERS

COST STRUCTURE

WEB HOSTING

APP MAINTENANCE

MARKETING

REVENUE STREAMS

SUBSCRIPTION BASED SERVICES

ADVERTISING

BOOKING COMISSIONS

Business Model Kit :

SURVEY

Ηλικία

76 responses

Πόσο συχνά ασκείστε την εβδομάδα;

76 responses

Που προτιμάτε να γυμνάζεστε;

76 responses

Θεωρείτε δύσκολη την εύρεση γυμναστηρίου ή personal trainer που να ταιριάζει με τις ανάγκες σας;

76 responses

Θα σας ενδιέφερε μια εφαρμογή που σας βοηθά να βρείτε το κατάλληλο γυμναστήριο ή personal trainer στην περιοχή σας;

76 responses

Προτιμάτε να αθλείστε με παρέα ή μόνοι ;

76 responses

Αν προτιμάτε με παρέα πόσο εύκολο σας είναι να βρείτε ;

65 responses

Θα σας ενδιέφερε μια εφαρμογή για εύρεση "gym buddy";

76 responses

Πόσο πιθανό θα ήταν να σας κινητοποιούσε η συλλογή πόντων μέσω γυμναστικών προκλήσεων και εξαργύρωσης τους σε προϊόντα;

76 responses

Mock-Ups

12:00
TrainOn
Log in
Email address
Password
Log In
or
Continue with Google
Start your journey today!
Don't have an account? Sign up

12:00
Pine Johnson
1050 points
Gym beginner
Piltes enthousiast ! Embrace the challenges 💪 .
Gym Planet
Calendar
Program
MYContent
Chats
APRIL
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 15 26 27 28
29 30 31
Note down the days you'll be hitting the gym
Profile
Home
Search
Challenges

12:00
Check–In to your gym 4/7 days this week
6.040
people are challenged
75%
You are almost there !
Do 10.000 steps in a day
12.000
people are challenged
25%
Keep going !
Bench press 60kg
3.257
people are challenged
START
Profile
Home
Search
Challenges

12:00
Ad
Discover the perfect snack for your fitness goals with ourhigh-protein, low-sugar bars.
Wallace Johnson
Personal Trainer
PUSH BODY The upper body pump after this workout was on another level!
Gym Planet
Gym T
Profile
Home
Search
Challenges

12:00
PersonalTrainer
search
Trainers
Gym
Gym Buddy
FeaturedTrainers
JohnDoe
More Info
Certified Pilates and Yoga trainer.
JaneSmith
More Info
Specializing in HIIT and endurance training
Personal Trainer
Wallace Johnson
Personal trainer with over 9 years of experience in crafting personalized fitness programs, specializing in strength training, weight loss. Passionate about helping clients achieve their health goals through
More info
Profile
Home
Search
Challenges

12:00
Wallace Johnson
Personal trainer
Certified Yoga and Pilates instructor. With a decade of experience and a passion for fitness. Specializes in body transformations and strength training. Offers personalized workout plans, nutritional advice, Yoga and Pilates sessions, and motivational support.
Free Content
Exclusive Content
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Book
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Personal Trainer
PUSH BODY The upper body pump after this workout was on another level!
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TrainOn

Fitness mobile app where users can get the best out of their fitness journey

Problems in the Fitness Industry

- Social Isolation
- Lack of motivation and knowledge
- Inconsistent Routine
- Absence of a safe Fitness-Oriented Community
- Gyms not digitalized yet
- Overwhelming number of options with little to no feedback

Our Solution

- Build your profile and track your progress
- Connect with fitness experts for tips and view exclusive content
- Find the best Gyms and trainers
- Complete Fitness Challenges & Win Gifts
- Pair up with a Gym buddy

Target Market

- Fitness Enthusiasts
- Beginners interested in exercise and their well-being
- People that are yet to find compatible workout programs
- Fitness influencers looking for a target audience
- Gyms and personal trainers looking for customers

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	✗	✓	✗	✓	✗	✗
	✗	✗	✓	✗	✓	✗

Business Model Kit :

MockUps

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Ad
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Personal Trainer
PUSH BODY The upper body pump after this workout was on another level!
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Gym Buddy
FeaturedTrainers
JohnDoe
More Info
Certified Pilates and Yoga trainer.
JaneSmith
More Info
Specializing in HIIT and endurance training
Personal Trainer
Wallace Johnson
Personal trainer with over 9 years of experience in crafting personalized fitness programs, specializing in strength training, weight loss. Passionate about helping clients achieve their health goals through
More info
Profile
Home
Search
Challenges

12:00
Wallace Johnson
Personal trainer
Certified Yoga and Pilates instructor. With a decade of experience and a passion for fitness. Specializes in body transformations and strength training. Offers personalized workout plans, nutritional advice, Yoga and Pilates sessions, and motivational support.
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Wallace Johnson
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PUSH BODY The upper body pump after this workout was on another level!
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Do 10.000 steps in a day
12.000
people are challenged
25%
Keep going !
Bench press 60kg
3.257
people are challenged
START
Profile
Home
Search
Challenges

The Team

Undergraduate Computer Science students with an active fitness background.
We are aiming to innovate and motivate individuals to stay committed to their own wellness journey.

Pinelopi Bouziani

Anastasia Gardeli

Ioannis Tsintzos

Konstantinos Mitsanas

Maria Ioanna Mouzouraki