



Power House

Making it easy for everyone
to lead a healthy lifestyle
anytime and anywhere



Problems

The gym industry remains open to opportunities for improvement



Lack of personalized Guidance



Lack of Information



No access to the gym



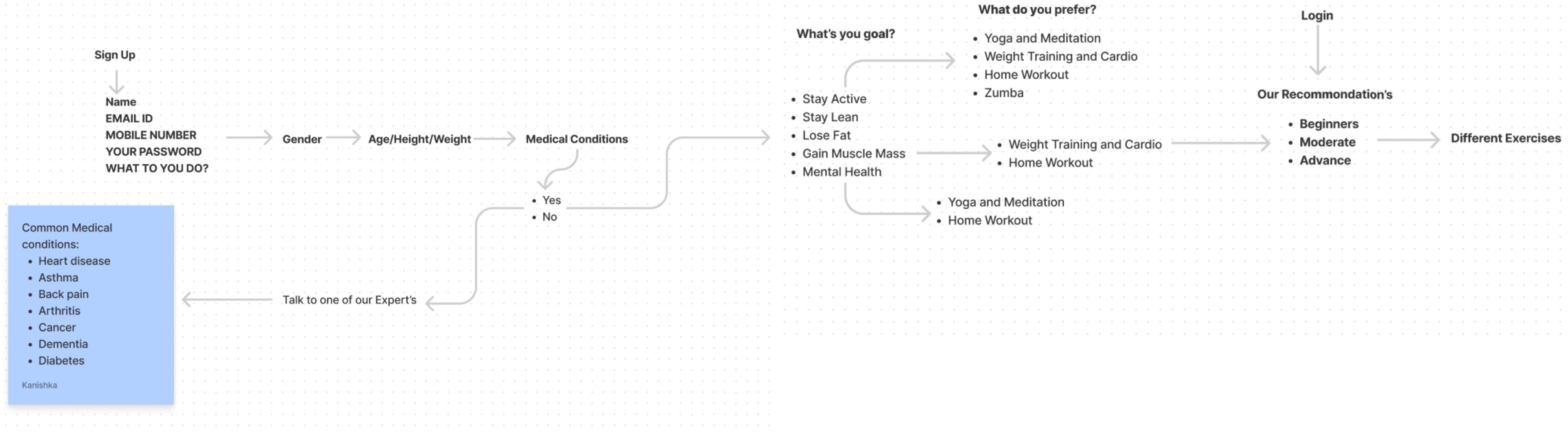
Expensive Personal Trainer's

Solutions

- ✓ Accessibility
- ✓ Convenience
- ✓ Video-Guidance
- ✓ Cost-effective
- ✓ Personalization



Ideation



future plans

- 01 Dedicated workout playlist
- 02 Diet plan recommendation
- 03 Calorie Calculator
- 04 Water In-take Reminder
- 05 AI-Based Daily Motivational Quotes and Facts



It's time to level up

01 Market is growing

Pandemic has led to fitness concern among individuals

02 Need for diverse systems

People want diverse platforms with all features added in one

03 Need for adaptability

Users want a tool that can address their personal needs.



Market Size

16-18%

INCREASING RATE

6 Million

SERVICEABLE AVAILABLE MARKET

\$2.6 Billion

MARKET VALUE



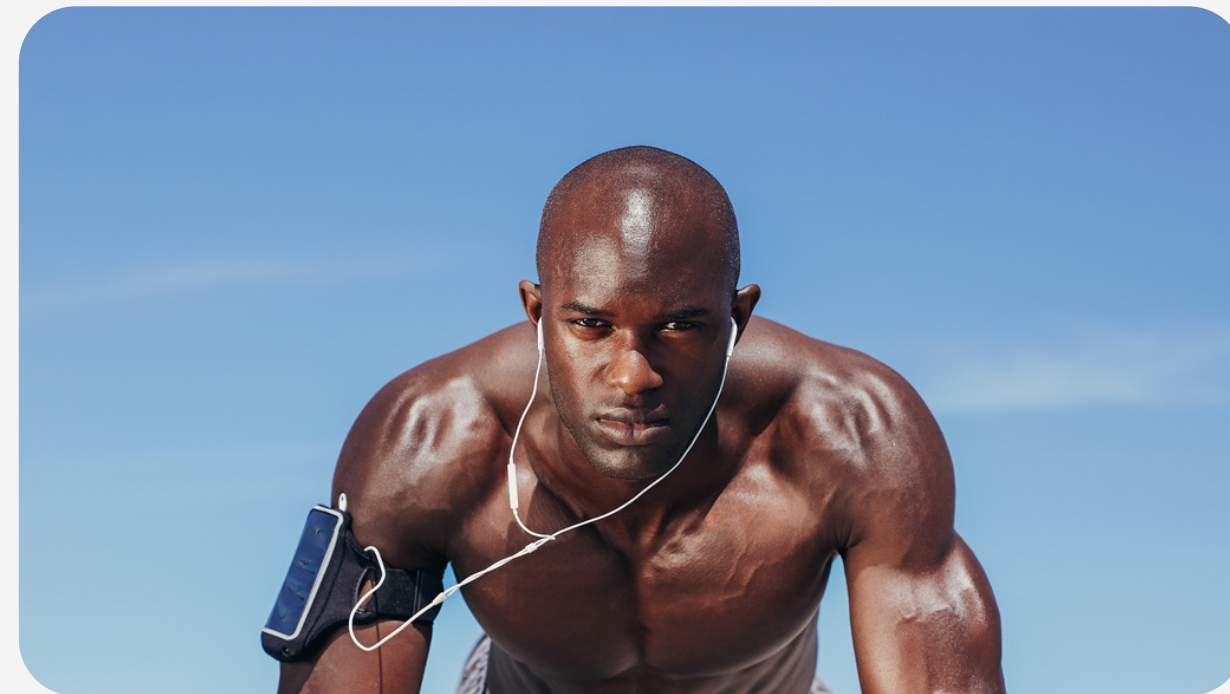
Who Power House is for

These are our target users



Individuals

Individuals who wish to stay mentally and physically healthy.



People with special attention

Provides support to people who need special attention or who are suffering with chronic diseases.

Growth Strategy



Partner with Medical Experts

Partner with experts to guide on right kind of exercises and diet plans to be followed.

Partner with Gyms

Partner with gyms might help in providing personal trainers and fitness sessions.

Online Marketing and in-app ads

Promote Power House online through social media ads and SEO-optimized posts.

Content and Email marketing

Content and email marketing seems to be effective.

Business Model

	Basic	Premium
• Personalized exercise guidance	✓	✓
• Expert Guidance	✓	✓
• AI-Based Motivational Quotes and facts	✓	✓
• Dedicated Workout Playlist	✗	✓
• Calorie Intake Calculator	✗	✓
• Personal Instructor	✗	✓
• Water-Intake Reminder	✗	✓

A free 30-day trial of Premium plan could help advertise better.

Implementation

Figma:

<https://www.figma.com/file/ljmBslbzyI7UXPR0VtBIJV/Power-House?node-id=0%3A1>

