FITCOIN

Team

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Fun fitness for all

Fitcoin Value Proposition

Problem

People can’t sustain their healthy exercise habits.

People are not motivated by numeric goals, but instead by meaningful goals achievable for them.

They want to be distracted from the effort by having fun, either through achievements, social interactions or competitions.

Solution

We gamify exercise to make fitness approachable and sustainable for all people.

We provide them with:

- Personalized goals
- Demographically-similar community
- Checking in qualitatively and infrequently

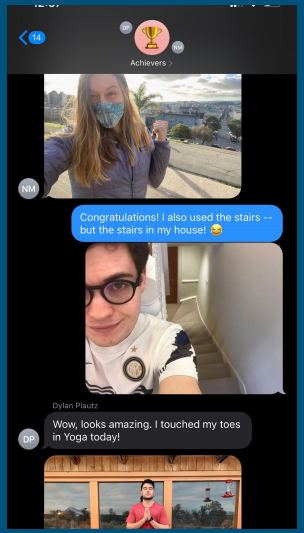
Tasks

Simple

Achieve your first coin

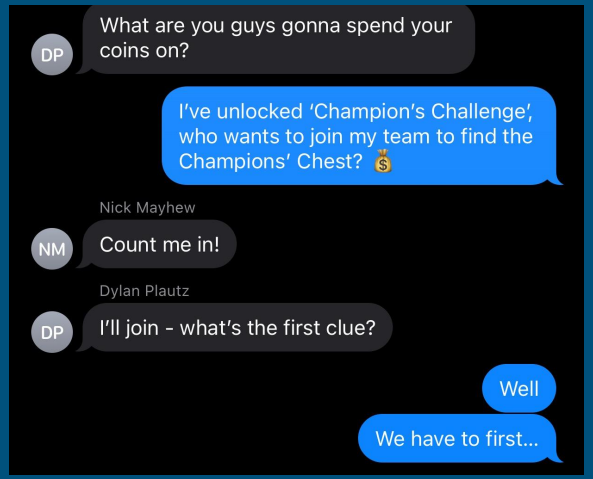
Medium

Meet your community

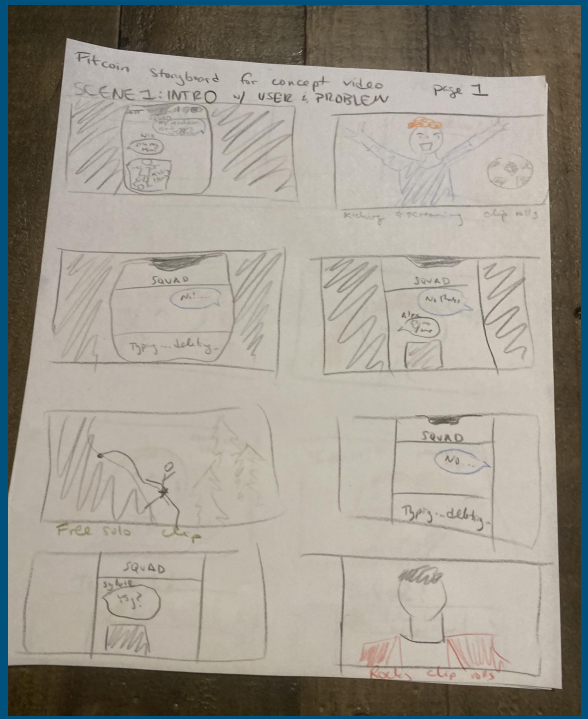


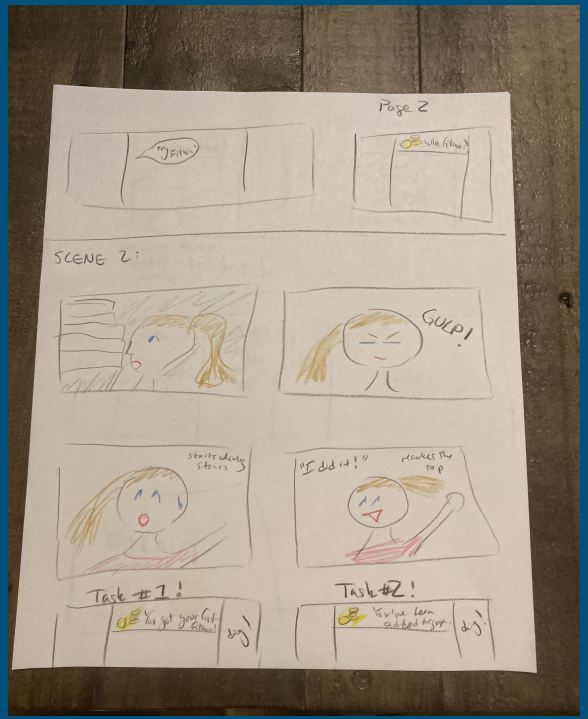
Difficult

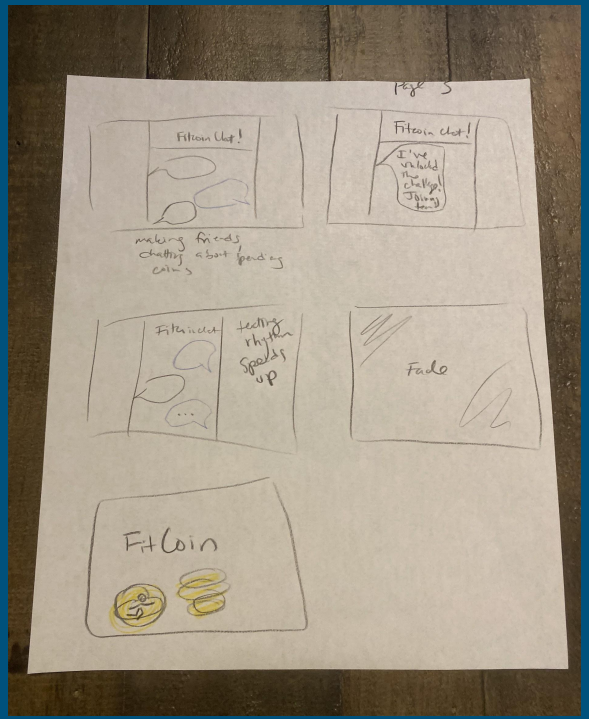
Spend coins on a reward



Storyboard


Fitcoin Storyboard for concept video
SCENE 1: INTRO w/ USER & PROBLEM
Page 1
SQUAD
Free solo clip
Rocky clip rolls


Page 2
SCENE 2:
GULP!
Task #1!
Task #2!


Fitcoin Chat!
Fitcoin chat!
making friends chatting about spending coins
Fade
FitCoin

FITCOIN