

Business Model: Muscle Mind

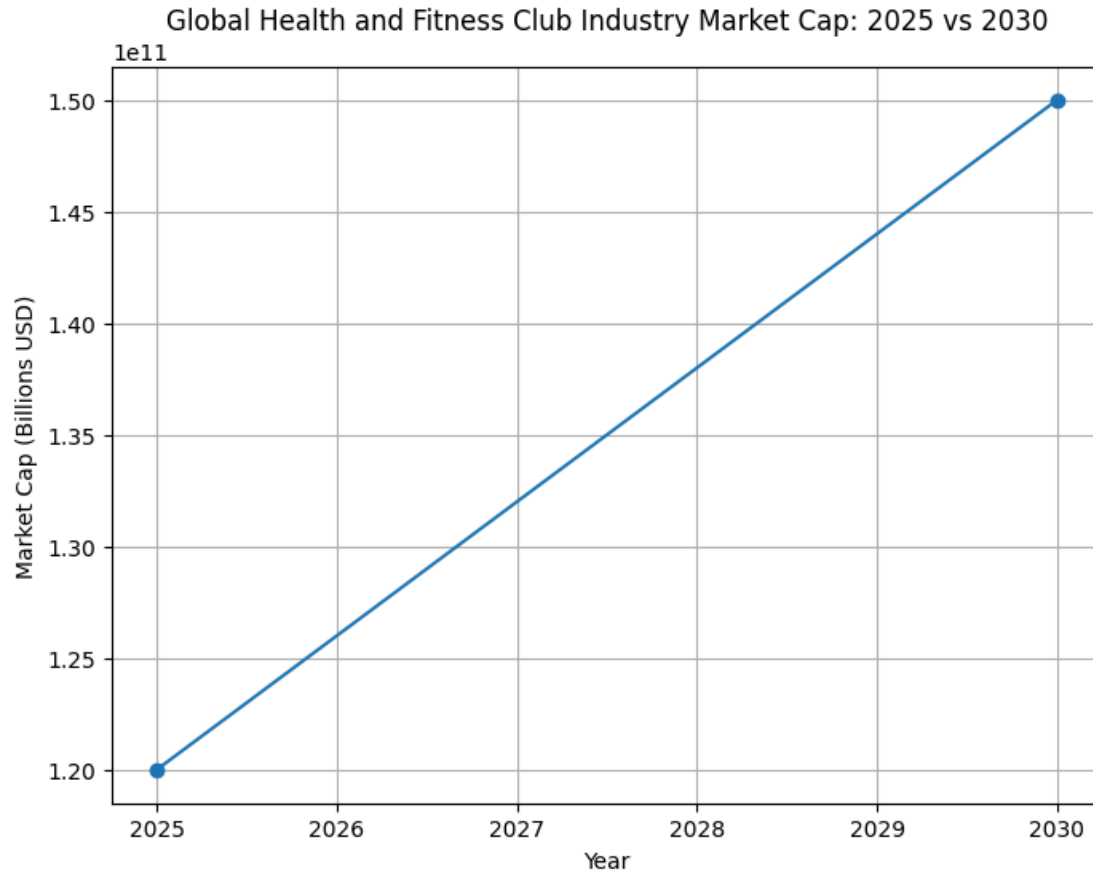
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Business Model

Introduction

One thing I really enjoy is working out and going to the gym. My fitness journey began in March 2023 with the initial goal of weight loss, but it quickly developed into a genuine passion. As a beginner, I struggled with properly executing certain lifts, as I was unsure of what I should be feeling for each movement. As a student, I couldn't afford a personal trainer, so I turned to YouTube and spent months researching techniques and attempting to find niche tips that worked for me. This was all in effort to refine my form and establish a better mind-muscle connection in turn boosting my results. Currently, I still train regularly, striving to achieve peak muscle activation during my workouts. The overall industry of health and fitness clubs is a rapidly growing sector. The global health and fitness club industry is valued at \$121.86 billion in 2025 and is projected to be valued at approximately \$206.76 billion by 2030, giving the industry a compound annual growth rate of 11.15% (Mordor Intelligence, n.d.). In the US alone, industry revenue for 2025 is estimated to be approximately \$45.7 billion (IBISWorld, n.d.). Setting revenue aside, in 2024, the US Health and Fitness Association recorded that 77 million Americans were a part of some variation of a health and fitness club (US Health and Fitness Association, 2024).

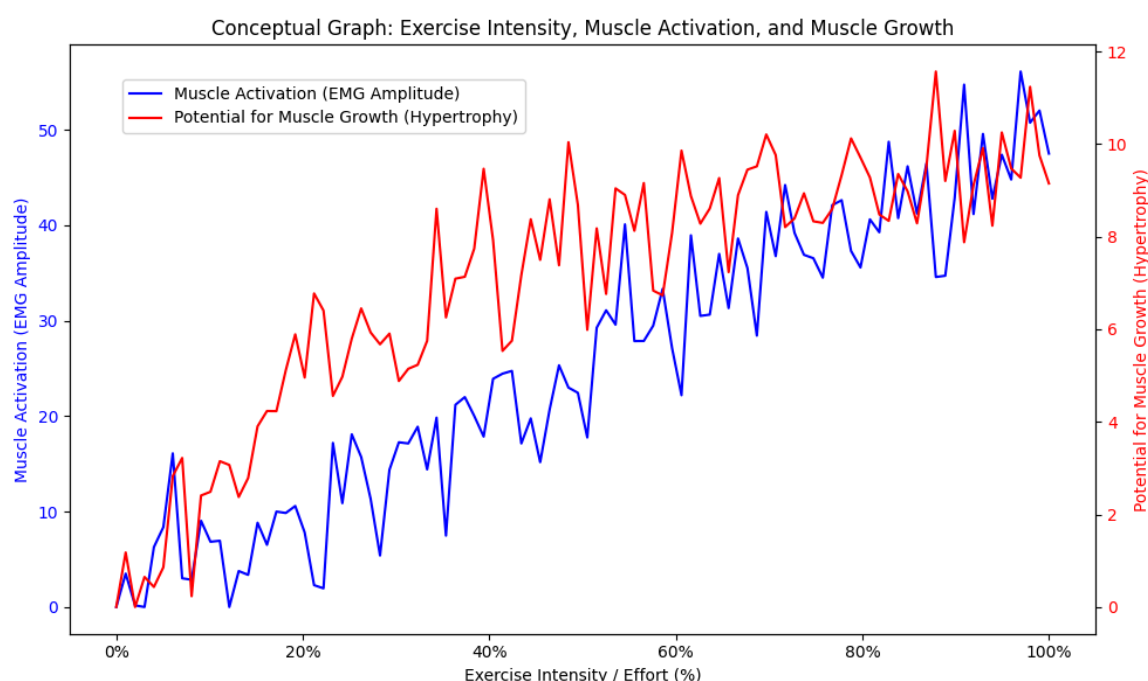


Problem Statement

One pain point in the gym community that prevents the industry from growing at an even faster rate is the fact that it is really hard to get started in the gym. The feeling of gym anxiety within newcomers is a prevalent and well-documented phenomenon. According to the Cleveland Clinic (2023), gym anxiety often stems from a fear of being judged by more experienced members.

When you walk into a gym, it can seem like everyone around you knows exactly what they're doing—and if you don't know what you're doing, that can feel really intimidating. "Sometimes, people experience anxiety because they're uncertain about how to use various equipment and fear embarrassing themselves if they 'do it wrong' or aren't able to get the equipment to function properly" (Cleveland Clinic, 2023, "What is gym anxiety?" section).

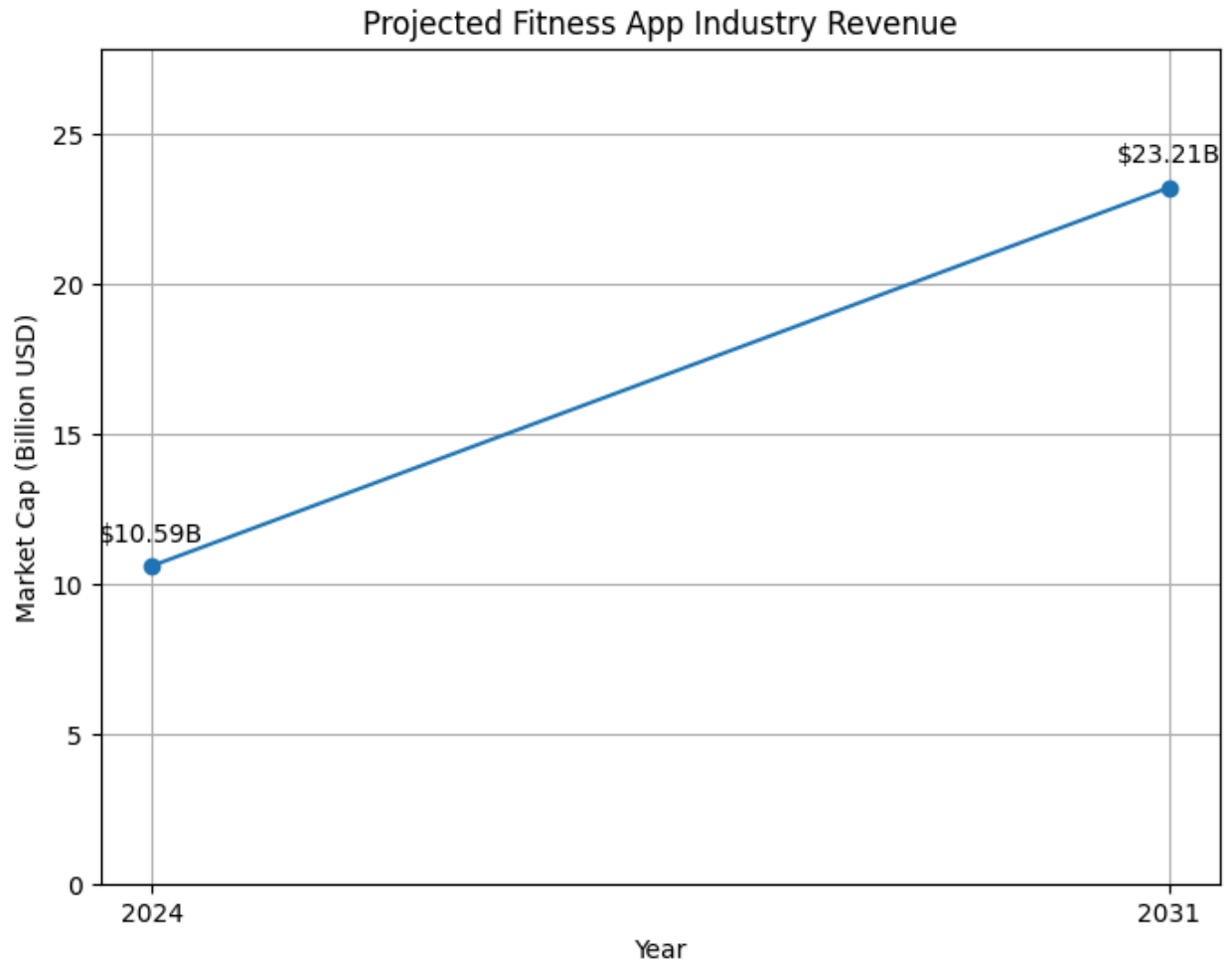
Improper form not only impedes a beginner's progress but also serves as a powerful deterrent, discouraging them from continuing their fitness journey. Correct exercise execution is crucial for effectively activating the target muscles, whereas improper form diminishes results. A study in the *European Journal of Applied Physiology* confirms that greater muscle activation leads to greater results, finding that "higher levels of EMG activity during resistance training in general lead to greater muscular strength adaptations in both rehabilitation and condition programs by providing additional neural drive to the muscle and increased local muscle fatigue" (Calatayud et al., 2016, p. 511). Mastering the mind-muscle connection is a common goal for lifters, yet is something that has no set timeline to achieve. According to Schoenfeld and Contreras (2016), it is a tedious, continuous process that requires a conscious effort of isolating and contracting the targeted muscle during training.



Market Opportunity

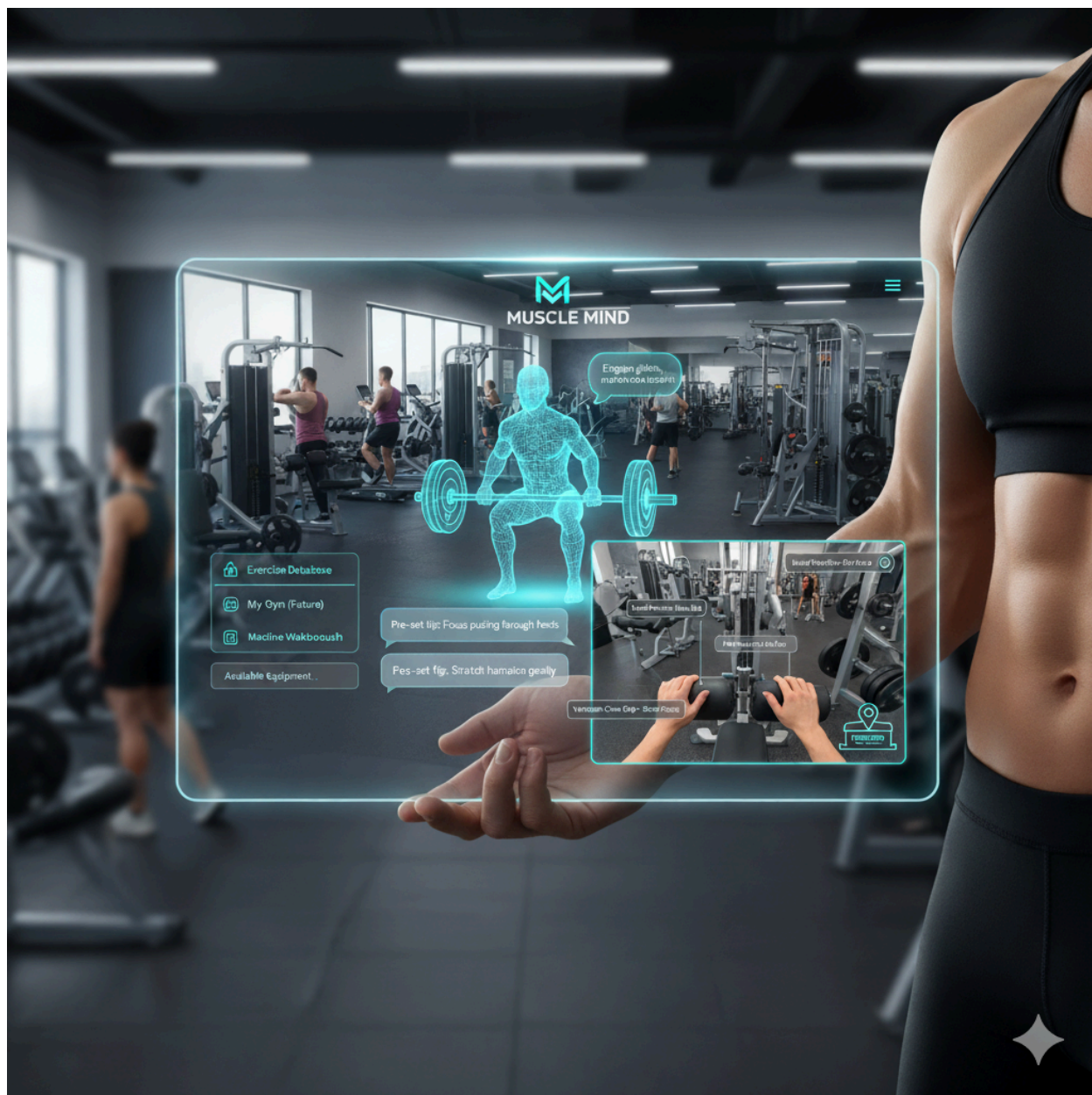
These pain points identify an opportunity for a mobile application that allows lifters to describe the sensations they are experiencing during an exercise and receive detailed, yet simple, feedback. This tool would provide tips for beginners to correctly use gym machines and effectively activate the targeted muscles. This application would enter a thriving market poised for substantial growth; revenue reached \$10.59 billion in 2024 and is projected to more than double to \$23.21 billion by 2031 (Grand View Research, 2024). This market opportunity is further highlighted by the fact that the top fitness apps that dominate the market share do not directly solve the problem that Muscle Mind is aiming to solve (Statista, 2025). Another opportunity for Muscle Mind is that it will be an effective, cost-effective alternative to a personal trainer. A recent study highlights the significant cost of in-person training (Rose, 2025):

On a per-session basis, personal trainers typically charge between \$40 and \$70. However, rates can climb to \$100 or more in larger cities or for trainers with specialized expertise. These sessions usually last from 45 minutes to an hour (Rose, 2025, "Average Cost of a Personal Trainer Per Session" section).



Product and Features

The app will feature a comprehensive database of common exercises that users can perform in the gym, for which the chatbot is able to provide preemptive and post-set tips to help the user improve mind-muscle connection and avoid injury. Another goal for the app, which may come in a future development phase, is for the user to be able to select their gym and location, allowing the app to customize the list of exercises and machines it shows based on that location's available equipment. Another feature is a first-person point-of-view walkthrough for every machine at the gym they are currently at. The app will also include a walkthrough for setup (e.g., hand or foot position), including variations and an explanation of each variation's purpose.



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