



Gymobile

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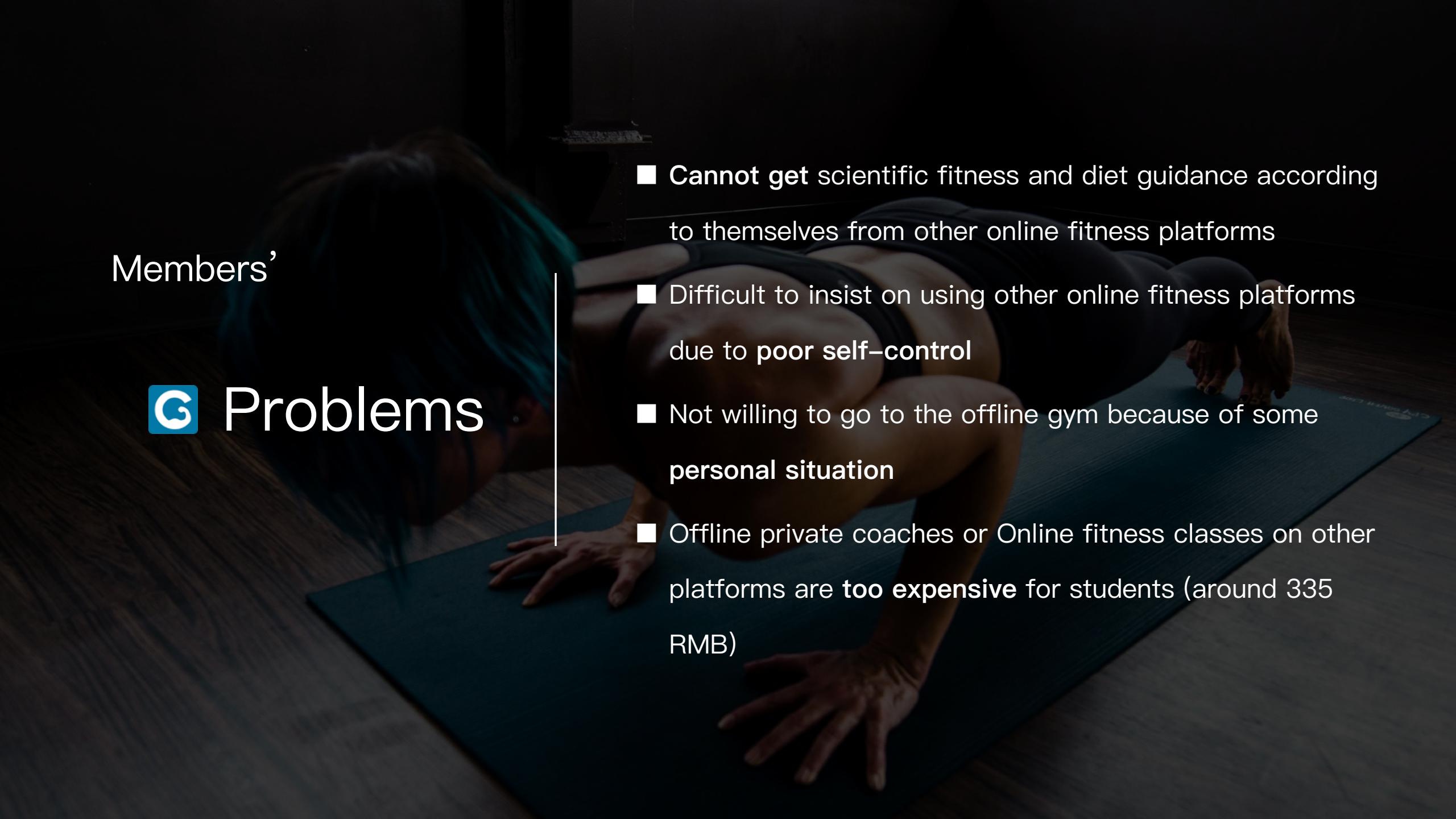
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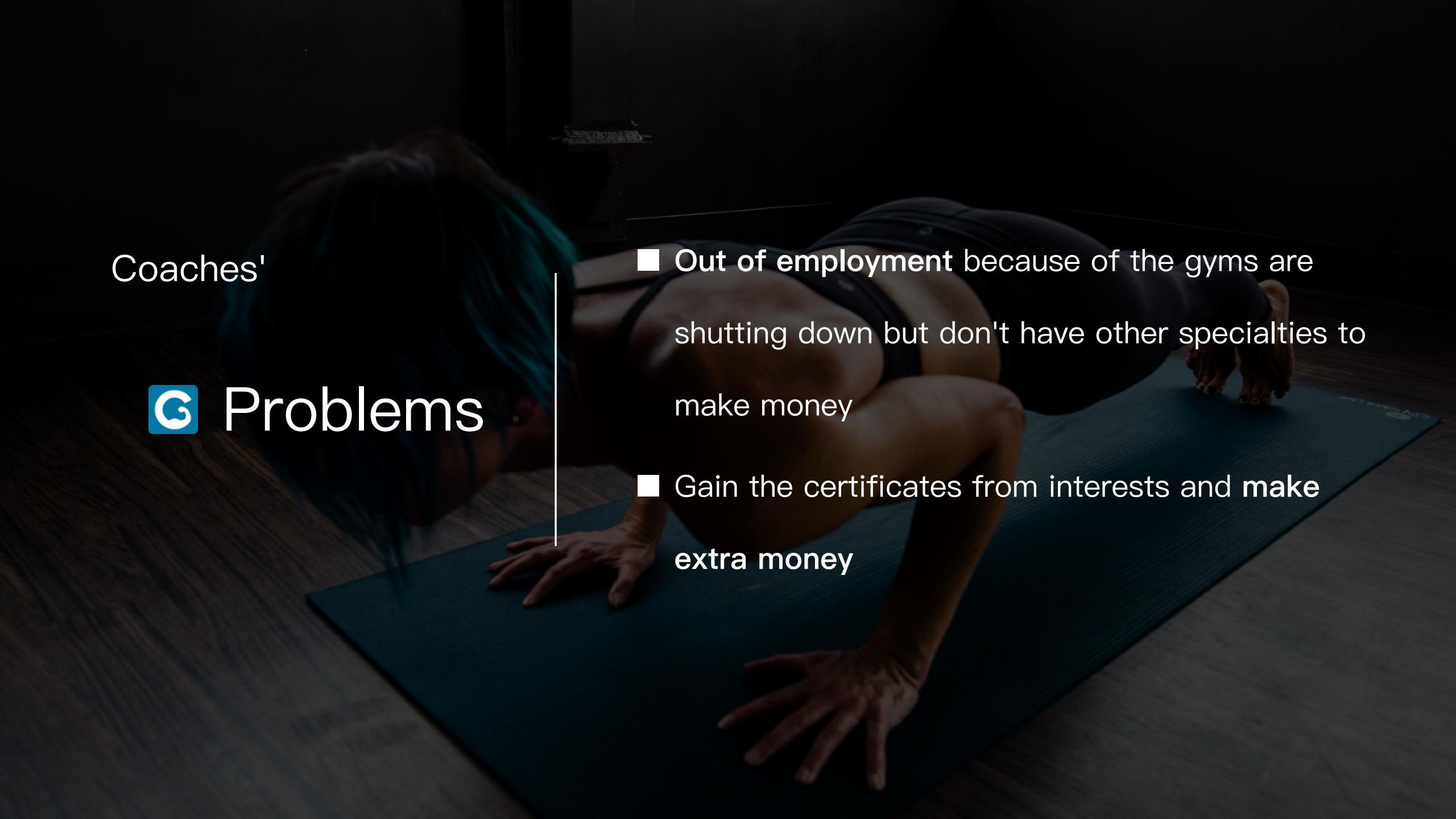


A dark, low-light photograph of a person's lower body and torso in a plank position on a green mat. The person is wearing dark shorts and a light-colored t-shirt. The background is dark and out of focus.

Members'

G Problems

- Cannot **get** scientific fitness and diet guidance according to themselves from other online fitness platforms
- Difficult to insist on using other online fitness platforms due to **poor self-control**
- Not willing to go to the offline gym because of some **personal situation**
- Offline private coaches or Online fitness classes on other platforms are **too expensive** for students (around 335 RMB)

A woman in a green tank top and black leggings is performing a plank exercise on a blue mat. She is in a low-light environment, possibly a gym or studio. Her body is straight, supported by her forearms and toes. A vertical white line runs down the center of the slide.

Coaches'

G Problems

- Out of employment because of the gyms are shutting down but don't have other specialties to make money
- Gain the certificates from interests and **make extra money**

G Solutions

An online live fitness platform where users can



Save money & time when training

Make money when coaching



High privacy

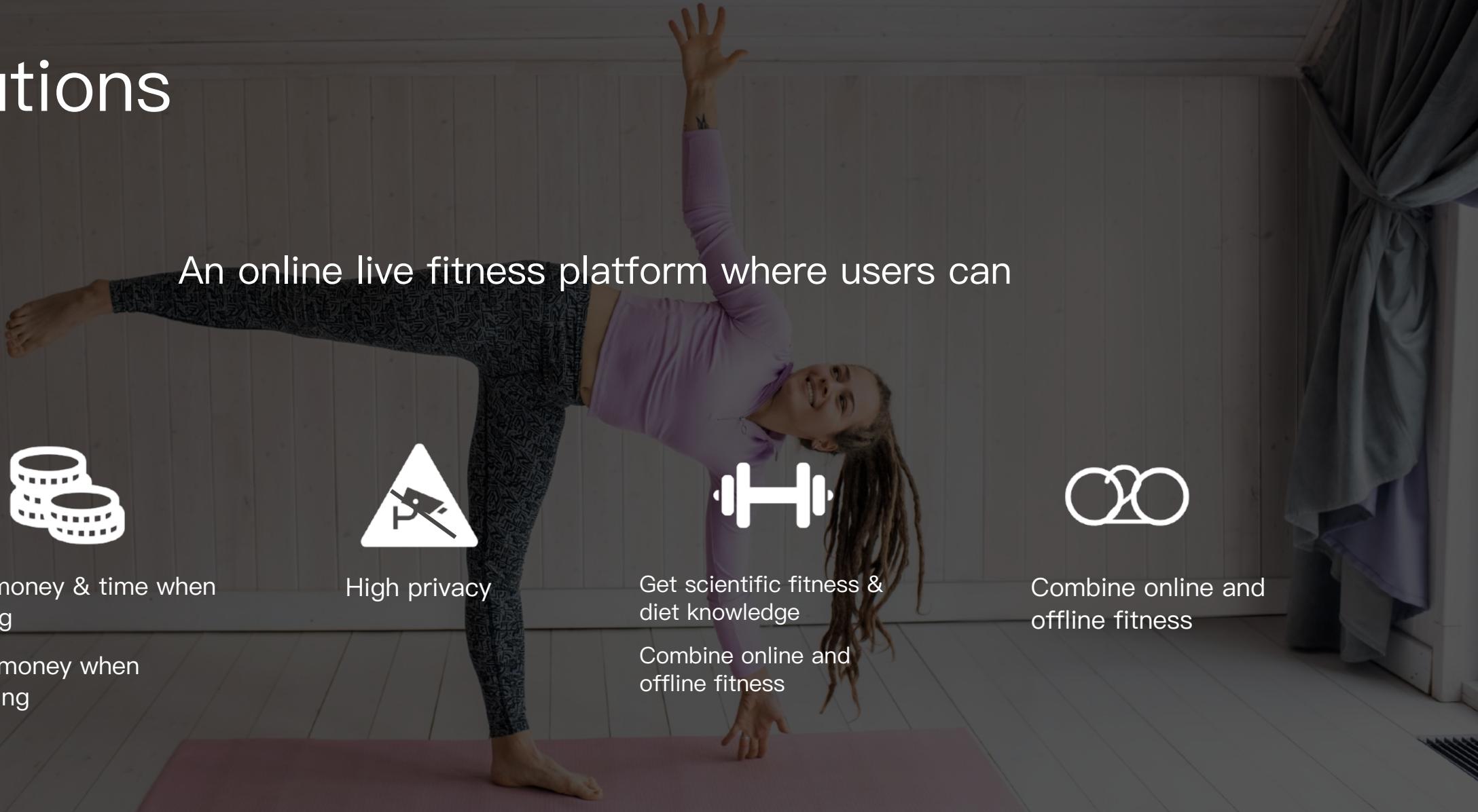


Get scientific fitness & diet knowledge

Combine online and offline fitness



Combine online and offline fitness





Product





Demo overview



2 Versions

- Coaches
- Members



4 Core Functions

- Discover
- Course
- Moments
- My Page



Demo overview -Member version

■ Course Discover and Purchase

The screenshots show a mobile application interface for discovering and purchasing fitness courses.

Screenshot 1: Course Discovery

Shows a grid of course cards:

- 减脂入门1V1** by 王于晏 (G1 零基础 私教1-1) - Price: ¥115 (原价: ¥188)
- 马甲线训练营** by 王于晏 (G2 初学者 7至10人团课) - Price: ¥61 (原价: ¥88)
- 减脂进阶1V1** by 彭彦祖 (G3 进阶 私教1-1) - Price: ¥115 (原价: ¥188)
- 塑形操** by 彭彦祖 (G3 进阶 7至10人团课) - Price: ¥61 (原价: ¥88)

Screenshot 2: Course Detail and Preview

Shows details for the **减脂入门1V1** course by 王于晏 (G1 零基础 私教1-1).

课程介绍: 上班族的一天运动，排出毒素吧~

所需器械: 瑜伽垫

注意事项: 经期/孕妇不适用

课程内容:

显示了六张瑜伽动作示例图片，包括：祈祷式、拜日式、猫伸展式、下犬式、腕部打开。

Screenshot 3: Purchase Flow

Shows the purchase process for the **减脂入门1V1** course.

课程信息: 王于晏, G1 零基础, 私教1-1, 原价: ¥188, 抵扣: -¥2.22, 实际支付: ¥185.78.

付款方式: 支付宝, 微信支付, Apple Pay.

操作: 立即加入, 确认支付.



Demo overview -Member version

■Join A Course

我的课程

减脂入门1V1
王于晏
G1 零基础

塑形操
彭彦祖
G3 进阶

已完成课程

马甲线训练营
王于晏
G2 初学者

减脂进阶1V1
彭彦祖
G3 进阶

9:41

9:41

我的课程

减脂入门1V1
王于晏
G1 零基础 私教1-1

下一节课：4月28日 18:30
进入直播间

教练已就位
进入直播间

课程介绍：上班族的一天运动，排出毒素吧～
所需器械：瑜伽垫
注意事项：经期/孕妇不适用
课程内容：

祈祷式

拜日式

猫伸展式

下犬式

髋部打开

探索 上课 广场 我的



Demo overview -Member version

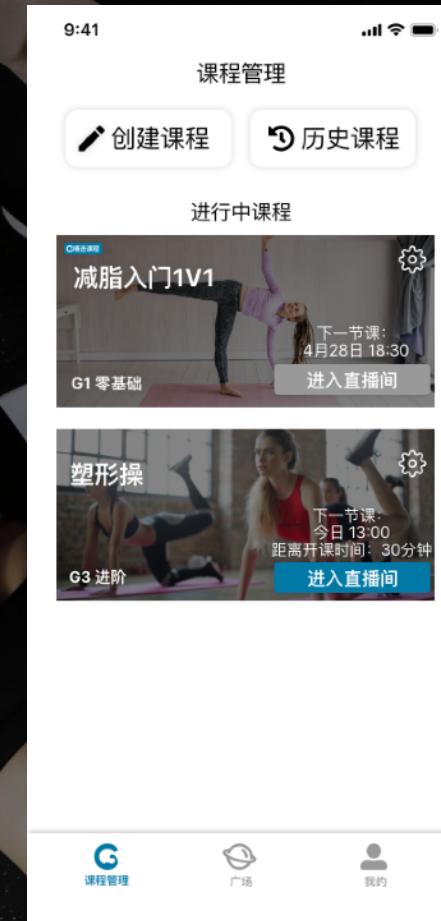
■ My Page





Demo overview -Coach version

■ Course Management and Open Course



The screenshot shows the 'Create Course' form at 9:41. The form fields include:

- 课程名称: Input field for course name.
- 课程类型: Radio buttons for '私教课' (Personal Training) and '团课' (Group Class), with '团课' selected.
- 课程容量: Input field for participant count, with placeholder '请输入人数范围, 如7-10'.
- 课程介绍: Input field for course introduction.
- 所需器械: Input field for required equipment, with placeholder '请输入器械名称, 无则输入“无”'.
- 注意事项: Input field for notes.
- 课程内容: Input field for course content.
- 课程强度: Radio buttons for 'G1', 'G2', and 'G3', with 'G1' selected.
- 上课时间: Radio buttons for '待定' (Pending) and '自定义' (Custom), with '自定义' selected. Below it is an input field for custom time entry.

A large blue '完成' (Finish) button is at the bottom right.



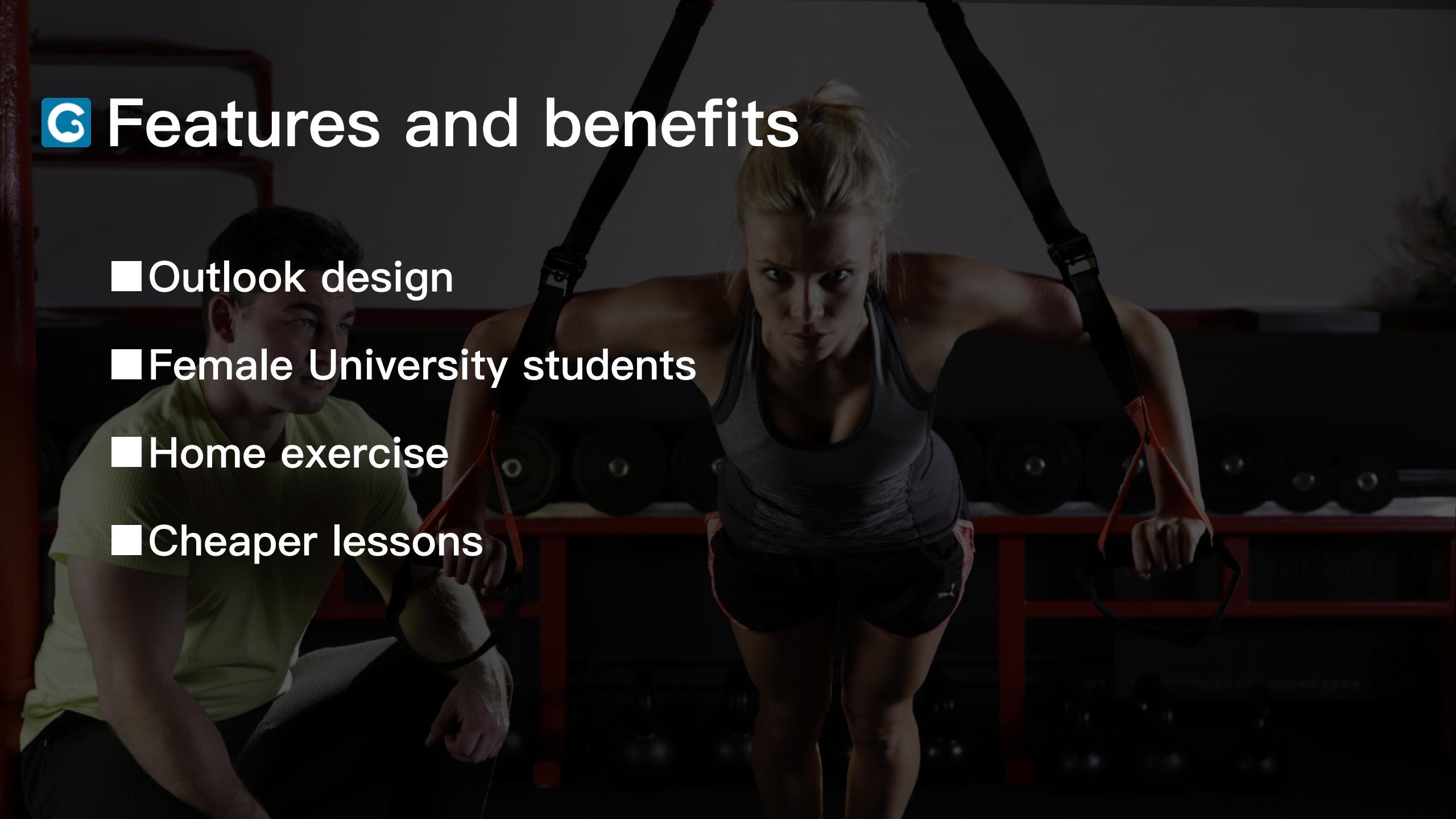
Demo overview -Coach version

■ My Page

The screenshot displays a mobile application interface for a fitness coach. At the top, the time is 9:41 and there are signal strength and battery icons. The main header reads "我的主页" (My Home Page). Below the header is the coach's profile picture, name "王于晏", title "NSCA认证教练" (NSCA Certified Personal Trainer), and statistics: 22 关注 (Followers) and 12 粉丝 (Fans). A 5-star rating is shown. A "教练评价" (Coach Evaluation) section is partially visible. The next section, "我的标签" (My Tags), contains several blue buttons labeled "瑜伽" (Yoga), "瑜伽" (Yoga), "瑜伽" (Yoga), "操课" (Workout Class), and "体态纠正" (Posture Correction). A plus sign button is also present. The final section, "资质文件" (Qualification Documents), shows a digital certificate for "NSCA-CERTIFIED PERSONAL TRAINER" issued to "Meng Wang". The certificate includes the NSCA logo and signatures. At the bottom of the screen are three navigation icons: "课程管理" (Course Management), "广场" (Square), and "我的" (My Profile).

Features and benefits

- Outlook design
- Female University students
- Home exercise
- Cheaper lessons



G Business model

Early adopters:

Zhejiang University female students

Further market:

Top university among Jiangsu, Shanghai & Zhejiang area

Problem

For users – limited outside condition, low self-control, expensive offline cost
For coaches – limited approach to express their skill

Solution

Save money & time when training; Make money when coaching
High privacy
Get scientific fitness & diet knowledge
Combine online and offline fitness

Value proposition

Improve socioeconomic status by shaping fitness

Unfair Advantage

One single niche market, transaction-based fitness courses, professional coaches and customized courses, More options for users

Customer segments

Female University students

Channel: Online-only

Cost:

Development cost, advertising cost, operation maintenance cost, hire famous fitness micro-celebrities

Revenue:

Premium subscriptions, premium discount



Traction



G Stage 1

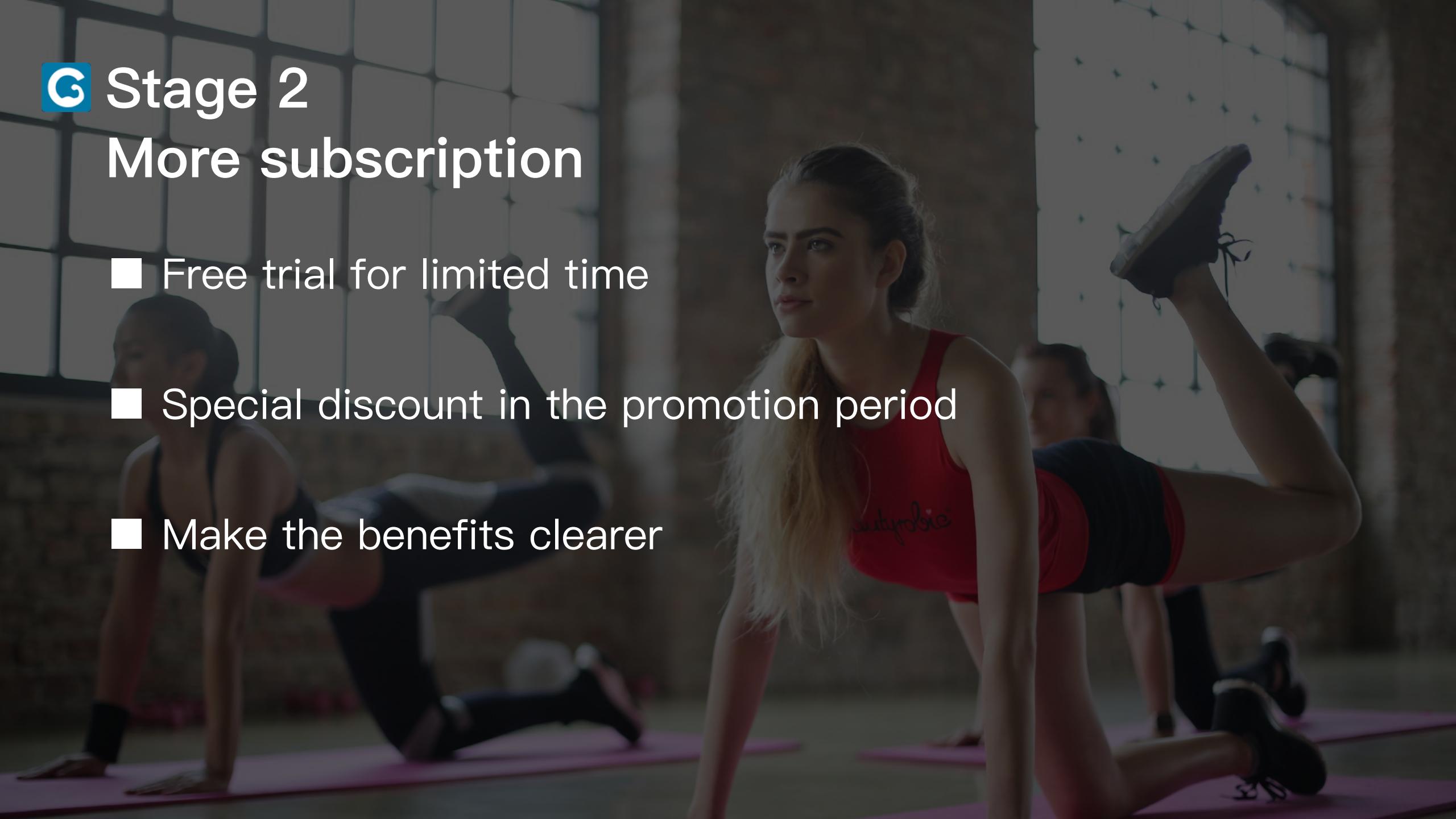
More users to join

- Users as our channels
- Invite KOLs in Zhejiang University
- Cooperate with Zhejiang University

G Stage 2

More subscription

- Free trial for limited time
- Special discount in the promotion period
- Make the benefits clearer



G Stage 3

More users paying for courses

- Push and announce
- KOLs as early adopters
- Coupons and discounts

G Go-to-market

■ Cooperate with the public account of Zhejiang University

- These processes may be free.

■ Cooperation with KOLs among students of Zhejiang University

- Invite KOLs in ZJU to become the early adopters.

G Market Size

Total Available Market

10 million + Total number of gym members–300million yuan

Serviceable Available Market

more than 100 thousand students in these 39 universities
3 million yuan monthly

Share of Market

200 thousand yuan monthly of Zhejiang University



Competition





Competitors

	Offline gyms	Supermonkey	Letfit 乐刻	Keep	Gymobile
Training form	Offline	Offline	Offline	Online	Online
Professional degree	High	Medium	Low	Low	High
Price	High	Medium	Medium	Low	Medium

KEEP's shortcomings

- Low efficiency
- Easy to get hurt by oneself
- Lack customized fitness plans

G Unique Advantage

- Targeting ZJU students as early adopters and two group members are ZJU graduates
- First to market for transaction-based fitness courses site
- Real professional coaches with customized courses
- More options for users



Team



CAI Wenwen



CHEN Xiaoxiao



FAN Yiting



ZHU Xiaoxi



QI Xin



ZHAI Tiange



WANG Yujie



The ask



G Pricing

¥30 / class

10 lessons in each big class schedule

20% commission for each class



¥ 120,000 revenue in the first month



Expected revenue growth rate:
30%/month for 6 months

G Milestones

Milestone 1
May 2020

- ZJU first adopters
- Pre-operation mode + first free Live session in June 2020



Milestone 2
Jan 2021

- Cooperation with KOLs
- Add the amount of paid lessons

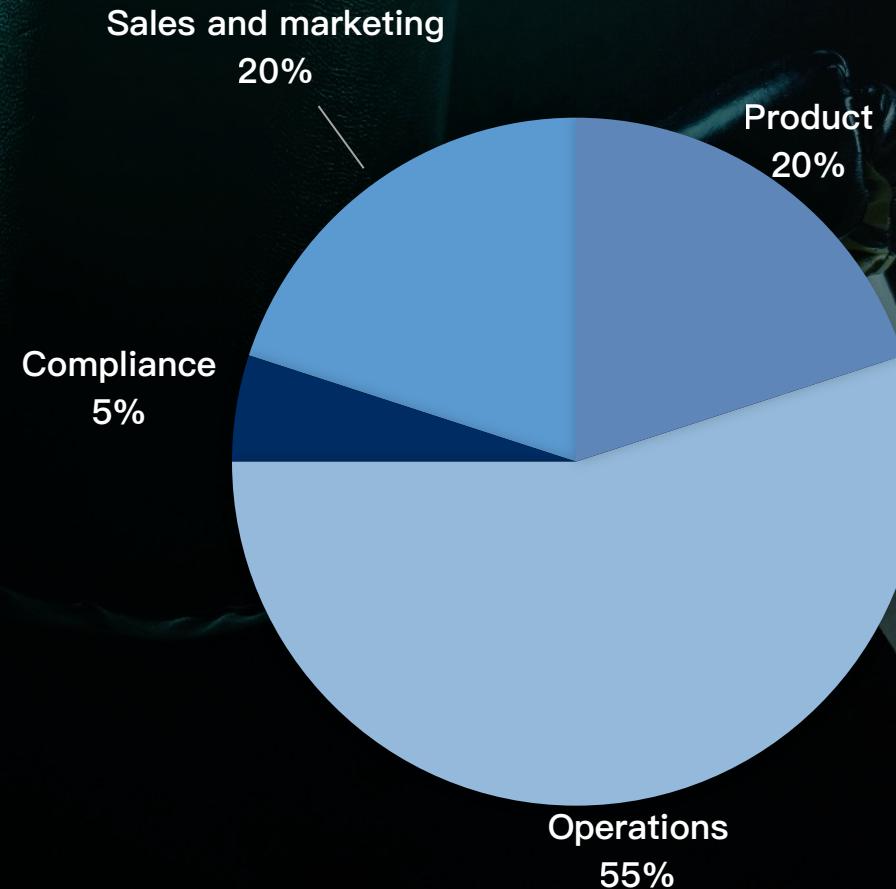


Milestone 3
Sep 2021

- Cover college students in Jiangsu/Zhejiang/Shanghai economy circle
- Offline gyms and coaches (online and offline lessons)
- Sports festivals
- Refurbish GM coin system

G Use of funds

Overall, we aim to raise ¥2,000,000 to accelerate growth.





Gymobile



Thanks for listening