

Business Plan Mount Gravatt East Team 3

Fitness BOE will provide you with the comfort of exercising all within your own home. This is an inexpensive and easy way to get fit. Our app will assist those that are unfit or embarrassed and have no time to go to the gym. Fitness BOE is abbreviated from fitness buddy of exercise.

The age group we are looking was tweens and teenagers. Fitness BOE is aimed at 10 to 15 years old because they can't afford to go to the gym or have the money to buy exercise equipment. The minimum people that we want to sell it to be 500 because our app is free. The app will try to sell 500 in a year 42 in a month, 10 in a week and 2 each day.

For our competitive analysis we looked at 'Kurbo', 'My Fitness Pal' and 'My Diet Coach' none of these apps had all of the features of ours. Kurbo tracks foods and exercise but does not have information. My fitness pal could log exercises better but still track calories. My diet coach tracks how much weight you want to lose and you starting weight but it could have recipes for healthy food.

For branding we designed a logo that shows a strong fit young girl, we felt this best represented our app. We will make the app so people will spread the word and we will personally make some posters and put them around local schools and shopping centres. We will also put paper advertisements in people mail boxes to show app

information and how it works. We will also make a YouTube ad for our app fitness BOE.

When you download our app you will now that you will have to watch some video before you can access certain parts of the app. So if you pay \$1.00 you won't have to watch another advertisement ever again.

Our app includes a how to fitness video. This shows how BOE works and how you can get fit using our app. Also our app tracks how you eat healthy food and you get awards from each level you complete. By the end if you complete 20 levels you get a prize, like a voucher to a health food store or gym.

If we make another app about solving a problem in the community it will be about helping people getting over there fears. A lot of people don't do many things because there fears stop them so we want to help people get over there fears. For example: a person with Tourette syndrome does not want to go to school.