

THE FITSPO TEAM

Business Plan

Fitspiration

Cassidy Diggles, Shaquoiah Dingo, Tania Lou
Tech Girls Are Superheroes

Section 1: Product Description

Fitspiration is a motivational app that promotes health and wellbeing. The app is designed to suit any lifestyle based on their daily routines. With nearly 70% of Australian Adults being either sedentary or having low levels of physical activity, it is obvious that Australia's nation is not as healthy as it needs to be. Research shows that most Australians avoid exercise due to lack of time, laziness, boredom and self esteem problems. Our app addresses these issues by fitting in with their, aforementioned, daily routines. This includes their work schedule, eating habits and availability of space and time. What sets the app apart from other fitness apps is the versatility of features and its motivational aspect. Fitspiration has an option which allows the user to set goals for themselves in order to keep them motivated and strong. In addition to this, there will be daily 'Fitspiration' (fitness inspiration) to encourage the users to keep on trying their best. Some of the unique features in the app include the running track router which allows the user to trace their running/ walking/ cycling track in advance. From this, the app can analyse their average speed and record each time. There will also be workout suggestions, and diet suggestions for all types of people and their lifestyles. Fitspiration is aimed at a wide audience, adults particularly, of any age who strive to be healthy, but just don't know how they can do so to fit in with their own needs and lifestyle.

Section 2: Potential Market Size

Our target audience extends to anyone who would like to improve their fitness and/or eating habits. It is suitable for all ages and lifestyles, enabling a high population to obtain our app. They will learn about our application via social media, health facilities and potentially the government. Potential revenue will be gained with in-app advertisements to gym memberships, yoga/other exercise classes and health foods as well as upcoming sporting events and healthy markets. Revenue can also be earned with sponsorships from workout clothing apps

Section 3: Competitive Analysis

Although there are many fitness apps on the market, our app is uniquely different. With extended research, we have not found any apps that allow the user to create their own route and measure it or generate a route using a desired measurement PRIOR running the route. A strong competitor is Freeletics which offers many workouts and exercises of different levels and lifestyles. However, our app also offers health pre-workout and post-workout recipes. The user will also fill out a short questionnaire allowing the app to gain more knowledge about their lifestyle, food preferences and goals. With this information, our app can personalise the workouts offered, recipes recommended and motivation.

Most people on their journey to fitness lose motivation but with our additional inspiring quotes they can now stay motivated to stick to their goals. Most apps target a specific demographic where as our app can be adapted to suit anyone. Many of the other top fitness apps such as "Couch to 5k", "Blogilates", "Fitnet" and "Swokit don't have these features making our app more user friendly.

Our app offers not only exercise programs and popular and safe running routes; we also include a wide variety of healthy recipes that will complement the user's fitness regime and enable them to reach their fitness goals sooner.

Features of Fitspiration	Blogilates	Fitnet	Swokit
Inspirational quotes	No	No	No
Running routes	No	No	No
Exercise routines	Yes	Yes	Yes
Adapts to any demographic	No	Yes	Yes
Offers nutritional info	Yes	No	No

Section 4: Potential Revenue

- **Monthly membership fee**

- A compulsory monthly fee that allows members to access fitness and nutritional advice subject to their package.

- **Membership packages to suit all budgets**

- Lowest priced packages for the beginner or casual user. Packages increase in price according to the level of participation.

- **Pay to chat to a nutritionist and personal trainer online.**

- **Pay to access new training videos and running routes.**

From time to time new training videos and running routes will be updated.

Section 5:

Our unique branding features a logo with a heartbeat and an actual heart. This reflects our app as it represents self-love and improvements on health. The branding is quite modern to suit our technologically advanced society. We have used copyrighted material, however in the final app, our own photos and videos will be taken. With the time constraint we have found media online from various websites and companies such as Adidas, Nike and Weight Watchers. Below is a snapshot from our sign in screen which features our logo.

