

Our company can be the first to enter the market for gym-based applications and make millions of dollars with our user-friendly gym-centric application. Interested gyms will pay for the application and offer the app to its paid gym members who can download the application for free. The application is a convenience tool for improving the overall productivity and experience at the gym. Gyms would pay a one-time fee to customize the application to fit their organization and thereafter a monthly subscription to continue utilizing the application for paid members.

This application will be a functionality-based application for gym members to improve their overall gym experience with useful and practical tools. All paid gym members will have free access to the application for the specific gym that they belong to and should make going to the gym more convenient. One component of the application acts as an availability tool to let users know how crowded or empty the gym, or specific machines, is real-time, so they can schedule their gym time more consciously. Users that already at the gym can sign up for a waitlist, or reserve specific machines, for the ones that are currently occupied to ensure a spot on their desired machine. The application will also provide a tool for members to log their workouts by selecting the machine they are using or the exercise they are performing and simply imputing the number of repetitions they have completed. Gym members that are interested in learning new exercises or interacting with their fellow gym members can communicate through the social media outlet which includes a forum, chat feature, user profiles, and suggested workouts. Finally, the application will have products section where users can purchase their favorite workout clothes, supplements, and gym gear right through the application. Our system can automatically generate products related to users' workouts and can feature special products weekly.

The primary revenue stream for our application will be a monthly subscription from gyms who want access to the application for their paid gym members. Gyms will also pay a one-time fee to customize the app to their gym layout. We will also earn a commission from every product sold through our product sections of the application. For each product sold, the producers will pay our company a percentage of the total sales generated through our application. Gyms would have an incentive to pay for this application because it would make their gym more appealing than their competitors and would make their members' experience more pleasurable.