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Xbox Live

There is no longer an excuse not to be in great physical shape. Fit-U offers its users the opportunity to have a personal fitness trainer in the comfort of their own home. Fit-U is brought to life via the Xbox Live Network and will allow real-time personal training sessions with the use of Kinect. Our company will create revenue through individually sold monthly memberships and partnerships with fitness centers.

Fit-U allows users to train in the privacy and comfort of their home or remotely through our mobile on-the-go assistant. Fit-U will bring each individual training session to life and offer access to live video training sessions with your personal trainer via Kinect. Kinect will capture your movements, voice and provide live video feeds for the trainer. Each session will be designed for the individual user based on their short and long term fitness goals. The user will deliver their demographic statistics, such as age, gender, weight, eating habits, and target BMI/weight, and the trainer will design a personalized plan for them. Access to an array of worldwide trainers allows personal training sessions to happen as often as the user wants. The option of live group classes will be offered and will allow more people to train with a particular trainer at the same time.

Fit-U will be free to download and will generate money through membership fees and personal training services. Our goal to continue creating revenue is through the sale of each monthly membership and plan renewal. The user membership fee can be offset by the opportunity to receive discounts through earned awards after meeting goals. Partnering with fitness centers and charging them a percentage on each session from their trainers and promoting their brand will produce even more revenue. There is a huge market of competition for fitness services, but Fit-U will stand above the rest through the real time personal sessions.