



MindBodyFit

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What is MindBodyFit?

- **Customer Relationship Platform**

- Tool for customer to utilize gym resources
- Option for personalized plans
- Pay to get personal trainer and dietician attention
 - Sync plan on account
 - Sample meal plan
 - Log food
 - Weekly status check

- **Incentive Based Programs**

- Buy into program
- Standardized workout programs/fitness challenges with incentivized based reward
- Monthly
- Lose, Gain, and Maintain weight

Project Importance

34%

OF PEOPLE IN THE U.S. ARE OBESE

70%

OF PEOPLE IN THE U.S. ARE OVERWEIGHT

Mission: Create an interactive community-based incentive system to motivate people

Competitive Analysis

MyFitnessPal

- Recommended diet plan
- Personalized workout recommendations
- Communication with trainer/nutritionist
- Place to log meals and fitness
- Incentive system
- Register for fitness classes ahead of time

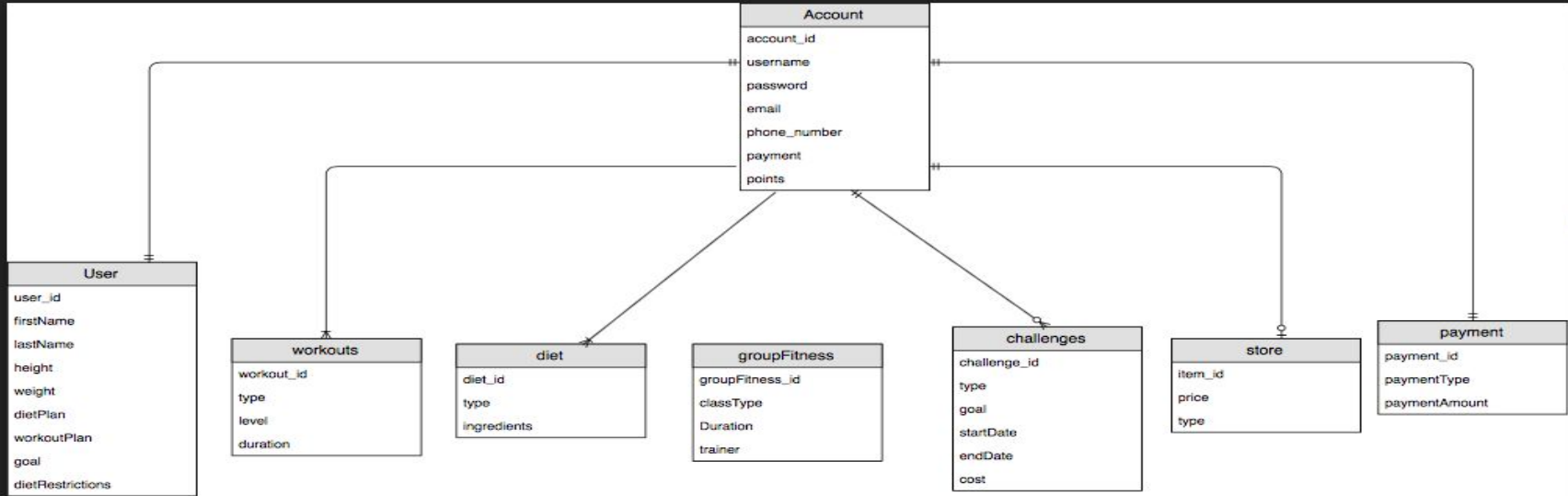
Nike Training Club

- Recommended diet plan
- Personalized workout recommendations
- Communication with trainer/nutritionist
- Place to log meals and fitness
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MindBodyFit

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Data Model



KEY:

Account:
 payment: payment info
 points: points accumulated based on login, completed workouts, enter a challenge, finish a challenge, win a challenge, birthday, reached goal

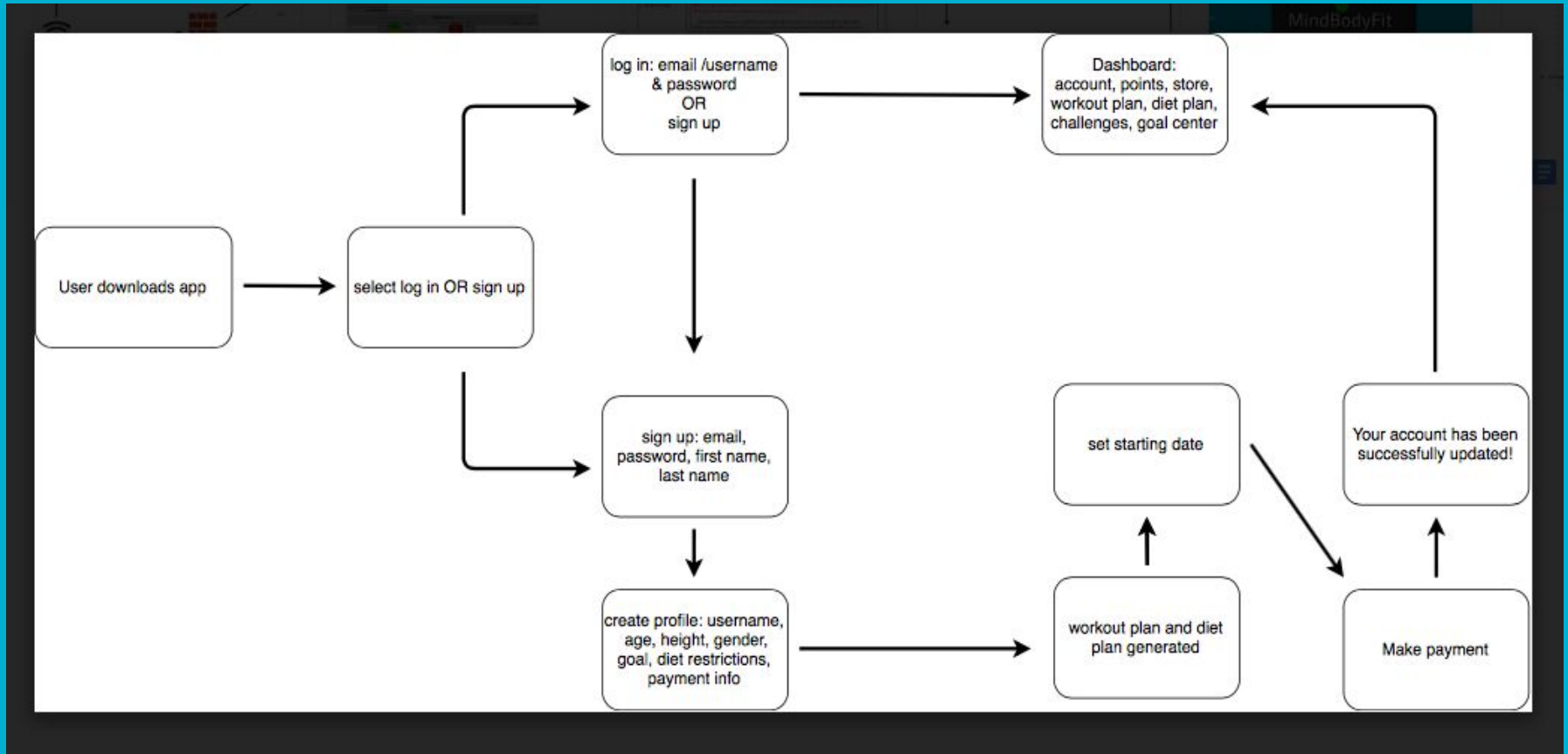
Workouts:
 level: beginner, intermediate, advanced
 type: cardio, strength, yoga, mix
 duration: 30mins, 1hr, 1 hr 30 mins, 2 hrs

Diet:
 type: weight gain, weight loss, maintain
 ingredients: protein, carbohydrates, fats, beverages

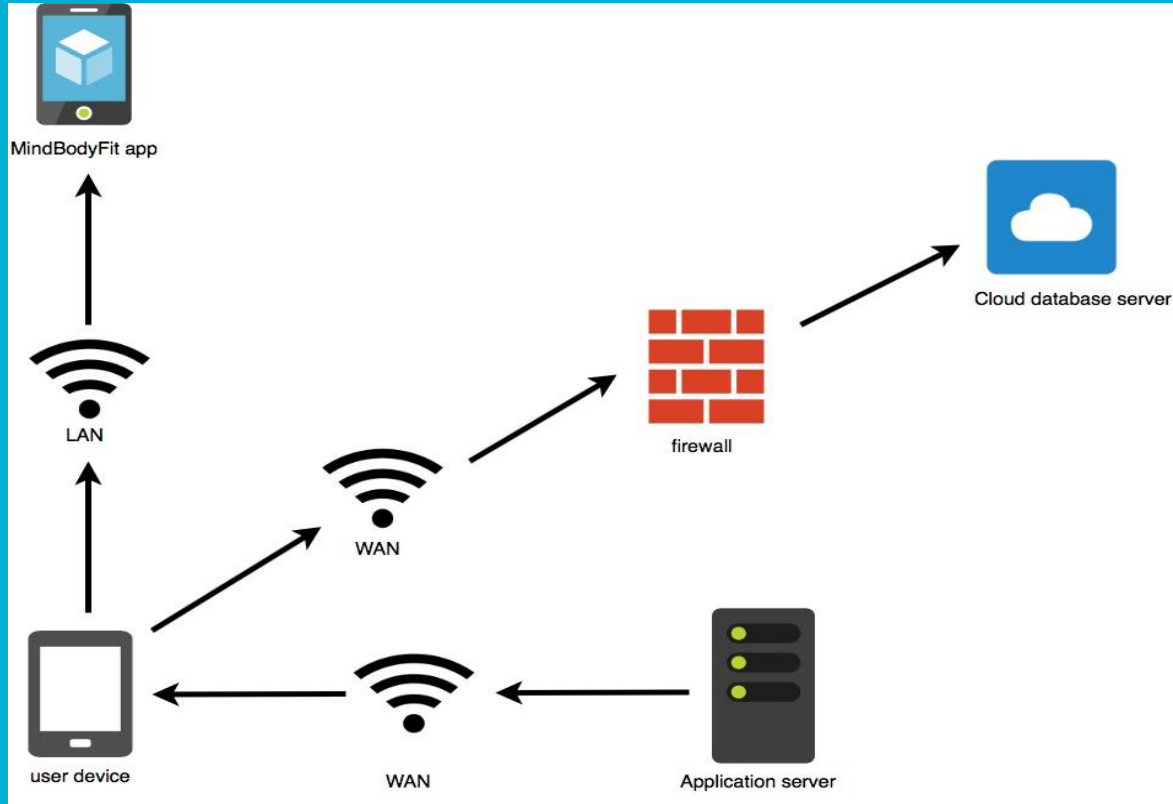
notes

can redeem price with either payment or points

Process Model



System Architecture



Market Potential

“Higher end gyms are leaning towards implementing gym applications to incentivize people”

“My gym has a cool program where they give me a Whole Foods gift card for attending personal training systems, but they have a platform to track progress and rewards”

“I love your idea and you should add a place for customers to reserve a spot in group classes and schedule personal trainings on the gym account”

Business Value

- Increasing User Interaction
- Subscription Based Revenue
- Flat-Fee Commission
- Generating Ad Revenue