Executive Summary

Our fitness application will motivate customers to work out and eat healthier by creating incentives to help them reach their goals. The application will be sold to higher-end gyms and personal trainers. The application will be provided through the trainers and gyms, which will allow for full utilization of the gym's resources. We are providing a resource for customers where they will be able to use their smartphone to view their own personalized fitness and nutrition plan created by the gym's personal trainers and nutritionists. Additionally, there will be a feature to assist trainers/gyms and client communication by enabling them to keep in touch by encouraging and updating their clients through the application. Every month will present a new fitness challenge that clients can buy into and the winner of the challenge will win all the money that people used to sign up. The application will make reaching fitness and health goals easier by including: personalized programs, reminders, milestones, a jackpot incentive program, and the opportunity to sign up for group classes before going to the gym.

- Personas to highlight executive summary:

1. **Competitive Callie**: Someone only interested in using the application for the **challenges:**
   a. Age: 25
   b. Fitness Goal: Weight Loss
   c. What Motivates Them: Money
   d. Commitment to Working Out: 5-6 days a week
2. **Collaborative Caroline**: Someone interested in using the application for **trainer communication diet/meal plan**:
   a. Age: 22
   b. Fitness Goal: Gain Muscle
   c. What Motivates Them: Accountability
   d. Commitment to Working Out: 4-5 days a week
3. **Corporate Cindy**: Someone using the application to stay motivated and **log into classes at the gym ahead of time**:
   a. Age: 30
   b. Fitness Goal: Exercise on a consistent basis
   c. What Motivates Them: Planning Ahead and Getting it Done
   d. Commitment to Working Out: 3-4 days a week

Finance

- **Financial implications for the project**
  - 3 year net benefit of $1,473,390
- **Allow comparison of project costs against the forecast benefits**
  - Total Costs: 749,968; Forecast Benefits: 2223358
- **Ensure the project is affordable; ensure every cost associated with the project is considered**
  - Projecting costs of various research from professionals in industry. All costs are accounted for

- **Assess value for money**
  - Basing Subscription fee and competition prices off market analysis and competitive environment
- **Predict cash flow**
  - Predicting revenue increase by 17-20% per year. Minimizing costs after initial app development costs
- **Sensitivity analysis**:
  - **Risk**: Another cheaper application wins a gym or trainers business
  - **Change value**: Ensure we are our only competition
  - **Risk**: People don't like the winner-takes-all mentality
  - **Change Value**: Create contests with smaller winnings and more than one person wins
  - **Risk**: Classes are filling up virtually but people aren't showing up to them causing issues
  - **Change Value**: Charge people if they don't cancel within 1 hour of the class, send notifications to the people waiting for a spot when the spot opens
  - **Risk**: Communication via application isn't creating success for customers
  - **Change Value**: Integrate set FaceTime/video chat calls so client/trainer interaction is more intimate and personalized

Project Definition

- **Background information**: Americans are experiencing a high percentage of obesity in this country and we are looking to combat it through aiding people in making their gym experience better. Additionally, there's an increase in people going to the gym and utilizing resources around exercising and fitness.
- **Business objective:** Make money through helping people. Take a simple concept of selling a gym or trainer an app and offer something that doesn't already exist. Easy-to-use platform between trainer and client. Winner-takes-all monthly fitness challenges that motivate people and bring money to both **fitness facility and us.** We make money by selling the application to a gym or trainer and then take off the top of the earnings through monthly fitness challenges as well.
- **Benefits and limitations:**
  - **Benefits**: Get to assist an American epidemic and help people reach their goals while making money.
  - **Limitations**: This application is only used for people who have enough money to pay for a gym or personal trainer.
- **Option identification and selection**
  - **Option:** create an application that helps the fitness world by clients being able to better reach their trainers, get motivated through monthly fitness challenges, and stay scheduled ahead of time to make it to classes that could fill up if they depending on just getting there.
  - **Identification**: talking to people and realizing that an application that does all of these functions doesn't exist. Speaking with people that are interested in something like this and talking to gym managers who would buy this now if they could.

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  - **Selection**: pick a target market, use existing ideas and reform them into our own easy-to-use application.
- **Scope, Impact, and Interdependencies**
  - **Scope**: Customers of gyms and personal trainers who want to be prepared, motivated, or both by having close communication with their trainer
  - **Impact**: Getting people to reach their fitness goals quicker, more efficiently, and with the help of the people they stay in contact with besides being physically in the gym
  - **Interdependencies:** Gyms and personal trainers have to be in need of this service for it to be use. People have to be interested in fitness and reaching goals.
- **Outline Plan:** Market to higher-end gyms because it will be most attractive for a business entity to use this application for personal trainer communication, as the gym will make the most money off a customer utilizing this service. Eventually, market to any gym or independent personal trainer that lacks this service and would be interested in getting people motivated through technology.
- **Market assessment:** Our competition is low and our market presence would be high. Gym related application exists but not that do all of these features.
- **Risk assessment:** Interest in going to the gym or physical fitness goes down (highly unlikely), crashing market (people have less money for extracurricular activities).
- **Project approach:** Start with gyms we have spoken with and seem interested when trying to sell it; using their experiences and feedback to adjust and go deeper into the high-end gym market to begin.
- **Purchasing strategy:** We have a project sponsor, project manager, business analyst, and developer to execute on our end and then it will sell itself.

Project Organization

- **Project governance**: We have a project sponsor, project manager, business analyst, developer, and sales associate to execute this project effectively.
- **Progress reporting**: Status reports (verbal/presentation), business cases, data model, systems architecture, process model, project charter.