

Fit 4 Life is a program that will allow Xbox users to live a healthier life, along with potential for discounted insurance premiums. Although there are individual games that provide health, yoga and a diet plan, but this program would integrate these three areas into one program. The program will create a revenue stream from Xbox users through an activation fee and monthly subscription fee insurance companies.

The program will be divided into three segments: Exercise, Diet and Yoga. Xbox Kinect would measure the exercise intensity by monitoring the heart rate during the aerobic exercise. The diet section would create a diet plan according to the activity level and BMI (Body Mass Index). User will have to manually enter the serving sizes of all the foods and beverages consumed daily. Professional Yoga instructors will carry out yoga sessions using Xbox Kinect, which will allow them to supervise proper form, and technique. The program will generate a monthly report from all three segments with a cumulative score and it would be available to user and participating insurance companies.

Fit 4 Life will generate money from two sectors firstly from the Xbox users and secondly from the insurance companies. The Xbox users will be required to pay a one-time activation fee, where as the insurance companies will be required to pay monthly subscription fees which will give them access to the Xbox Health. This would benefit insurance companies in terms of competitive advantage over the other insurance company where as it would help healthier individuals to obtain lower Insurance premiums. Insurance companies competitive advantage