Trevor Johnson

“Hook – highlight the tech summary, Highlight revenue stream”

 According to Statistic Brain, 49.6% of adults 18 or older report exercising for at least 30 minutes three days per week, so why not get paid for it? We can increase value for our company by creating an application called “Fit Life” through the Apple App store ecosystem. This platform will allow businesses to engage with their customer’s fitness activities, review clear success metrics, and drive traffic to their website and storefront through increased visibility with the application. Additionally, customers will benefit by earning rewards (coupons) for completing fitness challenges posted by their favorite restaurants or fitness brands. The app would seek revenue, primarily, through a 3-tier monthly fee, provided by the businesses to post on the app. additionally our company would receive commissions on each coupon redeemed by the customer at a Fit Life partnering location.

 The Fit Life platform will be a simple and seamless application that allows businesses to post branded challenges to Fit Life’s data feed. The challenges will be linked to the user’s social media accounts (Twitter, Facebook, and Instagram), and users will be prompted to share their accomplishments with friends upon completion of their challenge. The user will also be able to view the accomplishments of other friends who use the app as well, by linking the user’s phone book to the app and suggesting friend requests. The design of the application will be similar to that of Instagram where the user scrolls down a timeline feed and may select various challenges to complete based on preference. Upon completion of the challenge, the user will receive a reward (coupon or QR code) redeemable at any location owned by that specific brand. The app will be compatible with both iPhone’s and Androids, and will be able to interface with wearable technology such as the iWatch and Samsung Gear to monitor heart rate and produce success metrics through the app. Finally, users will have tabs within the app where they can view the existing brand partners, awarded coupons, their profiles, and engage with the Fit Life community.

 The Fit Life brand partnership program is a 3-tier package that provides different options for consumer engagement and company benefits at different prices. Bronze membership provides 5 reward posts per month and 1 month of free consulting, at $99 per month, with the first month free of charge. Silver Membership provides 20 reward posts and 3 months of free consulting for $199 per month, with the first 3 months free of charge. Gold membership provides unlimited reward posts and 3 months of free consulting for $399 per month with the first 3 months free of charge. Additionally, brand partners will incur an 8% royalty fee for each coupon redeemed by a customer. These two revenue streams will increase value for the company and will provide for an overall increase in profitability.

"Statistic Brain." *Statistic Brain*. N.p., n.d. Web. 10 Nov. 2015.