

# Motition

# Business Thesis / Product Statement

“Motition, motivation through competition”

# Value Prop

Use Motition to get motivated to exercise and lose weight.

# Our Customer

The target customer is 18-24 years old and has a desire to work out but is shy.

# Discovery of Customer / Value Prop

Hypothesis: Motion thinks that through competing with friends and other users that the users will be motivated to go to the gym or exercise.

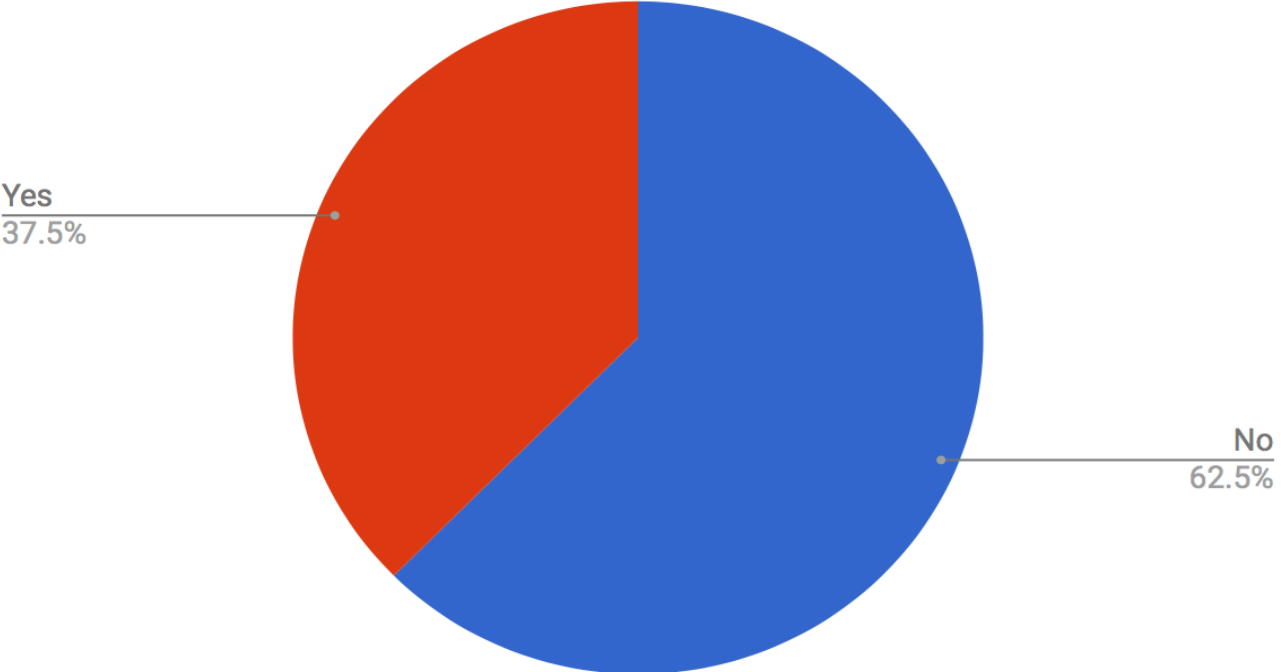
Experiments: Interviewed 40 individuals in person

Results: Next slide

Iterate: Target an older age range(28-34) and interview them to see if the data is consistent with the previous.

# Results (Yes; 2 F(18-24) 5(28-34) : 3 M(28-34))

Have Used App



# Lessons Learned

- The target customer is not enthusiastic about using apps for exercise
- Older individuals use apps
- Sports are popular
- Losing weight is a big motivator