

**Sweatii**

# Business Thesis / Product Statement

- To create a culture based on wellness and giving back

# Value Prop

- A way to give back
- A way to get healthier
- The ability for fitness studios to acquire more clients
- A way to increase profit for fitness studios

# Our Customer

- The young professional who wants to get in shape
- The Adult who has a history in a team like environment
- Fitness Bootcamp lovers

# Discovery of Customer / Value Prop

Hypothesis: People want to get in shape while giving back

Experiments: Spoke to a combination of young adults, middle aged gym goers, gym owners

Results: People want to participate in fitness based events for various reasons

- To reach a goal
- Moral support
- To Increase self confidence
- To give back

Iterate: We interviewed 40 people and the majority were obliged to give back if it satisfies the categories above. Gym owners want profit and free marketing

# Lessons Learned

There's no need for an app or a very complex system

- No need for tech
- Profit sharing will cut cost
- We are positioned as an event based company, that can offer fitness event consultation for gym owners
- A sustainable strategy can be sweatii memberships
- Working with non fitness businesses is a viable growth strategy for sweatii (Corporate wellness budgets can help with this)