



Social Fitness

NEVER Run Alone...

SOCIAL FITNESS – NEVER RUN ALONE...

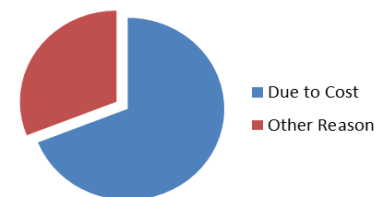
- ▶ **Social Fitness** is a smart phone application that enables the user, who might be a keen or social walker, runner or cyclist, to record and upload their journeys for future reference or to share with other users. It will also permit users to download other users' journeys from the database which they can then follow.
- ▶ Development has **SNOWBALLED** since the end of February, with the end of stage one of the Enterprise Challenge, at which point I only had the initial idea of the product.
- ▶ With limited knowledge of how to implement this idea, I shore this project to be a real challenge. However with a lot of determination, research and STRESS! I've been able to break the back of the workload and overcome the areas of difficulty.

TARGET MARKET:

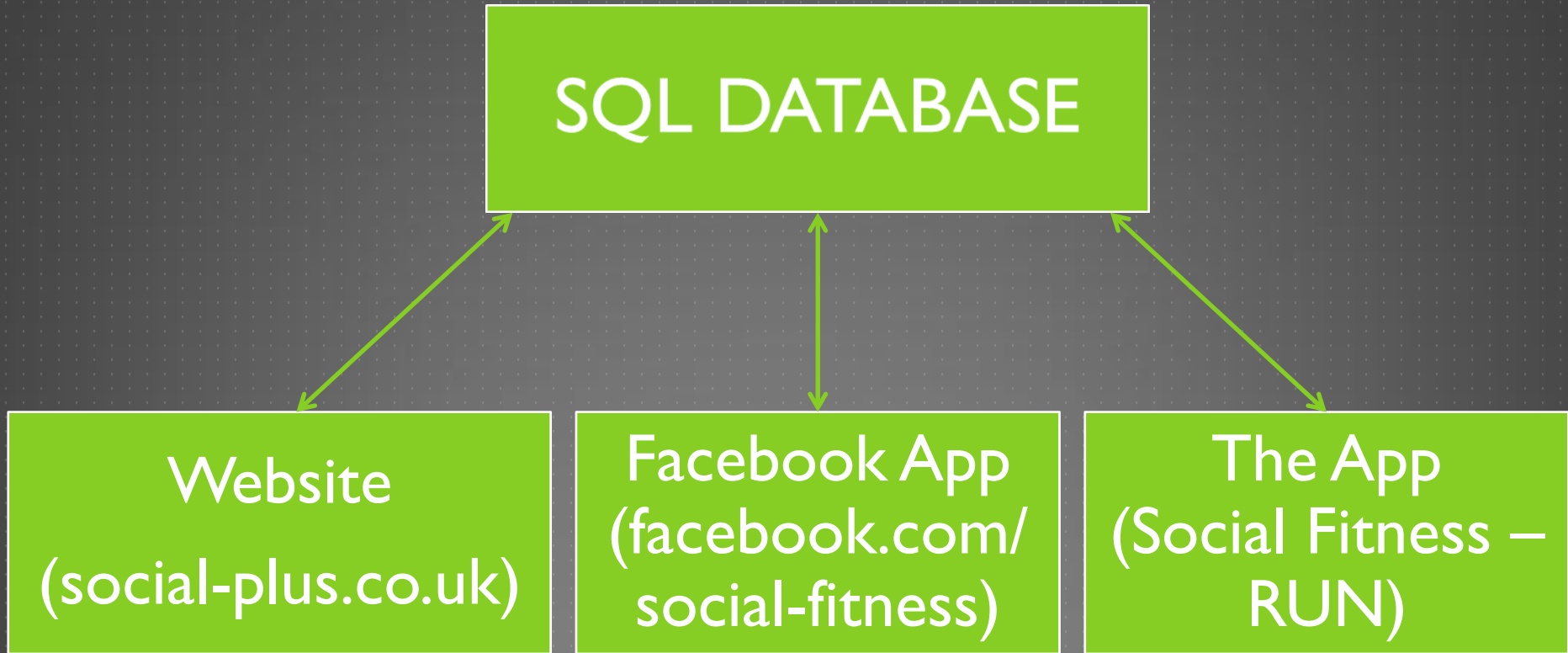
I have identified three potential user groups for the Social Fitness app, namely:

1. People who wish to exercise but cannot afford gym fees. The recent down turn in the economy has seen a lot of individuals have given up their gym membership in the past 12 months and 69% of those surveyed said it was due to cost. These people registered a concern about keeping fit but want to do something that is cost effective, yet a good form of exercise.
2. The business man that travels from city to city and is concerned about his fitness. With Social Fitness he can select a route and turn on the navigation feature that will direct him around every part of the route.
3. Elder individuals that are looking to keep fit, not necessarily bothered about the competition aspect, but there aim to run / walk harder routes based on our 5 a star difficulty rating system. Each of these user groups will be able to use Social Fitness to meet their individual and collective needs at very low cost and ensured security.

The Reason why Gym Members Gave up Their Membership in The Last 12 Months

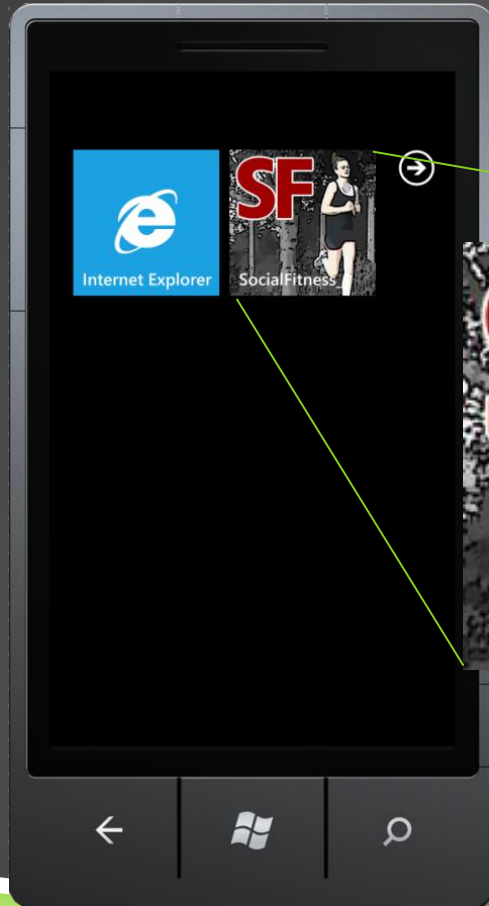


INTEGRATION



CURRENT APP DEVELOPMENT

3 weeks into
implementing the app.



- Logo, and design layout created and working.
- Majority of pages created.
- Connection between the Phone and the SQL database.

DEVICES

- ▶ As the smart phone market is segmenting ever further, from the iPhone to Windows Phones to Blackberry. Making sure our product is available on all of these handset is vital.
- ▶ There is one problem I do foresee, as not all smart phones are the same, many come with different features to others. This is a particular problem if a handset doesn't have GPS. However rather than forgetting about the devices I resolved a system around this, using Signal Triangulation.
- ▶ Signal Triangulation, is the process of working out where a handset is from working out how far

THE WEBSITE

- ▶ Server side scripting is securely written PHP.
- ▶ SQL data, using PHPmyAdmin.
- ▶ Concentrating of the Server Side scripting has put me behind with the implementation of the website. But I found it Important to get this completed, as its easier to implement the design around the hard code.





Sign In:

Username: Password:

[Register](#) | [Lost Password](#) |

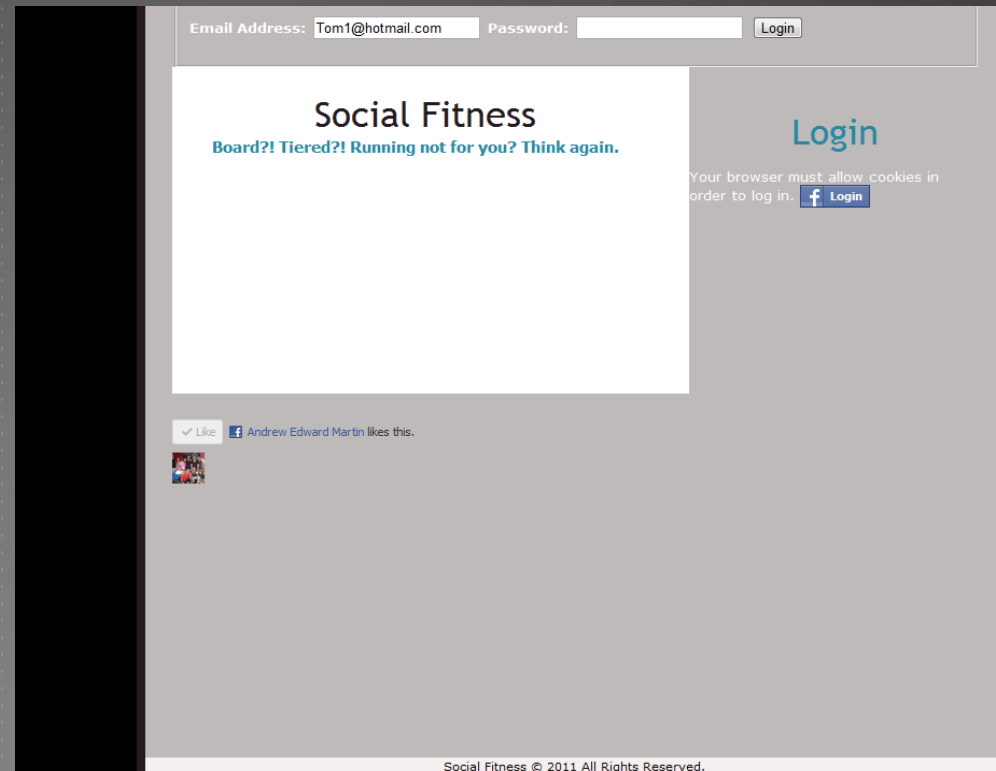
**Board?! Tiered?! Running
Not for you? Think again.**

Social fitness offers the ultimate in competition, exercise along with the ability to share your success with the world!

**COMING SOON ON
1st SEPTEMBER 2011**

LOGIN SYSTEM TESTING

- ▶ Login with Facebook username and password saves time in creating a new account from scratch.
- ▶ Or you can REGISTER and create an account, without using Facebook login details.



WEBSITE REGISTER TESTING

Register...

CONTROL PANEL

First Name:

Last Name:





































Email Address:

Password: Use only letters, numbers, and the underscore. Must be between 4 and 20 characters long.

Confirm Password:

SQL DATA TABLES

Structure **SQL** Search Query Export Import Operations

	Table ▼	Action	Records ¹	Type	Collation	Size	Overhead	
<input type="checkbox"/>	users	     	2	MyISAM	utf8_general_ci	6.2 KiB	-	
<input type="checkbox"/>	social_users	     	1	MyISAM	utf8_general_ci	4.1 KiB	-	
<input type="checkbox"/>	social_sessionTimes	     	0	MyISAM	utf8_general_ci	1.0 KiB	-	
<input type="checkbox"/>	social_sessions	     	0	MyISAM	utf8_general_ci	1.0 KiB	-	
<input type="checkbox"/>	social_routes	     	0	MyISAM	utf8_general_ci	1.0 KiB	-	
<input type="checkbox"/>	social_positions	     	0	MyISAM	utf8_general_ci	1.0 KiB	-	
6 table(s)			Sum	3	MyISAM	utf8_general_ci	14.3 KiB	0 B





↑ Check All / Uncheck All With selected: ▼




Show: 30 row(s) starting from record # 0

in horizontal mode and repeat headers after 100 cells

Sort by key: None

+ Options

	user_id	first_name	last_name	email	pass	user_level	active	registration_date
<input type="checkbox"/>  	1	Andrew	Martin	andrewmartin_14@hotmail.com	564300e0d8c3e6b9d3e7a804fcbfe31b07723a4d	0	NULL	2011-04-13 17:22:29
<input type="checkbox"/>  	2	Ben	Tom	Tom1@hotmail.com	564300e0d8c3e6b9d3e7a804fcbfe31b07723a4d	0	aa47ca18751a2fe8a90f198e2ffeb99f	2011-04-13 17:35:47

↑ Check All / Uncheck All With selected:   

Show: 30 row(s) starting from record # 0

in horizontal mode and repeat headers after 100 cells

SQL DATA TABLES – CONTENT

	Field	Type	Collation	Attributes	Null	Default	Extra	Action						
<input type="checkbox"/>	<u>id</u>	int(11)			No	None	auto_increment							
<input type="checkbox"/>	user_id	int(11)			Yes	NULL								
<input type="checkbox"/>	route_id	int(11)			Yes	NULL								
<input type="checkbox"/>	time	int(11)			No	None								
<input type="checkbox"/>	calories	int(11)			No	None								
<input type="checkbox"/>	footfall	int(11)			Yes	NULL								
<input type="checkbox"/>	averageSpeed	int(11)			Yes	NULL								
<input type="checkbox"/>	maxSpeed	int(11)			Yes	NULL								

↑ Check All / Uncheck All With selected:

- Making sure the right data was stored, encrypted, and then processed the way intended to, was possibly the hardest challenge that I saw throughout this project.

FACEBOOK

- ▶ Average Click Impression: 250 people for every item posted on the page.
- ▶ Incentives, free copy of the product for the first 1000 people to sign up via Facebook to the Social Fitness website.
- ▶ Customer Base anticipation for product.



INTERESTING DETAILS

▶ Music Transition

- As the user increase the pace of there run, Social Fitness – Run will pick up on this and select a more upbeat song in tune with the users run.

▶ Navigation

- This feature allows the user to be directed around unfamiliar routes, so the user feels confident in expanding and trying something difference slightly out of there comfort zone. This solves the tediousness of running the same route over again and again.

MARKETING EVENT

- ▶ With full and half marathons coming up in the Autumn. I've been in contact with a number of organisers.
- ▶ The plan is to work along with the organiser, giving each participant a FREE copy of Social Fitness – Run just the day of the event.
- ▶ There are a number of PROS working alongside an event like a marathon, both for the organiser and Social Fitness.

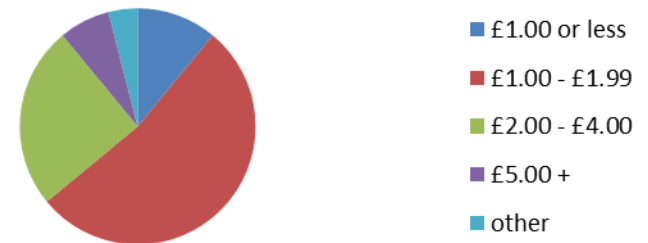


PROFITABILITY:

There will be 3 main streams of income, the initial purchase, advertising and online sales. One third of the people that took part in my research said “they would purchase the app” The initial purchase of app would be a major source of income in the first 24 months of trading but then in app advertising would become a lead revenue for the company, as purchases of the app will level out advertising will continue to be constant and a recurring revenue stream, along with online sales of sporting equipment, and other sport related items.

I will be releasing two copies of Social Fitness the premium copy at a price of £2.29, and the standard edition of the product priced at £1.69.

The Response to the Question "How Much Would you Pay for the Social Fitness App?"



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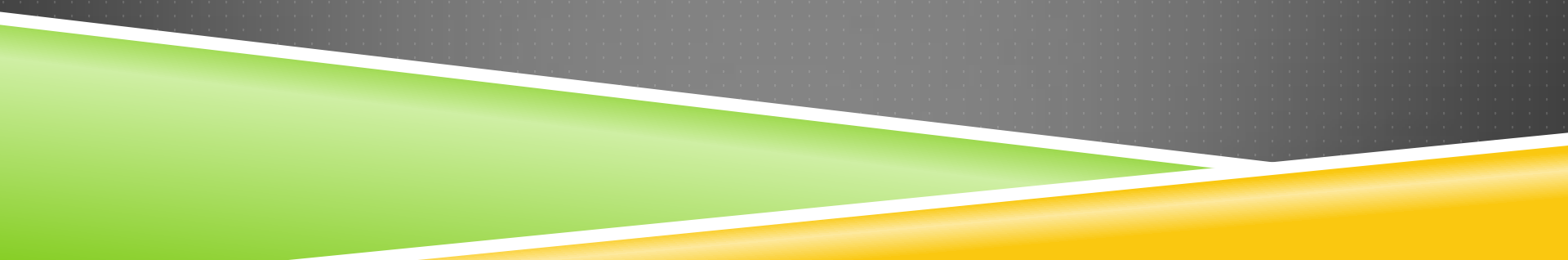
The total cost of producing Social Fitness by the release date will be an estimated **£550.00**, excluding any cost for the time that I have spent in its development, and marketing.

The prediction of sales for the first 12 months is **18000** standard edition units and **5000** premiums; this would give me estimate revenue of **£53000.00** and a profit of just over **£30000.00**, without the inclusion of any online sales. To break even I will only how to sell a total of 200 standard editions and 100 premium editions.

Obtaining these sales is realistic, with a large amount of sharing and promotion virally online (costing nothing). Alongside this I am looking to strike a financial backer to help rapidly increase the globalization of Social Fitness. I am currently in contact with a number of large sporting manufactures and retailers (JJB, Sports Soccer, and Asics)

SUMMARY OF PROGRESS :

I am now over one third through my Production Plan to launch **Social Fitness** in the United Kingdom soon. Over the last nine weeks I have:

1. Reviewed and refined my initial product concept using data collected from research undertaken.
 2. Undertaken market research to establish the market potential for the product.
 3. Established the website, using it to host a research questionnaire, and now the main login system to social fitness.
 4. Formed the limited liability company Social Fitness Ltd.
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CONTINUED...

5. Designed the wireframe for the application, linking it to Google Maps.
6. Data transferred by the use of 3G and Wi-Fi between phone and the SQL database and also the database to the Website.
7. Application is now in production, and within the three weeks using the wire frame plan I have created the pages and been able to PULL and PUSH data from the database.

STILL LEFT TO COMPLETE:

There is still a number of tasks I need to finish before the product is ready for market, but as of now I'm beginning to see the light at the end of the tunnel.

1. Website style, layout and design.
 2. Finish App programming.
 3. Testing and debugging the App
 4. Get routes added to the database so users have instantly some routes to run.
 5. Submit the app to Apple and Microsoft app store.
 6. Once approved release for sale.
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