



What Is Smart4Fit

Fitness industry is changing intensively, primarily due to the changing needs of consumers. They don't only want to become more fit, but to achieve this in a efficient way while having some fun during workouts. However, consumers demand varies and they are willing to pay a premium for convenience and experience. At the same time, competition is increasing and every fitness professional struggles with several important questions in order to keep his customers and develop his business: "How can I differentiate from others? How can I engage my customers? Should I focus on group or individual trainings? Should I become a part of some franchise?"

It is clear that something has to be changed in the traditional fitness business and Smart4Fit is one of the drivers for such changes. It is an end-to-end solution for professional fitness coaches that revolutionizes the way how fitness businesses creates value for ever demanding customers. It is a perfect blend of the cutting-edge technology and modern fitness methodology, with the goal to provide a unique and personalized customer experience. It combines the power of IoT (Internet of Things), metrics and data analytics with high intensity interval training (HIT) methodologies. It enables coaches to manage more efficiently group training sessions and offer customers a higher degree of personalization, better monitoring of the progress and achieving the fitness goals more effectively.

Main Features

EASY SET UP AND MAINTENANCE

Smart4Fit is the combination of the hardware infrastructure that can be easily used in a fitness club and software that can be easily installed and maintained (as a service).

DIGITAL AND PHYSICAL HYBRID EXPERIENCE

Smart4Fit is a hybrid system that offers physical, real-world experiences (i.e. visiting a club) and digital experiences (i.e. virtual training and coaching in a mobile app).



ENHANCED PERSONALIZATION

Smart4Fit processes real-time data from the training in order to create highly personalized experiences, so that the customer feels like in a personal training.

REAL - TIME MONITORING

Smart4Fit has the cutting edge real-time monitoring technology which enables of calories burned (with the help of modern calorie count calculating formulas) and heart rate of each trainee and provides personalized threshold alarms if the trainee is working out outside of desired HR zone.

LEAN USER EXPERIENCE

Smart4Fit is designed graphically in the way that minimizes the interaction and maximizes the usage of the app.

DATA SECURITY

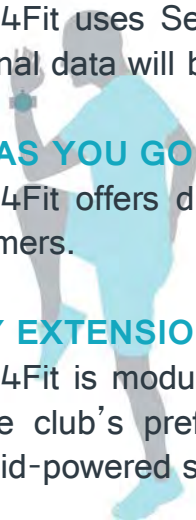
Smart4Fit uses Security & Privacy By Design approach for ensuring that the personal data will be properly treated.

PAY AS YOU GO

Smart4Fit offers different types of subscriptions that match personal need of customers.

EASY EXTENSION WITH NEW SENSORS

Smart4Fit is modular system and each part can be extended/changed based on the club's preferences. Especially important is the compatibility with all Android-powered smartwatches.



How Does It Work

CREATE EXERCISE / USER DATA

The fitness instructor takes his mobile device and he starts the Smart4Fit coach app. He wants to make the training schedule for the next week. The system already has all his client profiles, exercises and training plans base. He decides to add some new exercises he have learned about and to make a new training plans to refresh his program.



PLAN ADJUSTMENT AND ASSIGNMENT

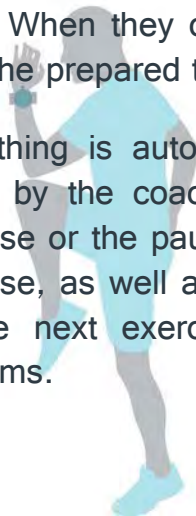
He assigns each of the training plan to the specific time and day and fill the entire week with the training sessions. Now that training plans are assigned to the the people coach can personalize and adjust the training plan to meet the needs of each client and tailor the training to their needs.

By adjusting their min and max heart rate, number of repetitions and difficulty level of some exercise, it is possible to have the clients with various ages, goals and fitness level at the same training session.

CUSTOMER - WEARABLES

When the particular training session is about the start, the coach confirm all the clients that have arrived. Each client is then provided with a smartwatch. They would be able to see their profile pictures on the smartwatch that they should wear. When they confirm that smartwatches are on their hands the coach can start the prepared training.

Everything is automatized during the training. The system follows the setup made by the coach. The smartwatch app notifies the clients when the next exercise or the pause starts. It shows what is the current exercise and the next exercise, as well as heartrate and calories burned. It also shows the gif image of the next exercise so that clients can remember how exactly exercise performs.



DURING THE TRAINING

All the relevant data, collected with the help of smartwatches, are displayed at the wall monitors: heart rate including threshold breach alerts, calories burned, timer for each training phase including exercise finish countdown and etc. This provides the fitness instructor with real-time monitoring of clients performances and other relevant training data. Both smartwatches and wall displays provide real-time alerts if someone is out of his or her heart rate zone or if exceeds the highest allowed heart rate for instance.

This allows the coach to monitor each of the clients in real-time with the personalized training setup he particularly made for them. So in a way Smart4Fit offers the individual personalized training to be done in the group in the comfort of social environment. It also greatly lowers the cost of personalized trainings.



Not only that Smart4Fit offers high degree of personalization for each client's exercise but it also allows the trainer to monitor most relevant elements of the training, letting the system do all the hard work.

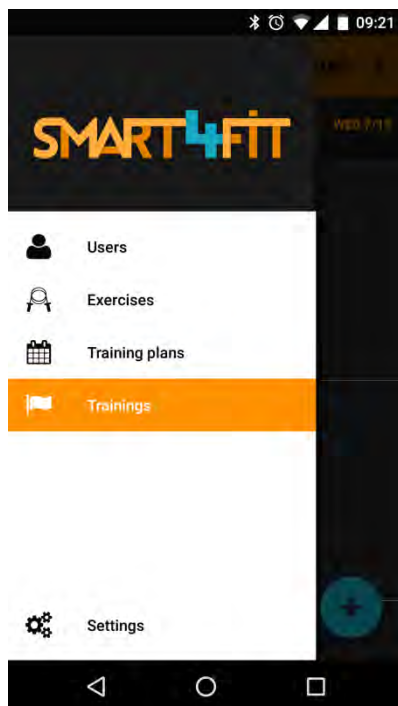
ANALYSIS AFTER THE TRAINING

After the training is done, coach and clients should look the training data and see the results, right? But who has a time to browse to all those graphs and statistic, comparing them endlessly. That is why we found it necessary to develop personal data analytics as one of the key features of Smart4Fit.

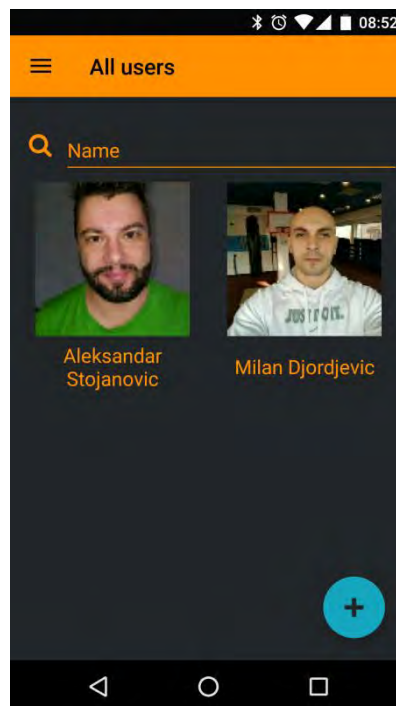
Personal data analytics analyses on demand all the relevant training data (past and present) and allows us to know what was unusual during the training, what were the anomalies (if any) and even what is the level of the fitness-progress of the client. It can also tell the fitness instructor if the personalized training plan was too hard or easy for specific client all for the purpose of creating the more adequate training for the next time.



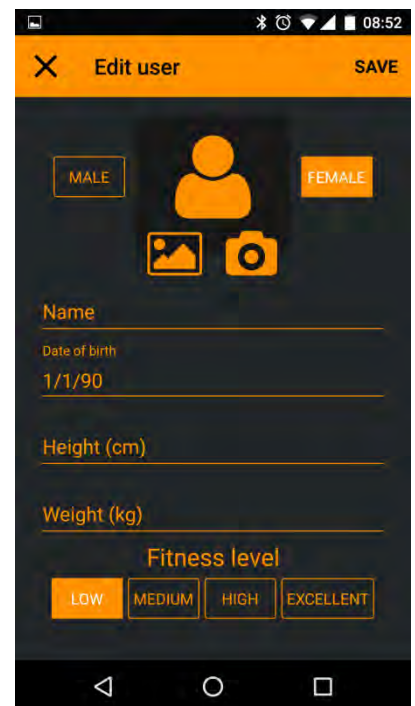
How Does It Look



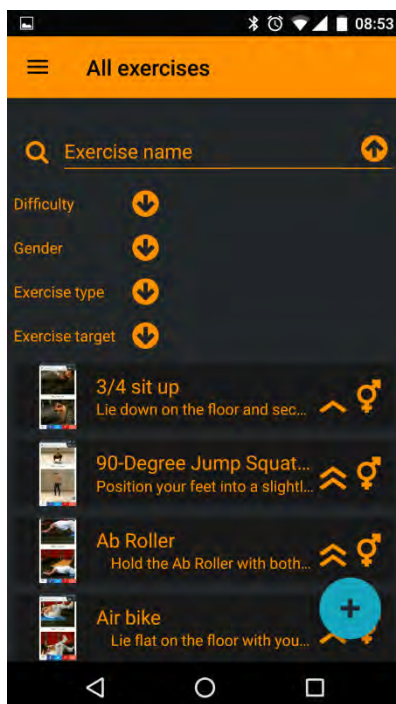
The menu of the master app used by fitness instructors.



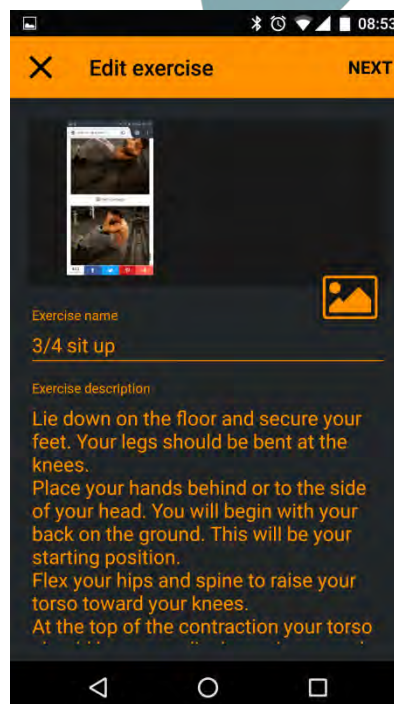
List of users where you can create new or and edit existing user profile.



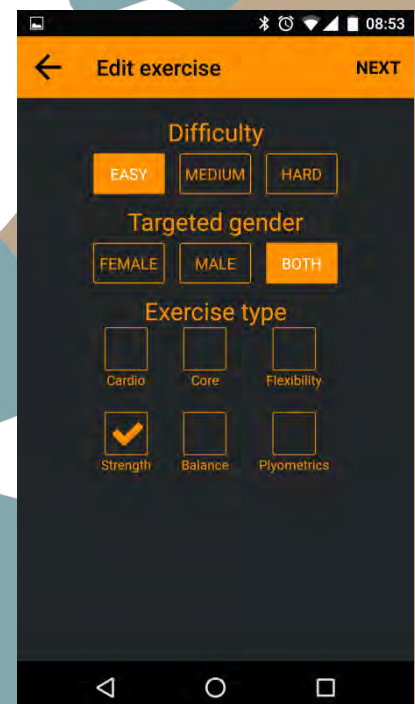
The creation/edit user profile screen with the options.



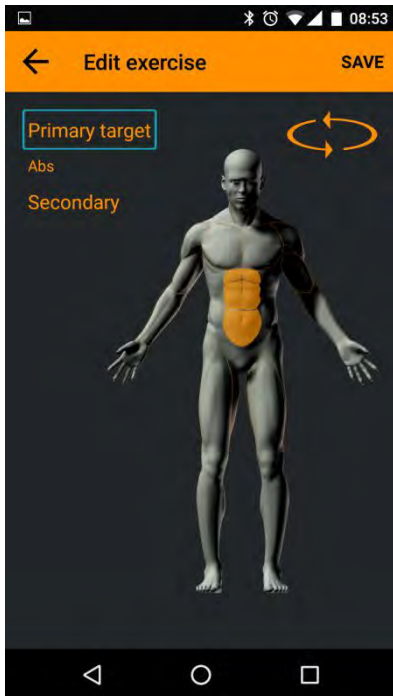
The list of all created exercises and search filters to navigate it better.



Create/edit exercise section with the image, title and detailed description of the exercise.



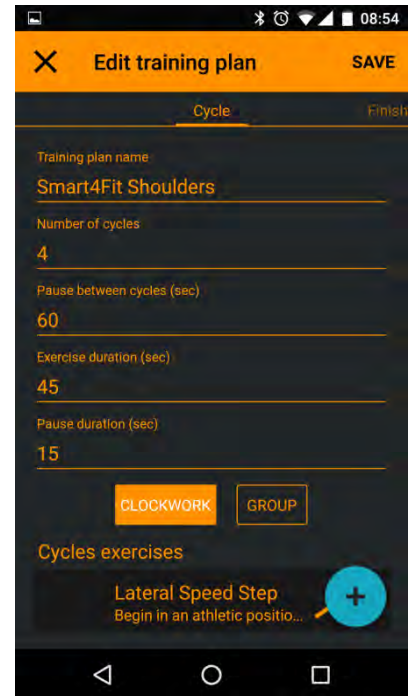
The main characteristics of the exercise. With this screen creation/editing of the exercise starts.



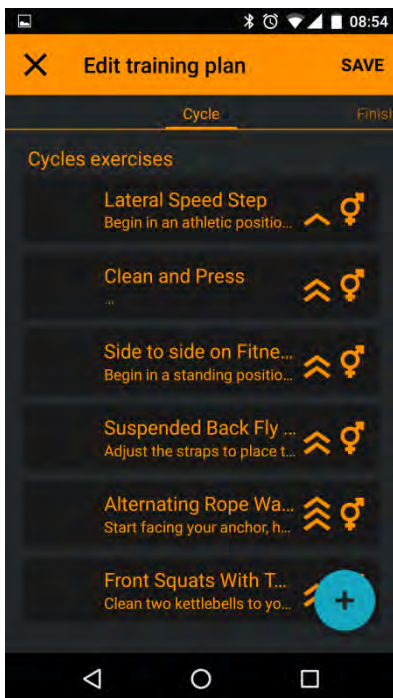
The setup of the targeted muscle groups, both primary and secondary.



The list of training plans and the basic info about them. Here user can create and edit them.



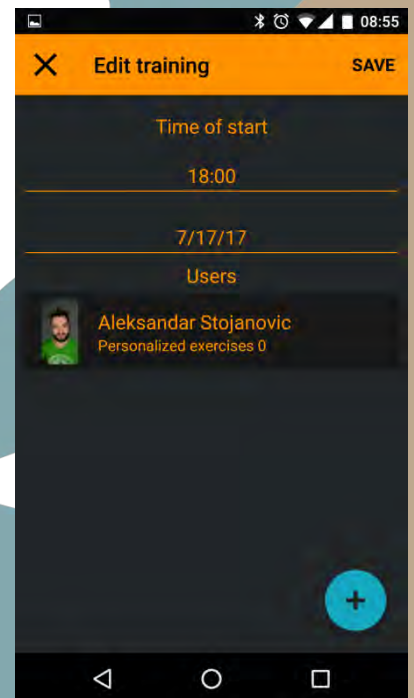
The creation/edit screen of the training plan with the main parameters.



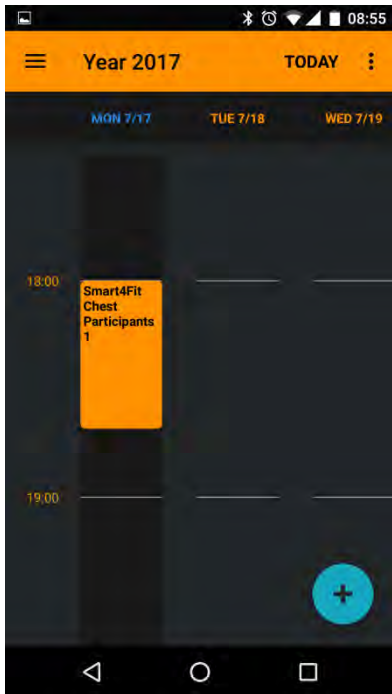
The editable list of exercises which build up the training plan.



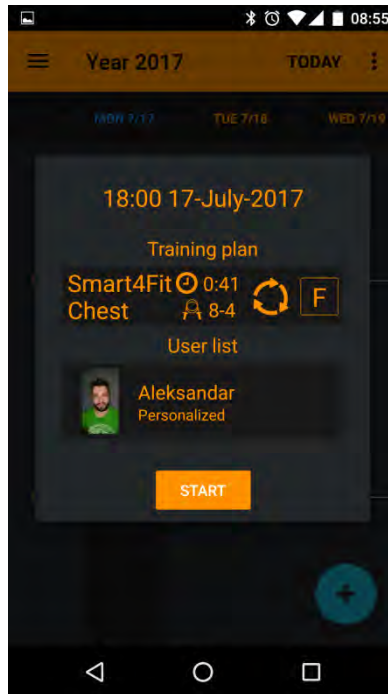
The training session creating screen with list of training plans ready to be scheduled.



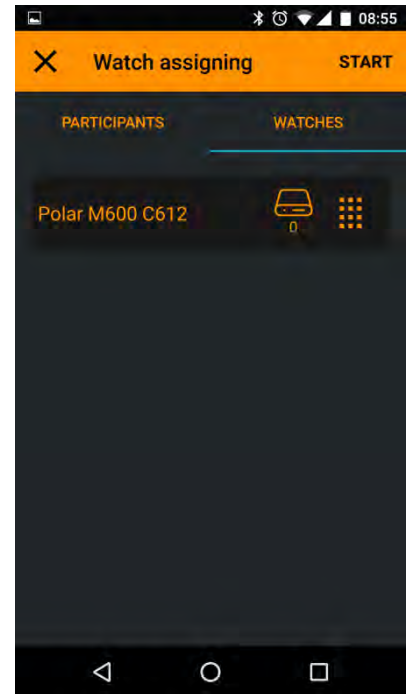
Scheduling up the date and list of trainees for particular training plan.



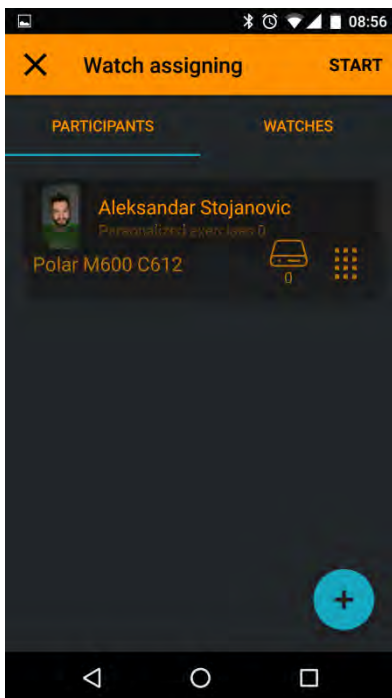
The created training will appear here at the calendar with the other previously created trainings.



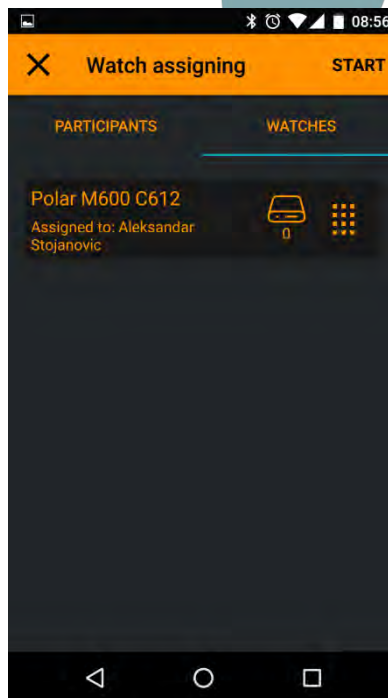
By selecting the training in the schedule the starting procedure can be activated.



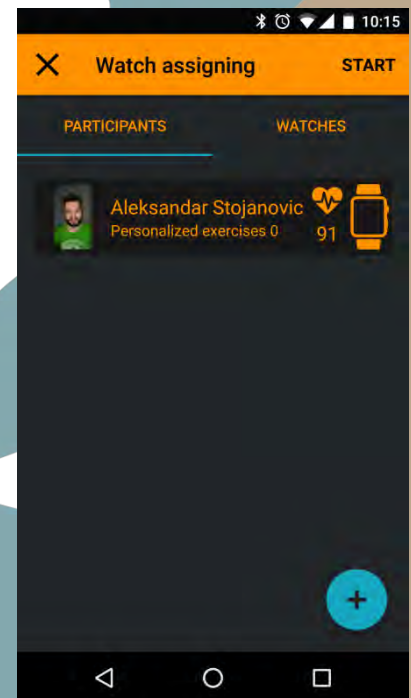
The list of watches connected to the particular devices.



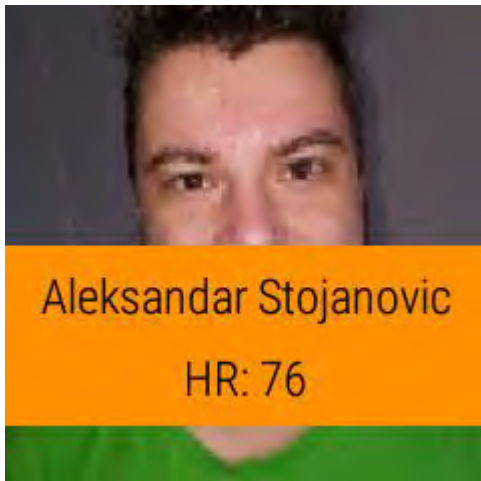
The drag-drop method for assigning the watch to the trainee.



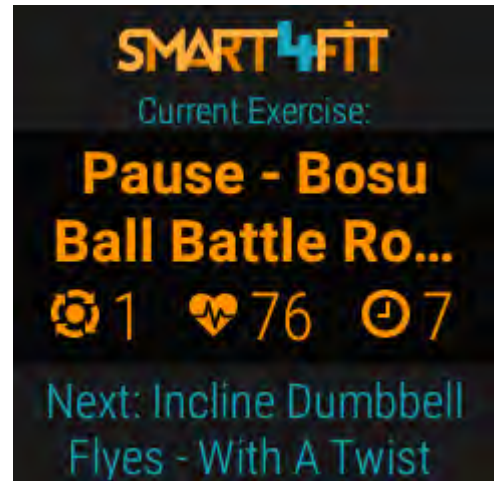
The confirmation when the watch is assigned to the user successfully.



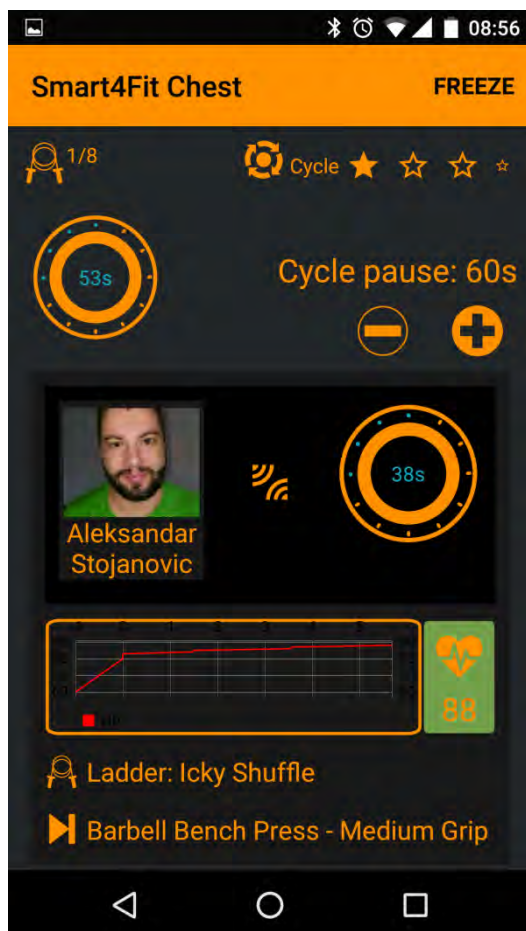
When the HR starts to arrive from the smartwatch to the app the training can be started.



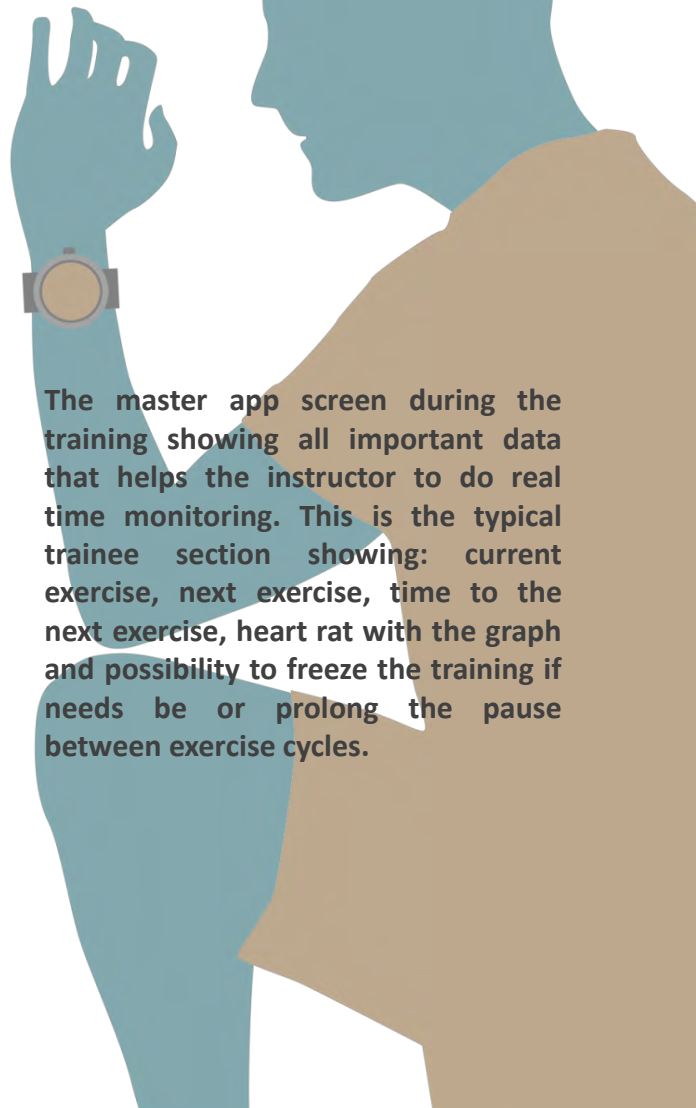
The screenshot of the smartwatch shows us the moment when it starts sending the HR to the app, making the start of the training possible.

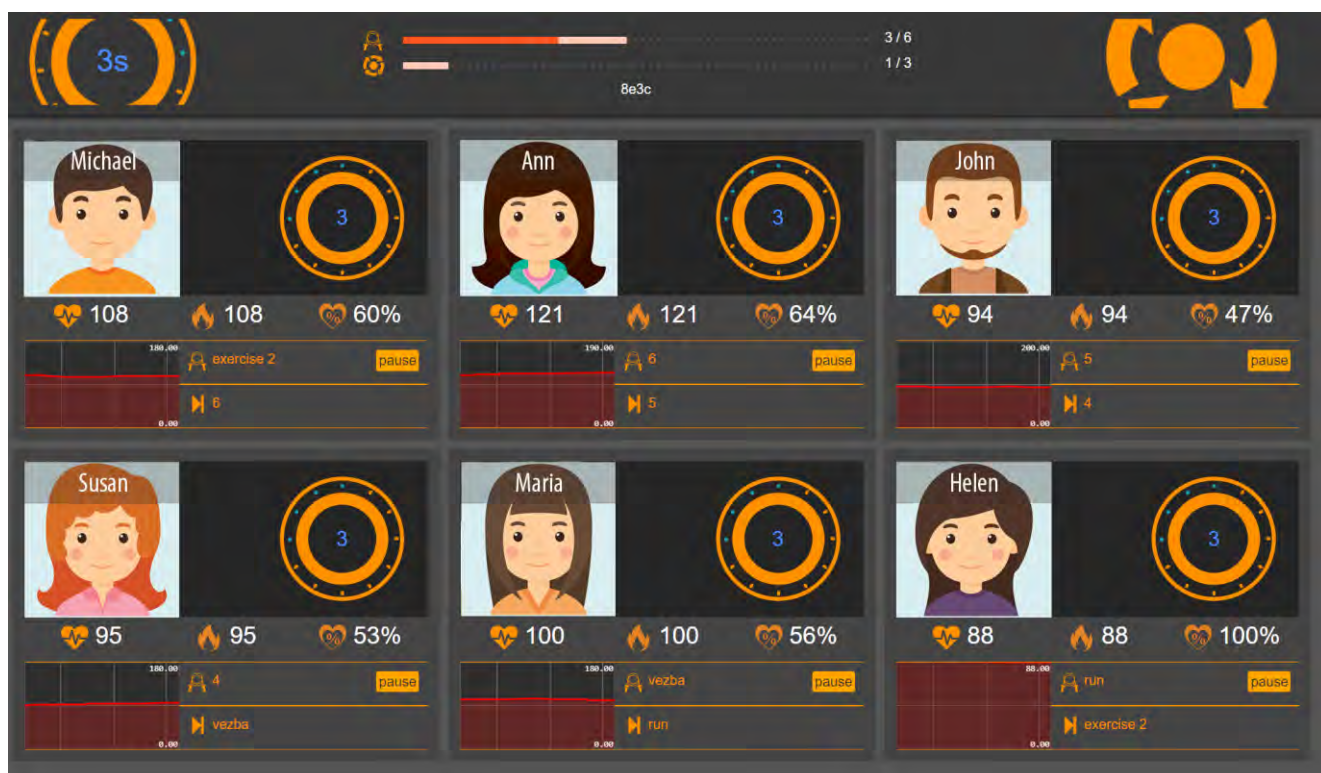


The screenshot of the smartwatch UI during the training shows current exercise, next exercise, heart rate, and etc. In about 7 seconds it should vibrate telling the user that exercise duration is over.



The master app screen during the training showing all important data that helps the instructor to do real time monitoring. This is the typical trainee section showing: current exercise, next exercise, time to the next exercise, heart rat with the graph and possibility to freeze the training if needs be or prolong the pause between exercise cycles.





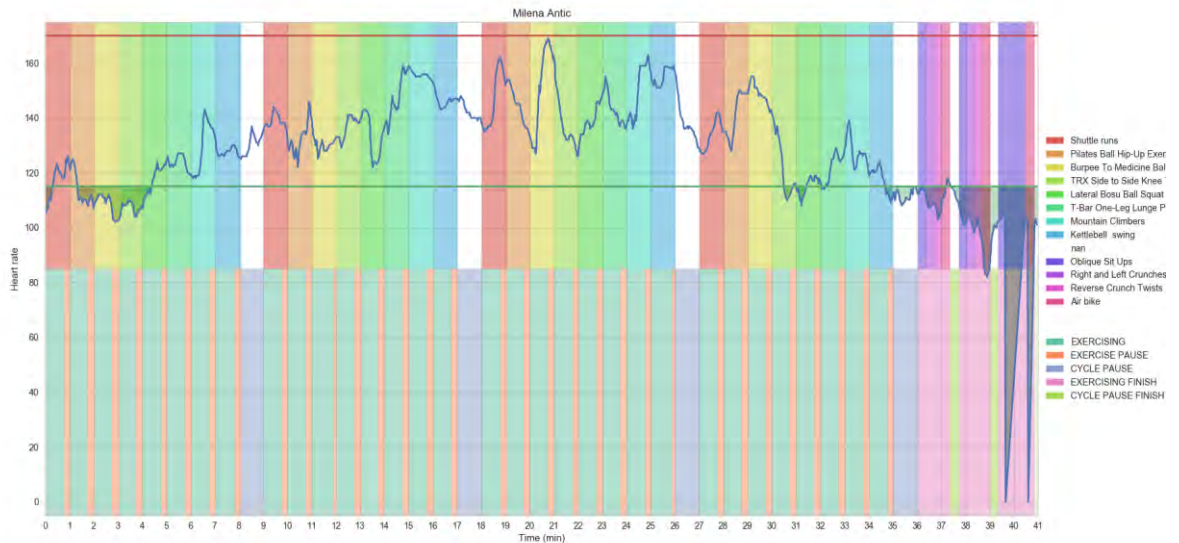
The training data for each client is shown on large displays at the walls of a fitness studio. This enables a fitness instructor to monitor his trainees in real time.

The data for each client section, with image and name, include heart rate, a percentage of the max heart rate (HR zone), calories burned, current exercise next exercise and time counter for each exercise.

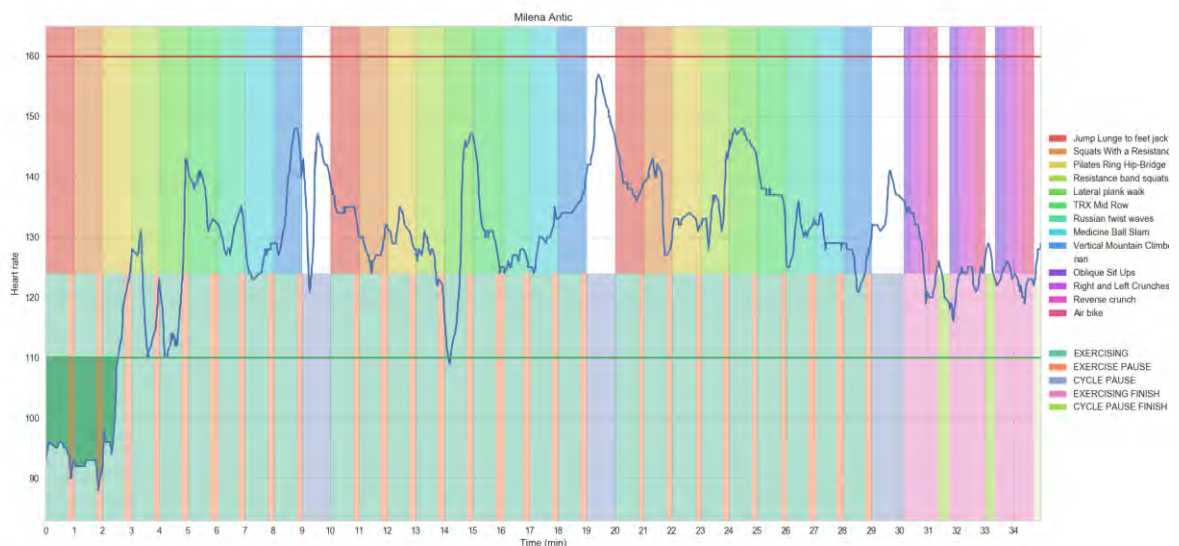
In the top part of the monitor from left to right, there are global time counter, number of current exercise within the cycle and number of current cycle of the training.

Analytics In Fitness: Our Approach

Analytics driven personalization of the training experience and exercise goal strategy is one of the key features of Smart4Fit. The main goal of our analytics is to find the exercising sweet spot (maximum gain with the least pain) for the each training plan and each exercise in it. By using our advanced data analytic algorithms we crunch the data for each trainee and produce the simplest possible visualizations of the entire training. We present you a few examples with interpretations:

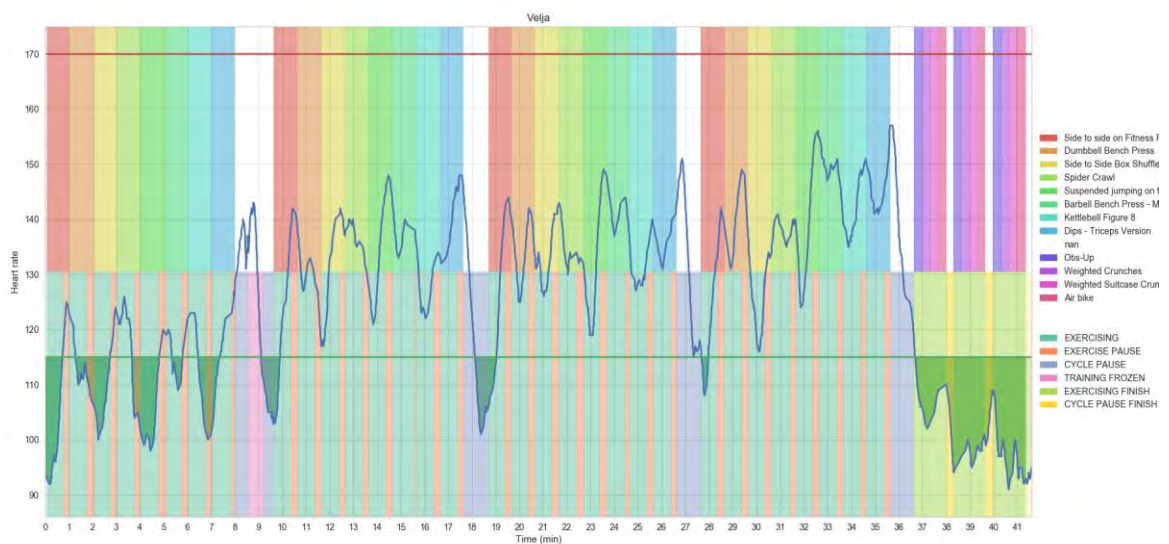


In this two examples we see the two different training sessions of the same individual. In the first session we can notice that the person didn't try hard enough during the first cycle if we compare the HR of other cycles for the same exercises. The intensity of exercises is good, but the person needs a bit of motivation from the fitness instructor at the beginning of the each training session especially because we can see the same pattern repeating in the second session. Also by comparing the two "finishing exercises" at the end of each session we can notice that the HR was too low in the first example and normal in the second example for the exactly same exercises. So we can make two possible conclusions: Either the person was too tired by the first set of exercises or didn't try hard enough. The fitness instructor should set up the different training plan with easier exercises or longer breaks between exercises.



In following example we clearly notice two important conclusions. During the first cycle the person did not work out hard enough. The HR was below the threshold almost all the time, the person took longer breaks between exercises. But after the first cycle and warmup the person worked out almost with the same pattern. You can notice the similarities of the peaks in the graph. The HR raised gradually as the training progressed which, along with the very similar peak pattern, indicates that a proper and adequate training plan have been designed for this person.

During the finishing exercises phase we noticed that heartrate was too low. Since we can conclude that this person is in good shape (we have confirmed this hypothesis) we can conclude that finishing exercises in this training plan were too easy for this person. In this case we would recommend harder exercises to be planned for the next training session, or increase in the pace/intensity of the existing exercises.



THE KEY VALUE OF OUR ANALYTICS IN FITNESS

The key role of our analytics is to provide the fitness instructor invaluable guidelines how to create the most effective, motivating and therefore satisfying training plan for the trainee customers. Also the analytics is the perfect method for spotting any trends in the training behavior of the trainee customers. For instance, if the trainee strength, or endurance or overall performance during the training is going down, instructor must change something to stop this negative trend and if it is going up, he must continue with the current training plan.

One of the most important role of the analytics, according to our methodology, is to eliminate too many variations in the training performance of trainees. Only when trainings are performed in the stable way, the doors open for improvements and only then the true progress of the trainee performance becomes efficient. This high level of data driven personalization is only possible by using personal data analytics, and it is the key feature of Smart4Fit.

This enables us to provide the key value: faster and better results for the clients with less strain and exhaustion after the training. This would make any client satisfied and satisfied clients are more loyal customers. Furthermore loyal and happy customers are creating good referrals for any business but particularly so for the fitness domain.

Business Model: Fitness as a Service

We are aware that franchise system in the fitness industry, especially for the startups can, be really cumbersome. That is why we decided to use **fitness as a service** business model.

It means that you pay as much as you use the Smart4Fit and its services. It is fine tuned to meet the needs of your fitness business. The service is divided in the two main service sections: **training management** and **personal data analytics**.

Service is charged proportionally to the amount of services and resources you use for each section. So if for example someone uses training management much more than analytics, we will have the payment plan for that case as well as any other specific case.

The Key Points

- Highly personalized trainings performed in the group
- Real-time monitoring during the training
- Personal data analytics for analyzing the training effectiveness and finding the sweet spot for the training plan of each client
- Complete management of exercises, training plans and client profiles
- Complete training management and scheduling
- Easy to use with the possibility of our customers to participate in UX and general features improvements
- Affordable prices and deals

YOUR CLIENTS WILL

build up ENDURANCE

have a GRIT

be HAPPY

YOU WILL

stay COMPETITIVE

increase PROFIT

be SATISFIED

Contact us and we will
enter **T(R)AIN** you

smart4•fit

SMART4FIT
LESS PAIN MORE GAIN