

**V 0.1.0**



# **FITI5**

## **PITCH**

### **DECK**





# THE GYM THAT GOES WITH YOU

---

FITNESS IS NOT DEPENDENT ON LOCATION, BUT ON LIFESTYLE.



# CONTENTS

Brand identity	_____	00
Vision and Mission	_____	00
Target Market	_____	00
Problem	_____	00
Solution	_____	00
USP	_____	00
Revenue Model	_____	00
Calpro Path	_____	00
Our MVP	_____	00
Roadmap	_____	00

# BUILT BY EXERCISE BUFFS



## About FITI 5

At Fiti 5, we are merging today's Blockchain technology with the fitness industry and helping to transform it. We are pursuing a healthy lifestyle as the main objective of our platform, using technology that will allow better data analysis by combining the latest blockchain technology in online fitness opportunities.

Today's Blockchain technology is the future of digital transactions, and we are helping to transform the fitness industry. We are a community that has come together to create a revolutionary way for people to get fit. Fit5 is a fitness platform designed to allow people to stay motivated, track their goals, and work out at their convenience with ease. Our Fiti5 platform offers a series of on-demand training courses by influencers. Walk and earn Fiti5 token rewards, a social media platform for fitness enthusiasts and nutritionists to get better results with little effort.

## MADE FOR FITNESS ENTHUSIASTS



Strong | Focused | Fun | For All



Strong | Focused | Fun | For All

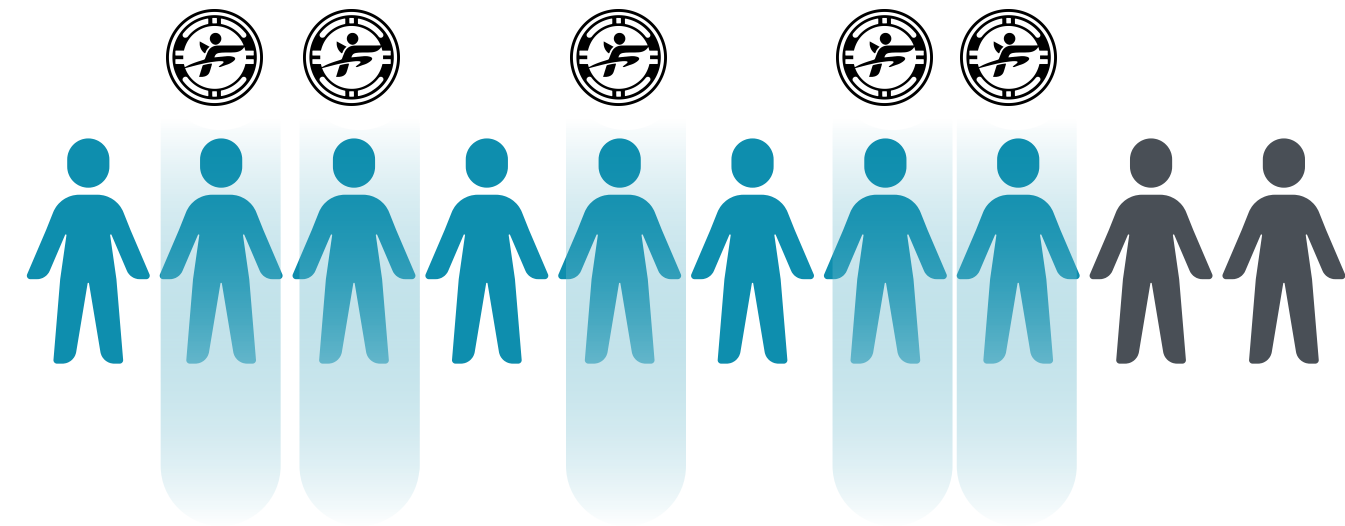
# Mission

Our mission is to offer completely personalized workout and diet plan consultation with an attractive design to provide our users with a simple and easy-to-use app that will help them stay in shape, improve their overall health, and get rewarded for their progress which is monitored through blockchain.

# Vision

To enhance the community's lifestyle, we provide through our fitness live trainers, workout videos, nutritionists consultancy, and fitness products and to instill the value of health and wellness in people's lives.





There are different types of individuals while talking about working out.

1. The fitness freaks who work out all the time.
2. People who are interested in doing easy-going walks whenever they can.
3. The people in between, always contemplating and exploring for some motivation.

# MARKET RESEARCH

Despite knowing this helpful app attributes to users, theory-based interventions support ineffective health behavior change. Research suggests that apps lack features based on health behavior theory, behavior change techniques, and evidence-based practices. This makes it difficult to determine the usefulness of traditional health behavior change methods on mobile technologies. Furthermore, apps that utilize constructs of health behavior theories may not apply all constructs of a particular idea, whether known by the app developer or not, making it impossible to determine the theory's efficacy. Interestingly, more costly apps tend to be of higher quality in terms of usability and include some behavior change techniques.



# Industry overview

The global fitness application market size was estimated at **USD 4.4 billion in 2020** and is suspected of expanding at a CAGR of **21.6% from 2021 to 2028**. The widespread COVID-19 pandemic resulted in nationwide lockdowns and social distancing norms.

This has led to a transformation to virtual fitness applications from traditional studios and gyms. This, in turn, has raised the downloads and usage of fitness apps on devices. According to an article published in the World Economic Forum in September 2020, the global downloading rate of fitness and health apps increased by 46%. This increased usage rate of fitness apps due to a growing trend of online fitness training is driving the market globally. The escalating awareness regarding health and wellness is also driving the market.

「**5.3**  
**BILLION**  
**BY 2023**」



# TARGET MARKET

FITI 5 is stepping forward in the Fitness Industry. This user-friendly application replaces our traditional Fitness system; the new online app system doesn't have any geographical barrier or sources of data limit. Users tend to show brand constancy because they use the application more frequently to find the right match to their fitness routine. Anyone can access Fitness Secrets and Health care solutions worldwide with one click.



GYM TRAINER



YOGA INSTRUCTOR



FITNESS GIGS



INFLUENCER



GYM OWNER



HEALTHCARE CENTRE



# TECHNOLOGY PLATFORM

## DATA INTEGRITY AND PRIVACY

**Problem:** An intruder can hack the device, extract all the user data, and sell it to a third party who may target him with spoofing attacks.

**Solution:** To secure the users' data, the Fiti5 developer should encrypt any application-generated data. They should also make the data unreadable to an unauthorized user.

## HARDWARE INTEGRATION

**Problem:** For some fitness apps, it's hard for the app to integrate with devices other than a smartphone. Ideally, fitness apps should be compatible with all devices such as smartwatches, tablets, etc.

**Solutions:** APIs and SDKs are provided to the third-party app to integrate with the hardware app.

## RAPID APPLICATION DEVELOPMENT

**Problem:** Due to hasty fitness app development, they end up making half-baked apps, which destroys the fitness app's purpose and turns into a loss.

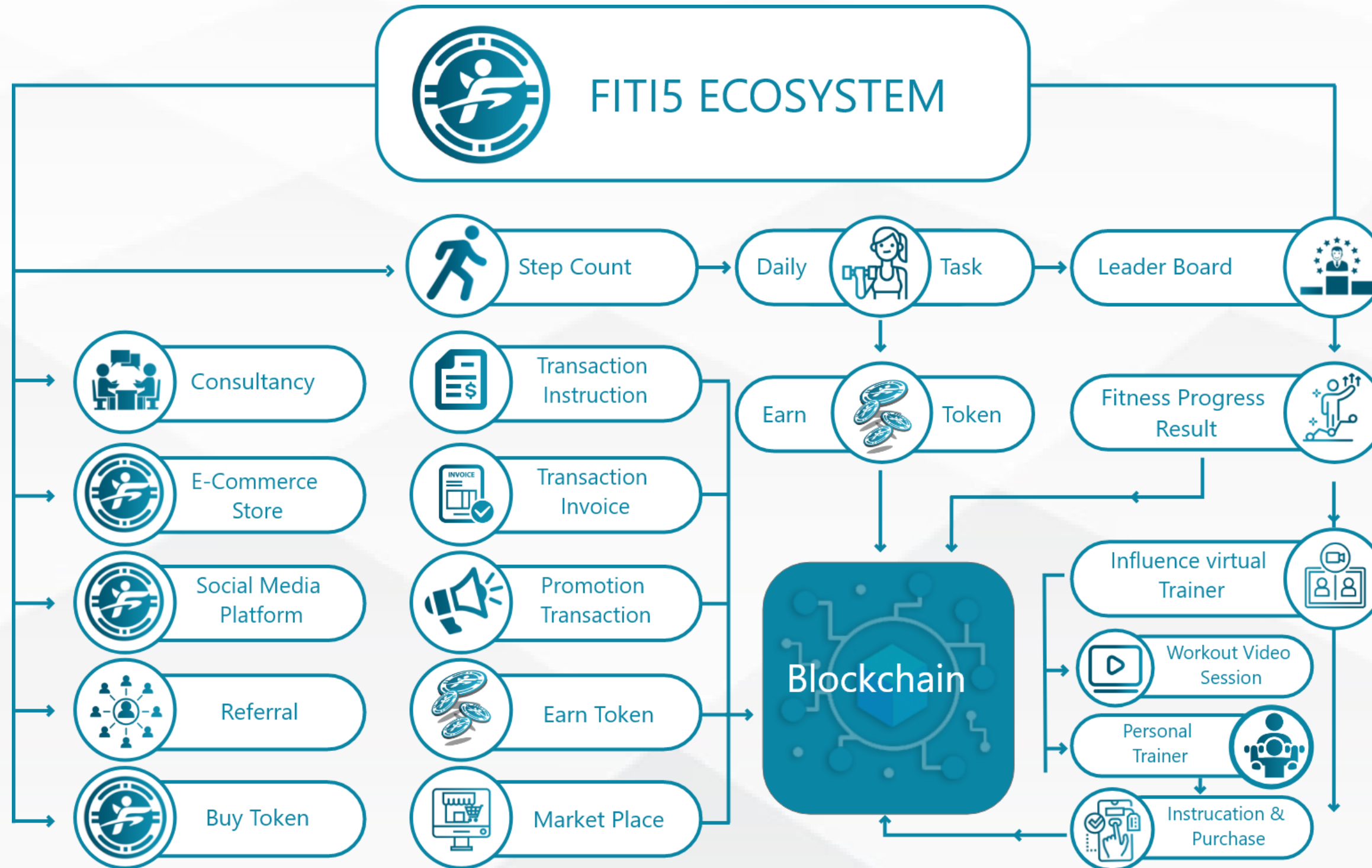
**Solutions:** Our Developers practice agile development to make mobile apps more accessible and result in a faster upgrade in the market.

## APPLICATION UPDATES

**Problem:** The application's upgrading span is neglected, leaving the app wholly abandoned.

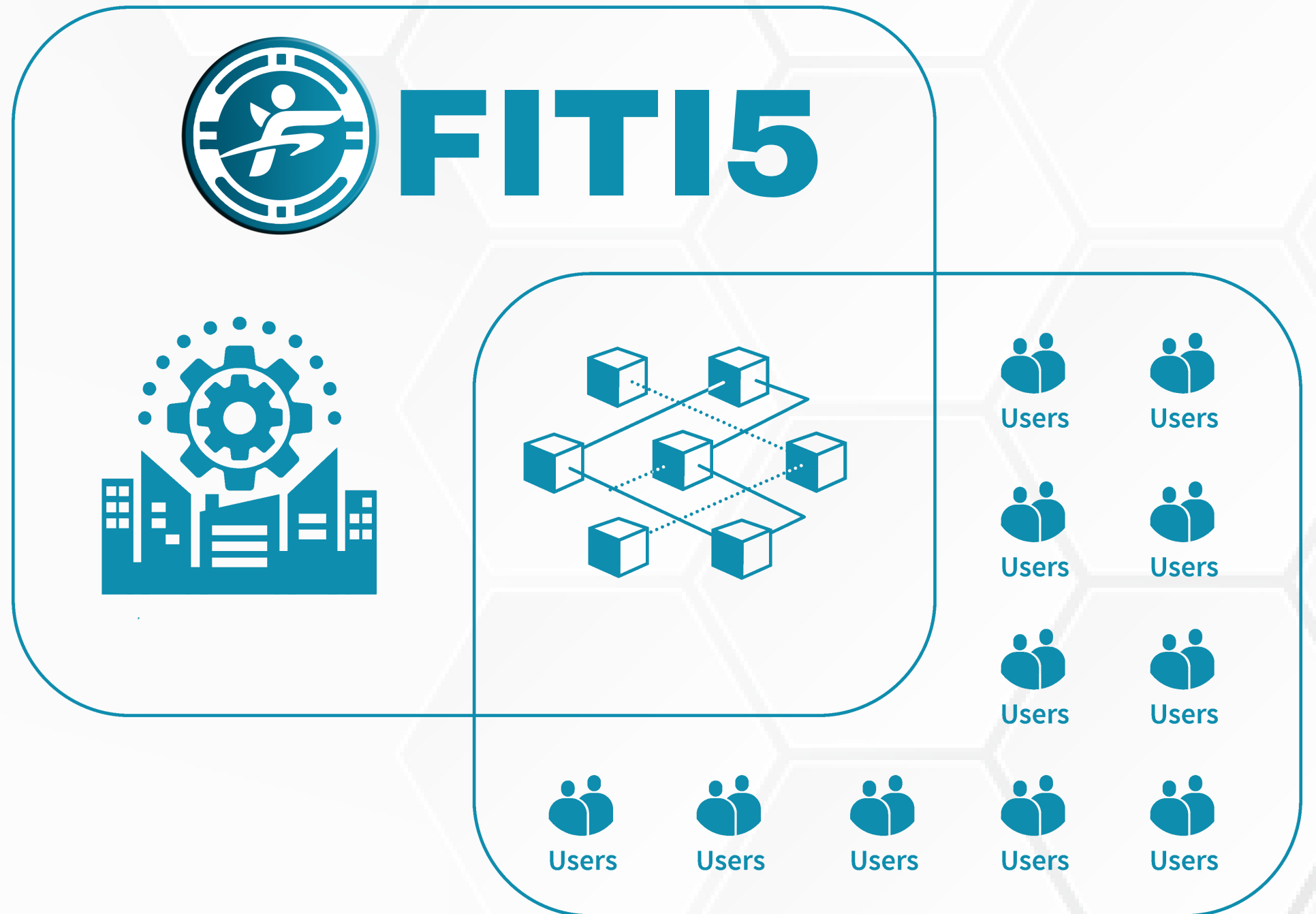
**Solution:** The concerned team updates the app up to date for the user convenience for easy accessibility.

# FITI5 Ecosystem



# The use of blockchain on our platform are mentioned below:

- 1) On purchasing an item from our in-built store, the user will receive an invoice stating the ownership of the purchased item. The invoice sent will be a Blockchain verified invoice.
- 2) Instructions given by the trainers/consultant will be recorded and verified through blockchain once the user submits a "Yes" response for every given instruction.
- 3)Footsteps taken by the user will be recorded through a pedometer running on their device and will also be verified via blockchain.
- 4)Transactions carried out on the whole platform for every purpose will be rectified and recorded on a blockchain.



# Market Trend & opportunities

Health & fitness apps' usage grew by over as smartphone users diversified application usage in the last three years. Fitness tracking has become a vital part of controlling people's health, relating to their muscle growth and overall well-being. Health & fitness apps show the highest usage rates across all application categories. This symbolizes that users are committed to their fitness apps once they start utilizing them. More than 75% of active users run their health & fitness app at least two times a week. And More than 25% of users access their fitness apps more than 10 times a week who happen to be fitness freaks. As a result, usage drives up. Since technology has given us the means to easily track every aspect of our lives, improving health and fitness is no exception. Fiti5 was founded with this goal in mind to motivate people to live healthier lifestyles with fun and interactive workouts.

As a result, usage drives up. Since technology has given us the means to easily track every aspect of our lives, improving health and fitness is no exception. Fiti5 was founded with this goal in mind to motivate people to live healthier lifestyles with fun and interactive workouts. Fiti5 will be the new trend and face in the fitness industry that offers fitness in your pocket. Users can attain fitness by walking and earning tokens, following high-quality workout videos by certified trainers, consultation, etc., which will lead them to work out to get in shape anytime.





# PROBLEMS

## DATA INTEGRITY AND PRIVACY

Fitness devices or apps continuously store data about the user's activity into a cloud daily in order to formulate a progress report of their users. An intruder can hack the device, extract all the user data, and sell it to a third party who may target him with spoofing attacks

## HARDWARE INTEGRATION

For some fitness apps, it's hard for the app to integrate with devices other than a smartphone. Ideally, fitness apps should be compatible with all devices such as smartwatches, tablets, etc

## RAPID APPLICATION DEVELOPMENT

We live in a hypercompetitive market where everyone wants to build a fitness app and start an online fitness revolution through their app. But due to hasty fitness app development, they end up making half-baked apps, which destroys the fitness app's purpose and turns into a loss.

## APPLICATION UPDATES

After the application is launched, a number of features need to be added along with so many bugs and vulnerabilities to fix the app; the developer loses track of which direction to go with the app. With so many decisions to be taken and loss of internal communication, the applications upgrading span is neglected, leaving the app completely abandoned.

# SOLUTIONS

## DATA INTEGRITY AND PRIVACY

To secure the users' data, the app developer should start encrypting any data the application generates. They should also make the data unreadable to an unauthorized user.

## HARDWARE INTEGRATION

An APIs and SDKs are provided to the third party app to integrate with the hardware app.

## RAPID APPLICATION DEVELOPMENT

The app developer should create an update cycle during which the concerned team must update the app no matter what other developers are proposing

## APPLICATION UPDATES

App developers should practice agile development to make mobile app development more accessible and result in a faster time in the market.



Global access



Blockchain activity



Virtual trainers



Workout courses



Royalty system



Home fitness

# USP



Interactive sessions



Customized Diet Plan



Fitness Report



Daily Challenges



E-Commerce Store



Fiti Socia medial



# Fitinomics



## Token Distribution

5% Airdrop	■
5% Partners & Advisors	■
5% Bounty	■
10% Tech Team	■
20% Reserve	■
55% Token sale with bonus	■

## Fund Allocation

Reserve	23%
Development	27%
Marketing	45%
Licensing	2%
Legal	3%

### Fitinomics

Ticker: Fiti5

Network: Binance Smart Chain

Token Type: BEP - 20

Private Sale Price: 1 Fiti5 = \$ 0.03 (Exclusive Price)

Public Sale Price (IFO): 1 Fiti5 = \$ 0.05

Accepted Currencies: BTC, ETH, LTC, TRX



# Fiti5

- **Daily task**

Get rewarded for completing daily, fun challenges.

- **Leaderboard**

Earn points to be on the leaderboard! Let's walk together.

- **Fitness progression result**

Track your progress and get a clear picture of your overall fitness

- **Virtual trainers**

Thousands of videos, thousands of trainers. Get Fiti5 Now.

- **Consultation**

Reach your health and fitness goals with a plan tailored to you.

- **Connect with Family & Friends**

Motivate the world to fit & heal together!!

- **Referral commission**

Earn a 10% referral commission on the purchases of your family & friends.

# MVP



# MVP



## Social Platform

### In-built Social Media Platform (coming soon)

Upload your progression on our success wall and share it with the world.



## E-commerce

### In-built Commercial store (coming soon)

Please find the best selection of gym equipment & supplements in our e-commerce store.







# REVENUE FROM NUTRITIONIST CONSULTANCY

## 70% NURITIONIST /30% FITI5 RATIO FOR INCOME

**1 st Year**

**3 st Year**

**5 st Year**

**1% Achievement  
Users 10000**

Consultation Cost will be \$ 100

**10000\*100 = \$ 1,000,000**  
Gross sale



**1% Achievement  
Users 50,000**

Consultation Cost will be \$ 100

**50,000\*100 = \$ 5,000,000**  
Gross sale



**1% Achievement  
Users 80,000**

Consultation Cost will be \$ 100

**80,000\*100 = \$ 8,000,000**  
Gross sale



**[Disclaimer Regarding Forecast and Projections]**

This Consolidated Financial Results includes forecasts, projections and other predictive statements that represent FITI5 assumptions and expectations in light of currently available information. These forecasts, etc., are based on industry trends, circumstances involving clients and other factors, and they involve risks, variables and uncertainties. The Group's actual performance results may differ from those projected in this Consolidated Financial Results. Consequently, no guarantee is presented or implied as to the accuracy of specific forecasts, projections or predictive statements contained herein.

# UPCOMING EXCHANGES

 **BINANCE**

 **L BANK**

 **KU COIN**

**HitBTC** 

 **Kraken**



# Road Map

## Q4 2021

- Idea & Concept generation
- In-depth Market Research
  - Marketing Strategy
- Website development & testing
- Whitepaper formation & designing
  - Brand Establishment

## Q 1 2022

- Website Launch
- Fit15 Ecosystem Formulation
- Whitepaper 0.1 Version released
- Social Media Activity & Marketing Campaign
- Private Sales Round (Exclusive Price)

## Q 2 2022

- Development of social media platform
  - Influencer Partnerships
  - Tie up with certified Trainers
- Certified Fitness and Workout courses
  - Nutrition Plans with Dietician
- Public Sales Round (Revised Price)

## Q 3 2022

- Open platform of Social Media
  - Token Sale Round
- Dashboard & Transaction testing
- Development of E-commerce platform
- Partnership with Verified fitness product Suppliers

## Q 4 2022

- Fit15 CEX Listing
- Launch E-commerce platform
- Global Tie-ups with logistic companies
- New Version of platform launch

## Q 1 2023

- FitPlus Ideation and concept
- MetaVerse with NFT concept
- Designing Digital identities - Avatars
- Metaverse platform Fit15 (BETA)



# CONNECT WITH US



[@fity5.medium.com](https://fity5.medium.com)



[@fity5official](https://twitter.com/fity5official)



[@fity5official](mailto:fity5official)



[@fity5](https://facebook.com/fity5)



[@fity5official](https://instagram.com/fity5official)



[partners@fity5.com](mailto:partners@fity5.com)