

phyt.live

LIVE personal training on demand





Mission statement:

phyt.live provides access to certified personal trainers anytime, anywhere online via a computer or mobile device.

The problem

Individuals and groups that want access to personal training sessions or training classes need to either:

- Travel to a gym
- Travel to a personal training studio
- Schedule a day/time both parties are available for a trainer to meet with a client





The solution

phyt.live is an online training platform that provides clients with access to training sessions with certified personal trainers anywhere, anytime, day or night.

How the site works

Select a Time

The **phyt.live** app and web site allow a client to schedule a training session within the hour OR schedule sessions in advance.



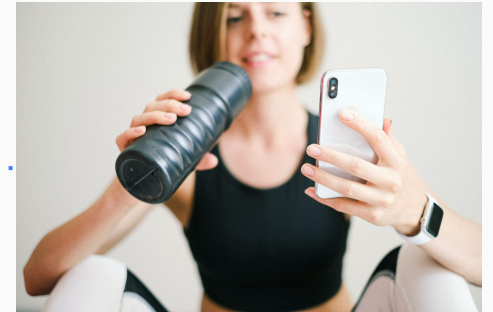
Select a Trainer

The client chooses from a list of trainers that are available at the specific time for a session based on their specialties, their fee, ratings and your previous sessions.



Train

The client meets with the personal trainer online via a secure video interface for their training session.



Why now?

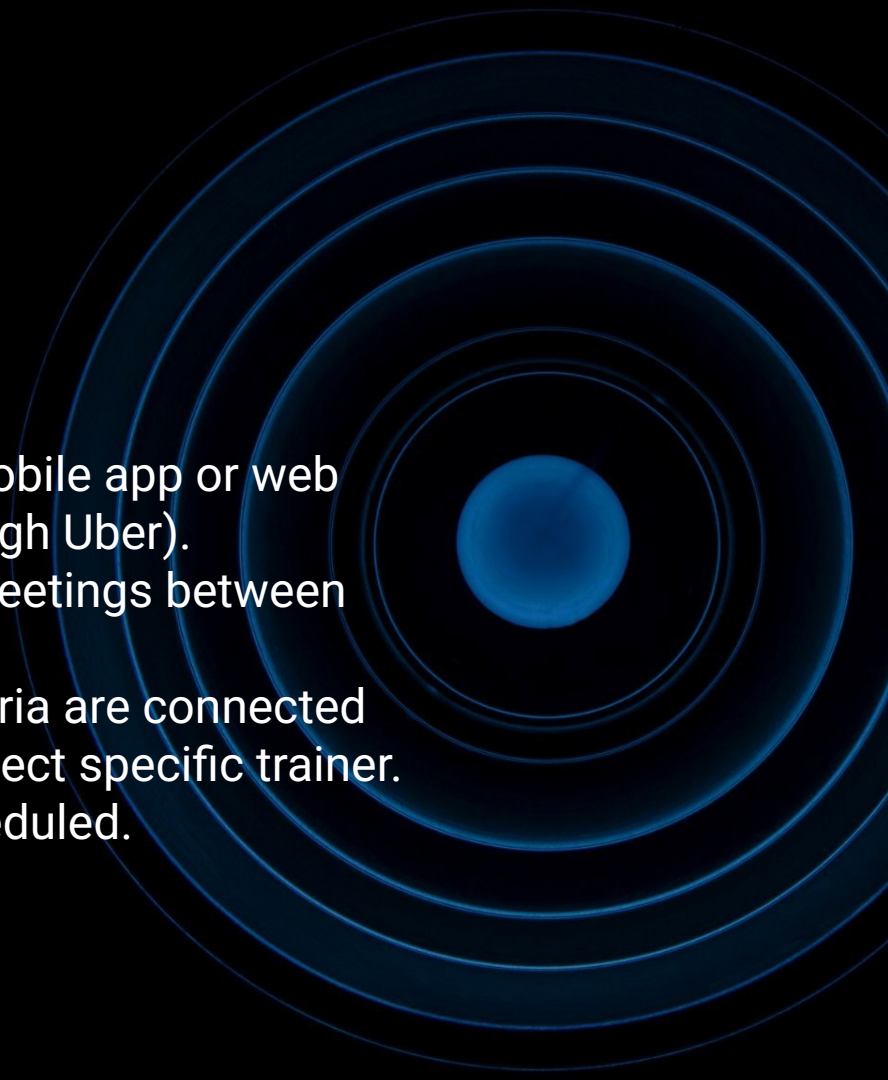
Convenience and Quality:

- Clients don't want or have time to travel to a gym
- Mobile devices (and desktop computers) enable a secure, two-way video platform
- Trainers are available 24/7
- Trainers are each certified and are rated by their previous clients



Process overview:

- Scheduling is done through either a mobile app or web site. (Similar to requesting a ride through Uber).
- Training takes place in secure video meetings between trainers and clients.
- Available trainers matching client criteria are connected with each client request. Client can select specific trainer.
- Clients are billed when session is scheduled.



Technologies

The four major technology components of **phyt.live** are:

- User experience and user interface for the mobile app and web site
- Scheduling application that matches client preferences with trainer availability and also accepts and processes payments
- Two-way video platform that facilitates training and enables trainers to log notes
- Rating system to allow clients and trainers to provide feedback on each other



UI/UX

Scheduling/Calendar

Video Training Platform

Rating System

Customer interviews

Interviews will be conducted by phone or online with 10-25 individuals who currently work with a personal trainer for fitness OR who would be interested in working with a personal trainer.

Interviewees will be recruited from:

- existing clientele base
- LinkedIn via screening questions (e.g. do you work with a personal trainer?)



Revenue model

The majority of revenues will be realized by **live training for individuals** at rates set by each trainer.

Clients can also purchase:

- custom training plans
- nutrition sessions
- yoga sessions
- mental health sessions

Public and private group workouts at regularly scheduled times will be livestreamed.

Live Personal Training

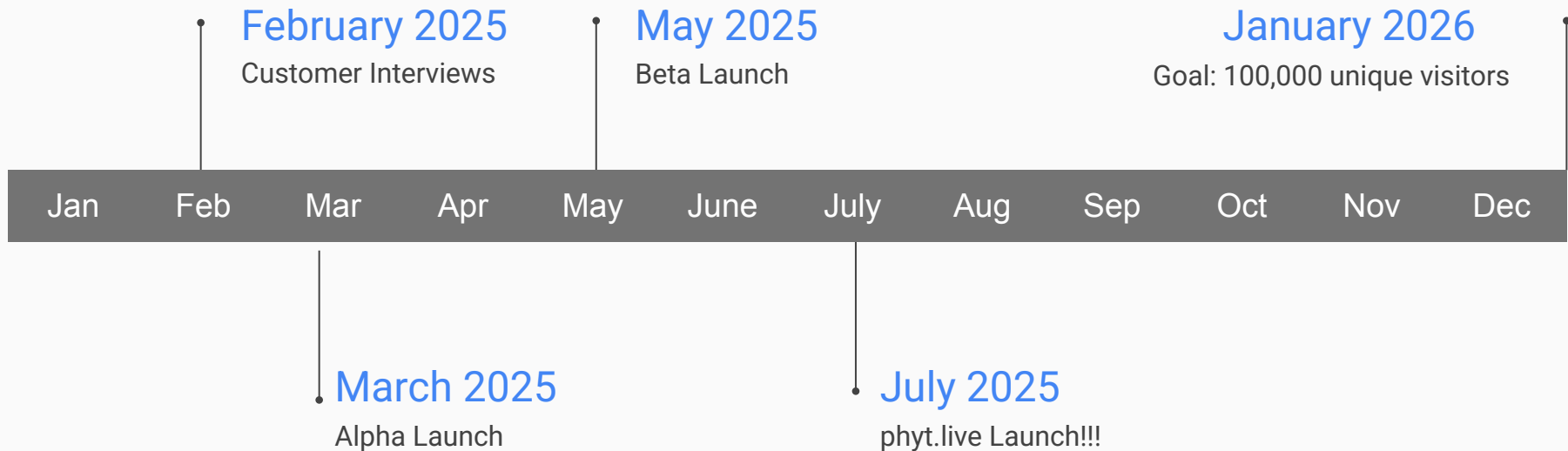
Additional Services:

training plans, nutrition sessions, yoga sessions,
mental health sessions

Group Workouts

Milestones

From research to development to launch

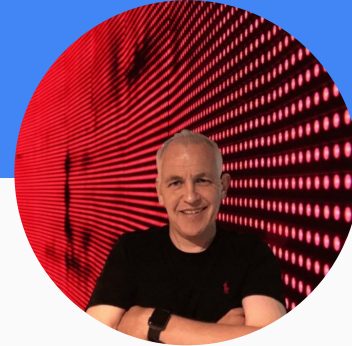


Team



David Rudy

- Owner of (2) fitness centers and personal training business
- 30 year documented track record of building and leading teams
- Recognition of Excellence Award recipient, Franchise Advisory Board
- Finisher, 5X IRONMAN and Escape From Alcatraz finisher



Joe Jurczyk

- Web designer and site builder (50+ sites)
- Startup founder and mentor
- Race director of 25+ annual running events ranging from 5K to 100 Miles
- Finisher, 130+ marathons (including 29 consecutive Cleveland Marathons) and 65+ ultramarathons

Contact

Questions?

Contact us at info@phyt.live

