

The background is a dark charcoal grey with several abstract, organic shapes in a vibrant lime green. In the top left, there is a solid green circle and a black 'x' icon. In the top right, there is a yellow dumbbell icon and a white 'x' icon. In the middle right, there is a grey circular icon with a white center and a white bar extending from it. In the bottom left, there is a vertical line of four small grey dots and a yellow circular shape. In the bottom right, there is a yellow circular shape. The overall aesthetic is modern and energetic.

Motivational Lambda

An AI microservice for Personal Trainers

Personal Training is Evolving



\$16.4 billion

Value of global virtual fitness market in the world in 2022

27%

Compound Annual Growth Rate expected from 2023 to 2030

What purpose do PTs serve

Myprotein Survey: 44% use a personal trainer to hold them accountable for their workouts and help them stay motivated.



Actually a difficult job?



Conflicting Schedules

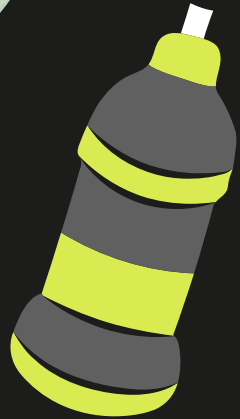
Clients may have busy schedules that make it difficult to schedule training sessions with their personal trainer, and maintain a relationship. The same survey by Myprotein found that 26% of clients stopped working with their personal trainer due to scheduling conflicts.



No internal motivation

Clients may lose autonomous drive to keep improving oneself, and stop progressing in the gym. A survey by the American Council on Exercise found that 36% of clients stopped working with their personal trainer due to lack of results.

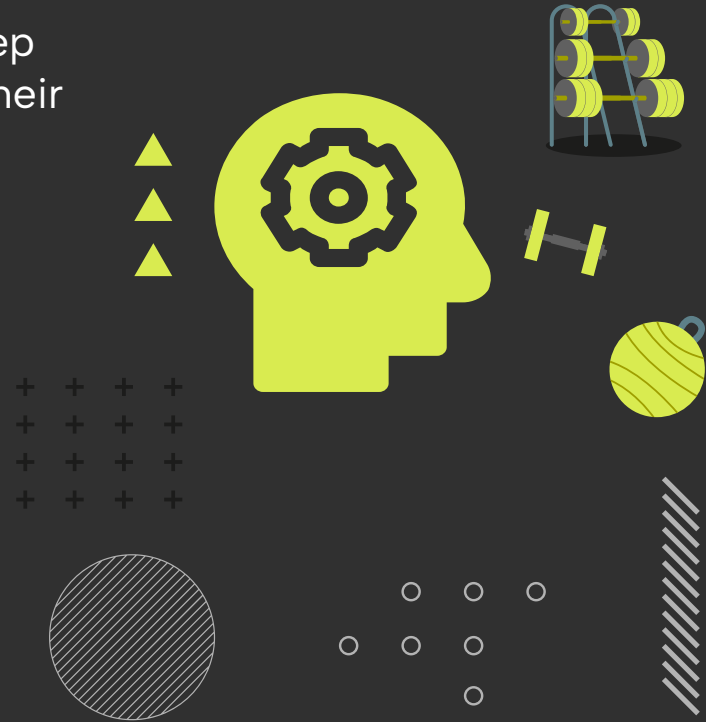
*Introducing
Motivational
Lamba*



Contextualized Motivation

Instead of struggling to find the reason to keep pushing your clients, just let them actualize their goals on their own

- Spur Self Determination
- Make clients proactive about their goals
- Instill internal discipline



Autonomy
The feeling one has choice and willingly endorsing one's behavior

Competence
The experience of mastery and being effective in one's activity

Relatedness
The need to feel connected and belongingness with others

Motivation

The cycle of self-determination is a cost effective reinforcement mechanism

The Future...is Human Fine Tuning using AI



Unbiased Insights

We can use black-box LLMs like mirrors into our daily lives, breaking down a bunch of unstructured information that we hold in our head and never materialize.



Bicameral Reflection

Clients can validate their goals and their lifestyles against a trusty pal in their phone!



New Aspirations

The quicker we can actualize our goals, the more ambitious we can become. With a constant guidance in our phone we can be enabled to become better and better.

Thanks!

Do you have any questions?

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