

Form expert



Problem

What is the problem ?

Why is it relevant ?



Solution

Solution _____

How it works ?

Market size



Next steps

Path to Billion _____



Problem



Fitness enthusiasts are **prone to injuries** because of the lack of proper feedback



Personal trainer is costly

Costs up to 3x a normal gym membership to hire a personal trainer



Fragmented information

Information is fragmented and is most often not accurate



Prone to injuries

Lack of proper guidance leads to injuries some of which can be fatal

Users are looking for a solution



reddit

r/Fitness · 5 yr. ago
kyrae_04

Starting Out With Good Form

I had three different people come up to me at the gym today to help with my form on various exercises. It was so awesome they were willing to do that, but how do I get my form down when I'm working out solo?

Quora

How can I ensure that I am getting proper form while doing exercises in a gym?

Answer Follow Request

Ad by UltraTech Cement

reddit

r/bodyweightfitness · 4 yr. ago
[deleted]

How do you learn the proper form of exercise?

I don't know if it's ideal to search on yt, so how do you learn the proper form of the exercises(rr but also others)? And how do you realize if you're making mistakes?

209 60 Share

Muscle & Fitness
[https://www.muscleandfitness.com/workout-tips/1...](https://www.muscleandfitness.com/workout-tips/10-form-mistakes-you-need-to-fix-now)

10 Form Mistakes You Need to Fix Now

Avoid these critical form mistakes to build more muscle and prevent injuries. · Not Squatting Low Enough · Elbows Too High on Bench Press · Use Your Legs When You ...

Quora

What is the best way to learn and keep proper form at the gym after injuring myself a few times?

Answer Follow 1 Request

ATHLEAN-X™

Why PROPER FORM is so important for MUSCLE GAINS!

YouTube · ATHLEAN-X™
16 Jan 2014

6:53

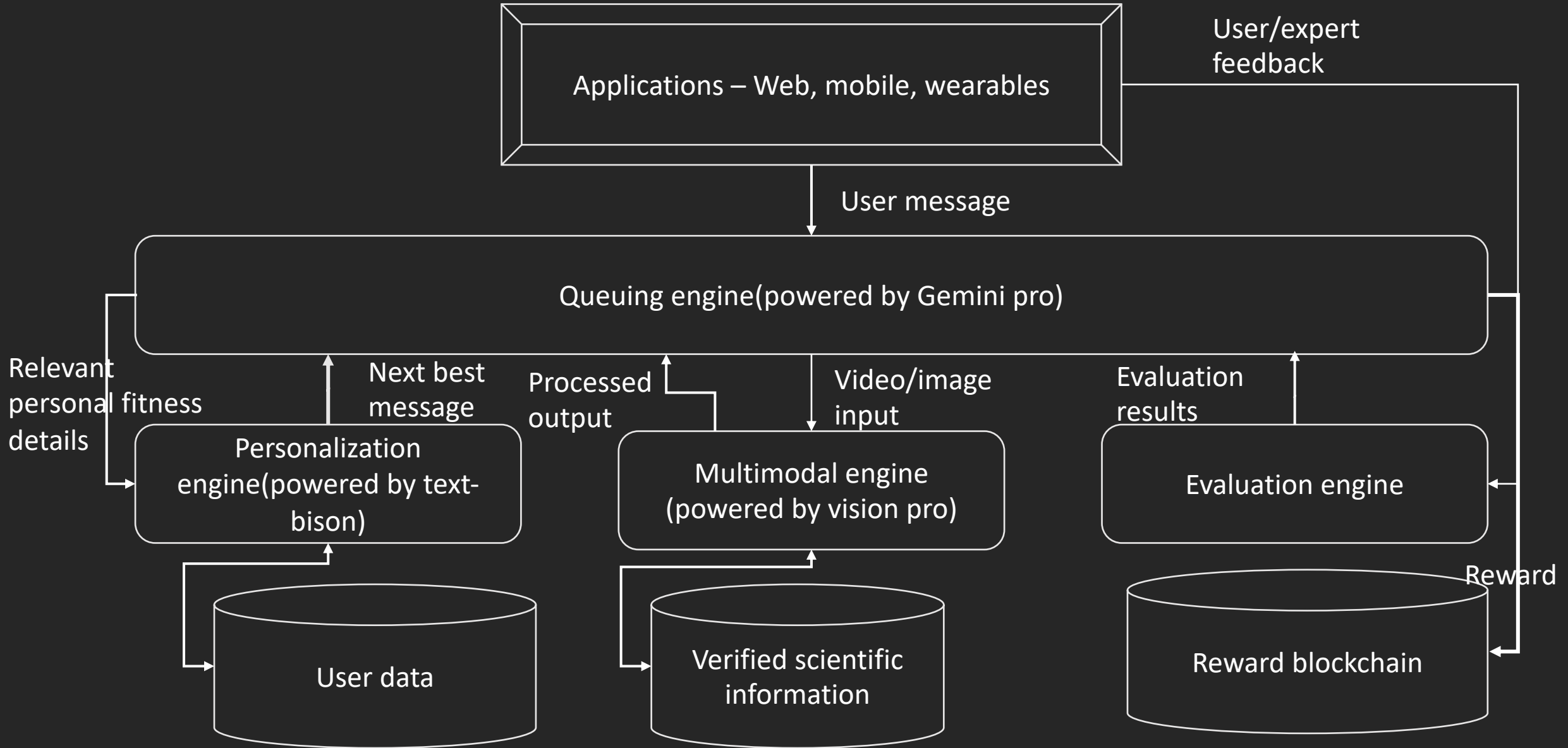
4 key moments in this video



Solution



End state architecture

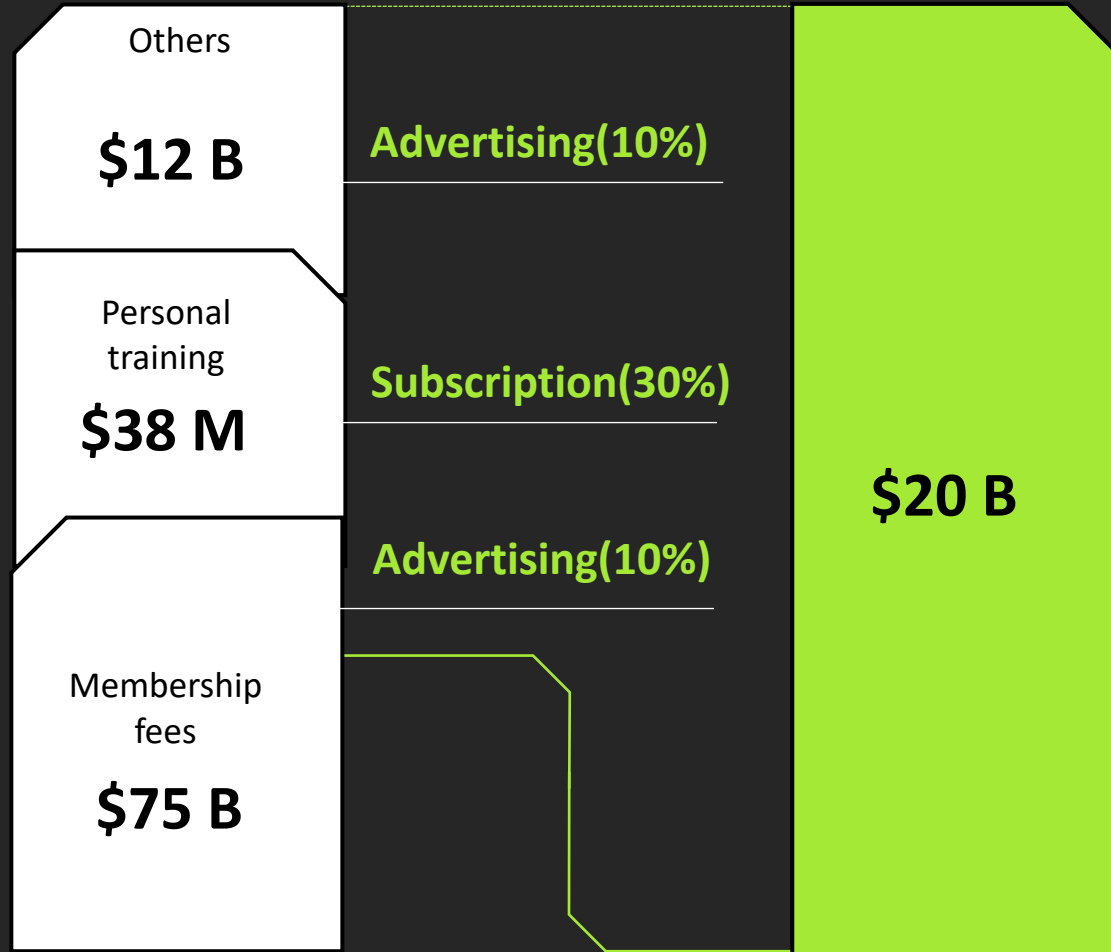




Around \$ 20 B
worth of market
through
subscription and
advertising
revenues

Expected market size in
2030

Serviceable obtainable
market





Next steps



Build | Build | Build

Best AI

Perfect the form expert and enable form expert to be available across multiple devices. Build the best fitness expert out there in the market

Community

Build a community of fitness enthusiasts and experts who can help make the AI better and improve the product and receive fitness coin

Expand

Start advertising to the community the right products and expand into allied sectors of meditation, yoga, health etc.



Consultant, Mckinsey & Co



Led the digital transformation for a **major construction & Infrastructure firm** resulting in a 23% improvement in labor productivity

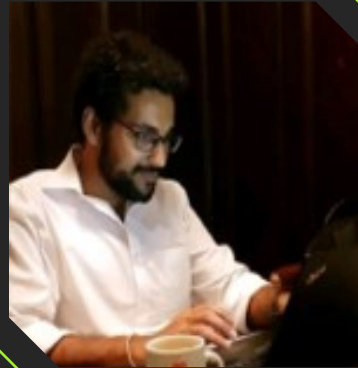
Led the digital transformation for a major public sector bank

Head of Pricing, Rupeek



Led the pricing product to build a Dynamic pricing algorithm based on customer segmentation

Constructed a gold loan product which led to 10x improvement in ROE



Eswar

Ex-Mckinsey consultant,
Ex- Goldmansachs strategist,
MBA from ISB Hyderabad
B.Tech in computer science from IIT
Guwahati

AI enthusiast

I firmly believe AI has the potential to change the society in ways un imaginable to us and am super excited to be a part of the community

Manifesto

Build decentralized AI platforms which will help reduce inequality. Most of the technological advances so far have only increased inequality making the rich grow richer. We now with AI and decentralization have an opportunity to reverse the effect by building AI systems which can be built using user inputs and distribute the profits of the AI systems back to people who have helped build the system.