



Mobile App OutWork

Elevate Your Fitness Journey with AI-Powered
Calorie Tracking and Workout Logging.



Introduction

A.A Namith Nimlaka

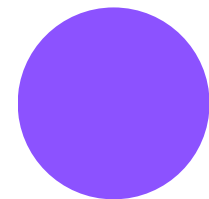
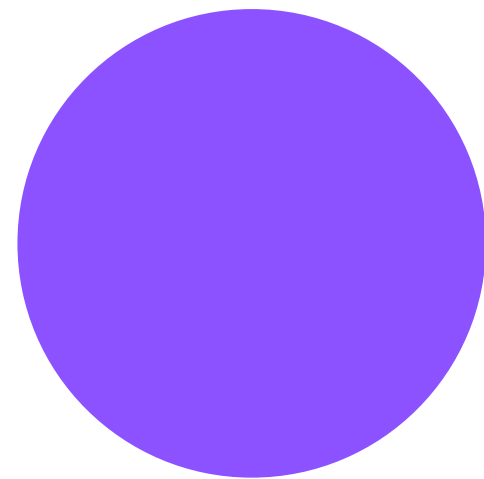
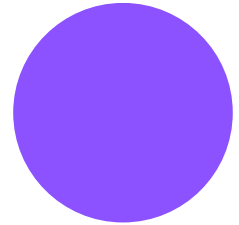
4th Year Software Engineering Student At Monash University Malaysia.

Created OutWork as a business venture in 2023 November.

Solo Developer for Team MANA in this competition.

AI Background

Worked on multiple projects with teams including Final Year Research which was performed using GPT and mobile app development.





Problem

There has been an **increase in gym memberships and new beginners after 2022**, due to the reopening of public places and the rise of fitness influencers and motivational speakers.

These **beginners and intermediate users are the target audience of my application.**

The problem they face is having to Google all their caloric data for their meals to record them, which is **difficult for most people as it requires a lot of time and may be very hard for beginners as they don't properly understand how macros and calories work.**

Even **making workouts catered to the user is very time-consuming and requires great knowledge** about fitness, muscle anatomy, and their own body, most beginners end up copying workouts from YouTube or their friends, which are unsatisfactory for their body.





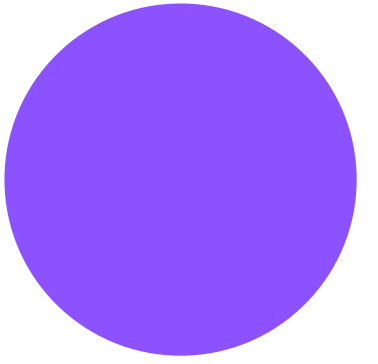
Solution

The solution I have developed leverages Artificial Intelligence to simplify calorie and macro tracking for users. By **merely describing their meals or taking a picture of it, users can accurately monitor their nutritional intake without the need for googling their calorie data.**

Additionally, the **AI analyzes user-profiles and body measurements to generate personalized workout routines for the week.** This tailored approach saves time and ensures that beginners feel supported and empowered as they embark on their fitness journey and avoids them from being overwhelmed.

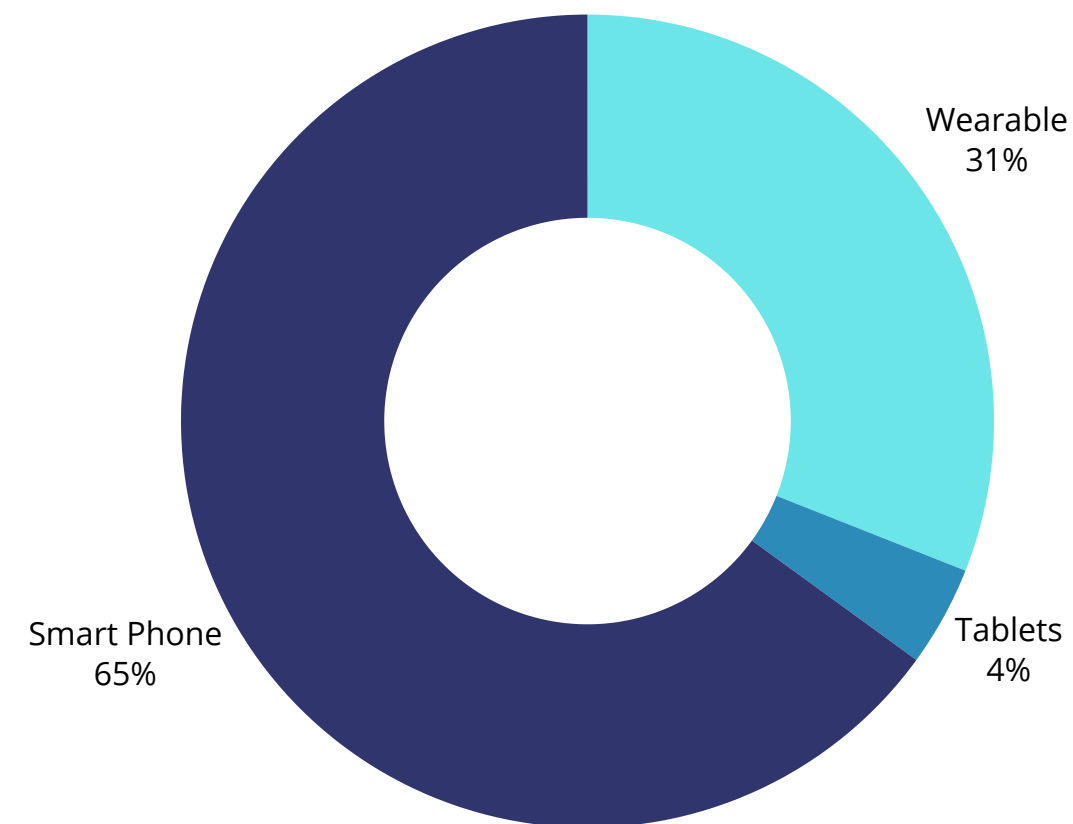


Market Analysis



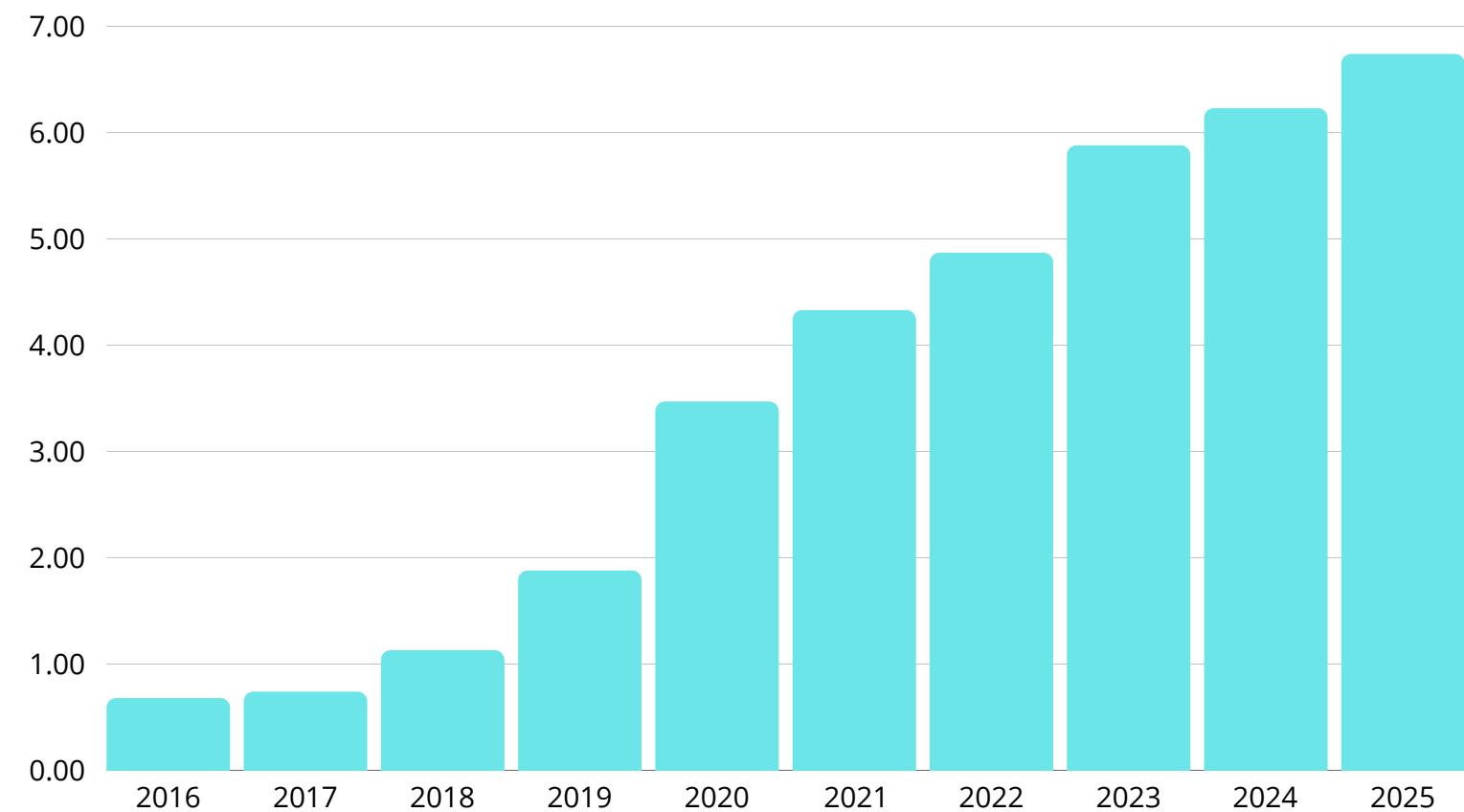
Fitness apps generated **\$5.35 billion revenue** in 2021, a 54% increase on the year prior.

The fitness app market was almost stagnating before the pandemic. It received a **45% boost in users in 2020**, and interest has been constantly rising high till 2023, with unique users reaching an **estimated 625 million users**.

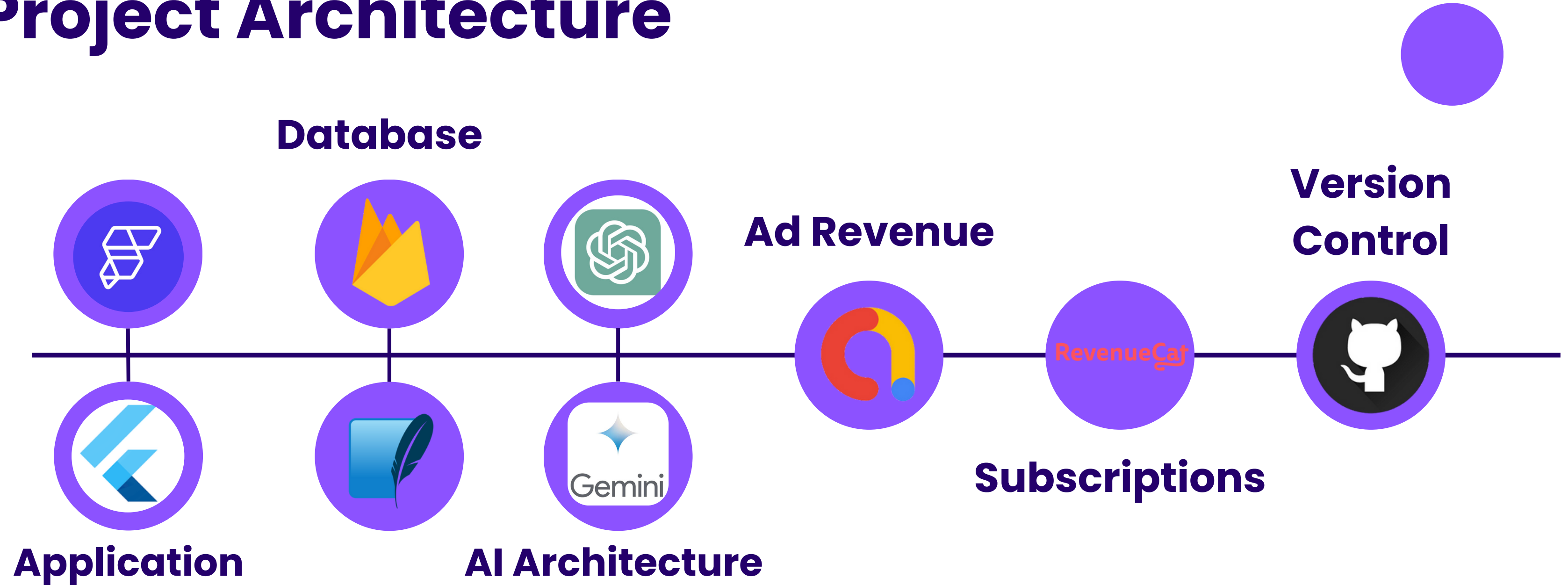


What is the global market of gyms?

The global health and fitness club market size was valued at **USD 104.05 billion in 2022** and is projected to grow from USD **112.17 billion in 2023** to **USD 202.78 billion by 2030**, exhibiting a CAGR of 8.83% during the forecast period.



Project Architecture



The mobile app, built with FlutterFlow and Flutter, seamlessly integrates Firebase and SQLite for robust database functionality. Plus, our AI model architecture, Gemini AI currently backed by GPT-4, provides personalized experiences for users.

Maximize revenue opportunities with AdMob, offering ad revenue to free users, and streamline subscription management using RevenueCat API. Plus, ensure smooth development cycles with GitHub for version control.

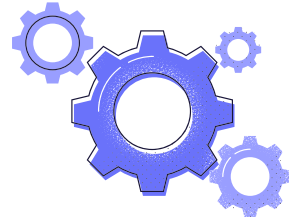


Product Demo



WELCOME

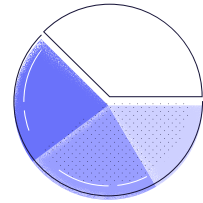
Business Model



Free Plan

\$0 / Month

-
- ✓ Ads
 - ✓ 7 Free Workouts
 - ✓ 1 month Data History
 - ✓ 2 Daily playable workouts
 - ✓ No Charts and Analytics



Premium Monthly

\$2.49 / Month

-
- ✓ Ad free
 - ✓ Unlimited Workout creation
 - ✓ 3 Year Data History
 - ✓ Unlimited daily workouts
 - ✓ Charts and Analytics
 - ✓ AI Meal Image Breakdown
 - ✓ AI Routine Generation



Premium Yearly

\$20 / Year

-
- ✓ Ad free
 - ✓ Unlimited Workout creation
 - ✓ 3 Year Data History
 - ✓ Unlimited daily workouts
 - ✓ Charts and Analytics
 - ✓ AI Meal Image Breakdown
 - ✓ AI Routine Generation

Future Implementations

Upload Health Documents
for AI Meal Plans

Social Media Program and
Fitness Journey Sharing

AI Health Chatbot

AI Workout Chatbot





Thank You for Watching

Github - <https://github.com/namith1003>

Discord - NaZa #nazashadow

Instagram - https://www.instagram.com/namith_nimlaka/

End of The Page