



Project Proposal

Prepared for: David I., Founder

Prepared by: W. Valdez, Director

June 17, 2024

Proposal number: 567-8901

1. EXECUTIVE SUMMARY

- **Business Name:** FitLife Coaching
- **Mission Statement:** FitLife Coaching provides personalized online fitness programs designed to help clients achieve their health goals with minimal equipment and maximum convenience.
- **Location:** 100% online.
- **Products and Services:** Customized workout plans, virtual coaching, group classes, and nutritional guidance.
- **Business Model:** Subscription-based, with different pricing tiers.
- **Funding Requirements:** \$10,000 to \$15,000 for website setup, software, and initial marketing.

2. BUSINESS DESCRIPTION

- **Business Overview:** FitLife Coaching offers virtual fitness training and nutrition planning to individuals seeking flexibility in their workout routines. With low overhead, the business will operate fully online, offering personalized fitness and wellness plans.
- **Industry Analysis:** The fitness industry has shifted significantly toward online services, with growing demand for virtual and flexible coaching solutions.
- **Goals:** Onboard 100 paying clients within the first six months and build a strong community on social media.

3. MARKET ANALYSIS

- **Target Market:** Primarily individuals aged 25-45 who prefer the convenience of home workouts, working professionals, and stay-at-home parents.
-

- **Customer Needs:** Clients need accessible, personalized fitness programs that fit into their busy lives, with regular virtual check-ins for accountability.
- **Competitive Analysis:** Competing with large fitness apps and smaller online coaches. FitLife will differentiate through direct interaction with clients and personal coaching, offering more hands-on guidance.
- **Market Trends:** Online fitness is rapidly growing, with consumers seeking convenience and flexibility.

4. ORGANIZATION AND MANAGEMENT

- **Ownership Structure:** Sole proprietorship owned by a certified fitness coach and nutritionist.
- **Management Team:**
 - [Owner's Name]: Founder and head coach, providing personalized fitness coaching and nutrition planning.

5. PRODUCTS AND SERVICES

- **Core Offerings:**
 - Customized fitness plans (home-based or gym-based workouts).
 - Virtual coaching via video calls.
 - Group workout classes hosted on Zoom.
 - Nutritional coaching and meal plans.
- **Unique Selling Proposition:** Highly personalized coaching and nutritional guidance designed for remote access with direct support.

6. MARKETING STRATEGY

- **Branding:** FitLife Coaching will position itself as a flexible and affordable fitness solution for busy individuals.
 - **Marketing Channels:**
-

- Social media platforms like Instagram and TikTok to engage potential clients with workout tips, challenges, and live videos.
- Website with SEO-optimized content and blog posts on fitness and wellness topics.
- Partnerships with fitness influencers for promotion.
- **Promotions:** Free trial period (14 days) to attract new clients, referral discounts.

7. OPERATIONAL PLAN

- **Location:** 100% online with coaching conducted via Zoom or other video conferencing platforms.
- **Daily Operations:** Manage client progress, offer virtual group classes, and conduct one-on-one coaching sessions.
- **Technology:** Use affordable platforms like Zoom for video coaching, and fitness apps like MyFitnessPal for progress tracking.
- **Client Onboarding:** Clients will receive an initial fitness assessment via video call, followed by a customized workout plan.

8. FINANCIAL PLAN

- **Startup Costs:**
 - Website development: \$2,500
 - Marketing and social media ads: \$5,000
 - Video conferencing and fitness app subscriptions: \$1,500
 - Miscellaneous (software, branding materials): \$1,000
 - **Revenue Projections:**
 - Year 1: \$80,000
 - Year 2: \$120,000
 - Year 3: \$180,000
 - **Break-even Analysis:** Expected to break even within the first 6 months.
 - **Funding Requirements:** Seeking \$10,000 to \$15,000 to cover initial startup costs.
-

