

Fundamentals for Entering the Fitness Technology Space

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Have you ever considered creating a fitness app or creating an online platform? Learn everything you need to consider from start to finish to create an awesome fitness tech offering. Learn the steps that are needed to make this come to fruition. This workshop will reveal steps and checklists needed to consider when creating these offerings. Case studies that include real word experience working with Professional Athletes to Home Town Fitness heroes will be covered in this session. This lecture will assist you in discovering your place in the Fitness Technology space.

1. Six W's to enter the technology space;

- What is your Why?
- What problem are you solving?
- Who is your audience?
- What is your story?
- What platforms?
- What are you uniquely offering?

2. Game Plan

- Brand story
- Budget
- Platform selection/partnership/creation
- Branded content
- Programming
- Variety and Different Modalities
- Technology options
- Consumer Experience

3. Pre & Post Production

- VOD or LIVE
- Studio & Crew
- Equipment & Gear
- Set
- Editing
- Categorizing
- Evolution of production

4. Marketing (stories sell workouts & retain members)

- Timing
- Launching product
- Ongoing support

5. Longevity

- Feed the BEAST!
- Community Care
- Brand Connection
- Inside inclusiveness
- Gear & Attire

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