



EITT

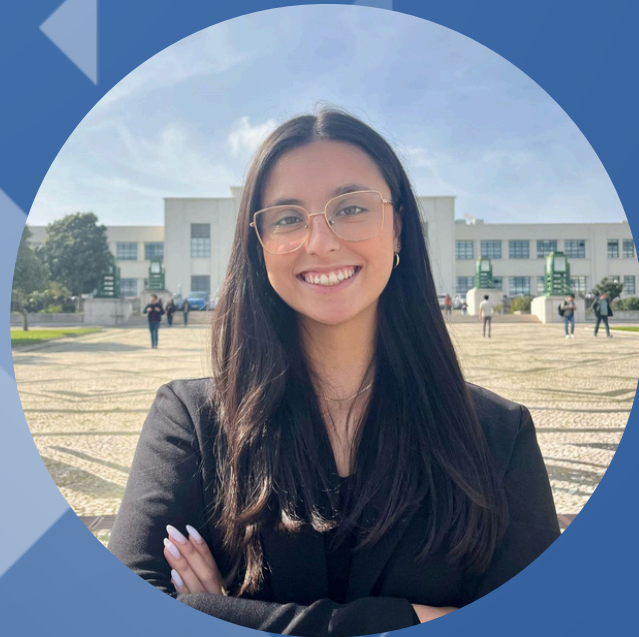
Team 8

Final Presentation

GymGenious

05/05/2025

Hackers



Carolina Arruda

Engineer, Business Planning
Computer Network Internships

Hipsters



Vladimiro Roque

Manager, Designer
Machine Learning Internship

Hustlers



Catarina Sebastião

Marketing, Business Planning
JEEC - Business Team Member



João Ferreira

Engineer, Designer
FST - Control, Electronics



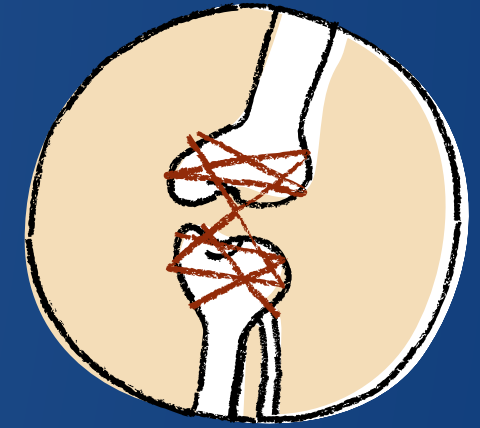
Inês Martins

Designer, Marketing
JEEC- Marketing TL



Diogo Ferreira

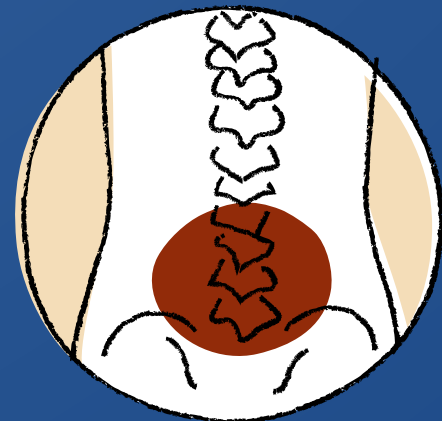
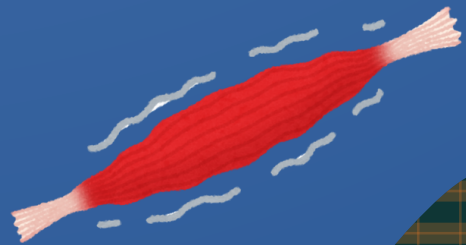
Marketing, Business Planning²
European Space Agency Internship



Every day, millions exercise without guidance.

The result?

Poor form, injuries, and frustration.



Problem Statement

Who is the customer?

People want to stay fit but often don't know if they're training correctly?



What is the real and relevant problem?
Gyms and hotel fitness rooms lack supervision.

An Open problem

Mistakes in posture and technique lead to injuries and low effectiveness.



Market & Opportunity

Market Segments

- Student residences
- Hotels (+4 star) with gyms
- Small and medium fitness centers in companies

Opportunity

Over milion gym users in Europe alone, most without proper guidance.



Solution & Value Proposition

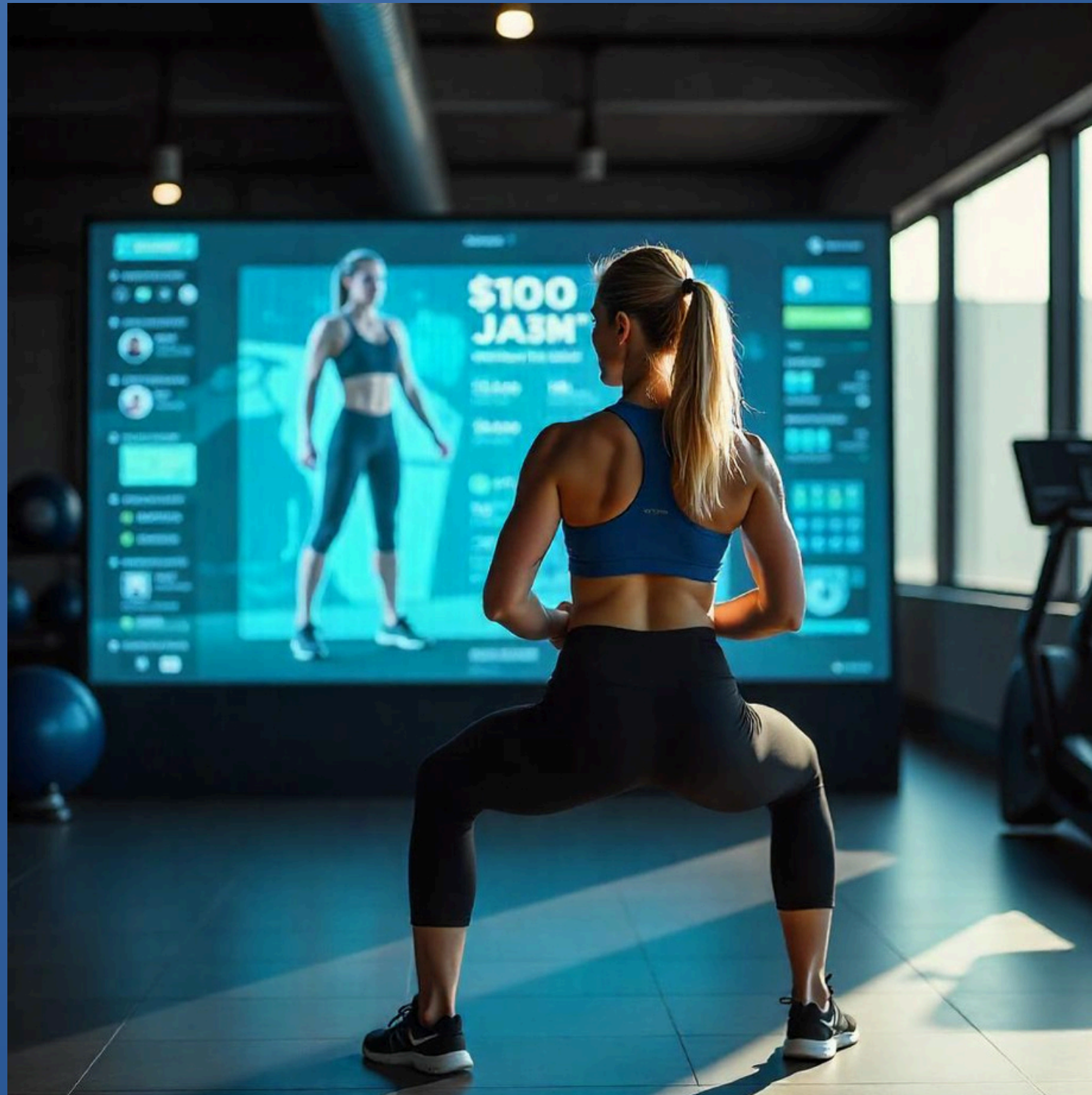


Image generate by AI



- Detects body position using AI and guides the user visually.
- Installed easily in companies, residences or hotels with gyms. No need for PTs or mobile apps.

Business Model

Revenue:

- Monthly B2B subscription
- Hardware Installation



Costs:

- Device hardware (camera, screen...)
- Installation/maintenance (human resources)
- Cloud infrastructure (dataset storing, model hosting and serving)
- Training compute costs
- Fitness experts for data generation and validation (model training)



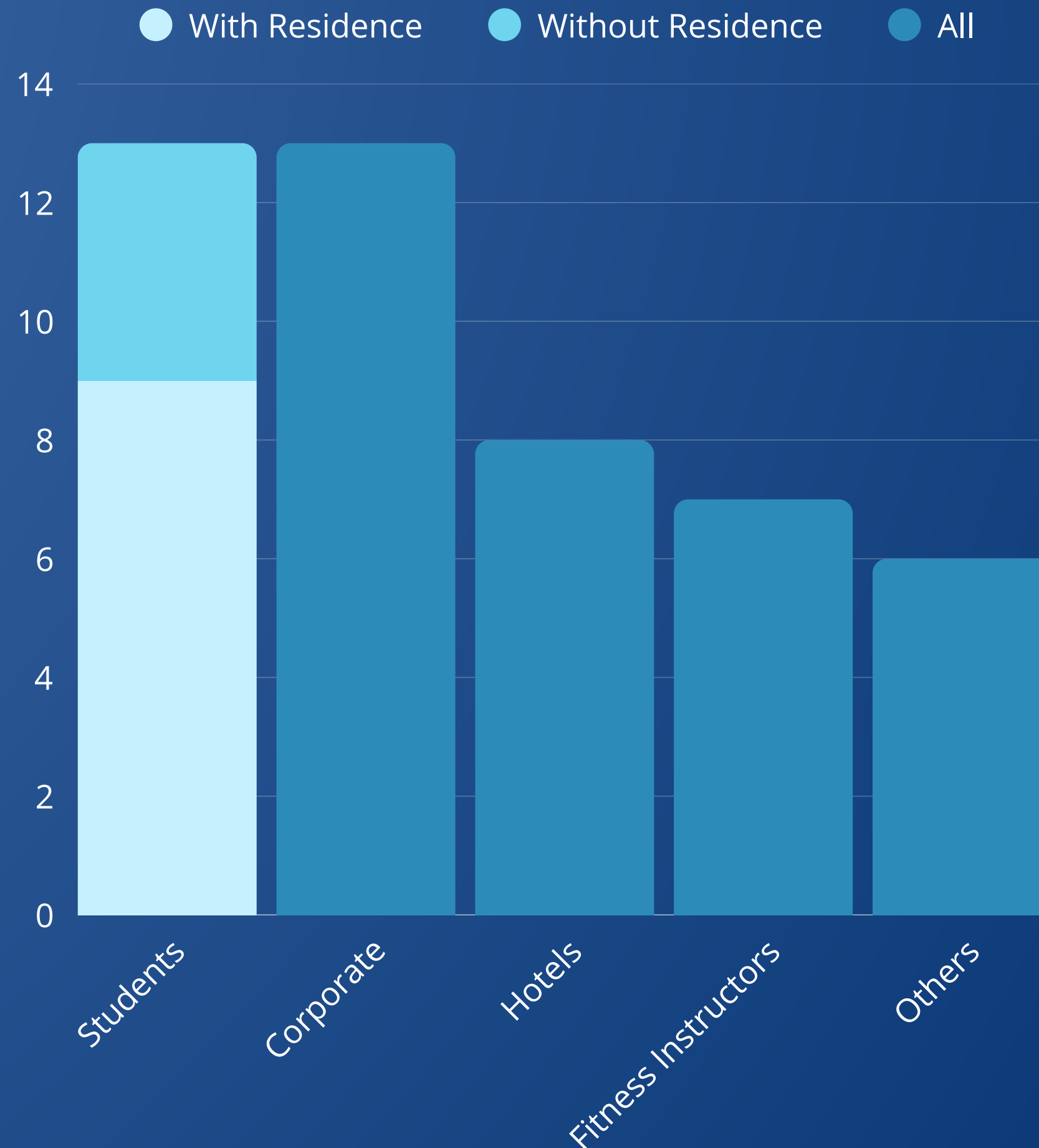
Competition & Differentiation

Competitor	Market (B2B)	Real-Time Feedback	Hardware-Free	Scalable	Form Correction
Human PT	✗	✓	✓	✗	✓
Fitness App	✗	✗	✓	✓	✗
Smart Mirror	✗	✓	✗	✗	✓
GymGenious	✓	✓	✓	✓	✓

Validation

We interviewed **+30 people** from different groups — **students** (many living in residences), **hotel users, corporate workers, and fitness experts.**

Most confirmed the lack of guidance while training and saw value in our solution. Some residences and a hotel chain are already interested in trying it out



Go-to-Market & Marketing Plan



Start with partnerships in university residences and hotels



Free trial model to encourage adoption



B2B sales outreach + digital campaigns

Team

Tech	Business	Fitness	Technicians
<ul style="list-style-type: none">• AI/ML Engineers• UX/UI designers	<ul style="list-style-type: none">• Sales• Product strategy	<ul style="list-style-type: none">• Personal trainers• Bio-mechanics consultants	<ul style="list-style-type: none">• Technicians contractors for hardware install and maintenance

Financials & Milestones

Year 1

Foundation & Market Validation

- MVP built (AI tracking & feedback), tested in real gym settings
- 5 pilot clients (cheaper version for market launch)
- 10 initial installations

Revenue Target: €30K+

Year 2

Commercial Rollout & Scaling

- Convert pilots → paying clients; B2B sales ramp-up
- 100+ unit deployments across Portugal
- Introduce Sports (Yoga, Pilates, Karate)

Revenue Target: €80K–€150K

Year 3

Profitability & Expansion

- Break-even via subscriptions + hardware leasing
- Expand to 5+ new EU countries
- 500+ cumulative installations
- Expand Sports roster to 20+

Revenue Target: €600K+

Demonstration Video



Website-Video

**Looking for partners and funding to scale pilot to full deployment?
Join us in making fitness smarter and safer for everyone**

THANK YOU
ANY QUESTIONS?