



Kilo-Gram

A Place to Start and
Conquer your journey



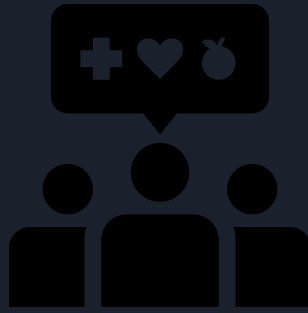
Problem

The weightlifting/Athletic community doesn't have a quality space to connect with one another that is built and caters to their needs

The weightlifting community is very wholesome and the “connectedness” aspect is a large part of the culture.



Solution



We will create a safe space for weightlifters to share their success with one another and further connections with the community.

Stats, achievements, pictures, short videos would be the majority of the platform.

We would cater to all experience levels from very experienced lifters with ways to show what you have achieved to people just starting to pick it up with coaches and mentors.



Market

60,000,000 Americans perform exercise activities.

5,430,000 Americans participate in weightlifting on a typical day.

1.8% of the weight lifting community could make up a \$500,000 a month income with \$5 monthly in premium membership or ad revenue .

Community is only growing

Worldwide total market





Model



Once we have a consistent user base we will implement advertisements as well as premium business model.

The average age for weightlifters is from 16 to 45 and are usually health conscious

Word of mouth advertising would be very effective when included with a referral program with possibly free premium accounts for a portion of time



Competition

Competition- Current social media apps



Edge over competition-

- We're offering a specialized and accommodating platform for the members of the community
- Platform for personal trainers to get more of a reach for clients
 - Same concept for people looking for trainers
- Platform for people looking to be competitive without actually entering competitions
- We're hyper focused on one section of clientele
 - We will listen to complaints of people and are very committed to making the improvements they're looking for

Our team

- Michael Giardina
 - App Creator
 - Weightlifter
 - Vast exercise and health knowledge
- John Grabski
 - Business major
 - Familiarity with marketing, networking, social media
 - Good with finances and strategic expansion
- Karlo Mohammed
 - Fitness enthusiast
 - Vast exercise and health knowledge
 - In tune with and active member in the community surrounding this app

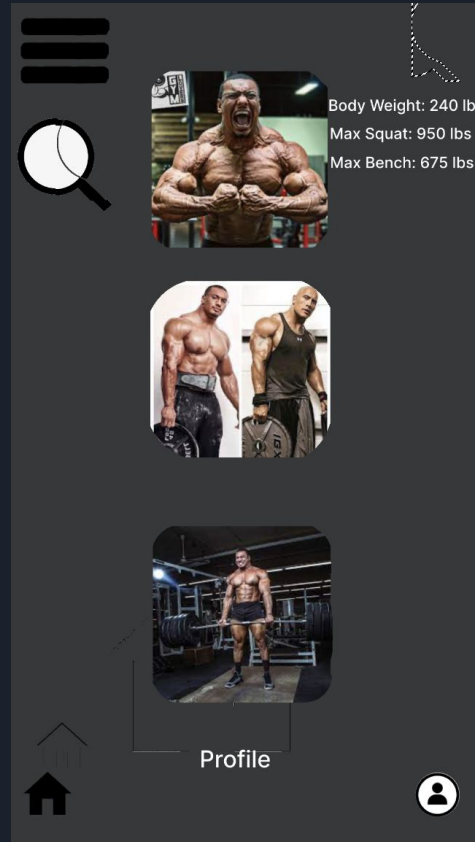




Our plan

- Get app running and polished
- Local marketing
- Promote referrals and cultivate a community and safe space

App Preview(Very rough draft)





Sources

<https://www.bls.gov/opub/ted/2016/sports-and-exercise-among-americans.htm>