









Idea (Product/Program) Name: **Movin' & Groovin'** **Team Member Names:** Bridges, Janeza; Doan, Tammie Khanh; Duerre, Tahlia; Quevedo, Claudia; Stuppiello, Christina; Urbina-Hernandez, Mariela

Product / Program Overview 	Problem Statement (pain points) 	Customer Segments (Who is your Audience) 
<p>Children's at Home Fitness Program - Movin' & Groovin'</p> <p>There will be different age group brackets : 8-10, 10-12, 12-14, 14-16, and 16-18 years old.</p> <p>The program is designed for the younger children to experience developing exercise steps whereas the older the age group, the more specific the exercise consisting of learning new detailed skill sets. This will be an interactive app on their phone, tv, or ipad where they can do it from anywhere</p>	<p>Obesity currently affects 1 in every 5 children and adolescents in the United states; therefore, our goal behind this program is to create a program that gives children the concept of exercise that is fun and exciting versus feeling like an involuntary chore to be done. Our vision behind the program stands to push children and adolescents towards the desire to live a healthy lifestyle involving movement, discipline, and healthy habits.</p>	<p>This product would catch the eye of busy parents who might not have the time or money to ensure their children are getting enough exercise. Especially following a global pandemic, a lot of parents are working from home and their children might not be partaking in enough exercise due to closure of parks, youth sports and fitness facilities. This product packaging will look fun and exciting so it catches the eye of children. It will be targeted to the middle class individual with the intention to support their kids mental and physical needs.</p>
Key Features / Activities 	Unique Value Proposition (what stands out v. competitor)	Unfair Advantage (why are you better) 
<p>Our program has different levels of workouts that are specifically based around developmental fitness levels and skills a child is expected for their age range. It will be packaged with the special equipment needed for the age group chosen, allowing the kids to exercise with the program or even use the equipment for more interactive activities such as sports and ultimately acquiring different skill sets.</p>	<p>Our biggest competitors would be gaming devices such as the Wii and Nintendo Switch, as they have already created fitness games. Free Youtube channels would also be a competition for us as they attempt to motivate children to be active at home. However, we are cheaper than these Nintendo consoles and more interactive than Youtube, as we come with equipment catered to the child's fitness levels and goals.</p>	<p>No other product like this on the market that closely mimics actual sport movements while still allowing the child to be in the comfort of their own home. These home workout programs for children are perfect for rainy days, cancelled sports practices, or during stay-at-home orders like the COVID-19 pandemic. Compared to other companies such as Nintendo, parents would choose our program because they would rather have their child actively exercising than playing a video game.</p>
Cost Structure (expenses/requirement) 	Revenue Channels / Streams 	Key Marketing / Branding Strategies 
<p>Package of equipment: Jump rope (\$2.50), Sliders (\$3.20), Cones(\$2.00), Balance disk (\$12.00), Hula hoop (\$1.09), Yoga pad (\$6.99), Resistance bands (\$9.79), Sport Swing ball (\$3.74), Agility Ladder (\$8.99)</p> <p>Total for equipment \$50.03 App development \$116,250</p>	<p>Fitness-oriented business.</p> <p>Purchase console through online ordering.</p> <p>Options to upgrade or add equipment.</p> <p>Whole package costs \$150 including app</p> <p>For in-app purchases, \$30/month premium option for all class access and extra tips such as advice from professionals like nutritionists and fitness trainers</p>	<p>Brand affiliation (being a part of a "tribe").</p> <p>Healthy lifestyle advocacy.</p> <p>Partner with a charity to give one console to a child in need for every console purchased.</p> <p>Marketing to schools and recreational centers that cater to youth.</p> <p>Reach out to early adopters, through interviewing, and will be influential to our target.</p>