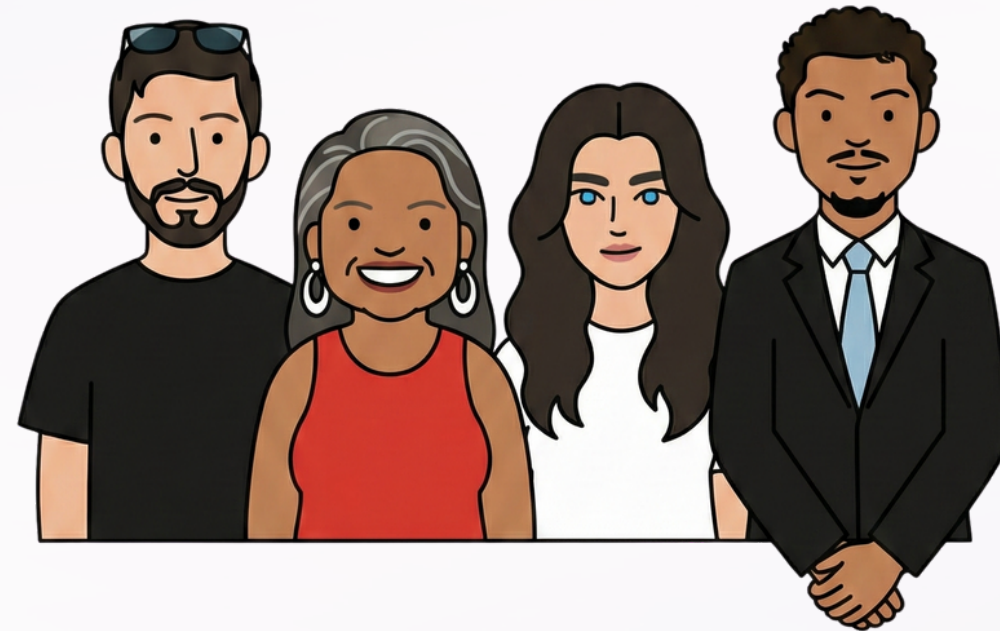


MOVEMATES

“a sports community to help you regain the energy and balance that you need”



SHAMINE CHAINANI
KHATIA KHAINDRAVA
IRFAN AŞICIOĞLU
DJIANI BRANDON



PROBLEM STATEMENT

**CORPORATE PROFESSIONALS ARE BUSY, EXHAUSTED AND NEED TO UNPLUG
FROM WORK**



WHYS BREAKDOWNS

WHY ARE THEY BUSY AND EXHAUSTED?

BECAUSE THEIR WORKDAYS ARE LONG, MENTALLY DEMANDING, AND
OFTEN SPILL INTO PERSONAL TIME — LEAVING LITTLE ROOM TO REST
OR RESET.



WHYS BREAKDOWNS

WHY DOES WORK SPILL INTO THEIR PERSONAL TIME?

BECAUSE MANY ROLES ARE “ALWAYS ON”, QUICK TURNAROUND, AND OPTIMAL PERFORMANCE, OUTSIDE OFFICIAL WORK HOURS.



WHYS BREAKDOWNS

WHY DOES THIS CONSTANT PRESSURE MAKE IT HARD TO UNPLUG?

BECAUSE WHEN WORK NEVER FULLY SWITCHES OFF, THEIR MINDS
STAY IN WORK MODE — REPLAYING TASKS, DEADLINES, AND
RESPONSIBILITIES.



WHYS BREAKDOWNS

WHY IS STAYING IN WORK MODE SUCH A PROBLEM?

BECAUSE WITHOUT A REAL MENTAL AND PHYSICAL BREAK, STRESS
BUILDS UP, ENERGY DROPS, AND EXHAUSTION BECOMES THE NORM.



WHYS BREAKDOWNS

WHY DO THEY NEED TO UNPLUG TO FEEL BETTER?

BECAUSE UNPLUGGING GIVES THEM SPACE TO MOVE, BREATHE,
CONNECT, AND FEEL BALANCED AGAIN.

PERSONA PROFILES

THE OVERWORKED HIGH ACHIEVER

Age: 28–42

Roles: Consultant, Analyst, Lawyer, Manager, Tech

Lifestyle:

60–75 hr weeks

Mentally drained after work

Wants sports but inconsistent

Pains:

No time, low energy

Unpredictable schedule

Needs relief, not performance

Motivations:

Quick stress release

No-planning activities

Ambitious, supportive community

Needs:

Short, convenient sessions

Flexible “come when you can”

Beginner-friendly sports

THE CORPORATE PARENT

Age: 32–48

Roles: HR, Marketing, Project Manager, Senior Associate

Lifestyle:

Work + childcare overload

Evenings fully booked

Constant mental fatigue

Pains:

No time for self-care

Low energy after work

Guilt about taking personal time

Motivations:

Light, restorative activity

Predictable schedule

Supportive community

Needs:

30–45 min sessions

Morning/lunchtime options

Simple, low-pressure sports



INTERVIEW TAKEAWAYS

WORK EXHAUSTION IS UNIVERSAL — THE CAUSES DIFFER, BUT THE PHYSICAL & EMOTIONAL DRAIN IS IDENTICAL

People experience stress from:

Overload + deadlines
Intense emotional labor
Unpredictable shifts
Family-work conflict

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VALUE PROPOSITIONS



For busy corporate professionals

Who? feel stressed and can't disconnect from work

Product ? MoveMates is a sports-based community

Benefit ? helps them switch off from work, reduce stress, and feel more energized (activities)

Alternative ? Unlike gyms or fitness apps (performance)

Solution ? MoveMates removes all friction: no planning, no pressure . Just show up and reset with people (same lifestyle).

BUSINESS MODEL CANVAS



KEY PARTNERSHIPS

- Sports instructors and coaches (future)
- Venues for sports activities
- Potential partnerships with sports providers in future

KEY ACTIVITIES

- Managing the digital platform (maintaining)
- Explaining concepts and benefits
- User feedback

KEY RESOURCES

- Digital platform (website)
- Using wix studio
- Responsive design (adaptability)

BUSINESS MODEL CANVAS



CUSTOMER RELATIONSHIPS

- Easy sign-up process
- Follow-up emails to get feedback
- Friendly, low-pressure community

CHANNELS

- Website (desktop, mobile)
- Email campaigns (sending the prototype)
- Follow-up messages after sign-up

CUSTOMER SEGMENTS

- Busy corporate professionals
- Business workers who are stressed and overworked
- People who want to move, feel energized, and connect with others

BUSINESS MODEL CANVAS



COST STRUCTURE

SUBSCRIPTION-BASED MODEL

FREE FIRST MONTH AND PAID AFTER

REVENUE STREAM

100% FROM
SUBSCRIPTION

Prototype Setup

- Built a functional website using Wix Studio
- Optimized for desktop and mobile users
- Goal: test real interest, not just an idea
- Simple sign-up flow to measure engagement

Testing & Results

- 44 users reached → 12 sign-ups (27%)
- 100 users reached → 23 sign-ups (23%)
- A consistent conversion rate shows validated demand
- Follow-up message sent to identify preferred sports activities

Learnings & Limitations

- Strong interest in low-pressure sports communities
- Users value well-being over competition
- People like the community aspect
- Competition from other leisure activities beyond sports

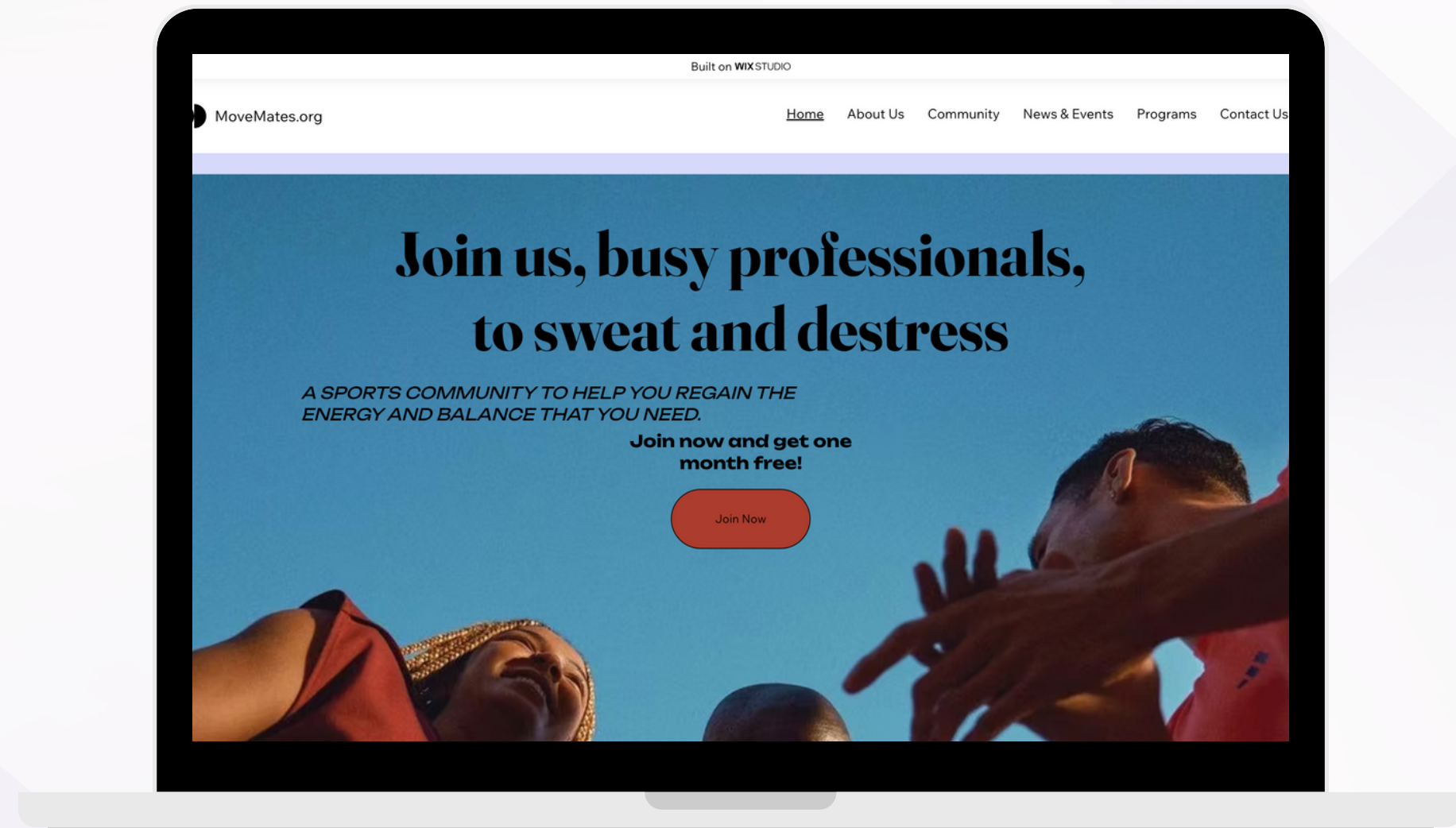
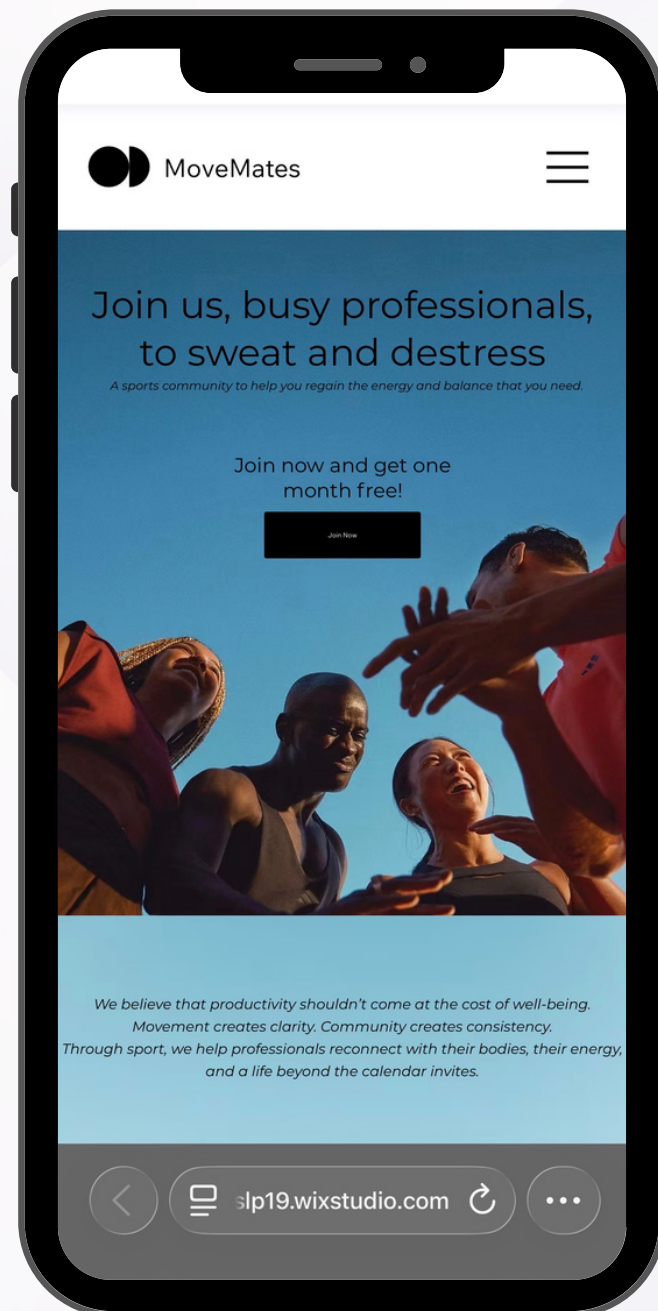
PROTOTYPE STRATEGY

The Sports Comm+Unity prototype tested real user interest through a responsive website built on Wix Studio. Sign-up results showed consistent engagement, validating the concept while revealing challenges around social preferences and competing leisure activities.



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MOBILE AND WEB DISPLAY





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PROMOTION



Join now and get one
month free!

Join Now

Our Services

01

Weekly Group Activities

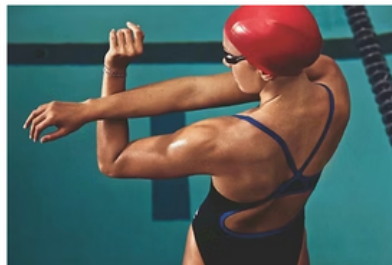
- Weekly runs
- Football sessions
- Padel groups
- Circuit training



02

Fitness & Endurance Options

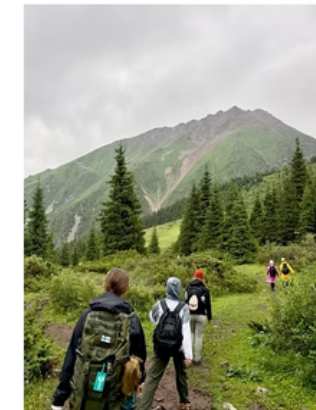
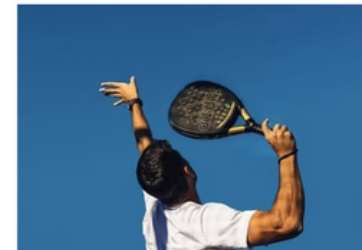
- Aerobics, spin, Zumba
- Pool laps & open-water swims
- Road cycling



03

Weekend & Custom Experiences

- Weekend hikes
- Tell us what you want and we create it
- Built-in accountability so busy professionals stay active



←→↺



Special Offer

Get **1 month free**, then continue your membership **\$40 per month**.
A simple, affordable way to try it out and keep going.

Join Now



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RISK ANALYSIS



Market Competition

Market – competitors like established gyms



Logistics

Logistics – venue, coaches, equipment availability



Safety

Safety – injuries during activities



Customer Buy-in

Customer – busy professionals remain busy professionals i.e. low buy-in from target



Product Fit

Product – the activities do not meet expectations of the customer



Financial Viability

Financial – price point may not be sufficient to allow for sustained product quality or scalability



Sustainability

Sustainability – lasting potential of the business



Community Engagement

Environment – community meetups for fun, connection and accountability doesn't get off the ground due to lack of differentiation from mainstream exercise facilities



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MITIGATION TACTICS



Market Competition

Offer a unique, community-driven experience that feels easy and fun.



Logistics

Simplify by using one or two main spaces and vendors for activities.



Safety

Ensure insurance coverage for the business



Customer Buy-in

Leverage referrals and influencers for motivation and reach.



Product Fit

Partner with trusted fitness vendors to ensure quality.



Financial Viability

Add pricing tiers, loyalty perks, and sponsorships.



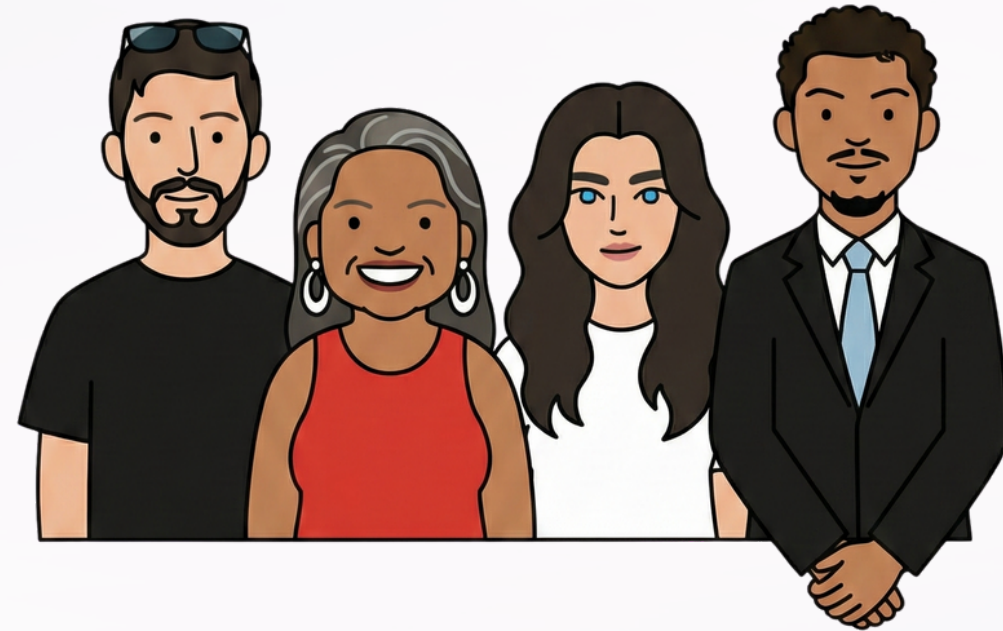
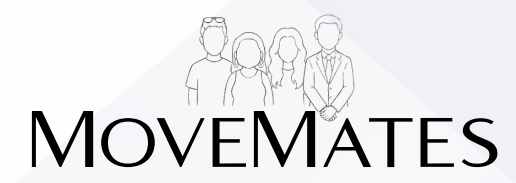
Sustainability

Use perks, milestones, and community events to boost retention.



Community Engagement

Create an immersive experience that is fun, and entertaining



THANK YOU