



8fit FIWARE Case Study

Project Name	8fit	Company Name	8fit
FIWARE Accelerator:	IMPACT	Country	Spain
Grant Funding	February - August 2015	Website	https://8fit.com/
Level of Grant funding secured	€100,000		
Target Sector	Personal wellness/fitness		

Vision and Market Need

Wellbeing and fitness are currently a hot trend for technology, with increased interest from large tech players and young startups in this market. Launched in 2014, 8fit is a mobile fitness app that works as a personal trainer and meal planner to help people stay in good shape. A team of fitness coaches and nutrition experts follow the customers' progress and provides advice tailored for their unique requirements. 8fit stacks up the individual bonuses of doing all the right things: Eating right, toning muscle mass, increasing your metabolic rate, being active, and making daily choices that keep you in your best shape."¹

Through a 3-month programme, 8fit aims to allow its customers to:

- Limit carbs to allow them to enter ketosis, the fat burning mode;
- Promote protein to tone muscles and keep them satiated;
- Keep overall food intake at a moderate caloric deficit;
- Increase their resting metabolic rate with short, intense exercise sessions;
- Introduce simple healthy habits, like walking to work or avoiding soda;
- Keep track of their daily weight and foods they eat to make smarter choices; and
- Reprogram their genes, regardless of their starting condition.

Contrary to existing similar apps, 8fit proposes basic workouts including home exercises. The app's fitness programs offer interactive videos that feature accredited coaches and trainers. Their value proposition has been validated through surveys and market studies.

According to 8fit, there is over 90% success rate for people who stick to the plan, regardless of their starting physical level. 8fit's fitness plans aim at boosting the body's resting metabolic rate. 8fit's main features of 8fit include:

- Fat burning workout
- Weight loss nutrition plans
- Body science articles
- Build muscle quickly and proportionately
- Custom nutrition plans that are easy to start and maintain
- Strategies to stay motivated, set and keep habits
- Lifestyle design to maintain your fitness without lots of extra effort
- Immediate, specific actions and recommendations
- Tips to boost your energy naturally. Lose dependence on sugar and caffeine!
- Performance tracking

¹ <https://8fit.com/>

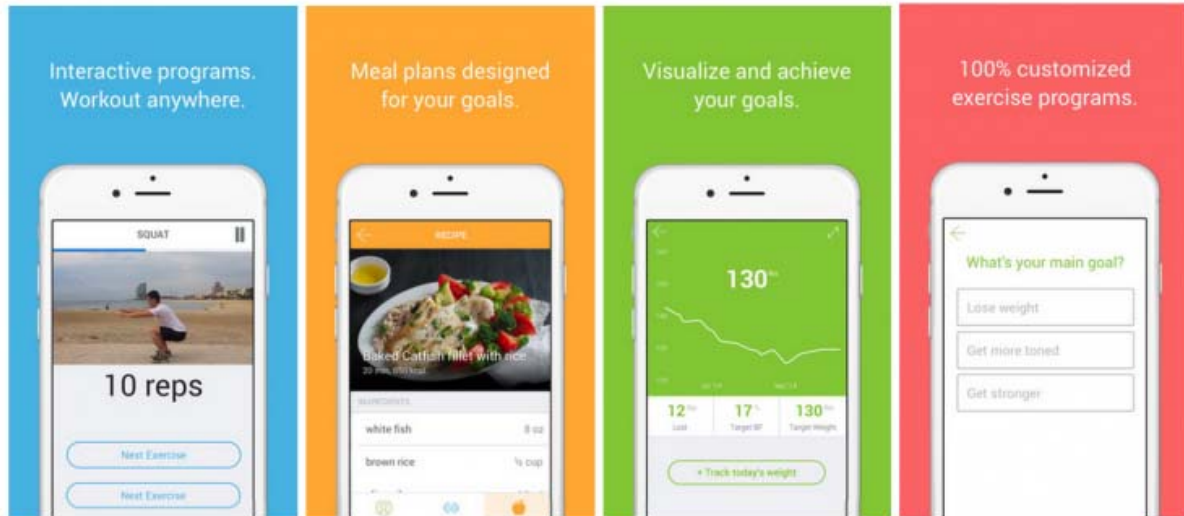


Diagram 1: Screenshot of 8fit app

In addition, 8fit offers an in-app weight tracker with visual graphs and stats. The tracker allows to quickly monitor users' training progress so they can visualize the achievement of against the goals. In addition to its mobile app, 8fit's website has a blog section with articles and advices available to all internet users.

Target Market and Revenue Streams

8fit leverages a subscription business model. It generates its revenue by offering premium programs and meal plans: customers can take advantage of the app for free or get the pro plan, which price ranges from €14.99 for one month to €59.99 for an annual package, through 4 price levels². The strong company's growth since its launch in 2014 is reinforced by 2.5 million users. In 2015 it aimed to achieve revenue of 1 million dollars before the end of the year.

A key point of 8fit's customer acquisition strategy is to engage mobile users through 8fit's content to drive app downloads and subscription sign-ups³. Based on collaboration with a content discovery platform, 8fit was able to attract potential users to its online magazine and ultimately to the app.



Source: Outbrain

² <http://en.webrazzi.com/2016/05/09/8fit-finds-millions-of-users-seeking-guides-for-improving-their-health/>

³ <http://www.outbrain.com/wp-content/uploads/2016/04/OB-Case-Study-8fit-UK.pdf>

8fit has received \$2.5 million in funding from VitaminaK. The company has also secured an equity loan from the Support Program for Technology Entrepreneurs of the Canary Islands JEREMIE Fund, and has been 85% co-funded by the European Regional Development Fund from the Canary Islands 2007-13 ERDF Operational Program⁴.

Competitive Positioning

According to Owler.com, their main competitors are ⁵

- Fitocracy is an online game and social network that helps users track their fitness progress
- GAIN Fitness is a web and mobile application for workout routines and exercises
- Virtuagym is a web and mobile application that helps users to track their nutrition and workout routines.
- FitStar is a mobile application that focuses on crafting custom exercise programs based on a user's body data and activity history.
- YOU-app is an application for nutrition and fitness guidance.
- Fooducate is an online and mobile app for nutrition food advice and tips.
- Rise is a mobile application that connects directly to a nutritionist for providing coaching and diet tips.
- Cody provides video-based online fitness training.
- JEFIT is a mobile app that helps keep users on track, live healthier, and stay motivated with fitness goals
- Fitmob is an online fitness portal that offers location based gym and fitness booking services in the United States.

Enabling Technology

8fit has implemented the following FIWARE Enablers: Configuration Manager-Orion Context Broker.

⁴ <http://en.webrazzi.com/2016/05/09/8fit-finds-millions-of-users-seeking-guides-for-improving-their-health/>

⁵ <https://www.owler.com/iaApp/1574812/8fit-competitors?onBoardingComplete=true>