

# High Potential Initiatives Profiles

## 1 Accelerator

IMPACT



## 2 Project and Organization

8fit: workouts and meal plans, 8fit Desarrollos S.L.



### 2.1 Country

Spain

### 2.2 Project Abstract

8fit is a mobile app for fitness 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 proposes basic workouts that anyone can do anywhere, such as 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. 8fit's fitness plans aim at boosting the body's resting metabolic rate. The app is available for download from the main app stores and on the company's website. In addition to the mobile app, 8fit's website has a blog section with articles and advices available to all internet users. Since its launch in 2014, the app has reached 2.5 million users.

### 2.3 Sector

Consumer health/wellness

### 2.4 Target Market

B2C

### 2.5 Business Model

8fit leverages a subscription business model, and generates its revenue stream by offering premium programs and meal plans.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

### 2.6 Website

<https://8fit.com/>