



We'll Fit Your Needs

# COLLEGEFIT

BMGT 460

Professor Miesing



# CollegeFit Founders

- ▣ Tyler Stephanik- Finance Major, Certified Personal Trainer
- ▣ Morgan St. Pierre- Business Management Major w/ 6 years of Fitness & Nutrition Experience
- ▣ Erdern Ibraim- Marketing Major, IT Experience, Web Analyst
- ▣ David De Freitas- Finance Major, Financial Analyst
- ▣ Derrick Tusang – Marketing Major, Social Media Manager

# Video

- ▣ <http://www.youtube.com/watch?v=W5XhxEUfkIE&feature=c4-overview&list=UUSuAkwPXMLUDGzgC6Ep5euw>

# Mission Statement

- ▣ We are an organization dedicated to the proactive movement of lifestyle, fitness services and nutritional info to help people everywhere fight preventable disease, disorders and illness.

# Context: The College Lifestyle

- ▣ Students who are unprepared to be independent, for the first time in their lives, often experience trouble maintaining a healthy lifestyle in College.
- ▣ Social factors causing weight gain
  - Stress- Larger workload than H.S, Time Management
  - Lack of Exercising
  - Eating Habits- Dining Halls
  - Alcohol/Partying

# Why Obesity?

- ▣ The social problem we are going after is obesity. This is a constantly growing problem in the United States and is very prevalent among college students.
- ▣ Our goal is to instill a lasting impression of the health risks which are associated with obesity, and how to go about avoiding such factors.

# CBS News Study

- ▣ A Study conducted in 2012 which was funded by the federal government, involved 382 students, 40 percent of them male, at an unidentified private school in the Northeast.
- ▣ Students weight was measured four times:
  - At the beginning of the school year in September.
  - At the end of the first semester in December.
  - After the holiday break in January.
  - And at the end of the freshman year in May.



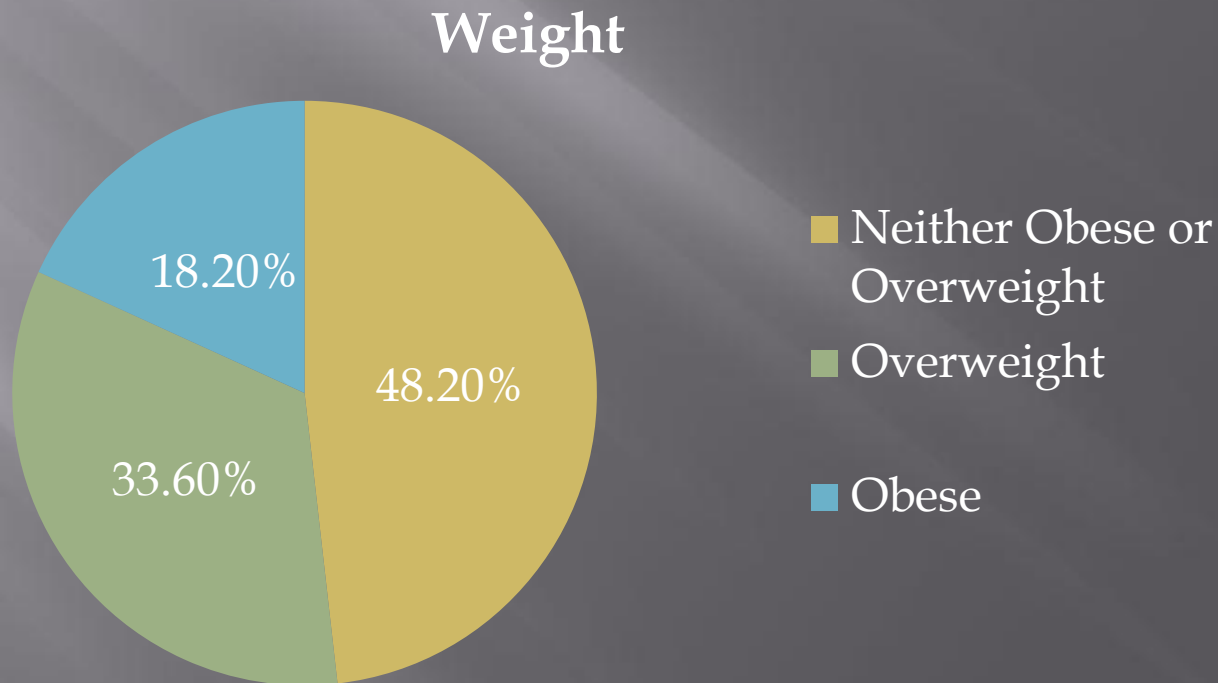
# CBS News Study (cont.)

- ▣ “ Elizabeth Lloyd-Richardson, a Brown researcher stated:
  - “Males gained 5.6 pounds and females gained 3.6 pounds, with the large majority of that weight gained in the first semester<sup>1</sup> in 6 students gained 10 or more pounds in their freshman year.
  - 17% increase in obese students at the end of freshman year.
  - 1 in 6 students gained 10 or more pounds in their freshman year.
  - Doctors from the study stated that patterns of gradual weight gain could affect students long after graduation and cause potential health concerns.



# Center for Disease Control study

- ▣ In 2012 the CDC found 33.6 % of college graduates are overweight and 18.2% are obese in New York state.



# The Social Problem: Goal

- ▣ We plan to do this through offering students personal/group training sessions, and free nutritional seminars.

# Why Are We Unique?

- ▣ We are aware there are other companies with a similar idea, but we have we bring unique skill set and Integrated Marketing Communication that has yet to be exploited in this market
- ▣ Cause Related-Marketing
- ▣ Social Media
- ▣ Market Depth and Resonance
- ▣ Close to Our Customers
- ▣ Brand & Network

# Social Impact

- ▣ Free Nutritional Seminars
- ▣ Partner with the Albany Chapter of Crohns and Colitis Foundation of America, along with other worthy foundations(20 % of income)
- ▣ Promoting a healthier lifestyle throughout SUNY campuses
- ▣ Increased Self-Esteem

# How we will measure social impact

- ▣ Our company website will have a “testimonials” section in which students will be able to share their stories, post pictures of their progress, and help other students get started on the path to a healthier life.
- ▣ Our website will also include a running tally of Donations we will make to our charities.

# Value Proposition

- ▣ Unique Selling Proposition (USP)- There is no current personal training, or customized personal nutrition consulting, offered on our campus, for students.
- ▣ Product- Reliable and affordable health assistance services, at reasonable rates.
- ▣ Market Scope: SUNY Albany Students and Employees
- ▣ Eventual expansion to other campuses.

# Competition

- ▣ Currently, at SUNY Albany, there is no competition.
- ▣ There are no personal training services offered at the school. There is also a lack of services or clubs, that are designed to raise money for the purpose of improving our health facilities, and fighting obesity in New York.
- ▣ While there are other personal training services offered in off-campus gyms, they are not quite convenient, nor feasible for students.



# Resources

- ▣ People(Core competencies)- Vast array of skills in Management Team.
- ▣ Money/Capital- Little initial investment required to begin services, besides marginal marketing costs, and labor from founders. (Please See Financials)
- ▣ Materials- Majority of initial materials are provided by the campus: Their Facilities. We will need to produce independent marketing, and advertising campaigns with SEED Funds.

# Operational Plan

- ▣ Short-term: Motivate student interest in getting healthy, and providing personalized health plans for them through traditional and online media.
- ▣ Long-term: Having a large amount of success stories, and expanding to other SUNY schools, where health could be improved.

# Relationship: Associated Faculty

- ▣ Need approval from these key figures to sustain operations on campus
  - Associate Athletic Director for Student Services- Carl Anderson [canderson2@albany.edu](mailto:canderson2@albany.edu)
  - Assoc. Director Campus Recreation –Peter Daniels
  - Recreation Services: Main level of the Physical Education Building, (PE) 110A

# Future Relationships

- ❑ Merchandisers
- ❑ Fitness Consultants
- ❑ University Leaders
- ❑ Charity Leaders
- ❑ Marketing/Management Advisors
- ❑ Endorsements from Public Figures (Celebrity, Health Etc.)



# Partnership

- ▣ The Crohn's and Colitis Foundation of America Upstate Northeastern New York Chapter
- ▣ Sponsor annual Take Steps walk in Albany
- ▣ Crohn's is most commonly diagnosed during college due to stress and dietary changes.
- ▣ <http://www.youtube.com/watch?v=5Px9WTHnsQA>



# Business Structure: LLC

- ▣ Advantages:
  - Owners have limited personal liability, up to the amount of their investment.
  - No double taxation, since profits are passed through to the tax returns of the members.
  - Much less administrative paperwork and record keeping than a corporation.
  - Continues after owners exit.

# Business Structure ctd.

- ▣ Disadvantages:
  - Tougher to raise capital since cannot sell shares and investors prefer better-understood corporate form
  - Not required to have a board of directors or officers, and most states do not have governance provisions
  - Some states levy a franchise tax, essentially a fee to the state.



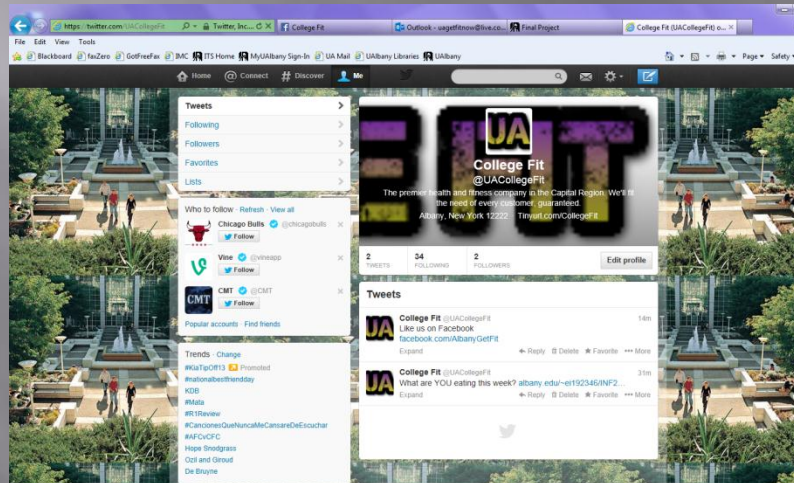
# Advertising

- ▣ Website : <http://www.albany.edu/~ei192346/INF201/Website/Home.html>
- ▣ Direct Emails
- ▣ Posters
- ▣ Social Media: Facebook, Twitter, Instagram
- ▣ On Campus TV Spots
- ▣ Free Nutrition Seminars
- ▣ Cell Phone App

# Facebook & Twitter



Facebook.com/AlbanyGetFit  
Twitter.com/UACollegeFit



# Cell Phone App





Before placing your order, please inform your server if anyone in your party has a food allergy.

Hours of Operation

Monday: 7:30am-8:00pm
Tuesday: 7:30am-8:00pm
Wednesday: 7:30am-8:00pm
Thursday: 7:30am-8:00pm
Friday: 7:30am-8:00pm
Saturday: 11:00am-8:00pm
Sunday: 11:00am-8:00pm

Location

1400 Washington Ave. Albany, NY 12222

Phone

UNIV AT ALBANY STATE QUAD - RESIDENT DINING

Week of Monday November 25, 2013

Meal(s) to Display: Breakfast Lunch Dinner

Jump to: Monday Tuesday Wednesday Thursday Friday Saturday Sunday

View Selected Items Report

Clear Checkboxes

LUNCH

Simple Servings: Greek Lemon Chicken, Greek Roasted Potatoes VG, Green Beans with Oregano VG

Cold Cereal: Miscellaneous/Peripherals

Dessert: Peanut Butter Cookies, Chocolate Brownies V, Chocolate Banana Bread Pudding V, Orange Jell-O Parfait

Entrée: Cheese Ravioli with Marinara V, Garlic Bread V, Fresh Broccoli VG

Grill: Classic Cheeseburger on a Toasted Bun, Chicken Patty Sandwich, Cheese Quesadilla, French Fries

MONDAY

# General Liability under Insurance

- ▣ **Liability Coverage** General liability coverage protects you if you are legally obligated to pay damages for bodily injury to others and for damage to the property of others resulting from your fitness instruction activities. The policy also provides coverage (professional liability) for wrongful acts (breach of duty, neglect, error, omission, misstatement or a misleading statement in the discharge of fitness activities) that occur as a result of your instruction activities.

# General Liability under Insurance

- ▣ General Liability-
- ▣ Bodily Injury & Property Damage
- ▣ Professional Liability
- ▣ Products-completed Operations
- ▣ Damage to Premise Rented to You
- ▣ Personal and Advertising Injury
- ▣ Medical Expense (other than participant)-Legal Liability to Participants
- ▣ Abuse, Molestation, Harassment or Sexual Conduct Defense Cost Reimbursement



# Profit Formula

- ▣ Arena: We will be active on SUNY Albany's Uptown and Downtown Campus', with plans to eventually expand to other campuses.
- ▣ Vehicles: Through word of mouth and Resonance, our target demographic will expand, along with our workforce.
- ▣ Staging: Set a goal calendar, determining reasonable rates of expansion.
- ▣ Differentiators: Our team is close to our customer base, and we are SUNY students as well. This enables us to relate with them, and meet their needs better than the competition.



# Projected Financials

# Initial Capital

SEED Fund	\$35,000
Lawyer Retainer Fees	(\$5,000)
Advertising Budget	(\$2,000)
Trainer Insurance	(\$690)
LLC Formation	(\$280)
Trademark & Intangibles	(\$100)
Remaining Funds	\$26,930

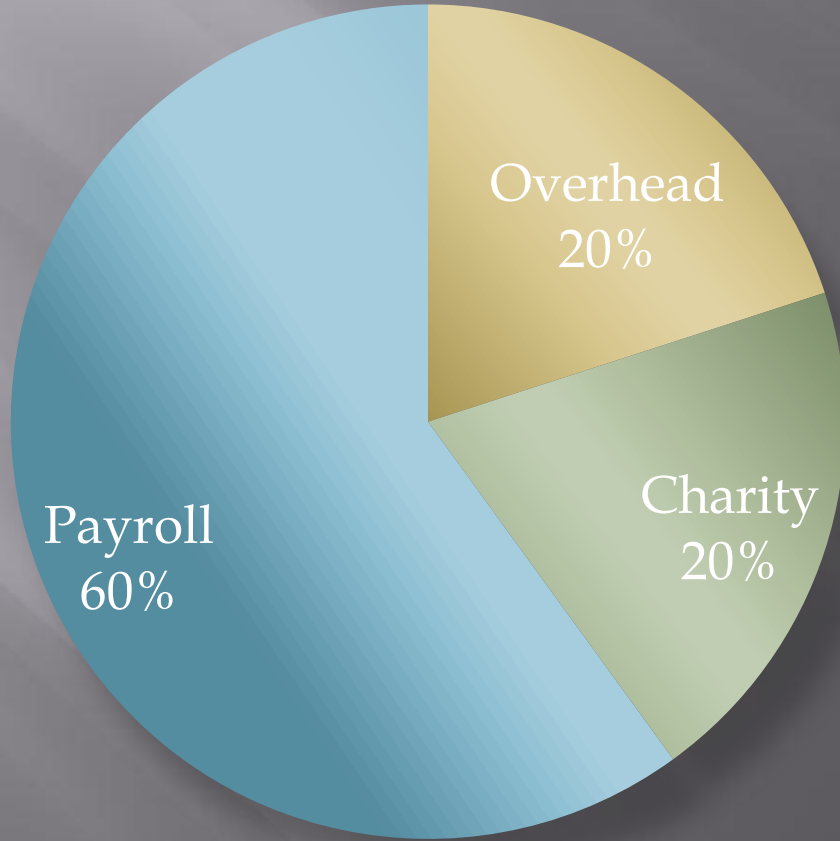
College Fit			
Income Statement			
For the year ended December 31, 2014			
Revenue			
Gross Income			(20 Students @ 2 hours per \$52,000 week.)
Expenses			
Loan Repayment	\$ (8,120)		(\$35000, 6%, 60 Months)
Charitable Contributions	\$ (7,162)		(20% of Net Income)
Lawyer Retainment Fees	\$ (5,000)		
Advertising	\$ (2,000)		
Trainer Insurance	\$ (690)		
LLC Formation	\$ (280)		
Trademark	\$ (100)		
Total Expenses			<u>\$(23,352)</u>
Net Income			\$22,312
Income Taxes			<u>(\$4,386)</u>
Net Income			<u>\$17,926</u>

College Fit			
Income Statement			
For the year ended December 31, 2015			
Revenue			
Gross Income		\$ 234000	(60 Students @ 3 hour per week.)
Expenses			
Wages	\$ (140,400)		(3 trainers @ \$15/hour)
Charitable Contributions	\$ (16696)		(20% of Net Income)
Loan Repayment	\$ (8,120)		(\$35000, 6%, 60 Months)
Advertising	\$ (2,000)		
Trainer Insurance	\$ (1,035)		(\$345/trainer)
Total Expenses		\$ (168,251)	
Earnings Before Taxes		\$ 65,749	
Income Taxes		\$ (12,861)	
Net Income		\$ 52,888	

# Gross Income

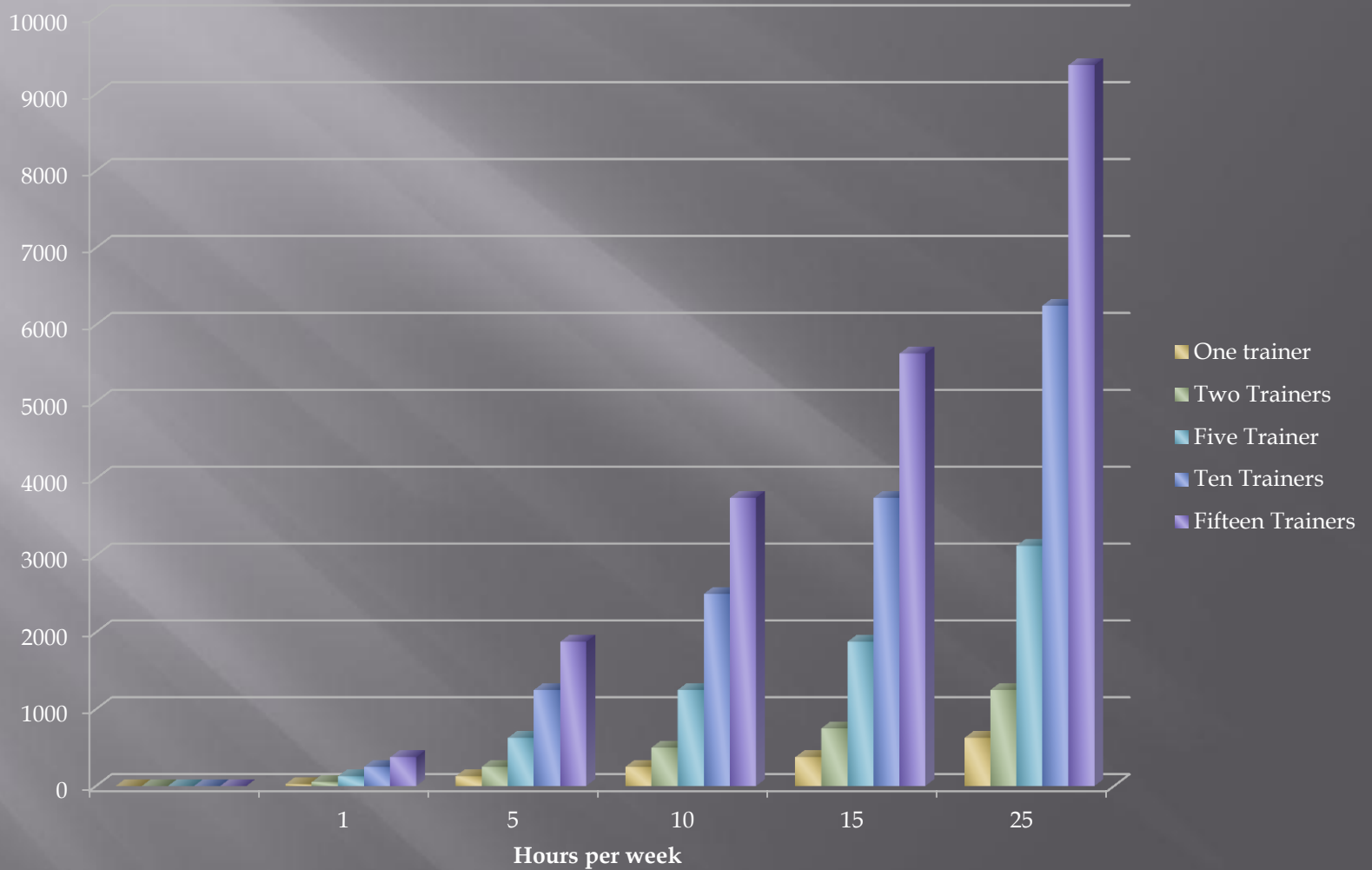
- ▣ Gross Income will be provided by customers who will be paying \$25 an hour.
- ▣ This will be distributed between
  - 60% employees trainers & management
  - 20% overhead (insurance, facility expenses, advertising expansion)
  - 20% charity donations

# Income Distribution



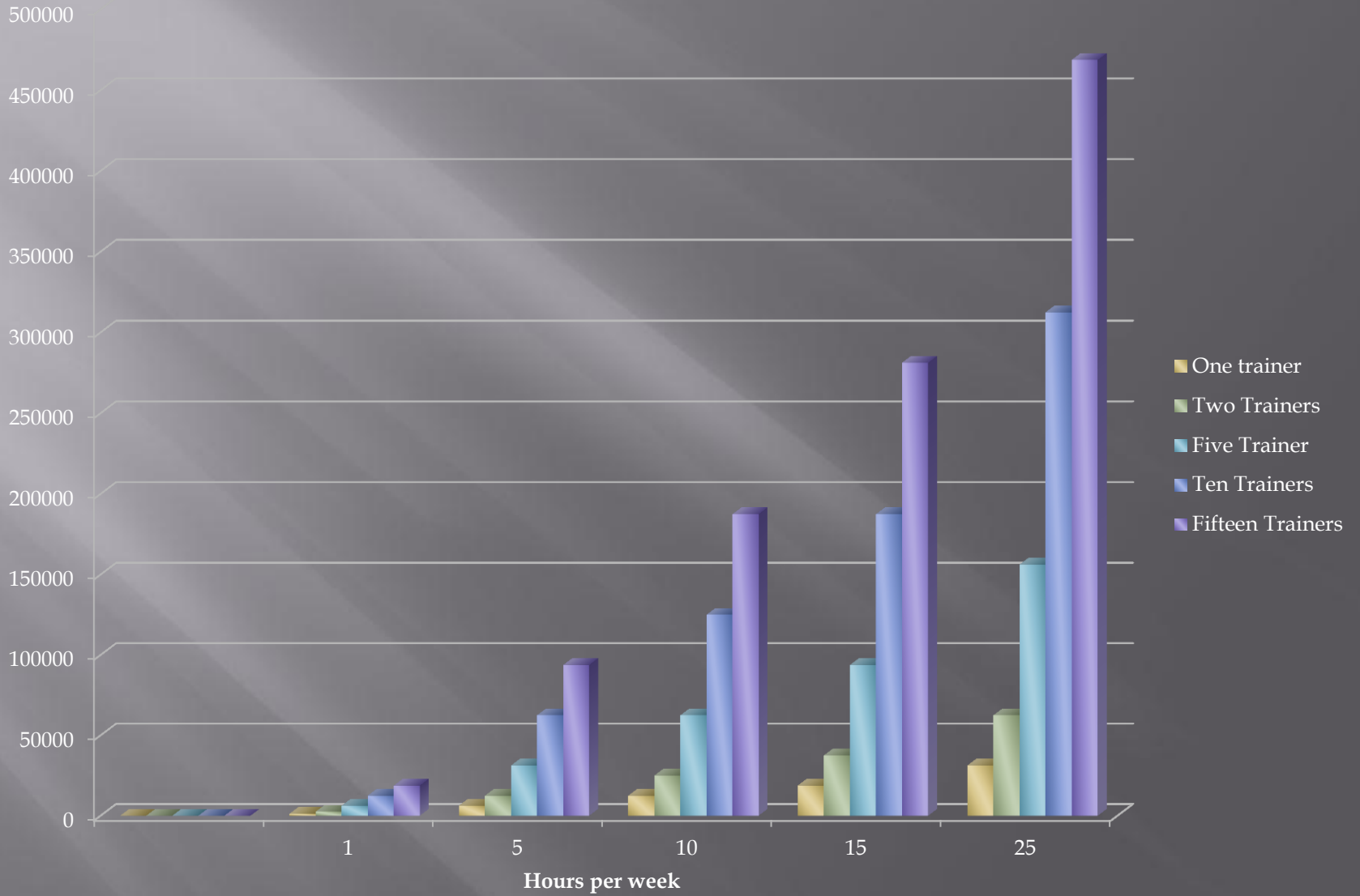
- Overhead
- Charity
- Payroll

# Gross Weekly Income

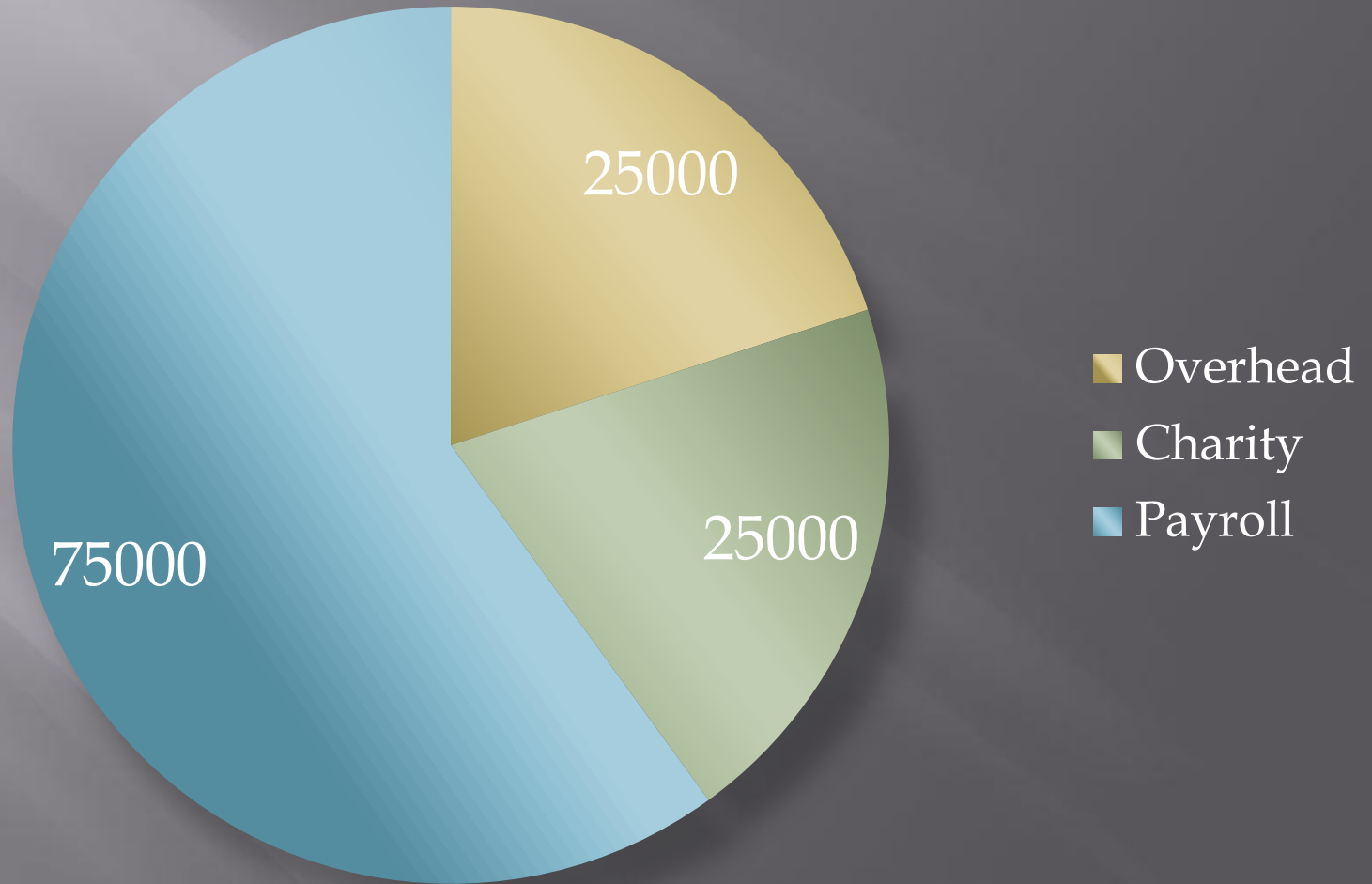




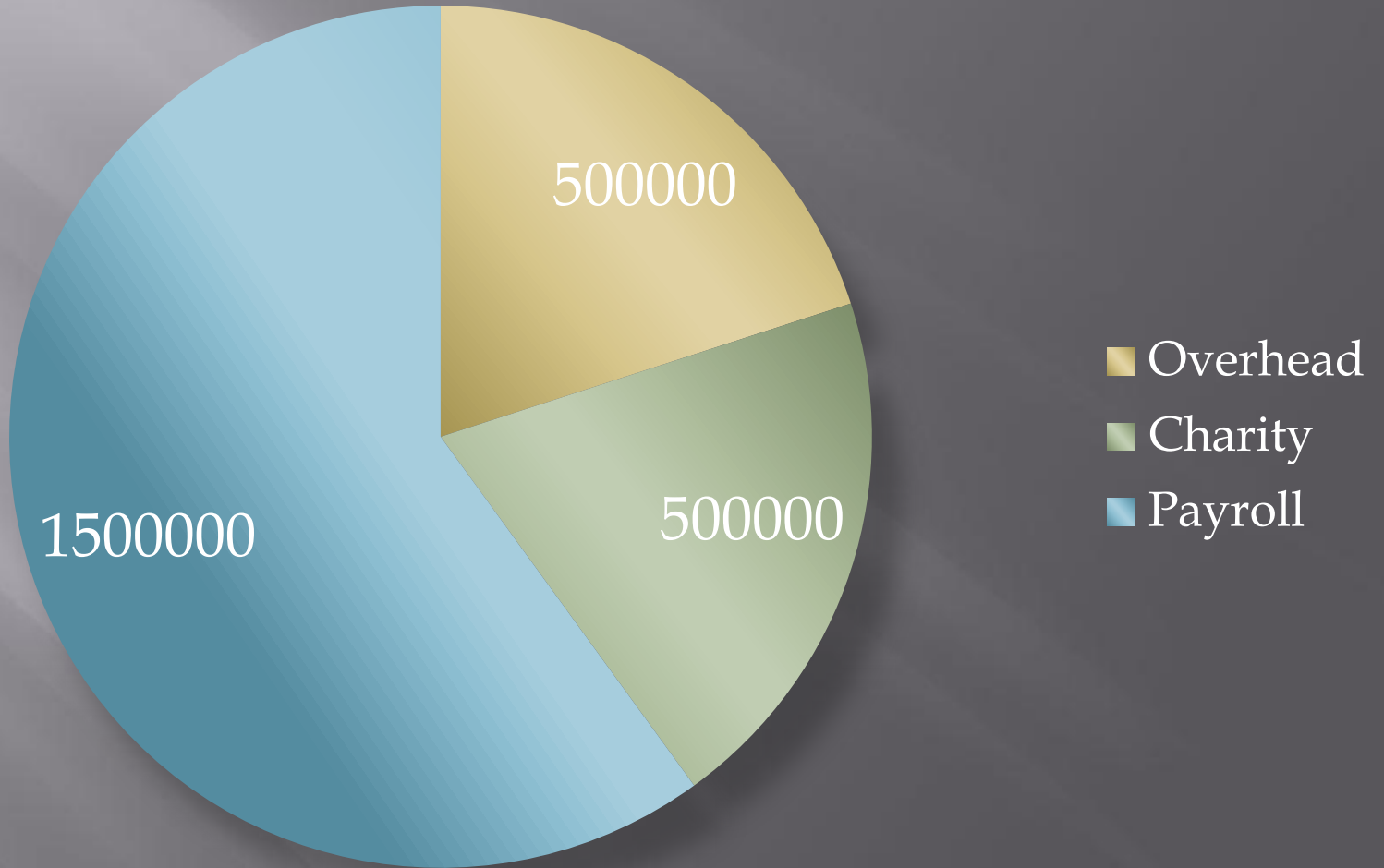
# Gross Yearly Income



## Ten Trainers At ten Hours a week/Yearly



## Hundred trainers at twenty hours a week / Yearly



# Growth Strategy

- ▣ 3 month- Have gained the interest of students and get up to 10 students to sign up through advertising and free nutritional seminars.
- ▣ 6 months- Have 20+ students signed up, add additional trainers.
- ▣ 1 year- Have as many as 50 regular customers, 5-10 trainers, and have success stories on our testimonials page of our website.
- ▣ 3-5 years- Expanding to other SUNY campuses.

# Social Return on Investment

- ▣ Obesity adds \$190 billion in health care costs annually. Annual medical spending for an obese person was \$3,271 per person, while only \$512 per non-obese person.

# Shared Value Creation

- ▣ “Shared Value” creates economic value in a way that also creates value for society by addressing its needs and challenges –
- ▣ We address lifestyle issues with a capitalist solution

# Strategies for Growth

- ▣ Branching- Maximizes control, making it best for consistent quality of service and protection of IP  
Expand our services to other campuses

# Internal Growth

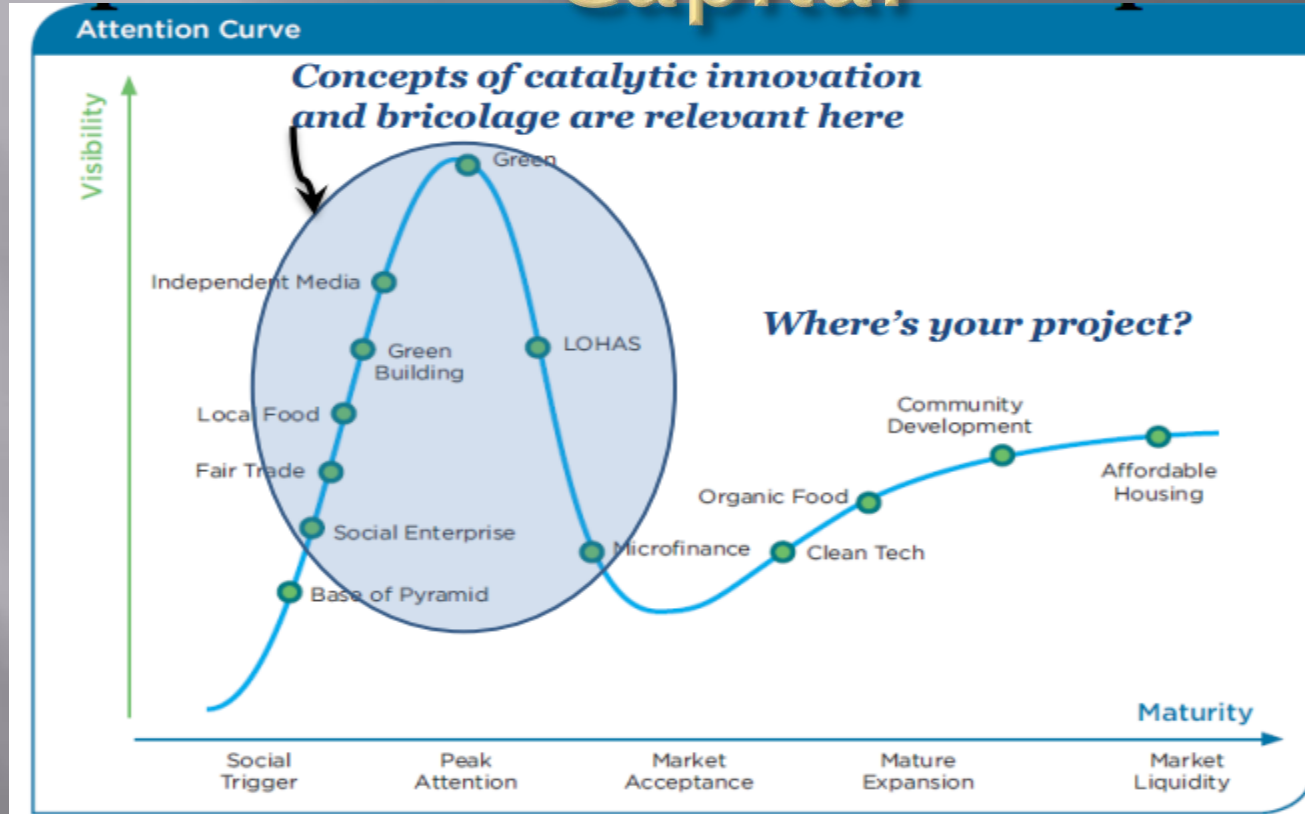
- ▣ Market Enhancers- Improve our service and penetrate market by increase quality, marketing efforts, capacity



# Networking

- ▣ Marketers
- ▣ Merchandising- Artists, Suppliers
- ▣ Local Charities

# The Capital Market for “Good” Capital



College Fit falls into the LOHAS Category (Lifestyle of Health and Sustainability)

# Bricolage

- ▣ We have recombined scarce resources to create a unique service and bring value to the community

# BHAG

- ▣ Big, Hairy, Audacious Goal.
- ▣ Expand our mission, and brand across the nation.
- ▣ Begin merchandising our brand, CollegeFit® through workout apparel, and gear.
- ▣ Begin a Statewide College Lifestyle Movement, to save countless lives, and improve the quality of life in America.

# Future of Social Entrepreneurship

- ▣ Social Entrepreneurship Globally this is the fastest growing sector and perhaps the only one that is creating gainful employment worldwide