Fitness Robot, F.R.O.B
by Hobo-Tech, Inc.

“Don’t be dumb, by a FROB.”
Shaun Bond, Lucas Cheeks, Samuel George
Executive Summary

FROB is lining up to be the game changer of the physical health world! Our case study was a resounding success: people love FROB! Listed in this document are our various competitors and why their downfalls don’t apply to FROB. He will be the most convenient, versatile, cost efficient tool used for the next 10 years and beyond! People want a way to get the physical training they need in the convenience of their own home. They want someone who is always available, someone who has all the information they need, someone who is all they need. The people want FROB.

The Problem

Work has become easier than ever before with the numerous technologies available to us. People these days don’t have to work as hard physically as we use to and with the increase of fast food and preservatives our diets aren’t getting any better. Obesity is on the rise and all of the complications with it. Physical health is now a growing global concern. There are numerous methods of combating it each with their own strengths and weaknesses. This white paper will discuss some of these methods and how well they hold up in the modern world.

Existing Solutions

**Nutritional Supplements**

Nutritional supplements are a great compliment to any existing diet. They provide the essential vitamins and minerals that we normally wouldn’t consume in a compact and convenient pill that one only needs to take once or twice a day. Whole weight loss programs are designed around these supplements. Eating healthy these days can cause upwards of $550 according to recent studies (Rao, 2013) while a bottle of 100 capsules can be as cheap as $6!

The issue with nutritional supplements is that they are supplements and alone are not capable of getting you to peak physical health. Another is that there isn’t an all in one miracle supplement so you will have to manage multiple at the same time each with their specific directions. Take supplement A with every meal, but not before drinking water in order to take two B’s quickly followed by C. It can get out of hand fast. You need to combine the cheap $6 supplements with the $100 turbo nutrients and your savings from eating junk food nets to zero.
Health clubs (Gyms)
Gyms and physical health clubs aim to provide every resource needed to get your body in top shape. You’ll find a broad selection of machines designed to enhance your workouts and some will even have trainers to guide and assist you through various processes. If you want to reach peak physical shape a gym is a great place to start. The drawback of gyms is getting there in the first place. The average price of monthly gym membership is $58 with more elaborate ones costing even more. You can easily expect to pay at least $800 a year for them but surveys show that nearly 70% of people with memberships don’t even use them (Statistic Brain, 2014)!

People clearly want to keep healthy but gyms cost the most valuable resource of them all, time. Making use of a gym requires you to drive miles to reach then miles back. Since you’ve travelled all this way you better get your money’s worth so you spend hours there and by the time you get back its late and you’ll be preparing for the next day already. If you worked late the gym might be closed already or if it’s a busy day there’s no guarantee that you’ll get to use the resources you planned to use. Only the very determined are consistent gym users, foregoing many aspects of their personal lives. Even the perfect gym that has everything it is still restricted to the select few people who live nearby. The quality of gym experience is too variable.

Personal Trainer
Personal trainers offer a number of benefits to help you get in shape, and stay in shape. They can work with you to create a workout plan based on your goals and help you monitor your progress. They can also provide motivation, encouragement, and positive feedback to help you keep going. Probably most importantly, they can teach you how to exercise properly, which will reduce injuries and maximize the benefit you receive from your workout (Griffin, 2006).

Personal trainers are not without their drawbacks, though. First, they are prohibitively expensive. According to the National Strength and Conditioning Association, the average cost of a personal trainer is $50/hour (Griffin, 2006). Only three sessions a week, over the period of a year, would cost $7800. Second, personal trainers have limited availability. Since they have multiple clients, and a life of their own, you can only meet with them at pre-scheduled times, which may not be ideal for your own schedule. Finally, personal trainers can be inconvenient because you typically must meet them at their place of business, rather than training in the comfort of your own home.

Exercise equipment
There are two main types of exercise equipment that one can purchase free weights and fitness machines. You can purchase both types for home, allowing you to workout at your convenience. However, exercise equipment provides no inherent incentives to use it. This means that individuals must be self-motivated, or the equipment will not help them get in shape. Each type also has its own advantages and disadvantages.
Fitness machines guide you through an exercise, ensuring that you perform it properly (Bayer). This reduces the risk of injury and ensures that you hit your target muscle group. They are also easy to use, allowing beginners to use them without training or experience. Exercise machines can be expensive, however, ranging from $200 for a single exercise set to several thousand dollars for a multi-use set. In addition, they are big, taking up valuable space in your home.

Free weights are less expensive than fitness machines, although they still cost several hundred to several thousand dollars for a full set. Free weights are also more versatile than fitness machines are, and take up less space. They carry a higher risk of injury, however, if you don’t know how to use them properly (Bayer).

**Fitness Media**

Fitness videos and other forms of fitness media, such as active video games, are low-cost alternatives that are especially popular among women and children (Pahm, 2011). These tools allow users to exercise in their own homes and at their own convenience. Games such as Wii Fit offer useful features like statistics and progress tracking that encourage users to exercise regularly. These games and videos also provide some of the benefits of a personal trainer. By showing users the correct way to exercise, new users are able to establish good habits early on.

However, fitness media suffers greatly from its inherent limitations. Users can only practice in front of their television, which means exercise options are limited stationary exercises with limited equipment. Video games, which rely on motion tracking to give feedback to users, are limited to slow aerobic exercises such as dance or yoga. As a result, these games act as little more than a placebo. A study by the UCLA determined that users playing active video games burned a mere 2% more calories per week compared to sedentary gamers (Neale, 2007).

**Nutritional Guides**

The concept of the “Diet” has been around for decades, and is an extremely popular way to lose weight in America. The core concept of eating right and maintaining discipline is a good one. However, many popular diet plans are designed to make users lose weight quickly, and can actually be harmful. Plans like body cleansing and fasting can result in fast weight loss, but at the risk of serious illness or even death (Zellman, 2014). Even disregarding these extreme cases, diets are generally one-size-fits-all solutions to healthy eating, and do not account for the unique nutritional needs of each user.

With the rise of the smartphone, more customizable nutritional guides have become available. There are thousands of apps that can track your calorie intake and generate meal plans for you. However, these apps are limited in their functionality, and are very user-dependent since they rely on manual input for every meal.
We believe there is a better way to get in shape and stay in shape. FROB (Fitness ROBot) takes all of the best aspects of the various solutions and combines them into one at a fraction of the cost. At a price tag of $6000, FROB is significantly cheaper than personal trainers are and competitive with multi-fitness machines.

FROB acts as a personal nutrition assistant. Based on the latest nutritional science, FROB will monitor your diet and make meal recommendations to ensure proper nutrition. Additionally, FROB’s recommendations will automatically adjust to fit your tastes, based on a cutting edge heuristic algorithm. If preparing healthy meals is too much work, or you simply don’t have the time or means, it can recommend what supplements you should take, and remind you when to take them. This frees up your time and energy from managing dozens of supplements and ensures that you only take the ones you need in the right amounts.

FROB can also act as a personal trainer. It provides customized instruction for maximum benefit, teaches proper technique to reduce injury, and provides encouragement to keep you going. On top of this, it monitors your workout for both safety and progress, and adjusts the workout as necessary. Unlike a personal trainer, however, you only need to purchase FROB once, and it is available any time you want to use it.

If you like working out to a routine, FROB can download 100’s of exercise routines. It’s like working out to a video, only the instructor is there. You no longer have to exercise in front of a T.V. You can do it anywhere you are comfortable, like in a park or down on
the beach. FROB will adapt the routine to your fitness level, so you never feel like it is leaving you behind.

Beginners can utilize any of FROB’s dozens of pre-programmed exercises, or download new ones, while advanced users can create their own custom exercises. You don’t have to go to a gym, or even stay at home. FROB can go wherever you can, so you can exercise in comfort and according to your schedule. It can also provide resistance training, eliminating the need for exercise equipment.

---

Case Study

To test the efficacy of the FROB system, we supplied 100 randomly selected users with the product, and collected feedback on their progress over a year. The results were astonishing. On average, users saw massive improvements to their overall health. Over 70% of users lost 40% of their excess body weight within a 6 month period, and even the most obese users achieved a healthy weight during the study. Here is how user statistics improved over the year-long study:

![User Stats](image)

In addition to these tangible health improvements, users also reported that they were much happier and more confident than they were before starting the program. Users also unanimously stated they would purchase the FROB system when officially released.
Copyright © 2014. All rights reserved. Written by Hobo-Tech, Inc.

Conclusion and Call to Action

The FROB system is the answer America and the rest of the western world has been waiting for. By taking the guesswork out of personal health, users will be able to eat healthy and exercise correctly while they focus their attention on the more important aspects of life. Not only will this make users healthier and happier, it will have a profound impact on health at the national level. Healthcare costs will go down, productivity will go up, and the economy will improve as the population shifts from sedation to active, outgoing lifestyles. FROB not only has the potential to improve our lives, it could literally change the world.

About Hobo-Tech, Inc.

Hobo-Tech, Inc. had its humble start as a small group of homeless college students who had a big dream. That dream was to revolutionize the way people live using cutting edge technology and innovative ideas.

Now Hobo-Tech, Inc. is 12 hobos big and still doesn’t have any market value. They have chosen to remain true to their origins through this period of explosive growth, so they exclusively hire homeless college students at sub-poverty wages. What they lack in wages, however they make up for in community. Hobo-Tech, Inc. views every one of its employees as family, and any employee is welcome at the corporate fire-barrel.

Living on the streets, not knowing when their next meal will be, the Hobo-Tech team knows the importance of a healthy body on physical and mental well-being. Now, after 3 months of grueling labor, they are poised to realize their dreams with the release of their first product, FROB. They feel that FROB will make the world a happier, healthier place, and put Hobo-Tech on the corporate map.

Corporate slogan: “Don’t be dumb, buy a FROB.”

Contact the Hobo-Tech team
Email: info@hobo-tech.com
References


Rao, M., Afshin, A., Singh, G., & Mozaffarian, D. (2013, December 5). *Do healthier foods and diet patterns cost more than less healthy options? A systematic review and meta-analysis.* Retrieved from [http://bmjopen.bmj.com/content/3/12/e004277.full?sid=f40b344f-ef24-4a2d-9c09-59516f35fefc](http://bmjopen.bmj.com/content/3/12/e004277.full?sid=f40b344f-ef24-4a2d-9c09-59516f35fefc)
