

FitPulse *One-Pager*

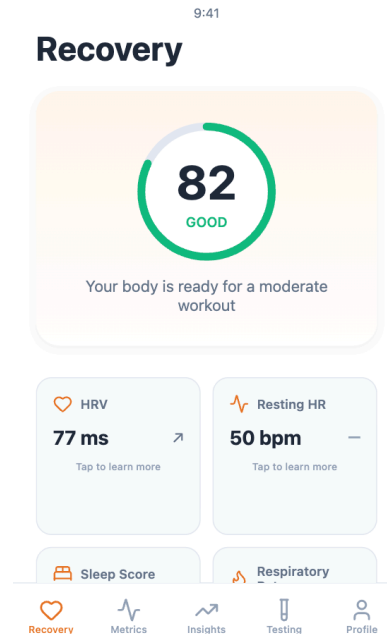
★ November ————— 2025



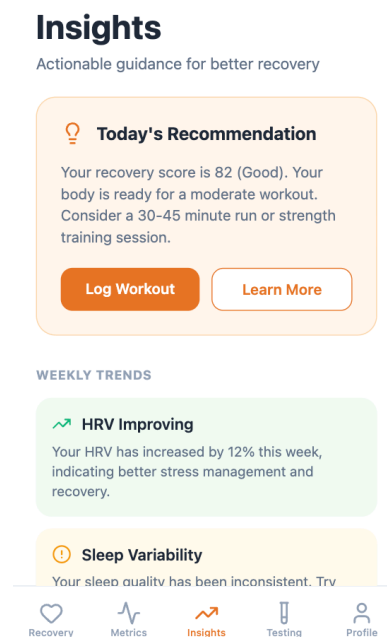
Overview

<i>Description</i>	FitPulse makes recovery clear, actionable, and wearable. We are a recovery-focused wearable that showcases simple recovery insights that help athletes feel better, avoid burnout, and improve training.
<i>Problem Statement</i>	Elite athletes are willing to pay for top-tier recovery tools, but even they struggle to interpret complex data and turn it into meaningful action. While Whoop dominates the premium market and Apple offers simplicity without depth, FitPulse must differentiate by making advanced recovery insights both precise and intuitively actionable .
<i>Target Audience</i>	FitPulse is designed for elite athletes and dedicated endurance enthusiasts who treat recovery as seriously as training itself. These users are performance-driven and willing to invest in premium tools that help them optimize every aspect of their health, performance, and recovery.
<i>Unique Value Proposition (UVP)</i>	We enable our users access to top of the line recovery focused metrics that are easily digestible, and boost their performance through personalized actionable insights . Through extensive market research and valuable customer interviews, we discovered that our competition is overlooking the importance of being able to actually understand and then act according to the data they are providing . At the same time, we are committed to designing a watch that looks good and feels good so our athletes can wear it on any occasion.

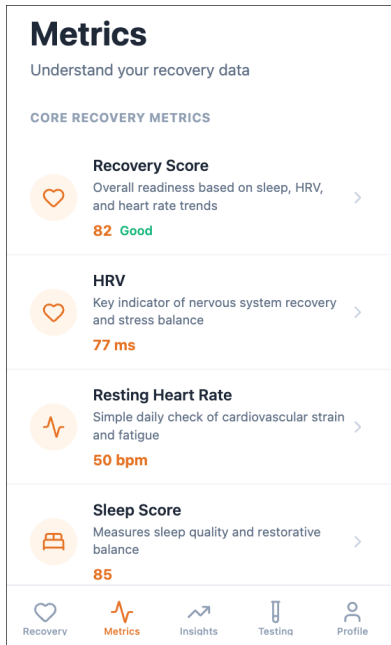
Easily digestible UI customized to user goals with a daily recovery score, so users instantly understand how prepared their body is for training without needing to interpret complex physiological data.



Actionable insights on metrics and progress, giving users clear, personalized recommendations so they know exactly what to do each day to improve recovery instead of guessing what their numbers mean.



Tracking and organization of important recovery metrics, helping users identify trends and problem areas over time so they can make informed adjustments to sleep, training load, and lifestyle habits.



Proof of Success /
Validation

Our user testing validated key assumptions around pricing, audience, and aesthetics.

- **Hybrid Pricing Model** – Users were comfortable with a mid-tier hybrid price (hardware + small monthly fee) as long as recovery insights stayed simple and actionable.
- **Target Market Fit** – Endurance and performance-driven athletes showed the strongest interest and said they would wear FitPulse daily for clearer recovery guidance.
- **Hardware Appeal** – Our design was consistently rated the most “sleek,” “premium,” and wearable among the options tested.

User quote:

*“It gives me **exactly** what I need for recovery **without the noise.**”*