GAMIFIT

A mobile game that makes children enjoy movement.

Gamifit is a unique combination of a fitness app and a mobile game for kids aged 9 and up. In the app, the child and their avatar go through game stories, fight enemies and earn rewards... all through movement. All game mechanics are based on exercising at home or logging activities such as running or swimming. Plus, kids can team up with friends or classmates in the app, completing challenges together or outdoing each other in competitions. At a time when 80% of children don't get enough exercise and digital technology is often blamed, gamifit aims to bring children closer to an active lifestyle in a way that is close to them.

Unique selling points:

- We're targeting kids ages 9-14 who are no longer interested in apps for young kids, but aren't yet ready for fitness platforms designed for adults.
- We offer a wide range of fitness activities and a more comprehensive gaming experience than existing solutions.
- We are the only fitness app that offers features for schools.
- We are the first in the fitness sector to use the season pass model, inspired by successful mobile games.

2/2023

B2C

www.gamifit.cz

Product

Mobile applications

Technology readiness

Development

Proof of concept

▶ Prototype

First implementation

Extensive implementation