



# BUSINESS PLAN

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## Next \$100M Exercise Equipment Business

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## Inspired by the Larq's Success?

Why stop there? Take it to the next level—innovate next \$100M exercise equipment, patent it, own it and turn it into a thriving business! Below, you'll find innovative improvements to make it even better. Plus, a full business plan to guide you on your exciting entrepreneurial journey.

## Potential Patentable Improvements

Here are some exemplary product ideas for the next \$100M exercise equipment. This should help you to structure your thoughts.

### 1. HydroTilt Trainer

- A **water-filled balance board** that adds dynamic instability. The liquid inside creates a shifting center of gravity, intensifying muscle activation and balance training for all fitness levels.

### 2. FlexCore Twist Pro

- A **twist-style fit board** with attachable **resistance bands**, combining cardio-twist motion with upper-body strength training in one seamless flow.

## Now it's your turn.

**Step 1 - Brainstorm to come up with unique improvements – add new features or modify features listed above.**

**Step 2 - Claim your free patent strategy call with Patent Yogi Team. Book via this link**

<https://calendly.com/patentyogi>

# Business Plan:

## Executive Summary

**CoreFrenzy Fitness Inc.** is a U.S.-based fitness startup transforming home workouts with fun, challenging, and science-backed equipment. Our flagship products target the booming market of compact, multi-functional fitness tools.

- **HydroTilt Trainer:** A **water-filled balance board** that adds dynamic instability. The liquid inside creates a shifting center of gravity, intensifying muscle activation and balance training for all fitness levels.
- **FlexCore Twist Pro:** A **twist-style fit board** with attachable **resistance bands**, combining cardio-twist motion with upper-body strength training in one seamless flow.

Designed for home users, seniors, athletes, and rehabilitation, CoreFrenzy tools bring gym-level intensity into compact, fun, and highly effective products.

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## Company Overview

- **Company Name:** CoreFrenzy Fitness Inc.
- **Founded:** 2025
- **Location:** Boulder, Colorado
- **Legal Structure:** Delaware C-Corporation
- **Mission:** To make core training fun, full-body, and functional—anywhere
- **Vision:** To become a market leader in **hybrid home fitness gear** with a unique blend of balance, strength, and movement innovation

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## Market Analysis

### □ Target Customers:

- Adults 25–55 focused on fitness, weight loss, and convenience
- Post-pandemic home workout users
- Seniors and rehab patients needing low-impact balance tools
- Moms, TikTok/Zumba lovers, and fitness influencers
- Personal trainers, physical therapists, boutique studios

## □ Market Size (USA):

- **Home fitness equipment market:** \$4.3B in 2023, expected to hit \$6.5B by 2028
- **Core/balance training category:** Estimated \$1.2B niche
- **Amazon + D2C fitness tools sales:** Up 37% post-pandemic

## □ Pain Points Solved:

- Boring core workouts with minimal engagement
- Need for multi-functional tools in small spaces
- Lack of affordable, fun, and effective balance gear
- Plateau in results from traditional boards or ab machines

## Market Trends

- 🧘 Rise in **functional fitness** and balance training
- 🏠 Continued **home workout boom** post-COVID
- 🔁 Demand for **hybrid tools** (resistance + cardio + balance in one)
- 📺 User-generated content from fitness creators boosts product virality
- □ Increased focus on **neuromuscular stability** and **mind-body workouts**

## Product Description

### 1. HydroTilt Trainer

- Sealed ABS plastic balance board
- Inner water chamber (can be filled to customize resistance level)
- Sloshing water forces continuous balance correction
- Textured anti-slip foot grips
- Use cases: yoga, rehab, sports conditioning, HIIT

### 2. FlexCore Twist Pro

- High-durability twist board base
- Integrated resistance band anchors on each side
- Interchangeable band sets (light, medium, heavy)
- Compact and storable under a bed or desk
- Targets: abs, obliques, shoulders, arms, glutes

## Marketing & Sales Strategy

### □ Launch Strategy:

- Viral launch via TikTok & Instagram creators ("#HydroChallenge")
- Pre-order campaign via Kickstarter to validate demand
- Bundle with digital programs (e.g., 21-Day Core Burnout Challenge)
- Collaborations with fitness YouTubers and physical therapists

### □ Sales Channels:

- D2C website (Shopify)
- Amazon Prime listing
- Retail trials with Target, DICK'S, and sporting goods stores
- B2B bulk deals for physical therapy centers and studios

## Management and Organization

- **CEO** – [Your Name], fitness tech entrepreneur and former PT
- **COO** – Operations leader with sourcing experience in fitness gear
- **CMO** – Former Peloton/DTC brand manager
- **Head of Product** – Ex-industrial designer at Therabody or TRX
- **Advisory Board** – Physical therapist, orthopedic surgeon, fitness influencer

## Financial Plan (Year 1)

Category	Estimated Cost (USD)
R&D + Prototyping	\$250,000
Tooling + Manufacturing (10k units)	\$600,000
Branding + Marketing	\$400,000
Salaries & Operations	\$500,000
Legal + IP	\$150,000
<b>Total</b>	<b>\$1.9M</b>

Interested in taking your idea further?

[Book a free consultation with our experts](#)