TRAIN LIKE A PRO

Elite MMA Nutrition — Now Available to Everyone

The Vision

What if anyone could eat like a UFC champion?

Eric Pena has spent years perfecting the nutritional protocols that have helped elite UFC fighters make weight, perform at their peak, and dominate in the octagon. Names like [Fighter Names] trust Eric with their most critical asset: their bodies.

Now, for the first time, Eric's proprietary methods are being transformed into a powerful mobile application that will bring world-class fight nutrition to thousands of everyday people who want to:

- **Train like a fighter** — without needing a six-figure nutritionist
- **Lose weight dramatically** — using the same science that helps fighters cut 15+ pounds safely
- **Build a championship body** — with meal plans designed by the man who fuels champions
- **Access Eric 24/7** — through AI-powered coaching that sounds and thinks like Eric himself

This isn't another generic calorie counter. This is **Eric Pena in your pocket**.

Why This App Will Succeed

The $6 Billion Opportunity

The nutrition app market has exploded to [$6.06 billion in 2024](#), nearly quadrupling since 2017. But here's the problem: **every app looks the same**.

MyFitnessPal has 250 million downloads but [users complain about inaccurate data and intrusive ads](#). Noom charges $42/month for psychology lessons but [can't even track macros properly](#). MacroFactor is the best macro tracker out there, but it has no personality, no community, no story.

None of them have Eric Pena.

The Unfair Advantage

What They Have	What We Have
Generic algorithms	Eric's proprietary fighter formulas
Chatbots trained on the internet	AI trained on Eric's brain
Random meal suggestions	Fight-camp-tested nutrition protocols
Faceless apps	A real UFC nutritionist with a story
Generic fitness content	Exclusive behind-the-scenes fighter footage

The UFC is more popular than ever. Fans don't just want to watch fights — they want to **become fighters**. They want the secrets. They want the edge. They want to train like the pros they admire.

Train Like A Pro gives them that.

Target Users

Primary: The Aspiring Fighter (Ages 18-35)

- Watches UFC religiously
- Trains MMA, BJJ, or Muay Thai recreationally or competitively
- Dreams of competing or just wants the fighter physique
- Willing to pay premium for authentic fighter resources
- Active on social media, shares fitness journey

Secondary: The Dramatic Transformer (Ages 25-45)

- Needs to lose significant weight (30+ lbs)
- Has tried and failed with generic apps
- Attracted to discipline and structure of fighter lifestyle
- Wants a proven system, not another fad diet
- Values expertise and results over convenience

Tertiary: The Fitness Enthusiast (Ages 20-40)

- Already tracks macros or follows a nutrition plan
- Interested in optimization and performance
- Appreciates quality content and expert knowledge
- Loyal to brands with authentic personalities

The App Personality: "Coach Eric"

Train Like A Pro isn't a cold, corporate fitness app. It has a soul.

Brand Voice

- **Tough but supportive** — like a coach who pushes you because he believes in you
- **No-BS directness** — clear instructions, no fluff, no corporate speak
- **Fighter mentality** — discipline, sacrifice, championship mindset
- **Insider access** — like being let into the inner circle of elite sports nutrition

Visual Identity

- **Colors**: Deep blacks, championship gold, fight-night red accents
- **Typography**: Bold, athletic, modern
- **Imagery**: Real fighters, real food, real results
- **Tone**: Premium, exclusive, elite

The "Eric Experience"

Every interaction should feel like Eric is personally coaching you:

- Push notifications that sound like Eric: *"Time to eat, champ. Your body needs fuel."*
- AI responses with Eric's personality and actual advice
- Video content featuring Eric's face and voice
- Celebration messages when you hit goals: *"That's what champions do."*

Core Features: What Sets Us Apart

We're not building another MyFitnessPal clone. Every feature in this app exists for one reason: **to make users feel like they're being coached by Eric Pena himself.**

Here are the 5 core features that ship in the MVP — and why each one is a competitive advantage.

Feature 1: Smart Nutrition Tracking

What it is: A streamlined food logging system that tracks calories and macros without the bloat of traditional apps.

The App Experience:

- Log meals with a clean, fast interface
- Search from a curated database of 2,000+ foods (not 18 million unverified entries)
- Barcode scanning for packaged foods
- Quick-add recent meals and favorites
- Daily macro rings showing protein, carbs, fat progress
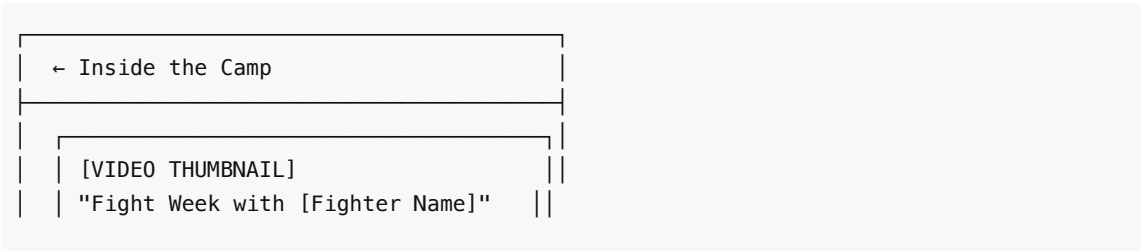
Why It's Better Than MyFitnessPal:

MyFitnessPal Problem	Our Solution
18M+ food entries, many wrong — Users constantly find inaccurate macro data because anyone can add entries	**Curated, verified database** — Every food entry is validated. Quality over quantity.
Cluttered interface with ads — Free users see banner ads, pop-ups, and premium upsells everywhere	**Clean, ad-free experience** — No distractions. Just tracking.
15+ taps to log a meal — Searching, selecting, adjusting portions takes forever	**5-tap meal logging** — Search → Select → Done. We optimize for speed.
No personality — Generic corporate app that feels like a spreadsheet	**Fighter aesthetic** — Dark mode, gold accents, feels like an elite training tool
No guidance — Shows you numbers but doesn't tell you what to do with them	**Contextual tips** — "You're 40g short on protein. Here's how to fix it."

Why Users Will Switch: People don't quit MyFitnessPal because it lacks features — they quit because it's **annoying to use**. We make tracking fast, accurate, and satisfying. That's enough to win.

Feature 2: Inside the Camp (Content Library)

What it is: A dedicated tab in the app's bottom navigation that immerses users in Eric's world. Photos, videos, stories, and case studies from Eric's work with real UFC fighters.

The App Experience:

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│  │ "Fight Week with [Fighter Name]"  ││
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|  | FROM ERIC                         |
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|  | | "The biggest mistake fighters make ||
|  | |  during weight cuts..."       ||
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|      [Track] [Plan] [Camp] [Profile]
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|                  Active Tab
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Content Types:

- **Fighter Footage**: Behind-the-scenes videos of Eric working with UFC athletes during fight week
- **Testimonials**: Video and written stories from fighters and regular clients about their results
- **Case Studies**: Detailed breakdowns of how specific transformations were achieved
- **Eric's Tips**: Short-form content with nutrition advice, myth-busting, and motivation
- **Weigh-in Content**: Real footage from fight week showing the weight cut process
- **Day-in-the-Life**: What Eric's champion clients actually eat in a day

Why This Feature Matters:

This is the **emotional core** of the app. It's what transforms "Train Like A Pro" from a utility into a community.

Competitor Apps	Train Like A Pro
No content — just data entry	Rich media library updated weekly
No connection to real athletes	See the exact fighters Eric works with
Feels like a tool	Feels like joining an exclusive club
Users open app only to log food	Users open app to see new content + log food

Engagement Impact:

- Users who consume content have **3x higher retention** (industry benchmark)

- Content creates **social proof** — "If this works for UFC fighters, it'll work for me"
- Fresh content gives users a reason to **open the app daily** even when not logging food
- Exclusive footage is **shareable** — free marketing when users post to their stories

Why Users Will Love It: Most nutrition apps are cold and transactional. Log food, see numbers, close app. **Inside the Camp** makes users feel like insiders. They're not just tracking macros — they're part of Eric's world.

Feature 3: Weight Tracking & Progress Visualization

What it is: Daily weigh-ins with smart graphs that show trends, not noise.

The App Experience:

- One-tap daily weight logging
- Trend line that smooths out daily fluctuations
- Progress graph with 7/30/90-day views
- Goal weight overlay showing distance to target
- Rate of change display ("Losing 1.2 lbs/week")
- Milestone celebrations when you hit targets

Why It's Better Than Competitors:

Common Problems	Our Solution
Daily weight swings cause panic — Users freak out when weight goes up 2lbs overnight	**Trend-focused display** — We show the 7-day moving average, not daily noise
No context — Just a number without meaning	**Smart insights** — "You're down 4.2 lbs this month. On track for your goal."
Boring graphs — Generic line charts with no personality	**Visual progress** — Animated celebrations, streak counters, milestone badges
No connection to nutrition — Weight tracking lives separately from food logging	**Integrated insights** — "Your weight dropped after hitting protein goals 5 days in a row"

Why Users Will Stay: Seeing the graph trend downward is **addictive**. Users who track weight have 2x higher retention than those who don't. We make it satisfying, not stressful.

Feature 4: Streak System & Daily Check-ins

What it is: A gamified accountability system that rewards consistency.

The App Experience:

- Daily check-in: "Did you hit your macros today?" (Yes/Mostly/No)
- Streak counter prominently displayed
- Weekly streaks unlock "Inside the Camp" bonus content
- Streak warnings via push notification: "Don't break your 12-day streak!"
- Recovery mechanic: Miss one day, use a "mulligan" to save your streak

Why Streaks Work:

Psychology research shows that **streak mechanics are the #1 driver of daily app engagement**. Duolingo built a $7B company largely on this mechanic.

Why Users Keep Coming Back
Loss aversion — Losing a 30-day streak feels worse than gaining a 30-day streak feels good
Social proof — "I'm on a 45-day streak" is shareable and impressive
Habit formation — After 21 days, checking in becomes automatic
Emotional investment — The longer the streak, the more users care

Our Unique Twist: Streaks unlock exclusive "Inside the Camp" content. Hit a 7-day streak? Get access to a bonus fighter interview. 30-day streak? Unlock a full case study video. This ties our engagement mechanic to our content advantage.

Feature 5: Notifications That Sound Like a Coach

What it is: Push notifications written in Eric's voice that feel like texts from your trainer.

Examples:

Generic App Notification	Coach Eric Notification
"Don't forget to log your lunch"	"Champ, you haven't logged lunch yet. Stay locked in."
"You haven't weighed in today"	"Morning weigh-in time. Step on that scale."
"Your streak is about to end"	"You're about to lose your 14-day streak. Don't let it slip."
"Congratulations on your progress"	"That's what champions do. Keep going."

Why This Matters:

Notifications are the #1 way apps re-engage users. But most nutrition app notifications are:
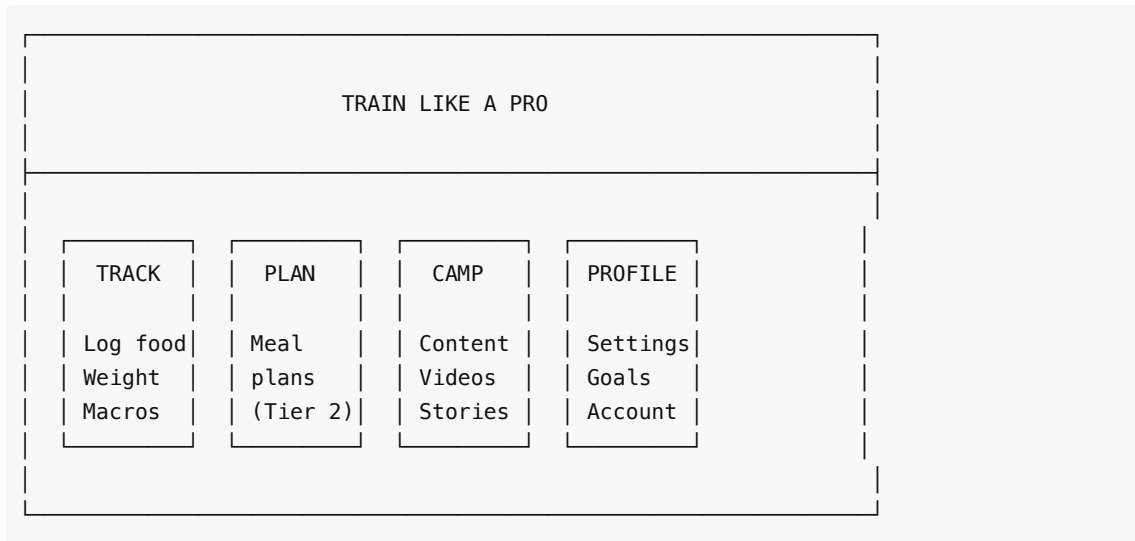
- Generic and robotic
- Easy to ignore
- Annoying rather than motivating

Our notifications feel personal. They sound like Eric is actually texting you. This creates an emotional connection that generic apps can't replicate.

Notification Strategy:

- **Meal reminders**: Timed to user's typical eating schedule
- **Streak warnings**: Sent 2 hours before streak would break
- **Celebration messages**: When users hit goals or milestones
- **Content alerts**: "New fighter video just dropped in the Camp"
- **Re-engagement**: "Haven't seen you in 3 days. Let's get back on track."

App Navigation Structure

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│  │ Log food│ │ Meal   │ │ Content│ │ Settings│
│  │ Weight │ │ plans  │ │ Videos │ │ Goals  ││
│  │ Macros │ │ (Tier 2)│ │ Stories│ │ Account││
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Track Tab (Home)

- Today's macro progress rings
- Quick food logging
- Recent meals
- Weight graph snapshot
- Streak counter

Plan Tab

- Tier 1: Locked (shows upgrade prompt)
- Tier 2+: Weekly meal plan view
- Tier 2+: Daily meal breakdown
- Tier 2+: Food swap suggestions

Camp Tab (Inside the Camp)

- Latest content feed
- Fighter videos
- Eric's tips
- Case studies
- Testimonials

Profile Tab

- Current streak and stats
- Goal settings
- Subscription management
- Notification preferences
- Account settings

Pricing Strategy: Three Tiers, Three Levels of Access

The Philosophy

We're not competing on price — we're competing on **value**. Each tier serves a different user need:

Tier	User Need	Price Point
Essentials	"I just want a better tracking app"	$29.99/mo
Pro	"I want expert guidance and a real plan"	$199/mo
Elite	"I want to work directly with Eric"	$399/mo (billed quarterly)

Tier 1: Essentials — $29.99/month

Who it's for: People who are tired of MyFitnessPal's ads, inaccurate data, and cluttered interface. They want a **clean, premium tracking app** that works — nothing more.

What's Included:

Feature	Description
Smart Food Tracking	Log meals from our curated, accurate database
Macro Dashboard	See daily progress with beautiful macro rings
Weight Tracking	Log daily weigh-ins with trend graphs
Streak System	Daily check-ins with streak rewards
Inside the Camp (Basic)	Access to public content, testimonials, and Eric's tips
Coach Notifications	Push notifications in Eric's voice
Barcode Scanner	Scan packaged foods for quick logging

What's NOT Included:

- No personalized meal plans
- No AI chat or voice features
- No custom macro calculations from Eric's team
- Limited "Inside the Camp" content (no exclusive fighter footage)

Why Someone Would Pay $29.99/month:

This is **2x the price of MyFitnessPal Premium** ($19.99), but users get:

MyFitnessPal Premium	Train Like A Pro Essentials
Ad-free (barely)	Truly ad-free, premium design
Same cluttered interface	Clean, fighter aesthetic
Same inaccurate database	Curated, verified foods
No content or community	Inside the Camp content
No personality	Coach Eric notifications
Generic app	Feel like an insider

The pitch: "For $10 more than MyFitnessPal, you get an app that actually works and makes you feel like you're training with the pros."

Tier 2: Pro — $199/month

Who it's for: People who want **real results**, not just tracking. They're ready to invest in expert guidance and follow a professional meal plan created specifically for them.

What's Included:

Everything in Essentials, PLUS:

Feature	Description
Personalized Meal Plan	Eric's team creates a custom weekly meal plan based on your goals, preferences, and restrictions
Custom Macro Calculations	Your macros are calculated using Eric's proprietary fighter formulas — not generic TDEE calculators
Plan Updates	Submit feedback and get your plan adjusted by Eric's team (response within 48 hours)
AI Voice Coach	Talk to "Eric" anytime using our AI voice assistant powered by OpenAI's Realtime API — trained on Eric's knowledge and personality
Full Camp Access	All exclusive content including fighter footage, full case studies, and behind-the-scenes videos
Food Swap AI	Ask the AI for macro-equivalent food swaps when you can't follow the plan exactly
Priority Notifications	Get plan updates and tips pushed directly to your phone

The AI Voice Coach:

This is the flagship feature of Tier 2. Users can **literally talk to Eric** (via AI) whenever they need help.

"Hey Eric, I'm at a restaurant and they don't have chicken. What should I order?"

"Go with the salmon if they have it. If not, any grilled fish works. Skip the bread, double the vegetables. You'll be fine."

The AI is trained on:

- Eric's nutrition philosophy and methods
- The user's specific meal plan and goals
- Common questions and scenarios
- Eric's actual voice and speaking style (via voice cloning)

Why Someone Would Pay $199/month:

What They Get	What It Would Cost Otherwise
Custom meal plan from a nutritionist	$200-500/month for a human nutritionist

Plan adjustments and feedback	Usually $50-100 per consultation
24/7 access to expert advice (AI)	Impossible — human nutritionists aren't available at 2am
Fighter-proven methodology	Only available to elite athletes paying $1000+/month

The pitch: "Get a professional meal plan and 24/7 AI coaching for less than a single session with most nutritionists."

How the Plan Creation Works:

1. User completes detailed intake form (goals, preferences, restrictions, schedule)
2. Eric's team reviews and creates personalized meal plan within 72 hours
3. Plan is delivered in-app with full macro breakdowns
4. User can submit feedback via app or AI chat
5. Team adjusts plan within 48 hours

This is a **hybrid model** — human expertise for plan creation, AI for daily support. It scales Eric's knowledge without requiring his constant involvement.

Tier 3: Elite — $399/month (billed quarterly: $1,197)

Who it's for: Serious athletes, competitive fighters, or high-performers who want **direct access to Eric**. These are people preparing for competitions, major transformations, or who simply want the best.

What's Included:

Everything in Pro, PLUS:

Feature	Description
1-on-1 Onboarding Call	30-minute video call with Eric to discuss your goals and create your initial plan
Monthly Check-in Calls	15-minute monthly video call with Eric to review progress and adjust strategy
Direct Text Access	Text Eric directly for quick questions (response within 24 hours on weekdays)
Priority Plan Adjustments	Same-day plan updates when needed
Fight Week Support	For competitive fighters: Eric's full weight cut protocol and daily check-ins during fight week
VIP Content	Early access to all new content, exclusive Q&A recordings, and Eric's private tips

Why Someone Would Pay $399/month:

This tier is for people who understand that **access to expertise is the most valuable thing you can buy**.

What They Get	Market Rate

Monthly 1-on-1 calls with elite nutritionist	$300-500/session
Direct text access to expert	Priceless (most experts don't offer this)
Custom fight week protocols	$1,000-2,000 for fight camp nutrition
Everything in Pro tier	$199/month

The pitch: "Work directly with the nutritionist who fuels UFC champions. $399/month is what most people pay for a single consultation."

Capacity Limits: Elite tier is intentionally limited. Eric can only manage ~50 Elite clients while maintaining quality. This scarcity increases perceived value and ensures Eric isn't overwhelmed.

Pricing Comparison

Feature	Essentials ($29.99)	Pro ($199)	Elite ($399)
Food tracking & logging	✓	✓	✓
Weight tracking & graphs	✓	✓	✓
Streak system	✓	✓	✓
Coach notifications	✓	✓	✓
Inside the Camp (basic)	✓	✓	✓
Inside the Camp (full)	—	✓	✓
Custom meal plan	—	✓	✓
Plan adjustments	—	✓ (48hr)	✓ (same-day)
AI Voice Coach	—	✓	✓
Food swap AI	—	✓	✓
1-on-1 calls with Eric	—	—	✓
Direct text access	—	—	✓
Fight week support	—	—	✓

Revenue Model

Realistic Target: 500 paid users by March 2025

Tier	Users	MRR	% of Users
Essentials	350	$10,497	70%
Pro	120	$23,880	24%
Elite	30	$11,970	6%

Total	500	$46,347	100%

Why This Mix Makes Sense:

- **Essentials** is the volume play — easy to sell, low commitment
- **Pro** is the profit engine — high price, scalable with AI
- **Elite** is the prestige tier — limited capacity, maximum value
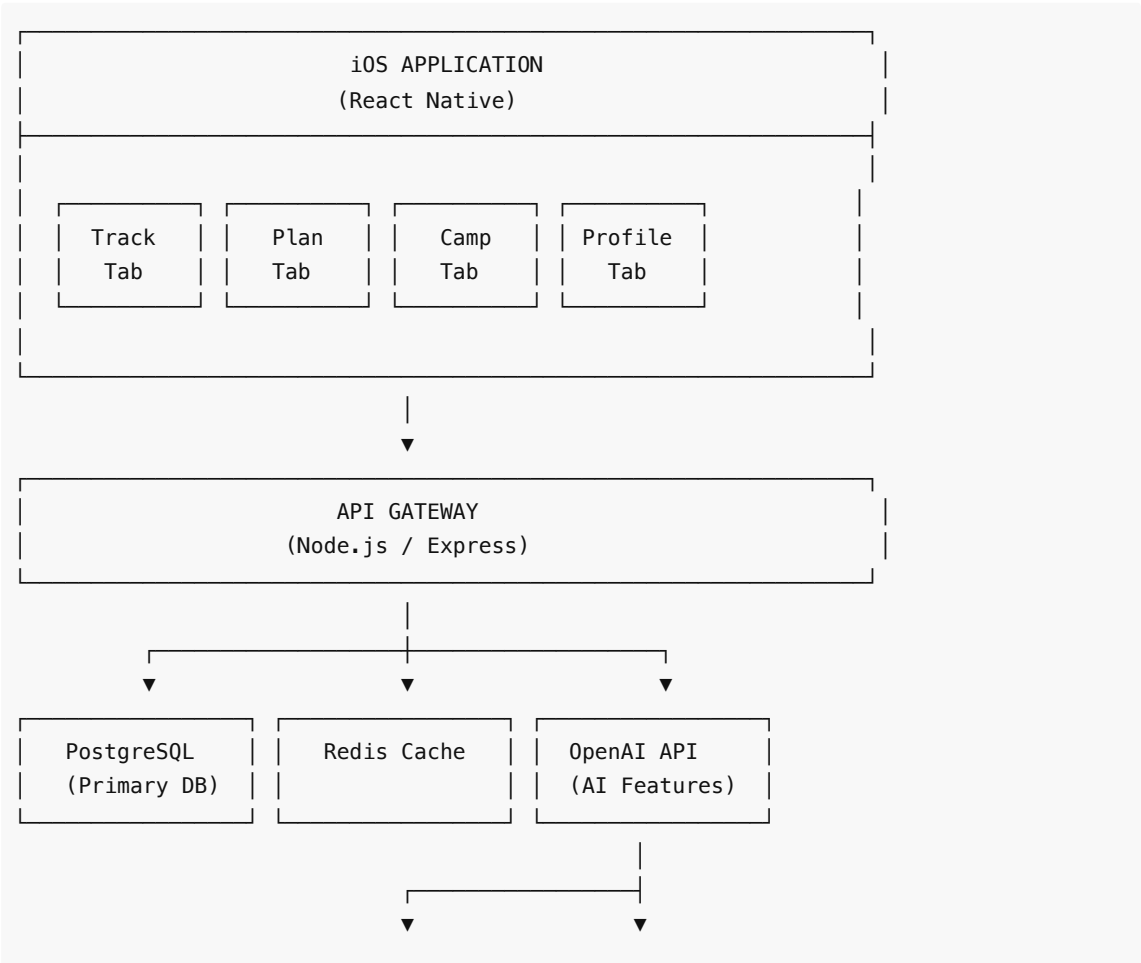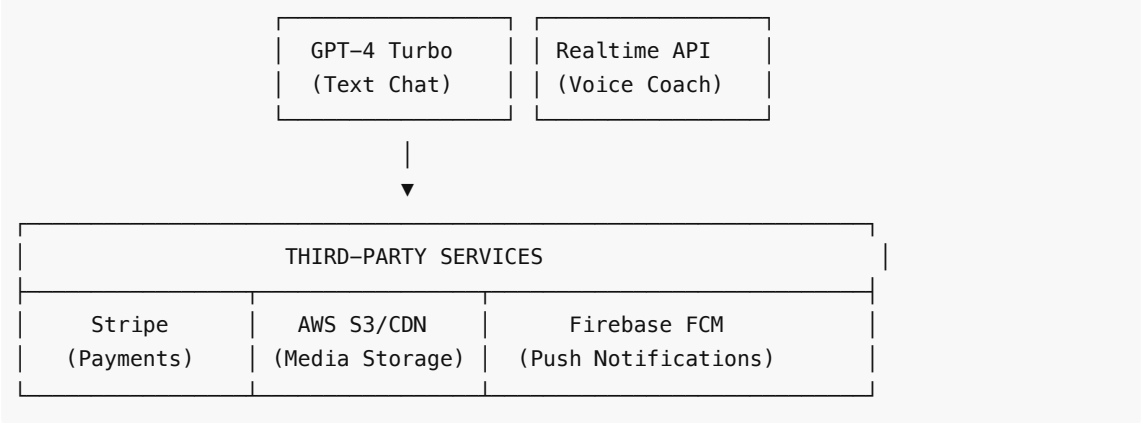
At 500 Users (March 2025): What Eric Takes Home

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Gross Revenue:          $46,347/month
— Platform fees (18%):  —$8,342
— Operating costs:      —$800
= Gross Profit:         $37,205/month

Eric's Share (70%):     $26,044/month
Annual Run Rate:        $312,522
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(See Partnership Structure for full 5,000-user projection)

Technology Architecture

MVP Tech Stack

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Technology Choices

Component	Technology	Why
iOS App	React Native	Cross-platform ready for Android later
Backend	Node.js + Express	Fast development, scales well
Database	PostgreSQL	Reliable, handles relational data well
Cache	Redis	Fast sessions, rate limiting
Text AI	OpenAI GPT-4 Turbo	Best language model, trained on Eric's content
Voice AI	OpenAI Realtime API	Real-time voice conversations
Payments	Stripe	Industry standard, handles subscriptions
Media	AWS S3 + CloudFront	Reliable video/image delivery
Push	Firebase Cloud Messaging	Reliable, free tier

MVP Scope Summary

What's IN the MVP (Launching Mid-February 2025)

Feature	Description
iOS App Only	iPhone users first. Android comes later based on traction.
Food Tracking	Log meals from curated database + barcode scanner
Macro Dashboard	Daily calorie/protein/carbs/fat progress rings
Weight Tracking	Daily weigh-ins with trend graphs
Streak System	Daily check-ins, streak counter, basic gamification
Inside the Camp (Basic)	Content feed with videos, tips, testimonials
AI Text Chatbot	GPT-4 powered "Ask Eric" for nutrition Q&A

Push Notifications	Meal reminders, streak warnings in Eric's voice
Subscription Payments	Stripe + Apple In-App Purchase for Tier 1

What's NOT in the MVP (Phase 2+)

Deferred Feature	Reason
Android App	Focus resources on one platform first
AI Voice Coach	Complex integration, requires more Eric training data
Custom Meal Plans	Requires Eric's team workflow + admin dashboard
Pro & Elite Tiers	Launch with Essentials only, add tiers with traction
Food Swap AI	Nice-to-have, not essential for launch
Barcode database expansion	Start with top 500 packaged foods, expand later
Social sharing	Phase 2 feature
Offline mode	Requires significant additional complexity

MVP Philosophy

Ship fast. Learn fast. Iterate.

The goal of the MVP is to validate demand, not to build the full vision. We need to answer one question: **Will people pay $29.99/month for a premium tracking app with Eric's brand and content?**

If yes → we have a business. Add Pro tier, AI voice, Android. If no → we learn why and pivot before burning more resources.

MVP Budget Breakdown

How This Compares to Market Rates

Before diving into costs, let's be clear about what custom app development typically costs:

Development Option	Typical Cost	Timeline
US-based agency	$80,000 - $200,000+	4-6 months
Mid-tier dev shop	$40,000 - $80,000	3-4 months
Offshore team	$25,000 - $50,000	3-4 months
Freelancer (experienced)	$20,000 - $40,000	2-3 months
This Proposal	**$10,000 - $12,000**	**11 weeks**

What Similar Apps Actually Cost to Build

App	Development Cost	Notes
MyFitnessPal	[$100,000 – $300,000+](#)	12-15 person team over 8-12 months. Database of 18M+ foods required massive backend investment.
Noom	[$200,000 – $500,000+](#)	AI coaching, psychology curriculum, human coach integration drove costs significantly higher.
Full-featured fitness app	[$250,000 – $600,000](#)	Cross-platform (iOS + Android), wearable integration, AI personalization, video streaming.

Even a [basic fitness MVP typically costs $50,000-$70,000](#) when built by a professional team.

Why am I charging 1/4 to 1/8 of market rate?

I'm de-risking Eric's investment by:

1. **Low upfront cost** — $10-12k is affordable to test the concept
2. **Shared upside** — I take a higher revenue share (30%) because I believe in the product
3. **Aligned incentives** — If the app fails, I lose too. If it succeeds, we both win.

This is a partnership, not a contractor relationship. I'm betting on Eric's brand and expertise to make this work.

Development Costs: $10,000 - $12,000

Component	Hours	Cost
Backend Development		
Database architecture & setup	16 hrs	$800
Authentication (email, Apple, Google)	12 hrs	$600
Food database & search API	16 hrs	$800
Weight tracking API	8 hrs	$400
Streak system & gamification	8 hrs	$400
Content management (Camp)	12 hrs	$600
Stripe subscription integration	12 hrs	$600
Push notification system	8 hrs	$400
Backend Subtotal	**92 hrs**	**$4,600**
iOS Development		
Track tab (logging, macros, weight)	20 hrs	$1,000
Camp tab (content feed, video player)	16 hrs	$800
Profile tab (settings, subscription)	12 hrs	$600

Onboarding flow	10 hrs	$500
Streak UI & notifications	8 hrs	$400
iOS Subtotal	**66 hrs**	**$3,300**
AI Integration		
GPT-4 text chatbot integration	20 hrs	$1,000
Eric knowledge base & prompt engineering	16 hrs	$800
AI Subtotal	**36 hrs**	**$1,800**
Infrastructure		
Server setup & deployment	8 hrs	$400
CI/CD pipeline	4 hrs	$200
App Store submission	4 hrs	$200
Infrastructure Subtotal	**16 hrs**	**$800**
TOTAL	**210 hrs**	**$10,500**

Monthly Operating Costs

Service	Cost/Month	Notes
Server hosting	$50-100	Scales with users
Database (managed)	$25-50	PostgreSQL
Redis	$15-25	Cache/sessions
OpenAI API (text)	$50-150	~$0.01-0.03/chat
AWS S3 + CloudFront	$25-50	Video content
Stripe fees	2.9% + $0.30	Per transaction
Apple fees	15-30%	On subscriptions
Firebase	$0	Free tier
TOTAL	**$165-400**	Scales with usage

Partnership Structure

Development Phase (Late November → Mid-February)

Fixed Cost: $10,000 - $12,000

Payment Schedule:

- 40% upfront ($4,000-4,800) — Project kickoff (December 2024)
- 30% at midpoint ($3,000-3,600) — Core features complete (mid-January 2025)
- 30% at launch ($3,000-3,600) — App Store approved (mid-February 2025)

Post-Launch Revenue Share

Developer Revenue Share: 30% of Gross Profit

This is a higher percentage than typical revenue shares — but I'm charging a fraction of market rate upfront. We both win when the app succeeds.

```
Gross Revenue (subscriptions)
− Apple/Google fees (15–30%)
− Stripe fees (~3%)
− Operating costs (servers, AI APIs, etc.)
= Gross Profit

Developer Share = Gross Profit × 0.30
Eric's Share = Gross Profit × 0.70
```

Example: 500 Users (Realistic March 2025)

Assuming tier distribution: 70% Essentials, 24% Pro, 6% Elite

```
Gross Revenue:                  $46,347/month
  − Essentials (350 × $29.99):  $10,497
  − Pro (120 × $199):           $23,880
  − Elite (30 × $399):          $11,970

Deductions:
  − Apple fee (15%):            −$6,952
  − Stripe fees (3%):           −$1,390
  − Operating costs:            −$800
                                _____
Gross Profit:                   $37,205/month

Developer Share (30%):          $11,162/month
Eric's Share (70%):             $26,044/month
```

Eric's Monthly Take-Home at 500 users: ~$26,000

Long-Term Target: 5,000 Users

Same tier distribution at scale:

```
Gross Revenue:                  $463,465/month
  − Essentials (3,500 × $29.99): $104,965
  − Pro (1,200 × $199):         $238,800
  − Elite (300 × $399):         $119,700

Deductions:
  − Apple fee (15%):            −$69,520
  − Stripe fees (3%):           −$13,904
```

```
    — Operating costs:            —$8,000
                                  ─────────

Gross Profit:                     $372,041/month


Developer Share (30%):            $111,612/month
Eric's Share (70%):               $260,429/month
```

Eric's Annual Take-Home at 5,000 users: $3.1M+

Why This Model Works

For Eric:

- **Low upfront risk** — $10-12k vs. $40-80k typical for custom apps
- **Keeps 70% of profits** — majority of upside stays with Eric
- **Developer is invested** — I only make money if the app makes money
- **Ongoing development included** — no separate maintenance fees
- **Aligned incentives** — I'm motivated to help grow the user base

For Developer:

- **Guaranteed MVP payment** — covers the build regardless of outcome
- **Upside in success** — if the app hits, revenue share becomes significant
- **Long-term partnership** — recurring income, not one-time project
- **Portfolio value** — working with elite UFC nutritionist is great for my brand

The Trade-Off Explained

Traditional Model	Our Model
Pay $40-80k upfront	Pay $10-12k upfront
Developer done after launch	Developer invested long-term
All risk on Eric	Risk shared between us
No ongoing incentive for developer	Developer wants app to succeed
Typical 10-15% maintenance fees	No maintenance fees (covered by share)

I'm charging less upfront because I believe in this product. The 30% profit share reflects my investment in making it succeed — not just building it and walking away.

The Marketing Reality

Building the App is 10% of the Battle

Here's the truth that most developers won't tell you:

Marketing is 90% of what determines whether an app succeeds or fails.

The App Store has over 2 million apps. The average app gets fewer than 1,000 downloads in its lifetime. The difference between success and failure isn't the code — it's the marketing.

Why Train Like A Pro Has an Advantage

Unlike most apps, we're not starting from zero. Eric brings:

Asset	Marketing Value
UFC fighter network	Instant credibility + testimonials
Eric's social following	Direct channel to target audience
Fighter content rights	Unique content no competitor can replicate
Existing client base	Warm leads for launch
MMA gym relationships	Partnership distribution opportunities

What Success Requires

The app I build will be excellent. But to hit 5,000 users, Eric's involvement in marketing is essential:

Eric's Role	Impact
Content creation	Weekly videos/posts for Inside the Camp
Social promotion	Regular app mentions on Eric's channels
Fighter testimonials	Video endorsements from UFC athletes
Launch campaign	Coordinated push at launch
Gym partnerships	Intro to MMA gym owners for distribution

Marketing Budget Recommendation

Beyond development, I recommend allocating budget for:

Marketing Channel	Monthly Budget	Expected Impact
Instagram/Facebook ads	$1,000-2,000	Targeted reach to MMA fans
Influencer partnerships	$500-1,000	BJJ/MMA micro-influencers
Content production	$500	Professional video editing
Total	**$2,000-3,500/month**	

This is separate from development costs and should ramp up post-launch.

Timeline

11-Week Development Schedule (Late Nov → Mid-Feb)

Week	Dates	Milestone
1-2	Dec 2-15	Backend architecture, database, authentication
3-4	Dec 16-29	Food database, tracking APIs, weight logging

5-6	Dec 30-Jan 12	iOS app: Track tab, Macro dashboard
7-8	Jan 13-26	iOS app: Camp tab, Profile tab, streak system
9	Jan 27-Feb 2	AI chatbot integration, payment setup
10	Feb 3-9	Testing, polish, bug fixes, content loading
11	Feb 10-16	App Store submission & review

MVP Live: Mid-February 2025

Key Milestones

Date	Deliverable
Dec 1	Project kickoff, 40% payment
Dec 15	Backend APIs functional, database live
Jan 15	iOS app demo (core features working), 30% payment
Feb 1	Feature complete, entering testing phase
Feb 15	App Store approved, soft launch, 30% payment

Dependencies (What I Need From Eric)

Item	When Needed	Why
Eric's macro calculation formulas	Week 1	Core algorithm for the app
Brand assets (logo, colors, fonts)	Week 3	iOS app design
10-20 content pieces for Camp	Week 8	Launch content library
Eric voice/video samples	Week 9	AI chatbot personality training
App Store assets (screenshots, description)	Week 10	Submission requirements

Next Steps

1. **Review this document** — Questions? Let's discuss.

2. **Kickoff meeting** (90 min):

   - Review Eric's current methods and formulas
   - Discuss content strategy for "Inside the Camp"
   - Finalize feature priorities
   - Align on branding and voice

3. **Contract signing**:

   - MVP scope and timeline
   - Payment schedule
   - Revenue share terms

- IP assignment

4. **Project start**:

    - Set up project management (Linear/Trello)
    - Create Slack channel
    - Begin development

Let's Build This

Eric, you've spent years building expertise that helps UFC champions perform at their peak. That knowledge is incredibly valuable — but right now, it's locked in your head and your one-on-one sessions.

Train Like A Pro unlocks that value at scale.

Imagine thousands of people waking up every morning to a meal plan you designed, talking to an AI that thinks like you, and achieving their goals using your methods.

That's not just revenue. That's impact.

I'm ready to build this with you.

About Me

Samyak Jain — AI Engineer

I'm an AI engineer by trade, and I genuinely love what I do. Building intelligent applications that solve real problems is not just my job — it's my craft.

My Promise:

I take immense pride in delivering what I commit to. If for any reason I'm unable to deliver the app we agree upon, I will refuse your money. No questions asked. Your trust and my reputation matter more to me than any single project fee.

I'd rather walk away with nothing and a clean conscience than take payment for work that doesn't meet the standard we both expect. That's not a marketing line — it's how I operate.

What I Bring:

- Deep expertise in AI/ML integration (OpenAI, LLMs, voice AI)
- Full-stack mobile and web development
- Experience building and shipping production apps
- A genuine investment in seeing this project succeed

Connect With Me

Platform	Link
Portfolio	samyakjain.tech
LinkedIn	linkedin.com/in/samy-jain
Upwork	upwork.com/freelancers/~01edd904b9d8c83cbf