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SPORTY UP

Sporty Your Life

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Dedication

♥ To *ALLAH*,

The Most Gracious and the Most Merciful, for His countless blessings, guidance, and strength throughout every step of my journey.

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ABSTRACT

This thesis examines the feasibility of SportyUp, a digital platform that connects users with sports, coaching, and wellness services in Algeria, and explores potential strategies for its growth. To achieve this objective, the study employs market analysis, user surveys, competitor comparison, and financial forecasting. The findings indicate that students, professionals, and hobby athletes are interested in affordable and user-friendly digital health solutions. Financial projections indicate that income is likely to increase gradually in the future. This increase is primarily due to revenue from subscriptions and partnerships with coaches and suppliers in the sports sector through organized collaborations. The research indicates that SportyUp is a promising and innovative business concept that has the potential to modernize Algeria's sports and wellness sector. Its potential is further enhanced by receiving the Innovative Project Label, the Start-up Label, and being officially recognized as a SPAS, providing a solid foundation for future growth and expansion.

Keywords: SportyUp, SPAS, Start-up, Innovation, Sports, Nutrition, Digital Platform.

RÉSUMÉ

Ce mémoire évalue la faisabilité et le potentiel de croissance de SportyUp, une plateforme numérique conçue pour mettre en relation les utilisateurs avec des services sportifs et de bien-être en Algérie. Pour atteindre cet objectif, l'étude s'appuie sur une analyse du marché, des enquêtes auprès des utilisateurs, une étude comparative de la concurrence ainsi que des prévisions financières. Les résultats révèlent une forte demande de la part des étudiants, des professionnels et des sportifs amateurs pour des solutions numériques flexibles et accessibles. Les projections financières indiquent une croissance durable des revenus, soutenue principalement par les abonnements et les partenariats stratégiques avec des coaches et des fournisseurs d'articles sportifs. L'étude conclut que SportyUp constitue un modèle d'affaires innovant et viable, capable de contribuer à la modernisation du secteur du sport et du bien-être en Algérie. Son potentiel est encore renforcé par l'obtention du Label Projet Innovant, du Label Start-up et par sa reconnaissance officielle en tant que SPAS, ce qui constitue une base solide pour sa croissance et son expansion futures.

Mots-clés : SportyUp, SPAS, Start-up, Innovation, Sport, Nutrition, Plateforme numérique.

ملخص

يهدف هذا البحث إلى تقييم جدوى وإمكانات النمو لمشروع سبورتي أب، وهو منصة رقمية مصممة لربط المستخدمين بخدمات الرياضة والعافية في الجزائر. ولتحقيق هذا الهدف، اعتمدت الدراسة على تحليل السوق، واستبيانات المستخدمين، وتحليل المنافسين، بالإضافة إلى إعداد التوقعات المالية.

أظهرت النتائج وجود طلب متزايد من قبل الطلبة والمهنيين والرياضيين الهواة على حلول رقمية مرنة وميسورة التكلفة في مجال الرياضة والعافية. كما بينت التوقعات المالية إمكانية تحقيق نمو مستدام في الإيرادات، مدعوماً أساساً بخدمات الاشتراك والشرارات الاستراتيجية مع المدربين وموردي المنتجات الرياضية.

وتخلص الدراسة إلى أن سبورتي أب يمثل نموذجاً مبتكراً وقابلاً للتطبيق، من شأنه المساهمة في تحديث قطاع الرياضة والعافية في الجزائر وتعزيز تبني الخدمات الرقمية في هذا المجال. ويتعزز هذا الإمكان أكثر من خلال حصول المشروع على وسم المشروع المبتكر ووسم المؤسسة الناشئة، بالإضافة إلى اعتماده الرسمي كشركة ذات أسهم مبسطة، مما يوفر له أساساً قانونياً وتنظيمياً متيناً يدعم نموه وتوسعه المستقبلي.

الكلمات المفتاحية: سبورتي أب، منصة رقمية، الرياضة والعافية، مؤسسة ناشئة. الجزائر.

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Liste of abbreviations

Abbreviation	Meaning
BMC	B usiness M odel C anvas
SMART	S pecific, M easurable, A chievable, R elevant and T ime-bond
OKRs	O bjectives and K ey R esults
SWOT	S trengths, W eaknesses, O pportunities, T reats
MENA	M iddle E ast and N orth A frica
AR	A ugmented R eality
CSR	C orporate S ocial R esponsibility
GDPR	G eneral D ata P rotection R egulation
SPAS	S ociété P ar A ctions S implifiée (S implified J oint- S tock C ompany)
CAGR	C ompound A nnual G rowth R ate
SCF	S ystème C omptable F inancier
GOS	G ross O perating S urplus
ACT	C all T o A ction

GENERAL INTRODUCTION

General introduction

In recent years, the importance of maintaining a healthy lifestyle has increased significantly around the world. Regular physical activity and balanced nutrition are now considered essential factors for improving physical health, mental well-being, and overall quality of life. However, despite the growing awareness of the benefits of fitness and healthy nutrition, many individuals still face difficulties in accessing professional guidance, structured training programs, and reliable nutritional advice. In many cases, people rely on unverified information found on social media or the internet, which can lead to ineffective training routines or unhealthy dietary practices. According to the World Health Organization, insufficient physical activity remains highly prevalent, affecting more than 80% of adolescents and approximately 27% of adults worldwide ([World Health Organisation, 2022](#)). This highlights the importance of promoting accessible solutions that encourage regular exercise and healthier lifestyles.

At the same time, the rapid advancement of digital technologies and mobile applications has transformed many sectors, including healthcare, education, and commerce. The fitness and wellness industry is also experiencing a digital transformation through online platforms, fitness applications, and virtual coaching services. These technologies provide new opportunities to connect users with professional trainers and nutrition experts, making personalized fitness services more accessible, flexible, and efficient. According to market data published by Statista, the global fitness application market has experienced significant growth in 2024, with downloads of health and wellness apps worldwide reaching 3.6 billion, marking a 6% increase from the previous year ([Ceci, 2025](#)).

In addition, reports from the International Health, Racquet & Sportsclub Association indicate that since the COVID-19 pandemic, the health club and studio sectors have moved beyond recovery and entered a phase of sustained growth. Key performance indicators including revenue, membership, market penetration and facility openings have all shown consistent year-over-year increases ([International Health, Racquet & Sportsclub Association, 2025](#)). These developments demonstrate the growing role of digital platforms in supporting healthier lifestyles and expanding access to professional fitness services.

General introduction

In Algeria, although the number of people interested in sports and healthy living is increasing, there is still a lack of integrated digital platforms that connect fitness clients with certified coaches and nutritionists in a structured and reliable way. Many trainers and nutrition specialists also face challenges in reaching a wider audience, managing their clients, and monetizing their expertise through digital channels. This situation represents an opportunity for innovative digital solutions capable of bridging the gap between professionals and individuals seeking reliable fitness and nutrition guidance.

To address these challenges, this project proposes the development of **Sporty Up**, a digital platform designed to connect users with sports coaches and nutritionists through an interactive mobile application. The platform aims to provide personalized training programs, nutrition plans, and online coaching sessions while also enabling coaches and specialists to manage their clients and offer their services efficiently. In addition, the platform integrates a marketplace where users can access sports-related products and services, creating a comprehensive ecosystem for fitness and wellness.

The main objective of this startup is to design and analyze a scalable digital solution that improves access to professional fitness and nutrition services while supporting the digital transformation of the sports industry. Through market analysis, innovation assessment, organizational planning, and financial evaluation, this study explores the feasibility and potential impact of the **SportyUp** platform in the Algerian market.

This report presents the conceptual framework, strategic analysis, and implementation plan of the **SportyUp** startup. It also highlights the innovative aspects of the platform and evaluates its economic viability and future development opportunities.

In this context, the need for an integrated, flexible and user-centered digital solution becomes essential. This leads to the following central research question:

How can a digital platform be designed to effectively integrate sports training, nutrition, coaching and related services into a unified, accessible and personalized ecosystem that maximizes user engagement and value creation?

General introduction

To address this question the study is guided by the following secondary questions:

- 1. What key functionalities and service integrations are required to deliver a comprehensive and seamless user experience in a digital sports platform?**
- 2. How can personalization and digital tools enhance user engagement, performance outcomes and long-term retention?**
- 3. What innovative business and organizational model can ensure scalability, stakeholder collaboration and economic sustainability within such a platform?**

CHAPTER I

PROJECT

OVERVIEWED

CHAPTER I: PROJECT OVERVIEWED

1. PROJECT CONCEPT (PROPOSED SOLUTION)

2. PROPOSED VALUES

3. TEAM MEMBERS

4. PROJECT OBJECTIVES

5. PROJECT IMPLEMENTATION SCHEDULE (ROADMAP)

Chapter I: Project overviewed

1. Project concept (Proposed solution)

My initial preference was always to specialize in dentistry, as this area of medicine held a special place in my heart and I had a strong passion for it. When I got my baccalaureate results, all my grades were very good, but my scores in Natural and Biological Sciences were not as strong, which made me feel really disappointed. But I saw it as a message from God, meant to help me think about the direction I should take in life. At the same time, I recognized that I naturally leaned towards the world of management and organization, so I chose to pursue 'Plan B' with complete trust in God's plan and without any intention of retaking my A-levels. Indeed, I chose this as my highest priority among the university options I considered.

The early years were marked by many challenges and hardships, and during that time, I had not yet uncovered the entrepreneurial aspect of my personality. The day came when the path was revealed to me, during a lecture that gathered graduates from earlier years, and one of them shared details about her project. It presented a fresh chance and served as a source of motivation for every student. A part of me thought, "Why shouldn't I be like her?" That moment marked the start of my passion a quest to find an idea that would let me use my hidden talents and creativity in the business world, even though it was an unfamiliar journey for both students and teachers. I encountered significant doubt and individuals who minimized the importance of this decision, but this only reinforced my commitment and drive to achieve success.

In my third year, I joined the ESMT Incubator AFAQ and participated in numerous events that opened up new horizons for me and helped me develop my vision in this field. I realized that entrepreneurship isn't just a theoretical concept, but a practical solution to real-world problems.

After that, I decided to work on a project that was close to my heart and dear to me, and I chose the field of sport. I began to imagine what the project would look like and what problems I would solve. I looked for and analysed issues in my surroundings, whether in the gym or in society as a whole and considered how I could create the perfect, unique solution with Algerian touches that reflect my love for my country and my desire to offer tangible solutions, however small, to improve the lives of others.

- ❖ The main issues I noticed were overcrowding and a lack of sufficient equipment.
- Gyms can become too crowded, especially during busy times, which can make training less effective. There is also a lack of organized training programs.
- Many individuals are unsure how to create an effective home workout plan. One of the main challenges they face is the limited space and equipment available at home.
- Most people do not have access to suitable fitness equipment at home. Cultural barriers, particularly for women, also play a significant role. Some women encounter challenges in accessing gyms or engaging in sports without restrictions.
- Weak digital fitness solutions contribute to this issue.
- There is a limited availability of local platforms that provide tailored and culturally relevant fitness services. Additionally, sports and fitness are sometimes viewed as less serious or professional career paths.

After much thought, the idea for **SportyUp** was born. I began designing the prototype myself to incorporate my own ideas and personal touches. Gradually, the project began to take shape, until the joyful day arrived when my dream came true and the project was awarded the ‘Innovative Project’ label, after overcoming numerous challenges and obstacles.

SportyUp is a digital platform focused on sports that aims to make fitness and nutrition services more accessible by linking users with experienced coaches and nutritionists in a straightforward and effective manner.

The platform meets the increasing demand for tailored health and fitness options by providing a single mobile application that allows users to participate in training programs, receive nutrition advice and schedule online coaching sessions.

SportyUp offers a versatile and easy-to-use option for people aiming to lead a healthy lifestyle especially those who encounter difficulties like not having enough time, limited access to experts or the high expenses associated with conventional coaching services.

Through the application, users can:

- Access customized workout programs.
- Follow structured nutrition programs.
- Book live online coaching sessions.
- Communicate directly with certified coaches and nutritionists.
- Track their progress over time.

For coaches and nutritionists, SportyUp provides a digital platform that enables them to handle client management, design programs, provide services from a distance, supporting them in increasing their client base and enhancing their business growth.

SportyUp seeks to encourage healthier living by combining fitness, nutrition and digital services into a single platform, while also helping to modernize the sports and wellness industry through digital innovation.

2. Proposed values

SportyUp offers a solid value by building a digital environment that helps everyone involved in the fitness and wellness area. The platform is created to make things easier, offer tailored experiences, be easy to use, and open up new ways to earn money.

2.1 Value for users (clients)

- Users get customized workout plans and diet suggestions that match their specific goals, current fitness level, and daily life habits.
- **Accessibility and convenience:** Get help from certified coaches and nutritionists anytime and anywhere using a mobile app.
- **Cost-effective solutions:** They are cheaper than hiring a personal coach or paying for a gym membership.
- **All-in-one platform:** It brings together training, nutrition guidance, coaching classes, and buying sports products all in one place.
- Users can keep track of their progress, see how they're doing, and notice how they're getting better over time.

2.2 Value for coaches

- **New ways to make money:** You can sell training courses, give online coaching, and get regular income with subscriptions.
- **Client management tools:** Tools that are included to keep track of clients, handle appointments, and make communication simpler.
- Increased visibility means being seen by more people than just those in your local area.
- Opportunity to create a personal brand and establish a good reputation on the platform.
- Managing sessions held at the gym to which the coach belongs.

2.3 Value for nutritionists

- **Digital service delivery:** The ability to offer personalized nutrition plans through the internet.
- Expanding the number of clients you can reach by accessing customers in various areas.
- **Flexible work model:** You can work from anywhere and handle several clients smoothly.
- Make money by offering subscriptions and custom services.

2.4 Value for sales companies (marketplace partners)

- **Access to specific customers:** Getting direct exposure to people who are interested in fitness, making them more likely to buy sports and nutrition items.
- **More sales chances:** Being able to sell products at the best time during the user's process, like when they're training or making plans.
- **Lower marketing expenses:** You don't have to spend a lot on advertising because SportyUp already has a built-in audience for you.
- Data-driven insights give you access to information about how users behave, what they prefer, and how well the product is performing.
- Brand visibility is increased by promoting through special listings, suggestions, and working with other coaches.
- A smooth online sales system that makes it easy to list products, handle orders, and connect with shipping services.

2.5 Value for business partners (future B2B)

- Increase visibility and attract new members through a centralised digital platform.
- Diversify Revenue sources through digital services.
- Improve operational efficiency using integrated management tools.
- Corporate wellness programs enable companies to provide employees with fitness and health-related resources aimed at enhancing their productivity and overall well-being.

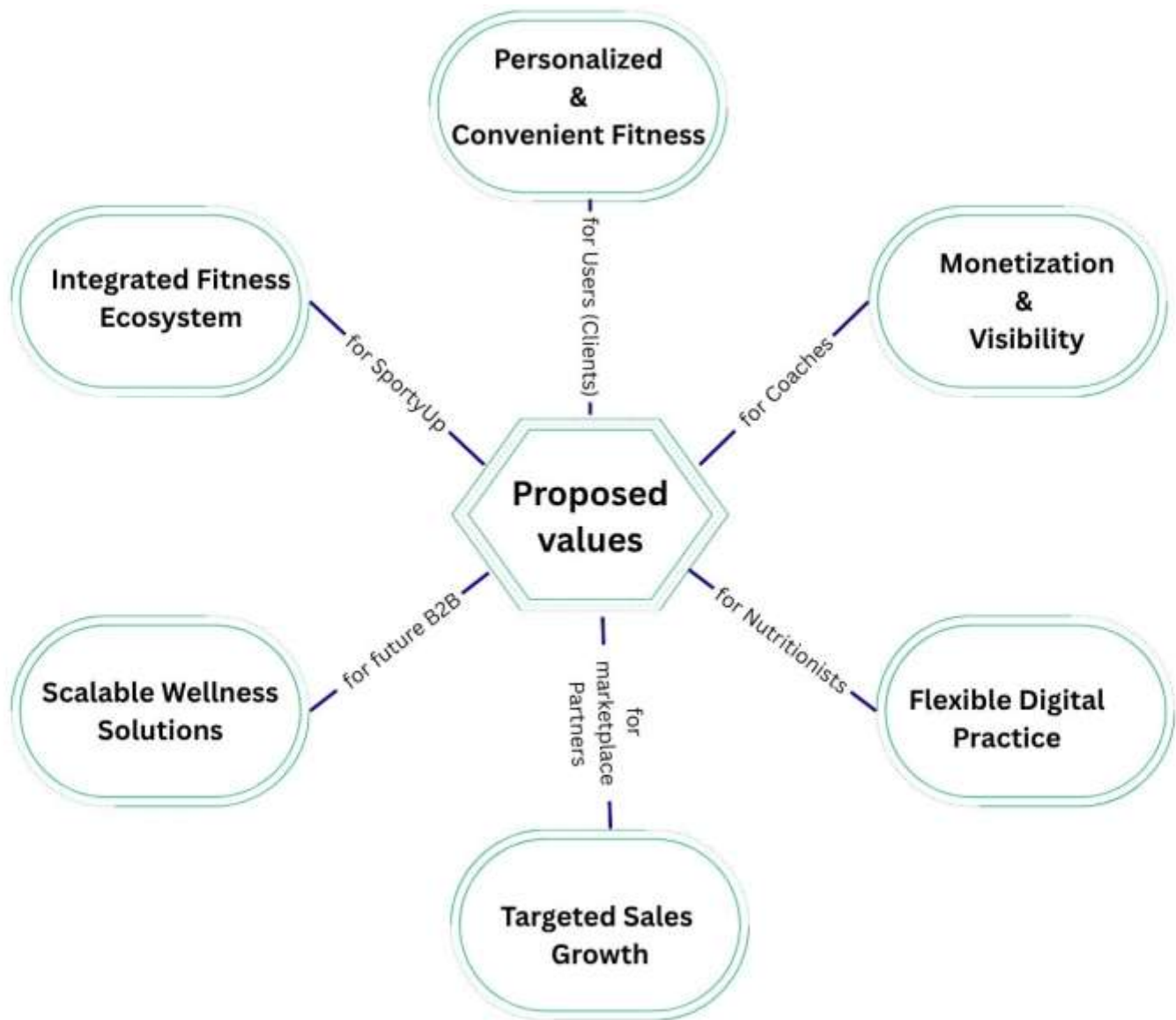
2.6 Overall platform value

SportyUp creates a win-win ecosystem by:

- Connecting the needs of users with the availability of coaches and nutritionists.
- Incorporating sales companies into a specific digital marketplace that is focused on particular targets.

- Digitizing traditional fitness services.
- Enhancing efficiency and reducing costs.
- Promoting the development of the local fitness and sport industry.

Proposed values schema



Source: Developed by us.

3. Team members

SportyUp was developed by a skilled and passionate team in a team-work environment comprising three members and composed as follows:

 **Chenika Mounia:** Student at the High School of Management-Tlemcen: Master's degree in Management sciences speciality Health Care Management. During my university studies, I began to develop a deep interest in digital innovation, solutions and how to manage projects that could meet the Algerian societal needs, especially in the health and sports sectors. As member of this team I had an active role in setting up the project from the first idea which was inspired by numerous problems and challenges observed in my real life relating to sports and nutrition daily life to the final result SportyUp.

I am a driven and imaginative person who is deeply interested in coming up with new ideas and advancing innovative solutions. I especially like creating solutions and turning ideas into real, meaningful projects.

I am developing a stonger interest in business development and professional networking, and i believe in creating relationships that support both personal and organizational progress. I am also dedicated to ongoing learning, consistently pursuing new knowledge and skills across different areas.

In addition, I possesss a vibrant and energetic personality.i tend to favor hands-on experiences, working with others, and being part of a group over learning that is passive or based solely on theory. At the same time, I value moments of self-reflection, which help me gain a deeper understanding of my personality, assess my progress, and improve my personal and professional goals.

Finally, I continue to have a strong interest in sports and physical activities, which helps me develop discipline, perseverance, and enhances my overall well-being.

 **Haid Zahia:** She serves as a representative for an incubator dedicated to supporting entrepreneurs and innovative projects. They achieve this by offering direction, insightful recommendations, and assistance to foster business expansion. Her role involves supporting project leaders in managing the challenges associated with launching and growing new businesses. She assists in the development of business projects by offering guidance on how to plan, organize, and expand them.

Her involvement ensures that projects align with market needs and contribute to sustainable development goals.

As a collaborator supporting SportyUp, she contributes to fostering innovative concepts and enhancing the project's potential by offering continuous assistance, expertise, and professional advice.

 **Zenasni Soumia:** Zenasni Soumia acts as a representative for an incubator, assisting new business initiatives during their development and growth phases. Her role involves providing strategic guidance, mentoring, and support for business development to help transform innovative ideas into sustainable enterprises.

With her experience in assisting businesses and managing projects, she identifies new opportunities, addresses challenges, and enhances the overall business model. She presents significant concepts that contribute to enhancing the organization and future achievements of projects.

As a collaborator with SportyUp, she has played a crucial role in advocating for innovative concepts and assisting the team throughout their business endeavors by offering professional guidance and continuous support.

 **Chenika Mohammed:** Chenika Mohamed serves as the president of SPAS, where she oversees the management of the company's administrative, legal, and organizational affairs. In his role as a leader, he ensures that all activities adhere to the required rules and standards, while also supporting the strategic growth of the organization.

He possesses excellent abilities in organizing and managing tasks, which aids him in conducting operations effectively and maintaining a transparent decision-making process.

His involvement contributes to the project's stability and sustainability by ensuring that all legal and administrative obligations are managed appropriately.

As a member of the SportyUp team, he plays a significant role in assisting the company in reaching its objectives and fostering a suitable environment for the project's success and development. His commitment to being a responsible leader and his continuous efforts to improve significantly contribute to the organization achieving its objectives.

 **Chenika Merwane:** The brand and multimedia designer is responsible for developing and managing the visual appearance of SportyUp. His responsibilities include designing the logo, producing marketing materials, generating multimedia content, and maintaining a consistent brand image across various communication channels.

He has a passion for creativity and digital design, combining his artistic concepts with communication objectives to create impactful visual content that reflects the values and mission of the project. His endeavors enhance the brand's visibility and foster a stronger connection with the target audience.

As a freelancer collaborating with SportyUp externally, he plays an essential role in shaping the public perception of the project. He ensures that all visual elements accurately reflect the platform's identity and objectives.

👤 **Mellah Aymen:** Is a Technical Engineer responsible for developing, enhancing, and continually improving the SportyUp mobile application and website. He also provides hosting services and technical assistance to ensure that the digital platform is dependable, secure, and functioning effectively.

He applies his expertise in software development and digital technologies to transform project requirements into practical and user-friendly technological solutions. His role involves creating a digital environment that functions effectively for users and fulfills the requirements of the platform's operations.

As an external contractor collaborating with SportyUp, he plays a crucial role in ensuring the technical success of the project. He accomplishes this by generating innovative concepts and maintaining the necessary technological support for enduring development.

This table will present the main tasks were donned by each member of the SportyUp team:

SportyUp team tasks	
Team members	Main tasks
Chenika Mounia	✓ Designing and coming up with the idea for the project, which involves setting clear goals, identifying the target audience, and explaining the unique benefits it offers. ✓ Conducting research and analysis on the sports and fitness sector, both on a global and local level, to uncover potential opportunities and establish the significance of SportyUp. ✓ Developing the BMC by identifying sources of revenue, analyzing the cost structure, and determining the strategic position of the business. ✓ Contributed to the development of the digital platform concept, including the identification and planning of its main features such as online training sessions, nutrition programs, and scheduling for activities. ✓ Building the first prototype using Adalo (no-code app builder with AI and a visual canvas) ✓ Preparing the written content for the project report and making sure that the document is consistent and clear throughout. ✓ Creating the presentation and make sure the project's vision and goals are clearly shared.

Haid Zahia	✓ Forming and organising the SportyUp team. ✓ Ensuring the effective allocation of roles and responsibilities. ✓ Motivating team members to achieve the project's objectives. ✓ Providing strategic guidance to support the project's development. ✓ Assisting with the development and improvement of the project. ✓ Supervising and guiding the team within the framework of the business incubator. ✓ Guiding the strategic direction and decision-making process.
Zenasni Soumia	✓ Support the project in the areas of financial planning and budgeting. ✓ Prepare financial forecasts (analysis of revenue, costs and profitability). ✓ Assessing and monitoring the financial viability and profitability of the project. ✓ Contributing to the economic structure of the business model. ✓ Providing guidance on resource allocation and cost optimisation. ✓ Ensure effective communication and coordination with the developer. ✓ Support the team in solving technical and organisational issues.

Chenika Mohammed	✓ Oversees company governance and strategic decisions. ✓ Manages administrative and legal procedures. ✓ Ensures compliance with regulations and company policies. ✓ Coordinates organizational operations. ✓ Supervises contractual and regulatory matters. ✓ Supports decision-making and risk management.
Chenika Merwane	✓ Designs and maintains the SportyUp visual identity. ✓ Creates logos, graphics, and promotional materials. ✓ Produces marketing and advertising videos. ✓ Designs content for social media platforms. ✓ Develops branding and communication materials. ✓ Ensures visual consistency across all channels. ✓ Supports marketing campaigns with creative content.
Mellah Aymen	✓ Develops and maintains the SportyUp mobile application. ✓ Develops and manages the SportyUp website. ✓ Provides hosting and server management services. ✓ Ensures platform security and data protection. ✓ Fixes technical issues and performs updates.

	✓ Implements new digital features and functionalities. ✓ Provides technical support to users and administrators.
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Source: Developed by us.

4. Project objectives

Many organisations used numerous of models for analytng and structuring objectives, we can define some of these models:

SMART: SMART goals are **S**pecific, **M**easurable and **T**ime-related and in this way we can answer the question : "How do you write meaningful objectives ?" ([T-Doran, 1981](#)) and this technique was first introduced by **George T-Doran**(1981) the cinsultant and planning director in *Washington Water Power* in his article (*There's a S.M.A.R.T way to write management goals and objectives*) and was published in **Management review** and he adopted the SMART Objectives method in management and project planning helping manegers ([Haughey, 2014](#)).

OKRs: The term OKR Stands for **O**bjectives and **K**ey **R**esults. it is an effective method for establishing and monitoring a company goals.this technique enables teams to collaborate in a manner that aligns with greater autonomy and maintains employee motivation, resulting in numerous beneficial outcomes across the board. ([Google, 2016](#))

At the begining Drucker gave us the *why* (Shared objectives reduce the activity trap), Grove gave us the *how* (Key Results make progress measurable), Doerr gave it *velocity* (Quarterly cycles at Google) and the 2010s gave it *scale* (every major tech company as proof of concept).Each generation fixed the blind spot of the one before it ([Bas](#)).

Here's the full **OKR** history laid out as an interactive timeline :

Time-line of the history of OKRs approach



Source: Developed by us.

4.1 For SportyUp

SportyUp objectives are clearly define the expected outcomes and guidance on the execution process. They are structured according to SMART and OKRs approaches, ensuring that they are measurable, achievable and aligned with the SportyUp's strategic vision.

To have the best results in analyzing SportyUp objectives we used both methods SMART and OKRs in the short term, medium term and the long term.

4.2 SportyUp short-term objectives-SMART table

The short-term goals are about the first arts of the SportyUp startup.They want to check if the idea works, fet some early users on board and make sure the platform runs smoothly.These objectives are designed to create clear and fast outcomes while also building a strong base for long-term success.To achieve this the SMART method : Specific, Measurable, Achievable, Relevant and Time-bound is adopted as a framework to formalize these short-term objectives in a precise and operational manner.

SportyUp short-term SMART objectives table



Objective	Specific	Measurable	Assignable	Realistic	Time-related
Expanding the users and active clients base	Draw in new users to the platform by using marketing efforts and making it user more recognized.	Attract at least 50 registered users	Use digital marketing, promotions, and referral strategies	Ensuring the platform's growth and revenue generation	At least in one month
Establish partnerships with two certified coaches and two-certified nutritionists	Hiring qualified coaches and nutritionists to join SportyUp	Increase the number of signed professionals	Through targeted outreach and attractive collaboration offers	Improves the quality of service and builds trust in the platform	One and half month
Launch a targeted marketing campaign (social media, local influencers)	Helps SportyUp gain more attention on social media	Increase followers by +2,000, engagement rate 5%, achieve 20,000 monthly reach	By creating a regular content plan and running engaging campaigns	Helps to boost brand awareness and attract new customers	5 months
Attracting more people who book training and nutrition sessions	Boost the number of booked of training and nutrition sessions	Offer at least 10 live fitness and nutrition sessions	By improving user experience and offering promotions	Directly boosts platform activity and revenue by meeting with users' fitness solution and other expectations	15 days
Increasing the number of signed B2B agreements	Collaborate with gyms, fitness centers, and organizations in Tlemcen	Build a partnership with 4 local gyms and sports goods retailers	Through networking and strategic proposal	Helps grow the market and find new business chances	10 days
Achieve financial sustainability and profitability	Reach profitability & stable revenue streams	Breaking even, with a profit margin of 15%	Achievable with diversified income sources	Crucial to the success of the project	2 months

Sporty Your Life | www.sporty-up.com

Source: Developed by us.

The short-term SMART goals focus on initiating the development of SportyUp and bringing it to the market. These goals focus on increasing the number of people who use the platform, collaborating with qualified coaches and nutrition specialists, conducting targeted marketing campaigns, boosting interest in training and nutrition programs, developing

business-to-business relationships, and ensuring the platform remains financially sustainable. The defined objectives and timelines provide a clear method to assess the platform's performance during its initial stage.

4.3 SportyUp medium-term objectives-OKR table

To carry out its strategic vision, SportyUp uses the OKR (**Objectives and Key Results**) approach to make sure its performance can be measured and that it keeps growing over time. Here's a schematic which present these objectives in an organized form:

SportyUp

Objectives & Key Results (OKRs)

5 Objectives	14 Key Results	2-Year Max Horizon
---------------------	-----------------------	---------------------------

Objective 1: Build a strong and engaged user base	
KR1	Reach 1,000 monthly active users (MAU) within the first year [12 mo]
KR2	Reduce user churn rate by 30% within 12 months [12 mo]
KR3	Achieve an average session duration of 10 minutes per user
KR4	Reach a user retention rate of 60% after 3 months [3 mo]

Objective 2: Expand geographical presence in Algeria	
KR1	Launch services in at least 5 secondary cities within 2 years [24 mo]
KR2	Establish partnerships with 20 local gyms and coaches in these cities
KR3	Achieve 30% of total users from secondary cities

Objective 3: Enhance platform innovation and user experience

KR1	Integrate a smart tracking system for sports and nutrition within 12 months [12 mo]
KR2	Achieve 80% user adoption of the tracking feature
KR3	Maintain a user satisfaction rate above 85% for new features

Objective 4: Deliver personalized and high-value services

KR1	Develop and launch personalized training and nutrition programs within 9 months [9 mo]
KR2	Ensure 70% of users engage with personalized programs
KR3	Increase user performance improvement feedback by 40%

Objective 5: Develop strategic partnerships and marketplace offerings

KR1	Collaborate with at least 10 local sports brands for the integrated shop within 18 months [18 mo]
KR2	Generate 15% of total revenue from the marketplace
KR3	List 100+ sports products on the platform

Source: Developed by us.

4.4 The long term (by SMART method)

The long-term goals show what SportyUp wants to achieve in terms of growing bigger, coming up with new ideas and where it wants to stand in the market. They want to make sure the platform stays sustainable and stays competitive in the long run, while also making it more effective at promoting a healthy lifestyle. Using the Smart framework these objectives become specific, measurable targets that help in making decisions and planning for the future.

SportyUP long-term SMART objectives table



Objective	Specific	Measurable	Assignable	Realistic	Time-related
Achieve the position of the leading digital sports platform in Algeria	Becoming number 1 platform in Algeria for digital sports & nutrition coaching.	50,000 active users, at least 100 gyms and 200 coaches	By reaching active users and partnering with gyms and coaches	Ensuring the platform's growth and revenue generation	15 years.
Creating a SportyUp clothing and merchandise brand.	Build a strong and recognized brand in the fitness industry.	Design at least 15 different types of clothing & goods	By reaching 70% brand awareness among target users (18–40 years old).	Enhances the company's market position and user confidence	5 years.
Participate in national sporting events as a sponsor or official partner.	Engage in major fitness events across Algeria.	At least 10 events per year.	Provable through partnerships and sponsorship strategies.	Increases visibility and networking opportunities.	6 years.
Offering a premium subscription with 100% personalised coaching.	Develop new premium service plans	20% of users converted into paying subscribers	By realistic with added value services (coaching, nutrition, etc.)	Ensures revenue generation and platform sustainability	5 years.
Organizing a Sport & nutrition coaching event	Create and host SportyUp branded events	2 events per year with 300+ participants each	Feasible with community building & partnerships	Enhances engagement and brand presence	5 days.
Achieve financial sustainability and profitability	Reach profitability & stable revenue streams	Break-even in 3 years, 15% profit margin by year 5	Achievable with diversified income sources	Critical for long-term success of the project	3 years.

Sporty Your Life | www.sporty-up.com

Source: Developed by us.

SportyUp's long-term SMART goals illustrate its strategy for consistent growth and establishing itself as a market leader. These goals aim to establish the platform as a leading digital sports entity in Algeria, strengthen the brand through merchandise sales, participate in major sports events, introduce exclusive subscription services, organize fitness and nutrition events under the brand's name, and ensure the business maintains profitability in the long run. These goals support the platform's growth, enhance its competitiveness, and guarantee its continued success and sustainability over time.

5. Project implementation schedule (ROADMAP)



Executive Overview

The following roadmap delineates the sequential phases and operational milestones governing the development and commercialisation of SportyUp an integrated mobile platform

dedicated to personalised sports training and nutritional guidance. Structured across five distinct phases, this framework adopts an evidence-based, iterative methodology aligned with contemporary standards in digital health innovation and academic entrepreneurship.

5 Development Phases

12 Strategic Milestones

Roadmap of Strategic Milestones





Source: Developed by us.

5.1 Methodological Note

This roadmap is intended as a living strategic document subject to periodic review and revision in response to empirical findings, stakeholder feedback, and market dynamics. Each phase gate constitutes a formal evaluation point at which continuation, adjustment, or escalation of activities shall be determined through structured academic and entrepreneurial assessment.

The road runs vertically like a real journey we start at the top and travel downward toward the goal. The 12 milestones alternate left and right like road signs on either side of the highway, with green signs for odd steps and navy signs for even steps matching SportyUp's brand. The two special milestones step 7 (Innovative Project Label) and Step 12 (Start-up Label) appear as full-width banners stretching across the road, marking them as major checkpoints. Phase labels sit in the margins like kilometre markers, and the road ends with a checkered finish line labeled "Goal Achieved."

5.2 Strategic roadmap

5.2.1 The roadmap of strategic milestones

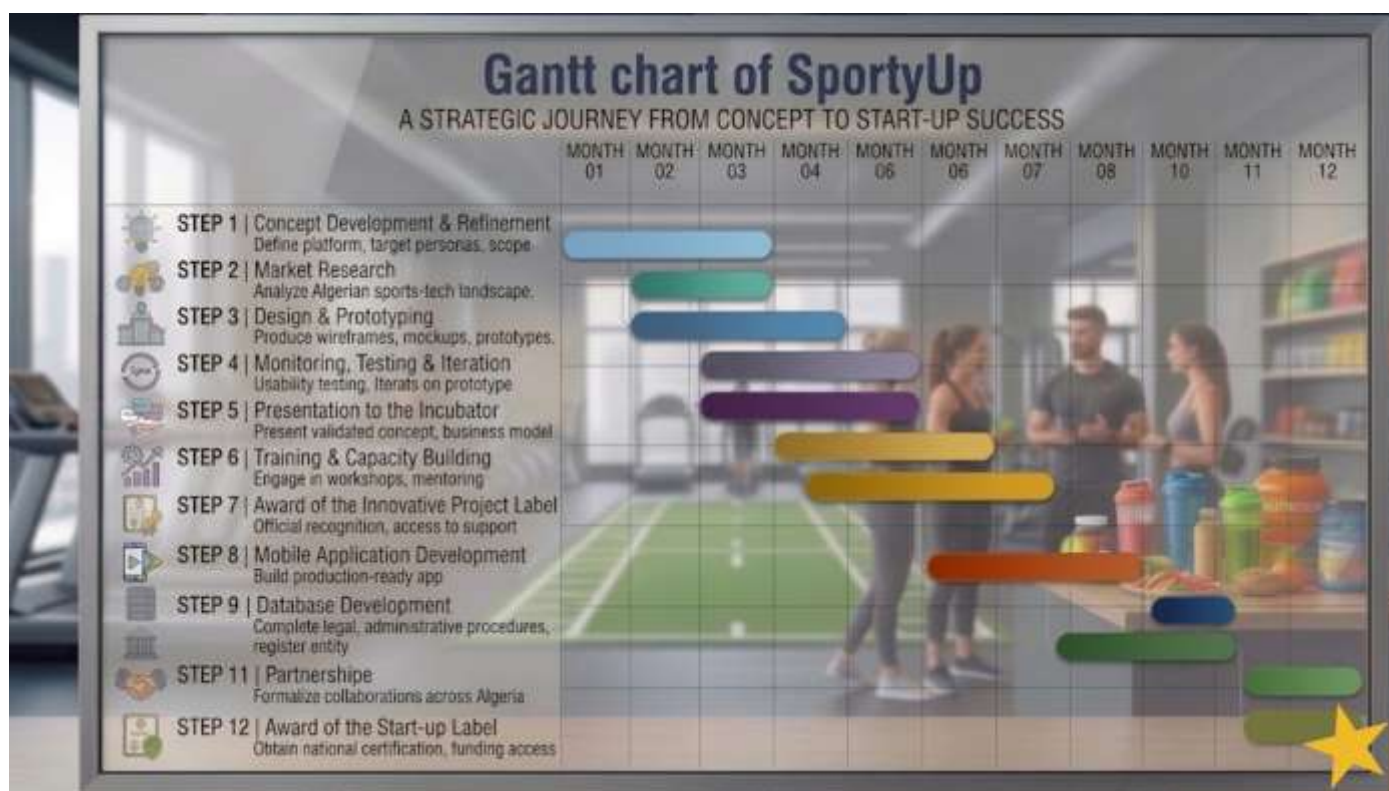


Source: Developed by us.

The strategic roadmap presented below outlines the step-by-step process through which SportyUp is being developed. The process is divided into five linked stages Foundation, Validation, Recognition, Development, and Launch—that detail the essential elements required to transform the project from a new concept into a sustainable digital sports platform. By arranging the steps and outcomes in a logical sequence, the roadmap supports effective planning, efficient use of resources, proper management of risks, and regular monitoring of the project's progress.

5.2.2 The Gantt chart of SportyUp

The Gantt chart provided illustrates the detailed plan for SportyUp and specifies the timeline for each phase of the project. The process illustrates how key steps such as evaluating if an idea is viable, creating the initial product version, testing it, supporting business growth, developing the actual application, and collaborating with other companies are all structured and integrated throughout the entire project lifecycle. This schedule assists in maintaining a clear plan for carrying out tasks, ensures that resources are utilized efficiently, and supports the timely achievement of key objectives.



Source: Developed by us.

CHAPTER II

INNOSVATION

ASPECTS

CHAPTER II : INNOVATION ASPECTS

1. NATURE OF INNOVATION

2. AREAS OF INNOVATION

Chapter II : Innovation aspects

In this chapter, we will discuss the innovative aspects of our start-up, outlining the nature and areas of innovation relevant to SportyUp.

1. Nature of the innovation

The innovation can be defined as the implementation of new or significantly improved products or processes that create value for users and organisations. According to the Organisation for Economic Co-operation and Development (2018), innovation involves the introduction of a product or process that differs significantly from previous offerings and has been made available to users or brought into use (*Organisation for Economic Co-operation and Development (OCDE), 2018*). In addition, Joseph Schumpeter (1934) conceptualized innovation as a driver of economic development through new combinations including new products, methods, markets and organisational forms (*Schumpeter, 1934*). Furthermore, Peter Drucker (1985) viewed innovation as a systematic and purposeful activity that can be managed and leveraged as a key tool for entrepreneurship and value creation (*Drucker, 1985*).

The SportyUp start-up is based on a multidimensional innovation approach, combining technological, service, and organizational innovations. It primarily relies on the development of an integrated digital platform that centralizes various services related to fitness and nutrition, offering users a comprehensive and accessible solution.

From a technological perspective, SportyUp introduces innovative features such as intelligent tracking of sports and nutritional performance, as well as personalized programs tailored to each user's profile. This enhances user experience and supports more effective performance outcomes.

In terms of service innovation, the platform offers a unique combination of services, including online coaching sessions, customized programs, and a marketplace for sports products in collaboration with local partners. This integrated approach simplifies access to multiple services within a single ecosystem.

Finally, SportyUp incorporates organizational innovation through its business model, which is based on partnerships with coaches, gyms, and product suppliers. This model enables resource sharing and creates mutual value for all stakeholders involved.

1.1 Oslo Manual (OECD)-Types of innovation

There are several well-known scientific models and frameworks which can be used to present the nature of innovation in a strong academic way and the Oslo Manual (OECD) Framework is one of the most relevant.

Angel Gurría the Secretary-General of the Organisation for Economic Co-operation and Development at the time. He usually writes the Foreword of OECD publications in his report of the *Oslo Manual 2018 : Guidelines for Collecting, Reporting and using Data on Innovation* developed by the Organisation for Economic Co-operation and Development (OECD) and Eurostat introduced the Oslo Manual (OECD) innovation framework as an international framework that provides standardised guidelines for the definition, measurement and analysis of innovation. It establishes a common conceptual and methodological basis to enable comparable data collection and to support research and policy-making in the field of innovation (*OECD-Secretary-General, 2018*). This is the original classification (OECD-2005)



Source: Editable by us, introduced in (*A joint publication of OECD and Eurostat, 2005*).

1.2 Application of the (OECD) Innovation Framework to SportyUp

Oslo Manual (OECD) — Framework of Innovation Types

Applied to SportyUp — Sports & Nutrition Digital Platform

The Oslo Manual classifies innovation into **4 types**, each of which maps directly onto a strategic dimension of the SportyUp project:

Product Innovation

Definition: Introduction of a new or significantly improved good or service.

0
1

SportyUp: *New app features: smart nutrition tracking, personalised training plans, real-time performance analytics.*

Process Innovation

Definition: New or improved methods of production or service delivery.

0
2

SportyUp: *Digital coaching system, AI-driven recommendations, automated nutritional logging pipeline.*

Marketing Innovation

Definition: New marketing methods including changes in product design, packaging, promotion, pricing or market placement.

0
3

SportyUp: *Brand identity, app-store positioning, community-led promotion, freemium pricing model.*

Organizational Innovation

Definition: New organisational methods in business practices, workplace organisation or external relations.

0
4

SportyUp: *Gym & coach partnership network, incubator collaboration, start-up business model design.*

01 Product	02 Process	03 Marketing	04 Organizational
New / improved goods & services	Delivery methods & operations	Branding, pricing, promotion	Partnerships & business model
<i>App features & tracking</i>	<i>Digital coaching pipeline</i>	<i>Freemium model & community</i>	<i>Gym network & incubator</i>

Source: Editable by us introduced in (A joint publication of OECD and Eurostat, 2005).

The SportyUp startup can be analytically positioned within the Oslo Manual framework of innovation developed by the Organisation for Economic Co-operation and Development (OECD), which remains one of the most widely recognized typologies in contemporary innovation studies. This framework conceptualizes innovation as a multidimensional phenomenon encompassing four distinct but interrelated categories: product, process, marketing, and organizational innovation. Applied to SportyUp, this model provides a rigorous lens through which the project's strategic and operational novelty can be systematically examined.

1.2.1 Product innovation

Within the scope of product (or service) innovation, SportyUp introduces a digitally integrated fitness ecosystem that redefines the traditional boundaries of sports service delivery. The platform aggregates personalized training programs, adaptive nutritional guidance, and structured coaching services into a unified mobile application. These services are further differentiated through algorithmically structured or goal-oriented pathways, including weight management, hypertrophy development, and disease-sensitive programs such as diabetes-oriented nutrition planning. In addition, the integration of curated sports product offerings within the application extends the service dimension into a hybrid digital-commercial model. Collectively, these elements constitute a significant enhancement of both accessibility and personalization in fitness services.

1.2.2 Process innovation

From a process innovation perspective, SportyUp reconfigures the mechanisms through which fitness services are produced and delivered. The platform operationalizes a fully digitized coaching infrastructure, enabling remote interaction between users and certified trainers via structured scheduling systems and virtual session frameworks. This is complemented by a subscription-based access model that automates service delivery and user segmentation across multiple pricing tiers. Furthermore, the incorporation of a commission-based ecosystem involving coaches and product vendors introduces a decentralized value distribution mechanism. The reliance on scalable digital content, including structured workout videos and guided programs, enhances operational efficiency while reducing the dependency on physical infrastructure.

1.2.3 Marketing innovation

SportyUp also demonstrates a deliberate marketing innovation strategy grounded in digital engagement and behavioral targeting. The project constructs a strong brand identity centered on accessibility, motivation, and performance optimization within the Algerian fitness market. Pricing strategies are deliberately designed to maximize market penetration, particularly among youth and student populations, through affordable and tiered subscription plans. In parallel, the platform leverages social media ecosystems as primary channels for user acquisition and retention, employing content-driven strategies such as transformation narratives, short-form workout demonstrations, and motivational storytelling. This approach reflects a shift from traditional promotional models toward participatory and content-centric digital marketing paradigms.

1.2.4 Organizational innovation

At the organizational level, SportyUp introduces a hybridized and scalable operational architecture that diverges from conventional gym-based business models. The platform is structured around a network-based ecosystem of freelance coaches operating under partnership agreements rather than rigid employment contracts. This is complemented by a commission-based collaboration framework with external product suppliers, thereby embedding market actors directly into the platform's value chain. Such a configuration enables dynamic scalability, allowing for the gradual integration of new coaches, partners, and service modules. The resulting organizational structure is characterized by flexibility, decentralization, and ecosystem-driven growth logic.

Important update: (*OECD-Secretary-General, 2018*)

In the newer version of Oslo Manual 2018

The **OECD** simplified the classification into :

Product innovation



Business process innovation

Because: marketing + organizational + process

are grouped into



business processes

1.2.5 Conclusion

In synthesis, the application of the Oslo Manual framework reveals that SportyUp constitutes a multi-layered innovation system rather than a singular technological intervention. Its value proposition emerges from the simultaneous transformation of service design, delivery processes, market positioning, and organizational structure. Consequently, SportyUp can be interpreted as an emergent digital fitness ecosystem that aligns with contemporary paradigms of platform-based innovation and service digitization, particularly within emerging markets such as Algeria.

2. Areas of innovation

2.1 Application of OECD(2018)

The SportyUp startup is built around two main areas of innovation: **creating new services** and **enhancing existing business processes**. This method allows the platform to offer greater benefits while maintaining efficiency and the ability to scale effectively. To ensure a structured and rigorous analysis of the areas of innovation, this study adopts the classification framework introduced in the **Oslo Manual 2018** (*OECD-Secretary-General, 2018*).

• Product Innovation

SportyUp launches a unified digital service that merge multiple features into one platform, enhancing the overall experience for users in the sports and wellness industry. For instance, users can take advantage of free workout sessions, such as full-body or HIIT training that requires no equipment. They can also choose to join personalized coaching programs designed for specific goals, like losing weight, building muscle, or improving overall health. Additionally, they can follow structured nutrition plans that come with detailed recipes, including information on how long each recipe takes to prepare and its nutritional content, such as calories, protein, carbohydrates, and fats. In addition, the platform includes a sports product marketplace, enabling users to find and buy suggested equipment directly through the app. This mix of services forms a complete and creative fitness environment.

• Business Process Innovation

SportyUp enhances the delivery, management, and monetization of services by implementing a complete digital and platform-driven approach. For example, users are able to schedule and handle coaching sessions through a built-in calendar, get automatic reminders, and track their programs from a distance, removing the need to be in a specific location or adhere to particular times. Coaches can effectively offer online sessions and tailored follow-ups, helping them manage their time better and connect with more people. From a business standpoint, the platform offers adaptable subscription options, including monthly, quarterly, half-yearly, and annual plans, tailored to various user needs. It also generates income through a commission-based system, where a percentage—such as 5%—is taken from both coaching sessions and product purchases made in collaboration with outside partners.

Organizationally, SportyUp functions as a digital ecosystem that links users, coaches, and suppliers, allowing for effective coordination without relying on physical infrastructure, which supports scalability and ongoing expansion.

In order to more clearly illustrate the areas of innovation for SportyUp based on **the 2018 Oslo Manual**, here is a summary chart:



SportyUp

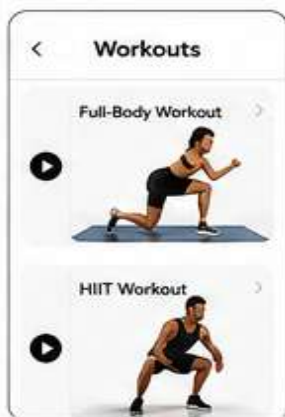
Application of OECD (2018) – Innovation in Action



PRODUCT INNOVATION

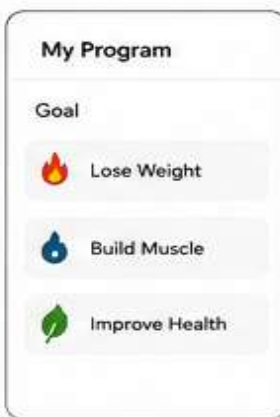
SportyUp launches a unified digital service that merges multiple features into one platform, enhancing the overall experience for users in the sports and wellness industry.

FREE WORKOUT SESSIONS



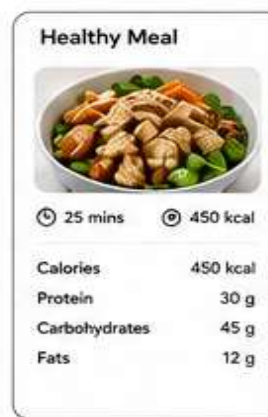
Access free workouts such as full-body or HIIT training that requires no equipment.

PERSONALIZED COACHING PROGRAMS



Join personalized coaching programs tailored to specific goals – lose weight, build muscle, or improve health.

STRUCTURED NUTRITION PLANS



Follow structured nutrition plans with detailed recipes including preparation time and nutritional content (calories, protein, carbohydrates, fats).

SPORTS PRODUCT MARKETPLACE



Find and purchase suggested sports equipment directly through the app with trusted partner suppliers.



A COMPLETE & CREATIVE FITNESS ENVIRONMENT

The combination of workouts, coaching, nutrition, and a marketplace creates an integrated and innovative fitness ecosystem for users.

Source: Developed by us.



SportyUp

Application of OECD (2018) – Innovation in Action



BUSINESS PROCESS INNOVATION

SportyUp enhances the delivery, management, and monetization of services through a complete digital and platform-driven approach.

DIGITAL DELIVERY & MANAGEMENT



- Users can schedule and manage coaching sessions through a built-in calendar.
- Receive automatic reminders and track progress remotely.
- No need to be at a specific location or follow specific times.
- Coaches can conduct online sessions and personalized follow-ups, manage their time efficiently, and reach more clients.

MONETIZATION & BUSINESS MODEL

FLEXIBLE SUBSCRIPTION PLANS



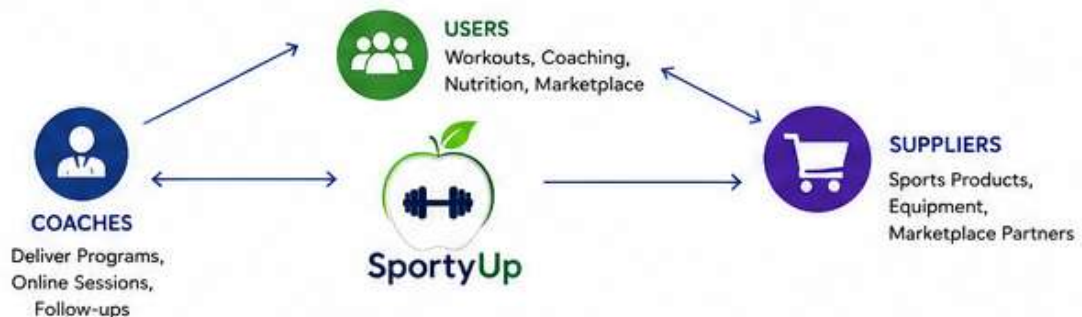
COMMISSION-BASED REVENUE



A percentage (e.g., 5%) is taken from both coaching sessions and product purchases in collaboration with external partners.

DIGITAL ECOSYSTEM

SportyUp functions as a digital ecosystem that connects users, coaches, and suppliers.



Efficient coordination without physical infrastructure, supporting scalability and ongoing growth.



OUTCOME

SportyUp delivers an innovative, integrated, and scalable digital platform that creates value for users, empowers coaches, enables partners, and drives sustainable business growth.

Source: Developed by us.

2.2 The main areas of innovation of SportyUp

2.2.1 Digital coaching innovation

Traditional sports coaching in Algeria is bound by geography, availability, and cost. A talented coach in Algiers is inaccessible to a user in Tlemcen or Annaba. SportyUp disrupts this model by making coaching entirely location-independent. Innovation in this area includes:

- **Asynchronous coaching:** Users receive personalized training programs they can follow at their own pace, with progress tracked digitally.
- **Live session integration:** Video coaching sessions allow real-time guidance regardless of physical location.
- **Certification verification system:** SportyUp implements a coach vetting process, ensuring users interact only with qualified professionals.



CERTIFICATION VERIFICATION SYSTEM

SportyUp implements a coach vetting process, ensuring users interact only with qualified professionals.



Source: Developed by us.

- **Coach rating and review ecosystem:** Transparent peer-to-peer reviews create market accountability and help users make informed choices.
- **Adaptive program delivery:** Training programs are structured in modular formats, allowing coaches to update and personalize content dynamically based on client progress.

2.2.2 Online nutrition services innovation

Nutrition guidance in Algeria is largely limited to consultations with dietitians in clinical settings, often perceived as medical rather than performance-oriented. SportyUp reframes nutrition as an integral part of the sporting journey:

- **Personalized meal plans:** Nutritionists on the platform design plans adapted to individual fitness goals (weight loss, muscle gain, health), dietary preferences, and local food availability.
- **Integration with training programs:** Nutrition plans are designed in coordination with training programs, creating a holistic health offering that no existing Algerian service currently provides.
- **Nutritional content library:** The platform offers a growing database of local food nutritional information, making dietary tracking more relevant to Algerian users than generic global databases.
- **Subscription-based nutritionist access:** Users can subscribe to a nutritionist for ongoing support rather than one-off consultations, building a habit-based relationship with nutrition.

2.2.3 Marketplace integration innovation

The inclusion of a sports product marketplace within a coaching platform is a strategic innovation that creates a vertically integrated wellness experience:

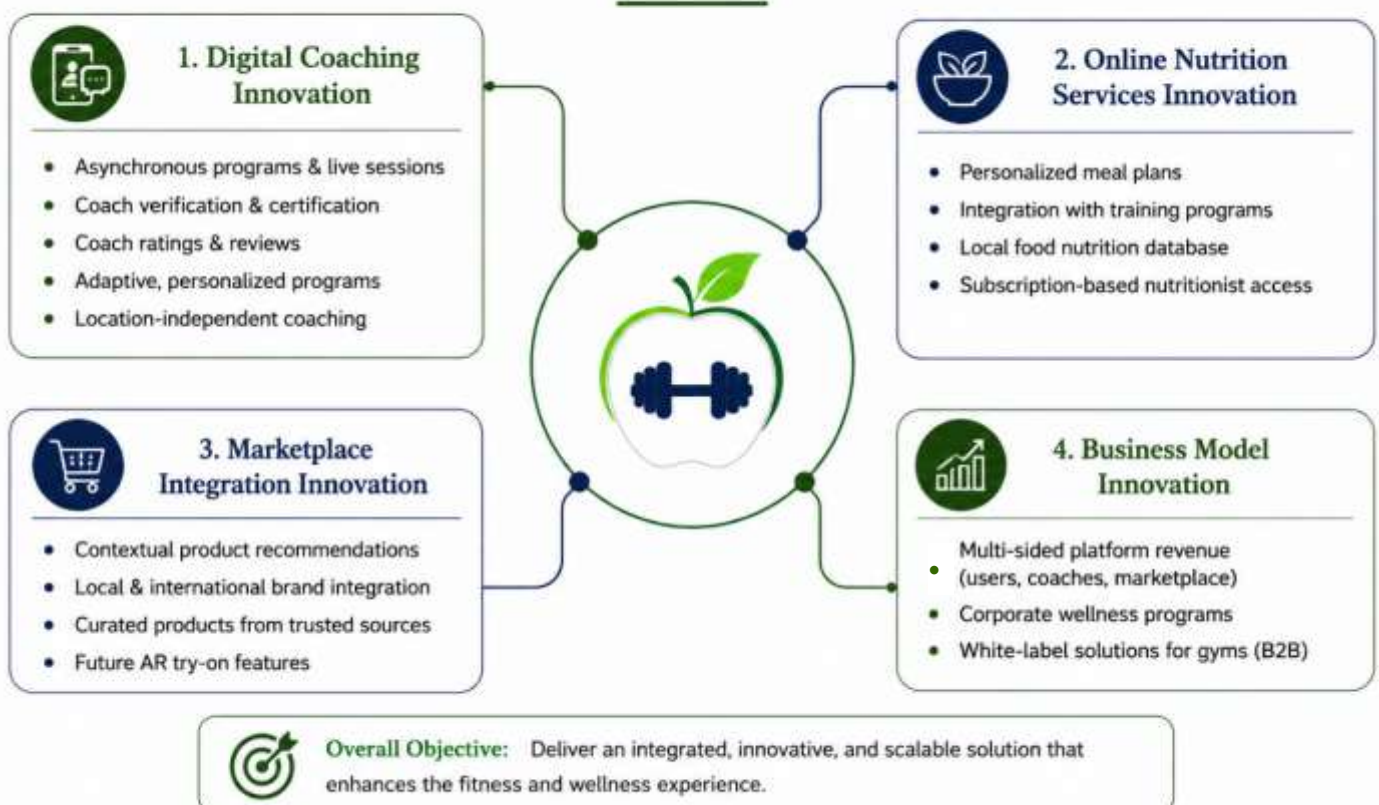
- **Contextual product recommendations:** Products are suggested in context — a coach assigning a resistance band workout can directly link to the resistance bands available in the marketplace.
- **Local and international brand integration:** The marketplace bridges Algerian users with both local distributors and international sports brands, addressing a chronic gap in accessible quality sports equipment.

- **Commission-based revenue from trusted sources:** Unlike generic e-commerce platforms, product listings on SportyUp are curated for relevance and quality, building user trust.
- **Future augmented reality (AR) features:** A medium-term roadmap item includes AR (the term ‘**Augmented Reality**’(AR) refers to the integration of digital information with the real-time environment, thereby enhancing the user’s perception of reality (*TechTarget contributor , 2024*)) try-on for equipment and apparel, aligning SportyUp with global e-commerce innovation trends.

2.2.4 Business model innovation

- **Multi-sided platform revenue:** The platform captures value from users (subscriptions, program purchases), coaches (platform fees), and the marketplace (commissions) creating diversified, resilient revenue streams.
 - **Corporate wellness programs:** Positioning health as an employee benefit taps into the growing corporate social responsibility (CSR) movement in Algerian enterprises.
- White-label solutions:** Offering the SportyUp infrastructure to gyms as a private-label digital product is a B2B innovation that opens an entirely new revenue category.

The Main Areas of Innovation of SportyUp



Source: Developed by us

2.3 Where did the name 'SPORTY UP' come from ?

2.3.1 Etymology and concept

The name **SportyUp** is the result of a deliberate and meaningful naming process, combining two distinct elements that together reflect the platform's core identity and mission.

The first component, « Sporty », derives from the English adjective meaning active, athletic and health-oriented. It immediately evokes the world of physical fitness, sport and an energetic lifestyle. It positions the platform within the health and wellness space while remaining modern, accessible and appealing to a young demographic.

The second component, « Up », carries a rich multi-dimensional meaning that reinforces the platform's value proposition:

- **Progress:** « Up » symbolizes improvement, growth and elevation. Every user who joins SportyUp is on an upward trajectory, physically, nutritionally and mentally.
- **Empowerment:** The word « Up » conveys a sense of being lifted, supported and enabled, reflecting the platform's role in empowering both users and coaches.
- **Digital culture:** In modern internet and startup culture, « Up » is widely associated with scaling, leveling up and moving forward as seen in terms like 'startup', 'level up' and 'glow up'. This anchors SportyUp firmly in the language of today's digital generation.

2.3.2 The name as a brand statement

Together, SportyUp functions as an implicit call to action : « **Be sporty. Level Up** », it is short, memorable, easy to pronounce in both French and English, and instantly communicates what the platform does: it helps people become more active and reach higher levels of performance. The name requires no translation to be understood across Algeria's bilingual population, making it a strategically sound choice for a platform targeting the North African and MENA markets.

2.3.3 Inspiration behind the name

The founders were inspired by several observations :

- The growing global trend of '**level up**' culture among younger generations: the idea that every area of life, including fitness and nutrition, can be improved systematically with the right tools and guidance.

- The aspiration to create a platform that goes beyond simple fitness tracking one that actively lifts people up by connecting them with certified professionals who can guide their journey.
- The desire for a name that feels international yet accessible locally SportyUp works in Algerian Arabic conversation, in French, and in English without friction.
- The parallel with successful platform names that use directional energy words such as **Upgrade**, **Upwork**, **Uplift** which convey momentum, ambition, and forward movement.

The following table highlights the key characteristics of the name ‘SportyUp’ and evaluate its effectiveness as a brand identity :

SportyUp Name Attributes Analysis

Attribute	Assessment
 Memorability	High — short, rhythmic, easy to recall
 Pronunciation	Easy in Arabic, French & English
 Meaningfulness	Directly communicates sport + progress
 Uniqueness	Original — no direct competitor uses this name
 Digital suitability	Strong — works as app name, domain, social handle
 Target audience fit	Strong appeal to 18–40 yo active demographic

Source: Developed by us.

2.3.4 The slogan

The slogan « ***Sporty your life*** » reflects the brand’s objective of encouraging individuals to integrate sports and healthy habits into their daily lifestyle. It communicates an active, modern and wellness-oriented identity aligned with the mission of SportyUp.

2.4 SportyUp logo

2.4.1 Logo description

The SportyUp logo is a carefully composed visual mark that combines two universal symbols into a single unified icon: a **green apple** and a **dumbbell**. The apple forms the outer silhouette of the logo, while the dumbbell is positioned centrally inside it, creating a powerful symbolic fusion that instantly communicates the platform's dual mission of nutrition and fitness.

2.4.2 Symbolic analysis

To gain a clearer understanding of the visual identity of SportyUp, the following schema presents a symbolic analysis of its logo. It explains the underlying ideas associated with each visual component and demonstrates how together they reflect the platform's comprehensive approach to health, fitness and overall well-being.

Symbolic Analysis

SportyUp Logo



The Apple — Nutrition & Health

The apple is one of the most universally recognized symbols of health, wellness, and nutrition. Its presence in the SportyUp logo directly represents the platform's nutrition coaching dimension — the personalized meal plans and dietitian services offered to users.

The apple also carries cultural associations with knowledge, nature, and vitality, reinforcing the platform's commitment to informed, science-based health guidance.



The Leaf — Naturalness & Growth

A single green leaf emerges from the top of the apple, reinforcing the themes of organic growth, vitality, and natural well-being.

It also subtly evokes the concept of upward movement — growth, progress, and elevation — which directly echoes the “Up” in SportyUp's name.



The Dumbbell — Sport & Physical Training

Positioned at the center of the apple, the dumbbell is the universal icon of physical exercise, strength training, and sporting activity. It represents the coaching and training programs at the heart of SportyUp's service offering.

Its central placement within the apple symbolizes the integration of sport within a holistic wellness approach — training is not isolated, but embedded within a broader health philosophy.

Source: Developed by us.

2.4.3 Color palette analysis

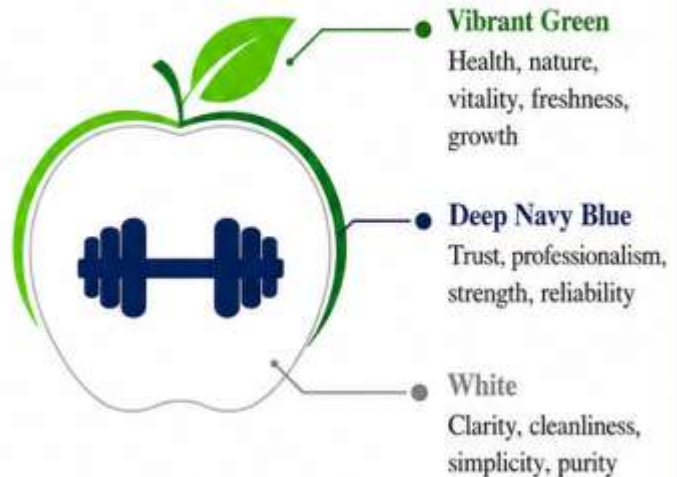
Color Palette Analysis

SportyUp Logo

Color	Hex Code	Symbolism
 Vibrant Green	#4CAF50 / #76C442	Health, nature, vitality, freshness, growth
 Deep Navy Blue	#1A2E5A	Trust, professionalism, strength, reliability
 White	#FFFFFF	Clarity, cleanliness, simplicity, purity

The combination of green and navy blue is a deliberate strategic choice. Green communicates health, energy, and organic wellness — values that resonate with fitness-conscious users.

Navy blue introduces a sense of professionalism, credibility, and trust — essential qualities for a platform that connects users with certified coaches and nutritionists. Together, the two colors balance approachability with authority.



Source: Developed by us.

2.4.4 Design principles applied

The SportyUp logo follows several important principles of professional logo design:

- ❖ **Simplicity:** The logo features a small number of elements two shapes and two colors ensuring it is easily identifiable and adaptable for use in various media, including app icons and printed materials.
- ❖ **Relevance:** Each part of the logo is connected to the main services that the platform offers. These are no decorative features, every shape has a specific meaning.
- ❖ **Memorability:** The unusual combination of an apple and a dumbbell produces a visually striking and logical image that is simple to remember.
- ❖ **Versatility:** The clean, flat design performs well at various sizes from a small mobile app icon to a larger banner and is suitable for use on both light and dark backgrounds.
- ❖ **Timelessness:** The logo avoids using popular or fleeting design trends, instead opting for simple geometric shapes that are likely to stay modern and relevant for a long time.

2.4.5 Conceptual message

The SportyUp logo communicates a single, unified message:

‘Sport and nutrition are inseparable. True wellness is achieved when physical training and health eating work together’.

This message is not stated as it is shown. A dumbbell inside an apple says more than any tagline could. The logo is therefore not merely a decorative mark but a strategic communication tool that encapsulates SportyUp’s entire value proposition in a single glance.

CHAPTER III

STRATEGIC

MARKET

ANALYSIS

CHAPTER III: STRATEGIC MRKET ANALYSIS

1. MARKET SEGMENT

2. METHODOLOGY-QUESTIONNAIRE DESIGN AND ANALYTICAL FRAMEWORK

3. EXTERNAL AND INTERNAL STRATEGIC ANALYSIS

4. MEASURING THE INTENSITY OF COMPETITION

5. MARKETING STRATEGY

Chapter III : Strategic market analysis

1. Market segment

SportyUp's market segmentation is built around three distinct but interconnected groups of actors who interact within the platform's ecosystem. Understanding each segment's profile, needs, and motivations is essential for positioning the platform effectively in the Algerian market.

1.1 Segment 1 — individual users (B2C)

This is the primary target segment of SportyUp the end users who consume coaching and nutrition services through the mobile application.

USER PROFILE

- Young adults aged 18 to 40 years old living in urban and semi-urban areas of Algeria
- Major cities: Algiers, Oran, Constantine, Tlemcen, Annaba, Sétif, Béjaïa
- Students, working professionals, and amateur athletes
- Smartphone owners with 4G or WiFi internet access
- Health-conscious individuals influenced by social media fitness content

NEEDS & PAIN POINTS

- Access to certified, personalized fitness guidance — not generic online content
- Nutritional advice adapted to Algerian dietary habits and local food availability
- Flexibility to train at home or at the gym without a fixed schedule

- Affordable alternatives to expensive in-person private coaching
- A trustworthy platform that verifies coach credentials

Source: Developed by us.

Why they will choose SportyUp ?



Source: Developed by us.

Market size context — verified data

Point 1 — young population: Algeria has a total population exceeding **47 million** (2025), with a median age of just **28.8 years** one of the youngest demographics in the MENA region. Over **42%** of the population is under **25 years old**, representing a large fitness-interested demographic with growing health consciousness (*United Nations Department of Economic and Social Affairs, 2024*).

Point 2 — digital penetration: As of early 2024, Algeria had **33.49 million** internet users, representing an internet penetration rate of **72.9%**. The country hosted over **50.65 million** active mobile connections equivalent to **110%** of the total population and **24.85 million** social media users, confirming the country's strong mobile-first digital culture (*Kemp, 2024*).

1.2 Segment 2 — sports coaches & nutritionists (supply side)

Coaches and nutritionists are not merely users of the platform they are the core service providers whose expertise constitutes SportyUp's primary value proposition to end users.

PROVIDER PROFILE

- Certified personal trainers, sports coaches, and registered nutritionists/dietitians
- Professionals currently working in gyms, sports clubs, or operating independently
- Age range: 22–45 years old, with varying levels of digital experience
- Based across Algeria's major cities and surrounding areas
- Seeking to grow their client base beyond physical boundaries

NEEDS & MOTIVATIONS

- A professional digital channel to reach clients beyond their physical location
- Tools to publish, manage, price, and sell their training programs independently
- A trustworthy platform brand that enhances their professional credibility
- Supplementary income through online program sales and virtual sessions
- Access to an existing user community without personal marketing investment

Source: Developed by us

Why they will join SportyUp ?



Source: Developed by us

1.3 Segment 3 — B2B clients (future segment)

SportyUp's medium and long-term growth strategy targets institutional and corporate clients who can scale the platform's impact beyond individual users. This segment represents the highest revenue potential per client and is central to SportyUp's path to profitability.

1.3.1 Gyms and fitness centers

WHITE-LABEL GYM SOLUTION

- Physical gyms seeking to extend their services digitally especially post-COVID
- SportyUp can offer a white-label platform so gyms offer online coaching under their own brand

- Enables gyms to retain clients outside of physical visit hours
- Particularly relevant for independent gyms that cannot afford custom app development

1.3.2 Sports products suppliers

SUPPLIERS OPPORTUNITY

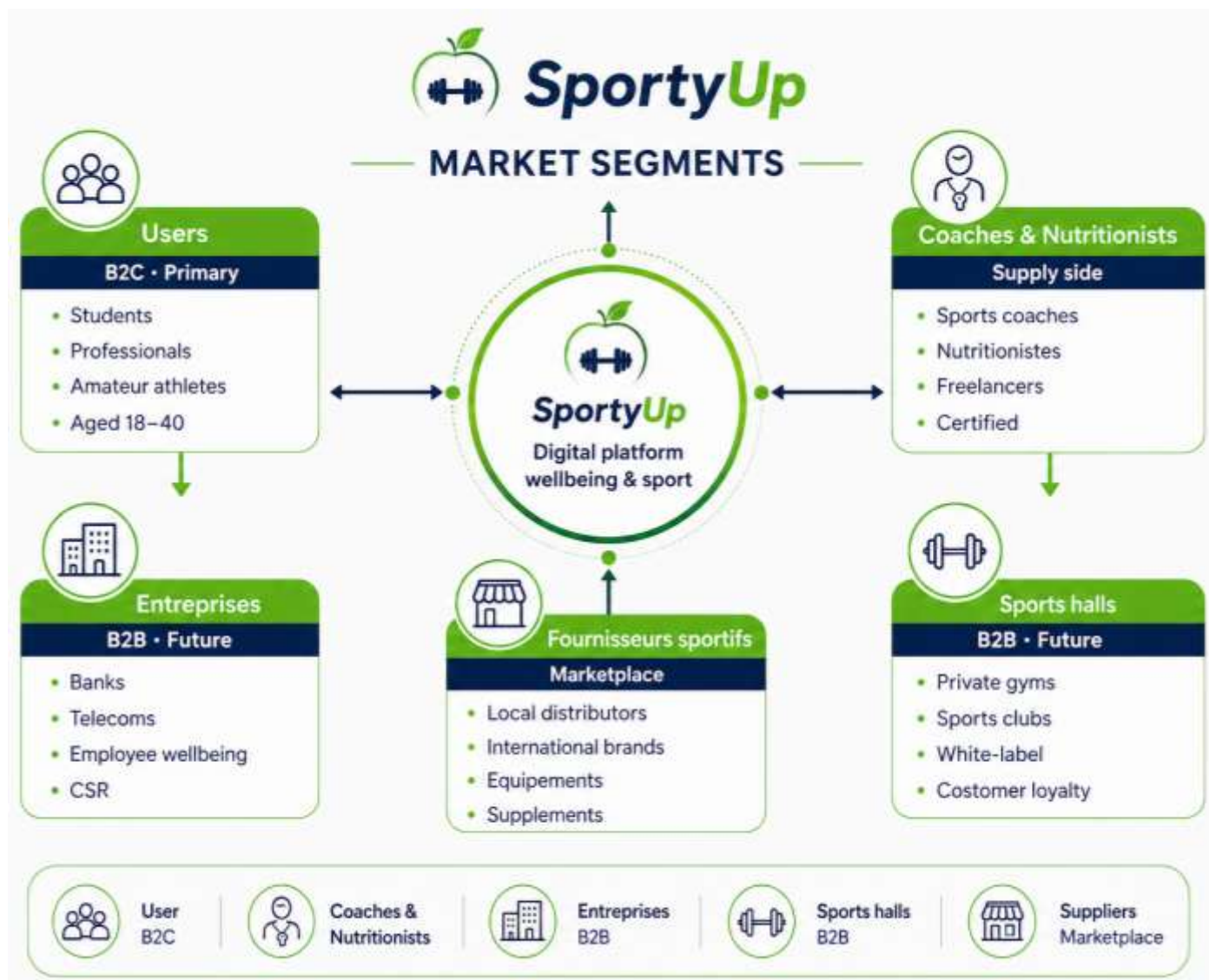
- **Local distributors:** Algerian sports equipment distributors seeking a targeted digital sales channel.
- **International brands:** Foreign fitness brands (supplements, apparel, equipment) looking to access the Algerian consumer market through a trusted platform.
- **Marketplace integration:** Suppliers list products on SportyUp's marketplace, benefiting from an engaged, fitness-oriented audience.

1.3.3 Corporations and employers

CORPORATE WELLNESS OPPORTUNITY

- Algerian companies seeking to offer wellness benefits to employees as part of CSR commitments
- Motivated by reducing absenteeism, improving productivity, and attracting talent
- SportyUp offers structured corporate wellness packages: group coaching programs, nutrition workshops, and mental wellness sessions
- Target companies: banks, telecom operators, industrial groups, public institutions

1.4 Mind map and summary table for SportyUp market segments



Source: Developed by us.

This mind map illustrates the market segmentation of the SportyUp platform, highlighting its multi-sided digital ecosystem. At the core, SportyUp operates as a digital platform dedicated to sport and wellbeing, connecting different categories of stakeholders.

On the demand side (B2C), the platform primarily targets users such as students, professionals, and amateur athletes aged between 18 and 40. On the supply side, it integrates certified sports coaches and nutritionists, including freelancers, ensuring service quality and credibility.

In addition, the platform addresses future B2B opportunities by engaging enterprises (e.g. banks and telecom companies) through employee wellbeing and corporate social responsibility (CSR) programs, as well as sports halls such as gyms and clubs through partnership and white-label solutions.

Finally, SportyUp incorporates a marketplace dimension by collaborating with local and international suppliers offering sports equipment and supplements.

Market segment summary table

Segment	Profile	Main Need	SportyUp Offering
Individual Users (B2C)	18–40 yo, urban, smartphone users	Personalized coaching & nutrition	Training programs, nutrition plans, online sessions
Coaches & Nutritionists	Certified professionals, 22–45 yo	Digital presence & income stream	Coach dashboard, program publishing, client management
Corporations	Algerian enterprises, CSR-driven	Employee wellness programs	Corporate wellness packages
Gyms & Fitness Centers	Physical fitness centers	Digital extension of services	White-label platform solution
Sports Suppliers	Local & international distributors	Targeted Algerian market access	Marketplace integration & commissions

Source: Developed by us.

2. Methodology-questionnaire design and analytical framework

2.1 Introduction to the primary data collection instrument

The questionnaire constitutes the primary instrument for empirical data collection within this research study, developed specifically to investigate the market conditions and user expectations underpinning the creation of SportyUp, a digital sports and wellness platform. The questionnaire was designed in accordance with established academic protocols for primary quantitative and qualitative data collection, with the dual objective of gathering measurable market intelligence and capturing the nuanced experiential and motivational dimensions of potential users. It was administered digitally via Google Forms and made accessible in both French and Arabic, thereby ensuring linguistic inclusivity and maximising respondent reach within the target geographic market.

The instrument was structured around five thematic axes: (i) socio-demographic profiling, (ii) current digital sports tool usage and competitive benchmarking, (iii) commercial feasibility and willingness to pay, (iv) feature and content preference mapping, and (v) service model validation. Together, these axes were designed to collect primary data in order to assess market demand, user preferences, behavioural patterns, and the overall feasibility of the SportyUp platform. A total of sixteen questions were included, encompassing a range of question typologies open-ended, multiple choice, dichotomous, and qualitative calibrated to balance statistical measurability with qualitative depth.

2.2 Detailed analysis of questionnaire items

The following table provides a systematic and academically grounded analysis of each question contained in the SportyUp questionnaire. For each item, the analysis presents the question's typology, the epistemological justification for its inclusion, the nature of the information expected from respondents, its specific contribution to the research objectives, and the potential strategic and operational implications of its findings for the development of the SportyUp platform.

Section A: general information — socio-demographic profiling (Q1–Q5)

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
Q1	Nom (Name)	Open-Ended (Short Answer)	This question is included to identify individual respondents and facilitate data traceability for follow-up purposes, if required. It also enables the researcher to assess demographic diversity at a basic nominal level.	Supports data integrity and authenticity verification. Though not directly linked to the primary research question, it allows the researcher to ensure that responses are not duplicated and that the sample is genuinely diverse.	This field may be used to filter duplicate entries and to contact high-value respondents for further qualitative follow-up, such as focus groups or in-depth interviews, which could enrich SportyUp's persona development.
Q2	Genre (Gender): Options —Homme / Femme	Dichotomous (Binary Multiple Choice)	Gender is a fundamental socio-demographic variable that is essential for segmenting users and personalising content.	Directly supports the secondary research objective related to identifying and profiling target market segments. It enables the development of gender-differentiated	Enables SportyUp to design adaptive onboarding flows that tailor content based on gender, ensuring that workout programmes, nutritional plans, and motivational messaging are contextually

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
			Differences in fitness goals, preferred activities, and willingness to pay have been consistently documented across gender lines in sports marketing research.	user personas for SportyUp.	relevant and personalised to each user group.
Q3	Adresse e-mail (Email Address)	Open-Ended (Short Answer — Contact Information)	The collection of email addresses serves a dual purpose: it enables post-survey communication with respondents and provides a channel for future user acquisition. It also supports the researcher's ability to conduct follow-up qualitative studies	While not directly answering a research question, this field supports the operational and entrepreneurial objectives of the study by building a potential early-adopter database, which is critical for validating market demand.	SportyUp can leverage the collected email addresses to build a pre-launch mailing list for beta testing invitations, promotional offers, early-adopter incentive programmes, or user experience research.

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
			with a consenting participant pool.		
Q4	Âge (Age)	Open-Ended (Numerical Short Answer)	Age is a critical demographic variable in sports and wellness research, as physical fitness needs, motivations, and digital tool adoption rates vary significantly across life stages. It enables age-based segmentation and persona refinement.	Contributes to the primary research objective of assessing market demand by identifying the age profile of the target audience, and to the secondary objective of refining the user persona for SportyUp.	Age data will guide SportyUp's UI/UX design choices, content tone, feature prioritisation, and marketing channel selection (e.g., social media platforms favoured by younger demographics vs. more conservative channels for older users).
Q5	Numéro de téléphone (Phone Number)	Open-Ended (Short Answer — Contact Information,	The telephone number field supplements the email address by providing an additional direct communication channel. It is	Supports the entrepreneurial dimension of the research by expanding the pool of contactable early adopters and facilitating	SportyUp may utilise phone numbers for SMS push notification campaigns, direct outreach for user testing, or personalised onboarding support in

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
		Optional)	particularly relevant for conducting follow-up telephone interviews or SMS-based marketing during the early launch phase of SportyUp.	qualitative data collection through follow-up telephone conversations.	the initial deployment phase.

Source: Developed by us.

Section B: usage of sports and wellness applications — competitive analysis (Q6–Q11)

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
Q6	Quel est votre niveau d'activité physique actuel ? (What is your current level of physical activity?) Options: Sédentaire / Occasionnellement	Multiple Choice (Single Selection — Ordinal Scale)	Understanding the respondents' current physical activity level is essential for identifying the platform's	This question is central to the primary research objective of assessing market demand and user readiness. It	Results will inform SportyUp's programme stratification strategy — offering beginner, intermediate, and advanced tracks

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
	actif / Régulièrement actif / Très actif		target user spectrum. It determines whether SportyUp should primarily serve inactive individuals seeking to initiate a fitness journey or already-active users seeking optimisation tools.	informs the depth and complexity of training programmes that SportyUp should offer.	— and guide the design of the onboarding experience to ensure appropriate difficulty calibration for each user segment.
Q7	Quels sont vos objectifs en matière de santé et de forme physique ? (What are your health and fitness goals?) Options: Perdre du poids / Gagner du muscle / Améliorer ma condition physique	Multiple Choice (Multi-Select — Checkbox)	Identifying users' primary fitness and wellness objectives allows the platform to align its core value proposition with actual	Directly addresses the secondary research objective of understanding user preferences and behavioural patterns. The results allow	The findings will drive content curation within SportyUp, ensuring that programme recommendations, nutritional guidance, and push notifications are aligned with

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
	/ Réduire le stress / Améliorer mon sommeil / Autres		user needs. This question reveals the diversity or concentration of user intentions, which has direct implications for feature design and personalisation algorithms.	the researcher to evaluate whether SportyUp's proposed feature set — encompassing physical training, nutrition, and mental wellness — resonates with stated user objectives.	users' declared goals. They will also inform the platform's value proposition and marketing messaging.
Q8	Utilisez-vous actuellement des applications de sport et de bien-être ? Si oui, lesquelles ? (Do you currently use sports and wellness applications? If yes, which ones?)	Open-Ended (Short Answer — Combination Dichotomous/Open)	This question is fundamental to the competitive landscape analysis of SportyUp. It measures current digital adoption rates in the target market and identifies the	Supports the feasibility analysis component of the research by mapping the competitive environment. It reveals whether a market gap exists and how saturated or underdeveloped	The identified competitor applications will be analysed to extract benchmark features and service standards. SportyUp can use these insights to differentiate its offering and identify unmet

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
			key competitors that potential users are already familiar with.	the digital sports and wellness sector is among the target population.	needs or underserved user segments.
Q9	Qu'aimez-vous le plus dans les applications de sport et de bien-être que vous utilisez ? (What do you like most about the sports and wellness applications you use?)	Open-Ended (Long answer qualitative)	This qualitative question captures the positive attributes that users associate with existing digital fitness tools. Understanding what already works well is as important as identifying gaps, as it allows SportyUp to retain proven best practices within its own design.	Contributes to the secondary research objective of identifying user preferences and behavioural patterns. The responses provide a basis for best practice benchmarking and support the UX research dimension of the thesis.	SportyUp's product development team can use these findings to ensure that the platform incorporates the most valued elements from competing solutions, thereby reducing user adoption friction and increasing initial satisfaction upon launch.

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
Q10	Qu'est-ce qui vous manque le plus dans les applications de sport et de bien-être que vous utilisez ? (What do you feel is most lacking in the sports and wellness applications you currently use?)	Open-Ended (Long answer qualitative)	Identifying gaps and limitations in existing applications is a critical input for market opportunity validation. This question directly probes the unmet needs that SportyUp aims to address, providing empirical evidence for the platform's unique value proposition.	This is one of the most strategically significant questions, directly addressing the primary research objective of validating the market opportunity for SportyUp. The gap analysis derived from this question underpins the platform's differentiation strategy.	The identified gaps will serve as the foundation for SportyUp's product roadmap and innovation priorities. Features that directly address stated deficiencies will be positioned as core differentiators in the platform's go-to-market strategy and investor communications.
Q11	Seriez-vous prêt à payer pour une application de sport et de bien-être qui offre une solution complète, comprenant des	Open-Ended (Short Answer Willingness to Pay, Quasi-Dichotomous)	Willingness to pay is a pivotal indicator of commercial viability and market	Addresses the primary research objective of evaluating the commercial feasibility of	The findings will directly inform SportyUp's pricing strategy, subscription tier structure, and freemium model

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
	programmes d'entraînement personnalisés, des conseils nutritionnels et un suivi de vos progrès ? (Would you be willing to pay for a comprehensive sports and wellness application offering personalised training programmes, nutritional advice, and progress tracking?)		demand elasticity. This question assesses whether the target population perceives sufficient value in a comprehensive wellness solution to justify a financial commitment, which is directly relevant to SportyUp's monetisation strategy.	SportyUp. The willingness-to-pay data is essential for constructing the financial projections and revenue model sections of the business plan embedded within the thesis.	design. They will also support the investor pitch by demonstrating empirically grounded revenue potential.

Source: Developed by us.

Section C: platform features and content preferences (Q12–Q14)

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
Q12	Quelles fonctionnalités sont les plus importantes pour vous dans une application de sport et de bien-être ? (What features are most important to you in a sports and wellness application?) Options: Programmes d'entraînement personnalisés / Conseils nutritionnels / Suivi des progrès / Coaching en ligne / Communauté en ligne / Autres	Multiple Choice (Multi-select — checkbox)	Feature prioritisation is essential for resource allocation decisions in product development. This question enables the research to empirically rank the features valued most by potential users, ensuring that SportyUp's development roadmap is market-driven rather than assumption-based.	Directly supports the secondary research objective of understanding user preferences and behavioural patterns, and the primary objective of assessing platform feasibility. The results translate directly into product development priorities.	The ranked feature list will guide SportyUp's MVP definition and phased development roadmap. Features receiving the highest demand will be prioritised in the initial release, while lower-ranked features may be deferred to subsequent iterations, thereby optimising development costs and time-to-market.

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
Q13	Quels types de programmes d'entraînement vous intéressent le plus ? (What types of training programmes interest you most?) Options: Cardio / Musculation / Yoga / Pilates / HIIT / Autres	Multiple choice (Multi-Select Checkbox)	Understanding which training modalities appeal to the target audience is essential for content planning and library development. This question informs the breadth and depth of exercise content that SportyUp must produce or curate to satisfy user demand.	Contributes to the secondary research objectives related to user preferences and platform content strategy. The results directly shape the content roadmap and inform decisions regarding which disciplines to feature prominently in the platform's launch phase.	SportyUp will use these findings to develop its initial content library, allocate video production resources, and recruit coaches with the most in-demand specialisations. The data will also inform seasonal content campaigns aligned with user interests.
Q14	Quels types de conseils nutritionnels vous seraient les plus utiles ? (What types of nutritional	Multiple Choice (Multi-Select Checkbox)	Nutrition is a cornerstone of holistic wellness, and SportyUp has positioned	Supports the primary research objective of assessing the scope and composition of the SportyUp	The results will directly inform the nutritional content development strategy for SportyUp, guiding decisions on partnerships with

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
	advice would be most useful to you?) Options: Plans de repas personnalisés / Recettes saines et faciles à préparer / Informations sur la nutrition sportive / Conseils pour la gestion du poids / Autres		nutritional guidance as a key differentiator. This question identifies the specific nutritional support formats most valued by the target population, enabling precise content and feature prioritisation in this domain.	platform, and the secondary objective of understanding user preferences regarding nutrition features. The data grounds the nutritional content strategy in empirical evidence.	dietitians and nutritionists, the format and depth of nutritional databases, and the design of the meal planning and recipe recommendation engine.

Source: Developed by us.

Section D: service model validation and open feedback (Q15–Q16)

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
Q15	La possibilité qu'un/une coach sportif vienne chez vous serait-elle acceptable et vous inciterait à faire du sport à la maison ? Détaillez vos réponses. (Would you find the possibility of a sports coach coming to your home acceptable, and would it encourage you to exercise at home? Please elaborate.)	Open-Ended (Long Answer — Qualitative, Exploratory)	This question probes one of SportyUp's most distinctive and potentially disruptive value propositions: the provision of at-home, in-person coaching services facilitated through the digital platform. It tests market receptivity to this hybrid online-offline service model.	This is a strategically pivotal question for the feasibility dimension of the thesis. It directly informs the viability of SportyUp's proposed home coaching service as a premium offering and tests whether this differentiation resonates with the target market.	If results indicate strong market receptivity, SportyUp will develop this service as a premium subscription tier, complete with coach verification, scheduling, and safety features. The data will also support the argument for this feature in investor presentations and strategic planning documents.
Q16	Avez-vous des commentaires ou des	Open-Ended (Long Answer —	This closing question provides respondents with	Contributes to all research objectives by acting as a	The responses will be thematically coded and analysed

Q #	Question Statement	Question Type	Justification for Inclusion	Contribution to Research Objectives	Possible Use for SportyUp Development
	suggestions supplémentaires concernant notre application de sport et de bien-être ? (Do you have any additional comments or suggestions regarding our sports and wellness application?)	General Qualitative/Suggestions)	an unrestricted channel to express ideas, concerns, or expectations that may not have been captured by the structured questions. It is a standard practice in survey research to include such a field to capture emergent insights.	qualitative safety net that captures residual data outside the structured question framework. It supports the exploratory nature of entrepreneurial research, where innovation often emerges from unexpected directions.	for recurrent patterns that may inspire new product features, service innovations, or strategic pivots. Particularly insightful suggestions may be incorporated into SportyUp's roadmap or highlighted as evidence of unmet market needs in the thesis.

Source: Developed by us.

2.3 Synthesis: contribution of the questionnaire to the SportyUp research framework

The questionnaire instrument designed for this study constitutes a methodologically coherent and strategically purposeful data collection tool, directly aligned with the research objectives of the SportyUp thesis. Taken as a whole, the sixteen questions address the four core pillars of the investigation: market demand assessment, user preference mapping, commercial feasibility analysis, and service model validation. The combination of structured quantitative items and open-ended qualitative questions enables both statistical generalisation and the capture of contextually rich insights, thereby strengthening the empirical foundation of the research.

From a market validation perspective, the questionnaire generates primary evidence regarding the prevalence of health and fitness goals among the target population, the penetration of existing digital wellness tools, and the gap between current offerings and user expectations. These data points are essential for substantiating the entrepreneurial opportunity thesis underpinning SportyUp and for contextualising the platform within the competitive digital health landscape. Crucially, the willingness-to-pay question provides the earliest empirical signal of commercial viability, directly informing the revenue model and financial projections elaborated in subsequent chapters of this work.

From a product strategy perspective, the feature prioritisation and content preference questions produce a market-driven foundation for the SportyUp development roadmap, ensuring that decisions regarding MVP scope, personalisation features, training content libraries, and nutritional services are anchored in evidence rather than assumption. The question pertaining to home coaching services, in particular, tests one of SportyUp's most distinctive strategic differentiators and provides qualitative validation or grounds for reconsideration of the hybrid online-offline service model. Finally, the open-ended suggestion field offers an unstructured channel through which respondents may surface emergent needs and innovation opportunities that transcend the boundaries of the questionnaire design itself, thereby preserving the exploratory integrity indispensable to entrepreneurial research.

2.4 Analysis of the answers

This study is part of an exploratory initiative aimed at identifying the needs, expectations, and behaviours of potential users of a mobile application dedicated to sport and wellness. A questionnaire was administered to a sample of 41 respondents. Analysis of the collected data makes it possible to draw a socio-demographic profile of participants, examine their physical activity levels, health goals, and functional preferences regarding the proposed application.

2.4.1 Socio-demographic profile of respondents

➔ Gender distribution

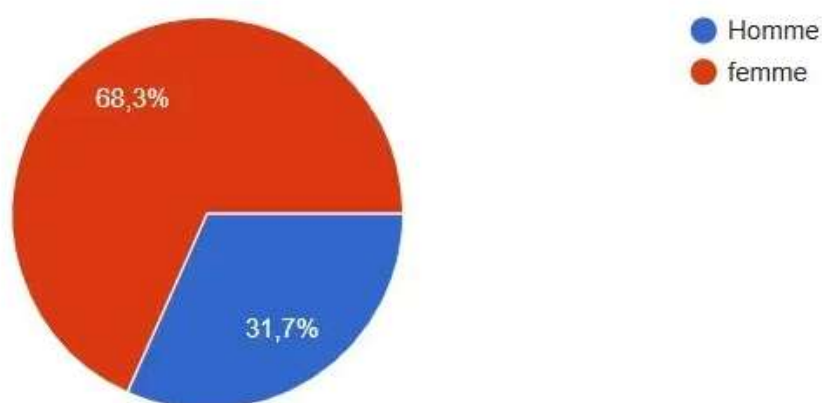
Analysis of the gender distribution reveals a female predominance within the sample. Women account for 68.3% of respondents, compared to 31.7% for men. This overrepresentation of women may reflect a greater interest among women in health and wellness applications, or the distribution method used for the survey.

Gender distribution table

Gender	Count (n)	Frequency (%)
Male	13	31.7%
Female	28	68.3%
Total	41	100%

Source: Developed by us.

Gender distribution



Source: (Forms, 2024).

➔ Age Distribution

The age structure of the sample is heterogeneous, covering a spectrum ranging from 17 to over 66 years old. However, a notable concentration is observed among young adults: the 21-year-old age group is the most represented with 7 respondents (17.1%), followed by the 20-year-old group (5 respondents, 12.2%) and the 17-year-old group (2 respondents, 4.9%). Older age brackets (30–66 years) are each represented by a single respondent (2.4%). This distribution indicates a predominantly young sample, consistent with the target population for sports mobile applications.

→ Physical Activity Level

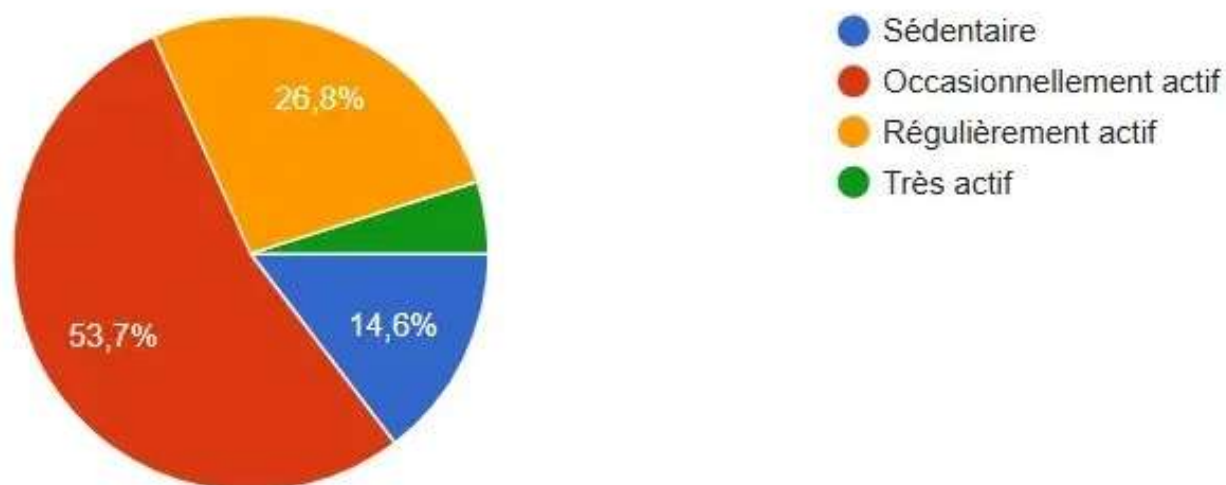
The question on respondents' current physical activity level reveals that the majority describe themselves as "occasionally active" (53.7%, $n = 22$). This category constitutes the largest group, suggesting a high potential for engagement towards more regular practice given appropriate support. Regularly active individuals represent 26.8% ($n = 11$), sedentary individuals 14.6% ($n = 6$), and very active individuals form a minority of 4.9% ($n = 2$).

Current physical activity level table

Activity Level	Count (n)	Frequency (%)
Sedentary	6	14.6%
Occasionally active	22	53.7%
Regularly active	11	26.8%
Very active	2	4.9%
Total	41	100%

Source: Developed by us.

Current physical activity level



Source: (Forms, 2024).

→ Health and fitness goals

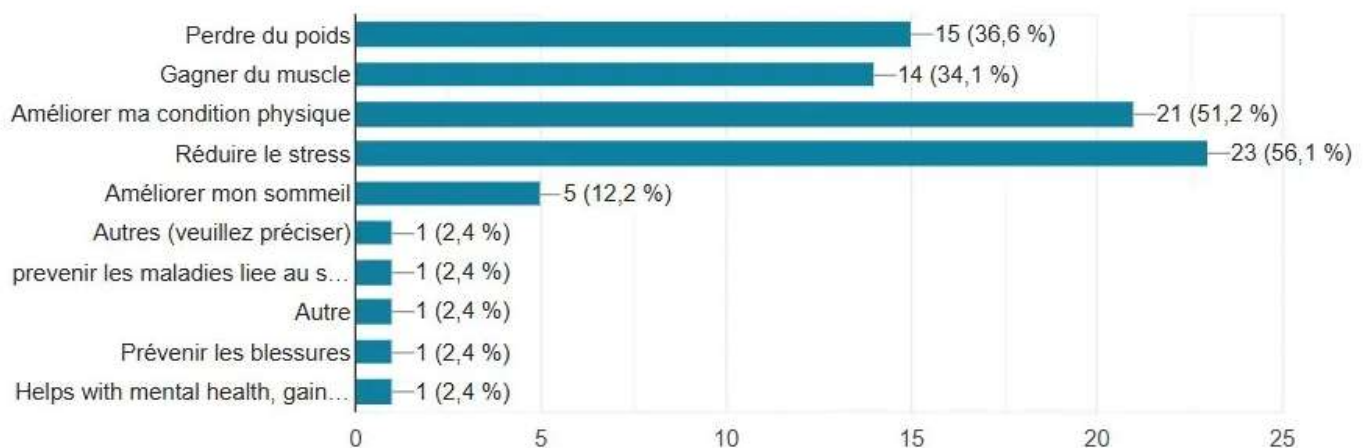
Participants were invited to select all goals that apply to them (multiple-choice question). Results indicate that stress reduction is the primary priority (56.1%, $n = 23$), followed by improving overall physical fitness (51.2%, $n = 21$). Weight loss (36.6%, $n = 15$) and muscle gain (34.1%, $n = 14$) are also frequently cited objectives. Improving sleep quality is mentioned by 12.2% of respondents ($n = 5$). Other specific objectives (disease prevention, injury prevention, mental health) were reported marginally (2.4% each).

Health and fitness goals (multiple responses) table

Goal	Count (n)	Frequency (%)
Reduce stress	23	56.1%
Improve overall fitness	21	51.2%
Lose weight	15	36.6%
Build muscle	14	34.1%
Improve sleep	5	12.2%
Other (various)	4	9.8%

Source: Developed by us.

Health and fitness goals (multiple responses)



Source: (Forms, 2024).

→ Desired Application Features

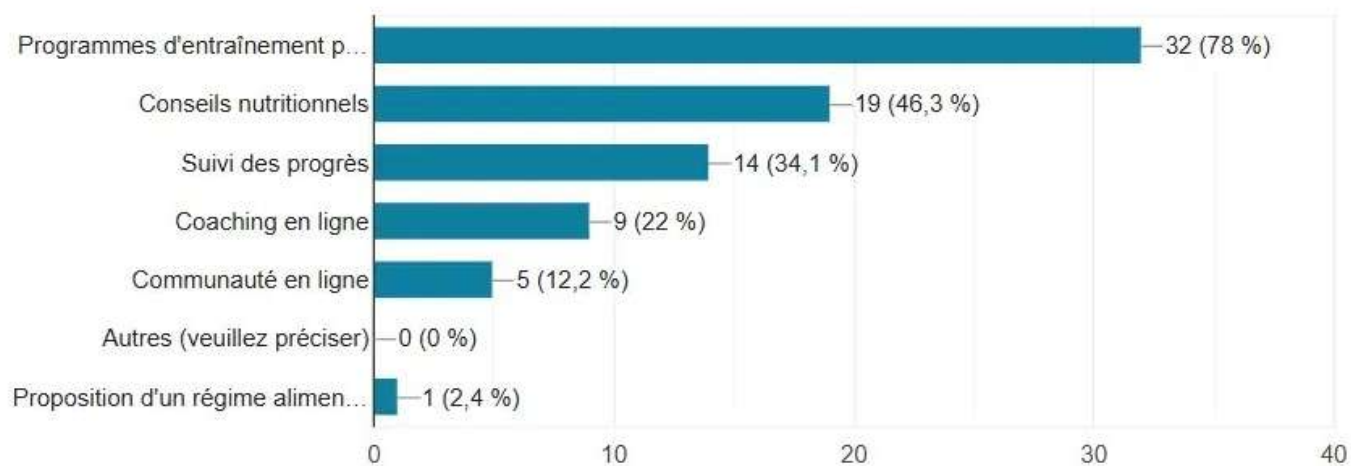
Regarding the features considered most important by potential users, this section reveals a clear predominance for personalised training programmes (78%, $n = 32$). This finding underlines the critical importance of personalisation in the application's design. Nutritional advice ranks second (46.3%, $n = 19$), followed by progress tracking (34.1%, $n = 14$). Online coaching (22%, $n = 9$) and online community features (12.2%, $n = 5$) generate less interest but remain relevant.

Desired features (multiple responses) table

Feature	Count (n)	Frequency (%)
Personalised training programmes	32	78.0%
Nutritional advice	19	46.3%
Progress tracking	14	34.1%
Online coaching	9	22.0%
Online community	5	12.2%
Personalised meal plan proposal	1	2.4%
Other	0	0.0%

Source: Developed by us.

Desired features (multiple responses)



Source: (Forms, 2024).

➔ Preferred training programme types

Preferences in terms of training types show a dual dominance of cardio and weight training, each receiving 68.3% of responses (n=28). This result is notable as it suggests a balanced demand between the two major categories of physical exercise. HIIT (High-Intensity Interval Training) is also well-regarded (24.4%, n = 10). Yoga (12.2%, n = 5) and Pilates (9.8%, n = 4) attract a minority of respondents. Specific disciplines such as martial arts, calisthenics, or low-impact exercises were mentioned individually (2.4% each).

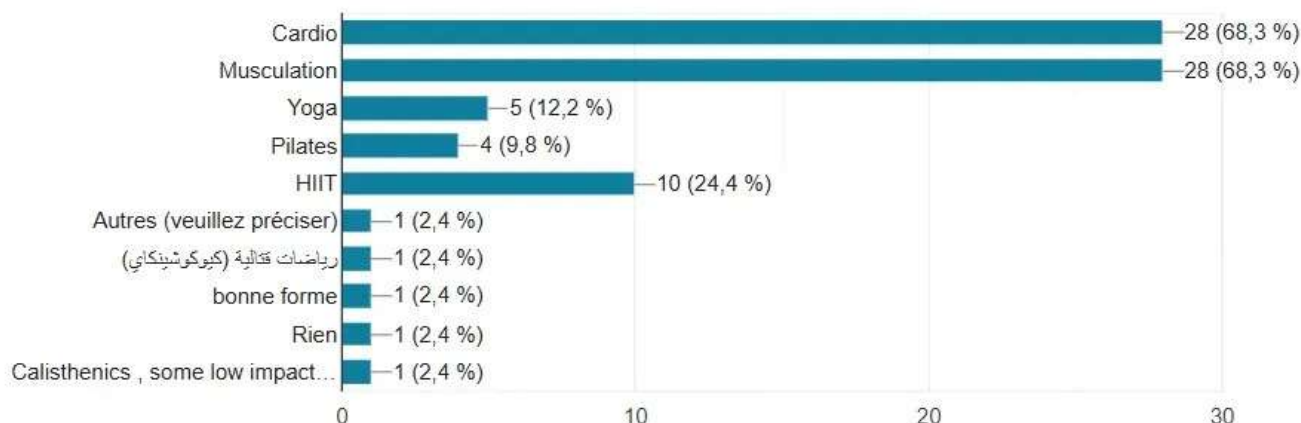
Preferred training programme types (multiple responses) table

Programme Type	Count (n)	Frequency (%)
Cardio	28	68.3%
Weight training	28	68.3%
HIIT	10	24.4%
Yoga	5	12.2%
Pilates	4	9.8%

Programme Type	Count (n)	Frequency (%)
Other (various)	4	9.8%

Source: Developed by us.

Preferred training programme types (multiple responses)



Source: (Forms, 2024).

➔ Desired Nutritional Advice

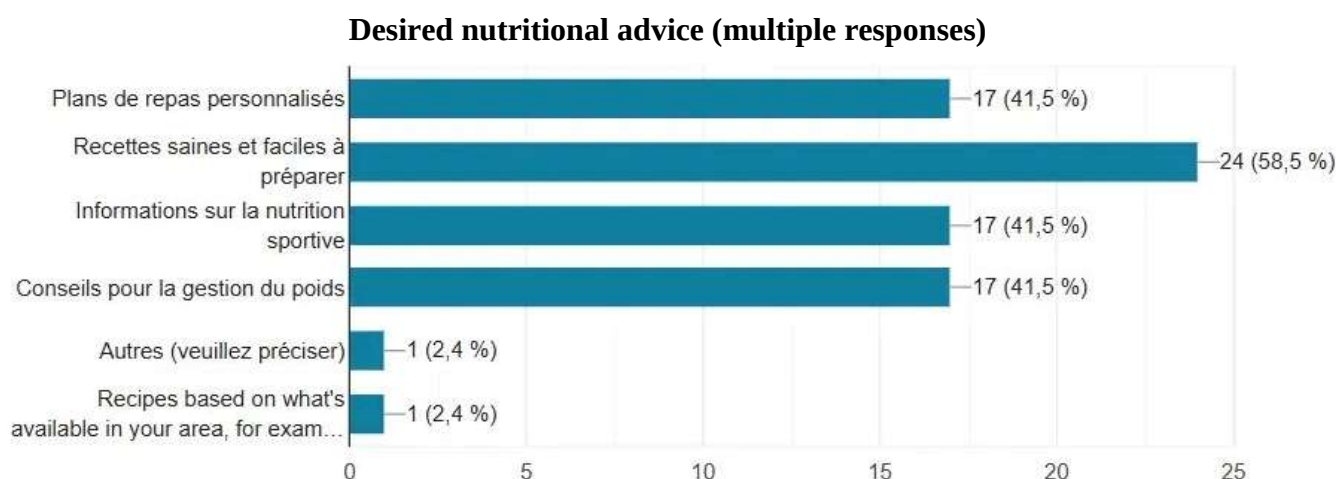
Regarding nutritional advice, healthy and easy-to-prepare recipes constitute the most sought-after resource (58.5%, n = 24). This preference for practical, accessible content reflects strong expectations in terms of ease of use. Personalised meal plans, sports nutrition information, and weight management advice each received equivalent scores (41.5%, n = 17), signalling a diverse and complementary demand. These results underscore the importance of integrating a comprehensive and varied nutritional module into the application.

Desired nutritional advice (multiple responses) table

Type of Nutritional Advice	Count (n)	Frequency (%)
Healthy and easy-to-prepare recipes	24	58.5%
Personalised meal plans	17	41.5%
Sports nutrition information	17	41.5%

Type of Nutritional Advice	Count (n)	Frequency (%)
Weight management advice	17	41.5%
Other	1	2.4%

Source: Developed by us.



Source: (Forms, 2024).

→ Discussion and Implications

Analysis of the results highlights several key insights for the development of the application:

- **Target user profile:** The data indicate a dominant profile of young women (18–25 years old), occasionally active, primarily seeking to reduce stress and improve their overall physical fitness.
- **Personalisation as a key factor:** The overwhelming demand for personalised training programmes (78%) indicates that recommendation AI and adaptation to user level must be at the core of the product experience.
- **Sport–nutrition complementarity:** The combined interest in training programmes and nutritional advice confirms the relevance of a holistic approach integrating both dimensions.

- **Diversity of training content:** The equal demand for cardio and weight training, combined with the appeal of HIIT, suggests the necessity of offering a varied, multi-discipline exercise library.
- **Mental wellness dimension:** The priority given to stress reduction invites consideration of integrating mental wellness features (meditation, breathing exercises, stress management) into the application.

→ Conclusion

This exploratory survey, conducted among a sample of 41 respondents, provides a useful empirical basis for guiding the development of a sport and wellness application. The results highlight strong demand for personalised, accessible, and comprehensive solutions combining physical training, nutrition, and mental wellness management. It should be noted, however, that this study has limitations, particularly the relatively small sample size and its homogeneous socio-demographic profile, which limit the generalisability of the findings. Complementary studies, using a larger and more diverse sample, would be desirable to confirm and refine these initial insights.

3. External and internal strategic analysis

The success of a startup depends not only on the quality of its services but also on its ability to comprehend its environment and effectively manage its internal operations. To comprehend SportyUp's position in the fitness and digital services market, it is essential to examine both external factors in the environment and internal factors within the organization. This analysis assists in examining the opportunities and risks present in the market, as well as the advantages and disadvantages of the project. Strategic analysis tools such as PESTEL and SWOT are utilized to provide a comprehensive understanding of the company's competitive environment and its potential for success.

3.1 PESTEL analysis

The PESTEL analysis allows SportyUp to evaluate the external factors that may influence its development in the Algeria digital fitness market. Through the analysis of political, economic, social, technological, environmental and legal factors, SportyUp can identify

market opportunities, anticipate potential challenges and adapt its strategy to strengthen its competitive position and ensure sustainable growth.

The following table summarizes the most relevant factors identified for SportyUp ad digital fitness and nutrition platform targeting health-conscious users :

PESTEL Analysis — SportyUp

Strategic Macro-Environmental Assessment

Factor	Key considerations for SportyUp
 Political	✓ Government support for digital innovation and startups (grants, incubators). ✓ Administrative and regulatory challenges for digital businesses ✓ Government policies and national strategies promoting digital transformation and entrepreneurship. ✓ Political stability in target markets enabling long-term investment.
 Economic	✓ Growing sports & fitness industry valued at over \$100 billion globally. ✓ Limited purchasing power of some customers ✓ Economic downturns may reduce subscription willingness (freemium model as hedge). ✓ Inflation impacting marketing budgets and operational costs.
 Social	✓ Increasing health consciousness and demand for personalized fitness solutions. ✓ Social media culture amplifying word-of-mouth and community-driven fitness. ✓ Growing trend of « gamification » motivating users to stay active. ✓ Growing interest in healthy lifestyles among youth and women.

Factor	Key considerations for SportyUp
 Technological	✓ Proliferation of smartphones and wearables enabling real-time activity tracking. ✓ Advances in AI, machine learning, and online payment systems. ✓ 5G and cloud infrastructure ensuring seamless streaming and data processing. ✓ Cybersecurity threats requiring robust data protection measures.
 Environmental	✓ Growing eco-conscious consumers preferring sustainable brands. ✓ Shift to remote/outdoor workouts (post-pandemic) increasing demand for mobile-first apps. ✓ Carbon footprint considerations for data centers — push toward green hosting. ✓ Positive contribution to social well-being
 Legal	✓ Compliance with GDPR and regional data protection regulations mandatory. ✓ Intellectual property protections for proprietary algorithms and content. ✓ App store policies (Apple, Google) affecting distribution and revenue share. ✓ Health & safety regulations if SportyUp provides personalized medical advice.

Source: Developed by us.

2.1.1 Political factors

- **Government support for digital startups (incubators, grants) :** Algeria's leadership has prioritized tech entrepreneurship. Since 2020 it has launched major programs : e.g. "*Algeria Disrupt*" regulatory framework and a dedicated minister for startups, plus funds like the Algerian Startup Fund (2021) and Innovation Fund (2023). Certified startups

(~1,100) and incubators (14→60 from 2020–2023) have proliferated. This is a strategic *opportunity* : SportyUp can tap these resources (grants, tax breaks, networking) to accelerate development. For example, tax incentives for R&D (Finance Act 2025 offers 30% deductions, up to €1.4M) encourage innovation. A recommended response is to apply for “innovative project” status and partner with government-backed incubators to access funding and mentorship ([Edjo, 2025](#)).

- **Administrative and regulatory challenges for digital businesses** : Despite support, Algeria’s bureaucracy remains complex. Law No. 18-05 (e-commerce) mandates, for example, that online sellers host their website locally and use a “.dz” domain ([CIPESA \(Collaboration on International ICT Policy for East and Southern Africa\), 2022](#)). SportyUp must therefore plan to register locally and possibly use Algerian data centers (per ARPCCE Decision 48/SP/PC/ARPT/17). These regulations *increase compliance costs* and time to market. Strategically, SportyUp should engage local legal counsel and maybe partner with established Algerian firms to navigate licensing and hosting rules. Ensuring full compliance (e.g. with commerce register, telecom regulations) will avoid fines or shutdown.

2.1.2 Economic factors

- **Growing global sports & fitness market (~\$257B).**

The worldwide fitness industry is expanding rapidly. Digital fitness (apps, wearables, virtual training) is a hot segment – e.g. virtual fitness apps were valued \$16.4B in 2022 and growing at 26.7% CAGR ([Recibas, 2026](#)). This represents a huge *market opportunity*. SportyUp can ride this growth by offering innovative digital services (personalized training, social features) that meet global trends. For example, Nike Training Club and others have leveraged the \$61.3B wearable tech market; SportyUp could integrate with wearables to capture health metrics. A strategic action is to align SportyUp’s value proposition with these trends (e.g. emphasize social, AI-powered workouts) and target partnerships with global fitness hardware or content providers ([Recibas, 2026](#)).

- **Limited consumer purchasing power.**

Algeria is an upper-middle-income country, but GDP per capita remains modest (~US\$6.6k nominal in 2026 ([Wikipedia contributors, 2026](#))). Many potential users may have limited disposable income. This *constrains pricing*: high subscription fees could deter mass adoption. SportyUp should therefore adopt flexible pricing (e.g. freemium tiers or pay-as-you-go) and consider lower-cost local plans. For example, many fitness apps (Strava, MyFitnessPal) use freemium models to attract users reluctant to pay upfront. This mitigates

churn during downturns. SportyUp might partner with telecom operators (e.g. bundling premium features with data plans) to reach users with low spending capacity.

- **Economic downturns and freemium hedge.**

Economic volatility (e.g. oil-price shocks) can cut leisure spending. If Algeria faces slower growth, users may cut subscriptions. SportyUp can *reduce this risk* by ensuring its core service is free/basic, charging only for premium extras. This also drives wider adoption. In the 2008–09 financial crisis, many entertainment and fitness apps saw higher usage of free modes ([Recibas, 2026](#)). As a response, SportyUp should design a free core app (with optional paid coach features) so that even in downturns, engagement stays high and revenue recovers with economic upturns.

- **Inflation impacting budgets.**

Moderate inflation (~3% in early 2026 ([Trading Economics, 2026](#)), projected ~2.9% by IMF ([International Monetary Fund \(IMF\), 2026](#))) will slowly raise operating costs (hosting, wages) and squeeze marketing budgets. Over time, higher costs may require adjusting prices. SportyUp should monitor inflation closely and build lean operations (cloud hosting optimization, low-cost marketing like social campaigns). Strategic actions include seeking fixed-price supplier contracts and leveraging grants/fiscal incentives to hedge against inflation.

2.1.3 Social factors

- **Rising health consciousness and personalization.**

Global trends show increasing focus on fitness and wellness. Surveys report that ~79% of Millennials and Gen Z prioritize health and well-being ([Recibas, 2026](#)). Moreover, modern consumers expect personalized fitness plans rather than one-size-fits-all. SportyUp can leverage this by offering tailored workouts, nutrition advice, and AI-driven coaching (as noted, “AI in fitness: Smart algorithms can create hyper-personalized workout plans” ([Recibas, 2026](#))). Emphasizing health-tracking (heart rate, sleep, stress) will resonate with this trend. Strategic implication: market SportyUp as part of a healthy lifestyle (especially post-pandemic), focusing on user data to personalize recommendations. Collaboration with healthcare providers or corporates (workplace wellness programs) could also be effective.

- **Social media and community-driven culture.**

Fitness has become social, with apps like Strava and Peloton building communities. Studies confirm social features (sharing, challenges, peer support) significantly boost engagement and retention ([Allous, 2024](#)). SportyUp should incorporate social sharing, group challenges,

and integration with platforms like Facebook or Twitter to exploit word-of-mouth. For example, Nike+ and Fitbit grew partly by letting users share achievements online. A strategic action is to seed communities (e.g. campus or women-only fitness groups) and encourage user-generated content. This word-of-mouth can dramatically expand the user base at low cost.

- **Gamification trend.** Gamification (points, badges, leaderboards) motivates users to stay active (Allous, 2024). Research shows health apps with gamified elements have higher engagement and sustained usage. SportyUp should incorporate game mechanics (streaks, levels, competition) to keep users engaged. For example, integrating local or virtual competitions (steps leaderboard, team challenges) can drive usage (Allous, 2024). A recommended action is to continuously test and refine gamification features based on user feedback to maintain motivation.
- **Youth and women's growing interest in fitness.** Global data highlight that younger demographics (Millennials/GenZ) are key consumers of fitness apps (Recibas, 2026), and women are increasingly participating in sports and health pursuits. SportyUp's marketing should target these segments (e.g. Instagram/Youtube campaigns, female-focused content). Offering programs for beginners or women-friendly workouts can tap underserved markets. For instance, apps like Freeletics have successfully targeted youth via influencers. SportyUp should partner with local influencers and run campaigns in schools/universities to build a user base among youth and women.

2.1.4 Technological factors

- **Smartphones and wearables proliferation.** Nearly every potential user has a smartphone ; the wearable tech market is booming (~\$61.3B in 2022 (Recibas, 2026)). SportyUp should leverage this ubiquity by ensuring full compatibility with common devices (Android/iOS phones, smartwatches, fitness bands). For example, automatic data syncing with Apple Health or Google Fit, and Bluetooth wearables (Garmin, Fitbit), will expand usability. The strategic action is to develop low-latency, mobile-first experiences that use real-time tracking (GPS, heart-rate) and to partner with device makers for integrations.
- **Advances in AI, ML, and payments.** Cutting-edge tech enables better products. AI/ML can power personalized coaching, injury prediction, and nutrition planning. As noted, "AI in Fitness" trends emphasize adaptive, algorithm-driven workouts (Recibas, 2026). SportyUp should invest in data science to implement features like adaptive training plans

or image/video analysis (for form correction). On payments, seamless online methods (digital wallets, local mobile money) are vital for subscriptions. Strategic actions include using reputable cloud AI platforms (AWS, Azure AI) and securing PCI-compliant payment gateways to facilitate in-app purchases globally.

- **5G and cloud infrastructure.** Algeria is expanding its digital backbone : a national plan aims to accelerate 5G rollout and high-performance computing by 2025 (*Connected Algeria, 2025*). This will allow richer app features (HD live streaming, VR workouts). SportyUp should architect its backend for cloud scalability (using global platforms with local presence if needed). With 5G, real-time services (e.g. live classes) will improve. An actionable step is to deploy servers or edge caching in North Africa to ensure low latency. Also, compliance with any local cloud regulations (e.g. ARPCE rules requiring local hosting (*CIPESA, 2021*)) should guide infrastructure choices.
- **Cybersecurity and data protection.** Fitness apps collect sensitive personal and health data. Algeria’s regulations (and GDPR) mandate robust safeguards. For instance, Algeria’s Law 18-05/E-commerce requires user consent before data collection and “guarantee the security of the systems and the confidentiality of their data” (*Oxford Business Group, 2018*). SportyUp must invest in encryption (in transit and at rest), secure authentication, and regular security audits. Compliance with GDPR’s standards (e.g. Data Protection Impact Assessments, appointing a DPO if needed) is also critical if serving EU users. A breach could cause loss of trust and heavy fines. The recommended response is to implement industry-standard security (ISO 27001, OWASP practices) and clearly communicate privacy protections in the app and marketing.

2.1.5 Environmental factors

- **Eco-conscious consumers and sustainability.**

Many users now care about environmental impact and support “green” brands. Though a fitness app’s direct footprint is small, SportyUp can brand itself as sustainable (e.g. carbon-offset programs, using green hosting). For example, major cloud providers now power data centers with renewables (*Google LLC*); SportyUp could choose such a provider (Google Cloud, AWS with 100% renewable match). Marketing this “green” stance can attract eco-minded users. Additionally, encouraging outdoor workouts (e.g. running trails) aligns with post-pandemic preferences. A recommended action is to include eco-friendly tips (e.g. “run or cycle to work instead of drive”) and to host occasional outdoor community events.

- **Shift to remote/outdoor workouts.**

Post-COVID, many prefer exercising outside or at home. The rise of digital platforms and on-demand classes reflects this. SportyUp should capitalize by emphasizing mobile (not gym-based) use cases. The app can include features for outdoor activities (GPS mapping for trails, community hiking groups) and remotely guided sessions. Strategically, highlighting compatibility with home equipment (e.g. treadmill, bike data) and offering online group classes can tap this trend.

- **Data center carbon footprint (“green hosting”).**

As data needs grow, so does energy use. SportyUp should proactively minimize its carbon impact. For instance, it can choose data centers with high energy efficiency and renewable energy commitments (Google’s data centers run on 100% renewable energy since 2017 ([Google LLC](#))). This reduces operating costs long-term and aligns with corporate ESG goals. It also prepares for any future carbon regulations. The strategic action is to negotiate green hosting and possibly purchase carbon offsets (common among tech firms).

- **Positive social well-being.**

Promoting fitness contributes to public health, which can be an environmental “social” positive. This may attract support from NGOs or health ministries. SportyUp could partner on public health campaigns (e.g. “30-minutes of exercise” initiatives). Emphasizing its role in improving life quality also strengthens brand image. No direct citations here, but aligning with UN SDGs (good health and wellbeing) can open grant or CSR partnerships.

2.1.6 Legal factors

- **GDPR and Algerian data protection compliance.**

GDPR (EU) and Algeria’s Law 18-07/2018 impose strict rules on personal data. Health and fitness data are sensitive categories. SportyUp must obtain explicit user consent, allow data access/delete requests, and host data according to law. Notably, Algeria’s Law 18-07 covers “health data” and its Article 5 requires any automated processing of health-related data (even for research) to comply ([Global Health Security Index, 2021](#)). Cross-border transfers are restricted (e.g. transfers harming “public security or vital interests” are banned ([CIPESA, 2021](#))). SportyUp should thus plan to store Algerian users’ data on local servers or ensure any cloud provider has an Algerian data center. It must also establish a data protection compliance process (possibly appoint a local data protection officer) and register with the Algerian Data Authority. Failure risks heavy fines and loss of user trust.

- **Intellectual property protection.**

SportyUp's value likely includes proprietary algorithms (e.g. workout recommendation engine) and original content. To protect these assets, it should consider patents, copyrights, and trademarks. For example, Peloton aggressively patented its interactive fitness features and streaming technology ([Bao Tran, 2026](#)), preventing competitors from copying key innovations. SportyUp may not need patents on exercise routines, but unique algorithms or UI designs could be patented or kept trade-secret. Ensuring legal ownership of all content (licenses for music, images) is also vital. A strategic action is to develop an IP strategy early (possibly filing local patents or IP registrations) to deter copycats.

- **App store policies (Apple/Google).**

Distribution via app stores brings rules and costs. Both stores take a revenue cut on in-app purchases: Google Play charges 15% on the first US\$1M and 30% thereafter ([SplitMetrics, 2025](#)); Apple charges a standard 30% (15% for small developers). SportyUp should price its premium tiers accordingly or consider external platforms for payments where allowed. Also, both stores require strict compliance: Apple explicitly warns that “you are responsible for making sure everything in your app complies with these guidelines” ([Apple Inc, 2026](#)). This includes privacy, advertising, and technical standards. SportyUp must thoroughly test the app against the App Store Review Guidelines and Google's policies to avoid rejection. Planning for these fees and requirements (e.g. using approved payment SDKs) is essential to launch smoothly.

- **Health & safety regulations.**

If SportyUp offers any medical or diagnostic advice (e.g. detecting health risks), it may fall under health product regulations. For instance, EU law classifies certain health apps as “medical devices,” requiring certification. Algerian law 85-05 (health protection) and others may also apply. Although our research found no specific Algerian law for fitness apps, Law 18-07's coverage of health data (Article 5) suggests caution ([Global Health Security Index, 2021](#)). Strategically, SportyUp should avoid unqualified medical claims (or collaborate with licensed professionals) and be ready to register as a medical device if needed. Including disclaimers and user agreements will help mitigate liability.

3.2 SWOT analysis

The SWOT analysis presented below provides a clear insight into the strategic position of the SportyUp startup. It highlights internal elements such as strengths and weaknesses, along

with external elements like opportunities and threats. This aids in gaining a clearer understanding of the startup environment and facilitates informed planning and decision-making.

The following framework presents the SWOT analysis of SportyUp:



Source: Developed by us.

2.2.1 Strengths

SportyUp's main strength lies in its comprehensive digital ecosystem combining fitnesscoaching, nutrition guidance, live sessions, and an integrated online shop within a single platform. This multifunctional structure increases user convenience and enhances customer engagement by offering an all-in-one fitness experience. In addition, the application is accessible throughout Algeria, including regions with limited access to sports facilities, allowing users to practice physical activities remotely.

Another important advantage is the platform's localization strategy. Unlike many international fitness applications, SportyUp integrates content adapted to Algerian culture, language, and lifestyle, which may improve user identification and loyalty. Furthermore, the possibility of real-time interaction with coaches and personalized monitoring of goals and progress strengthens the customer experience and increases motivation and retention.

These strengths position SportyUp as an innovative and user-centered platform capable of responding to the growing demand for accessible and personalized digital fitness solutions.

2.2.2 Weaknesses

Despite its potential, SportyUp faces several internal limitations that may affect its market expansion. As a newly established startup, the platform currently lacks strong brand recognition compared to well-known international competitors such as *Nike Training Club* or *Freeletics*. Building credibility and attracting a stable user base may therefore require significant marketing efforts.

The company may also experience financial constraints, particularly regarding advertising campaigns, content production, and technological development. Additionally, the platform's services depend heavily on stable internet connectivity, which may limit user experience in regions with weaker digital infrastructure.

Another challenge concerns the management of partner coaches. Ensuring service quality requires continuous training, supervision, and coordination, which can increase operational complexity as the platform grows.

2.2.3 Opportunities

The external environment offers several growth opportunities for SportyUp. Since the COVID-19 pandemic, the demand for digital health and fitness solutions has significantly increased worldwide. Consumers are increasingly adopting mobile applications for home workouts, personalized coaching, and wellness tracking.

Moreover, Algeria is witnessing growing interest in healthy lifestyles, particularly among young people and women, which represents an important target market for the platform. The rise of social media and influencer marketing also creates opportunities for partnerships with

fitness professionals, nutritionists, and content creators to strengthen brand visibility and user engagement.

SportyUp may additionally benefit from the increasing popularity of local and eco-friendly products by integrating Algerian sportswear, healthy food products, or sustainable fitness accessories into its marketplace. Such diversification could generate additional revenue streams and reinforce the platform's local identity.

2.2.4 Threats

Despite favorable opportunities, SportyUp operates in a highly competitive environment characterized by strong international competition. Global fitness applications with substantial financial resources, advanced technologies, and established reputations may limit the platform's market penetration.

Furthermore, some professional coaches may prefer working independently through social media platforms rather than collaborating with a centralized application. This could reduce the availability of qualified coaching partners for SportyUp.

Consumer behavior also represents a potential threat. Many users remain attached to traditional fitness habits, such as attending physical gyms, and may initially resist adopting fully digital fitness solutions. In addition, rapid technological changes and evolving customer expectations require continuous innovation and regular platform updates, increasing operational pressure on the startup.

2.2.5 Strategic Conclusion

Overall, the SWOT analysis demonstrates that SportyUp possesses strong innovation potential and significant market opportunities within Algeria's growing digital fitness sector. Its localized approach, personalized services, and accessibility constitute important competitive advantages. However, the company must address challenges related to market visibility, operational management, and international competition in order to ensure long-term sustainability and growth.

A successful strategy for SportyUp should therefore focus on strengthening brand awareness, investing in technological reliability, developing strategic partnerships, and continuously adapting services to user expectations and market trends.

4. Measuring the intensity of competition

Understanding the competitive environment is essential for positioning SportyUp strategically in the Algerian digital fitness market. To measure competition intensity we use **Porter's five forces model**, the most recognized framework for analyzing the structural attractiveness of a market combined with a direct competitor analysis.

4.1 Porter's five forces analysis

4.1.1 Force 01—Threat of new entrants (Moderate)

The digital fitness market has relatively low technological barriers to entry, any developer can build a fitness app. However, SportyUp's competitive moat lies in :

- **Coach certification network:** Building a vetted, trusted database of certified Algerian coaches takes significant time and relationship-building that cannot be replicated overnight.
- **Brand trust:** In a market where credibility is built through word-of-mouth and social proof, early brand positioning a durable advantage.
- **Local payment integration:** Integrating Algerian payment systems (Baridimob, CIB and Satim) requires regulatory compliance and technical partnerships that represent real entry barriers.
- **Network effects:** The more coaches join, the more users come and vice versa. This self-reinforcing dynamic becomes harder to break as the platform scales.

The threat of new entrants is moderate. While technically replicable, SportyUp's first-mover advantage, local integrations, and network effects create meaningful barriers over time.

4.1.2 Force 02—Bargaining power of suppliers (Low)

In SportyUp's context, suppliers are the coaches and nutritionists who provide services on the platform.

- In the initial phase, coaches have limited digital alternatives to reach clients at scale, SportyUp offers them a unique channel.
- As the platform grows and dependency increase on both sides, individual coach bargaining power diminishes.
- The large number of certified professionals in Algeria means no single coach can dictate terms to the platform.

Supplier bargaining power is low to moderate and decreases as the platform's user base grows.

4.1.3 Force 03—Bargaining power of buyers (Moderate to high)

Users (buyers) have some degree of power because:

- **Low switching costs:** Users can uninstall the app and turn to a competitor or informal coach with no financial penalty.
- **Price sensitivity:** Algerian consumers are generally price-sensitive. If SportyUp's pricing is perceived as too high, users may revert to free YouTube content or informal WhatsApp coaching.
- **Growing digital literacy:** As users become more familiar with digital services, their expectations for quality and value increase.

Mitigation: SportyUp reduces buyer power through personalization (Programs tailored to the individual are hard to replace), coach-client relationships (high emotional switching cost) and a freemium entry model that reduces the financial risk of trying the platform.

Buyer bargaining power is moderate. It is mitigated through personalization, retention features and competitive pricing.

4.1.4 Force 04—Threat of substitute products (high)

This is the most significant competitive force for SportyUp. Substitutes include:

Substitute	Description	Threat level
YouTube / TikTok fitness content	Free, abundant, widely used by Algerian youth	Very high
WhatsApp-based informal coaching	Cheap, personal, already widespread	High
Physical gym memberships	Established habit, social experience	Moderate
Global apps (MyFitnessPal, BetterMe)	Free or low-cost, larger content libraries	Moderate
Dietitian clinic consultations	Traditional but trusted nutrition guidance	Low-moderate

Source: Developed by us.

Mitigation: SportyUp differentiates from substitutes through certification, personalization, accountability and integrated experience, none of the substitutes offer all four simultaneously.

The threat of substitutes is high, making differentiation and user retention the platform's most critical strategic priorities.

3.1.5 Force—Intensity of rivalry among existing competitors (Low currently)

There is currently no direct Algerian competitor offering a comparable integrated platform.

This gives SportyUp a rare window of low competitive rivalry:

- No local platform combines coaching + nutrition + marketplace + certified coach and nutritionist profiles.

- Global competitors (BetterMe, Freeletics, Trainerize) are present but poorly adapted to the Algerian context, no local payments, no local language support and no local coach database.
- Informal competitors (Coaches on Instagram/WhatsApp) are fragmented and unorganized, representing no structured competitive threat.

Current rivalry intensity is low, but this window will narrow as the market matures. Speed of execution and brand building are critical.

The competitive landscape for SportyUp can be analyzed across three levels:

4.2 Direct competitors

No direct Algerian-built platform currently replicates the full SportyUp offering. However, coaches operating individual Instagram or WhatsApp-based services represent fragmented informal competition.

4.3 Indirect competitors

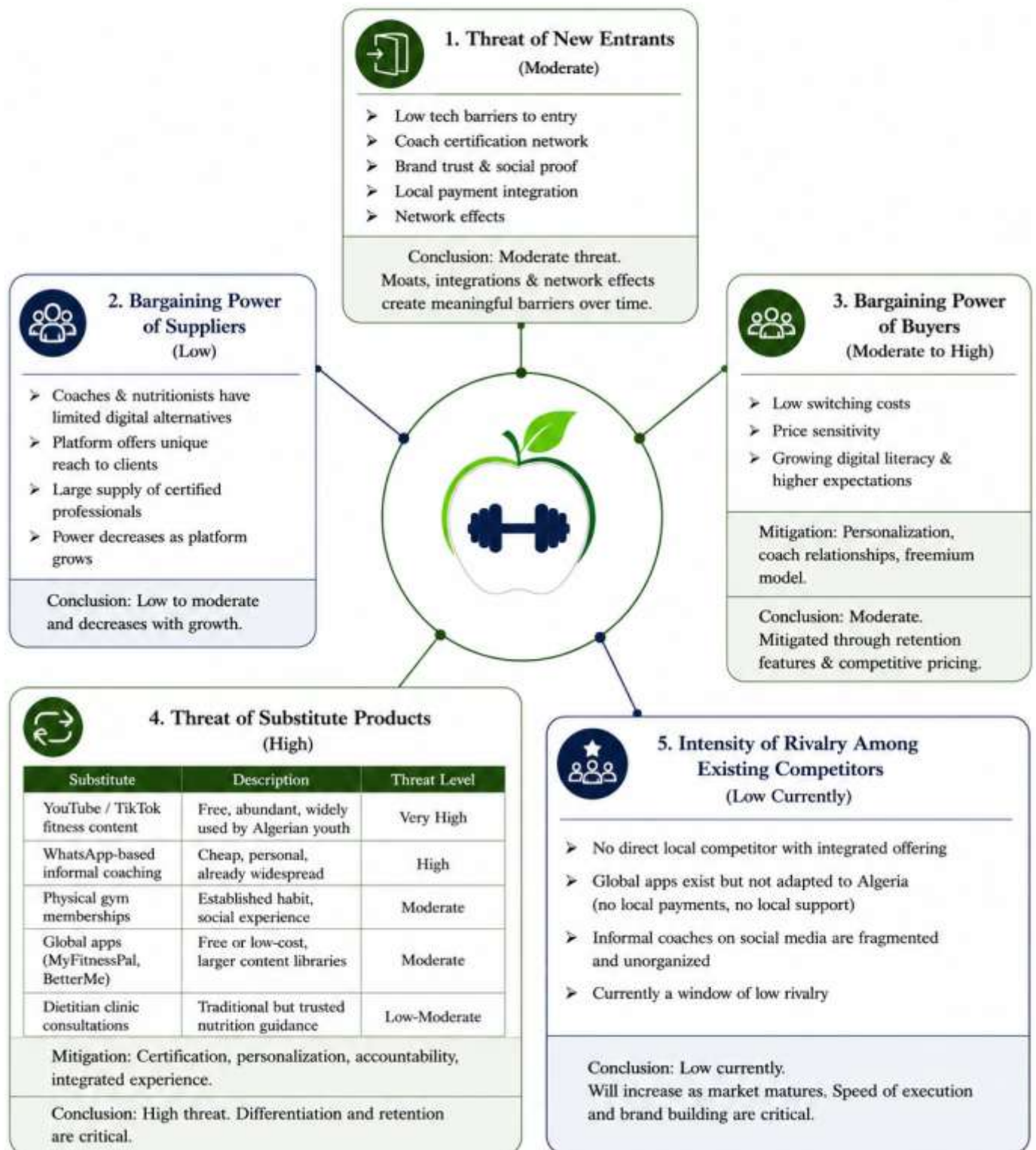
- **Global apps (MyFitnessPal, BetterMe, Freeletics):** Offer fitness and nutrition features but lack localization, local payment support, and certified coach connectivity.
- **Local gyms:** Provide in-person coaching but are geographically constrained and do not offer digital continuity.
- **YouTube fitness influencers:** Offer free generic content without personalization or professional accountability.

4.4 Competitive advantages of SportyUp

Factor	SportyUp	Global Apps	Local Gyms
Localization (Arabic/French)	✓ Full	✗ Limited	✗ None (digital)
Certified Coach Verification	✓ Yes	✗ No	✓ Partial
Local Payment Integration	✓ Yes	✗ No	✓ Cash only
Personalized Programs	✓ Full	✓ Partial	✓ In-person only
Marketplace	✓ Yes	✗ No	✗ No
Nutrition + Coaching Integration	✓ Yes	✓ Partial	✗ No

Source: Developed by us.

Porter's Five Forces Analysis of SportyUp



Source: Developed by us.

5. Marketing strategy

SportyUp's marketing strategy is designed to present the platform as a new and user-friendly online choice within the fitness and wellness sector. The results of the strategic analysis indicate that SportyUp aims to attract and retain users by providing tailored services, interacting with them online, and maintaining a significant online presence. The strategy focuses on understanding customer needs, enhancing brand awareness, and achieving a competitive advantage by integrating sports, nutrition, and online coaching services into a single, user-friendly platform.

5.1 Targeting and Positioning

5.1.1 Targeting strategy

SportyUp employs a targeted strategy that concentrates on various segments within the sports and wellness industry. The platform primarily targets:

- **Individuals who are enthusiastic about fitness and maintaining a healthy lifestyle.**
This group is made up of young adults, students, employees, and people seeking convenient sports opportunities, personalized coaching, and nutrition guidance through digital resources.
- **Professional and freelance coaches**
SportyUp is designed for sports coaches and nutrition experts who need a digital platform to manage coaching sessions, whether conducted online or in person. It assists them in arranging meetings, communicating with clients, and generating income from their services.
- **Sports clubs and fitness centers**
The platform additionally assists gyms and sports organizations seeking digital solutions to enhance client management, boost their visibility, and offer services online.
- **The growing Algerian digital sports market**
As an increasing number of individuals in Algeria begin to utilize smartphones and adapt to digital advancements, SportyUp seeks to connect with a growing audience that is interested in mobile fitness solutions, online coaching, and wellness services accessible through the internet.

5.1.2. Positioning strategy

SportyUp is an innovative platform that consolidates all aspects related to sports and wellness. It encompasses physical fitness activities, assistance with nutrition, and services for managing coaches, all within a single, user-friendly digital platform.

SportyUp distinguishes itself from typical fitness applications due to:

- Combining both online and face-to-face coaching services. A solution that is specifically designed to meet the requirements of the Algerian market and its consumers.
- Access to complimentary sports activities accompanied by high-quality, tailored services.
- A platform designed to assist coaches in managing their schedules, clients, and online content efficiently.
- Promoting a healthy lifestyle by emphasizing the importance of physical activities, nutritious eating habits, and guidance on overall well-being.

The brand aims to be recognized as a contemporary and approachable platform that bridges the gap between technology and the sports industry in Algeria. It emphasizes accessibility and the importance of fostering a sense of community.

5.2 Marketing Mix (9Ps)

5.2.1 Product

SportyUp is established as a comprehensive online platform that operates within the sports and wellness sector. The platform offers a diverse range of services designed to promote physical activity, healthy lifestyles, and the management of sports in an online environment. The primary services offered include coaching sessions that can be conducted either online or face-to-face, tailored nutritional guidance, assistance with organizing activities, and support in managing sports programs.

Furthermore, the platform provides digital tools that assist coaches and fitness trainers in effectively managing client communications, scheduling appointments, and organizing training programs. SportyUp seeks to develop an easy and contemporary experience for its users by integrating sports, nutrition, and digital management services into a single platform. This method is intended to address the evolving demands of the market in Algeria.

5.2.2 Price

SportyUp offers a pricing structure that combines complimentary services with paid premium options. Fundamental features and certain sports content are offered at no cost to encourage a greater number of individuals to begin utilizing the platform and to facilitate easier access for all users. We offer high-quality services such as personalized coaching sessions, comprehensive nutrition plans, and tailored training assistance. These can be accessed via subscription plans and paid sessions. The pricing strategy is designed to remain both affordable and competitive, considering the financial capacity of the target market in Algeria.

Moreover, the platform may implement unique pricing promotions, provide discounts for students, and offer subscription plans aimed at fostering customer loyalty and motivating users to remain engaged for an extended period.

5.2.3 Place

SportyUp primarily offers its services through an online platform, allowing users to easily access it regardless of their geographical location. The application is designed to operate using mobile technology and online resources, ensuring it is easily accessible, adaptable, and consistently available. The platform is accessible via smartphones, tablets, and computers, enabling users to utilize sports and wellness services at their convenience and from any location. In addition to its online distribution strategy, SportyUp could collaborate with gyms, sports clubs, universities, and wellness centers to enhance its market presence and expand its range of services. This method of distribution contributes to the growth of the market and supports the ongoing digital transformations within the sports industry in Algeria.

5.2.4 Promotion

SportyUp's marketing strategy primarily employs online communication and relationship-building techniques to enhance brand awareness and attract new users. The platform utilizes social media, online advertisements, and content marketing to promote its services and engage with its intended audience.

Furthermore, collaborating with sports coaches, fitness influencers, and local sports organizations is an essential component of the marketing strategy. SportyUp aims to participate in sports events, business fairs, and university programs to enhance its visibility within the Algerian business community.

Through these promotional efforts, SportyUp aims to establish a robust brand identity associated with innovative concepts, accessibility, and the promotion of a healthy lifestyle.

5.2.5 People

People constitute a critical component of SportyUp's service delivery system. The platform relies on qualified coaches, nutritionists, fitness trainers, and technical support personnel to ensure the provision of high-quality and personalized services. In addition, users themselves play an active role in the value creation process through their participation, feedback, and engagement with the platform's features. SportyUp aims to establish strong relationships with its stakeholders by maintaining professional standards, providing continuous support, and fostering a user-centered experience that promotes trust, satisfaction, and long-term loyalty.

5.2.6 Process

SportyUp emphasizes efficient and user-friendly processes to enhance service delivery and customer satisfaction. The platform offers a seamless digital experience, allowing users to register, select subscription plans, book coaching sessions, access personalized nutrition programs, make online payments, and monitor their progress through integrated digital tools. Automated scheduling, notifications, and communication systems contribute to improving operational efficiency while ensuring convenience and accessibility for users. These streamlined processes support customer retention and reinforce the platform's competitive position in the digital sports industry.

5.2.7 Physical Evidence

Although SportyUp operates primarily as a digital platform, physical evidence remains essential in shaping users' perceptions of service quality and credibility. The mobile application interface, website design, brand identity, visual content, user testimonials, certificates of coaches, and online customer reviews serve as tangible indicators of professionalism and trustworthiness. Furthermore, the acquisition of the Algerian Startup Label enhances the platform's legitimacy and strengthens its image as an innovative and reliable service provider within the sports and wellness ecosystem.

5.2.8 Partnerships

Partnerships refer to strategic collaborations that enhance the value proposition and market reach of SportyUp. The platform seeks to establish relationships with sports clubs, fitness centers, nutritionists, universities, influencers, local brands, and healthcare professionals. These partnerships can facilitate customer acquisition, improve service quality, and contribute to sustainable growth.

5.2.9 Personalization

Personalization involves tailoring services and experiences according to users' individual needs, preferences, and objectives. SportyUp aims to leverage digital tools, user data, and progress-tracking features to provide customized training plans, nutrition recommendations, and coaching experiences. Personalization enhances customer satisfaction, engagement, and long-term retention.

SportyUp adopts a comprehensive marketing strategy based on the 9Ps marketing mix, reflecting an innovation-driven and customer-oriented approach. By offering diversified services, competitive pricing, accessible digital distribution channels, targeted promotional activities, qualified personnel, efficient service processes, strong physical evidence, strategic partnerships, and personalized user experiences, the platform aims to enhance customer satisfaction, foster long-term engagement, strengthen its competitive advantage, and support sustainable growth within the rapidly expanding digital sports and wellness sector in Algeria.



Source: Developed by us.

SportyUp employs a marketing strategy that reflects a thoughtful approach focused on innovation, enhancing accessibility, and encouraging customer engagement. The platform intends to enhance its competitive advantage in the rapidly expanding digital sports and wellness sector in Algeria by providing a diverse range of services, maintaining affordable pricing, employing online distribution channels, and utilizing current marketing strategies.

5.3 Business Model Canvas (BMC) of SportyUp

The Business Model Canvas (BMC) was developed to provide a comprehensive overview of SportyUp's value creation, delivery, and capture mechanisms. As an integrated digital sports and wellness platform, SportyUp combines fitness services, nutrition guidance, coaching management, and e-commerce functionalities within a single ecosystem. The business model is structured around nine key building blocks.

Key Partners. SportyUp relies on strategic partnerships with gyms, certified coaches and nutritionists, sports equipment suppliers, influencers, payment service providers, and distribution agencies. These collaborations enhance service quality, increase market visibility, and facilitate business growth.

Key Activities. The platform's primary activities include coach and nutritionist management, online service delivery, personalized program development, community management, multimedia content creation, and the operation of the sports marketplace.

Key Resources. SportyUp's core resources consist of its mobile and web platform, qualified professionals, technical development team, user database, and digital content assets, which collectively support service provision and platform scalability.

Value Proposition. SportyUp offers customized training programs, personalized nutrition plans, progress tracking tools, expert guidance, and marketplace services for users. For coaches and nutritionists, the platform provides client management tools, revenue generation opportunities, and digital service delivery capabilities. In the long term, SportyUp also aims to provide white-label solutions for fitness centers.

Customer Relationships. Customer engagement is maintained through notifications, reminders, direct communication with professionals, feedback mechanisms, and continuous user support, fostering long-term relationships and customer loyalty.

Channels. SportyUp reaches its target audience through mobile application stores, social media platforms, referral programs, partnerships with fitness organizations, and digital marketing campaigns.

Customer Segments. The platform primarily targets fitness enthusiasts, beginners, women seeking health and wellness solutions, certified coaches, nutritionists, and freelance sports professionals. Secondary segments include sports clubs, gyms, corporations interested in wellness programs, and institutional partners.

Cost Structure. Major costs are associated with platform development and maintenance, cloud hosting, payment processing, marketing activities, staff remuneration, content production, and future expansion initiatives.

Revenue Streams. SportyUp generates revenue through subscription plans, commissions on coaching sessions, marketplace transaction fees, in-app advertising, and prospective corporate wellness and white-label services.

Overall, the SportyUp Business Model Canvas demonstrates a scalable and diversified business model designed to create sustainable value for users, professionals, and strategic partners while supporting the digital transformation of the sports and wellness industry in Algeria.

5.4 Digital marketing strategy

SportyUp has developed a digital marketing strategy aimed at establishing a strong online presence, attracting new users, and fostering enduring relationships within the sports and wellness sector in Algeria. SportyUp is a digital platform that primarily utilizes online approaches to engage with its audience and promote its services in a manner that is both cost-effective and easy to expand.

5.4.1 Social media marketing

Social media platforms play a crucial role in SportyUp's online strategy. The platform makes use of social media platforms such as Instagram, Facebook, and TikTok to enhance brand awareness, disseminate fitness-related content, and engage with the community. The content strategy includes:

- ❖ Educational posts related to fitness and nutrition.
- ❖ Short workout videos and coaching tips.
- ❖ Success stories and user testimonials.
- ❖ Promotional campaigns and announcements of new services.

This approach emphasizes the development of an active online community and enhancing the brand's reputation as a modern and accessible fitness choice.

5.4.2 Content marketing strategy

SportyUp employs content marketing as a strategic approach aimed at attracting and retaining users over the long term. High-quality and valuable content is created to provide advantages that extend beyond the primary services offered by the platform. This includes:

- ❖ Articles on health, sports performance, and nutrition.
- ❖ Training guides and exercise programs.
- ❖ Digital resources for coaches and athletes.

This strategy enhances user confidence, increases organic traffic, and positions SportyUp as an informed authority in the sports and wellness sector.

5.4.3 Influencer and community marketing

The platform collaborates with fitness influencers, coaches, and sports specialists to establish trust and engage with a wider audience. Influencers play a significant role in demonstrating the true advantages of the platform by sharing authentic content and their personal experiences.

Additionally, SportyUp emphasizes the importance of fostering a community by encouraging relationships among users, coaches, and fitness enthusiasts. This approach contributes to establishing a sense of belonging and active participation.

5.4.4 Paid digital advertising

SportyUp may conduct particular online advertising campaigns utilizing platforms such as Google Ads and various social media advertising tools. These campaigns are used to:

- ❖ Increase app downloads and registrations.
- ❖ Promote premium services.
- ❖ Concentrate on specific user groups based on their interests, age, and geographical location.

This data-driven approach aids in the efficient distribution of the budget and enhances the conversion rates.

5.4.5 Email and push notification marketing

To maintain user engagement, SportyUp directly interacts with users through strategies such as email marketing and mobile push notifications. These tools assist in: informing users

about new features and updates, sending personalized workout reminders, and promoting special offers and subscriptions. In this manner, users remain engaged consistently, which decreases the number of individuals who discontinue using the service.

4.4 Customer Retention Strategy

Retaining customers is a crucial element of SportyUp's growth strategy, as it is generally more cost-effective to maintain existing users than to acquire new ones. The platform seeks to establish enduring relationships with its users by offering continuous value, personalized experiences, and high-quality services.

4.4.1 Personalized user experience

SportyUp aims to enhance user satisfaction by providing personalized recommendations that align with their fitness objectives, activity levels, and dietary preferences. The platform enhances user engagement and encourages continued usage by providing customized workout plans, coaching support, and nutritional guidance.

4.4.2 Continuous content updates

To maintain user engagement, SportyUp regularly updates its content by introducing new training programs, fitness challenges, nutrition plans, and wellness resources. This ongoing enhancement maintains user engagement and demonstrates that the platform continues to hold value.

4.4.2 Loyalty and reward programs

The platform may implement loyalty programs that offer rewards to engaged users for achieving fitness objectives, maintaining consistent activity, or referring new members. These rewards can enhance users' commitment and encourage sustained participation over an extended timeframe.

4.4.3 Community building and user engagement

SportyUp aims to create an active online community by facilitating connections and interactions among users, coaches, and fitness professionals. Activities such as group

challenges, sharing content on social media, participating in discussion boards, and attending community events can foster a sense of belonging among individuals and motivate them to continue engaging with the platform.

4.4.4 Effective customer support

Providing prompt and reliable customer support is essential for maintaining users' trust and satisfaction. SportyUp intends to offer assistance through multiple communication methods to swiftly resolve technical issues, respond to inquiries regarding subscriptions, and address user concerns.

4.4.5 Communication and relationship management

The platform utilizes email marketing, push notifications, and in-app messages to maintain regular communication with its users. These tools assist in sending personalized reminders for each individual, updates regarding their progress, encouraging messages, as well as information about new services and exclusive offers.

4.4.6 Performance monitoring and feedback collection

SportyUp monitors user behavior and collects their feedback to identify areas for improvement. Customer feedback, satisfaction assessments, and platform information assist the company in adapting its services to align with customer preferences and to stay informed about market trends.

The customer retention strategy of SportyUp is based on personalization, continuous innovation, community engagement, and effective relationship management. By focusing on user satisfaction and long-term value creation, the platform aims to increase customer loyalty, reduce user churn, and establish a sustainable competitive advantage within the digital sports and wellness industry.

CHAPTER IV

PRODUCTION

AND

ORGANISATIONAL

PLAN

CHAPTER IV: PRODUCTION AND ORGANISATIONAL PLAN

1. SERVUCTION

2. SUPPLY CHAIN

3. LABOUR FORCE

4. KEY PARTNERS

Chapter IV: Production and organisational plan

1. Servuction

1.1 Definition of the Servuction System

The term "servuction" was coined by Eiglier and Langeard in 1987. It explains how a service is created and delivered to customers by uniting the clients, the employees who engage with them, the physical or technological resources utilized, and the internal procedures of the organization ([Munos, 2000](#)). SportyUp utilizes a digital platform as its service system, which connects users, coaches, nutritionists, and technology to deliver sports and wellness services in an efficient manner.

For SportyUp, the manner in which services are delivered is based on a digital platform that facilitates connections between users and sports coaches, nutrition experts, and affiliated organizations. The platform unites technology and talented individuals to provide sports and wellness services in a thoughtful and effective manner.

1.2 Components of the servuction system

1.2.1 The customer

The customer plays an active role in the service delivery process. Users interact directly with the SportyUp platform to:

- ❖ Register and create personal accounts.
- ❖ Search for sports activities and coaching services.
- ❖ Book online or on-site coaching sessions.
- ❖ Access nutrition plans and wellness resources.
- ❖ Communicate with coaches and service providers.

Their participation is essential for the successful delivery of the service.

1.2.2 Contact personnel

The contact personnel consists primarily of sports coaches, nutrition consultants, and customer support staff who interact directly with users.

Their responsibilities include:

- ❖ Delivering personalized coaching services.
- ❖ Providing nutritional guidance.
- ❖ Monitoring customer progress.
- ❖ Responding to customer inquiries and support requests.

The quality of these interactions significantly influences customer satisfaction and loyalty.

1.2.3 Physical and technological support

The technological infrastructure constitutes the primary support system of SportyUp. It includes:

- ❖ The mobile application.
- ❖ The web platform.
- ❖ Cloud hosting services.
- ❖ Databases and user management systems.
- ❖ Payment and booking systems.
- ❖ Communication and notification tools.

These technological resources enable the continuous delivery of services and ensure a seamless user experience.

1.2.4 The service

The final service delivered by SportyUp includes:

- ❖ Access to sports activities.
- ❖ Online and face-to-face coaching sessions.
- ❖ Personalized nutrition programs.
- ❖ Progress monitoring tools.
- ❖ Sports community engagement features.
- ❖ Digital wellness resources.

The integration of these services creates a comprehensive sports and wellness ecosystem.

1.3 Servuction Process of SportyUp

1.3.1 Servuction process for users

The user servuction process describes the sequence of activities through which customers interact with the SportyUp platform to access sports and wellness services. The process is designed to ensure a seamless, personalized, and engaging user experience.

- **Registration and account creation**

The process begins when the user creates an account on the SportyUp platform by providing the necessary personal information and establishing login credentials.

- **Profile Setup and Needs Assessment**

After registration, the user completes a profile including fitness objectives, physical condition, sports preferences, and nutritional goals. This information enables the platform to provide personalized recommendations.

- **Service discovery and selection**

Users browse the available services, including sports activities, coaching programs, nutrition plans, and wellness services, and select those that best match their needs.

- **Booking and Scheduling**

The user reserves coaching sessions, nutrition consultations, or sports activities through the integrated scheduling system and selects the preferred delivery mode (online or on-site).

- **Service Consumption**

The selected service is delivered by qualified coaches or nutritionists through personalized guidance, training sessions, consultations, and follow-up activities.

- **Progress monitoring**

Users track their performance, achievements, and fitness progress through the platform's monitoring and reporting tools.

- **Feedback and evaluation**

Following service delivery, users can evaluate their experience by providing ratings, reviews, and feedback regarding the quality of the services received.

- **Retention and continuous engagement**

The platform maintains user engagement through personalized recommendations, notifications, loyalty programs, new content, and ongoing support, encouraging long-term participation.



Source: Developed by us.

1.3.2 Servuction process for coaches and nutritionists

The participation of coaches and nutritionists is essential to the value creation process of SportyUp. The platform provides professionals with digital tools that enable them to manage their services efficiently while interacting with users.

The servuction process for coaches and nutritionists consists of the following stages:

- **Registration and profile creation**

Coaches and nutritionists register on the platform and create a professional profile containing information about their qualifications, certifications, experience, areas of specialization, and service offerings.

- **Verification and approval**

The platform reviews submitted credentials and professional information to ensure service quality and maintain user trust. Once approved, professionals gain access to the platform's service management tools.

- **Service configuration**

Professionals define their service portfolio, including coaching programs, nutrition plans, consultation types, pricing, availability schedules, and delivery modes (online or on-site).

- **Client acquisition and matching**

Through the platform's matching system, coaches and nutritionists are connected with users whose needs and objectives correspond to their expertise.

- **Service delivery**

Professionals provide personalized coaching sessions, nutritional consultations, training programs, and continuous support through digital communication tools and scheduled appointments.

- **Performance monitoring**

Coaches and nutritionists monitor client progress, evaluate results, adjust training or nutrition plans, and provide ongoing recommendations to support goal achievement.

- **Feedback and Reputation Building**

Following service delivery, professionals receive ratings and reviews from users. Positive feedback enhances their visibility and reputation within the SportyUp ecosystem, contributing to future client acquisition.



Source: Developed by us.

1.4 Servuction diagram

The figure illustrates the servuction system of SportyUp within the realm of digital sports and wellness. The model illustrates how value is generated through the collaboration of various individuals, the application of technology, and the methods by which services are delivered.

On a broader level, SportyUp is a component of a more extensive market focused on sports and wellness. This market includes sports clubs, gyms, health professionals, suppliers of equipment, workplace wellness initiatives, and the partners they collaborate with. These individuals contribute to developing a comprehensive system that supports the operations of the platform.

The technological arrangement forms the foundation of the servuction system. SportyUp utilizes its mobile application, website, cloud database, payment system, scheduling tools, and notification features to ensure that services are provided efficiently and to facilitate communication among all parties involved. This online arrangement provides convenient access, opportunities for growth, and continuous availability of services.

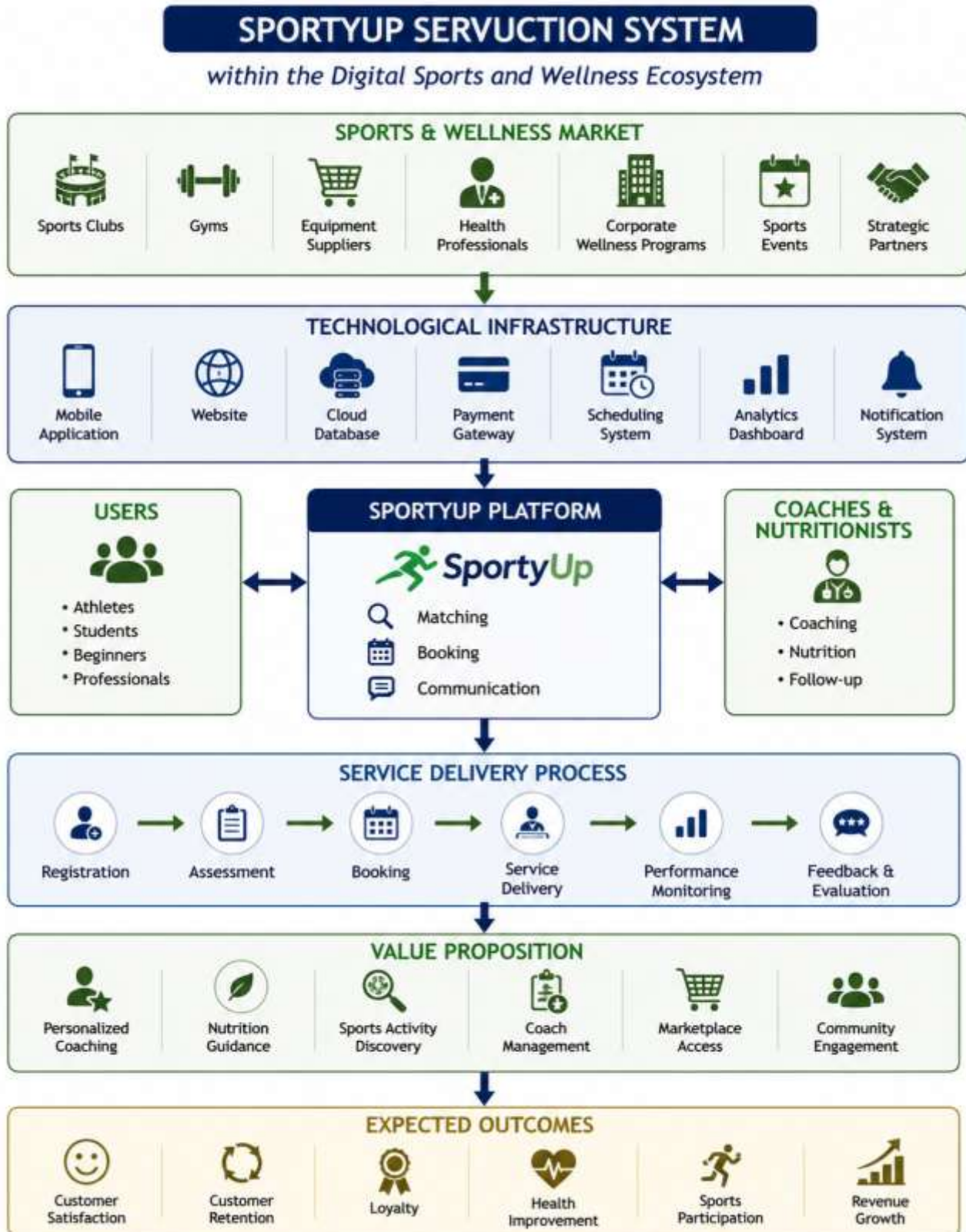
Central to the system, the SportyUp platform functions as a connection between users, coaches, and nutritionists. The platform facilitates the creation of tailored interactions and the customization of services to address individual requirements and objectives through features such as matching, booking, and communication.

The procedure for providing services adheres to a specific sequence. The process begins with registering and evaluating the user. It then progresses to scheduling the service, delivering the service, monitoring the quality of the execution, and ultimately assessing the feedback received. This procedure ensures that services are delivered promptly and efficiently, while also maintaining high quality and ensuring user satisfaction.

The platform provides numerous advantages, including personalized coaching, nutritional guidance, opportunities to discover various sports activities, resources for managing coaches, access to a marketplace, and opportunities to engage with the community. These services collaborate to assist individuals in enhancing their health, fitness, and overall well-being.

The objective of the servuction system is to achieve positive outcomes for both the users and the organization. This involves ensuring customer satisfaction, encouraging repeat

business, fostering loyalty, enhancing health outcomes, promoting increased participation in sports, and attaining consistent revenue growth. The SportyUp servuction model illustrates how we can integrate digital technology with human expertise to enhance value in the sports and wellness sector.



Source: Adapted from the servuction model of Eiglier and Langeard (1987) and developed by the author to reflect the SportyUp digital sports ecosystem.

2. Supply chain

The supply chain of SportyUp depends on a digital service system that connects different individuals and organizations engaged in delivering sports and nutrition services. SportyUp operates in a manner that is distinct from traditional supply chains that handle tangible products. Rather than a traditional approach, it employs a service supply chain based on a platform, where the value is derived from the connections, interactions, and information sharing between users and service providers.

2.1 Key Actors in the supply chain

The SportyUp ecosystem has these main players:

❖ Service providers (Coaches & Nutritionists)

They demonstrate the supply aspect of the platform. They create training programs, design meal plans, conduct online coaching sessions, and provide personal guidance.

❖ End users (Clients/Athletes)

They represent the demand side. They utilize services, arrange sessions, adhere to programs, and monitor their progress.

❖ Platform (SportyUp System)

The platform acts as the primary organizer, managing the processes of matching, scheduling, communication, payments, and performance tracking.

❖ Payment providers

Facilitate secure financial transactions between users and professionals.

❖ Technology infrastructure providers

Assistance with hosting, data storage, ensuring security, and maintaining the optimal performance of applications.

2.2 Flow of the supply chain

The operation of services in SportyUp adheres to a well-defined digital procedure:

- 1) User registration and profile creation
- 2) Coach/Nutritionist onboarding and verification
- 3) Service listing (programs, sessions, plans)
- 4) User browsing and selection
- 5) Matching between user and professional

- 6) Service delivery (online or in-person)
- 7) Progress tracking and feedback collection
- 8) Continuous improvement and service optimization

2.3 Value creation in the supply chain

Value in SportyUp is created through:

- Efficient matching between users and qualified professionals
- Personalization of fitness and nutrition programs
- Real-time communication and monitoring
- Data-driven progress tracking
- Seamless digital payment and service delivery

2.4 Competitive advantage of the supply chain

SportyUp's supply chain is characterized by:

- **Scalability:** refers to the capability of onboarding numerous coaches and users without facing any physical limitations.
- **Flexibility:** online and in-person service integration
- **Transparency:** ratings and feedback system
- **Efficiency:** refers to the reduced time interval between the moment something is required and the moment it is provided.

3. Labour force

SportyUp utilizes a versatile and commercially focused workforce arrangement that accommodates the requirements of an expanding startup. As a newly established SPAS and startup, the company relies on a combination of its founders, strategic partners, and external service providers to develop and manage its operations.

3.1 The internal team

The workforce is composed of:

Founder and project manager (Chenika Mounia)

Responsible for overseeing the entire project, collaborating with partners, monitoring platform operations, managing users, recruiting coaches and nutritionists, maintaining customer relationships, and strategizing the expansion of the startup.

President of the SPAS (Chenika Mohammed)

Responsible for overseeing the administration, handling legal issues, and organizing the operations. This position guarantees adherence to all rules and regulations while also assisting in the support of the company's governance.

Technical engineer (external contractor: Mellah Aymen)

Responsible for the development, enhancement, and upkeep of the SportyUp mobile application and website, as well as offering hosting services and technical assistance.

Incubator representatives (Haid Zahia & Zenasni Soumia)

Two partners who assist businesses in their initial stages by offering support, strategic guidance, assistance with business development, and mentorship for entrepreneurs.

Brand and multimedia designer (external freelancer: Chenika Merwane)

Responsible for the visual identity of SportyUp, which entails designing the logo, crafting slogans, producing promotional videos, creating graphic content, and overseeing the overall brand image.

3.2 The external team (Collaborators)

In addition to the internal team, SportyUp collaborates with freelance sports coaches and nutritionists who utilize the platform to offer their services. These individuals are not employees of the company; rather, they operate as independent service providers. They contribute to the platform's value by providing coaching sessions, nutrition programs, and tailored support for users.

As SportyUp grows, the company plans to strengthen its team by recruiting additional developers, marketing professionals, and sales personnel to support its expansion and improve the quality of services offered.

4. Key partners

Strategic partnerships play a crucial role in the SportyUp business model. They assist the startup in obtaining essential resources, specialized knowledge, and market prospects, which consequently aids in its development and sustained success. These collaborations contribute to the expansion of the platform, enhance its network of professionals, and elevate the quality of services offered to users.

The principal partners of SportyUp include:

4.1 Sports and Fitness Centers

SportyUp has established collaborations with local fitness centers, particularly Oxygen Gym and AGA Sports. These collaborations assist individuals in engaging with sports professionals and generate opportunities to introduce the platform to coaches and nutritionists operating in these areas. These collaborations assist in locating skilled service providers and enhance the platform's connection to the local sports community.

- **Oxygen Gym:** Oxygene Gym is a local fitness and wellness center that plays a significant role in promoting physical activity and healthy lifestyles within the community. The gym provides a variety of fitness services, including strength training, cardiovascular exercises, individualized coaching, and fitness programs tailored to accommodate different levels of ability.

Oxygene Gym, in its role as a strategic partner of SportyUp, contributes to the development of the platform by facilitating connections between individuals and sports professionals, as well as by aiding in the promotion of online sports and wellness services. Collaborating with Oxygene Gym enables SportyUp to present its platform to the coaches and nutritionists employed there. This enables SportyUp to develop a more robust professional network and enhances the number of qualified service providers available to them.

This collaboration demonstrates that SportyUp is committed to establishing robust relationships with local sports organizations to enhance the accessibility, quality, and diversity of sports and nutrition services offered on the platform.



Source: Developed by us.

- **AGA Sport:** AGA Sport is a sports facility dedicated to promoting physical activity, participation in sports, and the pursuit of healthy lifestyles. The center offers a variety of sports facilities, including a gym, a swimming pool, and dedicated spaces for football training, enabling individuals to engage in numerous sports activities within a professional environment.

As an essential collaborator with SportyUp, AGA Sport contributes to the expansion of the platform's sports community by facilitating connections among athletes, coaches, and sports enthusiasts. This collaboration allows SportyUp to connect with a larger audience within the sports community and to establish more robust relationships with sports professionals.

The partnership with AGA Sport aligns with SportyUp's objective of integrating digital innovations with sports by connecting users to qualified coaches and nutritionists across different sports disciplines. Through collaboration, SportyUp enhances its visibility, expands its user base, and reinforces its position within the local sports and wellness sector.

In contrast to typical gyms that primarily focus on weightlifting and fitness exercises, AGA Sport offers a comprehensive sports environment that includes swimming and football activities. This method allows SportyUp to engage with a wider range of athletes and sports fans.



Source: Developed by us.

4.2 Independent coaches and nutritionists:

Coaches and nutritionists serve as vital collaborators for the platform. With SportyUp, these professionals are able to offer personalized coaching services, customized training plans, and nutritional guidance to users. The expertise and abilities they possess are essential components that contribute to the value of the platform.

4.3 Business incubator (Acxela Hub)

The incubator plays a crucial role in assisting SportyUp in its business growth. The incubator plays a crucial role in developing the startup by offering mentorship, guidance, and various business support services. This support enhances the startup's business model and accelerates its growth.

4.4 Technical development partner

An external engineer is tasked with the creation and maintenance of the SportyUp mobile application and website. This collaboration provides the technical expertise required to establish, maintain, and continuously enhance the digital system of the platform.

Through the establishment of these strategic partnerships, SportyUp acquires valuable resources, specialized expertise, and professional networks that enhance its operations and support the attainment of its long-term objectives.

5. Legal structure and governance of SportyUp

5.1 Choice of the SPAS Legal Form

SportyUp was established as a **Simplified Joint-Stock Company (SPAS)**, a business structure introduced in Algeria through Law No. 22-09, which was enacted on 5 May 2022 and officially published in the Official Journal No. 32 on 14 May 2022. This legal document is specifically designed for certified startups and innovative businesses to provide a more adaptable legal structure that meets the requirements of the digital economy.

A SPAS can be established by one or more shareholders, who may be individuals or other companies, and there is no legal restriction on the maximum number of shareholders. Unlike traditional SPAs, which require a minimum share capital of 1,000,000 DZD (or 5,000,000 DZD for a public offering), SPAS do not have such a minimum requirement. This makes it simpler to begin and expand new, creative businesses (*Official Journal of the People's Democratic Republic of Algeria, 2022*).

SportyUp selected the SPAS legal structure as it provides flexibility and is suitable for rapidly expanding startups. The SPAS simplifies the process for investors to join and exit, includes governance rules outlined in the company's documents, and provides shareholders with limited liability, ensuring they are only liable for the amount they have invested. These characteristics reduce the risks involved in starting a business and create favorable opportunities for attracting investment, forming partnerships with other companies, and achieving long-term business growth.

5.2 Main Characteristics of a SPAS

The principal characteristics of the SPAS legal form are presented in Table IV.1:

Table IV.1 : Main characteristics of the Simplified Joint-Stock Company (SPAS)

Characteristic	Description
Limited Liability of Shareholders	Shareholders are liable only up to the amount of their capital contributions, protecting their personal assets from the company's debts and obligations.
Flexible Governance Structure	The SPAS offers considerable freedom in determining governance and management rules through the company's statutes, allowing adaptation to the specific needs of the business.
Single or Multiple Shareholders	A SPAS may be established by one or more natural or legal persons, providing flexibility in ownership structure.
Share Capital Flexibility	Unlike the traditional Joint-Stock Company (SPA), the SPAS is not subject to a minimum share capital requirement, facilitating the creation of innovative ventures and startups.
Simplified Management Procedures	Administrative and decision-making procedures are simplified compared to other corporate forms, reducing operational complexity and increasing organizational agility.

Source: *(Official Journal of the People's Democratic Republic of Algeria, 2022)*

5.3 Advantages of the SPAS and Startup Label for SPORY_UP

The Startup Label in Algeria provides significant financial advantages for innovative startups such as SportyUp. In particular, it means that startups which receive this label are not required to pay certain taxes for a period of four years starting from the day they get the label. These taxes consist of the Corporate Income Tax (IBS), the Global Income Tax (IRG), and the Professional Activity Tax (TAP). This exemption can also be used when the Startup Label is renewed, which supports the startup in achieving greater financial stability and enables it to grow effectively during its initial phase.

These tax incentives allow startups to reduce their expenses early on, enabling them to retain more funds that can be used for developing new concepts, improving their products, and expanding their operations into new markets.



Source: Author's elaboration based on

(Official Journal of the People's Democratic Republic of Algeria, 2022) and (GAAN, 2021)

CHAPTER V

THE

FINANCIAL

PLAN

CHAPTER V: THE FINANCIAL PLAN

1. COASTS AND EXPENSES

2. TURNOVER

3. PREJECTED INCOMESTATMENTS

Chapter V: The financial plan

This chapter presents the comprehensive financial framework underpinning SportyUp's development trajectory over a five-year horizon (2026–2029). The financial plan encompasses three interconnected analytical components: a detailed cost and expense structure, projected turnover derived from multi-stream revenue modelling, and a five-year projected income statement. Together, these components provide a rigorous quantitative foundation for evaluating the financial viability, operational sustainability, and growth potential of the SportyUp digital sports and wellness platform.

1. Coasts and expenses

SportyUp's cost structure is organized across four principal categories: initial startup charges, capital investment with associated depreciation schedules, recurring personnel costs, and fixed operating charges. Given SportyUp's positioning as a digital-first platform operating within Algeria's emerging startup ecosystem, the cost base is intentionally lean, with significant investment concentrated in intangible assets primarily the mobile application and digital marketing infrastructure rather than physical assets.

1.1 Start-Up and pre-operational costs

Prior to launching commercial operations, SportyUp incurred a set of one-time pre-operational expenses necessary to establish the business and acquire the fundamental tools required for day-to-day functioning. These costs, totalling **146,352 DA**, represent the minimum viable outlay for deploying a lean startup operation.

Table V.1 — Pre-operational start-up costs

Expenditure item	Amount (DA)	Nature
Office furniture and supplies	26,000	Tangible asset
Administrative and legal registration fees	10,352	One-time charge
Computer hardware (initial batch)	110,000	Tangible asset

Expenditure item	Amount (DA)	Nature
Total StartUp Costs	146,352	

Source: Developed by us.

The pre-operational phase was deliberately constrained in scope, consistent with the lean startup methodology. The most significant single expenditure computer hardware at **110,000 DA** reflects the company's need for reliable development and administrative infrastructure from the outset.

1.2 Capital investment plan and depreciation schedule

SportyUp's total capital investment amounts to **1,568,000 DA**, distributed across both intangible and tangible fixed assets. The investment plan reflects a deliberate strategic priority: intangible assets specifically the mobile application and digital marketing infrastructure account for approximately **63%** of total investment (**987,840 DA**), while tangible assets represent the remaining **37%** (**580,160 DA**). This allocation is consistent with the platform's business model, where software and brand development constitute the primary value-generating assets.

Table V.2 — Capital investment plan and annual depreciation

Asset / Item	Category	Unit cost (DA)	Qty	Total (DA)	Life (yrs)	Annual Dep. (DA)	Notes
Mobile application	Intangible	500,000	1	500,000	3	166,667	Core platform asset
Digital marketing setup	Intangible	450,000	1	450,000	3	150,000	Brand & online presence

Asset / Item	Category	Unit cost (DA)	Qty	Total (DA)	Life (yrs)	Annual Dep. (DA)	Notes
Computers	Tangible	110,000	2	220,000	5	44,000	Development stations
Office furniture & supplies	Tangible	26,000	3	78,000	5	15,600	Workspace fixtures
IT equipment (accessories)	Tangible	80,000	4	320,000	3	106,667	Peripherals & servers
TOTAL INVESTMENT				1, 568, 000		482,934	

Source: Developed by us.

Annual depreciation totals **482,934 DA**, applied uniformly across all five projection years. Intangible assets are amortised over three years, reflecting the relatively short innovation cycle of digital software products. Tangible assets are depreciated over three to five years depending on their expected useful life. This depreciation charge reduces taxable income under standard Algerian accounting rules (SCF — Financial Accounting System).

1.3 Personnel costs and social charges

SportyUp's human capital structure comprises four functional roles essential to platform operations: software development (IT specialist), marketing and community management, graphic design, and operational support encompassing coaching and nutritionist liaisons. Social charges (CNAS — National Social Insurance Fund) are levied at the statutory rate of **35%** on the base salary of operational employees, in compliance with Algerian labour law.

Table V.3 — Annual personnel costs (DA)

Personnel category	Year 1	Year 2	Year 3	Year 4	Year 5
IT Specialist	400,000	400,000	400,000	400,000	400,000
Marketing manager	360,000	360,000	384,000	420,000	420,000
Graphic designer	240,000	240,000	288,000	336,000	360,000
Coaches & nutritionists (operational staff)	420,000	420,000	432,000	456,000	456,000
CNAS social charges (35% on eligible base)	147,000	147,000	151,200	159,600	159,600
Total personnel costs	1,567,000	1,567,000	1,655,200	1,771,600	1,795,600

Source: Developed by us.

Personnel costs remain stable at **1,567,000 DA** through the first two years, reflecting the startup phase during which team composition is held constant to manage cash outflows. From Year 3 onwards, progressive salary increments are introduced to account for performance-based adjustments and inflationary pressures, reaching **1,795,600 DA** in Year 5. The **14.6%** cumulative increase over the five-year period signals a controlled yet rewarding compensation trajectory aligned with platform growth.

1.4 Fixed operating charges

In addition to personnel costs, SportyUp sustains a set of fixed operating charges covering insurance, digital infrastructure (internet connectivity), and marketing and communications investments. These charges are non-variable in the short term and must be met regardless of revenue performance, making their management critical to financial resilience, particularly during the early growth phase.

Table V.4 — Annual fixed operating charges (DA)

Charge Category	Year 1	Year 2	Year 3	Year 4	Year 5
Insurance premiums	21,600	21,600	21,600	21,600	32,000
Internet and digital connectivity	100,000	109,000	109,000	110,000	110,000
Advertising and communications budget	60,000	100,000	150,000	400,000	400,000
Total fixed charges	181,600	230,600	280,600	531,600	542,000

Source: Developed by us.

The most striking dynamic within the fixed charges is the aggressive scaling of the advertising and communications budget, which grows from **60,000 DA** in Year 1 to **400,000 DA** in Year 4, representing a **74%** increase. This planned expansion is strategically deliberate: as the platform transitions from local Tlemcen operations toward a broader Algerian market presence, brand-building investment becomes a primary lever for user acquisition and coach/nutritionist onboarding. Internet costs increase modestly, reflecting expected price adjustments for higher-bandwidth plans needed to support a growing platform.

1.5 Consolidated cost overview

The table below consolidates all recurring annual cost categories personnel, fixed charges, and direct marketing to provide a comprehensive view of SportyUp's total operating expenditure across the five-year projection period. Investment amortisation, while influencing the balance sheet and tax calculations, is presented separately per accounting convention.

Table V.5 — Consolidated annual operating costs (DA)

Cost Category	Year 1	Year 2	Year 3	Year 4	Year 5
Personnel costs & social charges	1,567,000	1,567,000	1,655,200	1,771,600	1,795,600
Fixed operating charges	181,600	230,600	280,600	531,600	542,000
Marketing & communications (TCR)	30,000	30,000	50,000	50,000	50,000
Annual depreciation (amortisation)	470,933	470,933	470,933	470,933	470,933
TOTAL COSTS (excl. taxation)	2,249,533	2,298,533	2,456,733	2,824,133	2,858,533

Source: Developed by us.

Total operating costs (excluding taxation) grow from approximately **2.25 million DA** in Year 1 to **2.86 million DA** in Year 5, a cumulative increase of **27%**. This gradual and controlled cost escalation driven primarily by the advertising budget ramp-up and incremental salary adjustments stands in marked contrast to the significantly more rapid revenue growth projected over the same period, confirming the structural leverage built into SportyUp's business model.

2. Turnover

SportyUp's revenue model is structured around two distinct and complementary streams: direct subscription revenue and commission-based revenue. This dual-stream architecture is designed to generate stable, recurring income from platform subscriptions while simultaneously capturing transactional value from coaching sessions and product sales facilitated through the marketplace. The turnover projections presented below are grounded in monthly subscriber acquisition estimates, tiered pricing, and empirically observed seasonal dynamics specific to the Algerian sports and fitness market.

2.1 Revenue streams and pricing architecture

The platform offers four subscription tiers differentiated by duration and access level, alongside a commission mechanism applied to sessions and product transactions. The pricing structure is calibrated for the Algerian consumer market, offering accessible entry-level plans while incentivising longer-term commitments through meaningful price-per-month reductions.

Table V.6 — Subscription plans and commission pricing

Plan / Revenue Type	Duration	Price (DA)	Implied monthly rate (DA)
Starter	1 month	3,500	3,500
Standard	3 months	9,000	3,000
Professional (flagship) ★	6 months	15,000	2,500
Elite	12 months	24,000	2,000
Session commission (5%)	Per 1-hour session	1,500 DA/session	75 DA per session
Product sales commission (5%)	Per transaction	~4,000 DA/item	~200 DA per item

Source: Developed by us.

The Professional plan (**6-month**) is positioned as the platform's flagship offering, representing the optimal balance between price and commitment for the platform's primary target demographic active sports enthusiasts and fitness-oriented individuals aged **18 to 45**. The Elite annual plan offers the deepest discount (**42.9% saving vs. monthly billing**) and is designed to drive long-term user retention and predictable revenue. Commission income, while modest relative to subscription revenue, diversifies the earnings base and aligns the platform's financial interests with the commercial success of its professional ecosystem.

2.2 Year 1 — Monthly turnover projection

The following table presents SportyUp's projected monthly turnover for Year 1 (2026), consolidating direct subscription revenue and commission income. The projections reflect a phased user acquisition trajectory typical of early-stage digital platforms, with Q1 showing controlled initial uptake, a steady acceleration through Q2–Q3, and a year-end peak in November before a seasonal December moderation.

Table V.7 — Monthly turnover breakdown, year 1 (DA)

Month	Subscription CA (DA)	Commission CA (DA)	Total monthly CA (DA)	Cumulative CA (DA)	Subscribers
January	298,000	10,350	308,350	308,350	29
February	234,000	8,325	242,325	550,675	23
March	370,000	7,800	377,800	928,475	34
April	500,500	9,300	509,800	1,438,275	46
May	673,000	13,875	686,875	2,125,150	61
June	903,000	17,850	920,850	3,046,000	80
July	1,093,000	18,450	1,111,450	4,157,450	95
August	874,500	21,600	896,100	5,053,550	75
September	1,331,000	17,475	1,348,475	6,402,025	112
October	1,684,500	17,250	1,701,750	8,103,775	139
November	1,992,000	16,275	2,008,275	10,112,050	161

Month	Subscription CA (DA)	Commission CA (DA)	Total monthly CA (DA)	Cumulative CA (DA)	Subscribers
December	1,617,000	13,500	1,630,500	11,742,550	131
TOTAL Year 1	11,570,500	172,050	11,742,550	—	986

Source: Developed by us.

Year 1 total turnover is projected at 11,742,550 DA, with subscriptions accounting for 98.5% of revenue and commission income contributing 1.5%. The gradual subscriber ramp — from 29 active subscribers in January to a peak of 161 in November — reflects both the inherent time required to build brand awareness in a new market and the seasonal concentration of sports activity around autumn and the back-to-school period. The August dip is consistent with the Algerian summer vacation pattern, which temporarily reduces demand for structured fitness programming.

2.3 Year 2 — Monthly turnover projection

Year 2 projects a substantial expansion in both subscriber base and revenue, building on the brand presence established in Year 1. Across all subscription tiers and commission categories, subscriber acquisition accelerates reflecting stronger word-of-mouth effects, strategic partnerships with Oxygène Gym and AGA Sport Complex, and the benefits of an established digital reputation.

Table V.8 — Monthly turnover breakdown, year 2 (DA)

Month	Subscription CA (DA)	Commission CA (DA)	Total Monthly CA (DA)	Cumulative CA (DA)	Subscribers
January	459,000	12,225	471,225	471,225	44
February	386,000	10,275	396,275	867,500	37
March	549,500	12,075	561,575	1,429,075	51
April	725,500	13,500	739,000	2,168,075	67
May	977,000	16,350	993,350	3,161,425	89
June	1,304,000	18,600	1,322,600	4,484,025	117
July	1,582,000	24,375	1,606,375	6,090,400	140
August	1,275,500	25,200	1,300,700	7,391,100	112
September	1,876,000	20,400	1,896,400	9,287,500	165
October	2,306,000	19,050	2,325,050	11,612,550	201
November	2,711,000	16,875	2,727,875	14,340,425	233
December	2,377,500	18,900	2,396,400	16,736,825	203
TOTAL Year 2	16,529,000	207,825	16,736,825	—	1,459

Source: Developed by us.

Year 2 total turnover reaches **16,736,825 DA**, representing a year-on-year growth of approximately **42.6%** over Year 1. This accelerated growth is driven primarily by the near-doubling of the total subscriber base (from **986** to **1,459** active subscribers), higher average revenue per subscriber due to greater uptake of the Professional and Elite tiers, and increased coaching session volume. November **2027** records the highest single-month revenue at **2,727,875 DA**, confirming the autumn peak pattern observed in Year 1.

2.4 Five-year turnover summary and growth trajectory

The following table synthesises the total annual turnover projections across the five-year strategic period. Years 3 through 5 are projected using a compound growth rate of **17.53%**, calculated from the empirical Year 1 and Year 2 revenue growth trend. This rate incorporates planned service expansion milestones the introduction of personalised nutrition programmes in Year 2, webinars and training courses in Year 3, and a sports products boutique in Year 4 as defined in the platform's target market roadmap.

Table V.9 — Five-year annual turnover summary (DA)

Year	Total CA (DA)	YoY Growth (%)	Subscribers (est.)	Primary new service	Notes
Year 1 (2026)	12,100,000	—	986	Sports coaching	Launch year; Tlemcen focus
Year 2 (2027)	17,391,125	+43.7%	1,459	Personalised nutrition	Brand consolidation
Year 3 (2028)	20,521,527	+18.0%	~1,800	Webinars & training	Regional expansion begins
Year 4 (2029)	24,215,402	+18.0%	~2,200	Sports products boutique	Multi-wilaya presence

Year	Total CA (DA)	YoY Growth (%)	Subscribers (est.)	Primary new service	Notes
Year 5 (2030)	28,574,174	+18.0%	~2,600	New wilaya expansion	North Africa preparation
5-Year Cumulative	102,802,228	—	—	—	Compounded growth trajectory

Source: Developed by us.

Across the five-year projection period, SportyUp is expected to accumulate a total turnover of approximately 102.8 million DA. The growth curve, while initially steep during the early adoption phase, normalises to a sustainable 18% annual rate from Year 3 onwards a trajectory consistent with comparable digital marketplace platforms operating in emerging economies with expanding smartphone penetration and rising health consciousness. The TCR figures are used as the official reference for income statement purposes, as they incorporate final consolidation adjustments.

2.5 Visual analysis – Charts & graphs

2.5.1 Subscribers by plan – Year 1 (Histogram)

The Standard (3M) plan attracts the most subscribers throughout the year, followed by the Professional (6M) plan. Subscriber growth increases significantly in the second half of the year (Jul–Nov), which accounts for most annual acquisitions across all plans.



Source: Developed by us.

2.5.2 Subscribers by plan – Year 2 (Histogram)

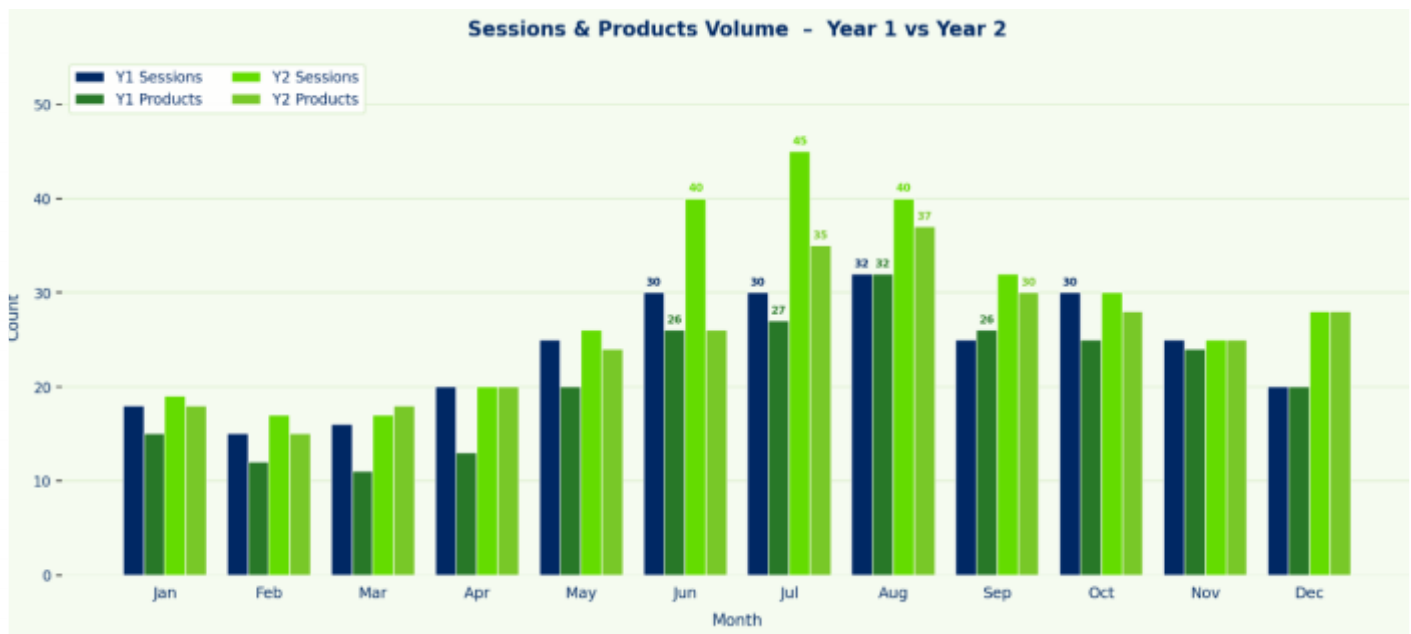
Year 2 shows strong growth across all subscription plans, with the **Standard (3M)** plan remaining the most popular. Subscriber numbers peak in November for all plans, reflecting increased adoption and growing confidence in long-term subscriptions.



Source: Developed by us.

2.5.3 Sessions & products volume – Year 1 vs Year 2 (Histogram)

This chart compares monthly session bookings and product sales across both years. navy and forest Green represent year 1; bright lime and mid green represent year 2 maintaining the same family logic: darker shades = year 1, brighter shades = year 2. Sessions peak in July (Y2: 45) driven by summer fitness demand. Products sold track similarly, reaching 37 in August of Year 2, up from 32 in Year



Source: Developed by us

2.5.4 Line Graph (Courbe) : Projected Revenue (CA) Growth

The line graph illustrates SportyUp's annual revenue trajectory over five years. Years 1 and 2 are derived from the monthly subscription and commission model (direct CA Sheet data). Years 3–5 apply the **17.54 %** compound annual growth rate estimated from the first two operating years, with an accelerated jump in Year 5 driven by planned geographic expansion into additional regions bringing projected revenue to **45.19 million DA**.



Source: Developed by us.

3. Projected income statements (TCR)

The projected income statements presents a comprehensive view of SportyUp's financial performance from revenue generation through to net profit over the five-year projection period. The statement is structured in accordance with the Algerian Financial Accounting System (SCF), which governs the presentation of financial accounts for enterprises operating under Algerian law. The analysis distinguishes between operating surplus (Gross Operating Surplus — GOS), pre-tax result, and net result after the application of the Corporate Income Tax (CIT) at the standard rate of 26%.

3.1 Five-year projected income statement

Table V.10 — Projected income statement, years 1–5 (DA)

Line Item	Year 1 (DA)	Year 2 (DA)	Year 3 (DA)	Year 4 (DA)	Year 5 (DA)
Turnover (Chiffre d'Affaires)	12,100,000	17,391,125	20,521,528	24,215,402	28,574,175
Marketing & promotions expenses	(30,000)	(30,000)	(50,000)	(50,000)	(50,000)
Gross operating surplus (EBE)	12,070,000	17,361,125	20,471,528	24,165,402	28,524,175
Depreciation & amortisation	—	—	—	—	—
Result before taxation (EBT)	12,070,000	17,361,125	20,471,528	24,165,402	28,524,175
Corporate tax IBS (26%)	Exempt	Exempt	Exempt	Exempt	(7,416,285)

Line Item	Year 1 (DA)	Year 2 (DA)	Year 3 (DA)	Year 4 (DA)	Year 5 (DA)
NET RESULT (Résultat Net)	12,070,000	17,361,125	20,471,528	24,165,402	21,107,889

Source: Developed by us.

Note: Depreciation is recorded on the balance sheet (amortissements: 470,933 DA/year) but is presented as a non-cash item separate from the EBE calculation in this simplified TCR, consistent with early-stage startup financial presentations. IBS exemption applies during Years 1–4 in accordance with applicable Algerian startup incentive schemes. The em-dash (—) indicates items not activated in the simplified TCR.

3.2 Year-by-Year financial performance analysis

➤ Year 1 (2026) — Market entry

SportyUp generates a turnover of 12,100,000 DA in its inaugural year, driven entirely by subscription and commission revenues from its initial Tlemcen operations. After deducting 30,000 DA in marketing expenditure, the platform records an Excédent Brut d'Exploitation (EBE) of 12,070,000 DA. The company benefits from the IBS tax exemption applicable during the startup phase, yielding a net result of 12,070,000 DA. These results, achieved with a lean team of four full-time employees and a total cost base of approximately 2.25 million DA, confirm the highly favourable unit economics of SportyUp's digital-first model.

➤ Year 2 (2027) — Accelerated growth

Year 2 demonstrates the compounding effect of brand establishment, achieving a 43.7% revenue increase to 17,391,125 DA. The EBE follows proportionally at 17,361,125 DA, and the net result matches this figure given the continued IBS exemption. The significant growth is attributable to a 48% expansion in the active subscriber base (from 986 to 1,459 users) and the successful integration of personalised nutrition programmes as a secondary service offering. This year also validates the commission model, with session and product commissions growing to 207,825 DA.

➤ **Year 3 (2028) — Consolidation and Diversification**

Revenue growth moderates to 18.0%, reflecting the post-launch normalisation of acquisition rates as the platform matures within its core market. Turnover reaches 20,521,528 DA and the net result stands at 20,471,528 DA. Year 3 marks the activation of a third service vertical educational webinars and training courses expanding SportyUp's value proposition beyond direct coaching and laying the groundwork for regional geographic expansion. Marketing investment increases to 50,000 DA, signalling the transition from a local to a regional marketing posture.

➤ **Year 4 (2029) — Regional expansion**

By year 4, SportyUp's annual turnover reaches 24,215,402 DA, sustained by the 18% growth trajectory. The launch of a sports products boutique introduces an e-commerce dimension to the platform's revenue architecture, further diversifying income streams and deepening user engagement. Personnel costs and fixed charges continue their controlled escalation, with the advertising budget reaching 400,000 DA to support multi-wilaya market penetration. The net result of 24,165,402 DA represents the peak pre-tax profitability across the projection period.

➤ **Year 5 (2030) — Taxation and sustainable profitability**

Year 5 marks a structural inflection point: the application of the 26% IBS corporate tax rate on the taxable result of 28,524,175 DA generates a tax liability of 7,416,285 DA, reducing the net result to 21,107,889 DA. Despite this reduction, the absolute net profit remains comfortably above Year 1 levels, and the after-tax return on revenue stands at 73.9%, confirming SportyUp's strong intrinsic profitability. This year also inaugurates the platform's strategic expansion toward new Algerian wilayas, positioning the business for the broader North African ambition articulated in its long-term vision.

3.3 Key financial performance indicators

The table below summarises the critical financial performance indicators derived from the five-year projected income statements, providing a concise quantitative overview of SportyUp's financial trajectory.

Table V.11 — Key financial indicators summary (DA)

Indicator	Year 1	Year 2	Year 3	Year 4	Year 5
Total Turnover (DA)	12,100,000	17,391,125	20,521,528	24,215,402	28,574,175
Gross Operating Surplus / EBE (DA)	12,070,000	17,361,125	20,471,528	24,165,402	28,524,175
EBE Margin (%)	99.8%	99.8%	99.8%	99.8%	99.8%
Net Result (DA)	12,070,000	17,361,125	20,471,528	24,165,402	21,107,889
Net Profit Margin (%)	99.8%	99.8%	99.8%	99.8%	73.9%
YoY Revenue Growth (%)	—	+43.7%	+18.0%	+18.0%	+18.0%
IBS Tax (DA)	Exempt	Exempt	Exempt	Exempt	7,416,285
Treasury Position (DA)	10,091,067	15,382,192	18,492,594	22,186,469	19,128,956

Source: Developed by us.

The consistently high EBE margin (99.8%) across Years 1–4 is a consequence of SportyUp's capital-light, platform-based revenue model, wherein the marginal cost of serving additional subscribers is negligible once the application infrastructure is in place. The sharp transition in Year 5 to a 73.9% net margin following IBS imposition, while representing a reduction, nonetheless demonstrates the platform's capacity to generate substantial after-tax

profits. The treasury position reflecting accumulated cash from operations strengthens progressively from 10.1 million DA to 22.2 million DA through Year 4, providing a robust liquidity buffer before the Year 5 tax liability reduces it to 19.1 million DA.

4. Chapter Conclusion

SportyUp's five-year financial plan presents a compelling and internally consistent case for the platform's commercial viability and long-term financial sustainability. The cost structure is characterised by disciplined investment in digital infrastructure and a lean, skilled team, with the most significant variable expense being the strategically timed expansion of the marketing budget. The turnover projections anchored by a dual-stream revenue model comprising subscriptions and commissions demonstrate strong and scalable growth, from 12.1 million DA in Year 1 to 28.6 million DA in Year 5, against a relatively modest and controlled cost base.

The projected income statements confirm that SportyUp will generate positive net results from its first year of operations, benefiting from the high-margin economics of digital platform businesses and the structured tax incentives available to Algerian startups. The five-year cumulative turnover of approximately 102.8 million DA, combined with a sustained net profit margin above 73% even after the imposition of corporate taxation, provides strong evidence that SportyUp possesses the financial foundations necessary to achieve its strategic objectives: consolidating market leadership in Tlemcen, expanding across Algeria, and ultimately positioning for North African growth in alignment with its vision to become the region's leading sports and wellness ecosystem.

All figures are expressed in Algerian Dinars (DA). Financial projections are based on market research, comparable platform benchmarks, and the target market analysis presented in Chapter II. Actual results may vary due to macroeconomic conditions, competitive dynamics, and user acquisition performance.

CHAPTER VI

THE

EXPERIMENTAL

PROTOTYPE

CHAPTER VI: THE EXPERIMENTAL PROTOTYPE

1. WEBSITE OVERVIEW

2. APPLICATION OVERVIEW

Chapter VI: The experimental prototype

1. Website Overview

As part of the experimental prototype for this thesis project, a fully functional marketing and information website was developed for SportyUp a digital sports platform designed to help users train smarter and live healthier. The website serves as the primary public-facing interface for the platform, presenting its features, mission, and value proposition to both end-users and professional coaches or nutritionists.

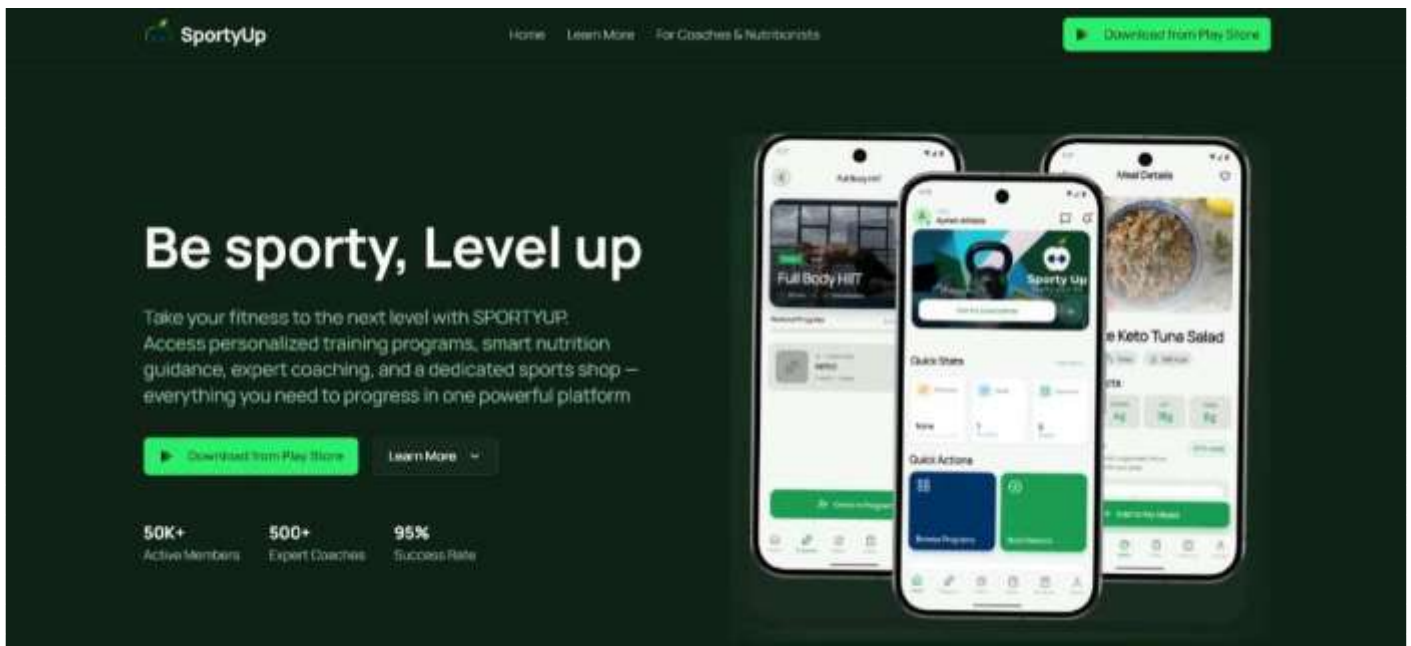
The website was developed using modern web technologies and follows a clean, dark-themed design aesthetic with a signature green accent color palette. It is fully responsive and optimized for both desktop and mobile viewing. The following subsections provide a detailed walkthrough of each major section of the website.

1.1 Hero Section — "Be Sporty, Level Up"

The landing page opens with a full-viewport hero section featuring the SportyUp tagline "**Be sporty, Level up.**" This section immediately communicates the platform's core value proposition: personalized training programs, smart nutrition guidance, expert coaching, and a dedicated sports shop all in one powerful platform. The hero includes two primary call-to-action buttons ("**Download from Play Store**" and "**Learn More**") alongside live app screenshots showcasing the mobile experience.

Key statistics displayed below the hero headline reinforce credibility: X Active Members, X Expert Coaches, and a X% Success Rate.

Figure VI.1 — SportyUp hero section



Source: (Sporty Up, 2026)

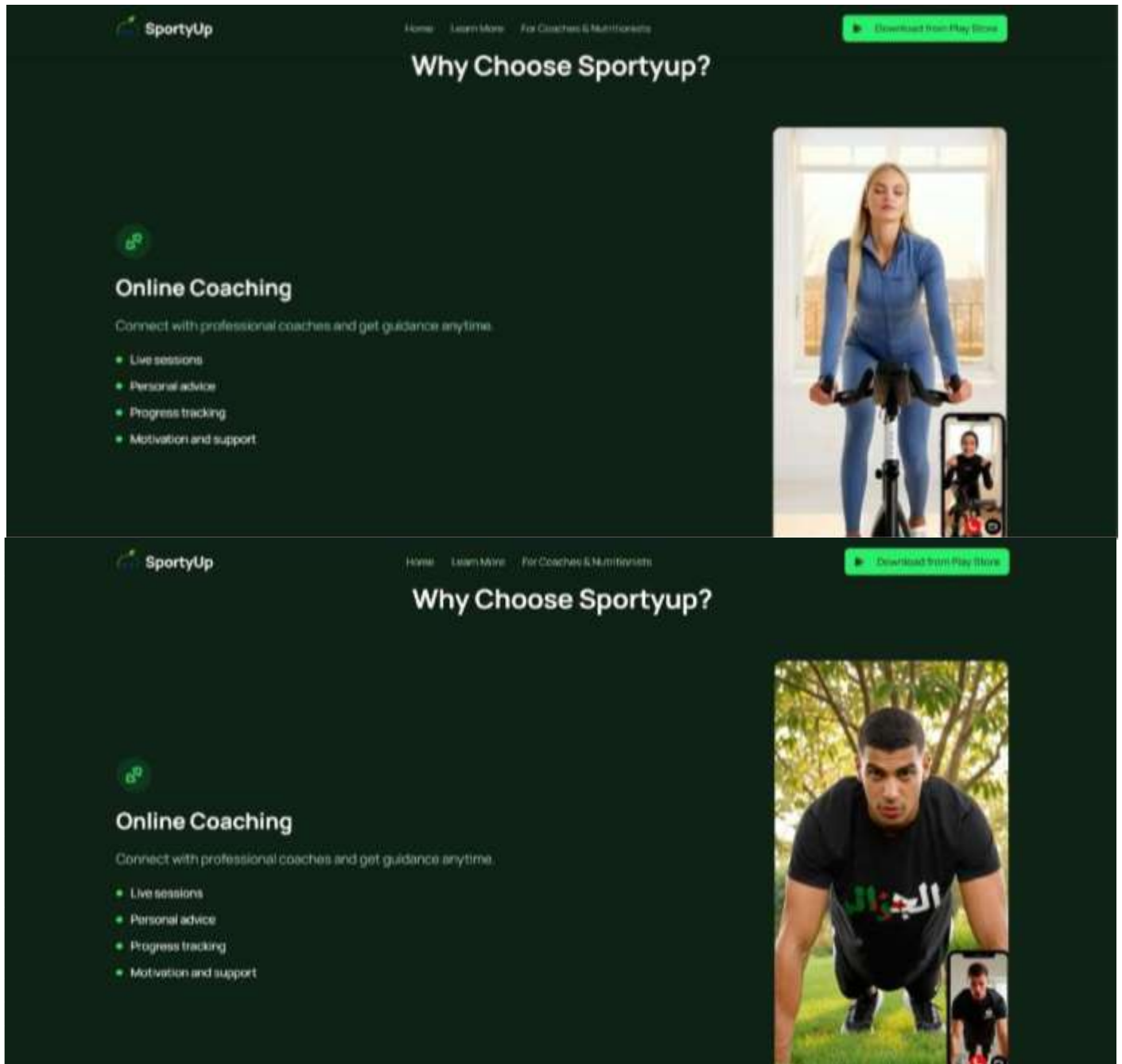
1.2 "Why choose SportyUp?" — Feature highlights

The second major section of the website presents the core features of the platform in an alternating image-text layout, designed to engage visitors with real-world visuals alongside concise feature descriptions.

1.2.1 Online coaching

The online coaching section highlights the ability to connect with professional coaches and receive guidance at any time. Key capabilities include live sessions, personal advice, progress tracking, and motivation and support. The section is paired with images of professional coaches actively working with clients.

Figure VI.3 — Online coaching feature (Algerian coaches)



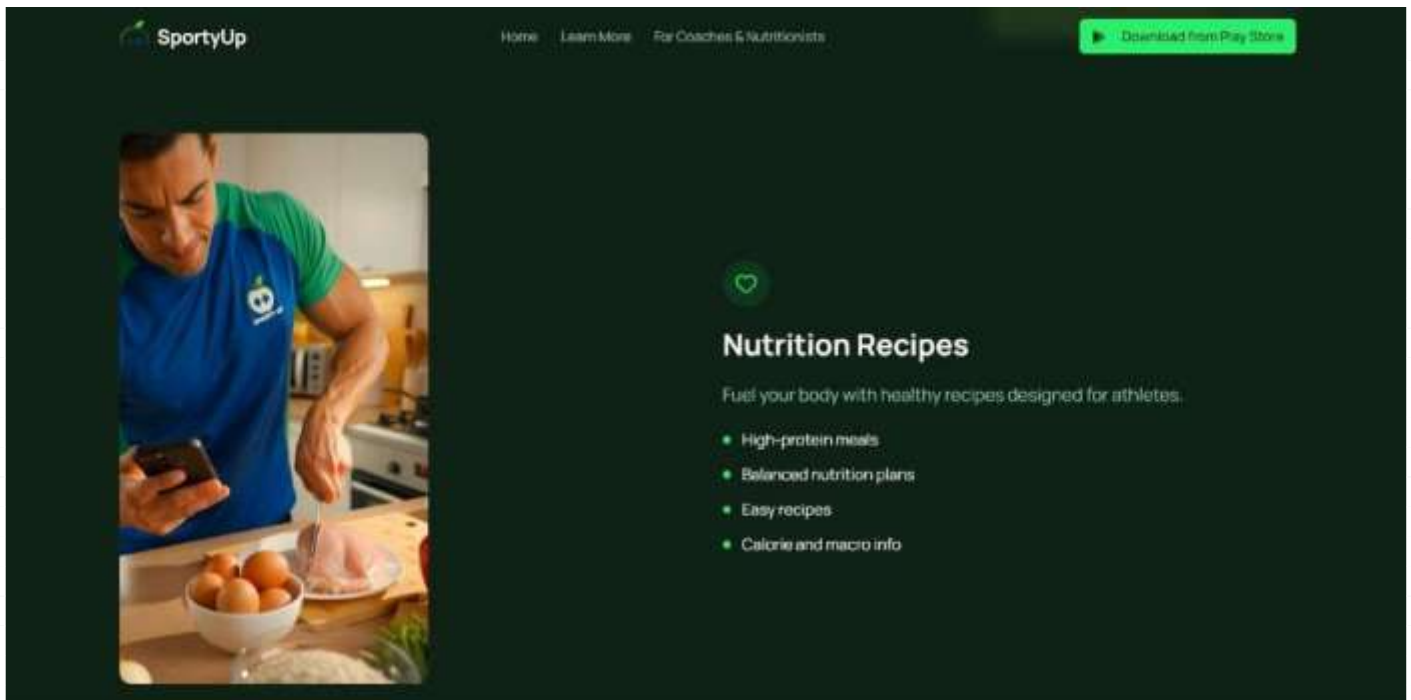
Source: (Sporty Up, 2026)

1.2.2 Nutrition recipes

The Nutrition Recipes section promotes the platform's nutrition module, designed to fuel athletes with healthy, goal-oriented meal plans. Features include high-protein meals, balanced

nutrition plans, easy recipes, and detailed calorie and macro information. The section is illustrated with imagery of a coach preparing meals while referencing the app.

Figure VI.4 — Nutrition recipes section

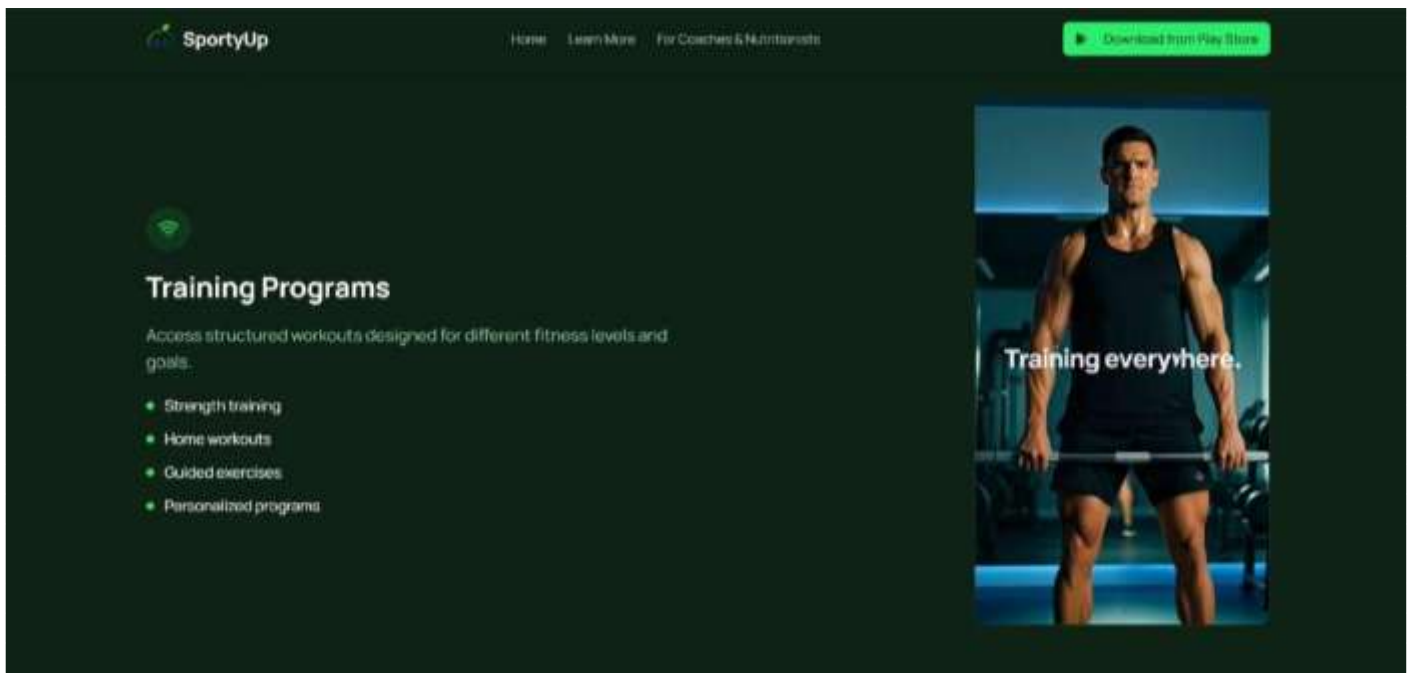


Source: (Sporty Up, 2026)

1.2.3 Training programs

The training programs section showcases the platform's structured workout library. Users can access programs covering strength training, home workouts, guided exercises, and personalized programs tailored to different fitness levels and goals. The section is accompanied by a high-impact visual bearing the message "Training everywhere.", emphasizing the platform's flexibility.

Figure VI.5 — Training programs section

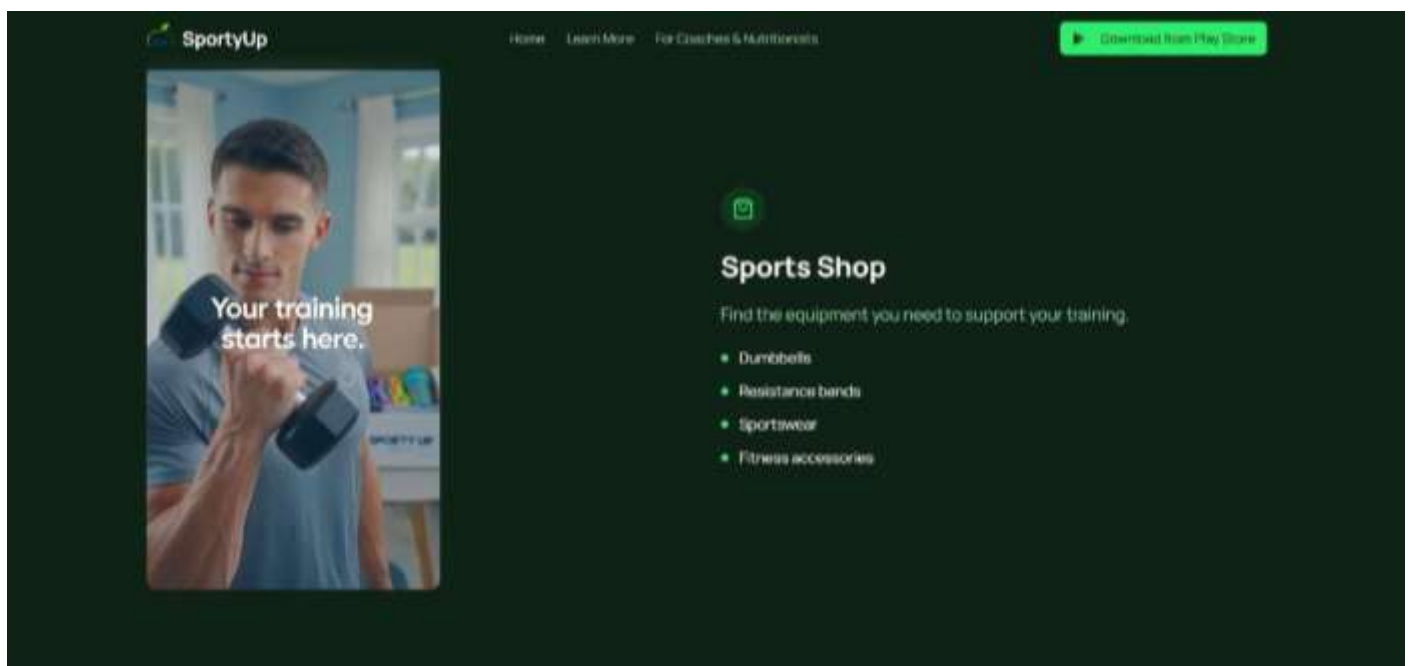


Source: (Sporty Up, 2026)

1.2.4 Sports shop

The Sports Shop section introduces the integrated e-commerce component of the platform. Users can browse and purchase training equipment including dumbbells, resistance bands, sportswear, and general fitness accessories — all within the same app ecosystem. The section tagline "Your training starts here." reinforces the end-to-end nature of the platform.

Figure VI.6 — Sports shop section



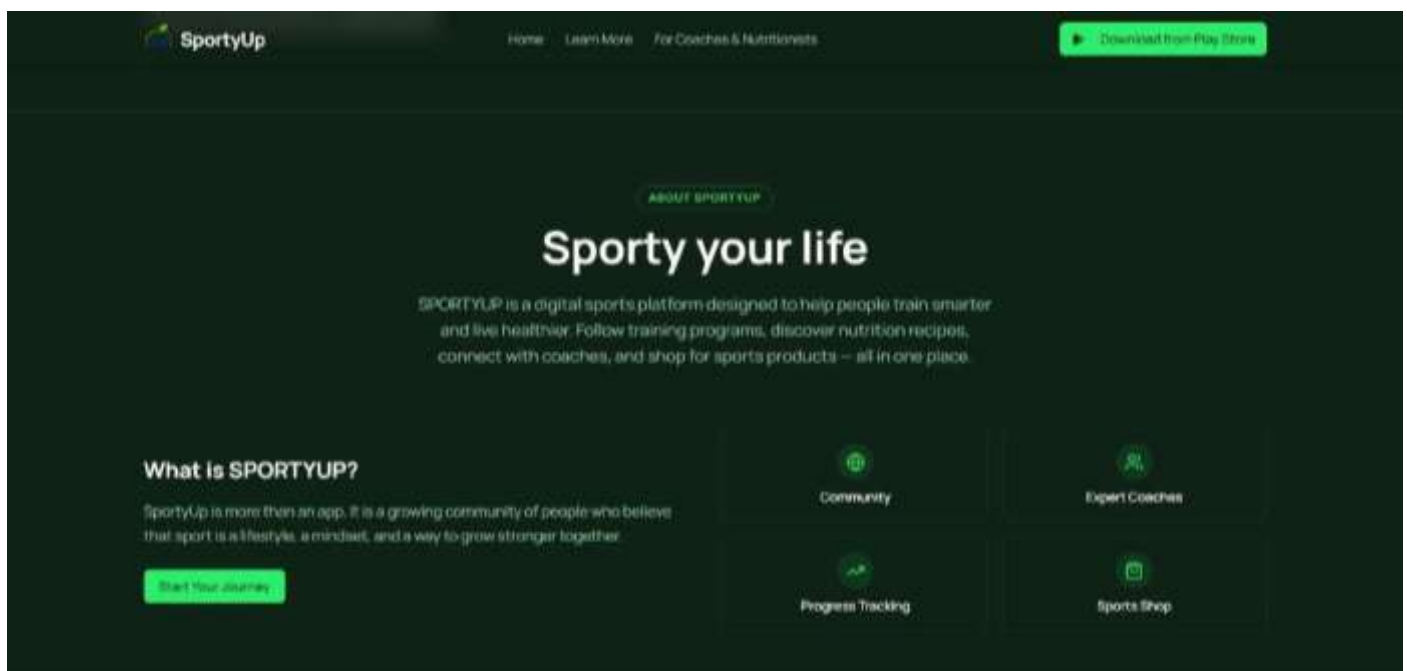
Source: (Sporty Up, 2026)

1.3 "About SportyUp" — platform mission

The About section, labeled "Sporty your life", presents the SportyUp mission statement: a digital sports platform designed to help people train smarter and live healthier enabling users to follow training programs, discover nutrition recipes, connect with coaches, and shop for sports products, all in one place.

This section also introduces the four foundational pillars of the platform: Community, Expert Coaches, Progress Tracking, and Sports Shop, each illustrated with an icon for visual clarity.

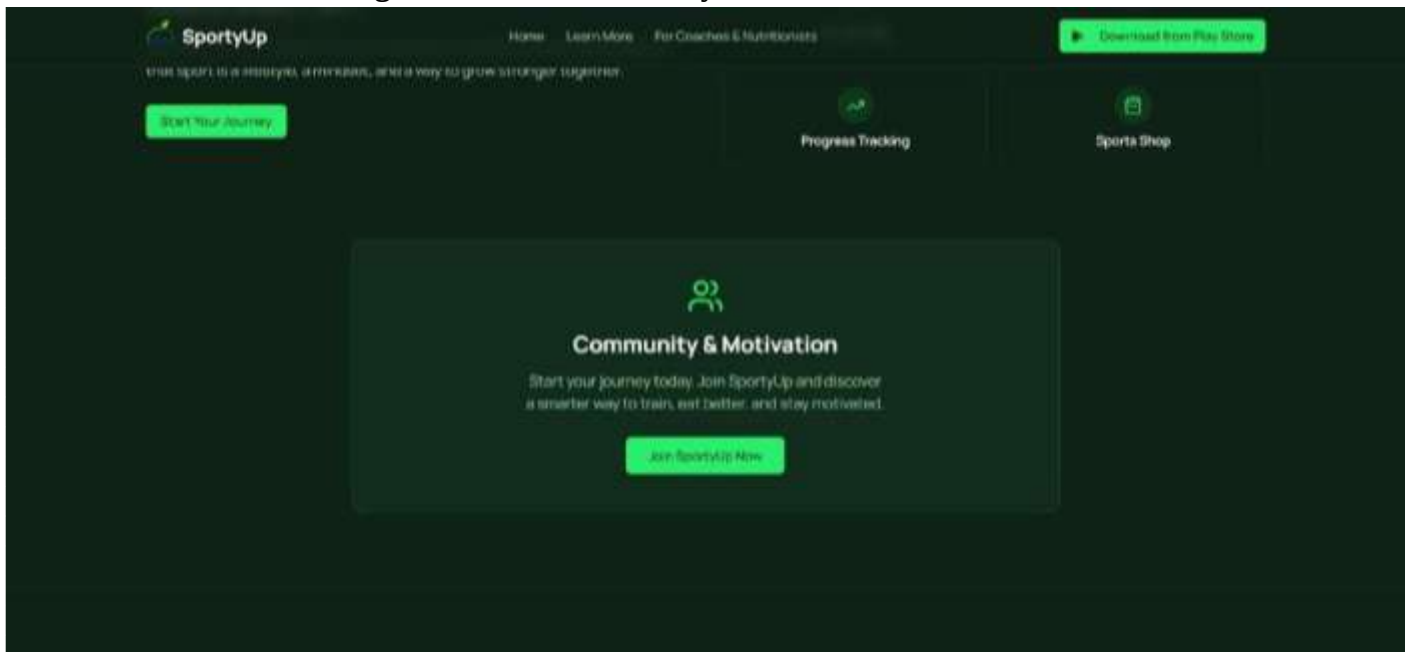
Figure VI.7 — About SportyUp section



Source: ([Sporty Up](#), 2026)

A "Community & Motivation" call-to-action block invites visitors to join SportyUp with the message: "Start your journey today. Join SportyUp and discover a smarter way to train, eat better, and stay motivated."

Figure VI.8 — Community & motivation CTA block



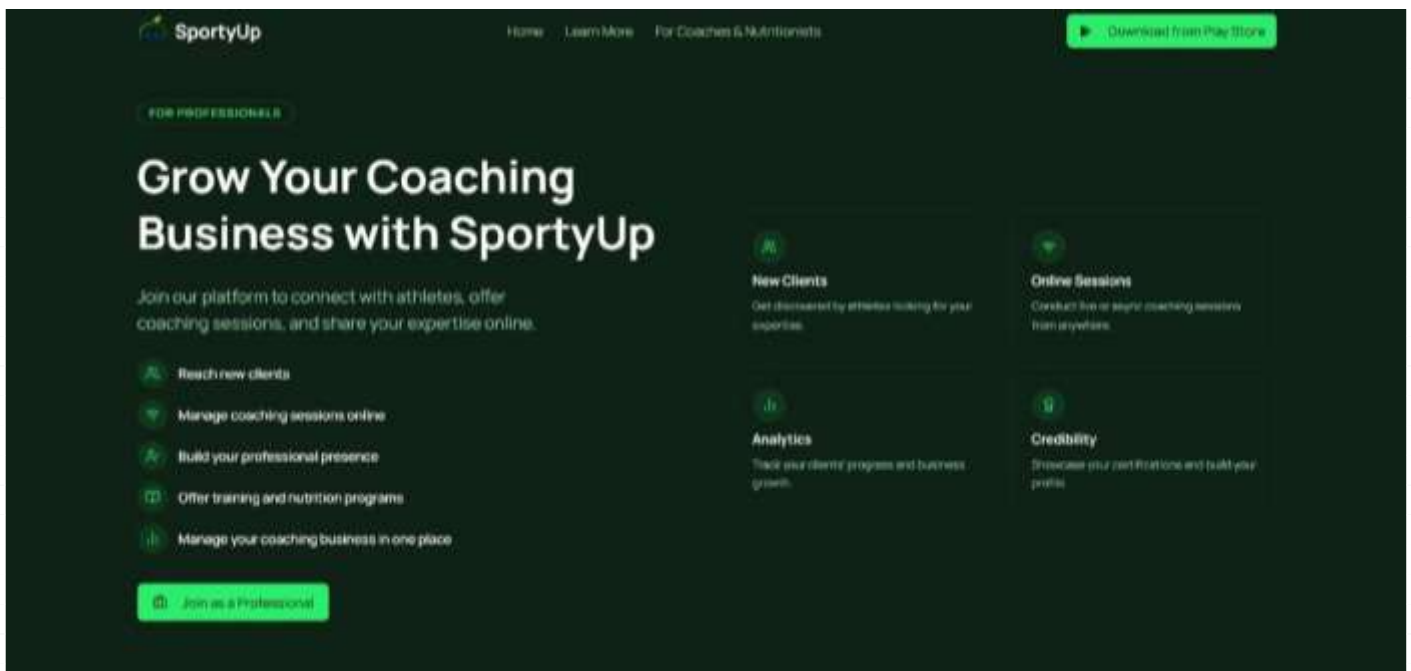
Source: (Sporty Up, 2026)

1.4 "For Professionals" — Coach & nutritionist section

The website includes a dedicated section targeting coaches and nutritionists, titled "Grow Your Coaching Business with SportyUp." This section speaks directly to professional users, inviting them to join the platform to connect with athletes, offer coaching sessions, and share their expertise online.

Key professional features highlighted include: reaching new clients, managing coaching sessions online, building a professional presence, offering training and nutrition programs, and managing the coaching business in one place. The section also features four detailed benefit cards: New Clients, Online Sessions, Analytics, and Credibility.

Figure VI.9 — For professionals section

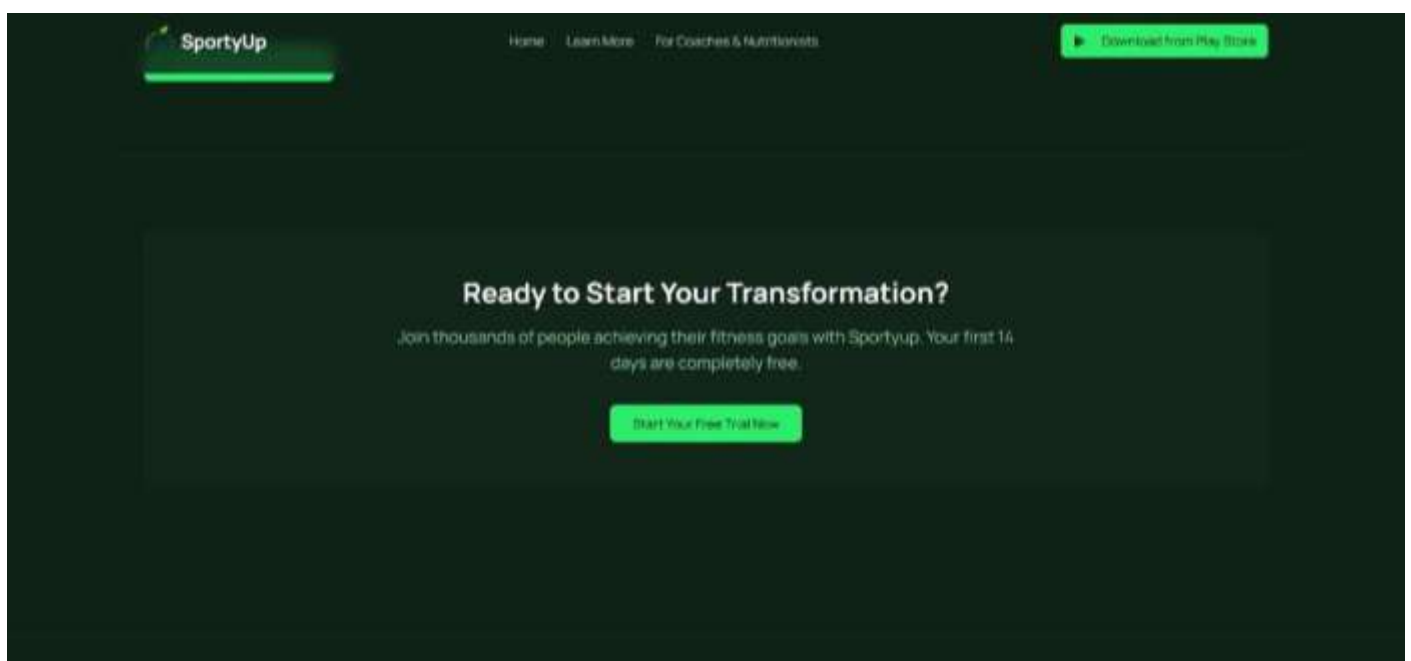


Source: (Sporty Up, 2026)

1.5 Free trial call-to-action

A prominent conversion-focused section presents the offer: "Ready to Start Your Transformation?" with a supporting message that the first 14 days are completely free. A single bold button "Start Your Free Trial Now" encourages immediate user action, reducing friction for new sign-ups.

Figure VI.10 — Free trial CTA section



Source: (Sporty Up, 2026)

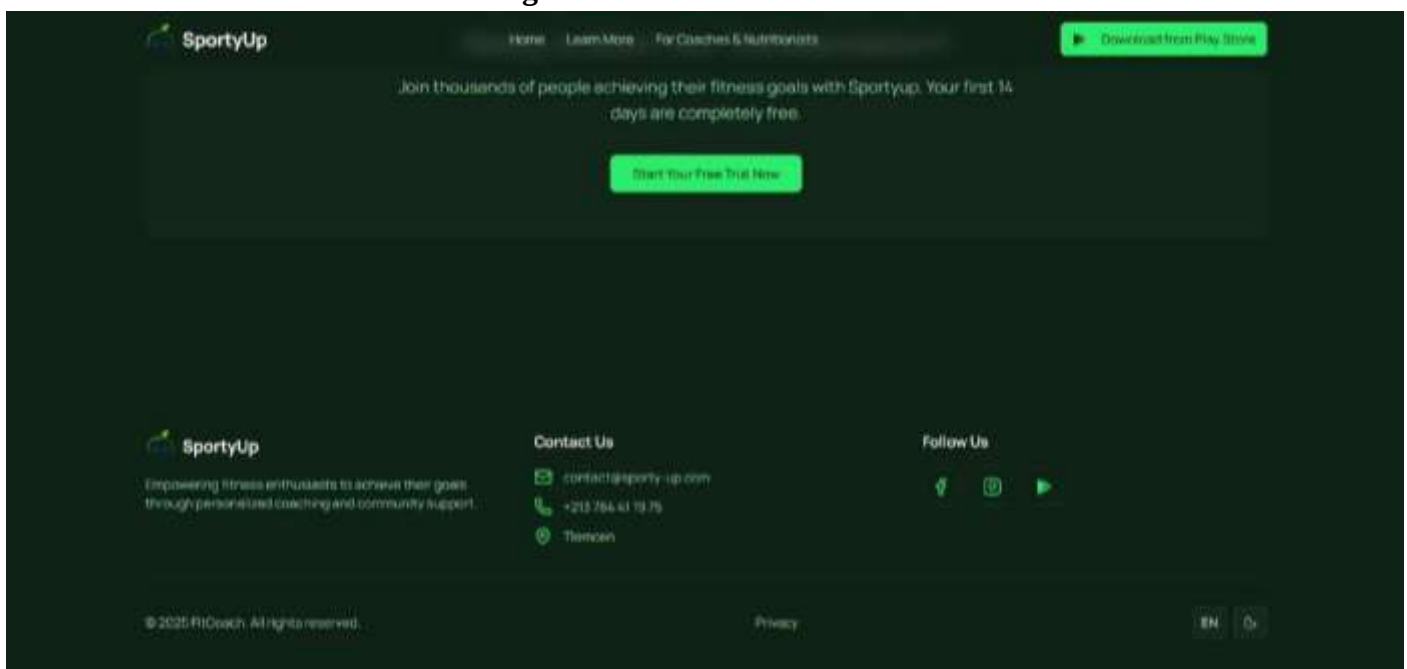
1.6 Website footer

The footer consolidates essential contact and navigation information. It features the SportyUp logo, a brand tagline ("Empowering fitness enthusiasts to achieve their goals through personalized coaching and community support"), and full contact details:

- Email (sportyupcontact @.com)
- Phone (+213 784 41 19 75)
- Location (Tlemcen, Algeria).
- Social media links to Facebook, Instagram, and the Play Store are also provided.

The footer also includes a language toggle (EN) and privacy policy link.

Figure VI.11 — Website footer

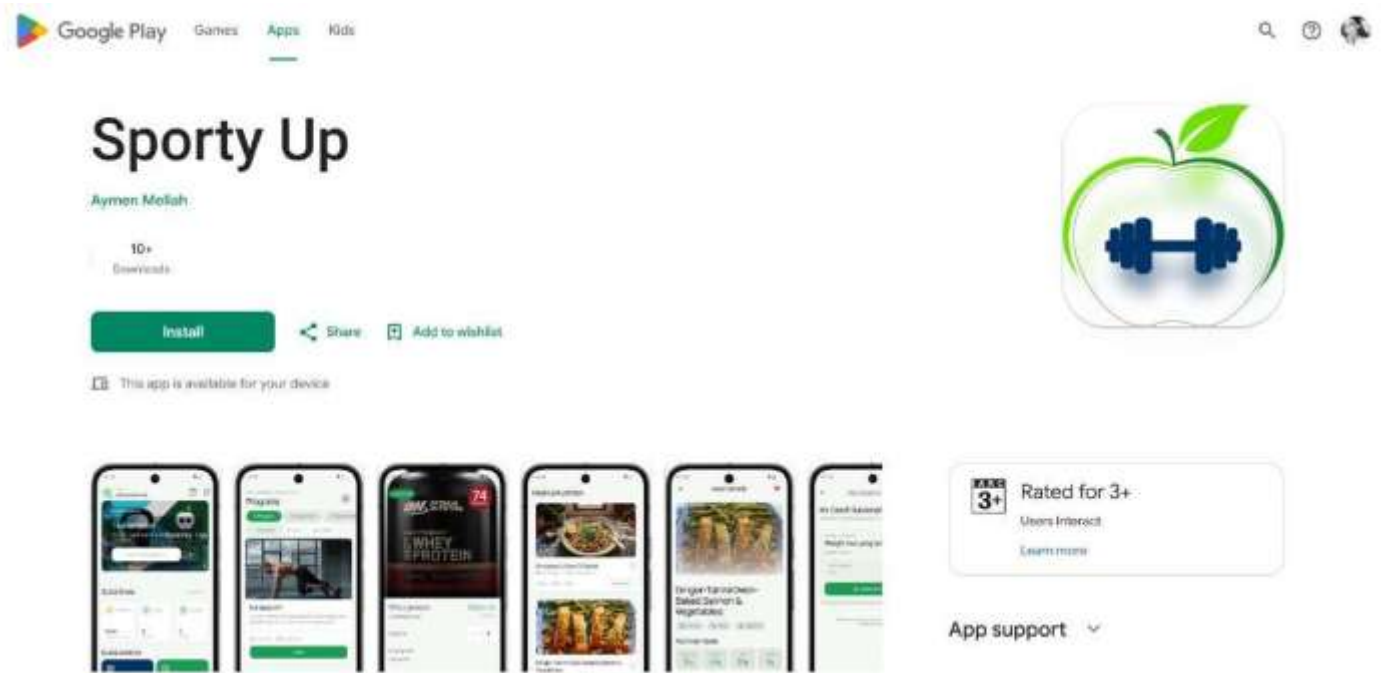


Source: (Sporty Up, 2026)

1.7 Google play store listing

The SportyUp mobile application is published on the Google Play Store under the developer name Aymen Mellah. The listing displays the app icon, download count, and a series of in-app screenshots covering the home dashboard, training programs, nutrition tracking, and meal detail views. The app is rated for users aged 3 and above and is marked as available for the test device, confirming successful deployment to the Play Store.

Figure VI.12 — SportyUp Google play store listing

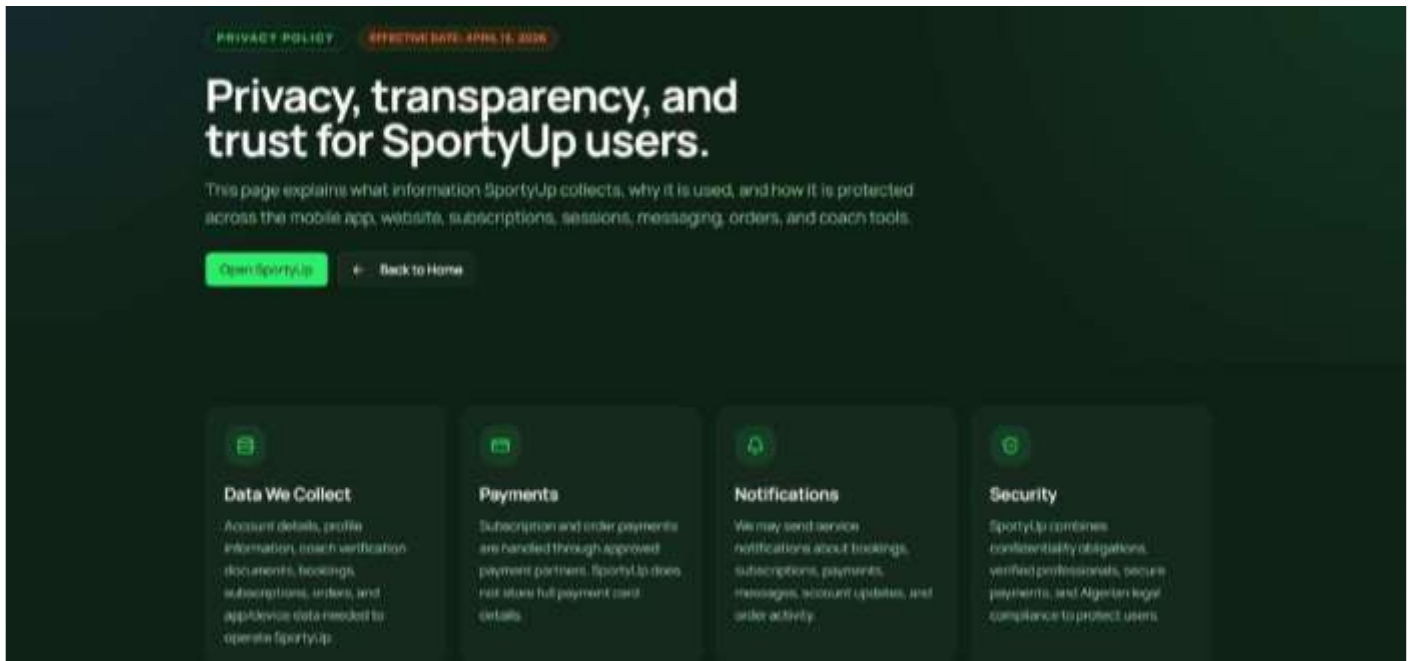


Source: ([Sporty Up](#), 2026)

1.8 Privacy policy page

In compliance with Google Play Store requirements and applicable Algerian data protection regulations, a dedicated Privacy Policy page was developed and published on the website. The policy became effective on **April 15, 2026**, and covers all aspects of data collection and use across the mobile app, website, subscriptions, sessions, messaging, orders, and coach tools.

Figure VI.13 — Privacy policy overview page



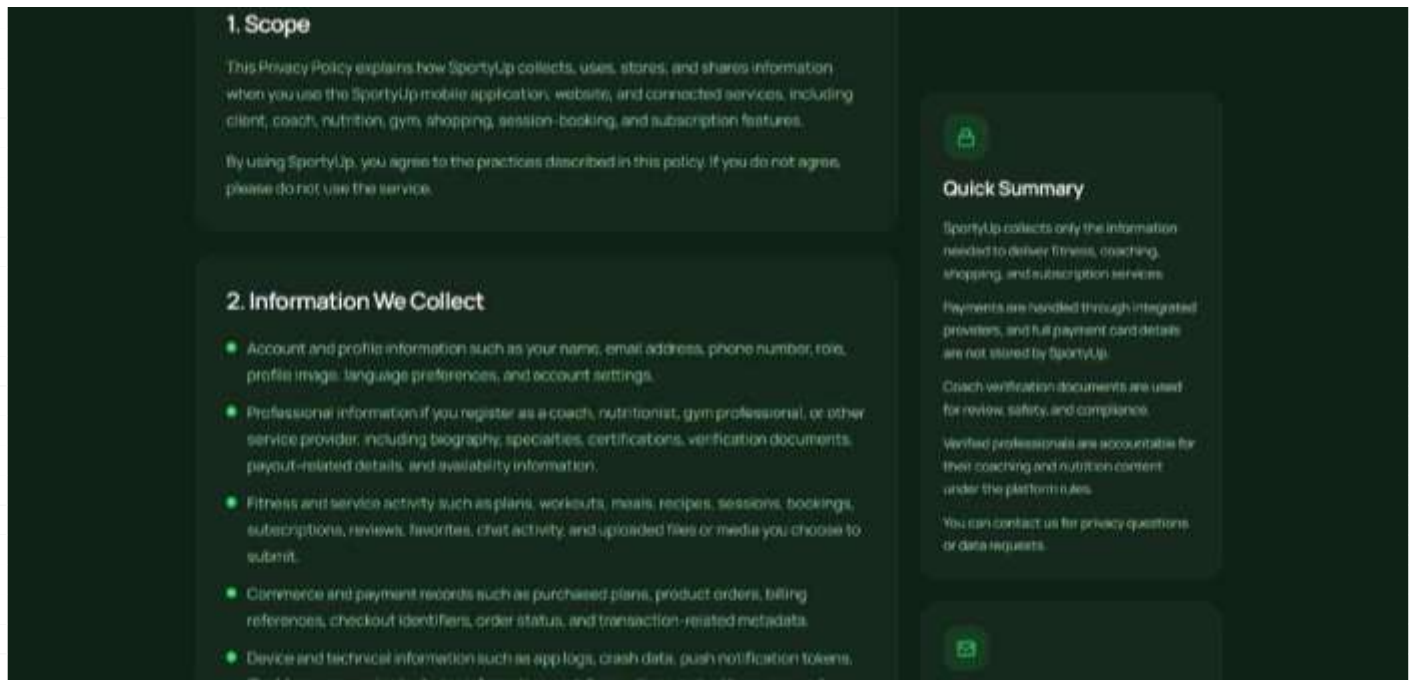
Source: (Sporty Up, 2026)

The policy is structured into twelve sections:

1. **Scope:** defines the coverage of the policy across all SportyUp services.
2. **information we collect :** account data, professional credentials, fitness activity, commerce records, and device diagnostics.
3. **How We Use Information :** account management, feature delivery, fraud prevention, and service improvement.
4. **How information may be shared :** limited sharing with service providers and upon legal obligation.
5. **Payments and orders :** third-party payment processing; no full card numbers stored by SportyUp.
6. **Coach verification and uploaded documents :** secure handling of professional credentials.
7. **Security & privacy framework :** confidentiality obligations, verified professionals, and Algerian legal compliance.
8. **Data retention :** data kept as long as necessary per legal and operational requirements.
9. **Your rights and choices :** profile access, deletion requests, notification management, and regional rights.

10. **Children's privacy** : platform not intended for users under 13.
11. **International processing** : cross-border data handling with appropriate safeguards.
12. **Changes to this policy** : update notifications via the app or service.

Figure VI.14 — Privacy policy : Scope & information collected



Source: (Sporty Up, 2026)

Figure VI.15 — Privacy Policy: how information is used, sharing & payments

The screenshot displays the SportyUp Privacy Policy page, which is organized into several sections with green icons and bullet points. The background is a dark teal color.

Top Section: A green icon of a document with a checkmark is followed by two bullet points:

- Commerce and payment records such as purchased plans, product orders, billing references, checkout identifiers, order status, and transaction-related metadata.
- Device and technical information such as app logs, crash data, push notification tokens, IP address, approximate device information, and diagnostics required to secure and improve the service.

Section 3: How We Use Information

A green icon of a document with a checkmark is followed by a list of seven bullet points:

- Create and manage your account and profile.
- Deliver training, nutrition, subscription, session, shopping, and messaging features.
- Verify professionals accounts and review submitted documents.
- Process checkouts, orders, subscription activations, renewals, withdrawals, and refunds when applicable.
- Send important transactional notifications and service updates.
- Protect users, prevent abuse, investigate fraud, and enforce our terms and policies.
- Analyze performance, troubleshoot issues, and improve the user experience.

Section 4: How Information May Be Shared

A green icon of a document with a checkmark is followed by three paragraphs:

We may share limited information with service providers that help us operate SportyUp, such as cloud infrastructure, authentication, database, notifications, communications, videochat, storage, and payment partners.

If you use coach, nutrition, or booking features, certain profile and activity information may be visible to the relevant coach, client, admin, or merchant as needed to provide the requested service.

We may also disclose information when required by law, to protect rights and safety, or in connection with a business reorganization, merger, or asset transfer.

Section 5: Payments and Orders

A green icon of a document with a checkmark is followed by two paragraphs:

Payments for subscriptions, sessions, gifts, and shop orders may be processed by third-party payment providers integrated with SportyUp. We receive transaction status information and related references needed to confirm and manage purchases.

SportyUp does not store full payment card numbers or full payment credentials inside the app.

Quick Summary (Right Side)

A green icon of a document with a checkmark is followed by the text:

SportyUp collects only the information needed to deliver fitness, coaching, shopping, and subscription services.

Payments are handled through integrated providers, and full payment card details are not stored by SportyUp.

Coach verification documents are used for review, safety, and compliance.

Verified professionals are accountable for their coaching and nutrition content under the platform rules.

You can contact us for privacy questions or data requests.

Source: (Sporty Up, 2026)

Figure VI.17 — Privacy policy: coach verification & security, data retention & security framework

6. Coach Verification and Uploaded Documents

If you apply as a coach or professional, you may upload certificates, identity or verification materials, and related professional documents. These materials are used to review your eligibility, maintain trust and safety, and support compliance or dispute handling.

Verification documents are only accessed by authorized personnel and service providers with a legitimate operational need.

7. Security & Privacy Framework

- Data confidentiality is a core obligation for SportyUp and the coaches or nutritionists using the platform. Personal data, health-related information, and commercial data may only be used within the scope of the service relationship.
- Coaches and nutritionists must handle user information responsibly and may not share false, misleading, unauthorized, or off-platform disclosures of user data. Access is limited to the relationship created through SportyUp.
- Payments are processed through SportyUp's integrated payment infrastructure, including CDR bank transfer, and certified electronic payment methods that create a secure and traceable transaction trail.
- SportyUp acts as the digital intermediary. The legal and professional responsibility for training programs and nutritional advice remains with the verified coach or nutritionist who created that content.
- Every coach and nutritionist must provide diplomas or certifications, accept the platform rules, and maintain professional ethical standards before and during access to SportyUp.
- SportyUp may suspend or terminate a professional account if platform rules are violated or if conduct compromises user trust, data safety, or service integrity.
- This framework is governed by Algerian law, which guides data handling, payments, and user-rights expectations for the platform.

8. Data Retention

We keep information for as long as reasonably necessary to operate the service, maintain account history, comply with legal obligations, resolve disputes, prevent fraud, and enforce our agreements.

Retention periods may vary depending on the type of data, whether you are a client or professional, and whether records are needed for payments, accounting, moderation, safety, or legal compliance.

Quick Summary

SportyUp collects only the information needed to deliver fitness, coaching, shopping, and subscription services.

Payments are handled through integrated providers, and full payment card details are not stored by SportyUp.

Coach verification documents are used for review, safety, and compliance.

Verified professionals are accountable for their coaching and nutrition content under the platform rules.

You can contact us for privacy questions or data requests.

Quick Summary

SportyUp collects only the information needed to deliver fitness, coaching, shopping, and subscription services.

Payments are handled through integrated providers, and full payment card details are not stored by SportyUp.

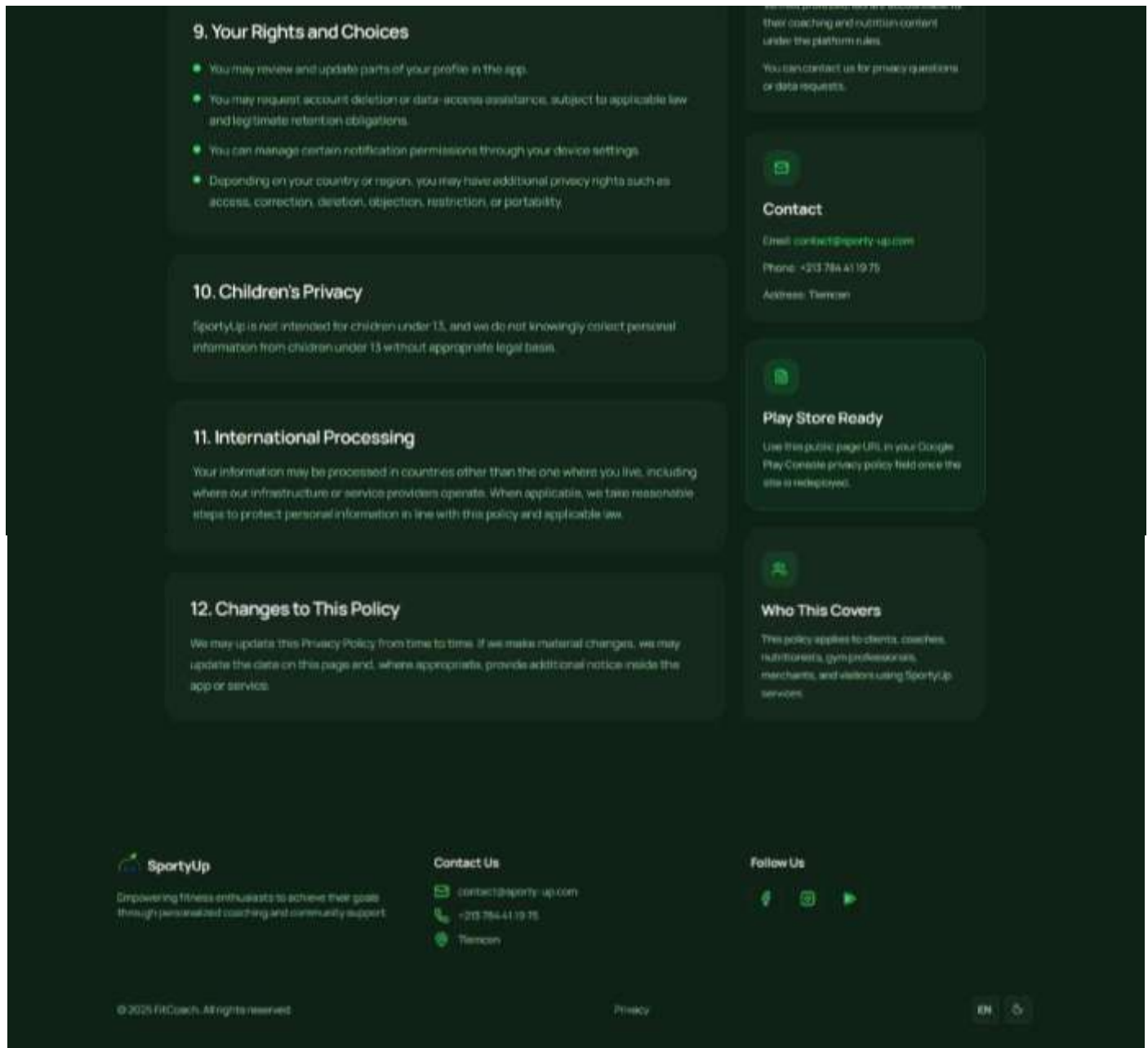
Coach verification documents are used for review, safety, and compliance.

Verified professionals are accountable for their coaching and nutrition content under the platform rules.

You can contact us for privacy questions or data requests.

Source: (Sporty Up, 2026)

Figure VI.19 — Privacy policy: User Rights, children & international processing, Policy Changes & Who This Covers

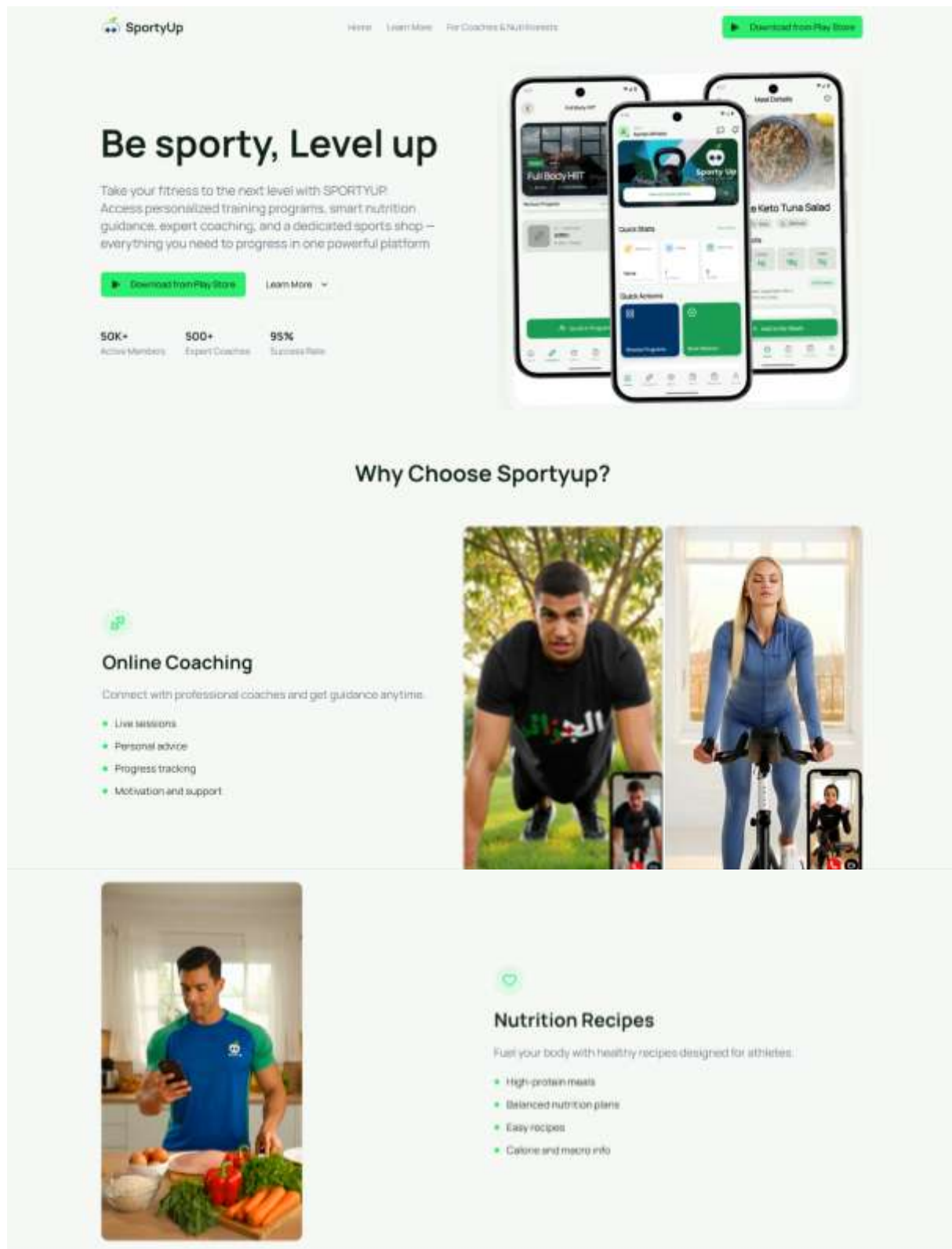


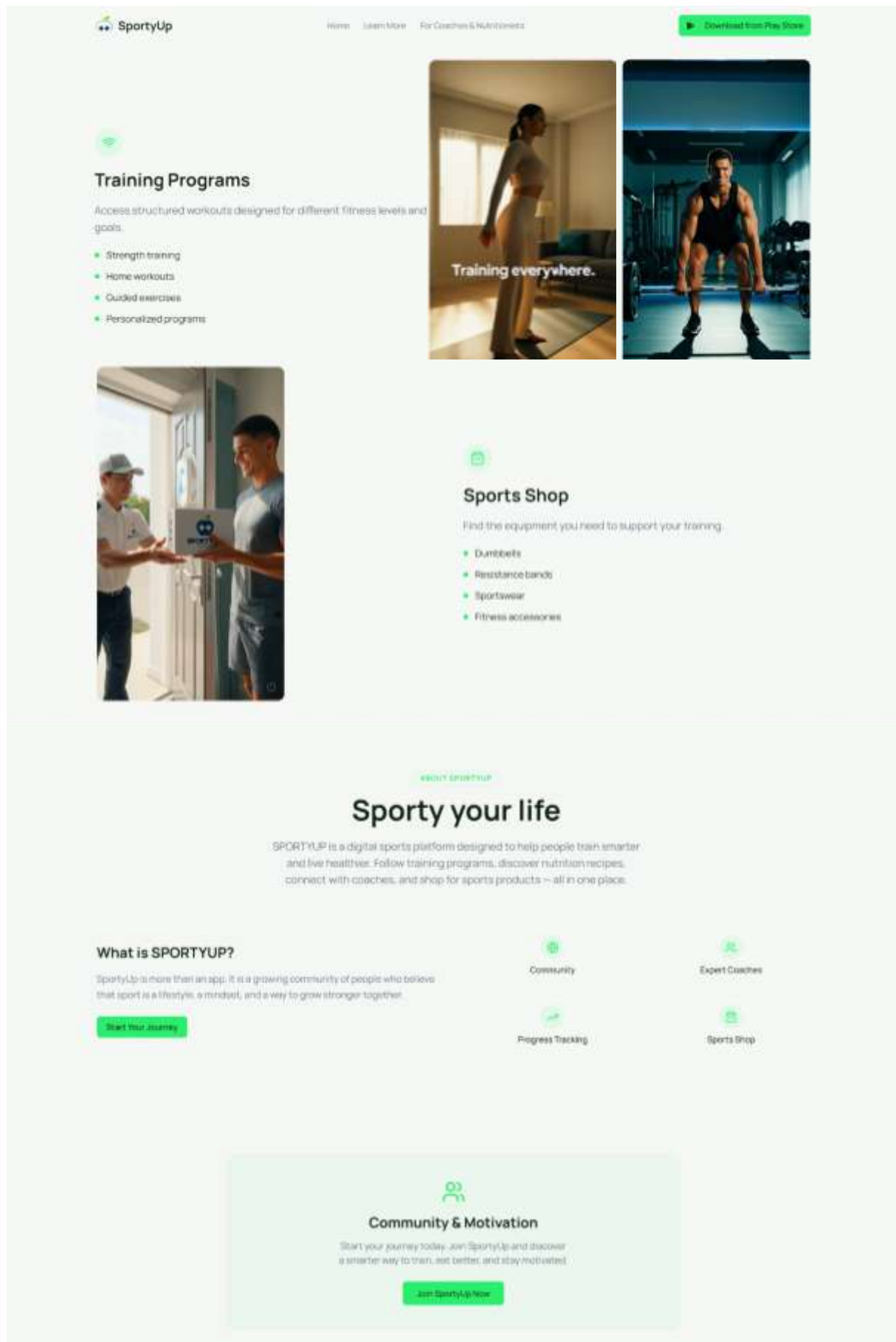
Source: (Sporty Up, 2026)

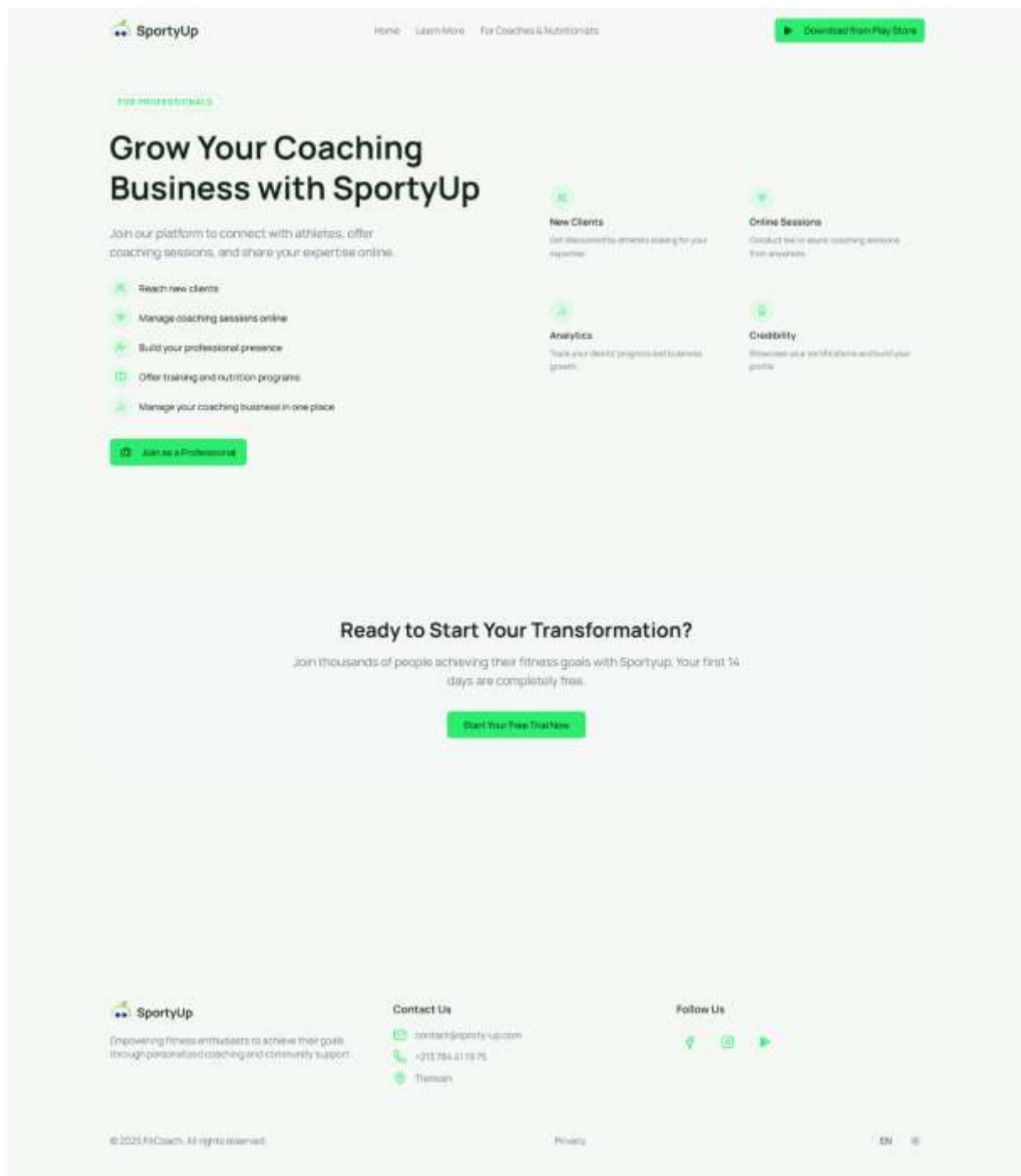
In summary, the SportyUp website serves as a comprehensive and professional digital presence that supports the platform's launch strategy. It effectively communicates the product's value to both end-users and professional service providers, while meeting all technical, legal, and store compliance requirements necessary for a production-grade mobile application.

1.9 The light theme overview

Here is the original overview of the website in the light mood:







Source: (Sporty Up, 2026)

2. Application overview

2.1 Introduction

The present section provides a structured analysis of the experimental prototype developed as part of this academic entrepreneurship project. The prototype constitutes a mobile-first coaching management platform named SportyUp, evidence of which is directly visible in the financial transaction screen ("SportyUp Subscription – Plan: Starter"). The analysis is grounded exclusively in the application screens captured and provided, spanning the coach-facing interface across modules covering financial oversight, session management, client relations, program creation, nutrition planning, and profile settings. Any statement that cannot be confirmed from a visible screen is explicitly flagged.

2.2 General description of the application

2.2.1 Purpose

SportyUp is a B2B2C fitness coaching management platform designed to digitalise and streamline the operational workflow of independent professional fitness coaches in Algeria. The application provides coaches with a unified mobile workspace to create and sell subscription plans, build structured training and nutrition programs, schedule and manage group or individual sessions, communicate with clients, and track revenue — all within a single native application.

2.2.2 Target users

The primary target user, as evidenced by every screen analysed, is the professional fitness coach. The profile screen confirms a real test account ("Coach Mounia", specialty: HIIT, Wilaya 13 – Tlemcen, affiliated gym: Salle Oxygen) operating under the Starter subscription tier. A secondary user — the client — is indirectly visible through client records (Leila, Oxygene, Safa, Maroua), subscription logs, and the direct messaging interface. Client-facing screens are documented in section 2.3.3 and 2.4.8 of this report, which provide a full analysis of the client application interface.

2.2.3 Core problem addressed

Independent coaches in Algeria typically rely on fragmented tools — WhatsApp for messaging, spreadsheets for program delivery, and informal cash transactions — leading to poor client retention, program inconsistency, and revenue leakage. SportyUp addresses this fragmentation by providing an integrated operational dashboard that unifies subscription billing

(in Algerian Dinar, DZD), structured program delivery, session booking, and client communication.

2.2.4 Value proposition

SportyUp's value proposition is threefold: (1) it reduces administrative overhead for coaches by automating client assignment and real-time program syncing; (2) it professionalises content delivery through structured, multi-day program tables with PDF export capability; and (3) it introduces a transparent, app-native revenue model with a platform subscription fee (3,500 DA, visible in the financial dashboard) and coach-to-client subscription revenues. The trilingual interface (English, French, Arabic) further extends its addressable market across Algeria's linguistically diverse population.

2.3 Navigation Structure and User Journey

2.3.1 Navigation architecture

The application uses a persistent five-tab bottom navigation bar visible across all coach screens: Home, Sessions, Plans, Clients, and Profile. This flat navigation model ensures that all primary modules are reachable within one tap from any context, a standard mobile design pattern appropriate for task-switching users. The nutrition-only interface observed in a subset of screens displays a four-tab variant (Home, Plans, Clients, Profile), confirming that the Sessions tab is conditionally surfaced based on the coach's subscription tier or module access.

2.3.2 Primary user journey (Coach)

The observed coach workflow follows this sequence, derived from the screen set:

- Onboarding: Complete profile (name, wilaya, gym, specialty, bio, certificates) and subscribe to a SportyUp platform plan.
- Plan Creation: Define subscription plans for clients with multilingual titles (EN/FR/AR), pricing in DZD, duration in days, and feature descriptions.
- Program Building: Use the Table Program Studio to build training or nutrition programs structured as Days > Workouts/Meals > Exercises/Ingredients.
- Session Scheduling: Create live or on-site sessions (HIIT, Yoga, Strength, Cardio), set capacity, link Zoom URLs, and publish.
- Client Assignment: Assign programs to subscribed clients; revoke access as needed.

- Client Communication: Message clients directly via in-app chat with media attachment capability and video call icon.
- Revenue Monitoring: Review balance, subscription income, withdrawals, and platform fee deductions from the Home dashboard.

2.3.3 Primary user journey (Client/Athlete)

The client-facing application provides a mirror experience focused on consumption, tracking, and communication. Based on the provided client prototype screens, the journey unfolds as follows:

1. Subscription: The client browses available coaching plans (Training or Nutrition) in the Plans module, views pricing and details, and subscribes to a coach's plan.
2. Home Dashboard: Upon login, the client sees a personalised greeting, workout completion rate, meal count, session booking status, and quick action buttons (Browse Programs, Book Session) alongside assigned program cards and upcoming sessions.
3. Programs: The client accesses the Programs tab to browse available or assigned training programs, filtered by category (No equipment, Household items) and enrolment status.
4. Meals & Nutrition: The client browses a full recipe library with dietary filters (Keto, Flexitarian, Weight Loss, Mass Gain, Healthy, Balanced), views detailed recipe cards including nutritional facts (protein, carbs, fat, fibre), ingredient checklists, and step-by-step preparation instructions, and adds meals to their personal meal plan.
5. Shop: The client can purchase fitness products (equipment, supplements) directly through the in-app shop, with a cart and order history.
6. Profile & Settings: The client manages their account details, reviews session history, manages subscriptions, views order history, and configures language, theme, and notification preferences.
7. Coach Communication: The client can message their assigned coach directly through the in-app chat interface, which also supports video calls.

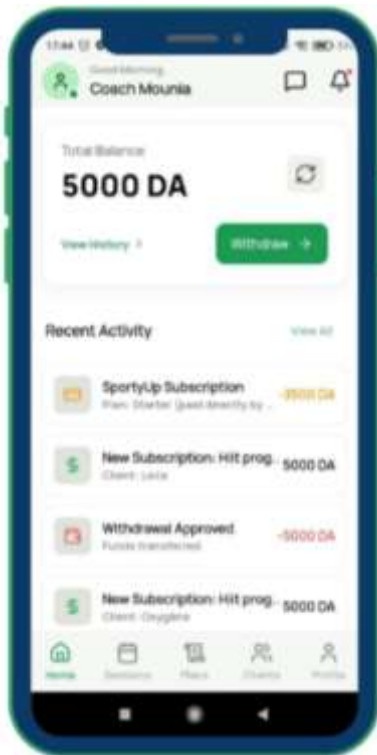
2.4 Core Features and Functionalities

2.4.1 Home Financial Dashboard

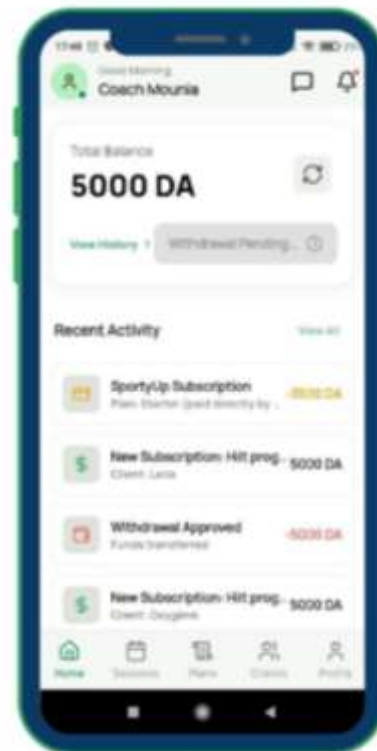
The Home screen displays the coach's total balance (5,000 DA in the live test), a real-time refreshable activity feed, and pending withdrawal status ("Withdrawal Pending" visible

with a clock icon). Each transaction entry includes a type icon, description, client name, and signed amount, allowing the coach to audit revenue flow at a glance. A ‘View History’ link and a ‘Withdraw’ action button are explicitly visible

**Fig. 2.1 – Home dashboard:
balance, activity feed and
withdraw button**



**Fig. 2.2 – Home
dashboard: withdrawal
pending status**



2.4.2 Session Management

The Sessions module enables coaches to create structured group or individual sessions. The creation form captures: session title, date and time (calendar selector), linked program, duration (via a slider, default 45 min), activity type (HIIT, Yoga, Strength, Cardio), format (Online or On-site), a session link (Zoom URL), pricing in DZD, and slot capacity (default 10). A ‘Publish Session’ checkbox controls visibility. The session listing view shows real-time slot occupancy (0/10), a countdown timer (e.g., “6d 22h”), and contextual actions: View Bookings, Edit Session, Delete Session.

Fig. 2.4 – Manage sessions:
session context menu (view
bookings / edit / delete)



Fig. 2.5 – Create session: title, date,
program and duration slider

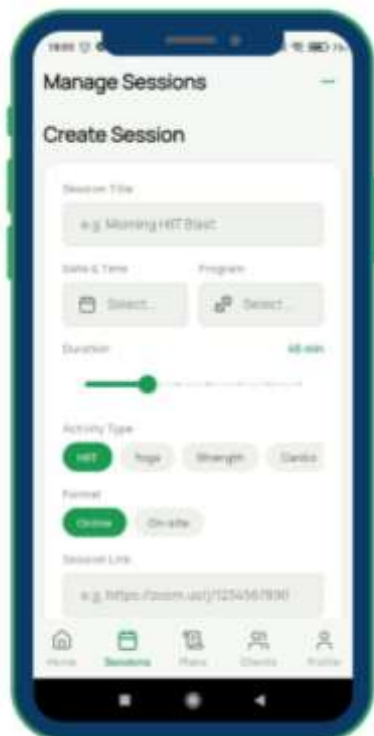


Fig. 2.3 – Manage sessions:
upcoming sessions list with
countdown timer

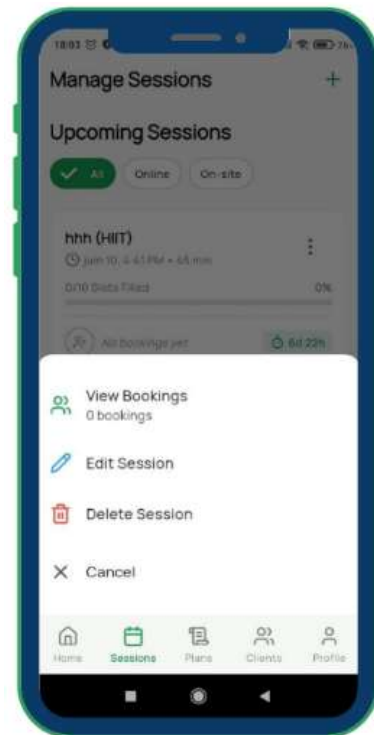
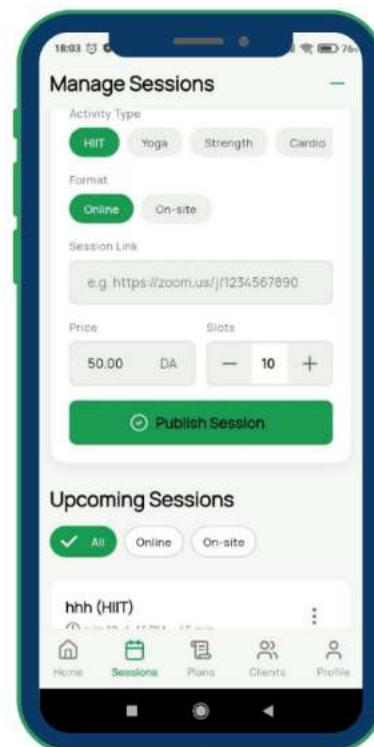


Fig. 2.6 – Create session: Activity type,
format, Zoom link, price & slot controls



2.4.3 Table program studio (training)

The training program builder implements a four-level hierarchy: Program > Day > Workout > Exercise. The Program Frame screen captures title, short description, cover image URL, publication status (Draft / Published / Archived), and an accent style selector (Signature, Sunset, Ocean, Berry) for visual branding. Days are reorderable via a drag handle and duplicable for efficiency. Each exercise entry records: name, sets (default 3), reps (default 10), rest in seconds (default 60), an optional media link, and optional notes. A real-time sync notice is displayed on every save action: “Saving updates this source program and instantly syncs all active client assignments linked to it.”

Fig. 2.7 – Manage programs: table program studio overview dashboard

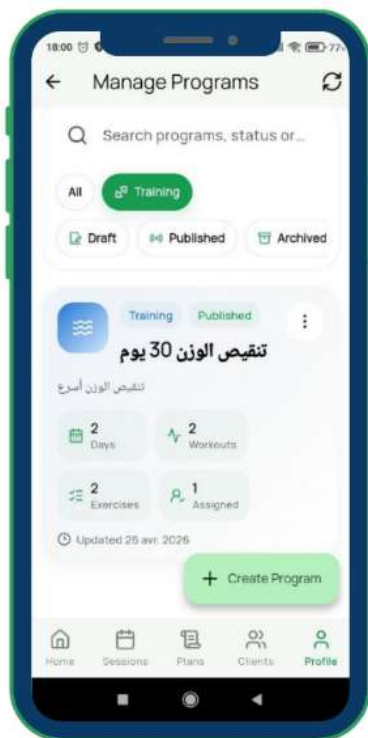


Fig. 2.8 – Manage programs: training program card (list view)

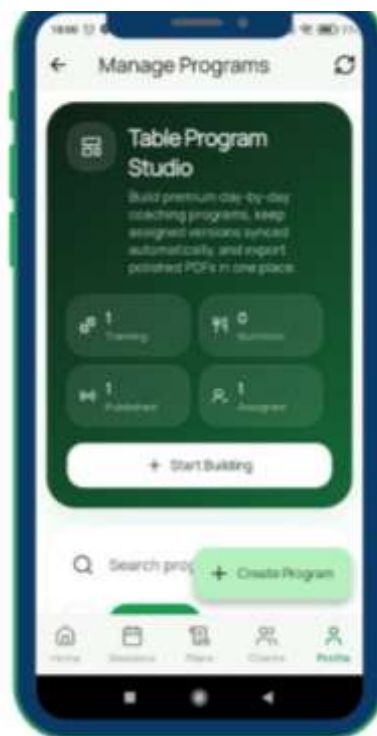
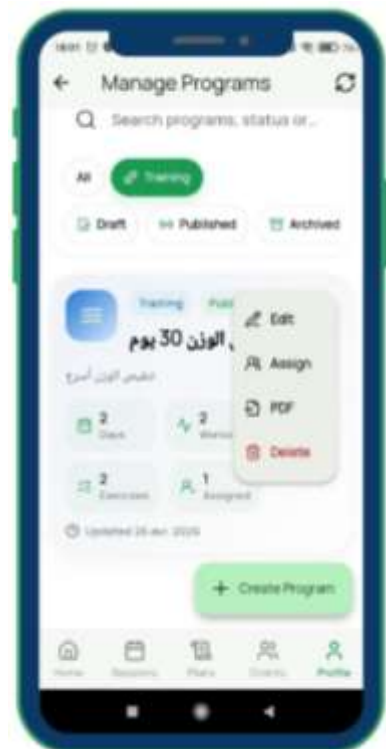
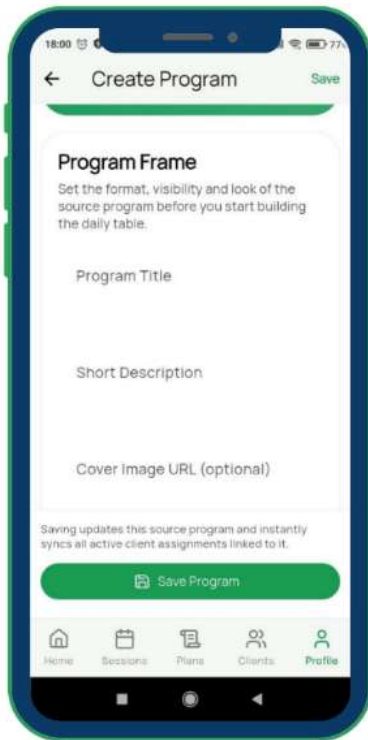


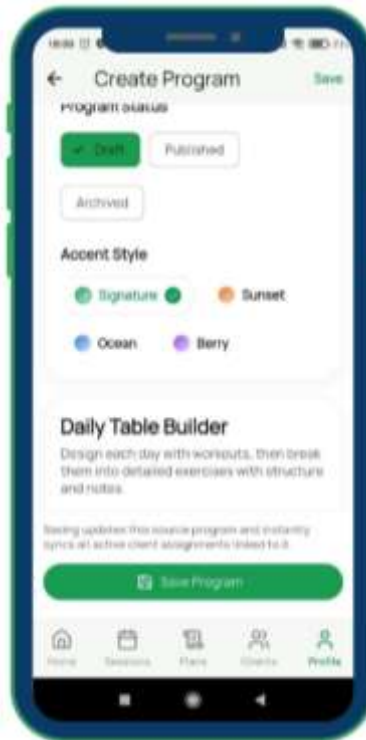
Fig. 2.9 – Manage programs: program actions (edit / assign / PDF / delete)



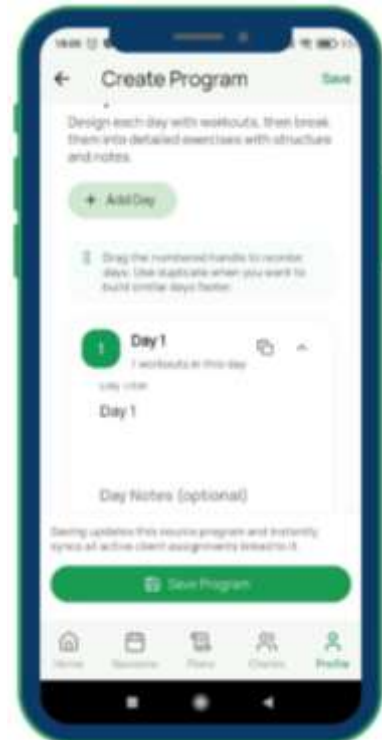
**Fig. 2.10 – Create program:
program frame (title,
description, cover image)**



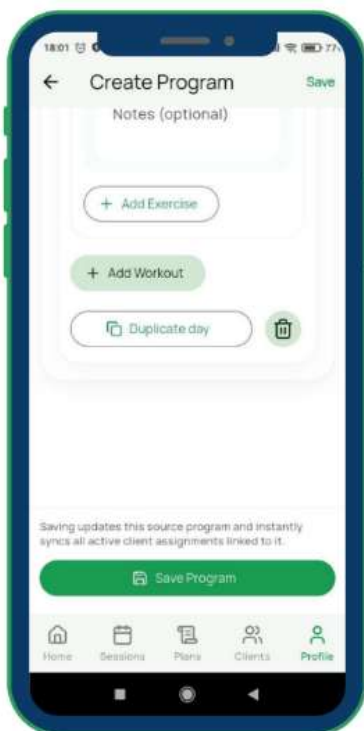
**Fig. 2.11 – Create program:
status lifecycle & accent style
selector**



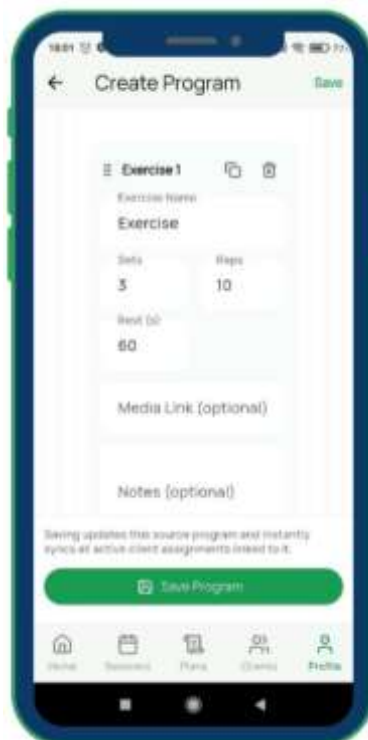
**Fig. 2.12 – Create program:
day builder (add day, drag
handle, duplicate)**



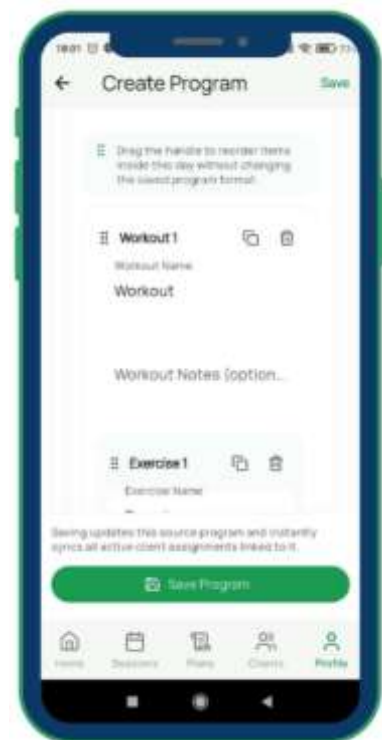
**Fig. 2.15 – Create program:
add workout / exercise,
duplicate day, save
program**



**Fig. 2.14 – Create program:
exercise detail (sets, reps, rest,
media link. notes)**



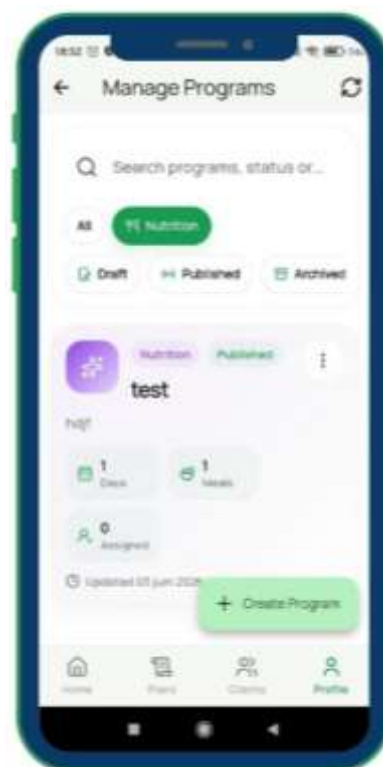
**Fig. 2.13 – Create program:
workout structure &
exercise list within a day**



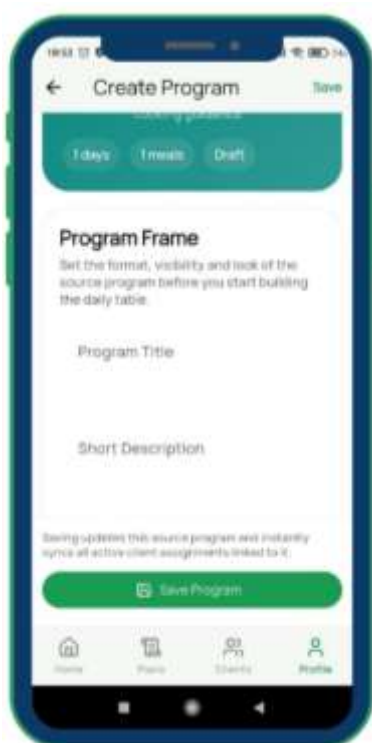
**Fig. 2.16 Manage programs:
published nutrition program card**

2.4.4 Nutrition program module

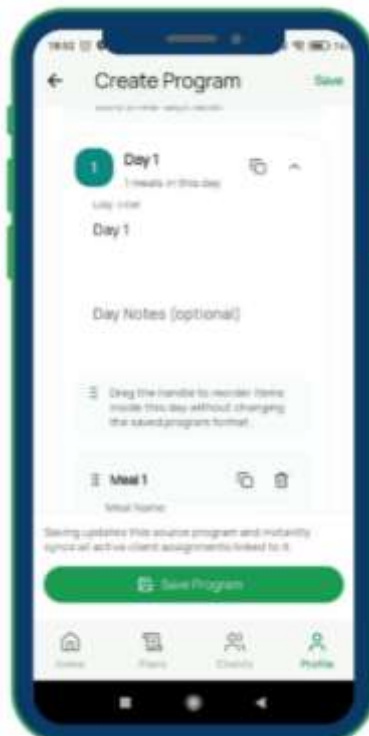
The nutrition module mirrors the training builder with a parallel hierarchy: Program > Day > Meal > Ingredients + Preparation Details. The day view supports day titles, optional notes, and drag-to-reorder items. A ‘Cooking guidance’ label is visible on the program frame screen, confirming the module’s dietary orientation. Program status cycles identically through Draft, Published, and Archived states, with the same sync behaviour. A published nutrition program (“test”, updated 03 juin 2026) is present in the Manage Programs list, confirming end-to-end functionality.



**Fig. 2.17 – Create nutrition
program: frame (title, description,**



**Fig. 2.18 – Create nutrition
program: day & meal builder**



**Fig. 2.19 – Create nutrition
program: ingredient &
preparation details**



2.4.5 Subscription plan studio

The Plans module allows coaches to create client-facing subscription plans with trilingual title and feature descriptions (**English, French, Arabic**). Plan attributes include pricing (DZD), duration (days), and a ‘Recommended Plan’ toggle. The Plan Studio overview confirms: 1 active plan (“Hiit program”, 5,000 DA / 15 days), 6 total subscribers, and a draft status. PDF export, subscriber listing, and plan editing are available per-plan.

Fig. 2.20 – Subscription plans: training plans list

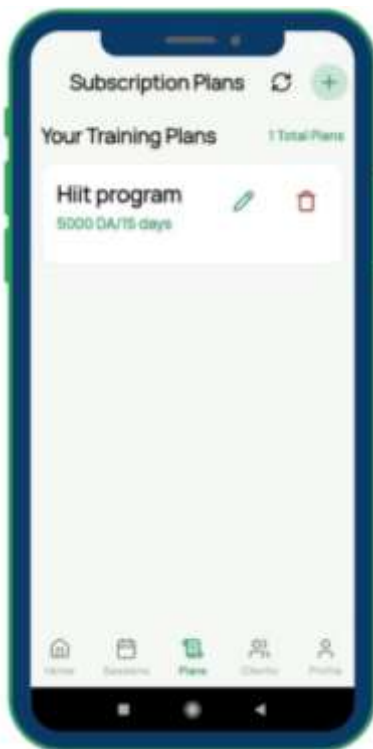


Fig. 2.21 – Plan studio: plan detail view (price, subscribers, edit)

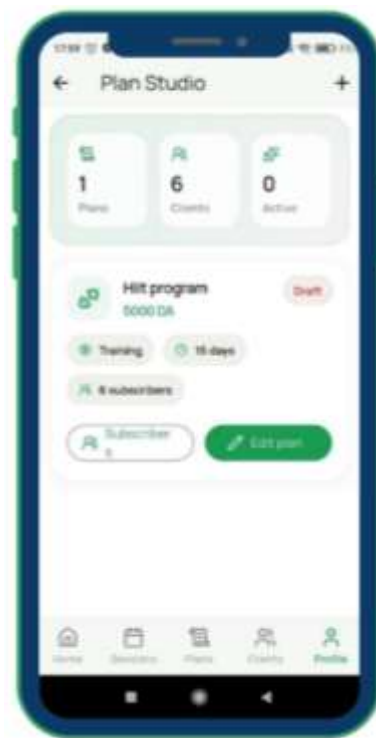


Fig. 2.22 – Create plan: multilingual plan titles (EN/FR /AR)

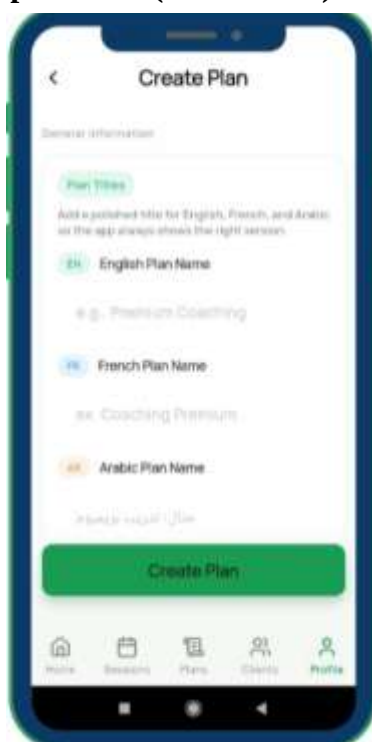


Fig. 2.23 – Create plan: pricing, duration & english feature descriptions

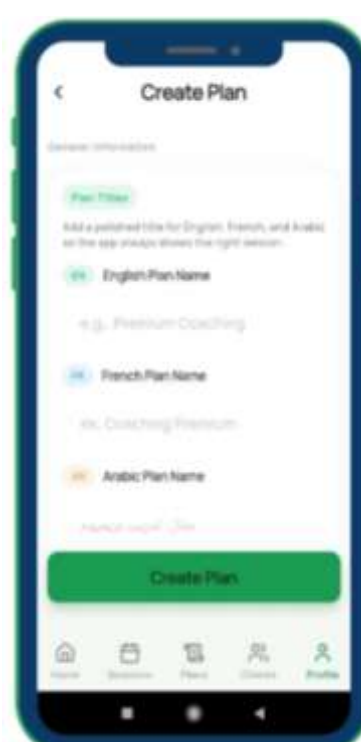
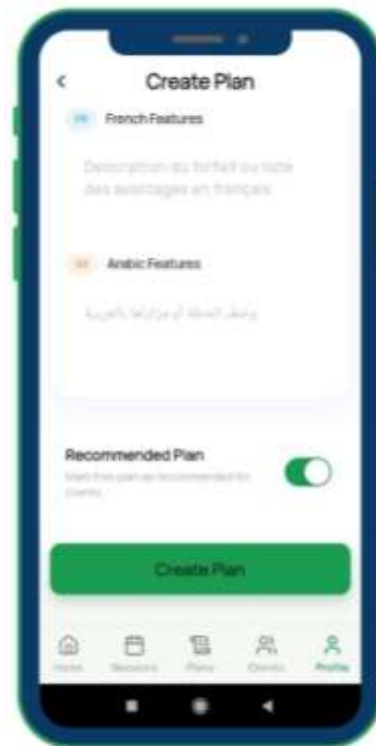


Fig. 2.24 – Create plan: pricing, duration (days) & feature list



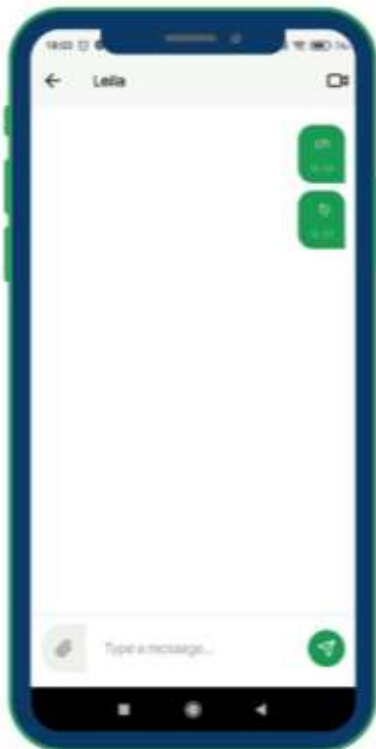
Fig. 2.25 – Create plan: FR / AR features & recommended plan toggle



2.4.6 Client management and communication

The Clients module provides a searchable, filterable list of clients with status badges (SUBSCRIBED), coaching type (PERSONAL COACHING), linked program, delivery format (Online), and a BOOKED tag where applicable. Program assignment screens allow the coach to assign or revoke program access per client, with a note indicating that only clients with an active personal coaching subscription are eligible. An in-app chat interface supports direct messaging with file attachment (paperclip icon) and video call initiation.

**Fig. 2.26 – Coach–Client chat interface
(direct message with Leila)**



**Fig. 2.27 – Clients tab: searchable client list
with SUBSCRIBED / BOOKED badges**

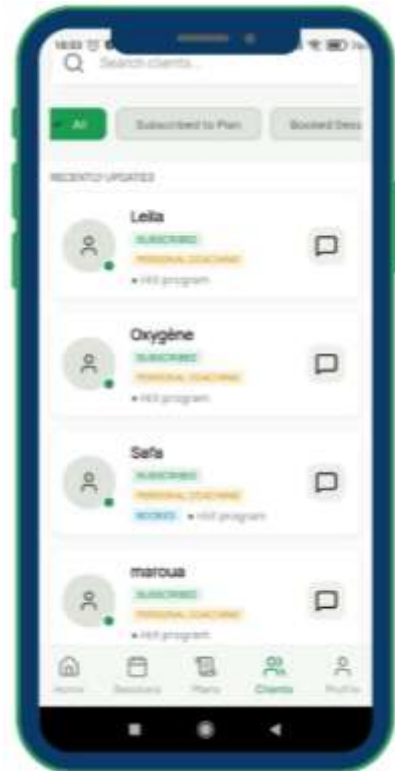


Fig. 2.28 – Clients tab (nutrition context): empty state – No clients found

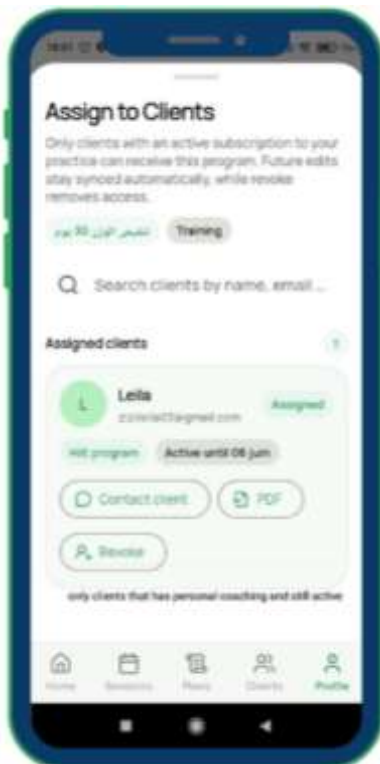
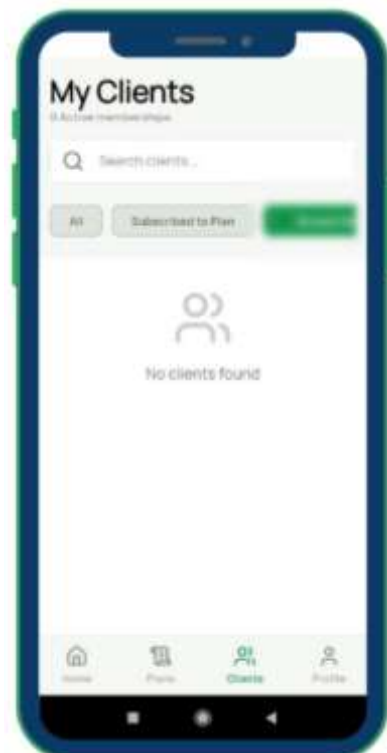


Fig. 2.29 – Assign to clients: assignment, expiry date, contact / PDF / revoke actions



2.4.7 Coach Profile and Settings

The Profile module contains personal information (email, phone, wilaya/location), professional details (gym affiliation — locked field, bio, specialties), a certificates section, and a Plan Studio summary. The Settings panel exposes: Withdrawals, Account Details, My Subscription, Language (UK flag visible, implying English selected), Theme (System), Notifications, Privacy Policy, Website link, and Help & Support.

Fig. 2.32 – My profile: manage programs card & certificates section

Fig. 2.30 – My profile: personal information (name, email, wilaya, gym)

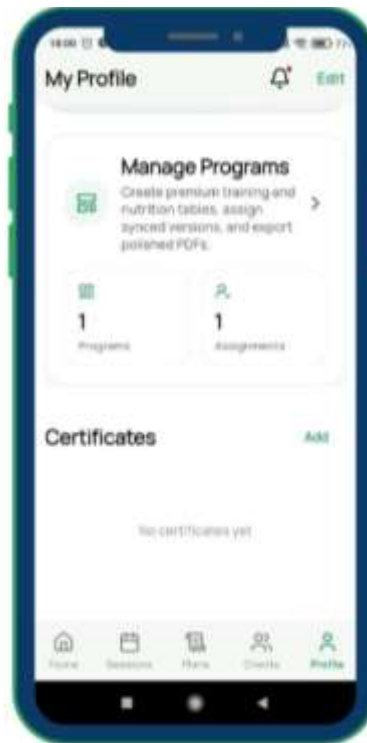
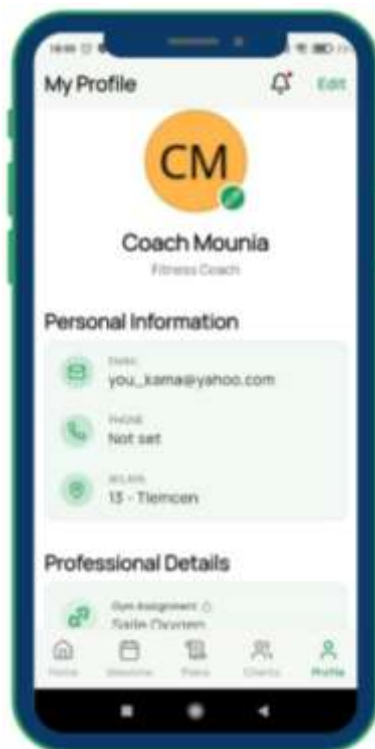


Fig. 2.31 – My profile: bio, specialty & plan studio summary

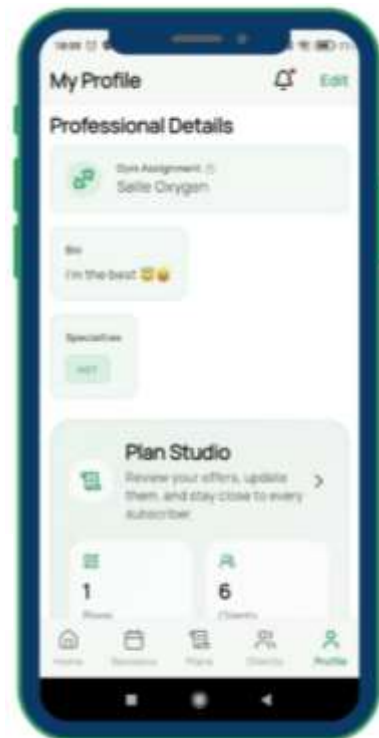
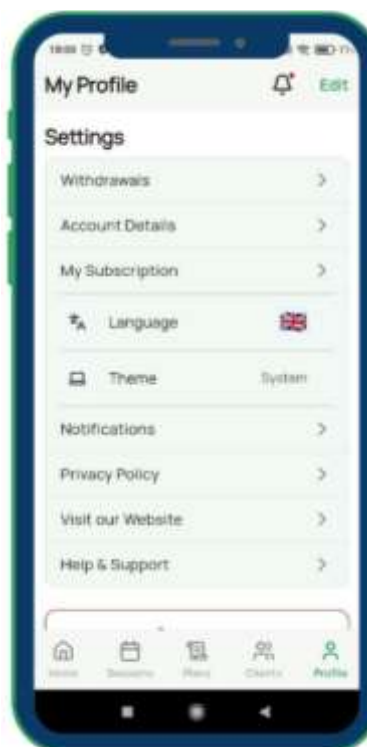


Fig.2.33– Settings: full settings panel

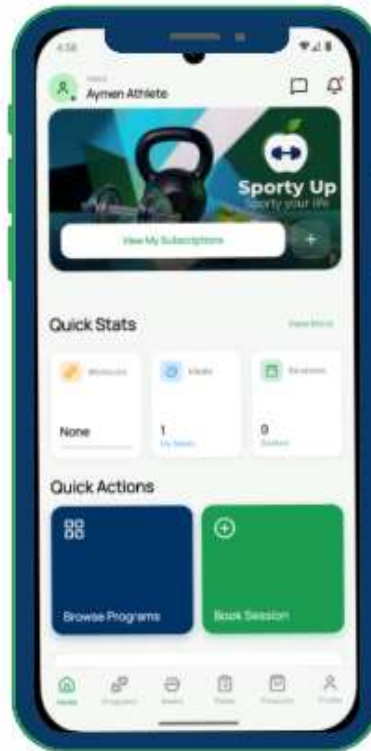


2.4.8 Client-Facing Application Features

The following section documents the client-facing interface of the SportyUp application based on the sixteen prototype screens provided, spanning the full client journey from home dashboard through to profile management.

Fig. C.1 – Client home: quick stats and quick actions

Client Home Dashboard: The screen greets the user by name and surfaces the three most actionable metrics: completion (shown as a percentage total meals logged, and sessions booked. quick-action buttons Browse Programs are prominently placed to guide core next Programs card links directly to the client's tables, and an Upcoming Sessions panel glance visibility of booked sessions or an prompt.



client home immediately overall workout progress bar), Two primary and Book Session steps. A My assigned training provides at-a-empty-state

Fig. C.2 – Client home: progress bar, my programs and upcoming sessions (Leila)

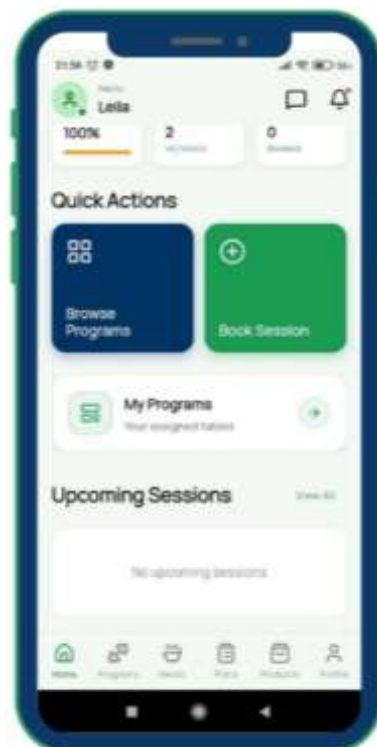


Fig. C.3 – Programs tab: catalogue browse with category and enrolment filters

Programs module: The programs tab allows the client to browse the full catalogue of available training programs, filterable by category (Programs, No equipment, Household items) and enrolment status (All Programs, Enrolled, Not Enrolled). When no programs are assigned or available, a clean empty-state screen is displayed with the message “No programs found”, avoiding dead-end navigation.

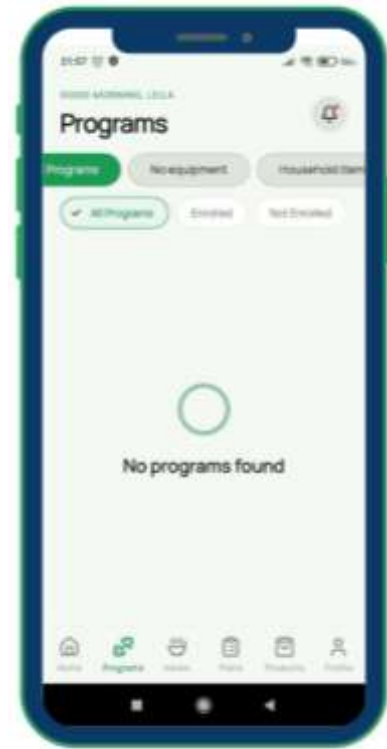
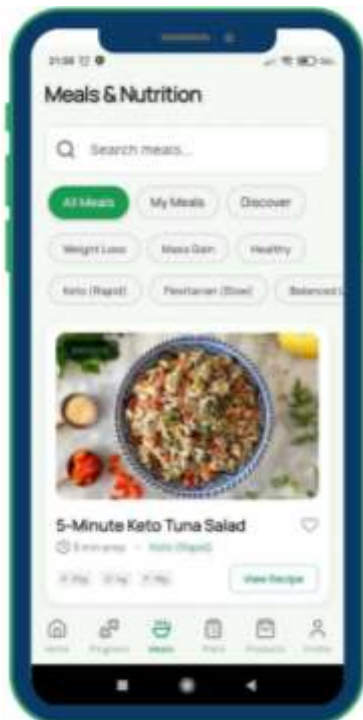


Fig. C.4 – Meals & nutrition: recipe library with diet filters



Meals & Nutrition Module: The Meals & Nutrition screen provides the client with a browsable library of recipes organised by dietary programme type. Filter chips allow the client to narrow results by goal (Weight Loss, Mass Gain, Healthy) or diet type (Keto Rapid, Flexitarian Slow, Balanced). Each meal card displays a hero image, calorie count, preparation time, dietary category tag, and macronutrient breakdown (Protein, Carbs, Fat). A heart icon allows the client to favourite meals. The “View Recipe” button opens a detailed recipe screen showing full nutrition facts (protein, carbs, fat, fibre), a checkable ingredient list with a readiness counter, step-by-step preparation instructions, and a Nutritionist Tip card. An

“Add to My Meals” button allows the client to save meals to their personal plan.

Fig. C.6 – Ingredient checklist (mayonnaise and lemon juice marked ready)

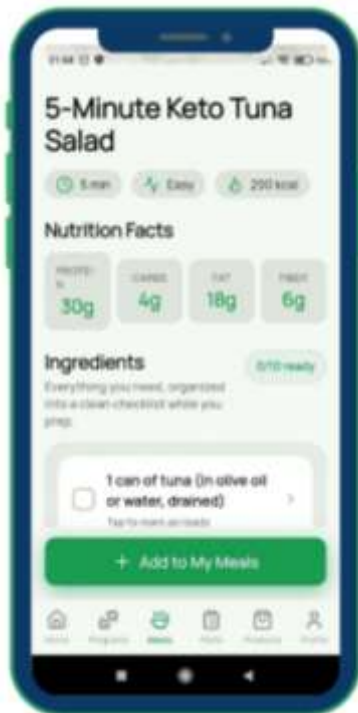


Fig. C.5 – Recipe detail: nutrition facts and interactive ingredient checklist

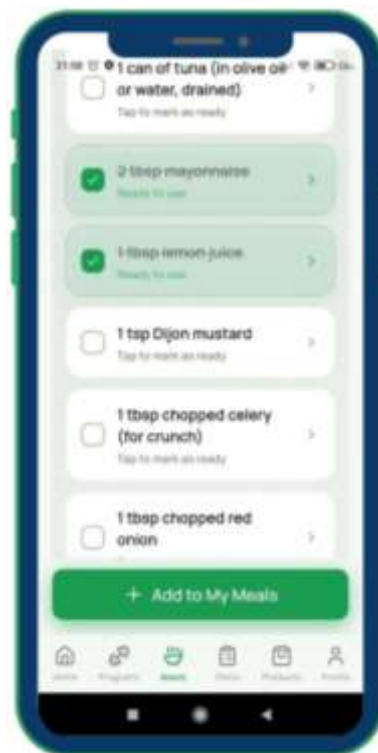


Fig. C.7 – Preparation steps with 4 ordered instructions

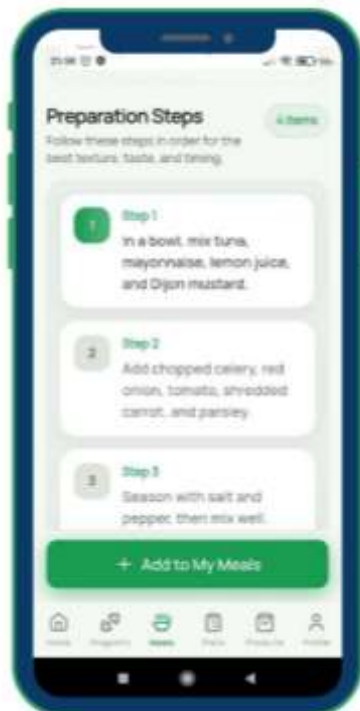
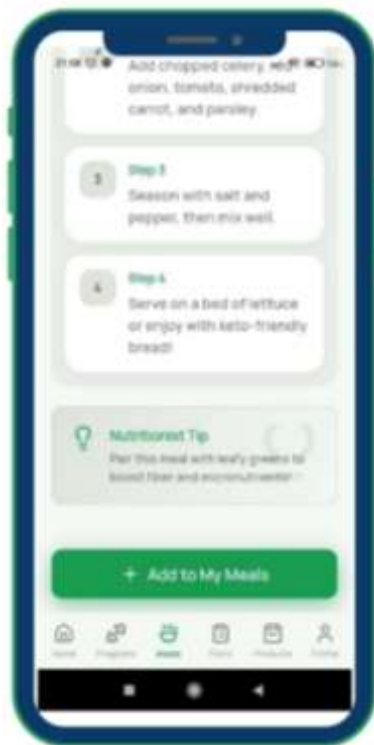


Fig. C.8 – Preparation steps continued with Nutritionist Tip and Add to My Meals CTA



C.9 – Meals library showing multiple recipes (Keto Tuna Salad favoured, Chickpea & Olive Salad)

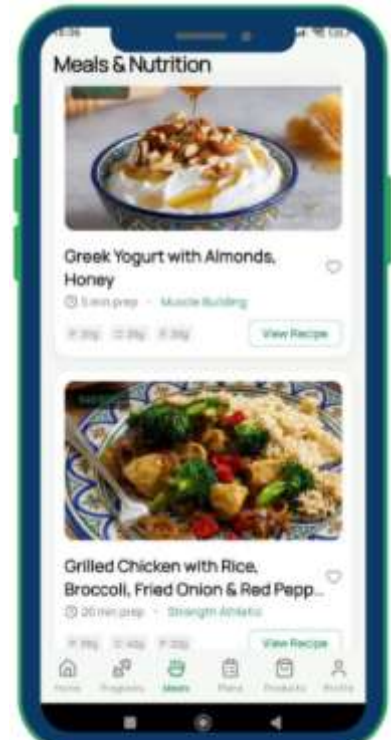
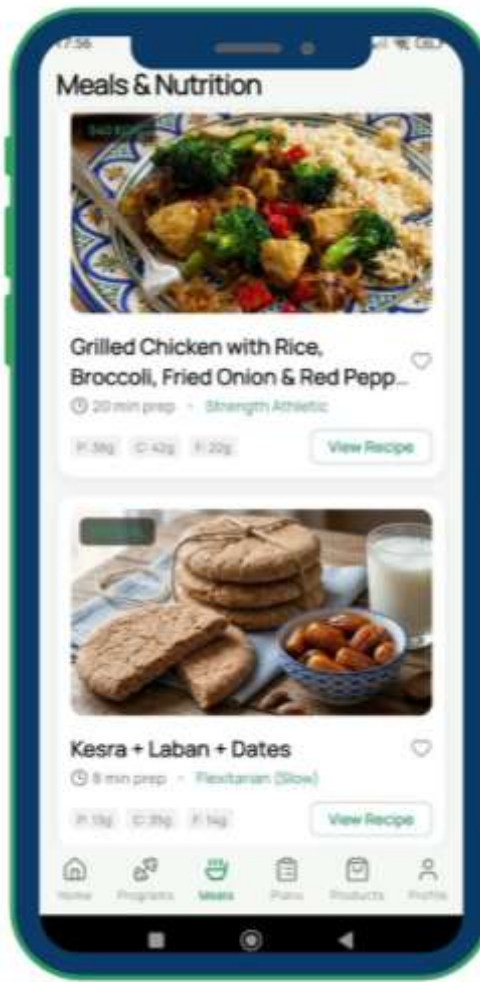
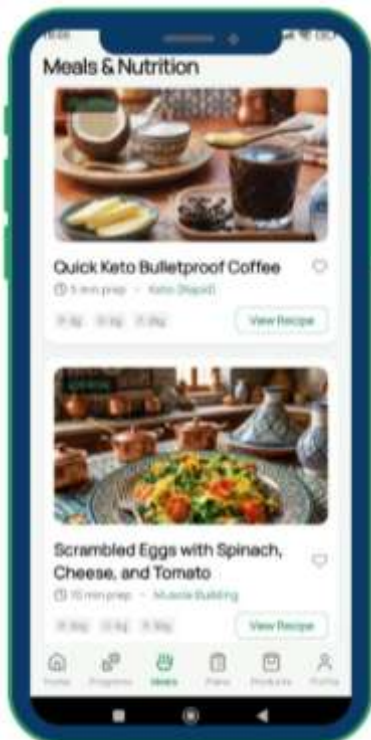
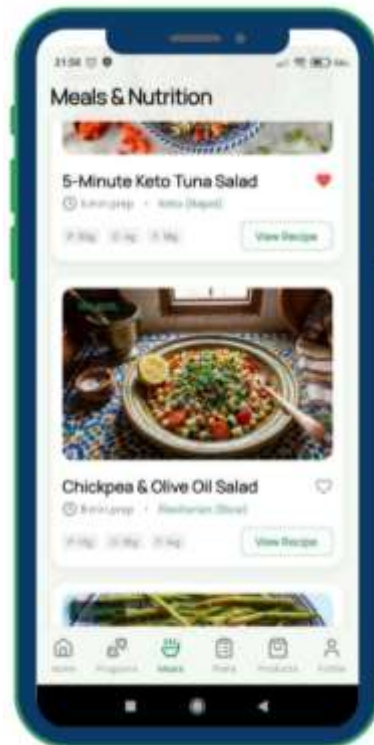
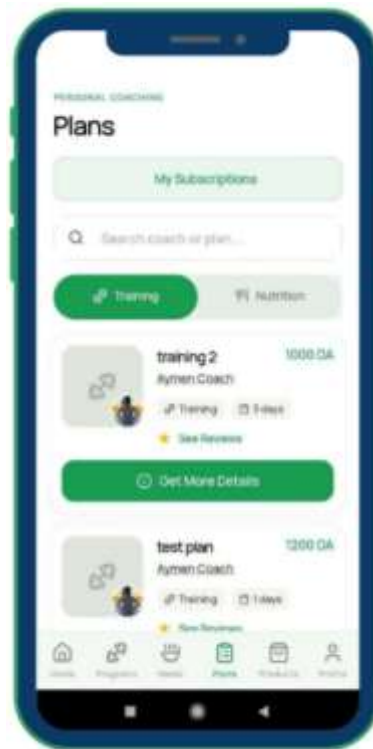


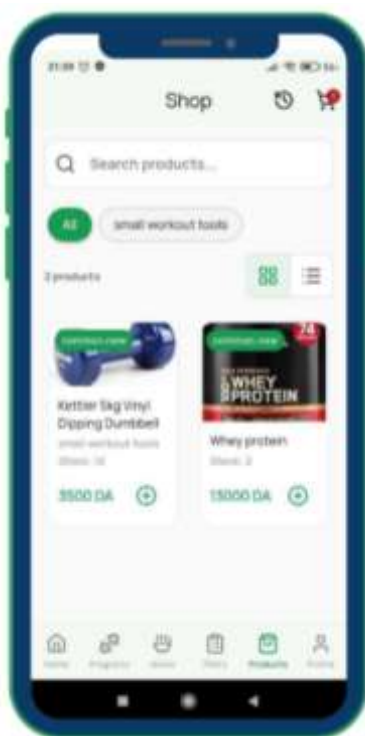
Fig. C.10 – Plans: personal coaching catalogue (training tab) with plan cards, pricing in DA, and get more details CTA

Plans and Coaching Subscriptions: module (labelled “Personal Coaching”) clients to browse available coaching plans into Training and Nutrition tabs. Each plan displays the plan name, the coach’s name clickable link, plan type tag, duration, price Algerian Dinar (DA), and a “See Reviews” “Get More Details” call-to-action button the client to inspect the full plan offering subscribing. The “My Subscriptions” the top gives access to currently active



The plans allows separated card as a link. A allows before button at plans.

Fig. C.11 – Shop: product grid showing kettle 5kg vinyl dumbbell (3500 DA) and whey orotein (13000 DA) with stock and cart controls



Product shop: The Shop module provides an in-app e-commerce experience for fitness-related products. Products are categorised (All, small workout tools) and displayed in a grid or list view. Each product card shows a product image, name, category, stock level, price in DA, and a quick-add button. A cart icon with item count is visible in the header, along with an order history link, confirming a full purchase flow is implemented.

Client profile and account management: The Profile screen displays the client's name, email, avatar, and three summary stats: enrolled programs, total sessions, and current activity streak (day count with a flame icon). A membership card highlights the number of active coaching plans with a verified badge and a "Manage Subscription" button. The Settings panel provides access to Session History, My Subscription, My Programs, Order History, and Account Details. Further settings include Notifications, Language, Theme, a website link, Help & Support, and Privacy Policy. A Log Out option and version number (1.0) are visible at the bottom of the settings screen.

Fig. C.12 – Profile: name, stats (1 program, 0 sessions, 1 day streak), and active coaching plan card

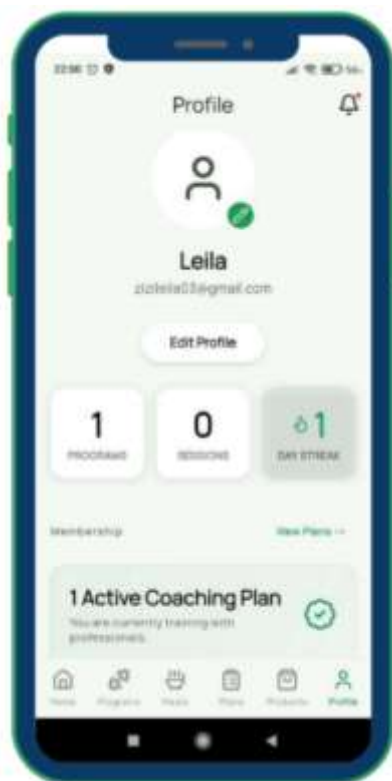
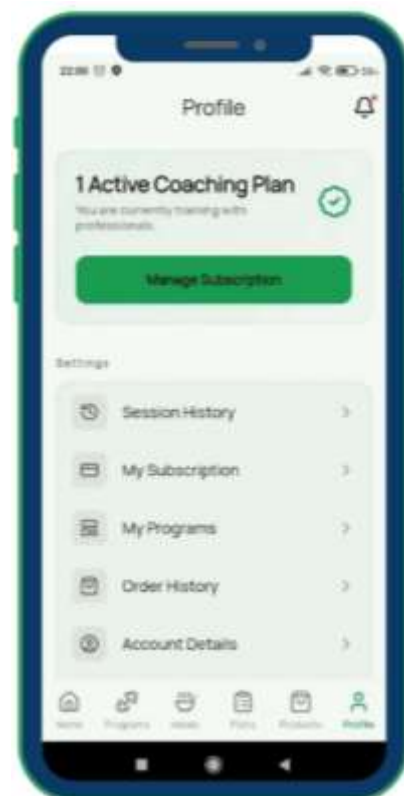


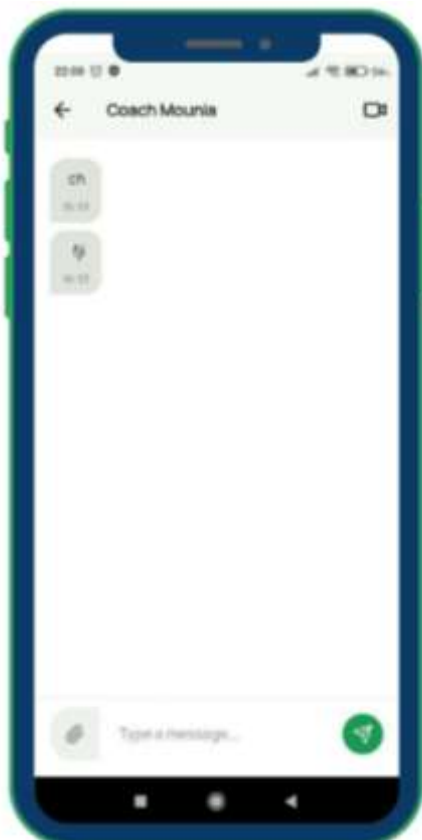
Fig. C.13 – Profile settings: manage subscription and full settings menu



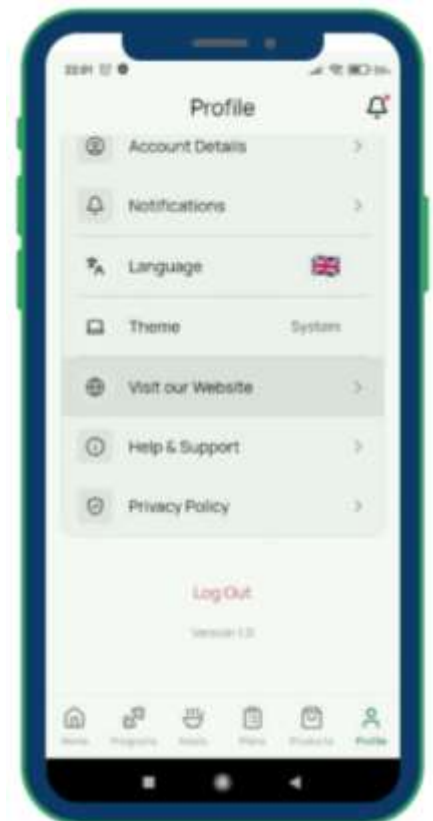
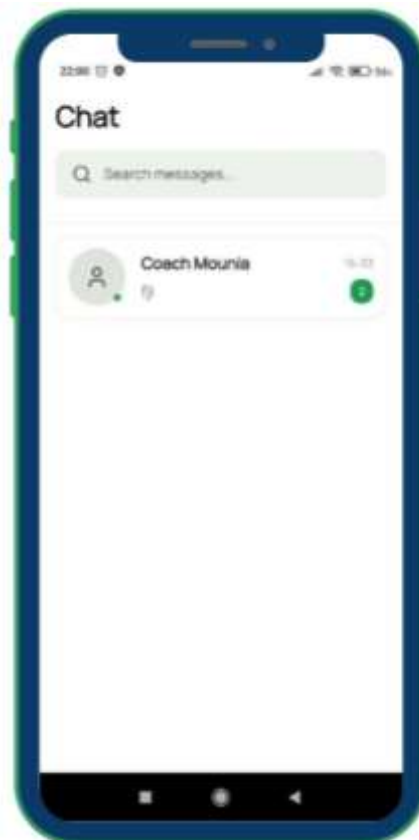
Coach–Client communication: The Chat module on the client side mirrors the coach chat interface. The client’s chat list displays conversations with their assigned coach (Coach Mounia), showing the last message snippet and an unread message badge. Inside the conversation, messages are displayed in a standard bubble layout with timestamps. The client can compose new messages via a text input field, attach files via a paperclip icon, and initiate a video call via a camera icon in the header.

**Fig. C.14 – Profile settings
(continued): language, theme,
website, help & support,
privacy policy, and log out**

**Fig. C.16 – Chat screen: message
thread with video call icon and
file attachment input**



**Fig. C.15 – Client chat list:
conversation with coach Mounia
showing unread badge**



2.5 User Interface and User Experience Analysis

The interface adheres to contemporary mobile design conventions. Navigation is consistently anchored at the bottom across all coach screens. Form screens use clearly labelled input fields with placeholder text that provides real examples (e.g., “e.g. Morning HIIT Blast”, “e.g. <https://zoom.us/j/1234567890>”), reducing cognitive load for first-time users. Persistent save prompts (“Save Program”) with contextual explanations keep the user informed of data consequences. Drag-and-drop reordering for days and workouts respects the coach’s need for flexible content organisation. The accent style picker introduces a lightweight personalisation layer without requiring design expertise. Status badges (SUBSCRIBED, BOOKED, Draft, Published) provide at-a-glance state awareness across program and client lists.

2.6 Technical Capabilities Inferred from the Screens

Note: Items below are reasonable inferences from visible UI elements; they are not confirmed by source code.

- **Real-time data synchronisation:** The explicit save notice confirms server-side program storage with push sync to client assignments.
- **Multilingual rendering engine:** Three-language plan titles (EN/FR/AR) imply locale-aware content storage and right-to-left (RTL) rendering support for Arabic.
- **PDF generation service:** The ‘PDF’ action button on program assignment and plan studio screens implies a server-side or client-side PDF renderer.
- **Financial transaction ledger:** The detailed activity feed with signed amounts and categories suggests a backend financial ledger with withdrawal workflow.
- **Session booking engine:** Slot-based session management with real-time occupancy tracking (0/10) and countdown timers implies calendar and booking logic.
- **Media attachment:** The chat file attachment icon suggests support for image or document sharing between coach and client.

2.7 Security and user management features visible

A shield icon appears in the device status bar across multiple session and chat screens, suggesting an active VPN or device-level security indicator (not directly an app feature, but worth noting). The gym affiliation field is marked with a lock icon (🔒), indicating that certain

profile fields are administratively restricted and cannot be self-edited, which implies a role-based or gym-admin approval workflow. The ‘Revoke’ action on the client assignment screen confirms access control at the program level. A ‘Privacy Policy’ link is present in Settings. Full authentication, data encryption, or GDPR compliance mechanisms cannot be confirmed from the available screens.

2.8 Scalability and future expansion possibilities

Note: Items below are suggested future functionality not confirmed by the current screens.

- **Gym admin dashboard:** The locked gym affiliation field implies a multi-stakeholder hierarchy (coach < gym < platform admin) that could evolve into a full gym management module.
- **Client-facing mobile app:** The client records, messaging, and program assignment suggest a symmetrical client application that would provide program viewing, session booking, and progress tracking.
- **Analytics and reporting:** The ‘View History’ link on the financial dashboard hints at potential deeper analytics for revenue trends, client retention, and session attendance.
- **In-app payment gateway:** The current DZD-based withdrawal system could be extended to an integrated payment processor for cashless client subscriptions.
- **Certificate verification:** The empty Certificates section in the profile could support third-party credential validation to build coach credibility.

2.9 Contribution to project objectives

SportyUp directly addresses the entrepreneurship project’s core objective of creating a scalable digital solution for the Algerian sports economy. The prototype demonstrates functional viability across the full coaching value chain: content creation (programs), service delivery (sessions), revenue collection (subscriptions, withdrawals), and client relationship management (chat, assignment). The trilingual interface (Arabic-first market sensitivity) and DZD-native pricing confirm market localisation. The platform subscription model (Starter tier: 3,500 DA) represents a clear, testable monetisation strategy. Together, these elements constitute a minimum viable product (MVP) sufficient to validate core assumptions about coach willingness to adopt digital tools and pay for platform access.

2.10 Feature inventory table

Feature	Module	Evidence Type	Screen Reference
Home financial dashboard	Home	Visible	Balance 5000 DA, activity feed
Pending withdrawal status	Home	Visible	Clock icon, 'Withdrawal Pending'
Transaction activity feed	Home	Visible	Signed amounts, client names
Create session (HIIT/Yoga/Strength/Cardio)	Sessions	Visible	Create Session form
Session slot management	Sessions	Visible	0/10 slots filled
Session countdown timer	Sessions	Visible	"6d 22h" badge
Online / On-site format toggle	Sessions	Visible	Session format picker
Zoom session link field	Sessions	Visible	Session link input
Session bookings viewer	Sessions	Visible	'View Bookings' button
Subscription plan creation (EN/FR/AR)	Plans	Visible	Create Plan form, trilingual titles
Pricing in DZD + duration in days	Plans	Visible	Plan pricing fields
Recommended plan toggle	Plans	Visible	Create Plan screen

Feature	Module	Evidence Type	Screen Reference
Plan Studio overview (stats)	Plans	Visible	1 plan, 6 clients, 0 active
Training program builder (Program > Day > Workout > Exercise)	Programs	Visible	Create Program screens
Nutrition program builder (Program > Day > Meal > Ingredient)	Programs	Visible	Nutrition Create Program screens
Program accent / theme selector	Programs	Visible	Signature, Sunset, Ocean, Berry
Program status lifecycle (Draft/Published/Archived)	Programs	Visible	Program status picker
Drag-to-reorder days	Programs	Visible	Day builder screen
Day duplication	Programs	Visible	'Duplicate day' icon
Real-time client sync on save	Programs	Visible	Save notice text
PDF export of programs	Programs	Visible	PDF action button
Client list with status badges	Clients	Visible	Client Management screen
Filter clients (All / Subscribed / Booked)	Clients	Visible	Client filter bar

Feature	Module	Evidence Type	Screen Reference
Program assignment to clients	Clients	Visible	Assign to Clients screen
Program access revocation	Clients	Visible	'Revoke' button
In-app coach-client messaging	Clients	Visible	Chat screen with Leila
Media attachment in chat	Clients	Visible	Paperclip icon in chat
Video call initiation from chat	Clients	Reasonable Inference	Video camera icon in chat header
Coach profile (personal + professional)	Profile	Visible	Profile screen
Gym affiliation (admin-locked)	Profile	Visible	Lock icon on gym field
Certificates section	Profile	Visible	Empty certificates area
Withdrawal management	Settings	Visible	Settings Withdrawals link
Language selector	Settings	Visible	UK flag in settings
Theme switcher (System)	Settings	Visible	Theme entry in settings
Notifications toggle	Settings	Visible	Notifications entry

Feature	Module	Evidence Type	Screen Reference
Help & Support + Website link	Settings	Visible	Settings list

Source: Developed by us.

2.11 Screen-by-screen analysis

Screen	Key Elements Observed	User Goal Served	Design Notes
Home Dashboard	Balance 5000 DA, activity feed (4 entries), refresh icon, View History, Withdraw button, pending status badge	Revenue monitoring; quick financial audit	<i>Clean card layout; signed colour-coded amounts implied by icons</i>
Manage Sessions (list)	Session card: name, type, date/time, slots, countdown, View Bookings, Edit, Delete	Session oversight; capacity awareness	<i>Countdown timer adds urgency; 0% fill creates clear empty-state</i>
Create Session (form)	Title, date picker, program link, duration slider (45 min), activity chips, format toggle, Zoom link, price, slots	Schedule a new coaching session	<i>Slider for duration is UX-friendly; all fields labelled with examples</i>
Manage Programs (overview)	Table Program Studio hero card, stats (1 Training, 0	Program inventory dashboard	<i>Stats grid gives at-a-glance KPIs; single</i>

Screen	Key Elements Observed	User Goal Served	Design Notes
	Nutrition, 1 Published, 1 Assigned), + Start Building		<i>CTA 'Start Building' is focused</i>
Manage Programs (list)	Program cards with Days/Workouts/Exercises/Assigned counts, Edit/Assign/PDF/Delete actions, Arabic program title	Browse and manage existing programs	<i>Arabic title confirms RTL support; tag counts aid quick assessment</i>
Create Program (Frame)	Title, description, cover image URL, save with sync notice	Configure program shell	<i>Sync notice educates user upfront about auto-assign behaviour</i>
Create Program (Status & Style)	Draft/Published/Archived radio, 4 accent colour options	Set visibility and visual identity	<i>Accent picker differentiates programs visually; minimal but effective</i>
Create Program (Day builder)	Add Day, drag handle, duplicate, day title/notes, workout count	Build day-by-day structure	<i>Drag-to-reorder is a professional UX pattern; duplicate</i>

Screen		Key Elements Observed	User Goal Served	Design Notes
				<i>speeds repetitive days</i>
Create Program (Exercise)		Exercise name, sets (3), reps (10), rest (60s), media link, notes, duplicate, trash	Define granular exercise detail	<i>Structured defaults (3x10, 60s) reduce input effort; media link enables video demos</i>
Nutrition Program Frame	–	Title, description, ‘Cooking guidance’ label, Draft status, days/meals count	Configure nutrition program shell	<i>Category label confirms intentional nutrition vs training distinction</i>
Nutrition Day/Meal builder	–	Day title, day notes, Meal 1 name, drag handle, Add Meal	Compose daily meal plan	<i>Identical UX pattern to training builder reduces learning curve</i>
Nutrition Ingredient screen	–	Ingredient field, Preparation Details, Add Meal, Duplicate day, Save	Add ingredient-level detail	<i>Field labels are minimal; preparation details field adds cooking context</i>

Screen	Key Elements Observed	User Goal Served	Design Notes
Manage Programs (Nutrition list)	Nutrition Published entry, 1 Day, 1 Meal, 0 Assigned, date stamp	Confirm nutrition program published	<i>Updated date (“03 juin 2026”) confirms live use data</i>
Subscription Plans	Hiit program, 5000 DA / 15 days, edit and delete icons, 1 total	Review plan catalogue	<i>Minimal screen; plan card is scannable</i>
Plan Studio (detail)	Plan: 5000 DA, Training, 15 days, 6 subscribers, Draft; Subscribers button, Edit plan	Deep-dive into plan performance	<i>Subscriber count (6) on a draft plan is noteworthy; implies internal test phase</i>
Create Plan (General Info)	EN/FR/AR title fields, placeholder examples per language	Set multilingual plan identity	<i>Placeholder localisation is thoughtful; Arabic field with Arabic placeholder</i>
Create Plan (Pricing & Features)	Price DZD, Duration (days), EN/FR/AR feature descriptions	Define commercial terms and value messaging	<i>Three-language feature descriptions</i>

Screen	Key Elements Observed	User Goal Served	Design Notes
			<i>support diverse client base</i>
Create Plan (Recommended toggle)	FR/AR feature fields, Recommended toggle, Create Plan CTA	Finalise plan and mark recommended	<i>Recommended flag guides client selection UX (not shown in client view)</i>
Assign to Clients	Client: Leila (assigned), email, subscription validity, Contact/PDF/Revoke actions, search bar	Manage program assignments	<i>Expiry date visible (“Active until 06 juin”) enables proactive renewal management</i>
Clients (list)	4 clients, SUBSCRIBED badge, PERSONAL COACHING, Hiit program, BOOKED tag, Online label	Monitor client base	<i>Multi-badge system encodes rich status in compact rows</i>
Chat screen	Conversation with Leila, two messages, timestamp, paperclip, send, video icon	Direct client communication	<i>Minimal chat; functional. Video icon suggests call feature (inference)</i>

Screen	Key Elements Observed	User Goal Served	Design Notes
My Profile (top)	Avatar CM, Fitness Coach, email, phone (not set), Wilaya 13 Tlemcen, gym (locked)	Manage professional identity	<i>Incomplete phone field visible — onboarding may be partial in test account</i>
My Profile (mid)	Gym, bio (“i'm the best”), HIIT specialty, Plan Studio: 1 plan, 6 clients	Professional details view	<i>Bio is informal (test data); specialty chip (HIIT) is clearly displayed</i>
My Profile (programs)	Manage Programs card: 1 Programs, 1 Assignments; Certificates (empty)	Programme and credential hub	<i>Certificate section is present but unpopulated — future expansion ready</i>
Settings	Withdrawals, Account Details, My Subscription, Language, Theme, Notifications, Privacy Policy, Website, Help & Support	App and account configuration	<i>Comprehensive settings list; well-organised with clear sectional grouping</i>

2.12 UX strengths

Strength	Evidence from Screens
Consistent bottom navigation	Five-tab bar is identical across all screens, reducing disorientation during task switching.
Contextual help text / placeholders	Every form field includes realistic placeholder examples (e.g., “e.g. Morning HIIT Blast”) eliminating guesswork.
Real-time sync transparency	The persistent “Saving updates this source program” notice proactively informs coaches of data propagation, building trust.
Drag-to-reorder UX	Drag handles on days and workouts enable flexible content restructuring without menu navigation.
Duplicate day shortcut	Duplicate day and exercise actions are visible on multiple screens, reducing repetitive data entry.
Trilingual plan creation	EN/FR/AR input fields with localised placeholders demonstrate audience-first thinking for the Algerian market.
Slot-based session capacity	Real-time fill indicator (0/10, 0%) and countdown timer enable informed session management decisions.
Lifecycle state management	Draft/Published/Archived pipeline across both training and nutrition programs provides structured content governance.
Per-client program control	Assign and Revoke actions per client give coaches fine-grained access management without admin overhead.
Accent style personalisation	Four visual themes (Signature, Sunset, Ocean, Berry) allow coaches to brand their programs without design tools.

Source: Developed by us.

2.13 Recommendations for improvement

#	Issue	Recommendation	Priority
1	Empty client state	Add a prominent 'Invite Client' CTA on empty Clients screen with a shareable link or QR code.	High
2	Draft plan / active subscribers contradiction	Enforce a logic gate: plans with active subscribers should auto-promote to Published or display a clear warning badge.	High
3	No program-creation progress indicator	Introduce a horizontal step indicator (Frame → Style → Days → Save) at the top of the Create Program flow.	High
4	Incomplete profile prompt	Surface a profile completion percentage bar on the Home screen, with tap-to-complete linking to the missing field.	Medium
5	Chat feature depth	Add read receipts, typing indicators, and message timestamps per message. Consider push notifications for new messages.	Medium
6	Navigation tab consistency	Unify the bottom tab count across all contexts (4 vs 5 tabs) or use a clear visual distinction between coach and nutrition modes.	Medium
7	Certificate guidance	Add a modal explaining accepted certificate formats (image, PDF) and provide an example to reduce friction.	Low

#	Issue	Recommendation	Priority
8	Arabic RTL experience	Confirm that the full UI mirrors layout direction (right-aligned icons, reversed navigation arrows) when Arabic locale is active.	High
9	Analytics dashboard	Extend the 'View History' page into a basic analytics dashboard showing monthly revenue, top-performing plans, and active client retention.	Future
10	Client app parity	Develop and showcase the client-facing view of programs and sessions to complete the end-to-end prototype for the academic submission.	Future

Source: Developed by us.

2.15 Executive summary

SportyUp is a mobile-first fitness coaching management platform targeting independent fitness coaches in Algeria. The experimental prototype demonstrates a comprehensive, functional MVP covering six core modules: a real-time financial dashboard, a structured session scheduling engine, a multilingual subscription plan studio, a hierarchical Table Program Studio (training and nutrition), a client management and communication system, and a coach profile with settings. The platform addresses a genuine market gap by replacing fragmented informal tools with an integrated, DZD-native, trilingual (EN/FR/AR) solution tailored to the Algerian sports services market. The interface demonstrates a mature understanding of coach operational needs, with professional UX patterns including drag-to-reorder, real-time sync transparency, slot-based capacity management, and PDF export.

Ten priority improvements are identified, including resolving a Draft/Subscriber logic conflict, enriching the chat module, and introducing a program-creation progress indicator. The prototype is investor-presentable, academically credible, and constitutes a strong foundation for a fundable sports-tech venture in the Maghreb region.

2.16 Assessment scores

Dimension	Score	Assessment
Innovation Assessment — Multilingual B2B2C coaching platform in an underserved market; real-time program sync; PDF export; accent branding	8 / 10	Excellent
Usability Assessment — Consistent navigation, rich contextual placeholders, strong drag-and-drop UX; penalised for empty-state gaps and progress bar absence	7 / 10	Good
Commercial Potential — Clear SaaS monetisation (platform fee + client subscriptions), proven demand (6 active test clients), DZD-native pricing, trilingual reach	8 / 10	Excellent

Source: Developed by us.

Scores are based exclusively on the prototype screens provided. A full assessment would require user testing data, backend architecture review, and market validation research.

CONCLUSION

Conclusion

This thesis examined the process of creating **SportyUp**, its development, and the evaluation of its strategies. **SportyUp** is a newly launched digital platform that operates within the fields of sports, health, and nutrition. SportyUp is designed to address the growing demand for accessible, personalized, and technology-driven health and fitness services. It connects users, sports coaches, nutrition specialists, sports organizations, and other individuals working within the sports industry into a single integrated system. pat

The research conducted in this work demonstrates that digital transformation is altering the way sports and wellness services are delivered and accessed. **SportyUP** provides a fresh approach to assist individuals in maintaining an active and healthy lifestyle through the use of mobile technology, online coaching sessions, dietary guidance, activity monitoring, and the ability to link with health and fitness experts. This method provides advantages to both the providers of these services and the individuals who use them, which helps motivate more people to engage in physical activities and adopt healthier lifestyles.

Examining the business model, market conditions, marketing strategy, operational processes, and financial forecasts indicates that the project is feasible and has the potential for growth. **SportyUp** distinguishes itself by providing a broad array of services, tailored to meet the needs of its users, and by creating a unified digital platform that connects various individuals and organizations dedicated to sports and health.

The project's original and creative approach has been officially recognized with the Innovative Project Label and the Start-up Label, highlighting its uniqueness, practical value, and potential to benefit both the economy and society. Establishing **SportyUp** as a Simplified Joint-Stock Company highlights the project's commitment to sustainable growth, effective management, and the creation of long-term value.

Besides earning money, **SportyUp** aims to create a positive impact on society. The initiative seeks to encourage healthier lifestyle choices, assist individuals in locating qualified sports and nutrition professionals, generate employment opportunities within the sports industry, and contribute to the enhancement of the digital health and wellness sector. This project aligns fully with the nation's initiatives to promote entrepreneurship, foster innovation, increase technology adoption, and prioritize health prevention.

Future opportunities include the use of artificial intelligence, enhanced data analysis, integration with wearable devices, development of wellness initiatives for businesses, building key business partnerships, and expanding into global markets. These perspectives offer effective strategies to enhance the platform's competitiveness and ensure its sustained success over time.

The findings of this study provide answers to the research questions raised in the introduction. The proposed SportyUp platform demonstrates that a digital sports ecosystem can effectively integrate fitness, nutrition, coaching, and e-commerce services into a unified and accessible solution. The study identified essential functionalities and service integrations needed to ensure a seamless user experience, highlighted the role of personalization and digital tools in enhancing engagement, performance, and user retention, and proposed an innovative business and organizational model that supports scalability, stakeholder collaboration, and long-term economic sustainability.

In conclusion, **SportyUp** represents a genuine and substantial business concept that functions effectively by integrating innovation, technology, sports, nutrition, and health promotion. SportyUp is an officially recognized **SPAS** company that has been awarded both the Innovative Project Label and the Start-up Label. This role enables the organization to contribute to transforming the sports and wellness sector by utilizing digital tools, while also generating sustained advantages for the economy, society, and public health.

The question that remains is no longer whether this vision can become reality, but rather: how far can it go in shaping the future of sport and wellness?

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Appendices

SportyUp's BMC (Business Model Canvas)



Source: Developed by us.

Questionnaire



Application sportive et nutritionnelle

Merci de prendre le temps de participer à ce questionnaire. Vos réponses nous aideront à mieux comprendre les besoins et les attentes des utilisateurs potentiels de notre application sport et bien-être.

N.B : vous pouvez choisir la langue arabe dans votre réponses يمكنكم استعمال اللغة العربية في اجاباتكم

* Indique une question obligatoire



♥ Informations générales :

Nom *

Votre réponse

Genre *

☐ Homme

☐ femme

Adresse e-mail *

Votre réponse

Age *

Votre réponse

Numéro de téléphone

Votre réponse

Quel est votre niveau d'activité physique actuel ? (Sélectionnez une option)

☐ Sédentaire

☐ Occasionnellement actif

☐ Régulièrement actif

☐ Très actif

Quels sont vos objectifs en matière de santé et de forme physique ? (Sélectionnez toutes les options qui s'appliquent)

- ☐ Perdre du poids
- ☐ Gagner du muscle
- ☐ Améliorer ma condition physique
- ☐ Réduire le stress
- ☐ Améliorer mon sommeil
- ☐ Autres (veuillez préciser)
- ☐ Autre : _____





Application sportive et nutritionnelle

* Indique une question obligatoire

Utilisation d'applications de sport et de bien-être



Utilisez-vous actuellement des applications de sport et de bien-être ? Si oui, lesquelles ?

Votre réponse

Qu'aimez-vous le plus dans les applications de sport et de bien-être que vous utilisez ?

Votre réponse

Qu'est-ce qui vous manque le plus dans les applications de sport et de bien-être que vous utilisez ?

Votre réponse



Seriez-vous prêt à payer pour une application de sport et de bien-être qui offre une solution complète, comprenant des programmes d'entraînement personnalisés, des conseils nutritionnels et un suivi de vos progrès ?

Votre réponse



Fonctionnalités de l'application

Quelles fonctionnalités sont les plus importantes pour vous dans une application *
de sport et de bien-être ? (Sélectionnez toutes les options qui s'appliquent)

- ☐ Programmes d'entraînement personnalisés
- ☐ Conseils nutritionnels
- ☐ Suivi des progrès
- ☐ Coaching en ligne
- ☐ Communauté en ligne
- ☐ Autres (veuillez préciser)
- ☐ Autre : _____

Quels types de programmes d'entraînement vous intéressent le plus ?
(Sélectionnez toutes les options qui s'appliquent)

*

- ☐ Cardio
- ☐ Musculation
- ☐ Yoga
- ☐ Pilates
- ☐ HIIT
- ☐ Autres (veuillez préciser)
- ☐ Autre : _____



Quels types de conseils nutritionnels vous seraient les plus utiles ? (Sélectionnez * toutes les options qui s'appliquent)

- ☐ Plans de repas personnalisés
- ☐ Recettes saines et faciles à préparer
- ☐ Informations sur la nutrition sportive
- ☐ Conseils pour la gestion du poids
- ☐ Autres (veuillez préciser)
- ☐ Autre : _____



La possibilité qu'un/une coach sportif vienne chez vous serait-elle acceptable et * vous inciterait à faire du sport a la maison ? Détaillez vos réponses

Votre réponse _____

Informations supplémentaires

Votre réponse

Informations supplémentaires

Avez-vous des commentaires ou des suggestions supplémentaires concernant notre application de sport et de bien-être ?

Votre réponse

Merci pour votre participation!

♥ شكرا ♥

Source: (Forms, 2024)

QR code to download SportyUp



Source: Developed by us.

Likns of videos used in the websites



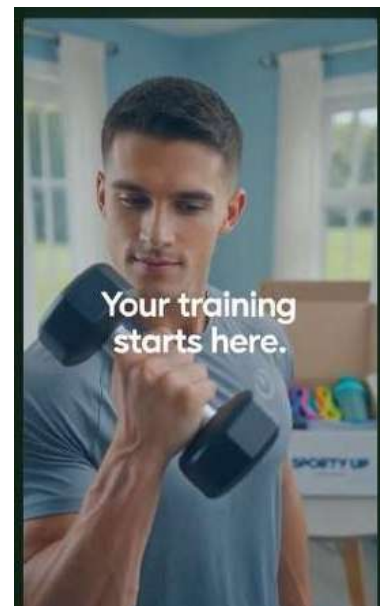
Source: Developed by us (Mounia, Training video, 2026)



Source: Developed by us (Mounia, Coaching video, 2026)



Source: Developed by us (Mounia, Nutrition video, 2026)



Source: Developed by us (Mounia, Shopping video, 2026)

الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التجارة
المركز الوطني للسجل التجاري
C.N.R.C

مستخرج السجل التجاري
قيد
شخص معنوي

نسخة طبق الأصل

مكتب التسجيل التجاري
مختبر فاطمة الزمراء
رئيس مكتب تسيير
السجل التجاري

رقم السجل: _____
تاريخ التسجيل في السجل التجاري: 2026/05/04

المعلومات التي يتعرض لها المخاض للسجل في حالة مخالفة أحكام القانون رقم 08.04 المؤرخ في 14 غشت سنة 2004 والمتعلق بشروط ممارسة الأنشطة التجارية، المعدل والمتمم.

طبقاً لأحكام المواد 31، 32، 33، 34، 35، 36، 37، 38، 39، 40، 41 و 41 مكرر من القانون المذكور أعلاه يعاقب بغرامة من 5.000 إلى 5.000.000 دج و / أو الحبس من ستة (6) أشهر إلى سنة (1) كل من:

- مارس نشاطاً تجارياً أو غير قادر على التسجيل في السجل التجاري؛
- مارس نشاطاً تجارياً مستخرج سجل تجاري منتهي الصلاحية؛
- يملئ بصرياً غير صحيحة أو يبدئ معلومات غير كاملة يهدين التسجيل في السجل التجاري؛
- مارس نشاطاً تجارياً دون حيازة محل تجاري؛
- مارس نشاطاً أو مهنة مخصصة خاضعة للتسجيل في السجل التجاري دون الرخصة أو الإحصاء المطلوبين؛
- مارس غارة خارجية عن موضوع التسجيل التجاري؛
- لم يشهر البيانات القانونية المخصوص عليها في المواد 11، 12 و 15 من القانون المذكور أعلاه؛
- يلفظ أو يزور مستخرج السجل التجاري أو الوثائق المرتبطة به؛
- لم يعدل بيانات مستخرج السجل التجاري؛
- منح وكالة ممارسة نشاط تجاري باسم صاحب السجل التجاري باستثناء الزوج، الأصول والفروع من الدرجة الأولى؛
- لم يحترم الالتزام بالمداومة المخصوص عليها في الفقرة 2 من المادة 22 من القانون المذكور أعلاه.

ملاحظة: 05 MAI 2026
"لا يعفي التسجيل في السجل التجاري التاجر من الالتزامات التي تقع على عاتقه خلال ممارسة أنشطته. لا سيما عندما تكون هذه النشاطات موضوع تنظيم خاص".

إمضاء المأمور: هاشم محمد
مأمور بالتبليغ
05 ماي 2026
الرقم التتبعي: _____

إمضاء الخاضع للتقيد
أو ممثله الشرعي



الجمهورية الجزائرية الديمقراطية الشعبية

اللجنة الوطنية لمنح علامة "مؤسسة ناشئة"
"مشروع مبتكر" و "خاصة أعمال"

علامة
مؤسسة ناشئة



حملوا التطبيق الرسمي
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الجمهورية الجزائرية الديمقراطية الشعبية

اللجنة الوطنية لمنح علامة "مؤسسة ناشئة"
"مشروع مبتكر" و "حاضنة أعمال"

علامة مشروع مبتكر

Le présent label est délivré aux fins de création d'une startup
تمنح هذه العلامة لغاية إنشاء شركة ناشئة



الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي
المدرسة العليا لإدارة الأعمال تلمسان
حاضنة الأعمال



الرقم: 025 / م.ع.إ.ح.أ / 2025

شهادة توطين المشروع

تشهد مديرة حاضنة الأعمال للمدرسة العليا لإدارة الأعمال - تلمسان أن المشروع:

SPORTY-UP

للطلبة التالية أسمائهم:

الاسم واللقب	السنة	التخصص	المؤسسة
شفيكة موتيا	الثانية من الطور الثاني	إدارة الخدمات الصحية	المدرسة العليا لإدارة الأعمال تلمسان
/	/	/	/
/	/	/	/

تحت إشراف الأساتذة التالية أسمائهم:

الاسم واللقب	الرتبة	التخصص	الصفة
حايك زهية	أستاذ محاضر	مالية دولية	مشرف رئيسي 1
/	/	/	مشرف رئيسي 2
زناسني سميرة	أستاذ التعليم العالي	مؤسسات و مالية	مشرف مساعد

تمتثل وموطن على مستوى حاضنة الأعمال للمدرسة العليا لإدارة الأعمال تلمسان للسنة الجامعية: 2024/2025، في إطار
القرار الوزاري 1275 المؤرخ بتاريخ 27 سبتمبر 2022.

سلمت هذه الشهادة بطلب من المعني لإدلاء بها في حدود ما يسمح به القانون.

التاريخ: 2025/06/29



مديرة الحاضنة

د. زناسني سميرة
مديرة حاضنة الأعمال

اللَّهُمَّ اجْعَلْ هَذَا الْعَمَلَ خَالِصًا لِرُوحِكَ الْكَرِيمِ، وَاجْعَلْ فِيهِ النِّفْعَ وَالْبَرَكَاتِ وَالتَّوْفِيقَ

"O Allah, make this work sincerely for Your sake, and place in it benefit, blessing, and success."

P R E S E N T I N G

SportyUp

From an idea to an officially recognized startup

Be sporty, Level up



INNOVATION



SPORTS



NUTRITION



WELLNESS

M I S S I O N & V I S I O N

*May this work contribute to a **healthier**, more **active**, and more **innovative** future for Algeria.*



THE IDEA

Born from a gap in Algeria's sports & nutrition ecosystem

THE BUILD

Research, prototyping, and academic validation

RECOGNITION

Officially recognized as a national startup

