

FitPath

For my business idea, I was thinking of an AI powered wellness and fitness planning platform designed for busy college students who struggle with consistency and time management in their health routines.

Unlike traditional fitness apps that focus only on workouts such as FitOn (my inspiration for the website), FitPath uses AI to analyze users' schedules, stress levels, sleep patterns, and fitness goals to create flexible, weekly wellness plans. The platform adapts in real time by adjusting workout intensity, recovery recommendations (sleep or stress), and reminders based on missed sessions or lifestyle changes. The AI powered chatbot will provide on demand coaching, motivation, and wellness guidance while the analytics tool tracks user habits and engagement to continuously improve personalization.