

III O III E IC

Incubation Program

Project: at least - home workout bench

2. Value proposition of the business idea

We have a workout bench that suits to a small apartment's interior.

3. Problem statement

Home gym furnitures usually have stereotypical features, that says it's a sport equipment, making it difficult to be a part of a modern interior and a small apartment. People usually buy them because they like the idea of being fit, but mostly end up not using them, turning these quite expensive furnitures into trash.

4. Solution overview

We got the idea to design a workout bench in a more honest way, and face the fact that there will be days when the customers won't use our product. So in the days when they don't do sports it can function as a normal furniture, a suitable, and functional part of the home. Therefore we design a second life to the bench.

5. Competitor Analysis

We think our key competitor are not necessarily only Decathlon benches and other gym benches. Of course those can be the main ones but we always have to be able to see that our targeted audience who just want to start working out, are the ones who watch YouTube videos, or go to the gym one time and never again.

6. Business model

We are currently working on getting a hype to our bench design with Fairs and competition. Later we would like to sell the licence of our design.

7. Industry:

Furniture Industry

8. Team description

Nóra Szilágyi

Education: Product Design BA, started Design MA at MOME in 2023

Work: currently working at Flying Objects Design Studio, and have an ongoing project with Maacrak - The social workshop

Project role: designing the final state of the bench

9. Target market

Our target audience and potential customers are the people who would like to start working out, but doesn't find the home space motivational enough, and has a relatively small space.

10. Next steps

- Being a part of S/ALON Budapest Design Fair, 360 Design Budapest Fair and Magyar Formatervezési Díj Fair (Hungarian Design Award Fair) in the Fall of 2023.
- Being more active on social media
- Connect with MOME's Student's Hub Sport manager

11. Milestones

- Being a part of Design Terminal Start Program. Where we were able to build the actual working prototype of the bench in real good quality. And we had a Pitch competition in A38 ship, where we got a lot of feedback.
- Getting one of Hungary's most prestigious design prize (still a secret), and it's a very great validation for us.
- The design got accepted to be a part of S/ALON Budapest Design Fair, 360 Design Budapest Fair and Magyar Formatervezési Díj Fair (Hungarian Design Award Fair) in the Fall of 2023.

12. Biggest challenges

- Finding time next to our daily jobs with the group to work together on the project not just separately
- Finding the exact topics that each team member is working on

13. Contact information:

Full name of team lead: Nóra Szilágyi

Contact email: szilagyi.nora99@gmail.com

Contact number: +3630/7341747

Project website (if available): https://www.instagram.com/atleast_gym/