

PreFormance - Therapy & Fitness

“Physical therapy that fits your life—affordable, flexible, and personalized.”

Industry: Digital Health | Physical Therapy & Fitness Technology | General Wellness

Stage: Concept-stage venture preparing MVP launch (pre-revenue)

Core Problem

Traditional physical therapy is expensive, inconvenient, and hard to fit into real life. Uninsured sessions cost around \$150 per visit, and even insured patients often pay \$25–\$50 copays several times per month. With referrals, coverage denials, burdensome cost, scheduling, commuting, and time away from work or school, many people simply stop going, leading to incomplete recovery, recurring injuries, and long-term pain. Alternatives are fragmented. Telehealth still requires appointments and insurance approval. Self-help solutions (YouTube and generic fitness apps) are not tailored or adaptable to a user’s specific injury or circumstances.

Opportunity

Millions of active adults (ex-athletes, recreational lifters, runners, and weekend warriors) are left guessing their own rehab plan, overpaying for PT solutions, or unaware of other solutions to get back to a return-to-sport level of functionality. There is a clear opportunity for a solution that keeps the clinical logic of PT, but delivers it like a modern fitness app, at a simple monthly subscription model that users are already familiar with and is cheaper than an in-person visit.

Our Innovative Solution: *PreFormance - Therapy & Fitness*

PreFormance is an AI-guided rehab and performance platform that delivers therapist-informed programs at home. Rather than forcing users to fit their lives around a clinic, PreFormance brings structured, adaptive rehab and injury prevention into the time and space people actually have.

- **AI-built sessions:** Clear generated rehab sessions with demo videos and weekly progressions based on various factors: injury type, pain symptoms, and time and equipment available.
- **Adaptive, pain-aware plans:** As users log pain and difficulty, the system adjusts exercises and loading instead of forcing a one-size-fits-all plan.
- **Real-time form & education:** Using the phone or laptop camera, PreFormance counts reps and flags poor form, while short, plain-language explanations teach users why each movement matters to improving performance and avoid pain or injury in the future.
- **Strength training:** Users can move from rehab into performance training within the same platform, building strength and mobility instead of cycling between injury and inactivity.

Market Validation

Customer discovery interviews and surveys show that PreFormance is solving a problem that a meaningful share of active adults actually feel. In an initial round of interviews, roughly three quarters of participants reported avoiding, delaying, or dropping out of physical therapy because of cost, scheduling, or inconvenience, even though they believed PT would help. At the same time, about 90% of interviewees said they would use a solution like PreFormance if it were available, emphasizing personalized plans, education, and real-time feedback as the most valuable features. In a follow-up survey, approximately 77% of respondents rated the concept 4 or 5 out of 5 in perceived value suggesting that many see PreFormance as a credible alternative.

Profit Potential

This qualitative validation is reinforced by the market-sizing analysis. Focusing on busy millennial working adults, aged 28 to 45, with smartphones yields a potential user base of about 71.9 million people, which supports an estimated Total Addressable Market (TAM) of roughly \$11.5 billion at a customer lifetime value of \$160 (at an estimated \$40 per month for 4 months). Narrowing to those who are physically active produces a Served Available Market (SAM) of about \$371 million, and an initial Texas-focused beachhead is sized at roughly \$34 million. Combined with a subscription model that generates recurring revenue at low marginal cost, these dynamics point to a large, growing market where even modest penetration into the active, early-adopter segment can support an attractive, profitable business over time.

Business Model & Financial Outlook

Due to the complexities in which insurance presents, a main value proposition of PreFormance is a simple payment solution for users to get unlimited access to the care they need; no insurance approvals, no copays, no deductibles, no medical reimbursement concerns, just one monthly price that cost less than an in-person PT visit. PreFormance will launch as a direct-to-consumer subscription where users pay a flat monthly fee to access the AI-guided rehab and performance platform, with initial pricing expected around \$40 per month. This model creates recurring revenue with attractive gross margins once core technology and content are built.

- **Primary revenue:** Monthly subscription for individual access to PreFormance content.
- **Secondary revenue:** Bulk subscriptions for corporate benefits programs and youth sports teams, PreFormance home equipment bundle add-ons (resistance bands, yoga balls, etc.)
- **Future revenue:** Paid telehealth sessions with licensed PTs, sport-specific performance tracks, partnerships with gyms (gym subscription includes PreFormance access or vice versa)

Early costs are driven by product development, therapist-led content creation, AI and motion-tracking infrastructure, and customer acquisition. Because the product is fully digital, the marginal cost of serving each additional user is low. Reaching roughly 1,500–2,000 paying subscribers at \$40 per month would generate around \$60,000–\$80,000 in monthly revenue, providing a path to cover fixed costs and reinvest in growth. Additionally, because PreFormance is a fully digital model, it is well suited for scalability as only marketing is needed to reach new customers in different US regions.

Team & Unique Capabilities

PreFormance is driven by a cross-functional team whose skills match the demands of a regulated, tech-enabled health venture. Adam, a JD/MBA student, brings legal and business expertise to navigate risk, contracts, and partnerships while leading the venture's big picture strategy. Nana and Kenny, both MBA students, focus on market analysis, execution, and go-to-market strategy, ensuring the concept is grounded in real customer needs and sustainable unit economics. Conner, an MPA student, adds strong quantitative, analytical, and detail oriented capabilities, leading our financials analysis, budgeting, and performance tracking so the venture stays disciplined on margins, scalability, and cash needs. Jackson, a master's student in Aerospace Engineering, contributes systems-level thinking and technical rigor that support the design and refinement of the AI and motion-tracking technology. Together, the team combines legal and strategic insight, commercial acumen, data literacy, and deep technical problem-solving, positioning PreFormance to innovate, build, validate, and scale credibly.