

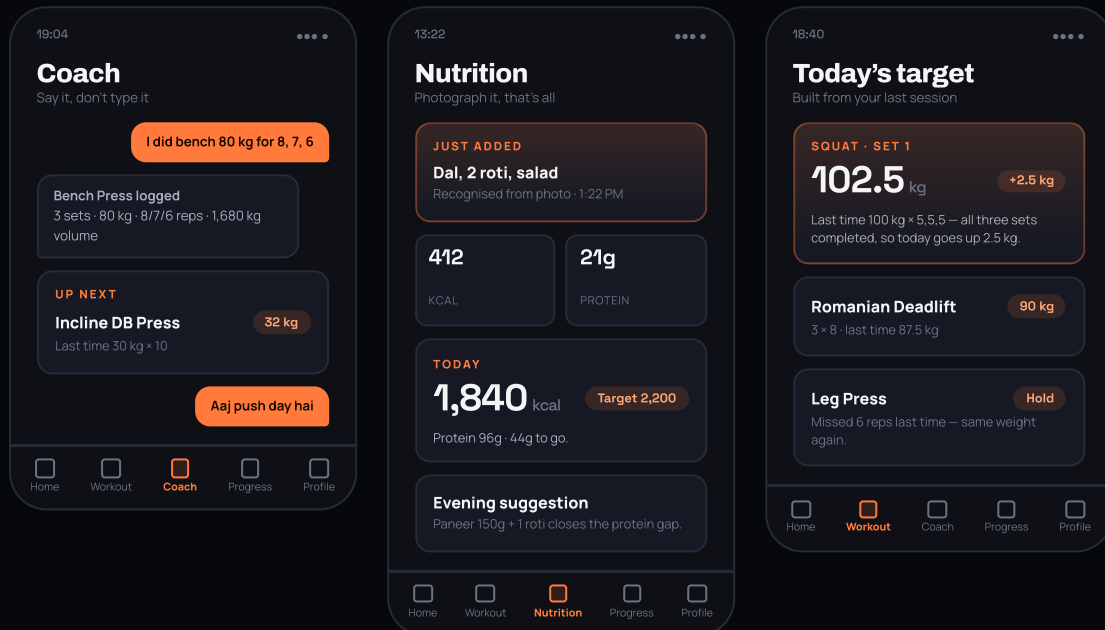
Members who see progress don't leave.

One system for a single-branch gym: a branded app for your members, a control room for you, and a website that feeds it. Live in 12 weeks.

STARTING PRICE

₹75,000

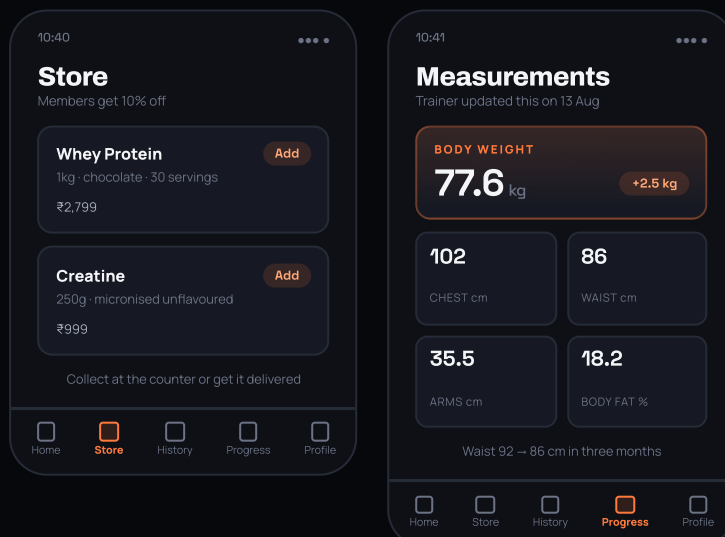
+ ₹6,000/month. The setup covers app, dashboard and website — all three. Marketing add-on ₹15,000/month, separate.



CONVERSATIONAL LOGGING

FOOD LOGGED FROM A PHOTO

PROGRESSIVE OVERLOAD COACH



SUPPLEMENT STORE

BODY MEASUREMENTS

SAMPLE SCREENS · SAMPLE DATA

THE REAL PROBLEM

You are not losing members. You are losing the record of them.

A gym sells the one thing that expires. Renewals, dues and attendance are the entire business — and in most single-branch gyms all three still live in a register, a WhatsApp group and someone's memory. When the record is thin, the money leaks quietly.

23**EXPIRING IN 7 DAYS**

Nobody knows who they are until the month is over and they are already gone.

10 days**BEFORE A DROPOUT IS NOTICED**

By the time you spot the absence, they have joined the gym down the road.

0**PROOF A MEMBER CAN SEE**

They cannot see their own progress, so renewal feels like a fresh purchase every time.

Fix the record and all three fix themselves. The member watches their own progress build, and the progress lives inside the membership.

THE MEMBER APP

What they can see, they will pay to keep

01**Every workout tracked**

Sets, reps and weight. PRs, streaks and weekly volume in front of them daily.

02**The history is the lock**

It all lives inside the membership. When the plan expires, the graphs and PRs lock.

03**Measurements sync**

Your trainer enters inches in the control room; it becomes a graph on their phone.

04**Store inside the app**

Whey, creatine, shakers — ordered from the app. Real products, extra revenue.

ONLY FORGE DOES THIS

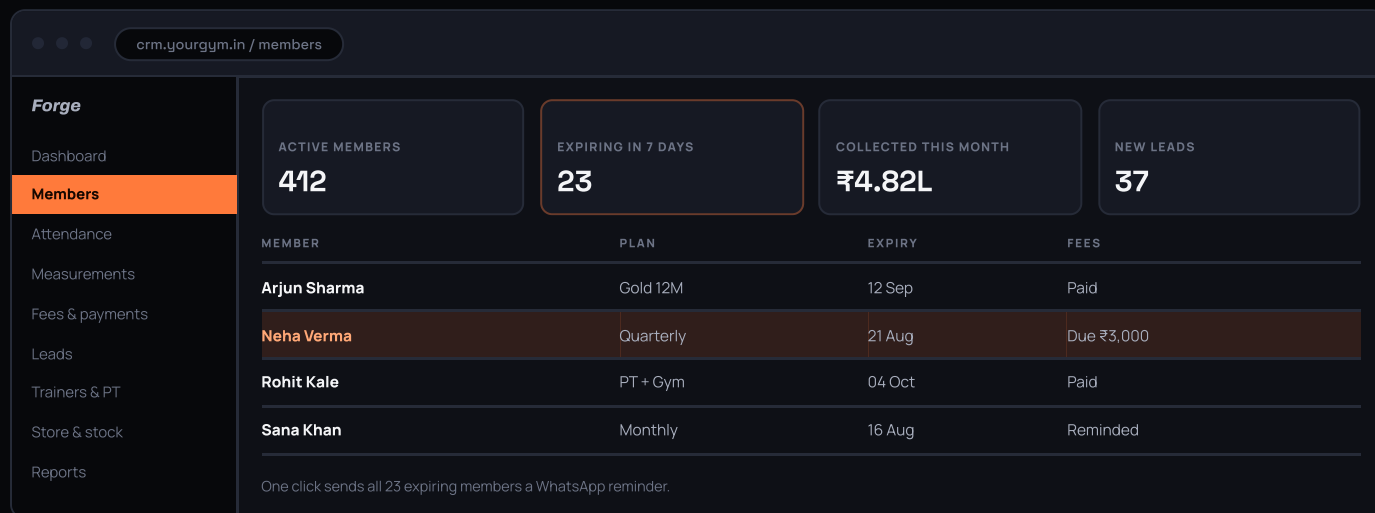
A personal trainer for every member, without a trainer's salary

Other apps give a member somewhere to write a workout down. Forge tells them what to lift today and why. They just talk to it — it turns that into structured data. Not even the chains give a single-branch gym this.

The member feels someone is keeping count. And that count lives inside your membership, not outside it.

YOUR CONTROL ROOM

The register, the group chat and the spreadsheet — all gone



Entry stops at expiry — through the QR or biometric gate

UPI, cash and card together — the month adds up in a minute

WhatsApp on autopilot — reminders, renewals and offers

Dropout alert — who has not come in 10 days

BEFORE AND AFTER

TODAY

Renewals found out about after they lapse

Dues chased by phone, when someone remembers

Attendance in a paper register nobody reads

Member progress in a trainer's head

Supplements sold when someone asks

No more paper register — daily footfall counts itself

GST invoice automatically — a proper bill on every payment

Trainer and PT log — shifts, sessions, commission

POS and stock — supplement sales and margin

WITH FORGE

A list of who expires in 7 days, every morning

Reminder and payment link go out on their own

QR check-in, and a daily list of who has gone quiet

A graph the member opens themselves

Ordered from the app, repeated every month

A branded app is what premium looks like

Today only chains have their own app — **Cult.fit**, **Gold's Gym**, **Anytime Fitness**. The model is the same one you already run: progress, plan and store, all inside the membership. In your area you would be first.

Showing a walk-in the app on your phone is the strongest pitch you have. They stop buying a monthly fee and start buying a system.

WHAT I NEED FROM YOU

- Logo files and brand colours
- Your current member list (Excel or the register)
- Plans and fee structure
- Trainer list and their roles
- 8-10 photos of the gym
- One staff member who will own the control room

WHERE THE ₹75,000 COMES BACK FROM

Renewals	Visible progress and a locked history push the renewal rate up.
New members	Website leads, the app demo, and referral codes.
Supplement store	Ordered in the app, repeated every month.
PT packages	Slots booked from the phone; trainers sit idle less.
Premium tier	The AI coach and diet plan as their own monthly add-on.
Leakage closed	Expired members walking in free, and missed dues, both stop.

TWELVE WEEKS, START TO LIVE

WEEK 1-2

Discovery

Plans, fees and data structure settled. Theme approved.

WEEK 3-6

Member app

Workout engine, AI coach, graphs, notifications.

WEEK 7-9

Control room

Members, fees, attendance, measurements, reports. Your data migrated.

WEEK 10-12

Website & launch

Website and store live, staff trained, members onboarded.

A 30-minute demo

A working app with your logo and your theme, and the commercial sheet alongside it. The clock starts the day you say yes.

Where this actually is: The member app is built and running on Android, and the control room already does roster, fees and attendance. Setting it up with your logo, your plans and your members takes 12 weeks.

₹75,000

+ ₹6,000/month

Aakash Pahuja

WhatsApp +91 91663 04167
connect@aakashpahuja.in
aiagency.aakashpahuja.in