

Lift Off Mobile Application Coming Soon

Back in the Fall of 2019 Tyler Slater and Nate Foote, of Norwich, NY came up with an idea on creating a Lifting/Exercise Mobile App called "Lift Off". Lift Off is going to be a Free Mobile App, IOS and Android capable, that provides a social media platform for athletes & work out enthusiasts of all ages to track and compete amongst friends and other app users. It will have a built-in workout log/tracker and a way to directly compete with others. Example: Bench Press, Squat, Deadlift, Power Clean, Military Press, Pull Ups, Push Ups, Distance Running, 50-yard dash, Mile Time, etc.

The app will also have a point system based upon your performance in the direct competition feature. There you can compete with any other app user on any lift, group of lifts, daily challenges, weekly challenges and more. You can also form a group with your direct friends and compete against other groups in certain challenges.

Users will have a unique, personalized profile with their stats, followers, rankings, video/picture uploads, bio and more. This is also where the settings will be. There are proven statistics that show that users who track workouts amongst friends are 7x more likely to achieve their fitness goals.

They started out by hiring an app development company to build the beginning stages of their app and that cost them roughly \$7,000 out of pocket, which was mainly just the design and layout of the app. They are currently running a Kickstarter Campaign to raise the money to fund the final stages of the mobile app, called the coding phase. Their Kickstarter Target Goal is \$10,000 and they could really use your help in the next 30 days.

In case you are not familiar with Kickstarter, it is a funding platform often used by Entrepreneurs for creative projects and company start ups. Everything from films, games, and music to art, design, and technology. Kickstarter is full of ambitious, innovative, and imaginative ideas that are brought to life through the direct support of others.

Kickstarter is not a store, backers pledge to projects to help them come to life and support a creative process. To thank their backers for their support, project creators offer unique rewards that speak to the spirit of what they're hoping to create. Another great feature of this crowd-funding platform is that if they do not reach their goal of \$10,000 then all of the backers are refunded their money and they do not receive anything towards the campaign.

Tyler and Nate launched their Kickstarter Campaign on Tuesday, March 23rd and it is going on for a total of 30 Days through April 21st. Here you can go on and do a pure donation of any amount or you can do any of the following: Pledge \$10 and receive a Lift Off Gym Towel, Pledge \$15 and receive a Lift Off Aluminum Water Bottle, Pledge \$25 and receive a Lift Off Gildan Dry Blend 50/50 T Shirt, Pledge \$50 and receive a Lift Off Gym Bag and Phone Pop Socket, or Pledge \$100 and receive a Lift Off Gym Bag, Pop socket, Water Bottle and Gym towel.

They need all the support they can get to make this mobile app possible. If you would like to donate or back their project and receive these rewards, please visit <https://www.kickstarter.com/projects/liftoffapp/lift-off-mobile-app>.

Once up and running, Tyler and Nate would like to donate a portion of their proceeds to help Youth Sports Organizations and Health & Fitness Organizations. ➡