B-Swole

SKETCH MODEL REVIEW
ORANGE B
B-Swole is the beginning of a revolution in resistance training.

portable – adjustable – versatile
Exercise enthusiasts want strength training on the road.

They need to train various muscle groups and adjust resistance levels.
How can we generate a stable resistance?

Can we adjust that resistance?

Will it work with multiple muscle groups?
syringe

linear spring

constant force spring
Stable resistance?

- depends on velocity
- depends on angle
- constant resistance
Adjustable resistance?

- velocity of motion or air flow constraints
- adjust spring endpoint
- design challenges
Multiple muscle groups?
What did we learn?

The syringe concept would be inconvenient.

There is a tradeoff between resistance stability and ease of adjustment.
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<th>Resistance Bands</th>
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460 million business trips per year

1.7 billion leisure trips per year

$19 million market for portable fitness devices