
SMARTPROTEIN:

Automated Gym Nutrition



Programme: Certificate in Higher Education Business Skills for the Workplace

Module: LCLM4006 Enterprise and Entrepreneurship

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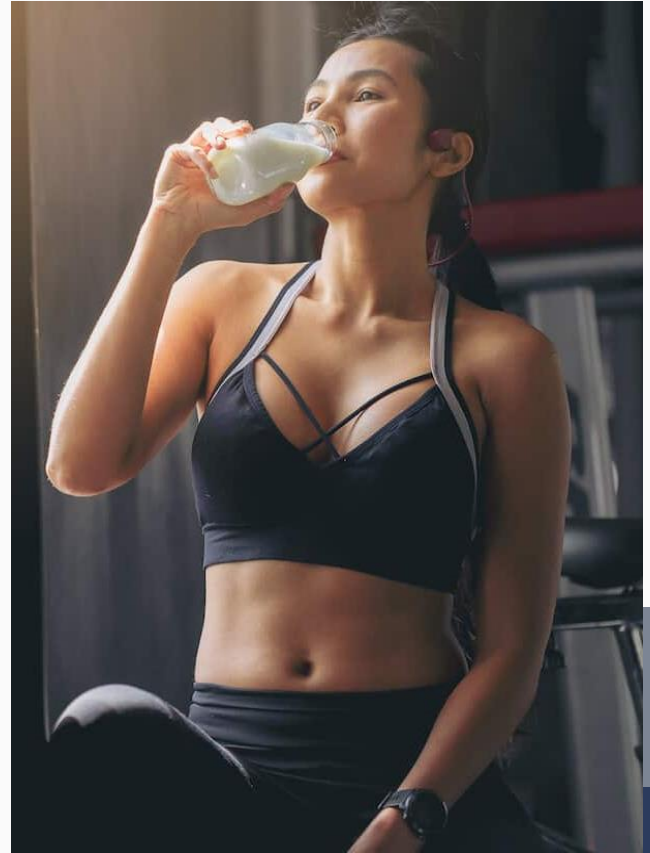
OVERVIEW

THE PROBLEM:

- Gym users can forget supplements
- Ready-to-drink shakes are expensive
- Plastic packaging waste

SmartProtein = Automatic protein powder vending machines installed inside gyms.

- Dispenses fresh servings of protein powder
- Users select protein type, flavour, and portion size
- Accessible through touchscreen or mobile app



WHY WE ARE UNIQUE:

01

Customisation

Users can choose protein type, flavour, and portion size for a personalised supplement.

02

Convenience

Machines in gyms and fitness centers provide quick, on-demand protein after workouts.

03

Sustainability

Reduces plastic waste by dispensing powder instead of bottling drinks.



BUSINESS STRUCTURE

Legal Structure

Private Limited Company (Ltd)

Reasons

- Limited liability for the founder
- More credibility with investors
- Easier to raise capital

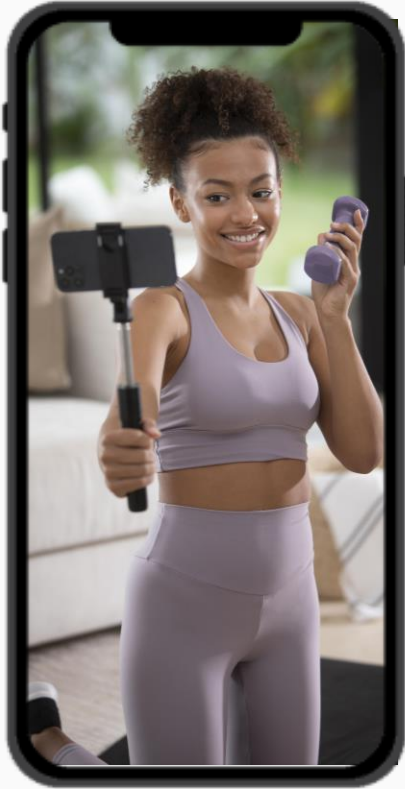
Management Team

- Managing Director: strategy & partnerships
- Operations & Technology Manager: machine maintenance and suppliers
- Marketing & finance outsourced initially



EXTERNAL BUSINESS ENVIRONMENT

POLITICAL	The UK government has policies supporting entrepreneurship and small businesses, including startup loans and innovation grants (Parliament UK, 2025).
ECONOMIC	Consumers are still spending on health and fitness (Experian, 2025). A growing share of consumers view gym membership as essential spending, rather than discretionary (Consultancy UK, 2026).
SOCIAL	UK fitness industry reports a strong societal shift towards health consciousness, fitness, and high protein diets (Campbell, 2025). Social media influence and fitness culture have normalized supplement use (Maeda, 2025).
TECHNOLOGICAL	Advances in vending technology and also consumer preference for cashless or QR-based payments benefit SmartProtein.
ENVIRONMENTAL	Consumer preference for reusable, refillable packaging (Dabo, 2025). Around half of current gym users consider sustainability an important factor when selecting a gym (Yougov, 2024). Orienting themselves as sustainability-forward establishments might help gyms and fitness centres gain traction (Dsouza, 2024).
LEGAL	Compliance with UK food hygiene regulations, allergen labelling laws, and machine safety standards (Food Standards Agency, 2024).



SOCIAL FACTOR

11.3 million

Gym members in the UK in 2025

7 thousand

Gyms across the UK in 2025

1. Increasing societal health awareness
2. Rising demand for high-protein diets
3. Social media fitness culture increasing supplement use



TECHNOLOGICAL FACTOR

- Growth of smart vending technology
- Cashless and QR payment systems
- Customer preference for cashless payments

ENVIRONMENTAL FACTOR

64%

of consumers believe reusable packaging is more effective at reducing waste than recycling



50%

of gym users consider sustainability an important factor when selecting a gym

- Consumer preference for sustainable products
 - Reduced plastic waste compared to bottled protein drinks
- Orienting themselves as sustainability-forward establishments might help fitness centres gain traction, making SmartProtein's lowpackaging model and attractive choice for gym owners.

MARKETING STRATEGY



Gym Marketing

- Branded machines
- First-time user discounts
- Promotion through gym communication channels

Digital Marketing

- Website promoting benefits to gyms
- Social media platforms: Instagram & TikTok
- Influencer partnerships with fitness creators



Funding Requirements

Expense	Cost
Equipment (machines)	£18,000
Marketing	£10,000
Initial stock	£6,000
Operations & setup	Remaining Funds

£45,000

Total Startup Funding

Founder investment: £15,000

Angel investors: £30,000

- Install first machines
- Secure gym partnerships
- Start revenue within 3 months

WHY INVEST IN SMARTPROTEIN?

Growing UK fitness market (11+ million gym members)

Innovative and scalable solution

Strong demand for protein Supplements

Sustainable and convenient alternative



Thanks!

Do you have any questions?

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