

EnFit Executive Summary

The Problem

Homelessness in Seattle affects over 14,000 individuals, many lacking structure, job experience, and support systems. Shelters provide temporary relief but often fail to prepare individuals for long-term employment and stability. Meanwhile, local gyms face staffing shortages and lack meaningful community engagement.

Our Solution

EnFit is a gym-based social venture helping individuals experiencing homelessness rebuild their lives through structured fitness, mentorship, and job training. Participants follow daily routines and gain hands-on experience in gym operations, customer service, and personal training.

Mission Statement

Our mission is to empower individuals experiencing homelessness by providing structure, job training, and opportunities through fitness and community.

Business Model & Strategy

Revenue comes from memberships and training services. • 250 members × \$50/month = \$12,500/month • 150 training sessions × \$60 = \$9,000/month • Total ≈ \$21,500/month (\$258,000/year) Seattle gym rent: \$6,000–\$10,000/month. Participants reduce labor costs while gaining experience.

Social Impact

EnFit supports 20–25 individuals annually, providing job skills, confidence, and pathways to employment while improving physical and mental health.

Competitive Advantage

Combines fitness, discipline, and job training in one system. Financially sustainable and scalable compared to donation-based models.

Financial Viability

Startup: \$150,000–\$250,000. Monthly costs: \$12,000–\$18,000. Break-even expected within 12–18 months with growth potential.