



ElevateBox Co.

Business Plan

Helping students and young professionals build stronger bodies, sharper minds, and better daily routines.

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Course: Into to Business

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1. Executive Summary

ElevateBox Co. is a fitness-focused lifestyle brand that creates curated kits designed to help students and young professionals build stronger bodies, healthier routines, and more balanced daily habits. Young adults often feel overwhelmed trying to balance school, work, fitness, and mental health, and as your plan states, many feel that "everything feels scattered, low-quality, or too complicated to stick with long term." ElevateBox solves this problem by offering one complete, guided system that combines strength-training tools, mobility equipment, recovery items, and structured workout plans into a single, cohesive kit. This eliminates the need for customers to piece together random apps, cheap equipment, and unorganized routines.

The target market—young adults ages 18–30—is the strongest demographic for wellness products, accounting for over 80% of all wellness-related purchases. They are heavily influenced by TikTok and Instagram, where 54% of Gen Z discover new brands and 68% have made purchases through TikTok Shop. ElevateBox Co. is positioned perfectly for this social-commerce environment, using short-form videos, creator partnerships, and aesthetic fitness content to drive sales.

Revenue comes primarily from the ElevateBox Fitness Edition, now priced at \$79.99–\$89.99, along with mini-kits, refill packs, digital fitness programs, and branded merchandise. Future opportunities include subscription refill boxes, seasonal limited-edition boxes, and corporate wellness kits, allowing the company to expand into recurring revenue and B2B markets. Marketing efforts focus on TikTok, Instagram, and Pinterest, where the target audience already shops and engages with fitness content.

In its first year, ElevateBox Co. aims to finalize its product line, launch its website, and scale to a realistic sales target of 8,250 units annually, which meets the break even requirement. With a clear problem, a strong solution, a fast-growing market, and a scalable revenue model, ElevateBox Co. is positioned to become a trusted, high-impact brand in the modern fitness and wellness space.

Mission Statement

ElevateBox Co. is a fitness-focused lifestyle brand that creates curated kits designed to help students and young professionals build stronger bodies, healthier routines, and more balanced daily habits. Our company provides high quality strength-training tools, mobility equipment, recovery items, and structured workout guides that work together as one complete system. We stand for empowerment, consistency, and sustainable self-improvement, believing that

fitness should feel achievable and motivating — not overwhelming or confusing. What makes ElevateBox different is our commitment to combining fitness, recovery, and routine-building tools into a single, guided experience instead of forcing customers to piece together random apps, cheap equipment, and unstructured workouts. Our brand personality is energetic, motivational, and clean, reflecting the modern, aesthetic fitness lifestyle that young adults aspire to and feel inspired by.

The Problem

As a student or young professional, I constantly feel overwhelmed trying to balance school, work, fitness, and my mental health, but nothing I use actually helps me stay consistent. I have tried planners, fitness apps, YouTube workouts, and cheap equipment from Amazon, but everything feels scattered, low-quality, or too complicated to stick with.

Most fitness kits come with flimsy gear that breaks, planners are generic and get abandoned after a week, and wellness boxes feel random instead of actually helping with stress. I waste time searching for routines, money buying products that do not work together, and energy restarting habits that never last.

It is frustrating because I genuinely want to build better routines, but I do not have the time or knowledge to piece together a system on my own. All of this leaves me stressed, unmotivated, and feeling like I am constantly falling behind.

What I really need is one simple, high-quality, all-in-one system that helps me stay organized, active, and balanced every day.

The Solution

ElevateBox Co. solves this problem by providing a complete, fitness-centered system that brings strength-training tools, mobility equipment, recovery items, and structured workout guides together in one place. Each kit includes high-quality resistance bands, sliders, a jump rope, and simple guided fitness plans designed specifically for busy young adults who need structure, convenience, and motivation.

Instead of forcing customers to piece together random apps, cheap gear, and unstructured workouts, ElevateBox puts everything in one box so customers can start building their routine on **Day 1**.

2. Company Description

Type	Fitness-focused lifestyle brand (Direct to-Consumer)
Founded	2026
Location	Colorado
Founder	Hunter Cole, CEO and Founder
Website	www.elevatebox.co
Email	ElevateBox@hotmail.com
Phone	(720) 555-0192
Social Media	@elevateboxco

Brand Identity

ElevateBox Co. embodies an energetic, motivational, and clean brand personality. Every aspect of our brand — from packaging design to social media presence — reflects the modern, aesthetic fitness lifestyle that young adults aspire to. We communicate with authenticity and

relatability, avoiding the overly aggressive tone common in the fitness industry. Instead, we inspire through encouragement, practical guidance, and a genuine belief that every person has the ability to build a better version of themselves, one day at a time.

Unique Value Proposition

ElevateBox is the only brand on the market that delivers a curated, all-in-one fitness system designed specifically for small spaces and busy schedules. Unlike subscription boxes that ship random products each month, ElevateBox provides a complete, purposeful kit where every item works together — from resistance bands and core sliders to guided workout plans and habit trackers. Customers do not need a gym membership, personal trainer, or prior fitness experience. Everything they need to start and maintain a real routine is inside one box.

Key Message

ElevateBox is the easiest way to start and stick to a real fitness routine.

Core Values

- **Empowerment** — We believe everyone deserves access to tools that make fitness achievable. Our products are designed to give customers the confidence to take control of their health and build habits that last.
- **Consistency** — Results come from showing up every day. Our kits are structured to make daily movement simple and sustainable, removing the guesswork that causes most people to quit.
- **Sustainable Self-Improvement** — We focus on long-term progress, not quick fixes. Our approach encourages small, meaningful improvements that compound into lasting change.
- **Transparency** — We are honest about what our products can and cannot do. We never overpromise, and we stand behind the quality and value of everything we sell.
- **Authenticity** — We are real people building a real brand for real people. We share our journey openly and connect with our community on a human level.

3. Market Analysis

Target Market

ElevateBox Co. targets young adults ages 18–30 who want to build healthier routines but lack the time, knowledge, or resources to create a structured fitness plan on their own. This includes college students living in dorms or small apartments, early-career professionals balancing demanding work schedules, and health-conscious young adults who value convenience and quality. These customers are digital natives who discover brands primarily through social media, respond to authentic content, and are willing to invest in products that genuinely improve their daily lives.

Demographics

Age	18–30
Segments	College students, early-career professionals
Gender	All genders
Income	Students and entry-level
Location	Nationwide US
Platforms	Instagram, TikTok, Pinterest

Psychographics

Our target customers prioritize convenience, aesthetics, and authenticity when making purchasing decisions. They are drawn to products that look good, feel premium, and fit seamlessly into their existing lifestyle. As digital natives, they consume content primarily on TikTok, Instagram, and Pinterest, and they trust peer recommendations and influencer endorsements over traditional advertising. They value brands that are transparent, mission-driven, and visually appealing. They are motivated by self-improvement but frustrated by the complexity of traditional fitness programs, making them ideal candidates for a guided, all-in-one solution.

Key Market Statistics

- **80%** of wellness purchases are made by Gen Z and Millennials
- Gen Z projected spending power of **\$12 trillion** by 2030
- **68%** of Gen Z have purchased through TikTok Shop
- **54%** of Gen Z discover brands on TikTok or Instagram
- Over **60%** of college students report feeling stressed regularly ● **80%** of people abandon fitness routines within 30 days

Competitive Analysis

Type	All-in-one fitness system	Seasonal lifestyle box	Self-care subscription	Protein/ supplements
Price	\$79.99 one time	\$59.99/season	\$39.99/month	Varies
Fitness Equipment	Yes	No	No	No
Guided Workout Plan	Yes	No	No	No
Habit Building Tools	Yes	No	Partial	No
Recovery and Mobility	Yes	Partial	No	No
All-in-One System	Yes	No	No	No

Competitive Advantage

ElevateBox is the **only brand** combining fitness equipment, recovery tools, and routine-building into one guided system. No competitor offers a complete, structured fitness kit at a one-time price point designed specifically for young adults in small spaces.

4. Products and Services

PRODUCTS & SERVICES

ElevateBox offers a variety of products designed to elevate your fitness routine:

Core Subscription Kit - \$79.99

- Resistance Bands
- Jump Rope
- Ab Roller
- Exercise Guide
- Muscle Recovery Ball
- Protein Snacks & Supplements



Mini Kits & Refill Packs

Targeted fitness bundles & replacement packs.



Digital Content

Online workout videos & fitness challenges.



Branded Merchandise

- Shaker Bottles
- Apparel
- Accessories



Pricing Table

Product	Price
Core Subscription Kit	\$79.99
Mini Kits	Starting at \$29.99
Refill Packs	From \$19.99
Branded Merch	Varied

Core Product: ElevateBox Fitness Edition ~~\$79.99~~ –

~~\$89.99~~

The ElevateBox Fitness Edition is our flagship product — a complete, curated fitness kit designed for young adults who want to start a real workout routine without the expense of a gym membership or personal trainer. Every item in the box is selected to work together as a unified system, combining strength training, cardio conditioning, flexibility work, recovery, and daily habit-building into one cohesive experience. The kit is compact enough for a dorm room, apartment, or small home office, and requires no prior fitness knowledge to use. From the moment a customer opens the box, they have everything they need to begin.

Kit Contents

Premium Resistance Bands	3 levels: light, medium, heavy	Progressive strength training
Core Sliders	Dual-sided for carpet and hardwood	Full-body cardio and core
Jump Rope	Adjustable, tangle-free	Cardio conditioning
Mobility Strap	Flexible with loops	Stretching and flexibility
Recovery Ball	Textured massage ball	Post-workout relief
30-Day Guided Workout Plan	Printed booklet with daily routines	Structured guidance
Habit Tracker with Routine Cards	Printed cards and tracking sheet	Accountability
Quick-Start Fitness Booklet	Getting started guide	Day 1 onboarding

Supplementary Products

Strength Mini-Kit	\$39.99	Resistance bands plus workout cards

Recovery Mini-Kit	\$31.99	Recovery ball plus stretching guide
Mobility Mini-Kit	\$29.99	Mobility strap plus flexibility cards
Refill Packs	\$9.99–\$12.99	Replacement cards, trackers, recovery items
30-Day Digital Challenge	\$15.99	Daily workouts plus progress tracking
Branded T-Shirts	\$24.99–\$29.99	Premium cotton with ElevateBox branding
Branded Hoodies	\$39.99–\$44.99	Embroidered logo
Water Bottles	\$14.99–\$19.99	BPA-free motivational designs
Gym Bags	\$19.99–\$34.99	Durable gear bags
Stickers and Accessories	\$3.99–\$9.99	Branded stickers and wristbands

5. Marketing Plan

Brand Voice: Energetic, motivational, relatable, authentic

Tagline

"Elevate Your Routine. Build Stronger. Live Better. Elevate Daily."

Social Media Strategy

TikTok

TikTok is our primary discovery platform. We will create short-form content including unboxing videos, 30-second workout demos using ElevateBox equipment, "day in my life" routines featuring our products, transformation stories, and behind-the-scenes brand-building content. We will leverage trending sounds and hashtags to maximize organic reach, targeting fitness,

wellness, and college lifestyle communities.

Instagram

Instagram serves as our brand identity hub. We will post high-quality product photography, carousel workout guides, motivational Reels, customer testimonials, and curated Stories highlighting daily routines. Instagram Shopping will be activated to allow seamless in-app purchasing. Our aesthetic will be clean, bright, and aspirational, consistent with our brand identity.

Pinterest

Pinterest drives long-tail discovery and evergreen traffic. We will create boards featuring workout plans, fitness tips, dorm room fitness setups, healthy routines, and product pins that link directly to our Shopify store. Pinterest's audience aligns strongly with our target demographic of young adults seeking lifestyle improvement ideas.

Influencer Marketing

We will partner with micro-influencers in the fitness, wellness, and college lifestyle spaces with followings between **15K–42K followers**. Micro-influencers deliver higher engagement rates and more authentic recommendations than macro influencers. Partnerships will include gifted product collaborations, affiliate discount codes, and sponsored content agreements. We will prioritize creators who genuinely align with our brand values and target audience.

Paid Advertising

- **TikTok Shop:** In-app storefront with product listings, creator affiliates, and sponsored product placements in the TikTok Shop marketplace
- **Instagram Shopping:** Shoppable posts and Stories with targeted ads reaching 18–30 year-olds interested in fitness, self-improvement, and wellness

Community Building

- **@elevateboxco:** Our social handle across all platforms, creating a unified brand presence
- **User-Generated Content (UGC):** Encouraging customers to share their ElevateBox

workouts and routines with branded hashtags for reposting and community engagement

- **Email Marketing:** Weekly newsletters with workout tips, product updates, exclusive offers, and motivational content to nurture customer relationships and drive repeat purchases
- **Campus Ambassadors:** College students who represent ElevateBox on their campuses through events, social media, and peer-to-peer recommendations
- **Partnerships:** Collaborations with college wellness centers, student organizations, and fitness-focused brands that share our target audience

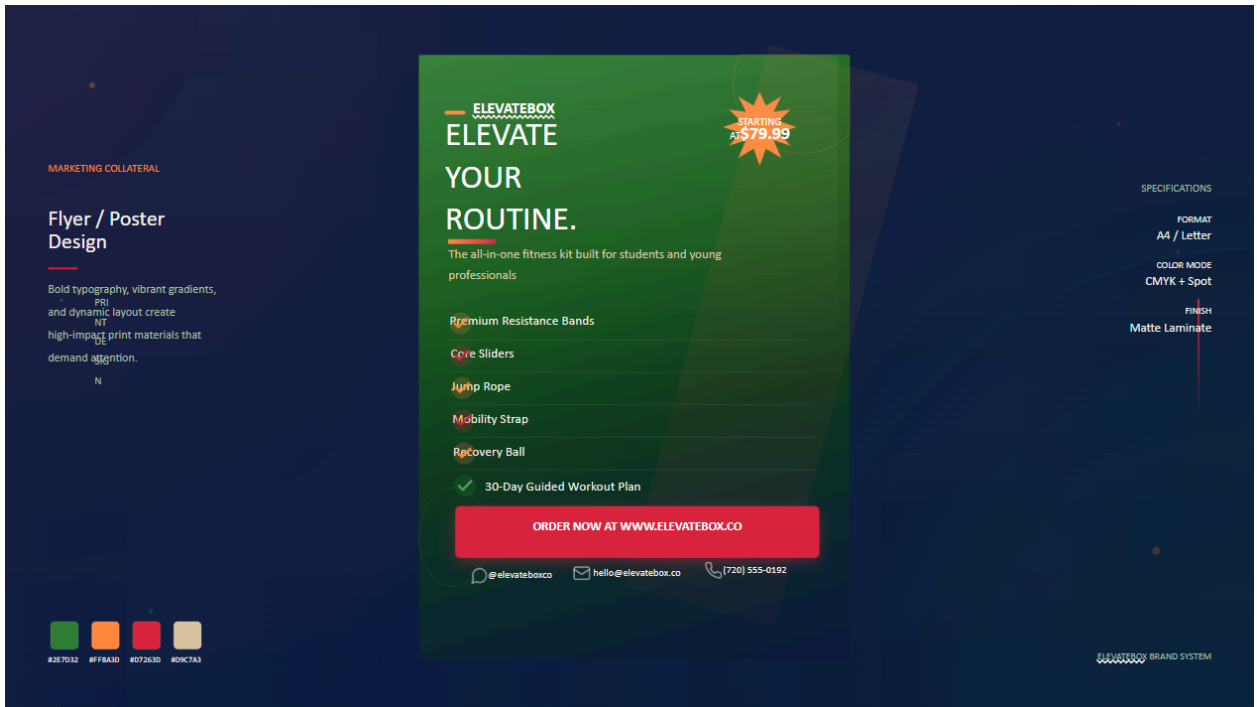
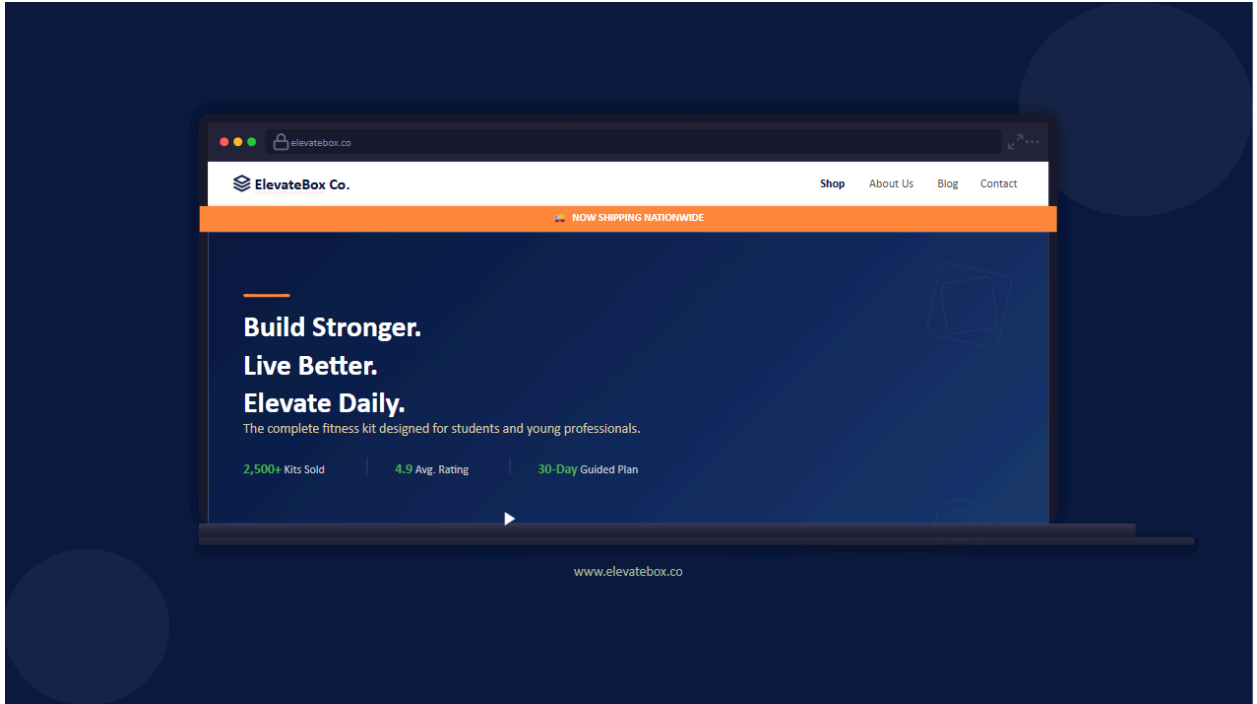
Sales Channels

TikTok Shop	Primary discovery and impulse purchase channel
Instagram Shopping	Brand-driven shopping and retargeting
Pinterest	Evergreen traffic and product discovery
Shopify (www.elevatebox.co)	Primary e-commerce hub and direct sales

Contact

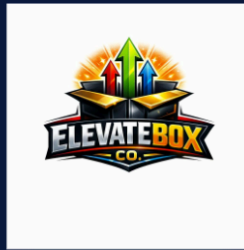
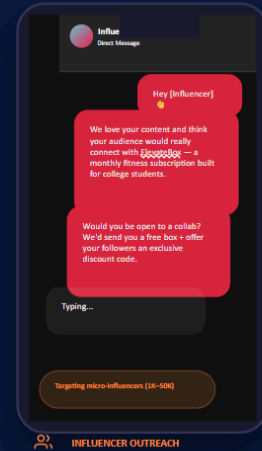
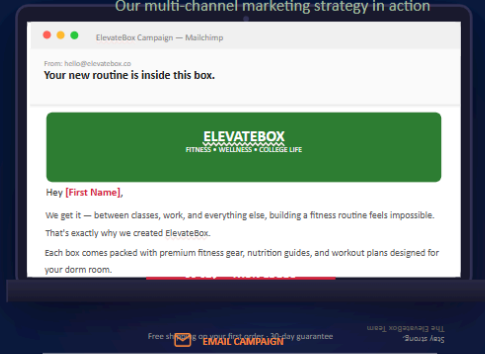
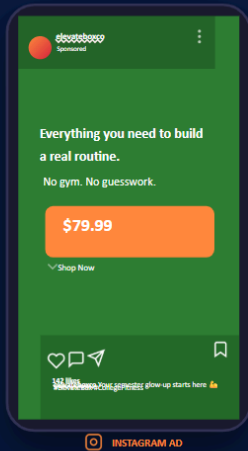
Email: ElevateBox@hotmail.com | **Phone:** (720) 555-0192 | **Social:**
@elevateboxco

Examples



CAMPAIGN PREVIEWS

Our multi-channel marketing strategy in action



ELEVATE YOUR ROUTINE.

Build Stronger. Live Better. Elevate Daily.

ORDER NOW AT WWW.ELEVATEBOX.CO

@elevateboxco on Instagram & TikTok | hello@elevatebox.co | (720) 555-0192

ElevateBox Co. — Helping students and young professionals build stronger bodies, sharper minds, and better daily routines.

6. Operations Plan

Business Model

ElevateBox Co. operates as a direct-to-consumer (DTC) brand powered by Shopify. All products are sold online through our Shopify storefront and social commerce channels (TikTok Shop, Instagram Shopping, Pinterest). This model eliminates the need for retail partnerships or physical storefronts, allowing us to maintain higher margins, direct customer relationships, and full control over the brand experience.

How It Works

1	Choose Your Kit	Customers select the ElevateBox Fitness Edition or a Mini-Kit based on their goals, space, and budget.
2	Follow the Plan	Each kit includes a structured 30-day guided workout plan and habit tracker. Customers follow the daily routines using the included equipment — no guesswork required.
3	See Results	Within 30 days, customers build consistency, see physical progress, and develop sustainable fitness habits

		they can maintain long term.

Operations Details

- **Sourcing:** Fitness equipment and materials are sourced from vetted manufacturers who meet our quality standards. All products are inspected for durability and safety before being approved for inclusion in our kits.
- **Assembly:** Kits are assembled in-house at our Colorado facility. Each box is carefully packed to ensure every item is organized, protected, and presented with a premium unboxing experience.
- **Fulfillment:** Orders are processed through Shopify and fulfilled from our facility. We partner with reliable shipping carriers to ensure fast, affordable delivery across the continental United States.
- **Customer Service:** A dedicated customer service representative handles inquiries via email () and social media (@elevateboxco). Response time target is within 24 hours on business days.
- **Content Creation:** Ongoing production of social media content, workout guides, and marketing materials is managed internally by the founding team, supplemented by influencer partnerships and user-generated content.
- **Website:** Our Shopify-powered website (www.elevatebox.co) serves as the central hub for product information, purchasing, customer support, and brand storytelling.

Shipping

ElevateBox ships nationwide across the United States. Standard shipping is available on all orders, with expedited options for customers who want their kits faster. All orders are packaged in branded, eco-conscious materials that reflect our commitment to quality and sustainability.

7. Management and Organization

Founder

Hunter Cole — CEO and Founder

Hunter Cole is the visionary behind ElevateBox Co. As a student and fitness enthusiast based in Colorado, Hunter identified the gap between expensive gym memberships, low-quality fitness products, and the lack of structured guidance available to young adults. Drawing on personal experience with the challenges of building consistent routines while balancing school and work, Hunter created ElevateBox to solve the exact problem he lived through. Hunter oversees all aspects of the business including product development, brand strategy, marketing, operations, and team leadership.

Team Structure

Owner/CEO	\$10,000	\$120,000
Operations Lead	\$8,000	\$96,000
Project Manager	\$7,500	\$90,000
Shift Lead	\$6,500	\$78,000
Assembly Technician	\$6,000	\$72,000
Fulfillment Associate	\$6,000	\$72,000
Customer Service Rep	\$5,900	\$70,800
Janitorial Staff	\$5,575	\$66,900

Growth Milestones

Month 1–2	Launch Shopify store, finalize product sourcing, begin social media presence on TikTok and Instagram, secure initial

	micro-influencer partnerships.
Month 3	First sales begin, activate TikTok Shop and Instagram Shopping, launch email marketing campaigns, onboard campus ambassadors at Colorado universities.
Month 6	Introduce Mini-Kits and branded merchandise, expand influencer partnerships nationwide, build UGC library, optimize ad spend based on first-quarter data.
Month 6–9	Scale production and fulfillment operations, hire additional team members, launch the 30-Day Digital Challenge, expand to Pinterest advertising.
Month 12	Reach approximately 8,250 units sold, evaluate Year 1 performance, plan Year 2 product expansion, explore wholesale and retail partnership opportunities.

8. Financials

Startup Costs

Product and Packaging Setup	\$4,200.00
Branding and Creative Setup	\$950.00
Website and Software Setup	\$650.00
Marketing Launch Costs	\$1,250.00
Operations and Workspace Setup	\$1,400.00
Legal and Licensing	\$275.00

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Insurance Setup	\$1,350.00
Building/HQ Setup	\$2,500.00
TOTAL STARTUP COSTS	\$12,575.00

Monthly Variable Costs

Owner/CEO Salary	\$10,000	\$120,000
Operations Lead Salary	\$8,000	\$96,000
Project Manager Salary	\$7,500	\$90,000
Shift Lead Salary	\$6,500	\$78,000
Assembly Technician Salary	\$6,000	\$72,000
Fulfillment Associate Salary	\$6,000	\$72,000
Customer Service Rep Salary	\$5,900	\$70,800
Janitorial Staff Salary	\$5,575	\$66,900
Shipping and Fulfillment	\$480	\$5,760
Marketing and Advertising	\$500	\$6,000
Software and Subscriptions	\$250	\$3,000
Utilities and Miscellaneous	\$250	\$3,000
TOTAL	\$56,955	\$683,460

3-Year Financial Projections

Year 1	\$659,918	\$683,460	-\$23,543	Investment Phase

Year 2	\$758,905	\$751,806	+\$7,099	Breakeven
Year 3	\$872,741	\$826,987	+\$45,754	Profitable

Key Financial Highlights

- Selling Price: **\$79.99**/unit
- Year 1 Units: **~8,250**
- Revenue Growth: **~15%** YoY
- Breakeven: **Year 2**
- Year 3 Profit: **\$45,754**