



Proday Fitness App Launches: Workout Alongside Pro Athletes

SAN FRANCISCO, CA, USA, May 25, 2016 /EINPresswire.com/ -- [Proday](#), a venture-backed startup company, announced today the launch of a new fitness app featuring a variety of engaging training routines led by world-renowned athletes and fitness celebrities. The app, founded by tech executive and Marie Claire contributing editor Sarah Kunst, provides a high quality workout plan as an alternative to expensive gyms and costly personal trainers. The app is now available for download in the Apple iOS App Store.

“Proday was born out of my own need. I wanted to workout and be inspired by the world’s fittest people to push myself, but I didn’t have time to travel to the gym or hire a trainer,” said Kunst. “I decided I needed an alternative without excuses. A fun, challenging, state-of-the art workout I could do anytime, anywhere.”

Professional athletes, Olympians and trainers in football, basketball, soccer, gymnastics, swimming and more take the viewer through their personalized workouts in the apps, explaining and demonstrating each movement. Delanie Walker, a top tight end in the NFL, is featured in the first series of workouts focusing on strength training. The mobile fitness and health market is a rapidly growing category, with the potential to produce revenue of more than \$26 billion by the end of 2017.

Each training set features short video clips of exercises demonstrated by the athlete. Activity will be tracked and as a user’s fitness increases, the intensity of their training becomes progressively more challenging. The app will also include behind-the-scenes footage of the athlete from the fitness shoot.

Walker will be joined by programs with Olympians and professional athletes designed for all fitness levels.

Proday is supported by a strong investor base, including entrepreneurs Matt Pauker, Randi Zuckerberg and early Twitter employee Sara Haider. “I’m excited about Proday’s focus on changing the way we think about fitness, and the relationships athletes have with fans,” said Haider. “Coaching and inspiration from our favorite football and basketball players is a fantastic motivator for personal fitness!”

Arielle Zuckerberg, Partner at Kleiner Perkins Caufield & Byers, is also an early investor. “Using Proday is like getting a one-on-one training session with a professional athlete, and it’s so motivating to feel like you’re doing the same workout they do,” said Zuckerberg.

In 2015, Proday was selected to be part of the L.A. Dodgers Accelerator Program. Created in partnership between the L.A. Dodgers and leading global agency R/GA, the program is designed to help start-up companies launch new business models and promote new products in tech and entertainment. “As owners of the L.A. Dodgers, we focus on partnering with innovative companies in the sports and tech space,” said Tucker Kain, Chief Financial Officer of the Dodgers. “We are proud to support Proday in providing a great opportunity to connect fans with their favorites athletes, all while helping people build a healthy lifestyle.”

About Proday:

Proday is a subscription fitness app that offers subscribers access to exclusive workouts from professional athletes and fitness celebrities. As an alternative to expensive gym memberships, Proday aims to make exercise fun and interactive and caters to all fitness levels, all while training alongside high-profile athletes anytime, anywhere. An affordable annual or monthly membership offers the user access to all of the workouts in the app, spanning cardio, strength and flexibility training. Proday is based in San Francisco and was founded in the summer of 2015. For the latest information and ongoing updates, please follow Proday on [Facebook](#), Twitter and [Instagram](#) and visit <http://Proday.co>.

About the Founder:

Sarah Kunst is a venture capital investor and startup executive who's been named a Forbes 30 under 30 pick, a Business Insider Top Woman Under 30, Top African American in Tech and one of Cool Hunting's Most Innovative People. She is also a regular contributing editor for Marie Claire magazine and an alum of Chanel, Red Bull, Mohr Davidow Ventures and Apple. Follow her on Twitter @sarahkunst.

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