

## Renewable Recreation App Summit Abstract for Poster Submission

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References: Ron Vetter, Jess Boersman, Dr. Justine Reel, Adam Boesel, Dan Marks

### 500 word Written Description of Project:

Renewable Recreation is a nonprofit that gives a gym owner the ability to renew their facility through the recreation of recreation. A retail revenue stream, grants, tax deductible donations, government funding, and business partnerships are combined to acquire solar panels, small scale wind turbines, and energy converting cardiovascular exercise equipment. A self-sustaining business model was developed that will allow the gym to pay off and own the equipment within 5 years, and from there Renewable Recreation takes a percentage of the monthly profits and distributes it to future projects. We are a nonprofit because free gym memberships are given to sedentary, obese, and special populations as long as they produce a certain amount of energy.

Renewable Recreation will work with clients who seek out their services, while advertising to those with high potential for energy conservation and/or in areas where health initiatives are needed. Once a location has been identified, solar and wind energy potential of the existing building will be measured as well as the total average energy use. These forms of renewable energy will be implemented to their full capacity. Additionally, human-made, kinetic energy will be applied to the building with workout equipment that has been revolutionized to move energy back onto the grid. This human-made energy will catalyze the client's transformation to clean energy.

Renewable Recreation will include health and wellness program and competitions. Aforementioned members of the retrofitted facility will be offered free gym memberships, pending they meet a certain amount of generated watts. Research will be done to show the positive effects of the equipment.

Since the inception of the idea in the entrepreneurship class in 2013, Renewable Recreation has built business relationships with a building energy management system, revolutionary small scale wind turbine inventors, multiple North Carolina solar system companies, the founder of the first Green Micro Gym in Portland Oregon, and the revolutionary exercise equipment company he works for. On June 18<sup>th</sup> 2015 we received our first two demonstration indoor cycles. The UNCW Center for Innovation and Entrepreneurship has been supportive in establishing the business connections and housing the bikes for demonstration. Three locations have been identified for the pilot project that will establish the "Green Print", and prepare us for investment and expansion. The articles for incorporation and other necessary paper work to become a non-profit have been submitted. A trendy jewelry line has been developed to not only create a revenue stream for funding, but to create word of mouth marketing and develop awareness for our Renewable Recreation movement.

In conclusion once we finish the pilot project, we will expand to Western North Carolina. Using the “Green Print” we will give gym owners multiple options and routes to begin their retrofitting. We will adapt our process and make sure that everything is paid off with in 5 years so that we can proceed to the bigger cities such as Raleigh and Charlotte. We will build self-sustaining organizations in each city so that they will continue to grow once we leave.