

Making the Leap: From Consultant to Fitness Technology Innovator

Catherine Buday (EIX and FamilyBusiness.org)

KEYWORDS: How to start a business, Making the Leap.

EliteFit.ai provides AI-powered movement assessments and fitness programs for business and public sector clients.

Just seven years ago, Ani Bhalekar was a Singapore-based McKinsey consultant who spent 20 hours a week on airplanes flying to clients around the world. He loved the work, but the strain of constantly sitting on planes took a toll on his back. When his physical therapist suggested that they get together more frequently, Ani thought through a way they could collaborate remotely using Zoom.

This solution has since evolved and grown into [EliteFit.ai](https://www.elitefitforyou.com/home), a B2B fitness technology firm that provides computer-vision, AI-driven musculoskeletal assessments, physiotherapy and fitness programs to businesses and end users. The company's movement AI engine can be easily integrated into healthcare, insurance, sports, fitness, and public sector client apps and websites.

While Ani developed this technology for his personal use -- as a way to work more effectively with his physical therapist -- he quickly saw its potential to help many others, especially once COVID struck. He lined up the right partner to help him make his technology as useful as possible for its target market; that same partner promised to become his first client once EliteFit.ai was ready. This allowed Ani to leave his consulting work to concentrate on his venture full-time. Since then, EliteFit.ai has become profitable and has served dozens of clients across the Indo-Pacific region. It's now set to expand in the USA.

In this interview, Ani talks about the genesis and future vision for EliteFit.ai, his decision to leave his consulting

job, and the two best windows of time for going out on your own.

[Link to video](#)

Explore the Entire "Making the Leap" Video Series

(<https://eixchange.com/content/New-series-making-the-leap-to-entrepreneurship>)