Program Proposal: Aqua Plyo Bench

# Program Summary

Aqua Plyo Bench is an explosive, low-impact aquatic training program that uses submerged benches or platforms to facilitate plyometric drills in shallow water. The resistance and buoyancy of the water allow participants to perform jumps, hops, lunges, and power movements with reduced impact on joints. The program blends athletic conditioning with functional movement, offering a high-intensity yet safe environment for performance training.

# Program Objectives

- Build explosive strength, speed, and coordination
- Create a high-intensity water workout for athletic and general populations
- Offer an innovative alternative to land-based HIIT and bootcamp programs
- Enhance agility and core strength through water-resisted movement

# Target Audience

Active adults (ages 16–60), athletes, youth sports participants, and high-energy group fitness enthusiasts. Also suitable for cross-training, rehabilitation (with modifications), and sports performance teams.

# Class Format & Equipment

Class Length: 45 minutes
- Warm-up with dynamic aquatic movement
- Power intervals: jump-ups, split jumps, lateral hops
- Strength circuits: push-offs, dips, step-ups with resistance
- Core finishers: planks, tucks, water sprints
- Cooldown and stretching

Equipment:
- 6–12 submersible soft-top plyo benches (~$150–$250 each)
- Resistance gloves or dumbbells (optional)
- Timer or interval music app
- Waterproof speaker system

# Staffing & Certification Requirements

- 1 Certified Group Fitness or Aqua HIIT Instructor
- 1 Lifeguard (can be same if dual-certified)
- Knowledge of proper biomechanics and plyometrics required

# Startup Costs (Estimated)

- 10 Plyo Benches: $1,500–$2,500
- Sound system or interval timer: $150–$300
- Instructor training or certification: $250–$400
- Marketing/branding materials: $150
- Total Estimated Startup: $2,050–$3,350

# Ongoing Operating Costs (Per Class)

- Instructor Pay: $50–$65
- Lifeguard Pay: $20–$25
- Admin/Facility Overhead: $10–$15
- Total: $80–$105 per class

# Schedule Recommendations

- Evenings (after work/school)
- Saturday morning “power hour” style class
- Seasonal bootcamp series or challenge format

# Evaluation Metrics

- Participant progression (jump height, endurance)
- Attendance trends and waitlist demand
- Participant feedback surveys
- Injury/strain monitoring for safety and effectiveness