

# BEER-BELLY METER MACHINE

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\* X - FIT BEER-BELLY METER MACHINE  
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## PROBLEM

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MEN DRINK TOO MUCH BEER AND BEER BELIES START TO GROW. THE BIGGER THE BELLY THE HARDER TO GET RID OF IT.

## IDEA

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MOSCOW FITNESS CLUB X-FIT SETS UP THE BEER-BELLY METER MACHINES IN PUBS. THEY OFFER TO BET WHOSE BELLY IS BIGGER. METER MACHINES USE CAMERAS TO MEASURE BELLIES AND COMPARE RESULTS. THE BIGGER BELLY OWNER GETS THE BIGGER DISCOUNT TO X-FIT.

## THANK YOU

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