

MoveMatch media overview

Updated October 13 2026

MoveMatch is an iPhone app for building movement sessions, seeing weekly activity progress and making plans to move with other people. Users can complete sessions on their own, invite friends, and find local events and the Circles behind them.

The latest update

The social update is live. It adds live workout rooms, Explore events and Circle management roles. Participants can see one another's workout status, discover public activities nearby, and share the work of organizing ongoing groups.

The founder and the idea

Atlanta founder Chris Terrell Jones designed and built MoveMatch himself over two years while working full time. His experience with demanding fitness routines and burnout shaped the product. His father's heart attack in 2025 deepened his interest in everyday movement and long-term health.

Fact	Details
Founder	Chris Terrell Jones
Location and publisher	Atlanta, Georgia Funkibase LLC
Platform	iPhone Requires iOS 26 or later
Initial public launch	June 2026
Availability	Publicly available; social update is live
Pricing in USD	Free download; Pro is \$2.99/week, \$9.99/month or \$99.99/year
Press contact	contact@movematch.app

Getting started

Download MoveMatch, build a session around movement you enjoy, and invite a friend to join. Local event availability depends on participating hosts; users can host an event and share it with friends when nothing is nearby.

[Website](#) | [App Store](#) | [Press materials](#)

Founder background

Short biography

Chris Terrell Jones is the Atlanta-based founder of MoveMatch and a lead software engineer with seven years of experience in technology. A Purdue University graduate who has competed in bodybuilding and powerlifting, he designed and built MoveMatch himself over two years while working full time. His experiences with fitness burnout and his father's heart attack helped shape his focus on enjoyable, sustainable movement.

Extended biography

Chris Terrell Jones is the founder, designer and developer of MoveMatch, an iPhone app that combines customizable movement sessions, weekly activity goals and tools for moving with friends. Based in Atlanta, he is a lead software engineer with seven years of technology experience and a technology degree from Purdue University in West Lafayette.

Jones became interested in fitness in college and participated in bodybuilding and powerlifting competitions. Over time, he experienced a cycle of intensive routines followed by burnout. Working primarily from home sharpened his interest in activity that could fit into everyday life and remain enjoyable.

In 2025, his father had a heart attack. The experience prompted Jones to examine public health guidance and reconsider what he wanted fitness to mean in his own life. As a Black founder, he wants fitness conversations to make room for different bodies and place more emphasis on participation and the benefits of movement. Jones designed and built MoveMatch himself over two years while working full time. The app launched publicly in June 2026.

Founder quote

"I wanted fitness to be fun like when you were a child."

Chris Terrell Jones, founder of MoveMatch

Interview topics

- Building a consumer app independently while working full time.
- What bodybuilding and powerlifting taught him about motivation and burnout.
- How his father's heart attack changed the questions he asked about physical activity.
- Designing social features around invitations and shared participation.

For interviews and product walkthroughs, contact contact@movematch.app.

Product features and pricing

New in the social update

- Live workout rooms: participants in a shared session can see who is ready, active or finished in real time.
- Explore events: discover nearby public events on a map, view the details and request to join. Hosts approve requests and can also create invite-only events.
- Circle management roles: owner, admin, manager and member roles let ongoing groups organize people and responsibilities. Circles also support events, workout templates, announcements and a feed.

The core experience

Build sessions from activities using sets and reps, intervals or duration, then complete them in the guided player. Workouts can include walking, dance, strength training, sports or everyday movement. Active time and user-supplied labels contribute to the Aerobic, Strength, Flexibility and Movement goals. Templates help repeat workouts on chosen days, and sessions can sync to a calendar.

Free and Pro

Capability	Free	Pro
Create and complete workouts	Included	Included
Friend workouts events and Circles	Included	Included
Planning window	7 days	14 days
Event search radius	25 miles	50 miles
Event join requests	1 per day	Unlimited
Advanced event filters	Not included	Included
Full 12 week history	Not included	Included with patterns and heatmaps
Guided programs	Preview; Pro required to start	Included

MoveMatch Pro costs \$2.99 per week, \$9.99 per month or \$99.99 per year. All prices are in USD.

The seven guided programs cover walking, movement foundations, bodyweight strength, flexibility and a seated foundation. Programs run from 4 to 12 weeks.

Activity and research FAQ

What counts toward progress

Activity completed in MoveMatch's workout player counts. The player records active time; users or workout creators supply activity types, muscle-area tags and intensity labels. Skipped activities earn no credit. There is no unrestricted manual workout log and no import of workouts completed on Apple Watch or in another app.

How points and goals are calculated

Under MoveMatch's rules, moderate minutes earn one aerobic point and vigorous minutes earn two. Light activity contributes to the Movement goal. Strength and Flexibility track time in their respective block types and muscle-area coverage. The same block can contribute to more than one category. The weekly orb summarizes progress across the four goals, scaled to the Foundation, Build or Performance target selected by the user.

How levels differ from milestones

Levels use the current week's aerobic points. Research-related milestones use a 12-week average of recorded activity. That average always divides by 12, including for a new account, so weeks before joining contribute zero. A new user's average therefore reflects limited recorded history as well as completed activity.

What the research supports

Published guidance, including WHO and ACSM guidance, and peer-reviewed research informed the founder's design of the goals and milestones. The app combines guideline-derived targets with MoveMatch estimates. The founder has reviewed the interpretation; it has not undergone independent expert review.

WHO's 2020 guidance recommends 150-300 minutes of moderate aerobic activity or 75-150 minutes of vigorous aerobic activity per week, or an equivalent combination, plus muscle strengthening on at least two days. This guidance does not establish every target, calculation or milestone in MoveMatch. [1]

Research informing the Movement goal measured activity across the day using accelerometers. Sessions timed in the app are a different measure. MoveMatch's light-movement targets are app estimates, not doses proven to deliver a specific individual health outcome. [2]

What the app measures about health

Progress describes recorded activity, not a measured change in health. Milestones provide educational context from research; unlocking one does not establish that a user has achieved that health benefit. MoveMatch does not measure blood pressure, blood glucose, heart rate, body composition or overall fitness. It is not a medical service.

References

[1] Bull et al. WHO 2020 guidelines. British Journal of Sports Medicine. [doi:10.1136/bjsports-2020-102955](https://doi.org/10.1136/bjsports-2020-102955)

[2] Ekelund et al. Accelerometry measured activity and mortality. BMJ, 2019. [doi:10.1136/bmj.l4570](https://doi.org/10.1136/bmj.l4570)

Community and access FAQ

Finding people and Circles

Find events near you in Explore and join the Circles behind them, or join a Circle through an invitation. There is no direct Circle search. MoveMatch can also be used alone or with existing friends. When there are no nearby events, a user can host one and share it with friends.

What other people can see

Friends This Week shows planned and completed workout counts and live activity status without points, goal percentages or rankings. Public profiles can separately show weekly points history, workout mix, active hours, session counts, recent completed sessions, reactions and hosted events. Private profiles hide those details from non-friends. Age, gender, ethnicity and accessibility needs are not displayed on profiles.

People in a live workout see one another's ready, active or finished status. The app does not show users' live GPS positions to one another. It does show a host's chosen event location; a public event's exact place appears in Explore and search results for people within range. Hosts receive a warning before using a home address.

Participation and reporting

Joining or hosting requires users to be 18 or older and accept the Terms. Events can be invite-only and Circles can require approval. Users can block people and report accounts or content. Funkibase LLC reviews reports manually. Reporting is not an emergency service, and there is no guaranteed response time.

Accessibility support

The app includes seated and low-impact options, VoiceOver labels, Reduce Motion support and scalable text. Accessibility support has not undergone a formal audit or a complete VoiceOver, Dynamic Type and contrast testing pass. Some components cap text scaling.

Apple Health and device support

MoveMatch requires iOS 26 or later on iPhone. Completed workouts can be saved to Apple Health. Active-energy data can be read from Apple Health during a session for display, but it does not affect points or goals. MoveMatch does not import Apple Watch workouts.

Media and support contacts

Chris Terrell Jones is available for interviews and product walkthroughs. Journalists can test the public app through the App Store.

Press materials: movematch.app/press

Press: contact@movematch.app Support: us@funkibase.com

[Website](#) | [App Store](#) | [Privacy Policy](#) | [Terms of Service](#)