Executive Summary

BurnCal enters the market and looks for creating a community-centric user base by targeting a viable channel, ensuring that user retention rates increase and creating a team for beta testing of the app.

The strategy document is based on a **3C1P format** that explains the current situation and gives an idea of the way forward keeping in mind the **ideals and visions** of the company.

The execution plan provides an in-depth analysis of the strategies needed and roadmap towards **achieving the goals**, ideas for marketing campaigns and becoming a go-to fitness app for all users.

Summary | Company | Customer | Competitors & Product | Platform | Customer Acquisition | Timeline | Ideas

Company

MISSION

Pre-Launch
- Team of trainers ready to cope with upscales
- Employ extensive customer acquisition campaigns
- Have a group of acquired members ready to beta test

Post-Launch
- Fix bugs to develop the model for a bigger base
- Marketing campaign to widen reach to other communities

Type of Launch
- Employ a cohort-based on-boarding strategy so as to the create a community-centric app
- This will enable community formation and thus greater user retention

Benchmarks and KPI
- KPI used is Client RetentionRate
- 40% retention in first 3 months(market average 31%)
- 25% annual retention rate(market average 19%)

VISION

In 2-3 years time we wish to expand to other services in order to provide an all round experience to the users. We aim to provide services like physiotherapy, online consulting from dieticians and physicians. We also aim to expand into merchandising and sell fitness apparel and equipment for home workouts.

Our primary vision is to create a community that is health-conscious and works towards maintaining all-round fitness.

BurnCal SWOT Analysis

STRENGTHS
- Community-centric approach to fitness.
- Unlike big companies, we lay our focus on a more personalized experience.
- Providing assistance from professional trainers and experts.
- Real time performance tracking to motivate users and increase retention.

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WEAKNESSES
- Providing a 1:1 experience while scaling up will be very capital intensive.
- High computational power needed to personalize nutrition.

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OPPORTUNITIES
- Fast developing fitness culture
- In 2020, health and fitness app. downloads in India increased by 156%.
- The sports, fitness & wellness (SFW) market in India will grow from $35 billion in 2016 to $90 billion by 2022.
- Total number of fitness app users is expected to surpass 353 millions by 2022.

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THREATS
- Saturated app market: In 2020, over 71,000 new fitness and health apps were released, up 13% from 2019.
- Shift back to offline avenues after Pandemic.
- Barriers on the online platforms- slow internet speeds.
- Availability of free content on YouTube etc.
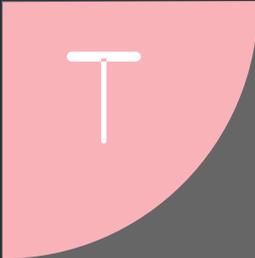
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Customer

Needs and Wants:

- Ease of use
- Performance tracking and notification reminders
- Personalized attention from trainers and coaches
- Frequent motivation
- Progress sharing features for social media
- Video tutorials

Client values:

- Community building encourages more user retention as people like to have a group they can exercise with
- Constant progress reports motivate people to work daily
- Users like to have progress sharing options on social media (this also helps in brand marketing)
- Reminders from coaches and notifications from apps have a significant impact on maintaining continuity

Regularity in Exercise

- 3 to 5 times
- Once or twice
- Everyday
- Never
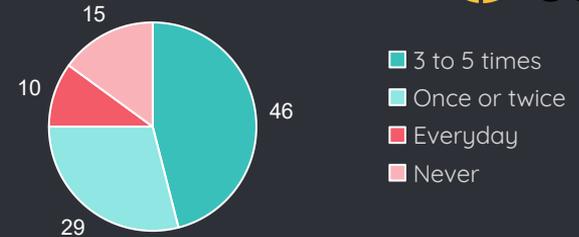
Age of Fitness Enthusiasts (%)

- 20-30
- Above 30

Competitors

Product

Fittr:
- Built a strong sense of community by having a social page on their app
- Offer workout progression infographics, achievement awards, and Facebook accountability options.

Cult.fit:
- Large variety of services like workout programs (both online and offline), nutrition tracking, booking doctor appointments, lab tests, cosmetic treatments, selling fitness merchandise and equipment.
- Has large investor backing.

Nike Training Club:
- The brand name of Nike attracts customers.
- Nike brings celebrities to make instructor videos.

Home Workouts-No Equipment:
- Has detailed videos and animation guides.
- Has around 130 million downloads

- World Class Coaches
- Cutting Edge Technology
- Personalized Workout Plan- 1 : 1 access to fitness coaches
- Personalized Nutrition Guidance- tailor made nutrition plans
- Powerful Progress Tracking

- User Activities to track: Weight, heart rate, steps/distance, calorie intake, diet, sleep, exercises and their duration, regular attendance

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Platform

to build a strong community of active users

Discord is an untapped application we must use.

- It is a community based application where people of similar interest can band together and form a server

- There are **bots to moderate the chat** and keep it safe

- Voice channels can be sub categorised into certain fields of exercise like weight-lifting, calisthenics , cardio etc

- Influencers (Tanmay Bhat, Samay Raina) who have harnessed Discord's power to build strong communities have seen a **jump of active users from 28% to 43%.**

- Members who are active for certain plus hours can be **chosen for beta testing** of the new features.

- Members can discuss their workout regimes and can provide feedback thereby improving the app

Customer Acquisition

Partnering with Local Gyms

Many local gyms still have active memberships but are shutdown due to the pandemic. Their dedicated customers will turn over to BurnCal if recommended by the gym itself. Gym instructors can in turn be cohorts based on the location of the customer and increase 1:1 attention.

Through Fitness Media Outlets

The younger generation gets fitness tips from sites like MensXP and Cosmopolitan. If we can become a primary or atleast a secondary fitness app they partner with, many influential customers will flock to our app.

Collaborating With Rotary Clubs

If BurnCal wants to be a staple for a certain locality of people then public bodies play a pivotal role. Rotary club holds many athletic and fitness related events in a community. If it manages to impress residents we can get permanent customers given that they trust bodies like the Rotary club.

Risk and Mitigation

	Risk	Solution
Partnerships with Local Gyms	Bloating up of administration if too many instructors join	Gyms are allotted specific number of trainers allowed as cohort and can be cycled as per need.
Fitness Media Outlets	Random influx of customers who may not be as retentive and may leave.	The problem solves itself as more customers join, more retentive long term members also stay to form a community.
Collab with Rotary Clubs	Rotary supports well established apps so we may need a moderate user base before hand.	Partnering up with local gyms will give us a good rapport with Rotary Club

Timeline

Hire managers for a team for social media campaign. Sketching a proper roadmap for customer acquisition and community building

Partner with smaller local gyms, fitness websites like MensXP, Buzzfeed to BurnCal, to make it a staple among gym enthusiasts and health conscious people

Use the following of fitness influencers to get publicity about the BurnCal community on Discord, to increase community members, putting out exclusive content for community members to increase user retention

Push out new features for the app, Beta tested by the moderators or most active community participants. Create excitement among the members. Try solidify BurnCal's online presence and userbase. Try make the community self-sustainable

AUG **SEPT** **OCT** **NOV** **DEC** **JAN** **FEB**

Create social media handles, releasing content. Getting fitness influencers for advertising BurnCal to gain necessary traction on BurnCal's social media campaign.

Build a community of pro fitness people on Discord, encouraging active participation and habit creation. Since fitness influencers and websites have huge audiences and people are more health conscious, we can safely reach the 1000 user milestone.

Give discounted subscription rates and incentives to active BurnCal Discord members to get subscriptions. Boosting the growth of the community and increasing subscriptions. User data gained this help gauge the roadmap for the future.

Ideas to Implement Going Forward

o **Downloadable Content**: Internet speeds in India are generally quite slow in most areas and downloadable instructional videos and guides are a convenient feature to add.

o **Performance Sharing**: Performance and Goal tracking of friends is an engaging feature. It increases retention times on apps and will promote people to share and recommend BurnCal to their friends.

o **Physiotherapy and Medical Assistance**: People who have had injuries or surgeries require specially constructed exercise routines for recovery. This is a huge market and on demand physiotherapist assistance and medical help would attract quite a large audience.

o **Fitness Equipment and Supplement Sales**: Gym equipment, fitness wear and supplements are a go-to for regular gym-goers and fitness enthusiasts, partnering with companies producing the above and offering these products at lower rates to BurnCal subscribers is an effective incentive for out target audience.

o **Social Platform**: Developing a social platform integrated within BurnCal is a great way to promote community building, thereby replacing reliance on Discord. This allows BurnCal to gain Raw User Data which is highly beneficial for future expansion.

Thank You!

The Frantic Four

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