### **StudioLoop: LEAN Business Plan**

#### **1. Problem Statement:**

Fitness and wellness enthusiasts in South Africa face high costs for gym memberships and fitness classes, as well as limited access to a variety of wellness activities. Traditional gym memberships lock users into long-term commitments, and many are unaware of the range of fitness and wellness studios available. Studios, on the other hand, face high customer acquisition costs and often struggle to fill empty spots in their classes, losing potential revenue.

StudioLoop solves these problems by offering a subscription-based platform that provides flexibility and variety for users and helps studios increase revenue by filling empty spots and reducing marketing costs.

#### **2. Solution:**

StudioLoop is a flexible subscription platform connecting users to a diverse range of wellness and fitness classes across South Africa. Users can purchase tokens (through subscription or pay-as-you-go options) to book individual classes without the need for long-term gym memberships. Premium and Basic subscription tiers offer the best value per token.

The platform integrates seamlessly with each studio’s booking system, providing real-time class availability and easy booking through the app. StudioLoop supports studios by increasing visibility, filling empty spots, and helping reduce customer acquisition costs. The referral program incentivizes users to bring in new members, creating a strong, engaged fitness community.

#### **3. Key Metrics:**

* Customer Acquisition Cost (CAC): Track how much you spend to acquire a new user or studio partner.
* Customer Lifetime Value (CLV): Measure the average amount of revenue a user generates over their relationship with StudioLoop.
* Churn Rate: Track the percentage of users who cancel their subscription or stop using the platform.
* Monthly Active Users (MAU): Track the number of active users on a monthly basis.
* Studio Payouts: Track the payouts made to studios based on the number of class bookings.
* Referral Program Performance: Measure the number of new users gained through the referral program.
* Booking Conversion Rate: Track the rate at which users book classes after browsing available options.
* Revenue Growth: Track overall revenue from subscriptions, bookings, and additional revenue streams.

#### **4. Unique Value Proposition (UVP):**

StudioLoop provides flexibility, variety, and affordability for users, allowing them to explore different fitness and wellness activities without long-term commitments. With a broad range of classes, from yoga to HIIT, StudioLoop gives users the freedom to try new activities on their own terms.

For studios, StudioLoop is a powerful tool for filling empty class spots, increasing revenue, and gaining exposure to new customers. Real-time availability and seamless booking integration enhance the user experience, while the platform’s referral program helps build a supportive, engaged fitness community. StudioLoop isn’t just about booking classes—it’s about creating lasting connections and helping people achieve their fitness goals in a convenient and community-driven environment.

#### **5. Customer Segments:**

* Fitness Enthusiasts: Active individuals who want flexibility and variety in their fitness routines.
* Wellness Seekers: Users interested in wellness-focused activities like yoga, pilates, and meditation.
* Occasional Fitness Users: People who don’t want the commitment of a full membership but want access to fitness classes on a flexible basis.
* Fitness Newcomers: Beginners who need an easy introduction to fitness with beginner-friendly options.
* Studios: Fitness and wellness studios seeking a platform to attract new customers, fill empty spots, and increase revenue.

#### **6. Channels:**

* Digital Marketing: Social media, paid ads, and SEO to drive traffic to StudioLoop.
* Partnerships & Collaborations: Work with studios and influencers to expand the user base.
* Referral Program: Drive organic growth through word-of-mouth and user referrals.
* Email Marketing: Engage users with updates on new classes, promotions, and loyalty rewards.
* Events & Community Building: Host pop-up events, fitness challenges, and create an online fitness community.
* Offline Marketing: Use flyers, posters, and partnerships with local events to raise awareness.

#### **7. Revenue Streams:**

* Subscription Fees: Recurring revenue from Basic and Premium subscriptions.
* Token Bundles: Pay-as-you-go options for users who prefer flexibility over subscriptions.
* Premium Listings for Studios: Optional premium visibility for studios to gain more exposure on the platform.
* Revenue Share with Studios: Studios receive a percentage of the revenue for each class booked through StudioLoop.
* Corporate Partnerships: Sell subscriptions or tokens to businesses for employee wellness programs.
* Affiliate Partnerships: Partner with fitness and wellness brands to earn commissions through affiliate marketing.
* Event Hosting: Charge participation fees for exclusive fitness events and challenges.

#### **8. Cost Structure:**

* Platform Development & Maintenance: One-time development costs and ongoing maintenance for the app and website.
* Marketing & Customer Acquisition: Budget for digital advertising, content marketing, and influencer partnerships.
* Operational Costs: Salaries, office space, and customer support staff.
* Studio Partnerships: Payments to studios based on bookings and API integration costs. Studio Payouts: Payments to studios are based on a percentage of the class fees for each class booked through StudioLoop. The percentage varies between 40-50% depending on the studio’s size.
* Technology & Infrastructure: Cloud hosting, software licensing, and third-party services.
* Legal & Compliance: Legal fees, insurance, and business compliance.
* Miscellaneous Costs: Event hosting, community engagement, and additional business expenses.

#### **9. Key Partnerships:**

* Fitness & Wellness Studios: Vital for providing a wide range of classes to users.
* Technology Providers (API Integrations): To manage real-time availability and class bookings.
* Payment Gateways: For processing user payments securely.
* Influencers & Fitness Bloggers: To promote StudioLoop and reach a wider audience.
* Corporate Wellness Programs: To offer StudioLoop as a wellness benefit to employees.
* Affiliate Partnerships: Partner with wellness brands to promote products and earn commissions.
* Local Fitness Events & Festivals: Build awareness through sponsorships and in-person engagement.

#### **10. Customer Relationships:**

* Self-Service Model: Users can manage bookings, subscriptions, and payments independently via the app.
* Personalized Customer Support: Offer chat, email, and phone support for users who need assistance.
* Community Engagement: Foster a supportive, engaged fitness community through social media, challenges, and shared user experiences.
* Incentives and Rewards: Loyalty programs, rewards for referrals, and challenges that keep users engaged.
* Feedback Loops: Collect reviews and feedback from users and studios to continuously improve the platform.
* Studio-Specific Offers & Packages: Exclusive deals and packages available for users to purchase through the app.
* Educational Content: Provide useful fitness and wellness content to keep users engaged and informed.