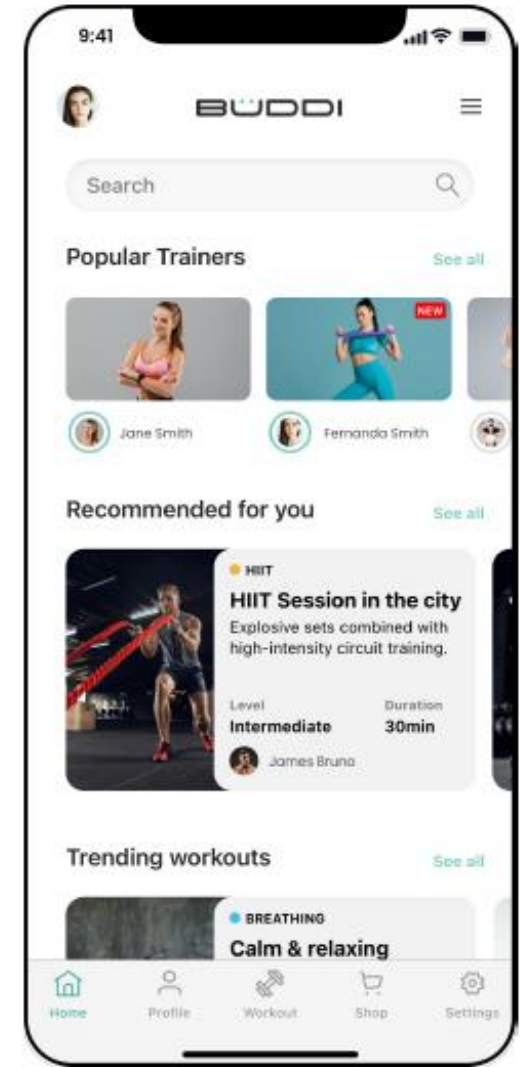
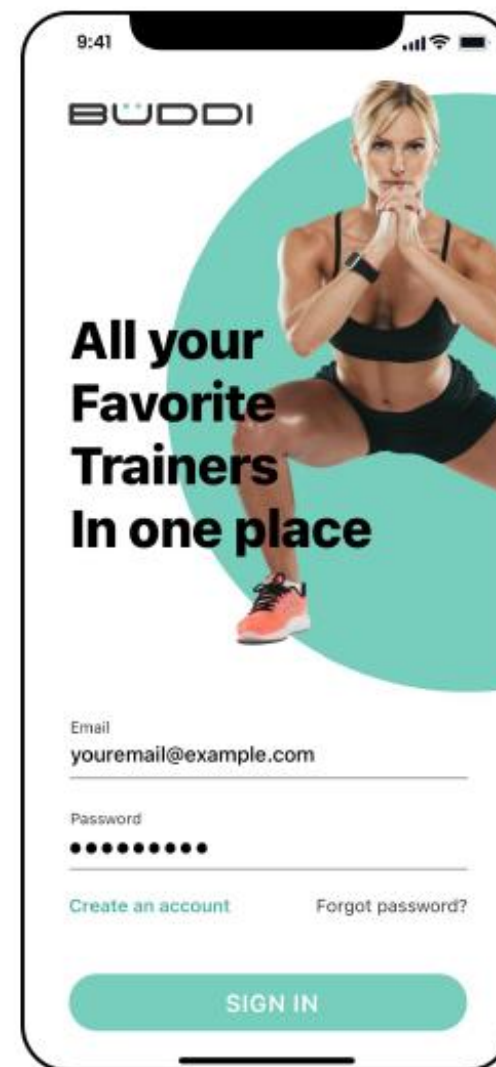




## Building Phases



# PHASE 1 - MVP

## Splash Screen (Loading screen)

Logo displayed while app is loading up.

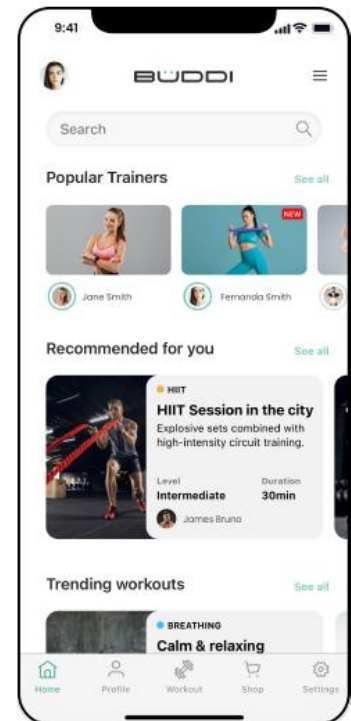
## Login / Sign up

## Landing Page (Home page)

“Explore” page where all content from trainers is categorised and displayed.

## Trainer Profiles

Profile page where trainers upload and maintain their content, bio and relevant profile information – consumers can view this information and watch videos.



# Login/Sign Up Page

## Consumer Sign Up

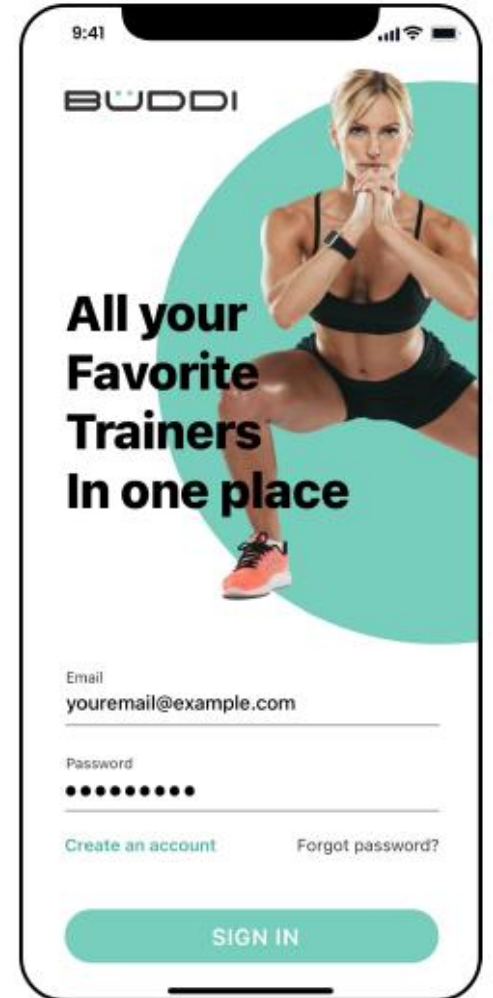
- Email
- Password
- Sign Up with Socials i.e. Facebook, Instagram, Twitter etc.
- Phone Verification.
- Debit order details for when free trial expires.

## Creator Sign up

Signing up as a “creator” (trainer) requires extra information.

- Address
- Banking Details (payment)

*\*Signing Up as a creator does NOT give access to all content.*



The image shows a mobile app interface for 'BUDDI'. At the top, the status bar shows the time 9:41 and signal/battery icons. The app logo 'BUDDI' is in the top left. A large circular image of a female fitness trainer in a black sports bra and shorts is on the right. To the left of the image, the text reads: 'All your Favorite Trainers In one place'. Below this, there are input fields for 'Email' (containing 'youremail@example.com') and 'Password' (represented by dots). At the bottom, there are two links: 'Create an account' and 'Forgot password?'. A large teal button labeled 'SIGN IN' is at the very bottom.

# Explore Page

## Search Bar

Users can search for trainers, videos or categories (defined by video tags)

## Popular Trainers

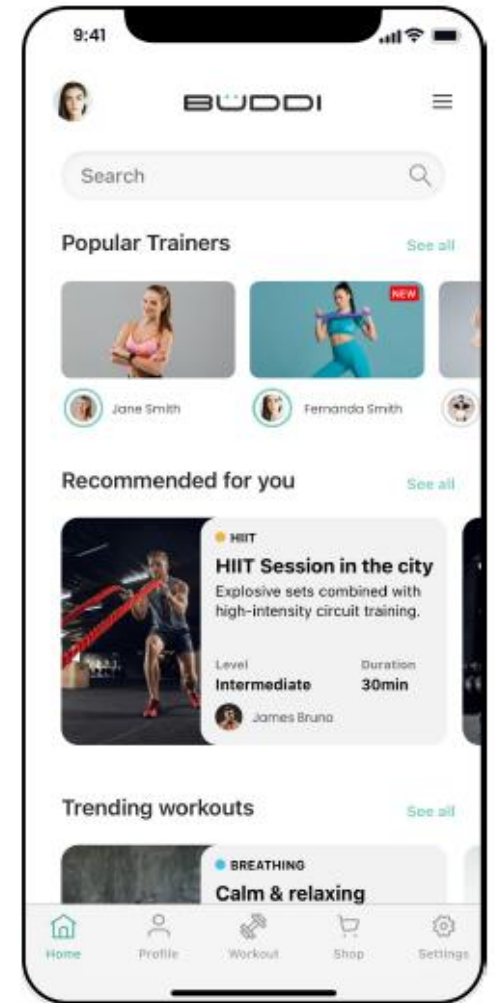
List of popular trainers curated by which trainers are receiving the most views over the last  
\*defined period\*

## Workout Categories

Workout videos curated into various categories – defined by video tags

## Explore Page

This is the “Home” page where users explore content, discover new trainers and workouts.



# Profile Page

## Content Management & Upload

Creators manage and upload videos from here

- Video Titles
- Video Tags

## Trainer Bio

- Description / Bio written by trainer
- List any relevant qualifications

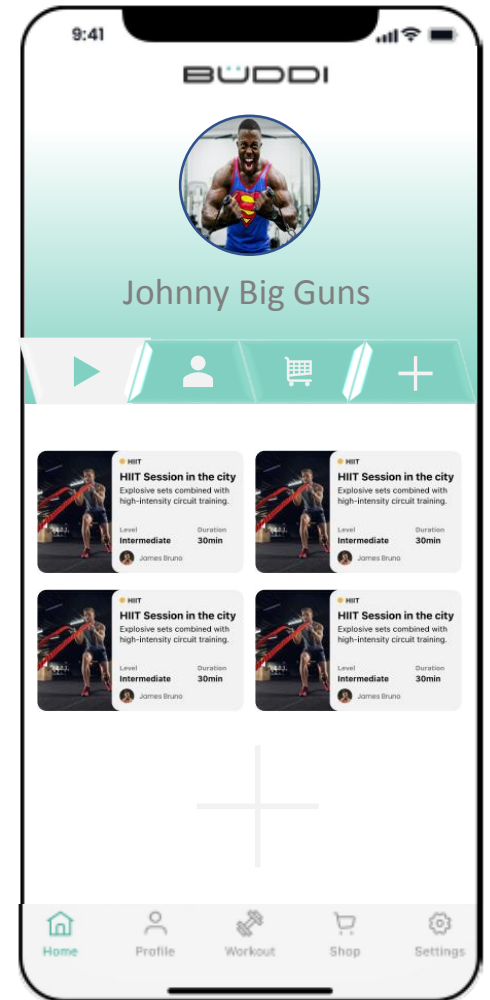
## Shop

Trainers upload and manage shop content from here.

*\*Personal trainer shops feed to main shop (Main Menu)*

## Consumers

Consumers (i.e. page visitors and not page owner) can view all content, but not edit. Upload Tab won't be visible.



**\* COMPLETE FOR MVP**

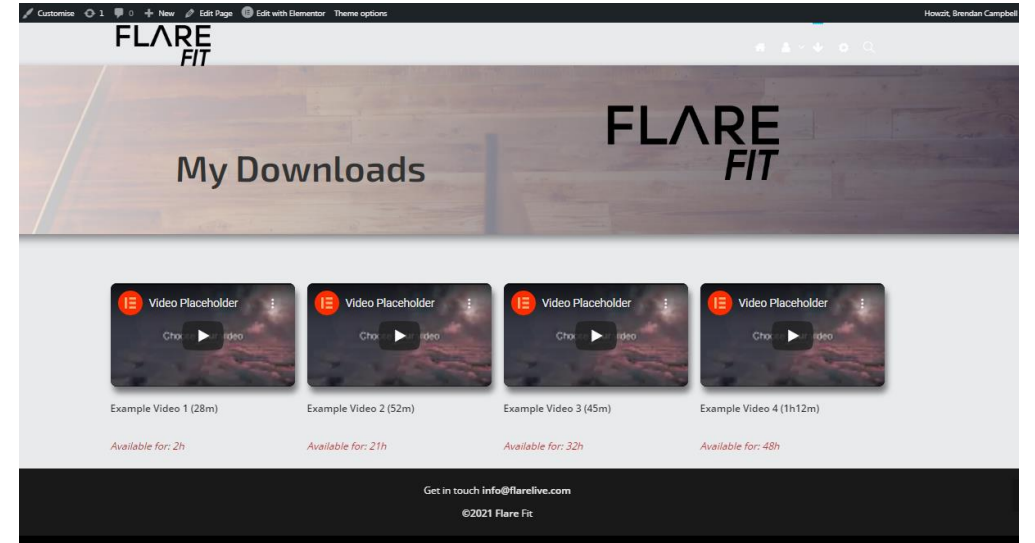
# PHASE 2

## Download video for offline viewing

- Save video content (for a limited period) available for viewing offline.
- “Downloads” page to host and maintain downloaded videos.

## Users Preferences algorithm

- Track users history and makes suggestions accordingly.
- Suggest similar content creators.
- Allow “Follow” features



**\* COMPLETE FOR PUBLIC LAUNCH**



# PHASE 3

## Corporate Packages

Offering corporate packages for multiple licenses distributed to employees of the company, or offered as benefits to their customers.

Giving your employees a subscription to the app to promote physical and mental wellness.

OR

Offering subscriptions to your health insurance customers as part of a rewards program.



# PHASE 4

## Loyalty Points

Completing workouts (featuring Heart-Rate Monitoring) earns you points which go towards discounts in the shop on participating brands or products – 3<sup>rd</sup> party or from the store.

A later integration is proposed to earn points towards the users medical aid or other relevant plans.

## SHOP (possibility for later stage growth)

A digital shop service on each creators page where they can manage their own products and sales. Each Creators shop will be categorised and fed into a universal store on its own page within the app.

