



VictoRizz



CONSULTING PROPOSAL AND MARKET ENTRY STRATEGY

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EXECUTIVE SUMMARY

Introduction: This consulting proposal presents a comprehensive market entry strategy for VictoRizz, a platform that aims to provide sports tutorials, courses, event notifications and registration, and connects users to coaches and sports academies.

Goal: To leverage the growing demand for digital sports training solutions, driven by increasing health and fitness awareness, technological advancements, and supportive government initiatives. We aim to cater the growing need of a one-stop solution for all athletes.

Market Analysis: India's sports training market is experiencing rapid growth, with a CAGR of 5.7% and a market size of 0.41 Billion USD, expected to expand up to 0.63 Billion USD, over the next five years. The primary target market includes young athletes aged 8-18 and their parents while the secondary market includes amateur adult athletes, coaches, trainers and sports academies.

Competitors: KheloMore, Sportz Village academies, Fitso, LeapStart, TENVIC

Upon a Swot analysis of the competing players, it can be concluded that though the market is expanding, no major player with a significant share is observed due to a dearth of one stop solutions. Hence, there lies a huge opportunity.

Go-to-market strategy:

Market Entry Mode: The optimal market entry mode involves a combination of direct-to-consumer (D2C) online platform and strategic partnerships with educational institutions and sports academies.

Marketing and sales strategy: An exhaustive online and offline marketing strategy is necessary to acquire customers. Multiple tactics have been discussed in the proposal.

Product development: Major features include- tutorials, detailed courses, event registration and notifications, listing of coaches and sports academies and additional features on the app to navigate users to the event location.

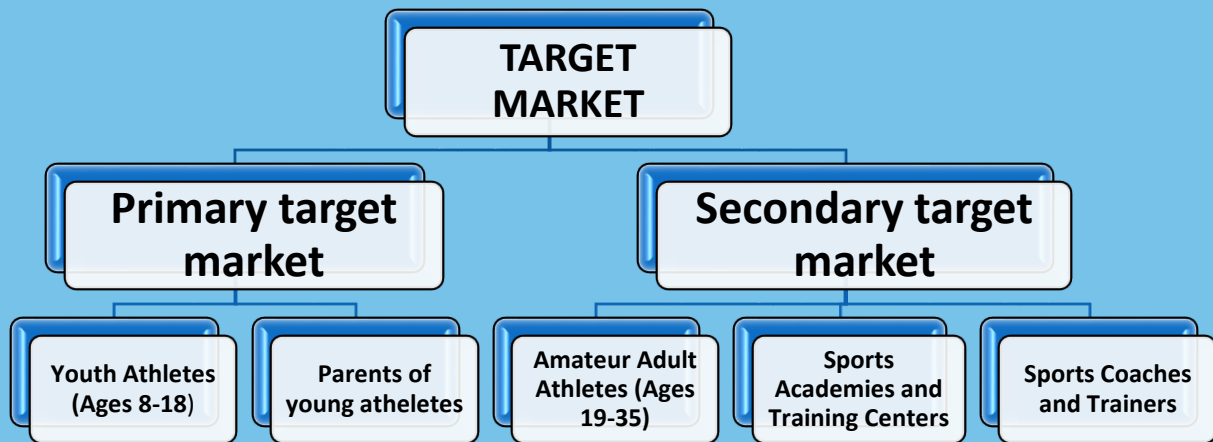
Partnerships: These have been divided into primary, secondary and promotional partnerships, each with their own motive. **While primary partnerships are crucial for the website's USP and offerings, secondary and promotional partnerships will help to scale and upgrade.**

Financial Projections: Based on the assumptions and expected growth, a 5-year projection of revenue has been made. Further, a cost structure in the initial and later stages has been discussed, followed by sources to fund the business.

Risk Analysis: This section discusses all operational, reputational or financial risks and their mitigation.

Conclusion : This report provides a detailed strategy for market entry for VictoRizz. The platform is well-positioned for growth and success with a strategic market approach and effective cost management.

MARKET ANALYSIS



Young athletes: direct beneficiaries of the tutorials, courses, and coaching connections

Parents: decision-makers and financiers

Youth athletes and their parents form the core user base for structured training, development opportunities, and access to expert coaching, making them the ideal primary market

Amateur adult athletes: growing market segment interested in sports.

Coaches and trainers: seek platforms to expand their client base and professional reach

Sports academies: aim to streamline operations and enhance their service offerings.

These segments, while not the core focus, offer significant growth opportunities and synergies with the primary market.

	PRIMARY TARGET		SECONDARY TARGET		
Categories	Youth Athletes (Ages 8-18)	Parents of Young Athletes	Amateur Adult Athletes (Ages 19-35)	Sports Coaches and Trainers	Sports Academies and Training Centers
Demographics	School-aged children and teenagers	Aged 30-50, typically middle to upper-middle class	Young adults, college students, working professionals	Adults aged 25-55, involved in coaching and sports training	Sports academies, training centers, and related institutions
Psychographics	Highly interested in improving sports skills, ambitious about sports careers	Highly invested in their children's athletic career, willing to spend on training and coaching, value structured programs and expert guidance	Fitness enthusiasts, interested in competitive and recreational sports, looking to improve skills or join sports communities	Professional and semi-professional coaches looking for platforms to connect with athletes and promote their services	Institutions focused on providing sports training and development programs, looking to expand their reach and improve their service offerings
Geographic	Urban and suburban areas with a high concentration of sports academies and facilities	Urban and suburban areas with access to sports facilities	Urban areas with active sports communities and facilities	Areas with a high concentration of sports academies and active sports communities.	Regions with a strong emphasis on sports development
Behavioral	Regular participants in sports, attend training camps, actively seek coaching and skill improvement	Actively seek the best training programs and coaches for their children, regular users of online platforms for registration and information	Participate in local sports leagues, attend sports events, and seek online resources for training and event registration	Regularly use online platforms for networking, client acquisition, and professional development	Partner with platforms to enhance visibility, manage registrations, and promote events

MARKET ANALYSIS

MARKET SIZE

DRIVERS <ul style="list-style-type: none">Increased rate of participation in sports due to HEALTH BENEFITSIncrease in DISPOSABLE INCOMEIncreasing popularity of Cricket and other sports	OPPORTUNITIES <ul style="list-style-type: none">Upsurge in investment in the SPORTS INDUSTRYRapid adoption of digital platforms is expanding the market size.
RESTRAINTS <ul style="list-style-type: none">Underdevelopment of SPORTS INDUSTRY	CHALLENGES <ul style="list-style-type: none">Increasing work-from-home culture post Covid-19 pandemic

India's SPORTS TRAINING MARKET SIZE is valued at USD 0.41 Billion

PROJECTED GROWTH

- Expected market size by 2029: **0.63 Billion USD**
- CAGR :**5.7 % from 2022 to 2029**

CONSUMER NEEDS AND TRENDS

Athletes	<ul style="list-style-type: none">Personalized Training: Increasing demand for tailored training programsAccessibility: Preference for online tutorials and courses for convenient, anytime access to training materials.Real-Time Feedback: Growing interest in receiving immediate feedback and progress tracking through digital tools.Holistic Approach: Desire for comprehensive training that includes nutrition, mental health, and fitness.
Coaches	<ul style="list-style-type: none">Visibility and Reach: Need for platforms to showcase expertise and reach a larger audience.Efficient Scheduling: Demand for tools to manage bookings and training schedules.Expansion in professional career: Seeking additional income through online course offerings and event collaborations.
Training Academies	<ul style="list-style-type: none">Brand Building and scalability: Need for enhanced online presence to increase reachPartnership Opportunities: Interest in Collaborating with tech platformsData-Driven Insights: Growing reliance on analytics

COMPETITIVE ANALYSIS

COMPETITORS

COMPANY	CATEGORY	DESCRIPTION
KheloMore	Sports ecosystem	Complete sports ecosystem to book events, or purchase coaching programs, available in housing societies – VERY SIMILAR TO OUR COMPANY
Fitso	Training	Offers a range of fitness and sports training services, including swimming, tennis, and basketball coaching, acquired by Curefit from Zomato for 50 Mn.
SPORTZ VILLAGE Academies	Training for sub-urban and rural areas	Formally known as KOOH Sports ,focuses on sports education and training for schools and communities, providing structured programs and coaching.
TENVIC	Training	Founded by former cricketer Anil Kumble, it offers sports coaching and training programs for various sports disciplines
LeapStart	Training for schools	Offers a comprehensive sports and physical education curriculum for schools

SWOT ANALYSIS OF COMPETING COMPANIES

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"> Increasing user base and YoY growth Better digital presence Funded Positive reviews and reputation More focus on limited products 	<ul style="list-style-type: none"> Less market share Weak marketing Less to no partnerships or collaborative products No one-stop destination No customer retention
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Increase in customer base (market size) Increase in funding of Sports Market Can poach customers due to absence of customer retention efforts Long term partnerships (few but effective) 	<ul style="list-style-type: none"> Improvement in competitor's organic presence Market entry of subsidiary of a larger brand Government interference in rules and regulations

GO TO MARKET STRATEGY

MARKET ENTRY MODE:

"Partnerships and Strategic Alliances"

Rationale:

Leverage Existing Networks	Reduced Risk and Investment	Credibility and Trust	Scalability	Initial endorsement and momentum
Partnering with established sports academies, schools, colleges and sports clubs provides immediate access to a ready customer base.	Partnerships will reduce the capital investment and risk compared to starting from scratch.	Associations with reputable partners enhances credibility and trust among potential customers.	Partnerships allow for easier scalability into new regions by replicating the model.	Partners will provide initial momentum and customers along with a greater chance of positive word of mouth.

MARKETING AND SALES STRATEGY



GO TO MARKET STRATEGY

MARKETING AND OUTREACH TACTICS

❖ Content Marketing	<ol style="list-style-type: none">1. Educational Content: Training tips, Athlete interviews, sport rules, Success stories via blogs, videos, and social media.2. Tutorial Videos: Develop a Library/Playlist of tutorial videos for different sports, available on the website and YouTube.
❖ Influencer Partnerships	<ol style="list-style-type: none">1. Collaborate with sports influencers and professional athletes for promotion2. Host live training sessions3. Podcasts4. Q&A sessions with celebrity athletes
❖ Email Marketing:	Build an email list with customer segmentation to send targeted campaigns promoting: <ul style="list-style-type: none">• new courses• upcoming events• exclusive offers
❖ Event sponsorships	Sponsor and participate in local sports events to increase visibility and directly engage with the community
❖ Partnerships with Schools and Academies	Collaborate with educational institutions and sports academies to integrate services into their programs
❖ Search Engine Optimization (SEO)	Optimize the website and content to attract organic traffic from relevant audience searching for sports training, events, and coaching
❖ Pay-Per-Click (PPC) Advertising	Run targeted ads on Google, Facebook, and Instagram to drive traffic to the website and app, focusing on conversion goals

Customer Acquisition and Retention

1. **Free Trials and Discounts:** Offer free trial periods for courses and discounts on event registrations to attract new users
2. **Loyalty Programs:** Implement a loyalty program rewarding regular users with discounts, exclusive content, and early access to events.
3. **Referral Program:** Encourage existing users to refer friends and family with incentives such as discounts.

Customer Support and Engagement

1. **Complaint redresser:** Create a complaint-box pop-up for users to give feedback
2. **24/7 Customer Support:** Provide round-the-clock support through chatbots, email, and phone to assist users with any issues.
3. **Community Building:** Create an online community/forum for users to interact, share experiences, and get advice.
4. **Giveaways:** Provide sports equipment and freebies to regular consumers of social media content

GO TO MARKET STRATEGY

PRICING MODEL

❖ Pricing Strategy	<ul style="list-style-type: none"> • Freemium Model: Provide basic access to tutorials and event notifications for free, with premium features available for a fee, individual course purchase only. • Subscription Plans: <ul style="list-style-type: none"> ○ Basic Plan: FREE – Access to standard tutorials, event notifications, and basic coach/academy directory, individual course registration only. ○ Premium Plan: Rs 200/month – Access to advanced tutorials, event registration, detailed coach/academy profiles, and additional resources, access to all courses. ○ Family Plan: Rs 500/month – Multi-user access (up to 4 family members) with all premium features.
❖ Course Fees:	<ul style="list-style-type: none"> • Individual Courses: Ranging from Rs 20-200 per course, depending on the length and complexity. • Bundle Packages: Offer discounts on bundles of multiple courses.
❖ Event Registration Fees:	<ul style="list-style-type: none"> • Standard Events: 5-10% commission on registration fees. • Premium Events: 10-15% commission on registration fees with added features like VIP access.
❖ Coach/Academy Listing Subscription:	<ul style="list-style-type: none"> • Basic Listing: Free – Basic profile with limited features. • Special Listing: Rs 200/month – Detailed profile with reviews, ratings, and contact information. • Premium Listing: Rs 500/month – Featured profile, priority listing in search results, and provision of advanced analytics, content collaboration
❖ Long term institution deals :	<ul style="list-style-type: none"> • Schools and colleges: Rs 200 per student monthly • Corporate deals

POSITIONING AND VALUE PROPOSITION

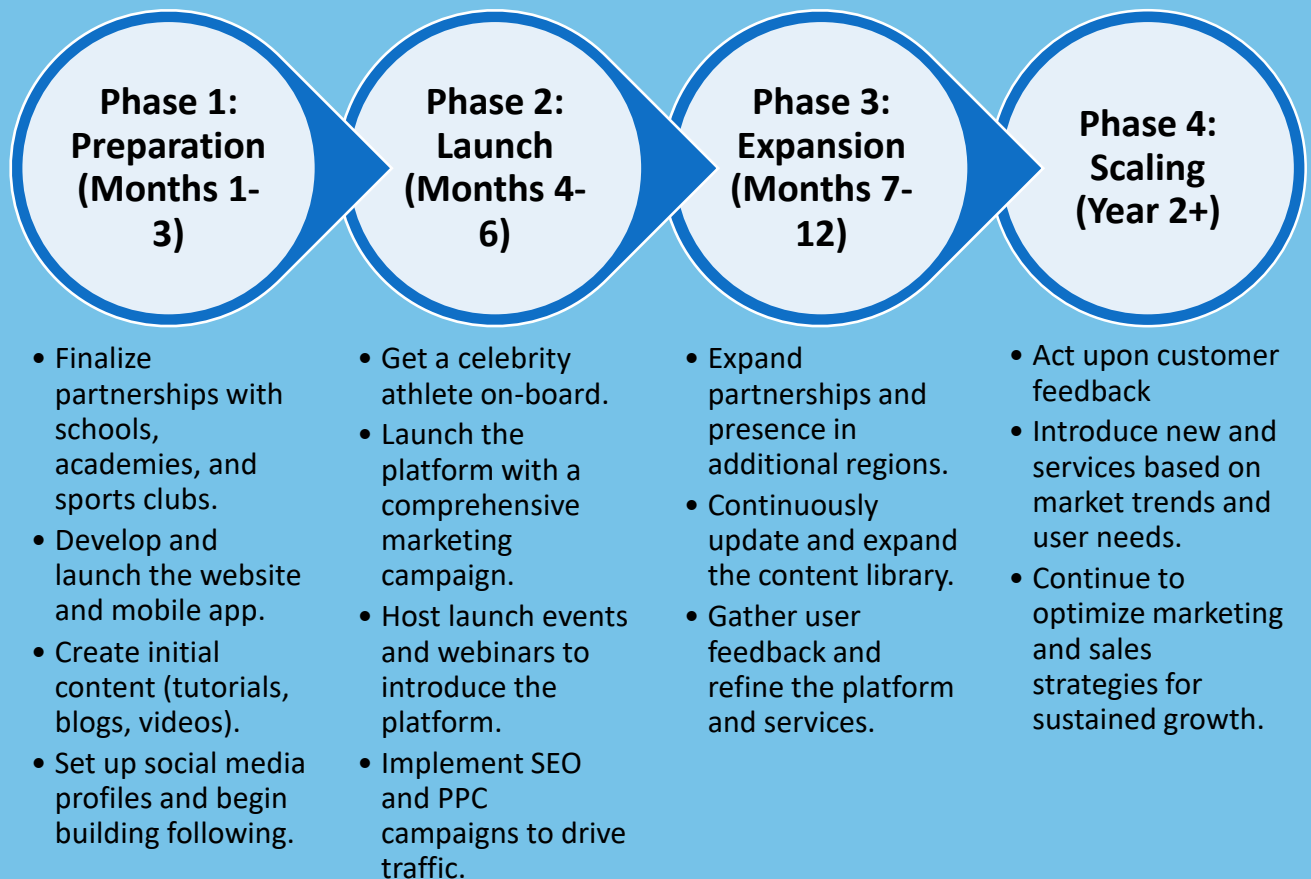
"Your Ultimate Partner in Sports Excellence"

- comprehensive training solutions
- expert coaching
- convenient access to sports events and academies

GO TO MARKET STRATEGY

IMPLEMENTATION PLAN

Geographic focus:



PRODUCT DEVELOPMENT

FEATURES AND FUNCTIONALITIES

A. Sports Tutorials and Courses

- **Video Library:** A comprehensive collection of video tutorials covering various sports and skill levels.
- **Course Modules:** Structured courses divided into modules with clear learning objectives.
- **Progress Tracking:** Features that allow users to track their progress – AS ON UNACADEMY
- **Interactive Elements:** Quizzes and assignments to test knowledge and skills.
- **AI recommendation:** Algorithm that sends personalised recommendations

B. Event Notifications and Registration

- **Event Calendar:** A calendar showcasing upcoming sports events, tournaments, and workshops.
- **Event Notifications:** Push personalised notifications and email alerts for upcoming events.
- **Registration System:** Easy online registration
- **Payment Integration:** Secure payment gateway

C. Connections to Coaches and Academies

- **Directory of Coaches and Academies:** Detailed profiles of coaches and academies, including qualifications, specialties, and reviews.
- **Booking System:** A system for booking one-on-one training sessions with coaches.
- **Ratings and Reviews:** Reviews for coaches and academies.
- **Messaging System:** An in-app messaging system for users to communicate with coaches

D. Web Platform

- **Login categories :3 Website variations- Login as an athlete /coach/institution.**
- **User Profiles:** Provision to customize, track their activity, progress, and achievements.
- **Social Integration:** Integration with social media platforms for easy sharing of achievements and events.

Mobile App

- All website features
- **Provision to show** routes to academies, clubs or tournaments and events locations
- Notifications when nearby an important sports event

E. Miscellaneous (traffic generation and discovery)

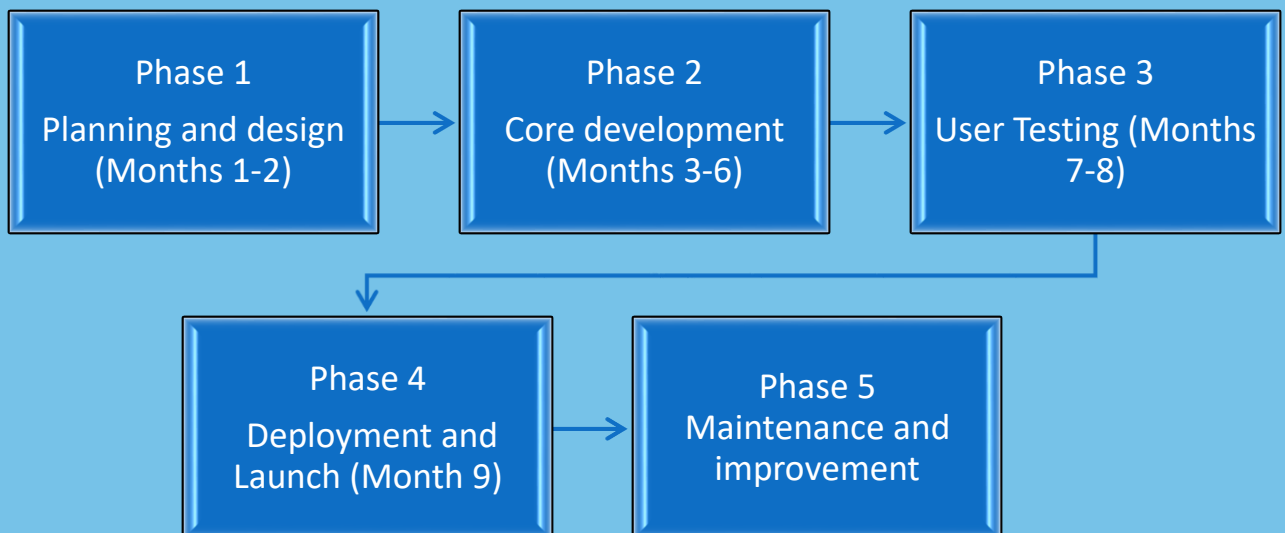
- **Blogs and videos:** Healthy recipes for athletes and fitness enthusiasts
- **Health calculators:** calorie calculator, BMI calculator, BMR calculator etc.

PRODUCT DEVELOPMENT

TECHNOLOGY REQUIREMENTS

Backend and frontend Development	DevOps and Cloud Infrastructure	Security and Analytics
<ul style="list-style-type: none">• Programming Languages (Python, Node.js)• Frameworks (Django, react.js)• Database Management (MySQL)• APIs• HTML/CSS/JavaScript• Mobile App Development: Use Swift for iOS and Kotlin for Android to develop the native mobile app.• Responsive design	<ul style="list-style-type: none">• Cloud Services: (AWS, Google Cloud, or Azure)• Containerization: Docker for containerization and Kubernetes for orchestration.• CI/CD Pipelines: continuous integration and continuous deployment pipelines using tools like Jenkins, GitLab CI/CD, or CircleCI.	<ul style="list-style-type: none">• Data Encryption• Authentication and Authorization Compliance• User Analytics: (Google Analytics, Mix panel)• Performance Monitoring: (New Relic, Data dog) to monitor server performance and uptime.• Error Tracking

DEVELOPMENT ROADMAP



PARTNERSHIPS

STRATEGIC ALLIANCES AND PARTNERS

PRIMARY ALLIANCE (to fulfil app requirements and value proposition)	
Educational Institutions	<ul style="list-style-type: none"> Offer joint programs for sports training for students
Sports Academies and Clubs	<ul style="list-style-type: none"> co-branded training programs. Host joint events and tournaments to attract wider participation.
Corporates and companies	<ul style="list-style-type: none"> sports training and wellness programs as part of employee benefits packages.
Sports Event Organizers Eg : Neer ,PingPong	<ul style="list-style-type: none"> Enable online registration and exclusive benefits to our users
SECONDARY PARTNERS (for added features and benefits)	
Sports Equipment Manufacturers and Retailers	<ul style="list-style-type: none"> Offer discounts on sports equipment and apparel to platform users. Co-create training kits and equipment tailored to the training programs offered on the platform.
Fitness and Nutrition Apps	<ul style="list-style-type: none"> In-app links to each-others' websites Calculators and curated recipes for users
Health and Wellness Brands	<ul style="list-style-type: none"> Collaborate with health supplement brands to offer exclusive discounts to platform users. Partner with wellness brands to create content related to athlete nutrition, injury prevention, and recovery., and expand market reach.
PROMOTIONAL PARTNERS	
Content Creators and Influencers	<ul style="list-style-type: none"> Collaborate with sports influencers and content creators to produce high-quality training videos, tips, and motivational content. Use influencers to promote the platform on social media through sponsored posts, challenges, and live sessions.
Professional Athletes	<ul style="list-style-type: none"> Partner with professional athletes to create exclusive training programs and conduct live training sessions. Use athlete endorsements to build credibility and attract a wider audience.

PARTNERSHIPS

PLAN TO ON BOARD TRAINERS AND COACHES

- **Objective:** To reach out to a large number of qualified coaches and trainers and convert them into active trainers on the platform.
- **Segmentation:**



Professional sports coaches	Personal trainers	Coaches from sports clubs and academies	Retired athletes	Freelance sports trainers	Educators from physical education programs
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- **How to find and attract them?**



Online Platforms:

- LinkedIn: **By joining relevant groups and newsletters**
- CoachUp and Trainheroic (**sports communities' platforms**)
- Social Media: **Targeted ads and direct messages on Facebook, Instagram, and Twitter to reach out to trainers**
- Facebook: **Join relevant groups to find coaches**
- WhatsApp: **Join relevant groups and channels**

Offline:

- **Networking:** Identify Sports academies, schools, colleges and reach out to PTIs and sports teams trainers.
- **Sports Conferences:** Attend and sponsor sports industry events, conferences.
- **Workshops:** Host workshops at these events to demonstrate the platform and its features.

Email Campaigns:

- Email Lists: **Build email lists of coaches and trainers from sports associations, fitness organizations, and educational institutions.**
- Personalized Emails: **Send personalized emails highlighting the benefits of joining the platform, including potential earnings, exposure, and professional growth opportunities**

Webinars and Online Events:

- **Informational Webinars:** Host webinars to introduce the platform to potential trainers, explaining how it works and the benefits of joining.
- **Q&A Sessions:** Organize live Q&A sessions where interested trainers can ask questions and learn more about the platform.

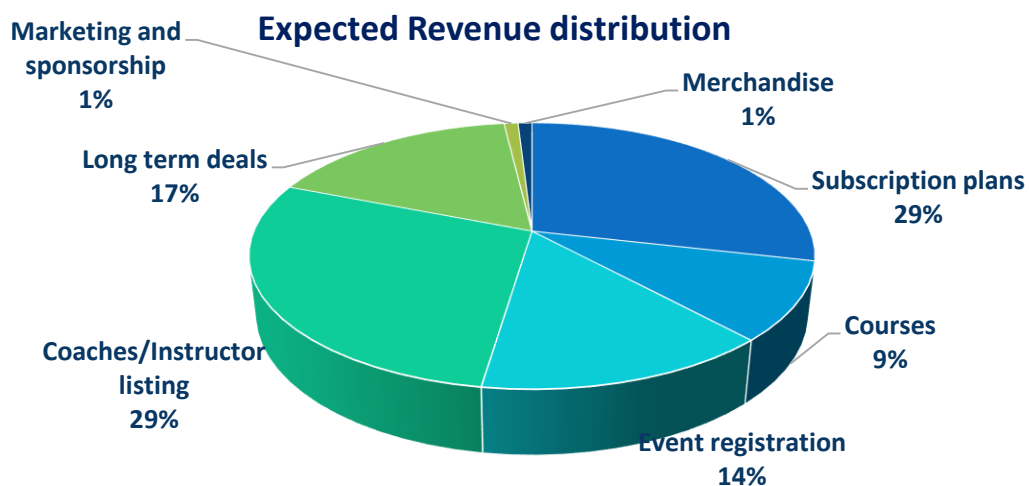
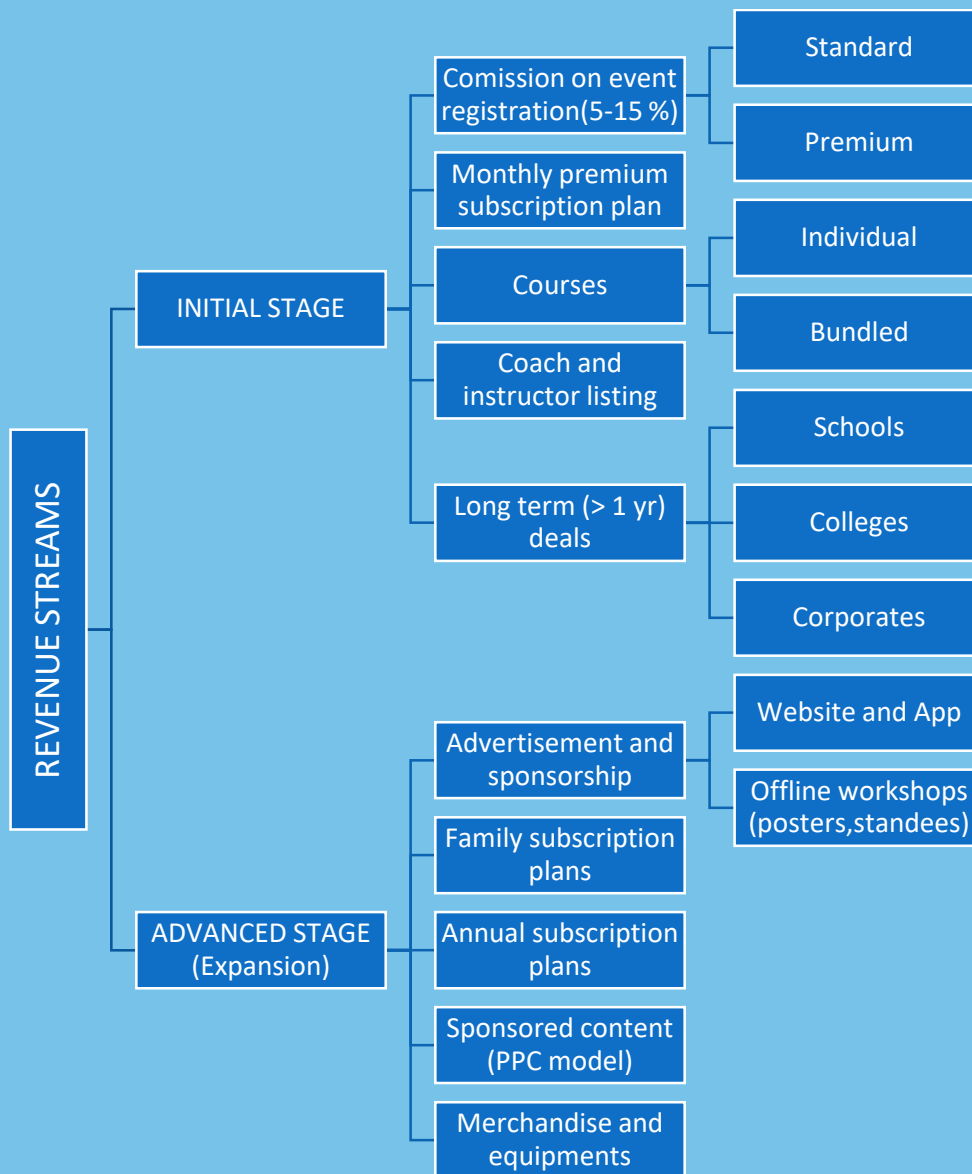
- **Initial incentives**

- **Free Trial Period:** To join the platform and experience its benefits without any initial commitment.
- **Referral Programs:** Existing trainers can refer other coaches and trainers and earn incentives.

On boarding process

- **Streamlined Registration**
- **Assistance and Support:** during the registration and on boarding process.
- **Training and Orientation:** Training sessions and resources to help trainers understand how to use the platform.

FINANCIAL PROJECTIONS



FINANCIAL PROJECTIONS

5 YEARS' PROJECTION

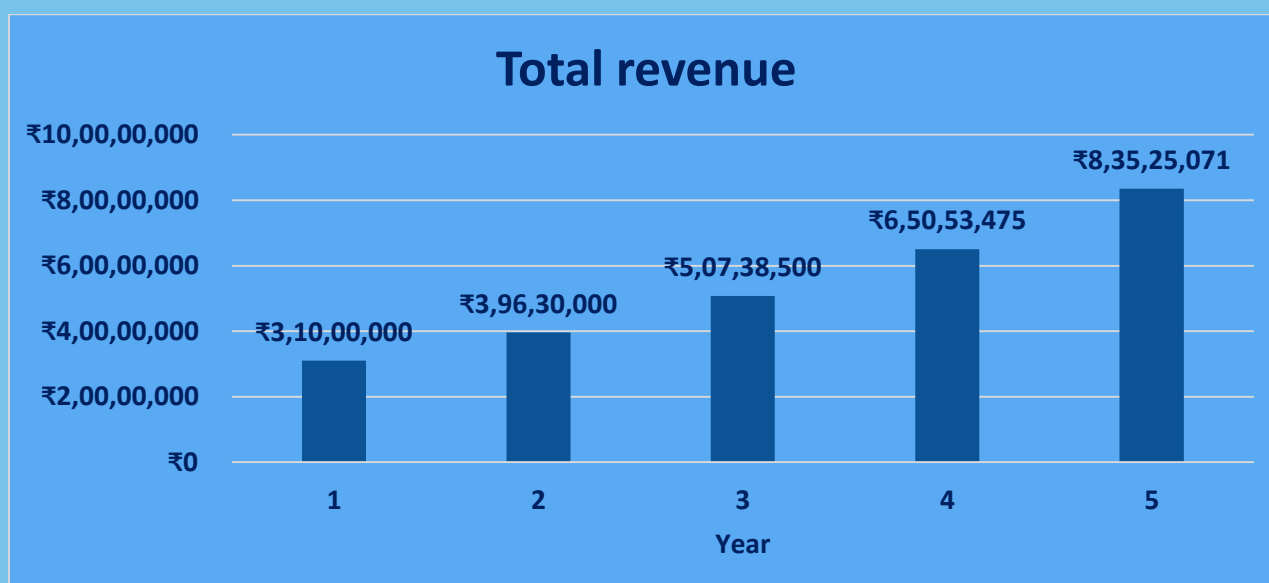
- Assumptions:

Yearly user growth rate	30%
Average monthly subscription rate	10% of users
Event registrations per user	1 event/year
Percentage of coaches listing	5% of users
Course purchase rate	10% of users
Advertising revenue growth	20% annually
Merchandising revenue growth	15% annually
Long-term deals growth	10% annually

Monthly subscription fee	₹ 200	
Event registration	10 % avg comission	Avg event registration fee ₹ 1000
Coaches listing fee	Avg fees ₹ 250	
Paid courses	Avg fees ₹ 100	
Avg deal value	₹ 50,000/year	

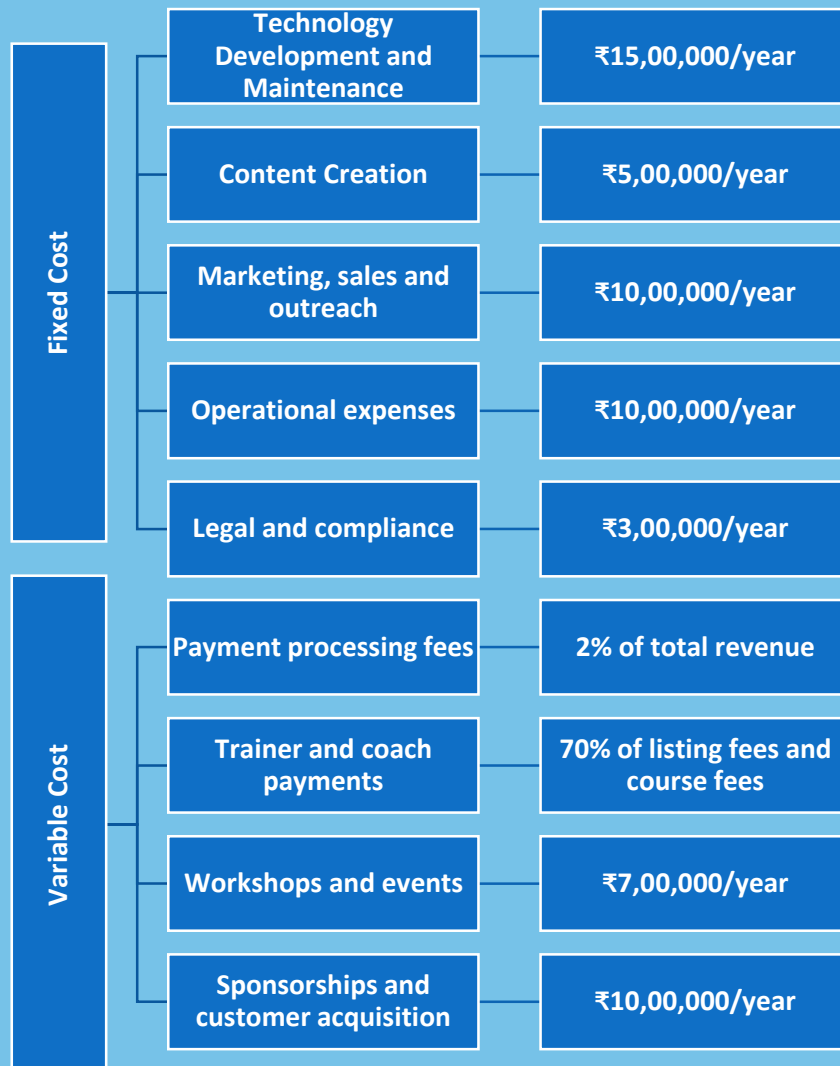
- Expected projection based on assumptions:

Year	Users	Subscription Fees	Commission Fees	Coaches Listing Fees	Paid Courses Revenue	Marketing & Sponsorship Revenue	Merchandise Revenue	Long-term Deals Revenue	Total Revenue
1	10,000	₹2,36,00,000	₹10,00,000	₹15,00,000	₹100,000	₹20,00,000	₹18,00,000	₹10,00,000	₹310,00,000
2	13,000	₹3,06,80,000	₹13,00,000	₹19,50,000	₹130,000	₹24,00,000	₹20,70,000	₹11,00,000	₹396,30,000
3	16,900	₹3,98,84,000	₹16,90,000	₹25,35,000	₹169,000	₹28,80,000	₹23,80,500	₹12,00,000	₹507,38,500
4	21,970	₹5,18,49,200	₹21,97,000	₹32,94,000	₹219,700	₹34,56,000	₹27,37,575	₹13,00,000	₹650,53,475
5	28,561	₹6,74,03,960	₹28,56,100	₹42,84,000	₹285,600	₹41,47,200	₹31,48,211	₹14,00,000	₹835,25,071



FINANCIAL PROJECTIONS

COST STRUCTURE



FUNDING REQUIREMENTS



FINANCIAL PROJECTIONS

FUNDING RESOURCES

Equity Financing

- **Angel Investors:** Raise initial seed funding from angel investors who specialize in tech and sports startups.
- **Venture Capital:** Approach venture capital firms for Series A funding to support expansion and scaling.

Strategic Partnerships

- **Corporate Partnerships:** Partner with sports equipment manufacturers, fitness brands, wellness companies for funding and in-kind contributions.
- **Schools, colleges :** Partnerships and barter (services in return for user base)
- **Sports academies and clubs :** funding in cash or kind

Debt Financing

- **Government Grants and Subsidies:** Explore grants and subsidies available for tech startups and sports initiatives

Crowdfunding

- **Crowdfunding Platforms:** Launch a crowdfunding campaign on platforms like Ketto or Milaap to raise funds and create initial user interest.

Revenue Reinvestment

- **Profit Reinvestment:** Reinvest first year profits into the business

RISK ANALYSIS

Sr.no.	RISK	DESCRIPTION	HOW WILL WE MITIGATE IT ?
1	Market competition	Competitors with similar or superior sports training platforms.	<ul style="list-style-type: none"> • Conduct continuous market research to stay updated on competitors' offerings. • Continuously innovate to provide one-stop solution for athletes. • Focus on own value proposition
2	Customer retention	Difficulty in retaining users and maintaining engagement.	<ul style="list-style-type: none"> • Implement loyalty programs and personalized offers • Regularly collect and act on customer feedback to improve the user experience. • Offer continuous engagement through updates, new features, and content
3	Reputation risk	Negative feedback or incidents involving trainers or services	<ul style="list-style-type: none"> • Monitor trainer interactions and promptly address any issues. • Enforce a clear code of conduct • Post positive customer testimonials
4	Scalability issues	Difficulty in scaling the platform and managing increased user base.	<ul style="list-style-type: none"> • Use scalable cloud infrastructure. • Automate on boarding, customer support, and content management
5	Technological barriers	Errors or glitches in app or website	<ul style="list-style-type: none"> • Provide comprehensive tutorials and support resources • Offer 24/7 technical support • Act on feedbacks
6	Data privacy and security	Data breaches or mishandling of personal information.	<ul style="list-style-type: none"> • Implement robust data encryption and security protocols • Ensure compliance with data protection regulations (GDPR, CCPA) • Conduct regular security audits and vulnerability assessments.

RISK ANALYSIS

Sr.no.	RISK	DESCRIPTION	HOW WILL WE MITIGATE IT ?
7	Partnership management	Issues with establishing or managing partnerships with coaches, academies, and event organizers.	<ul style="list-style-type: none"> Establish clear agreements, contracts. Maintain regular communication and review performance of partnerships. Be prepared to address and resolve conflicts promptly.
8	Regulatory compliance	Non-compliance with local laws and regulations related to sports training.	<ul style="list-style-type: none"> Consult legal experts to ensure compliance with local laws and regulations. Keep updated with changes in regulations and adapt policies accordingly. Ensure all trainers and operations are properly certified and insured.
9	Quality control	Low quality content or less effective events by platform trainers and coaches	<ul style="list-style-type: none"> Verify every trainer thoroughly during recruitment. Regularly monitor and review all content and services. Collect and act on user feedback.
10	Resource Constraints	Not receiving funds or investors' support	<ul style="list-style-type: none"> Take business insurance. Study investment trends to find the best time for investing. Diversify revenue streams as much as possible Regularly review and adjust the financial strategy based on market conditions.
12	Operational efficiency	Inefficiencies in managing any of the products or services like- <ul style="list-style-type: none"> content creation event notifications user interactions Trainers and coaches Tutorials and courses 	<ul style="list-style-type: none"> Quality > quantity Appoint an OPERATIONS AND LOGISTICS team before any big event. Create a pipeline for all product deliveries on the platform.

THANK YOU

REPORT BY:

KANIKA UPADHYAY