



# VictORizz

## CONSULTING PROPOSAL AND MARKET ENTRY STRATEGY

KANIKA UPADHYAY



Champions keep  
playing until they  
get it right!

# INTRODUCTION

**VictoRizz** is an innovative platform service based in Gurugram, focused on transforming the sports landscape. Mission : to empower athletes of all levels by democratizing access to essential tools and support through seamless access to

- training resources
- event information
- connections with top coaches and training academies

The services will be delivered through an intuitive website and a user friendly mobile application, ensuring accessibility anytime, anywhere

This consulting proposal presents a comprehensive market entry strategy for VictoRizz, by leveraging 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.

# OUTLINE

1	Market Analysis
2	Competitive Landscape
3	Market Entry
4	Product
5	Partnerships
6	Financials
7	Risk Analysis



# India's SPORTS TRAINING MARKET SIZE is valued at USD 0.41 Billion, expected to expand upto 0.63 Billion USD, with a CAGR of 5.7 % from 2022 to 2029

## KEY FACTORS



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



## GLOBAL SCENARIO

- Sports Training Market Size :** \$11.00 billion in 2021
- projected :\$18.85 billion by 2031**
- CAGR : 5.7% (2022 to 2031)**

## USER TRENDS



- Athletes**
- Personalized Training:** Increasing demand for tailored training programs
  - Accessibility:** 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.

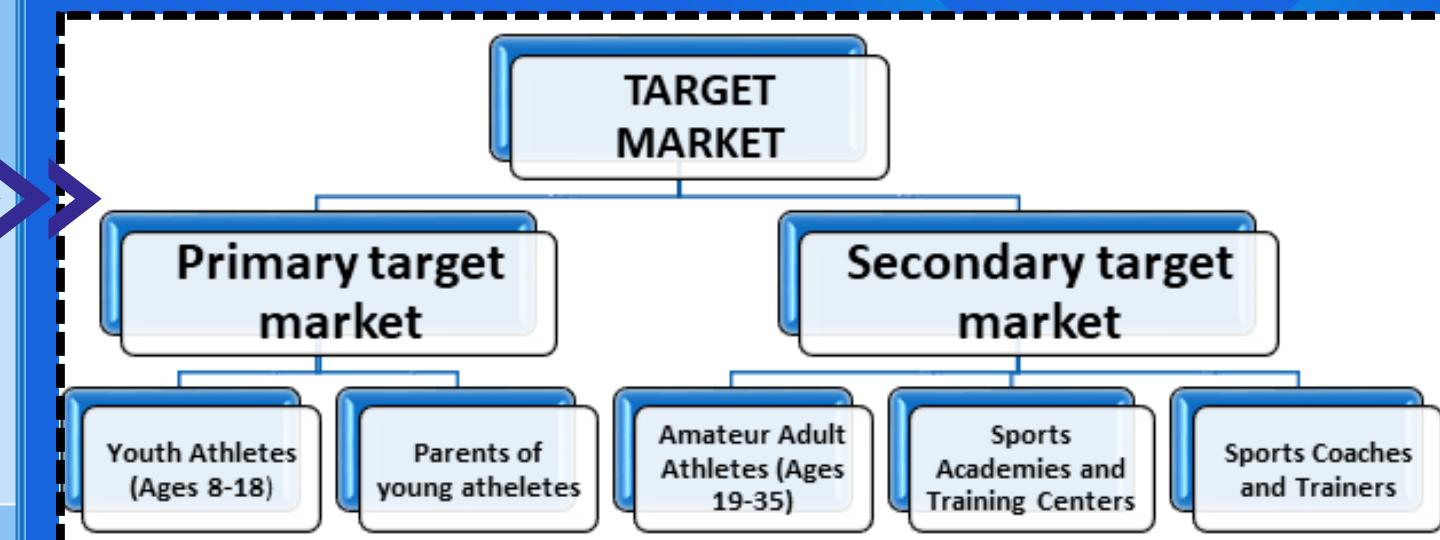


- Coaches**
- Visibility and Reach:** Need for platforms to showcase expertise and reach a larger audience.
  - Efficient Scheduling:** Demand for tools to manage bookings and training schedules.
  - Expansion in professional career:** Seeking additional income through online course offerings and event collaborations.



- Training Academies**
- Brand Building and scalability:** Need for enhanced online presence to increase reach
  - Partnership Opportunities:** Interest in Collaborating with tech platforms
  - Data-Driven Insights:** Growing reliance on analytics

## TARGET MARKET SEGMENTATION





# Despite presence of several emerging players, no player has captured significant market share due to lack of ONE-STOP-SOLUTION

## EMERGING PLAYERS



## SWOT ANALYSIS- COMPETITIORS

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

## KEY DIFFERENTIATOR

### Strategic partnerships :

- Schools, colleges
- Sports academies
- Corporates
- Fitness Apps

### Listings of

- Coaches
- Trainers
- Sports academies
- Sports clubs

**Dual presence :**  
Online : Website and App  
Offline : Workshops and events



Along with strategic alliances and partnerships, an aggressive dual faceted online and offline marketing strategy needs to be deployed for market capture

## Market entry mode : Strategic alliances and partnerships



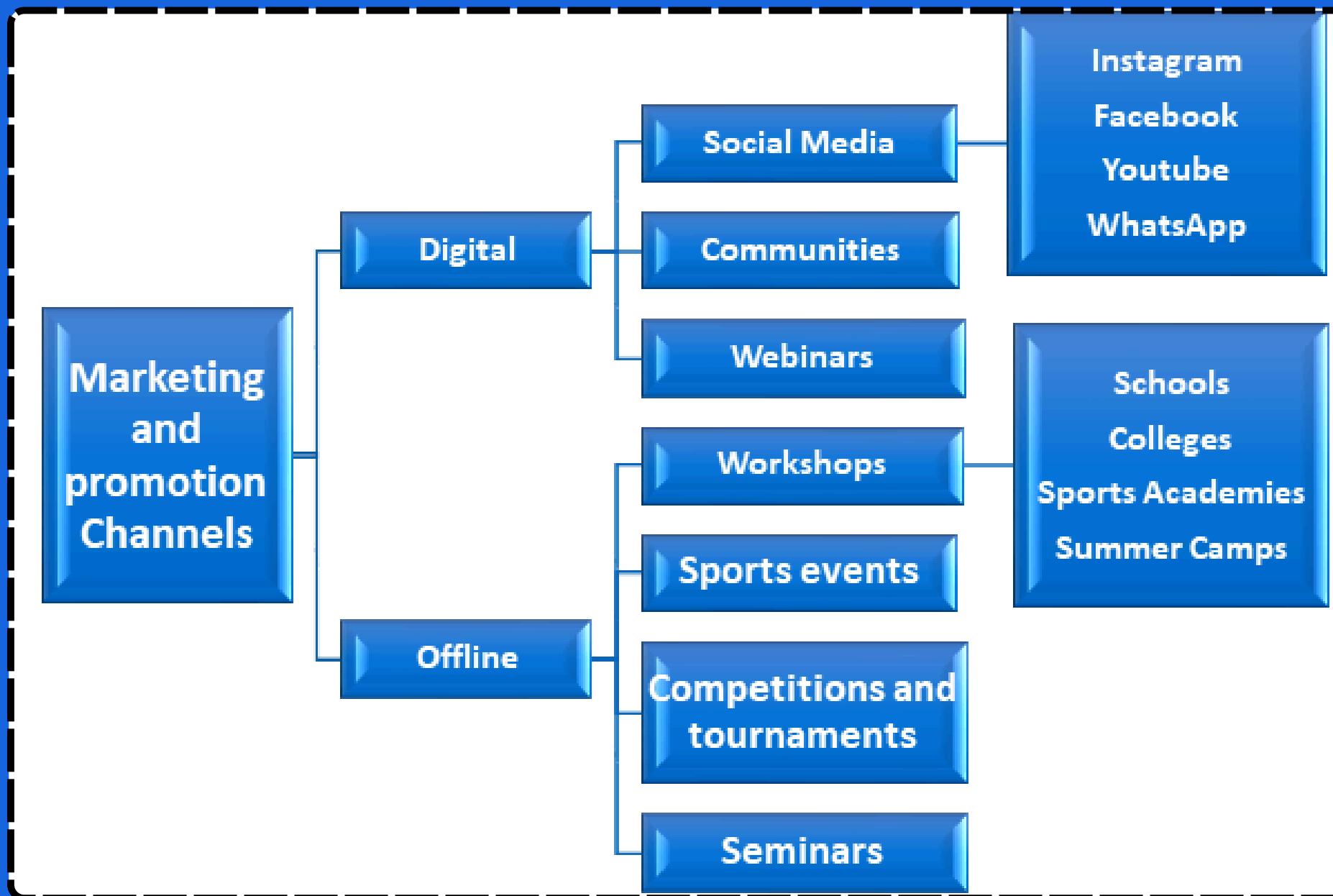
Leverage Existing Networks

Reduced Risk and Investment

Credibility and Trust

Scalability

Initial endorsement and momentum



## MARKETING TACTICS

Content Marketing

Event sponsorships

Search Engine Optimization (SEO)

## Customer acquisition

- Free trials
- Discounts
- Loyalty programs
- Referral programs

Influencer Partnerships

Email Marketing:

Pay-Per-Click (PPC) Advertising

## Customer support

- Complaint redressal
- 24/7 chat
- Communities
- Giveaways

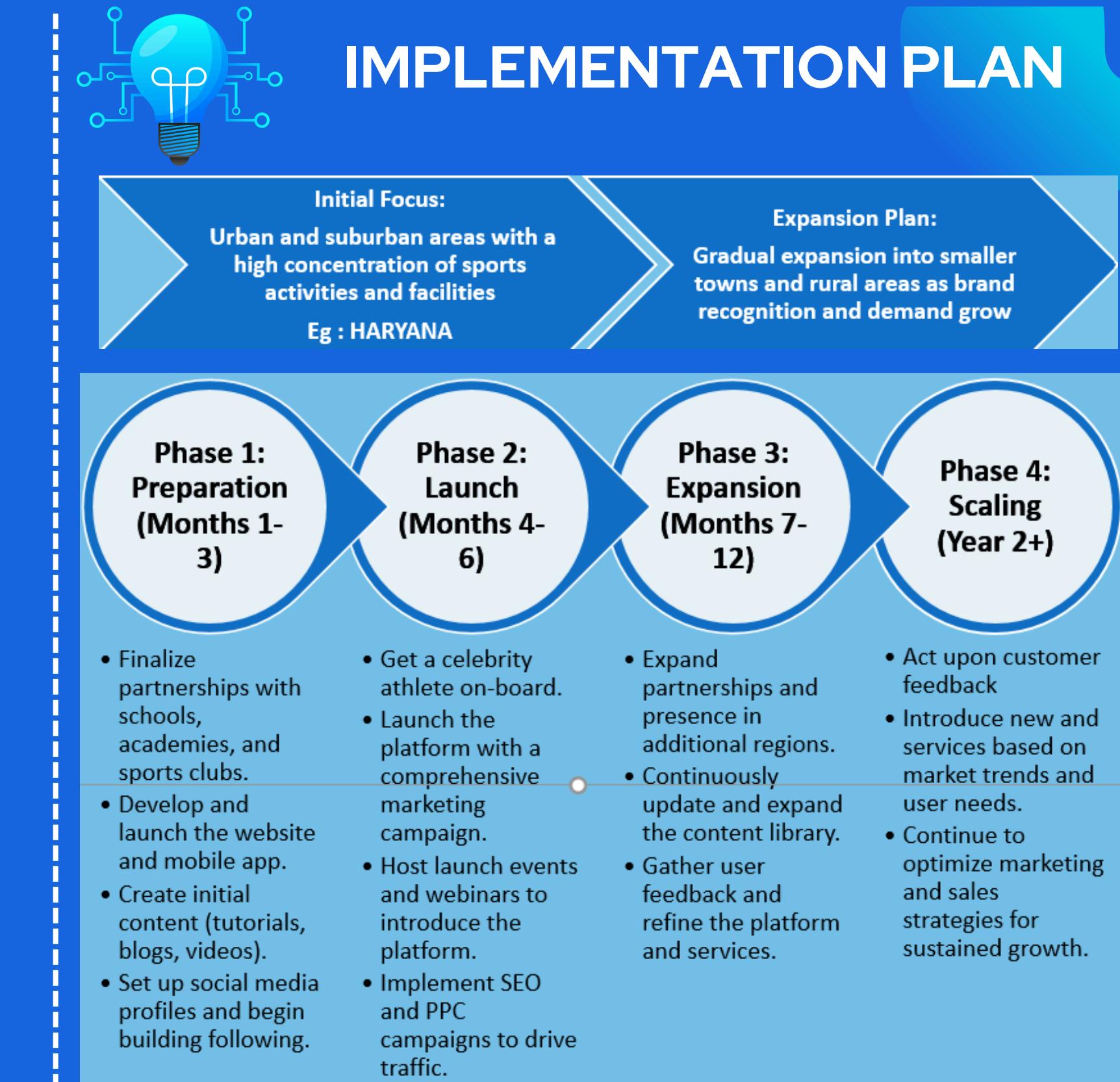


# A FREEMIUM MODEL ,maturing into a 3 tier-subscription (Rs 200-500) along with separate fees for courses, event registration and listing coaches

## PRICING MODEL

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

## IMPLEMENTATION PLAN





# A responsive and engaging website, along with an app that tracks location to push personalised notifications

## Connections to Coaches and Academies

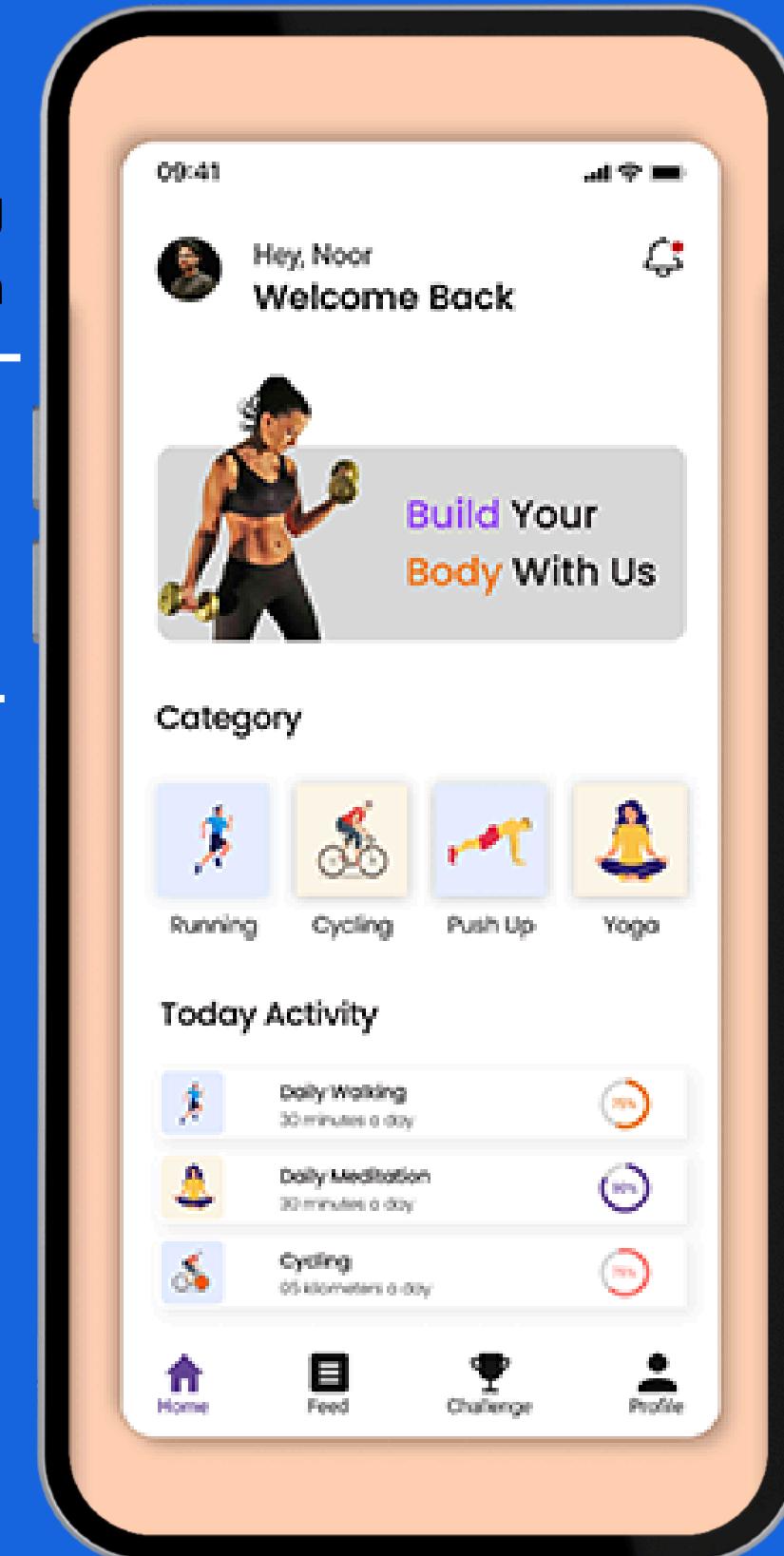
Directory of Coaches and Academies, Booking System, Ratings and Reviews, Messaging System

## Miscellaneous (traffic generation)

Blogs and videos  
Health calculators

## 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



## Sports Tutorials and Courses

Video Library, Course Modules, Progress Tracking, Interactive Elements AI recommendation

## Event Notifications and Registration

Event Calendar, Event Notifications, Registration System, Payment Integration

## Mobile App

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



# Partnerships classified into primary secondary and promotional,emphasizing thier importance and priority order

## PRIMARY ALLIANCE (to fulfil app requirements and value proposition)

Educational Institutions	<ul style="list-style-type: none"> <li>Offer joint programs for sports training for students</li> </ul>
Sports Academies and Clubs	<ul style="list-style-type: none"> <li>co-branded training programs.</li> <li>Host joint events and tournaments to attract wider participation.</li> </ul>
Corporates and companies	<ul style="list-style-type: none"> <li>sports training and wellness programs as part of employee benefits packages.</li> </ul>
Sports Event Organizers	<ul style="list-style-type: none"> <li>Enable online registration and exclusive benefits to our users</li> </ul>
Eg : Neer ,PingPong	

## SECONDARY PARTNERS (for added features and benefits)

Sports Equipment Manufacturers and Retailers	<ul style="list-style-type: none"> <li>Offer discounts on sports equipment and apparel to platform users.</li> <li>Co-create training kits and equipment tailored to the training programs offered on the platform.</li> </ul>
Fitness and Nutrition Apps	<ul style="list-style-type: none"> <li>In-app links to each-others' websites</li> <li>Calculators and curated recipes for users</li> </ul>
Health and Wellness Brands	<ul style="list-style-type: none"> <li>Collaborate with health supplement brands to offer exclusive discounts to platform users.</li> <li>Partner with wellness brands to create content related to athlete nutrition, injury prevention, and recovery., and expand market reach.</li> </ul>

## PROMOTIONAL PARTNERS

Content Creators and Influencers	<ul style="list-style-type: none"> <li>Collaborate with sports influencers and content creators to produce high-quality training videos, tips, and motivational content.</li> <li>Use influencers to promote the platform on social media through sponsored posts, challenges, and live sessions.</li> </ul>
Professional Athletes	<ul style="list-style-type: none"> <li>Partner with professional athletes to create exclusive training programs and conduct live training sessions.</li> <li>Use athlete endorsements to build credibility and attract a wider audience.</li> </ul>

## COACHES ON-BOARDING PLAN

Professional sports coaches	Personal trainers	Coaches from sports clubs and academies	Retired athletes	Freelance sports trainers	Educators from physical education programs
-----------------------------	-------------------	---	------------------	---------------------------	--

### 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:

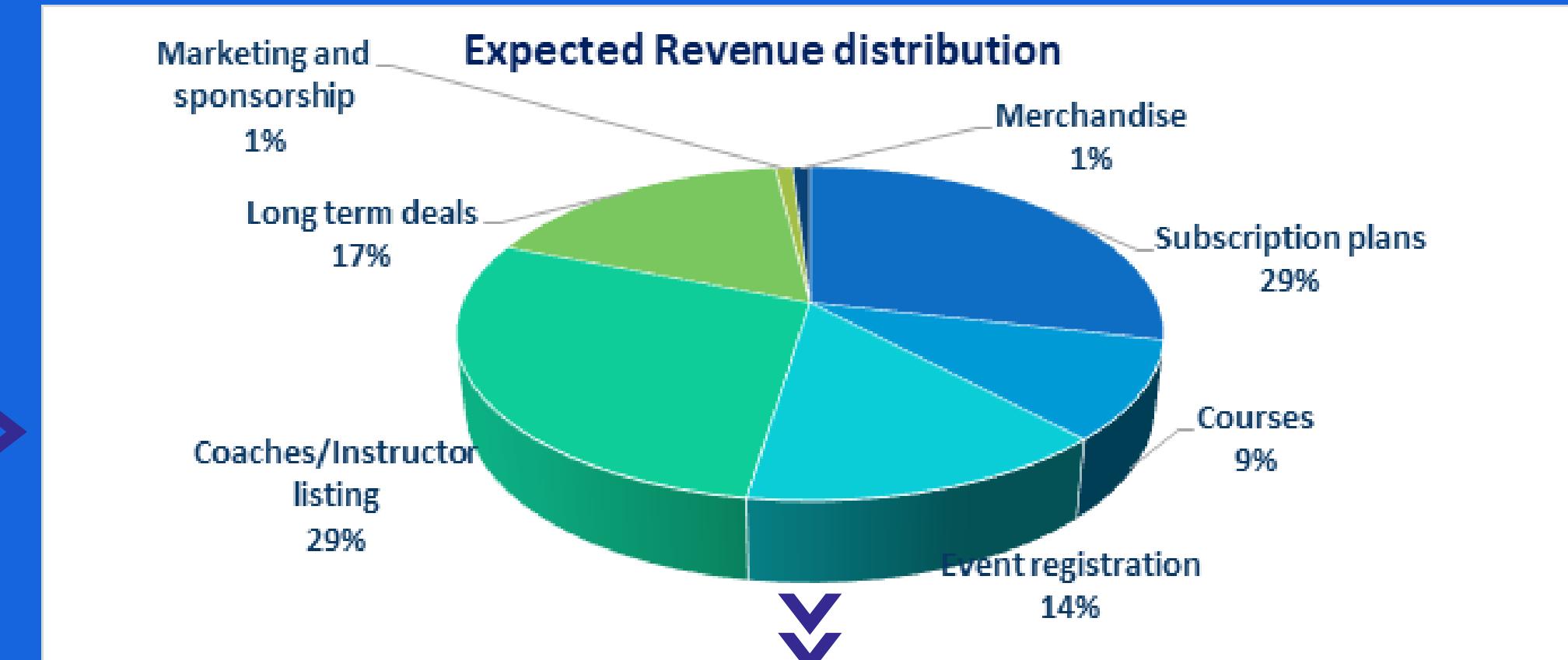
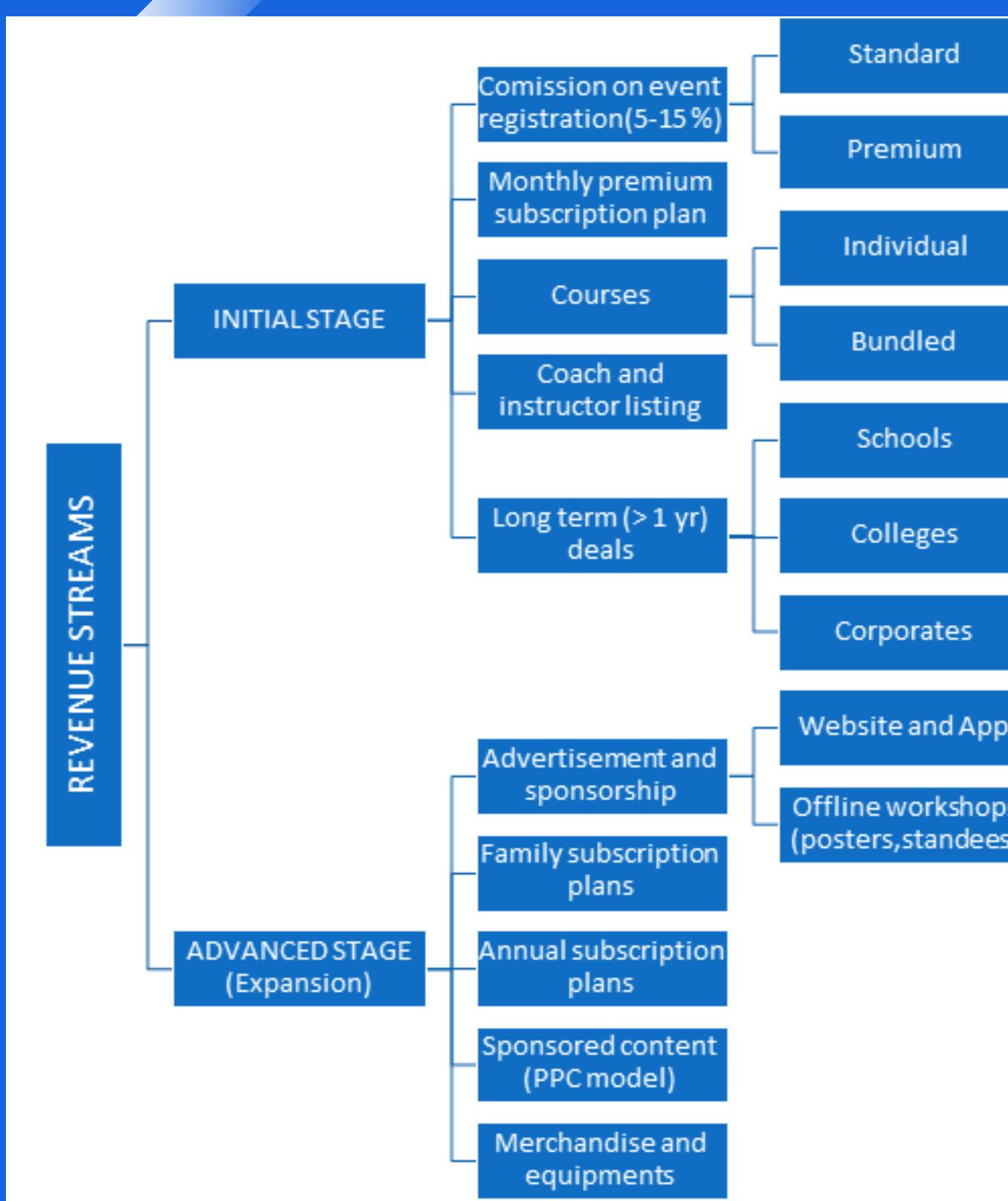
- Email Lists: Build email lists of coaches and trainers from sports associations, fitness organizations, and educational institutions.
- Personalized Emails: Send personalized emails highlighting the benefits of joining the platform, including potential earnings, exposure, and professional growth opportunities

### 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.



# Taking relevant assumptions and a user base of 10,000 in the first year ,a revenue of over 8Cr (projected) in 5 years



# Taking relevant assumptions and a user base of 10,000 in the first year ,a revenue of over 8Cr (projected) in 5 years

Fixed Cost	Technology Development and Maintenance	₹15,00,000/year
	Content Creation	₹5,00,000/year
	Marketing, sales and outreach	₹10,00,000/year
	Operational expenses	₹10,00,000/year
	Legal and compliance	₹3,00,000/year
Variable Cost	Payment processing fees	2% of total revenue
	Trainer and coach payments	70% of listing fees and course fees
	Workshops and events	₹7,00,000/year
	Sponsorships and customer acquisition	₹10,00,000/year

## FUNDING REQUIREMENTS

### Initial Setup and First-Year Operations

- Total Initial Funding Required = Fixed cost = ₹43,00,000

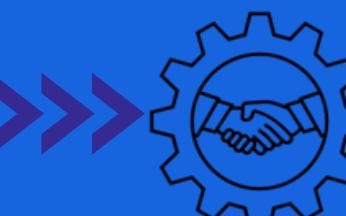
### Second-Year Operations

- ₹35,00,000
- Assumptions :
  - Revenue reinvestment
  - 20% Growth in business

## FUNDING SOURCES



Equity  
Financing



Strategic  
Partnerships



Debt  
Financing



Revenue  
Reinvestment



Crowdfunding



# A well-structured pipeline to deliver all products and services, as well as detailed contracts and back-ups can help mitigate most of the possible risks

## UNFORSEEN RISKS

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"><li>Conduct continuous market research to stay updated on competitors' offerings.</li><li>Continuously innovate to provide one-stop solution for athletes.</li><li>Focus on own value proposition</li></ul>
2	Customer retention	Difficulty in retaining users and maintaining engagement.	<ul style="list-style-type: none"><li>Implement loyalty programs and personalized offers</li><li>Regularly collect and act on customer feedback to improve the user experience.</li><li>Offer continuous engagement through updates, new features, and content</li></ul>
3	Reputation risk	Negative feedback or incidents involving trainers or services	<ul style="list-style-type: none"><li>Monitor trainer interactions and promptly address any issues.</li><li>Enforce a clear code of conduct</li><li>Post positive customer testimonials</li></ul>
4	Scalability issues	Difficulty in scaling the platform and managing increased user base.	<ul style="list-style-type: none"><li>Use scalable cloud infrastructure.</li><li>Automate on boarding, customer support, and content management</li></ul>
5	Technological barriers	Errors or glitches in app or website	<ul style="list-style-type: none"><li>Provide comprehensive tutorials and support resources</li><li>Offer 24/7 technical support</li><li>Act on feedbacks</li></ul>
6	Data privacy and security	Data breaches or mishandling of personal information.	<ul style="list-style-type: none"><li>Implement robust data encryption and security protocols</li><li>Ensure compliance with data protection regulations (GDPR, CCPA)</li><li>Conduct regular security audits and vulnerability assessments.</li></ul>

## PROBABLE LONG-TERM RISKS

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"><li>Establish clear agreements, contracts.</li><li>Maintain regular communication and review performance of partnerships.</li><li>Be prepared to address and resolve conflicts promptly.</li></ul>
8	Regulatory compliance	Non-compliance with local laws and regulations related to sports training.	<ul style="list-style-type: none"><li>Consult legal experts to ensure compliance with local laws and regulations.</li><li>Keep updated with changes in regulations and adapt policies accordingly.</li><li>Ensure all trainers and operations are properly certified and insured.</li></ul>
9	Quality control	Low quality content or less effective events by platform trainers and coaches	<ul style="list-style-type: none"><li>Verify every trainer thoroughly during recruitment.</li><li>Regularly monitor and review all content and services.</li><li>Collect and act on user feedback.</li></ul>
10	Resource Constraints	Not receiving funds or investors' support	<ul style="list-style-type: none"><li>Take business insurance.</li><li>Study investment trends to find the best time for investing.</li><li>Diversify revenue streams as much as possible</li><li>Regularly review and adjust the financial strategy based on market conditions.</li></ul>
12	Operational efficiency	Inefficiencies in managing any of the products or services like- <ul style="list-style-type: none"><li>content creation</li><li>event notifications</li><li>user interactions</li><li>Trainers and coaches</li><li>Tutorials and courses</li></ul>	<ul style="list-style-type: none"><li>Quality &gt; quantity</li><li>Appoint an OPERATIONS AND LOGISTICS team before any big event.</li><li>Create a pipeline for all product deliveries on the platform.</li></ul>

# THANK YOU!



CONTACT ME:



KANIKA UPADHYAY