



CULT.FIT

*"Fitness is not an
option."*



Overview

- *About Us*
- *Competitive Analysis*
- *Revenue Breakdown*
- *Statistics*
- *Problem Statement 1*
- *Solution 1*
- *Problem Statement 2*
- *Solution 2*
- *Problem Statement 3*
- *Solution 3*



About Us

At Cult, we make fitness fun and easy. We have best-in-class trainers & offer group workouts ranging from yoga to Boxing. Our activities can be done at a cult center and at home with the help of do-it-yourself (DIY) workout videos. Cult. Fit uses the best technology to give you a world-class experience. You can book classes and follow workout videos – all with the click of a button from the Cult: fit app or website.

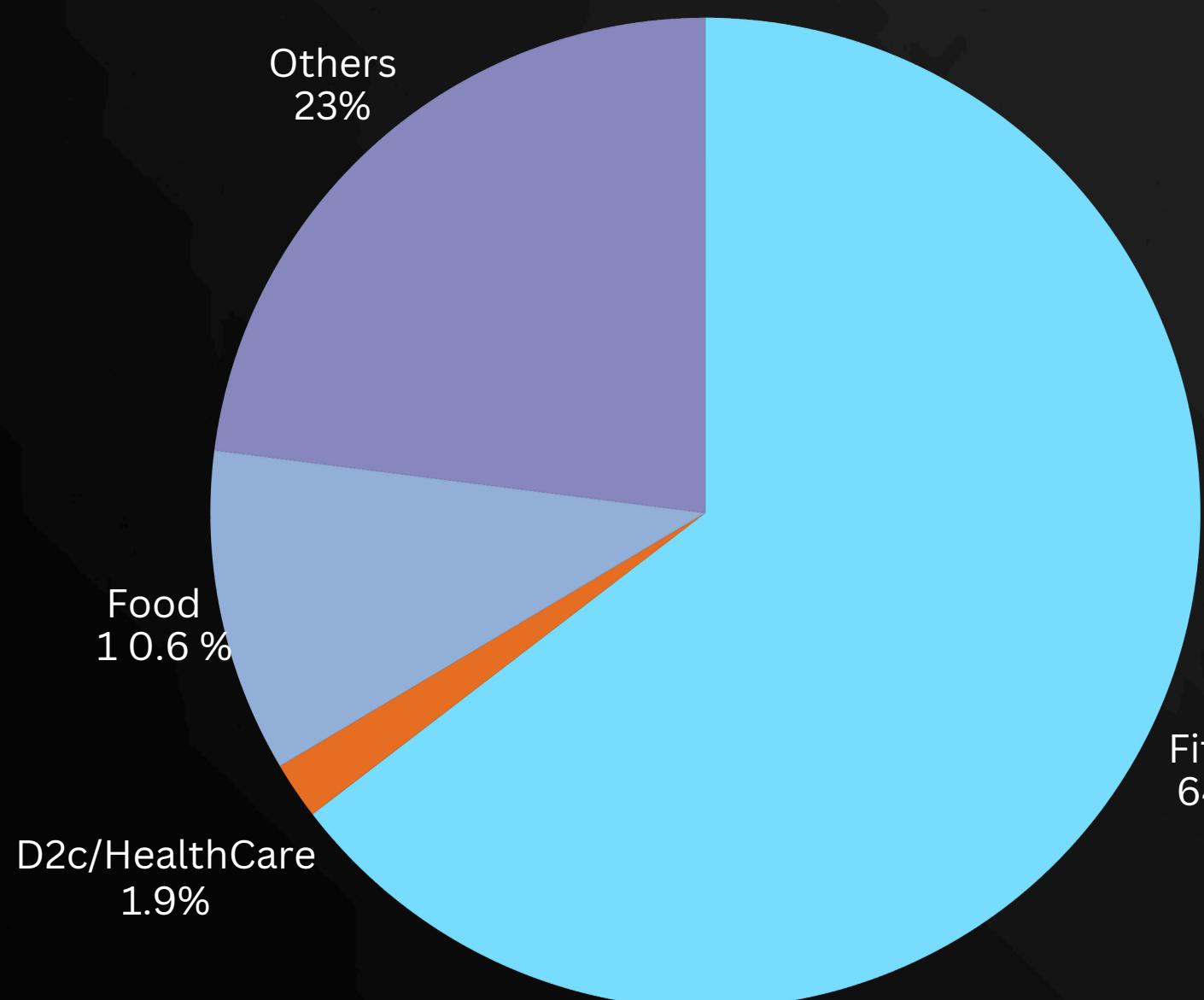


Competitive Analysis

Description				
Company Stage	Series D	Series D	Seed	Series C
Total Funding	\$655M	\$130M	\$8.44M	\$110M
Growth Score	72/100	84/100	69/100	49/100
App Rating	4.3	4.5	4.6	4.0

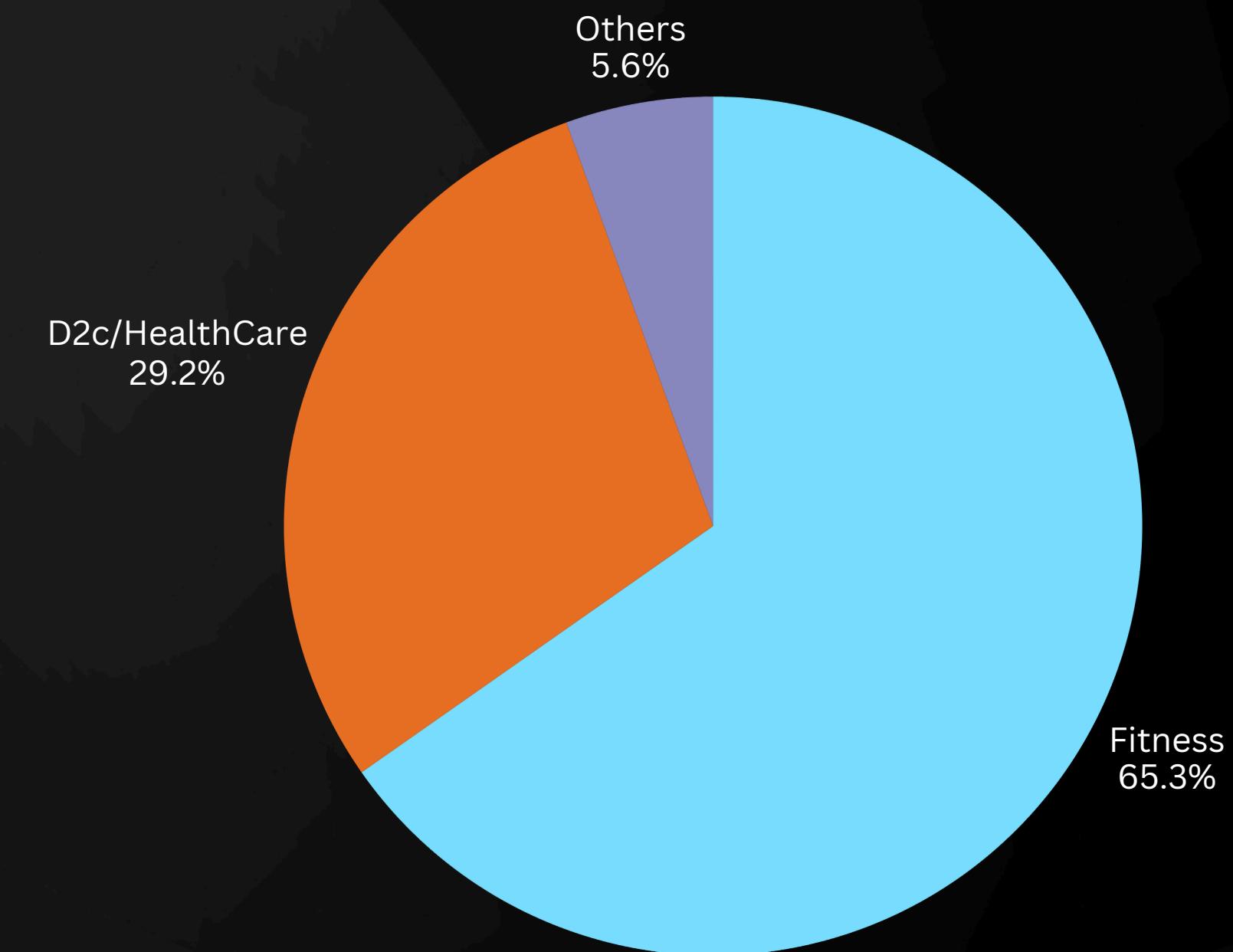
Revenue Breakdown

FY21



Total Rs.161 Cr

FY22



Total Rs.216 Cr

Statistics

Traffic & Engagement Last Month

937.8k

Total Visits

1.38%

Last Month Change

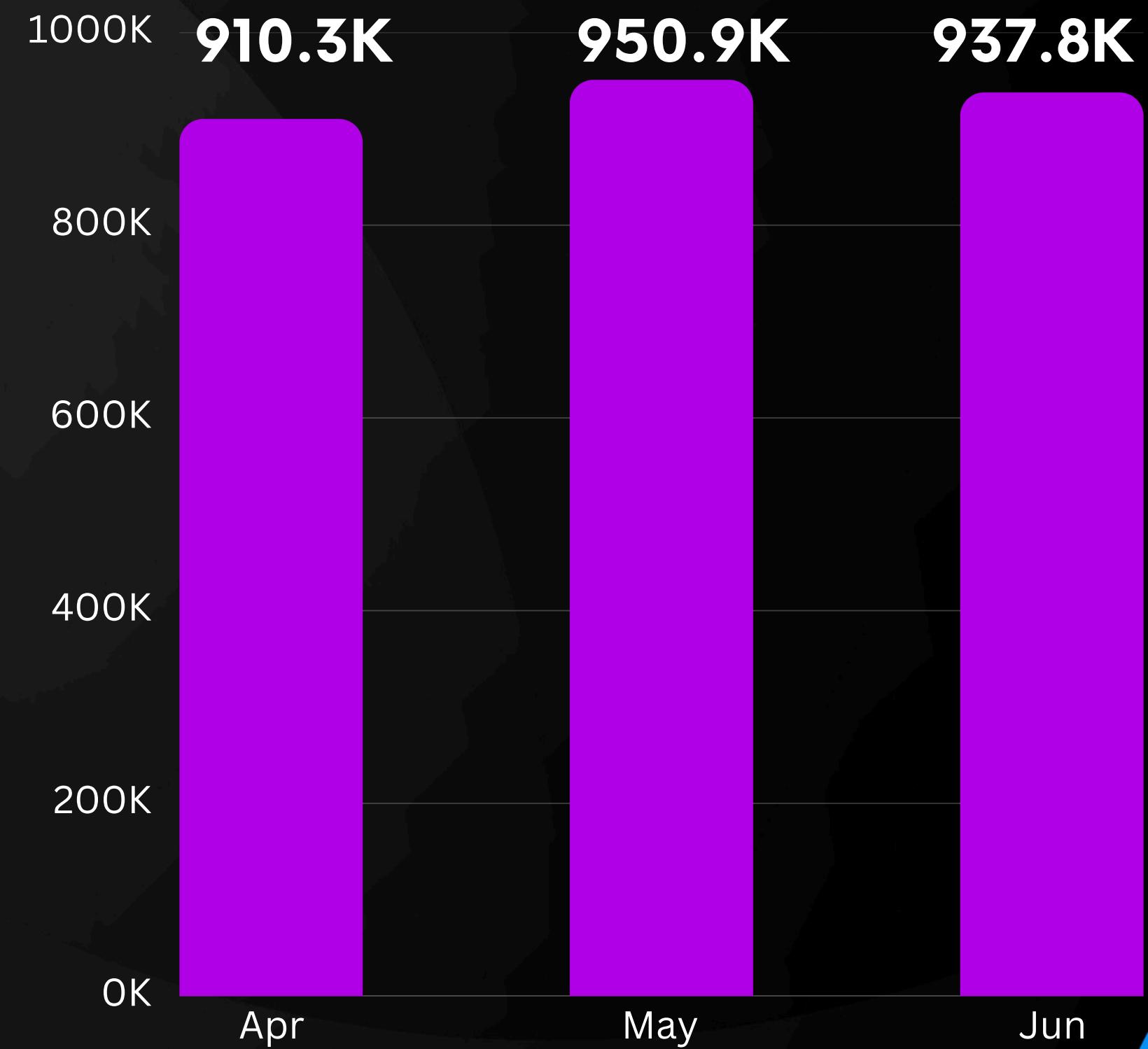
54.25%

Bounce Rate

00:01:16

Avg Visit Duration

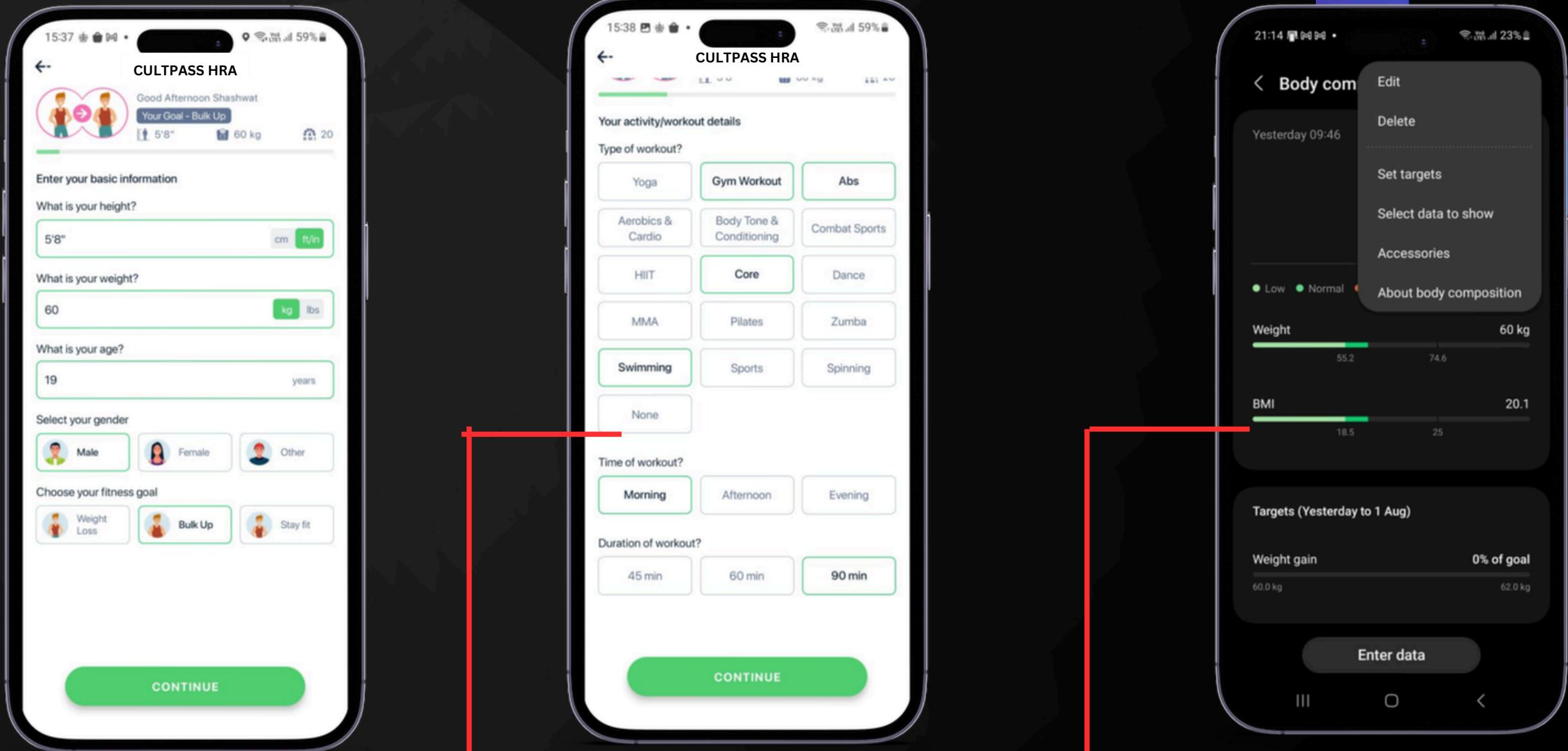
Total Visits Last 3 Months



PROBLEM STATEMENT 1

Identifying essential personal details and activity information required for formulating tailored workout routines and dietary plans to optimize fitness outcomes and overall health

SOLUTION



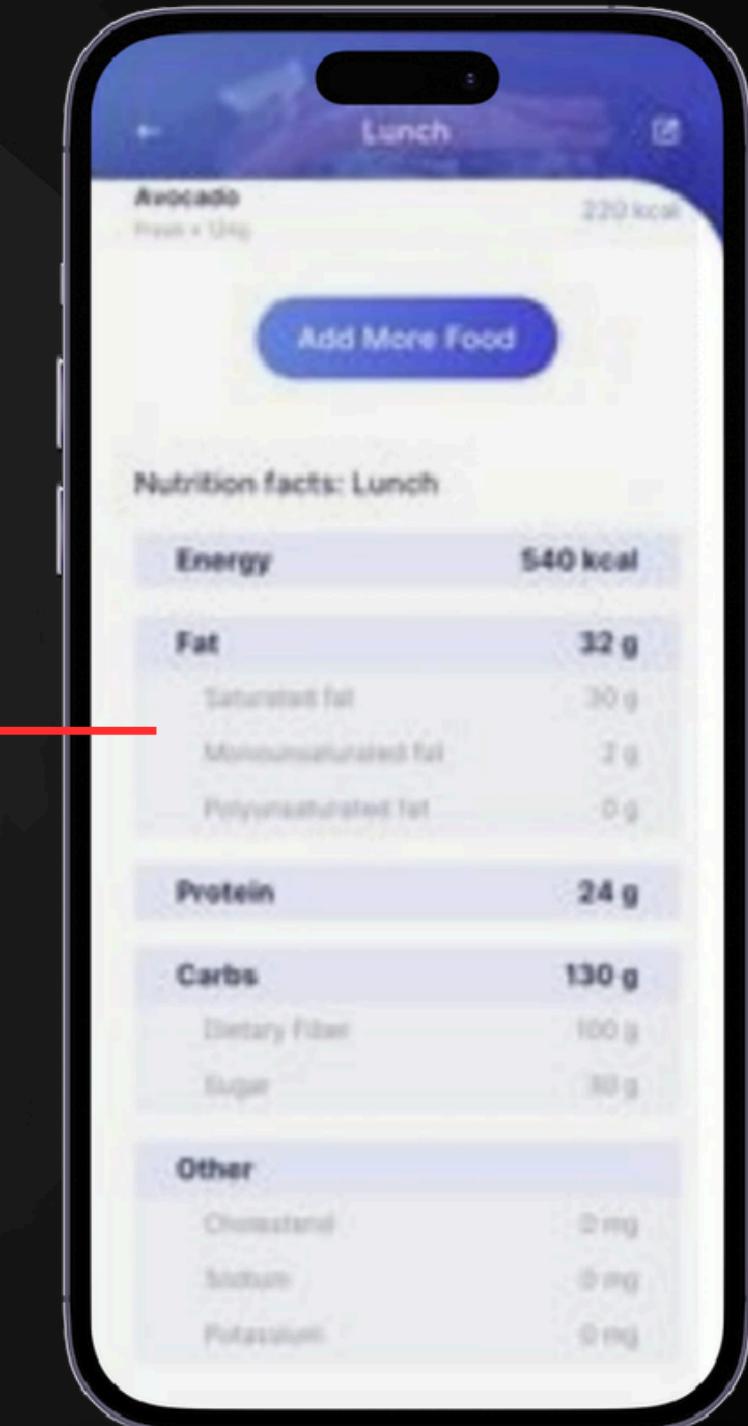
Selecting different kinds of workouts in which the user is comfortable and showing results which cater to the goal accordingly

Daily updatable parameters which show the progress per day and able to set targets on the required body fat composition and body type.

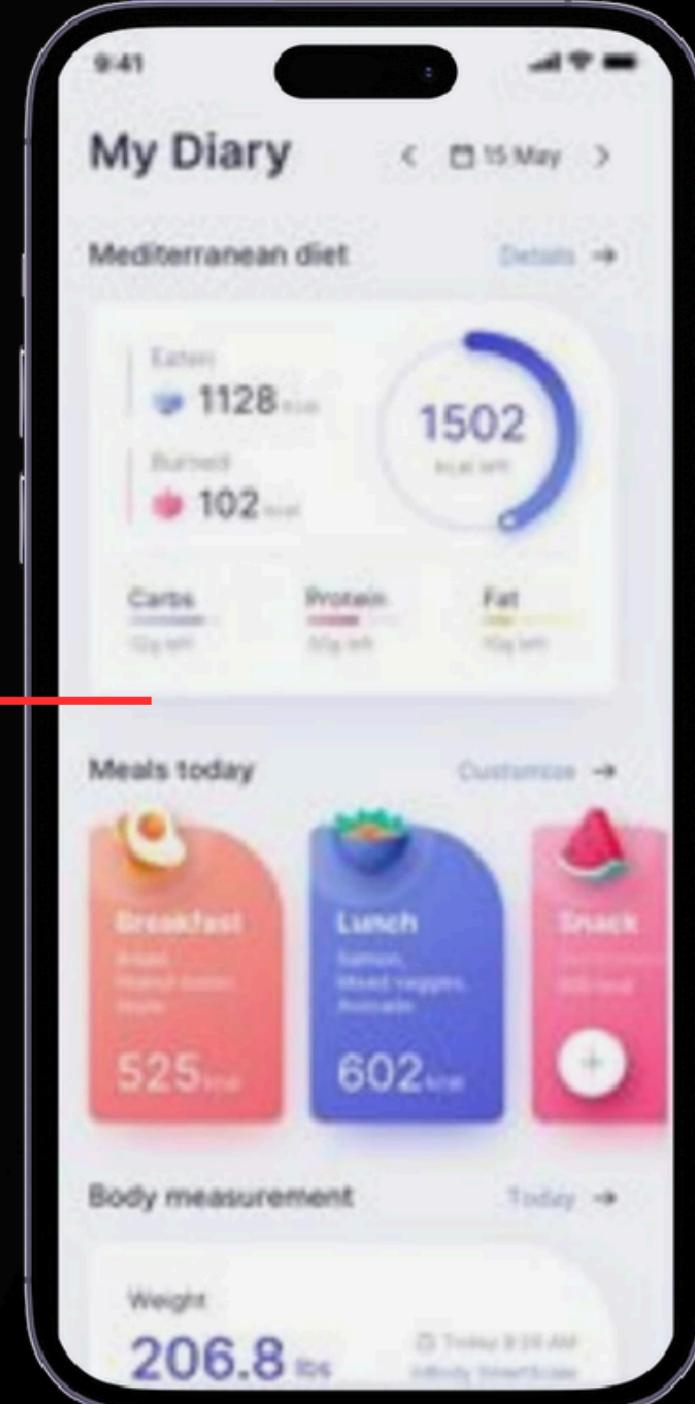
PROBLEM STATEMENT 2

Identifying the factors contributing to the inadequacy of providing effective diet plans to customers and devising strategies for improvement.

SOLUTION



Showing the different carb, fat, and protein content in each meal and how much the user should consume.

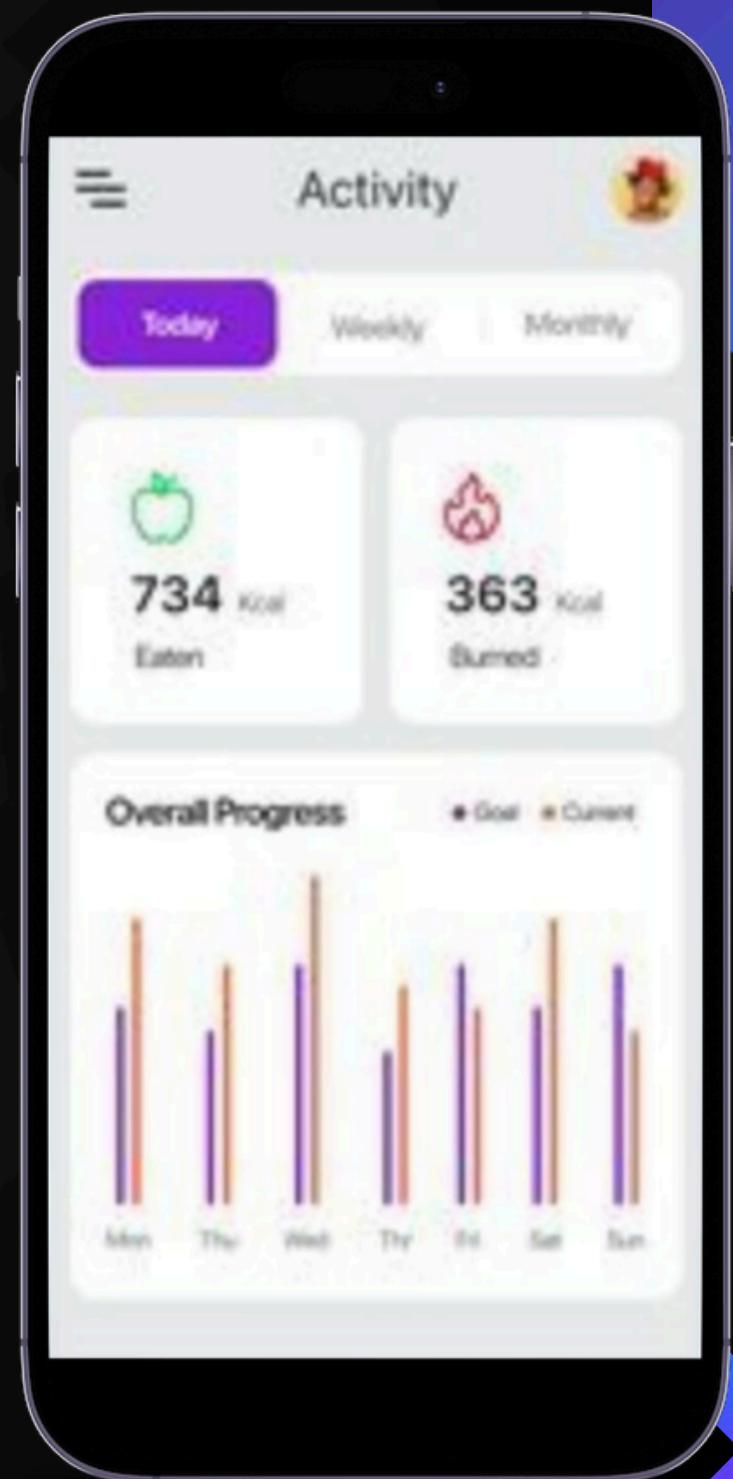
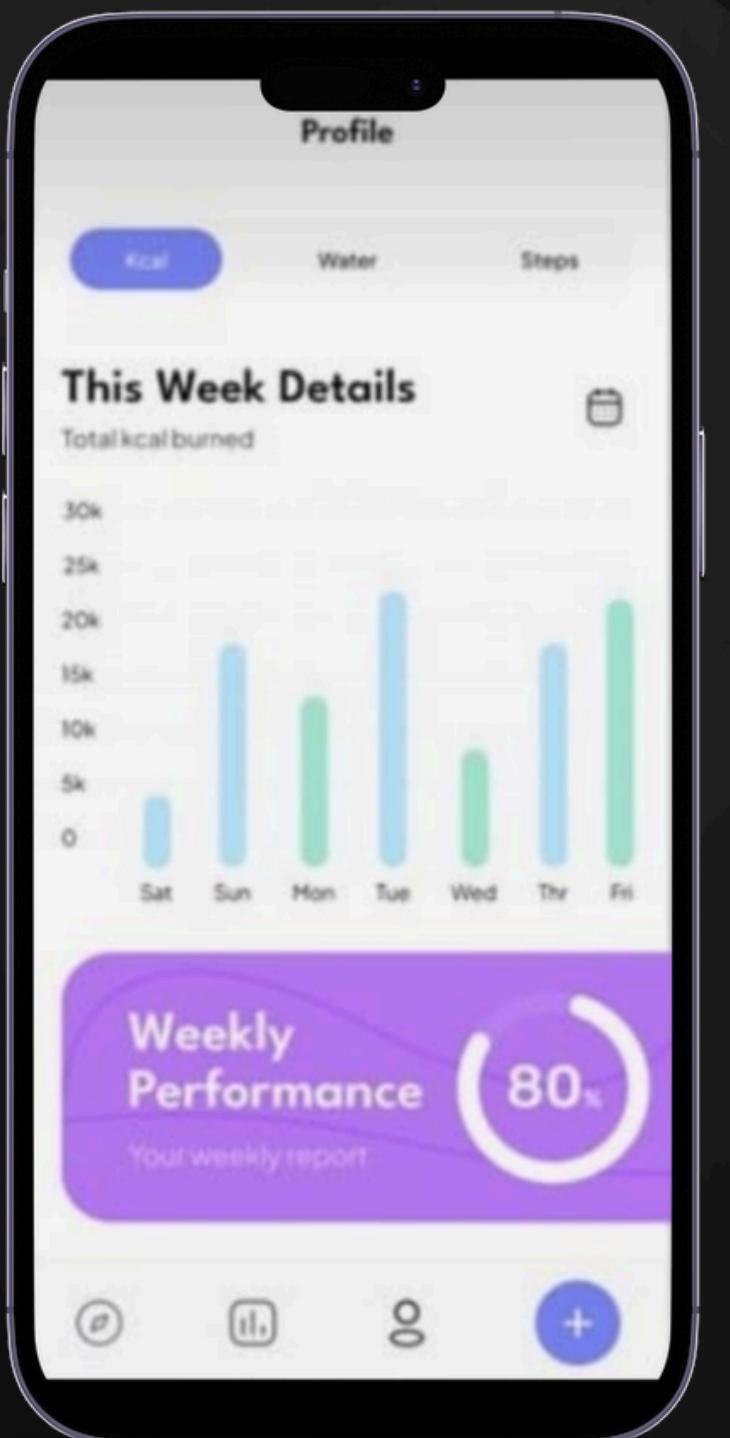


Keeping a diary that stores the food intake data and gives overall food intake over a week or a month.

PROBLEM STATEMENT 3

Developing an efficient daily fitness tracker to monitor and analyze users' physical activities, exercise routines, and health metrics for personalized health and wellness insights.

SOLUTION



THANK YOU



saurabhrajvarma680@gmail.com



<https://www.linkedin.com/in/saurabh-raj-varma-ba03b5368/>