**Business Model of SportAI Coach Application**

1. **Research & Planning**

This phase ensures that SportAI Coach is tailored to India's market demand, user behaviour, cost structures, and regulatory landscape, setting a strong foundation for localized success.

**Market Research (India-Focused)**

**a. Indian Sports Analytics Market Size**

* The **sports analytics market in India** is growing at a **25% CAGR** (2024–2030).
* Estimated to reach **₹4,000 – ₹5,000 crore** by 2030.
* Growth is driven by:
  + Government push for sports under **Khelo India**
  + Growing sports leagues **(ISL, Pro Kabaddi, IPL)**
  + Rising **fitness consciousness** among **youth**

**b. Target Customers in India**

|  |  |
| --- | --- |
| Segment | Description |
| Local Sports Academies | Thousands of cricket, football, kabbadi and athletics academies across India; many are in Tier 2/3 cities. |
| Individual Athletes | Young athletes aged 14–30 focused on professional careers. |
| Fitness Enthusiasts | Urban users aged 20–40 interested in home fitness + smart tracking. |

**c. Behavioral Trends**

* **High smartphone penetration** with **affordable internet** (Jio, Airtel).
* Fitness apps like **Cure.fit** and **HealthifyMe** are already **popular.**
* Majority of users are **price-sensitive**; **freemium models** **work best.**
* **Regional language** content improves adoption in **Tier 2/3 cities.**

|  |  |
| --- | --- |
| Feature Needed | Why It’s Important in India |
| English/regional Language support | Increases reach in Tier 2/3 cities and rural academies |
| Low-data & offline access | Useful in areas with patchy internet |
| Affordable subscription plans | ₹800 – ₹1,000/month is more feasible than global rates |
| Local sports focus | Prioritize **cricket, kabaddi, football, and athletics** |
| WhatsApp integration | For reminders, summaries, and easier user engagement |

**2. Design & Prototyping – Concept design, prototyping, testing, compliance.**

**2.1 Concept design**

Visualize and plan **how the app should look, feel, and function**, keeping **Indian user behaviour, accessibility, and devices** in mind.

**Key Deliverables:**

* **User Personas**: For athletes, coaches, and sports academies (especially in India’s Tier 2/3 cities).
* **User Journey Maps**:
  + Athlete logs practice → uploads video → receives AI feedback
  + Enters diet info → gets Indian meal suggestions
  + Coach views team analytics dashboard
* **UI/UX Mockups**:
  + Color themes that resonate with Indian youth (bold, sport-themed)
  + Regional language font support
  + Simplified layout for less tech-savvy users
* **App Architecture**:
  + Home → Dashboard → AI Trainer → Diet Tracker → Progress Report

**c. Design Priorities:**

* Minimal text, more visuals (video, icons)
* Dark/light theme toggle
* Voice hints for accessibility

**2.2 Prototyping**

**a. Low-Fidelity Prototypes:**

* Created using tools like **Figma** or **Adobe XD**
* Static mockups showing user flows and feature layout

**b. High-Fidelity Interactive Prototypes:**

* Simulated working version with navigation
* Mobile-responsive and touch-interactive
* Tested on low-end Android phones for realism

**c. Hardware Integration Prototype:**

* Sync mock data from wearable devices (like Mi Band, Fitbit)
* Simulate motion capture using MediaPipe or OpenPose (for video analysis)

**2.3 Testing**

**a. Usability Testing**

* Test with real Indian users: athletes aged 16–30, coaches, fitness trainers
* Focus areas:
  + Ease of navigation
  + Clarity of feedback (AI suggestions, diet info)
  + Load times on low-end devices
* Feedback gathered via interviews, screen recordings, surveys

**b. Performance Testing**

* Ensure prototype loads in <2 seconds on 4G
* Minimal lag in video uploads and analysis

**c. Device Testing**

* Budget Android phones (~₹8K–₹12K range)
* iPhones (for coaches or elite users)
* Tablets (for academies)

**d. Localization Testing**

* App text in English and other Indian languages
* Check font rendering, text overflow, UI alignment

**3. Manufacturing Setup – Tooling, materials, labor, production costs.**

|  |  |
| --- | --- |
| Category | Estimated Cost (INR) |
| Tooling | ₹1,00,000 – ₹2,00,000 |
| Materials (Cloud/API) | ₹5,50,000 – ₹12,00,000 |
| Labor (Human Capital) | ₹5,00,000 – ₹6,00,000 |
| Production Costs | ₹2,00,000 – ₹3,50,000 |
| Total Estimate | ₹13.5L – ₹23.5L |

**4. Marketing & Launch – Branding, packaging, advertising, distribution.**

|  |  |
| --- | --- |
| Category | Cost Range (INR) |
| Branding | ₹50,000 – ₹1,00,000 |
| Packaging | ₹75,000 – ₹1,50,000 |
| Advertising | ₹1,00,000 – ₹1,80,000 |
| Distribution | ₹1,00,000 – ₹2,00,000 |
| Total | ₹3.25L – ₹5.8L |

**Services**

1. Freemium Model

* A foundational strategy where core features are free, and users pay for premium upgrades.
* Free Tier Includes:
* Basic movement analysis
* Limited training feedback
* Basic nutrition tracking
* Benefits:
* Attracts a large user base by lowering entry barriers
* Encourages adoption among amateur athletes and small academies

**2. Subscription-Based Services**

Users pay a **monthly or annual fee** for premium features.

* **Subscription Tiers**:
* ₹800-1000/month for basic premium
* ₹2,500/month for full-feature access
* **Premium Features**:
  + Advanced movement analytics
  + Personalized coaching modules
  + AI-generated diet plans
  + Integration with wearable devices
  + Priority customer support
* **Target Audience**:
  + Serious athletes, coaches, and sports academies.

**Total initial investment**: **~₹60L – ₹1.2 crore**

* **Unit cost** = subscription fee per user per month
* **Number of users** = total paying subscribers in a month
* **Fixed monthly cost** = monthly cost to run the business (including servers, staff, marketing, etc.)
* **Subscription fee** = ₹1,000 per user per month *(basic premium tier)*
* **Monthly operating cost** = ₹4,00,000 *(approximate from tooling, labor, marketing, etc.)*
* **Number of users subscribed in a month** = x

**The Financial Equation**

Total Revenue (y)=Subscription Fee×Number of Users−Monthly Cost

y=1000x−400000​

Where:

* y = Net monthly revenue/profit
* x = Number of paid subscribers in that month

**Example Calculation**

Let’s say in **June**, SportAI Coach gets **3,000 paid users**.

y=1000×3000−400000

y=30,00,000−4,00,000

**y=₹26,00,000 profit for June​**

**Interpretation**

* This equation shows how **SportAI Coach’s revenue scales directly with its user base**.
* To **break even** (zero profit), set y=0:

0=1000x−400000

**x=400 Break-even point is 400 paid users/month at ₹1,000/user.**

**Summary**

|  |  |
| --- | --- |
| Variable | Value |
| Unit Price | ₹1,000/user/month |
| Fixed Cost | ₹4,00,000/month |
| Break-even Users | 400 users/month |
| Revenue Formula | **y=1000x−400000y = 1000x - 400000y=1000x−400000** |