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**.

$y=1000\times3000-400000$

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**