



TEAM 1

AARTI | ROHAN | SHRADDA | ANDREW | NIDHI | ANKIT

# Target Segments



**YOUNG ATHLETES**



**High Income Middle Aged**

# Value Proposition

**Unlike** traditional wellness centers, **ARC's** core services **help** high-income middle-aged individuals **who want to** maintain peak physical condition **by** accelerating recovery from injuries **and** enhancing overall well-being and performance.

**Unlike** conventional sports recovery methods, **ARC's** hyperbaric therapy **helps** young athletes **who want to** maximize their competitive edge **by** expediting post-training recovery **and** boosting both physical endurance and mental focus.

# ARC should offer single day passes and a modified 10 session monthly membership...

## Core Offerings Pricing

Single Session	10 Pack	Unlimited
\$34.99 /session Scheduled or Walk-in according to availability	\$185 /month 1 Guest Pass Included 1 Disc HB Session \$99.99	\$300 /month 2 Guest Pass Included 1 Disc HB Session \$99.99

## Highlights & Considerations

- Captures Indecisive Consumers
- 55% Word-of-Mouth Discovery
- Higher conversion rates

## Hyperbaric Therapy Pricing

Single	5 Pack	10 Pack
\$199 /month	\$850 /month	\$1450 /month

- Target Segment Size
- True Economic Value
- Increase Profit

# Break even and Promotion

- Assuming we start at 50 customers, and have a 30% growth rate for 3 months, 20% for the next 6 months, and 10% later, and 10% conversion from guest passes, We break even on the revenue earned by ARC (48% of ticket price) at the end of month 11 based on (\$185) core services only - Hyperbaric revenue is additional. (Appendix - Excel)

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- **Hyperbaric** - Partner with Surgery centers, Physiotherapists, and Injury centers
  - **Core Services** -
    - Social Media targeted ads
    - Guest pass
    - Corporate partnerships
    - spas, fine dine restaurants, pedicure, expensive salons

# Recommendations

- Restructure current commission offering, esp. to Bucked up.
- Corporate partnerships will be a good way to generate significant revenue
- Revamp price bundling
- Guest passes (55% of subscriptions is word of mouth)
- Promo - Partner with places where our target segments tend to be.



# APPENDIX

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CORE SERVICES ONLY			88	4200	-> Single use rev
M1	50	55	4840	9040	
M2	65	72	6336	10536	
M3	85	94	8272	12472	
M4	111	122	10736	14936	
M5	133	146	12848	17048	
M6	160	176	15488	19688	
M7	192	211	18568	22768	
M8	230	253	22264	26464	
M9	253	278	24464	28664	
M10	278	306	26928	31128	Revenue at M11
M11	306	337	29656	33856	226600
M12	337	371	32648	36848	Cost at M11
M13	371	408	35904	40104	217000

185	Rev per custo
37	Nicole's cut
148	Left
59.2	Bucked up cut
88.8	ARC revenue
48	percentage