

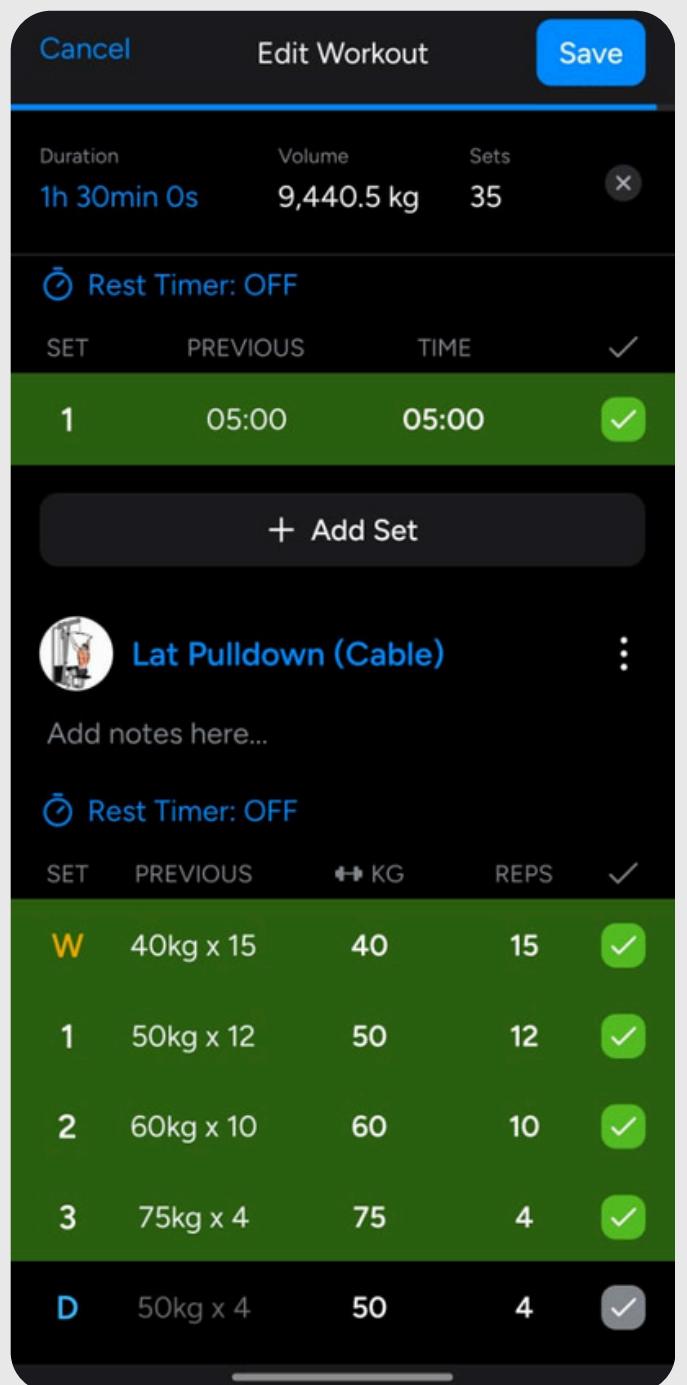
PRODUCT CASE STUDY



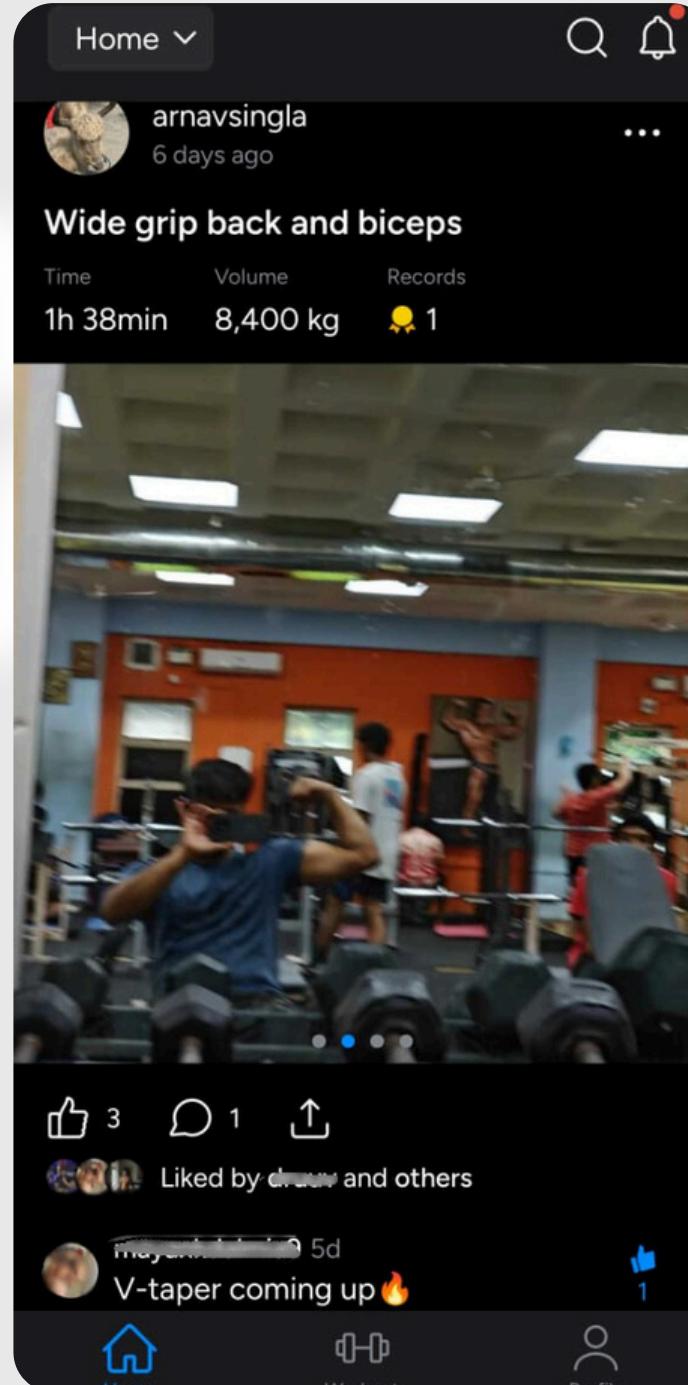
GYM & WORKOUT TRACKER

Product

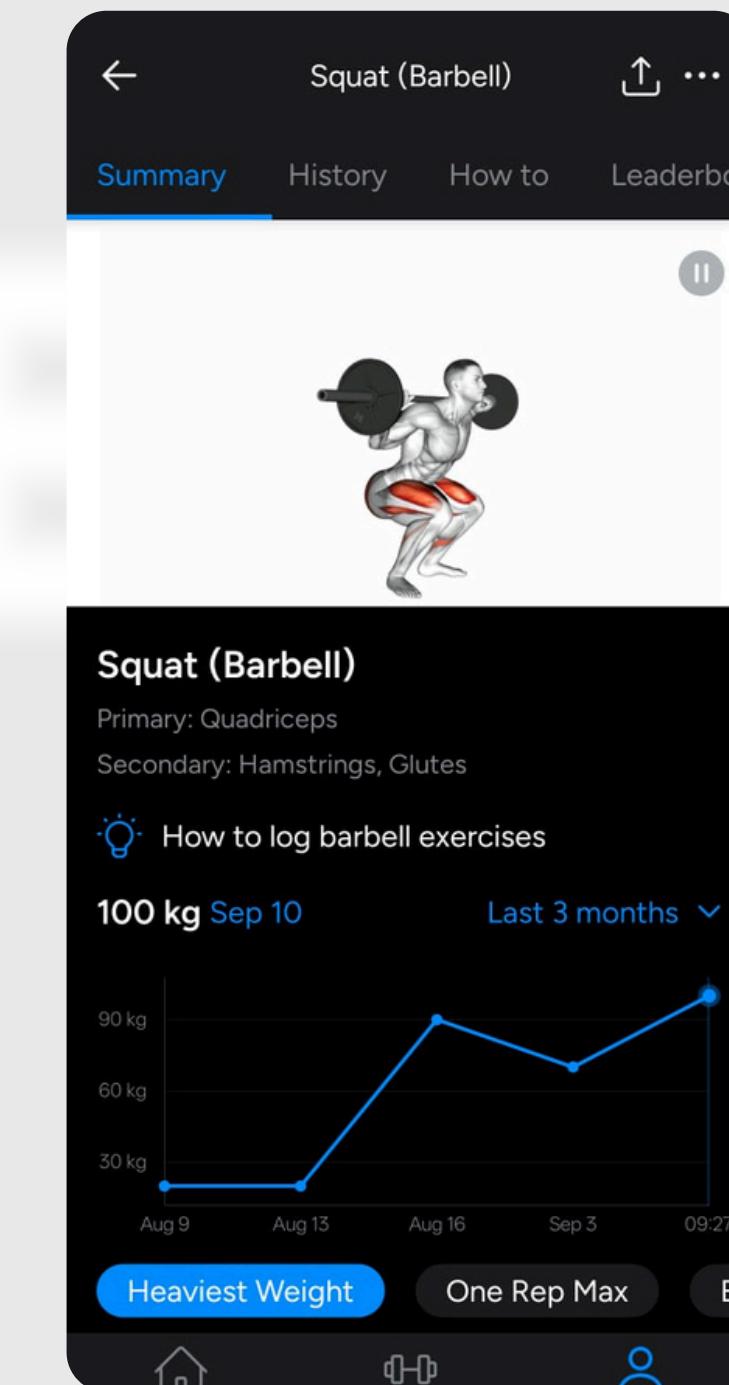
Workout Logging



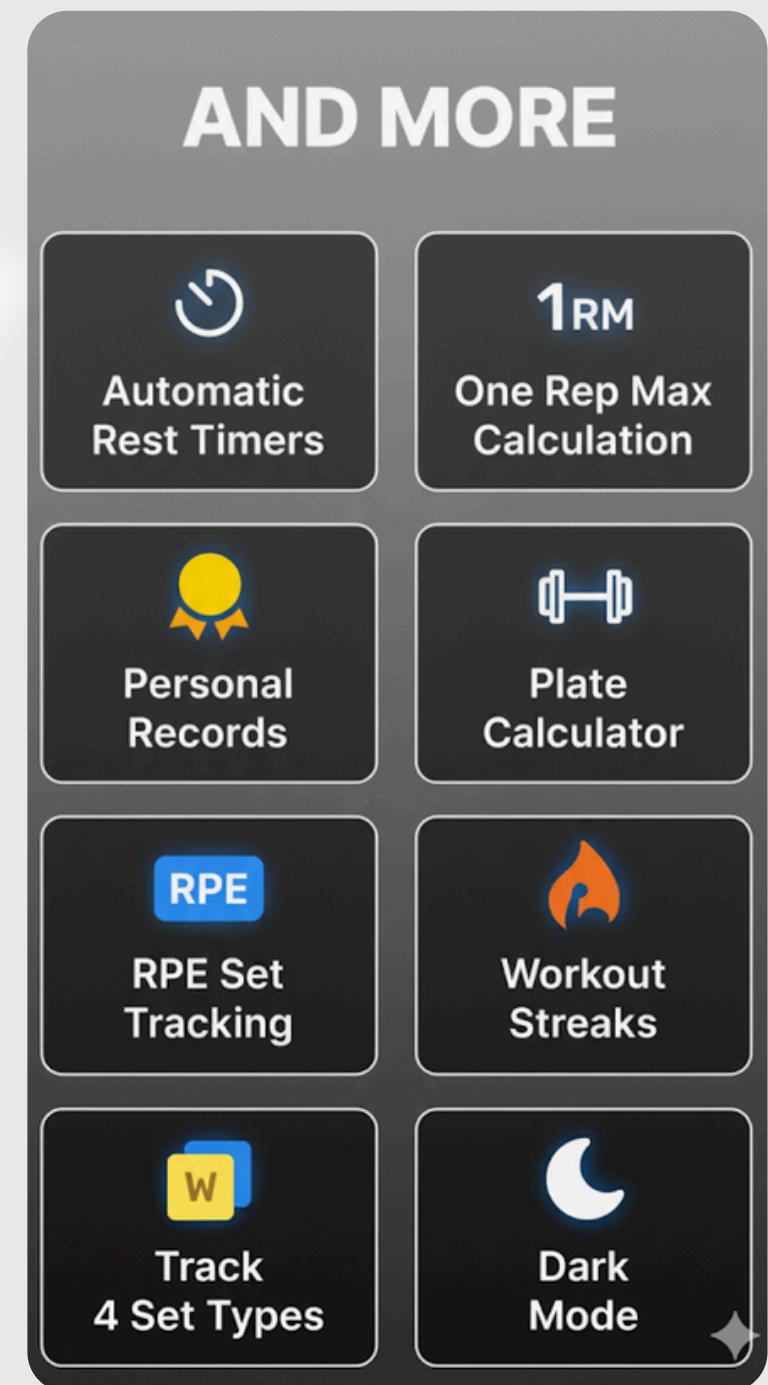
Gym Community



Workout Analytics



Other Features



Target Audience



Gym Freaks,
Love to track &
organize workouts



Track multiple client
routines & compare
performance



Value social feeds,
routine sharing,
leaderboards

User Persona



Arnav, 21 years, College student

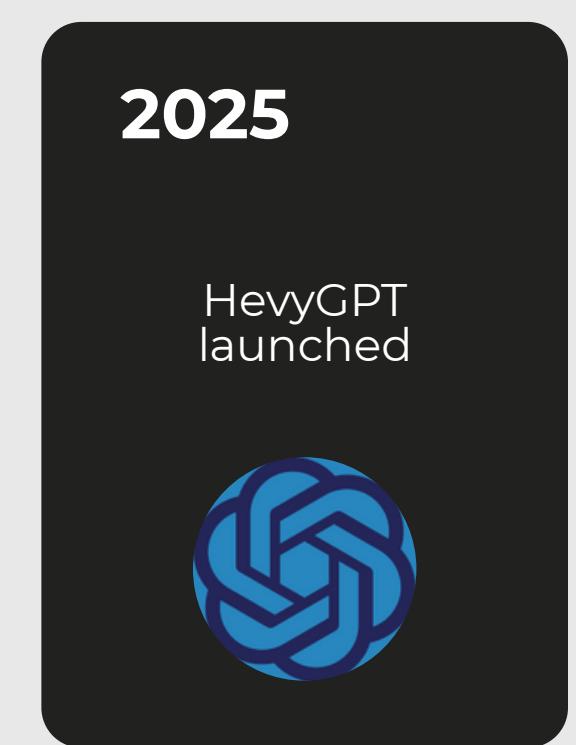
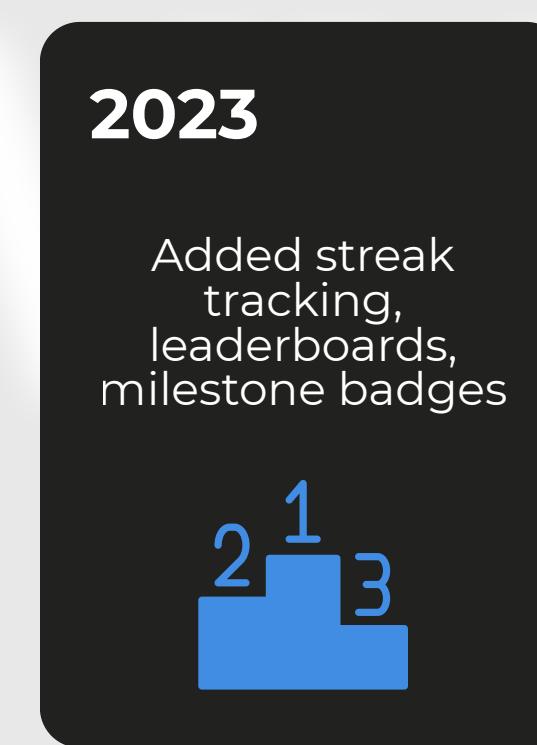
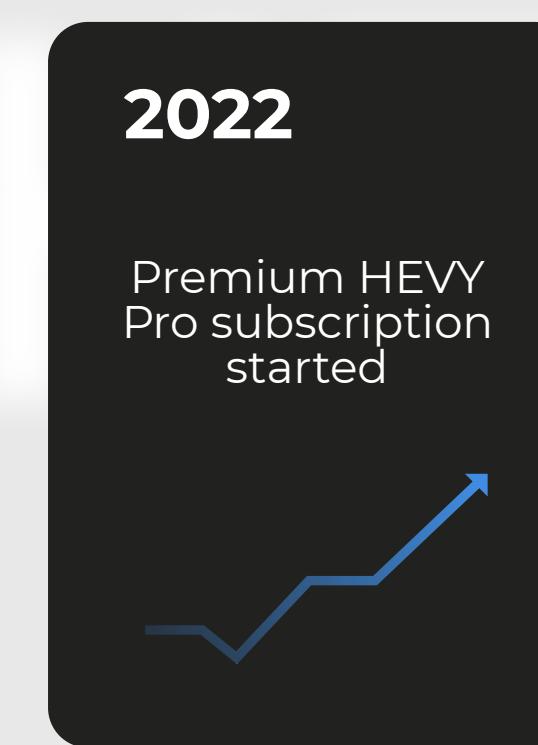
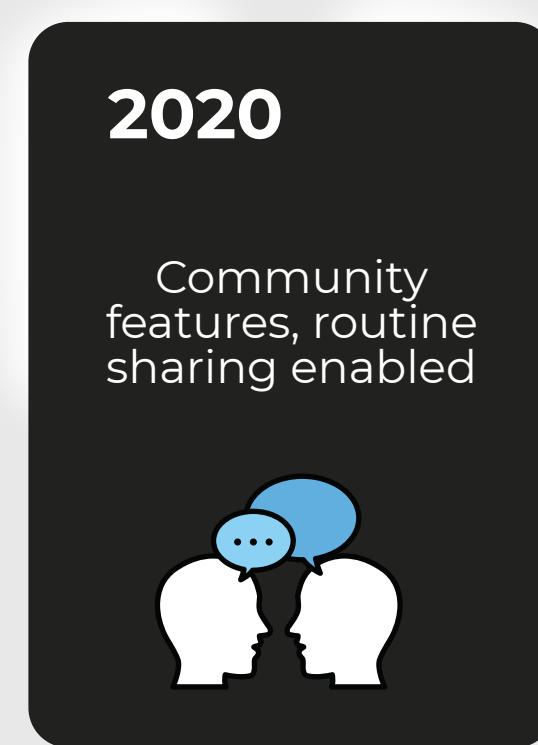
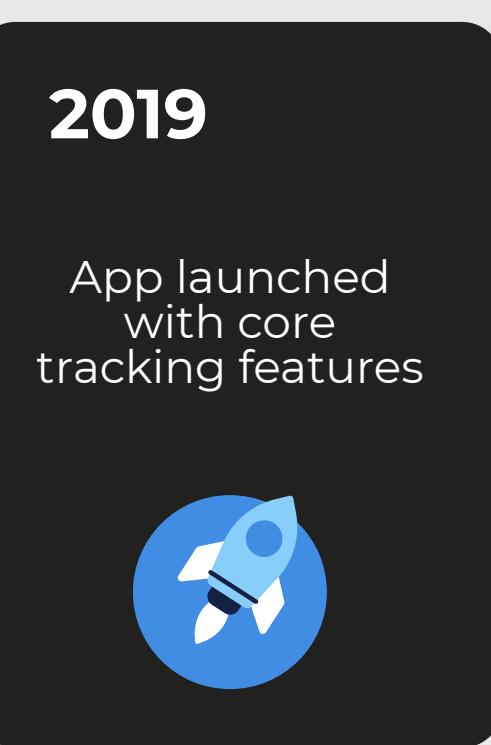
He goes to his college gym with his friends daily. He and his friends take it as an **instagram for gym-goers**.



John, 30 years, Gym Trainer

Uses the app to **monitor client workouts**, recommend personalized routines, and review long-term statistics.

Journey Map



MARKET RESEARCH

Fitness Market is estimated at USD 6.86 billion in 2025, growing to USD 22.28 billion by 2035 (CAGR ~12.5%)

APP RATING

4.8/5.0



Google Play Store

USERS

8 MILLION+

worldwide



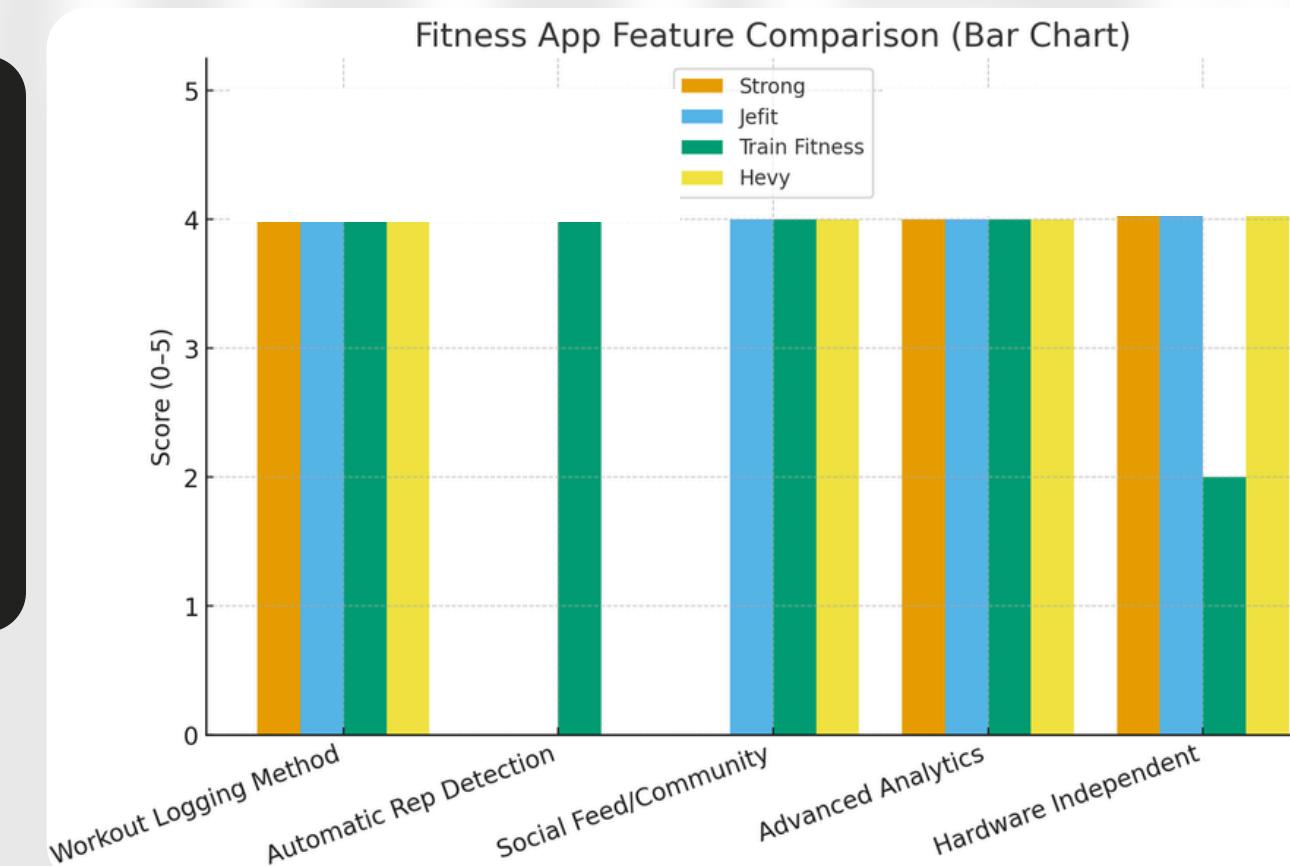
▲ Avg Annual Growth ~1.6M users/yr

GROWTH STRATEGY

Strong organic growth
through word-of-mouth &
app store algorithms



Competitors



REVENUE: FREEMIUM MODEL

\$164.46 MILLION

per year



PROBLEM STATEMENT

- Hevy needs to **evolve its growth strategy** with a clear focus on **long-term user retention**.
- This involves addressing key **user pain points** like motivation plateaus and the perceived value of a Pro subscription.
- Furthermore, to ensure financial sustainability, the **business model must be diversified** to introduce new revenue streams beyond the core subscription

HEVY



Log Unlimited Workouts

Unlimited Custom Exercises

Create Unlimited Routines

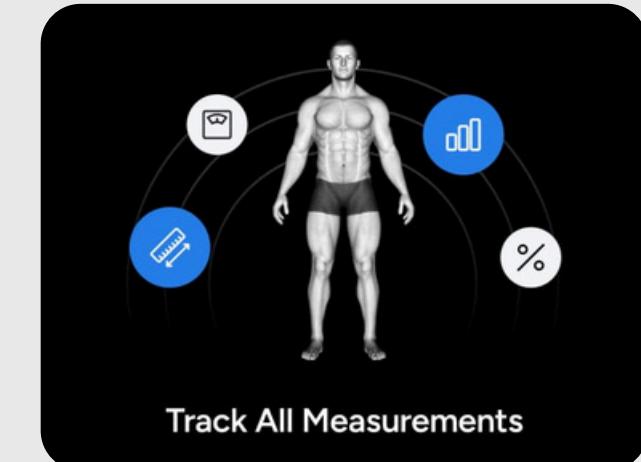
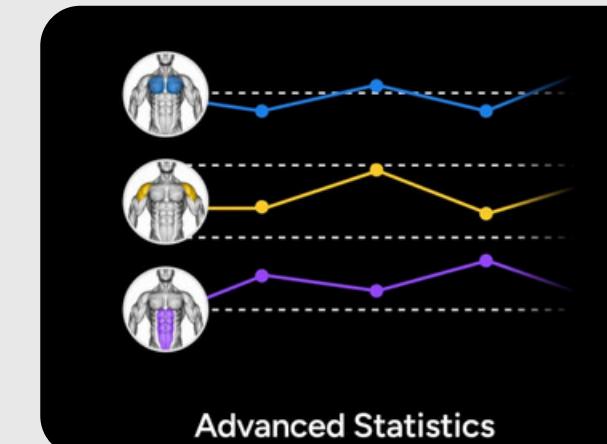
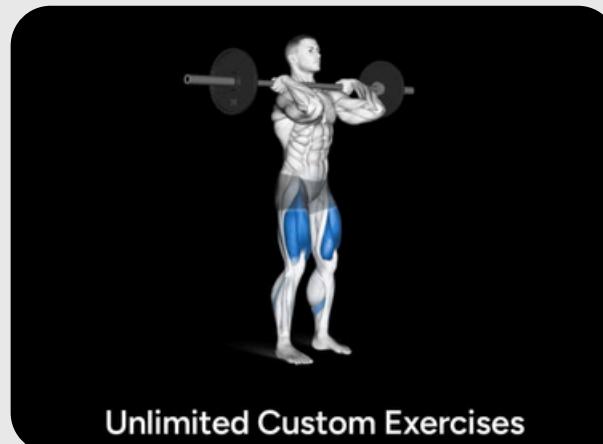
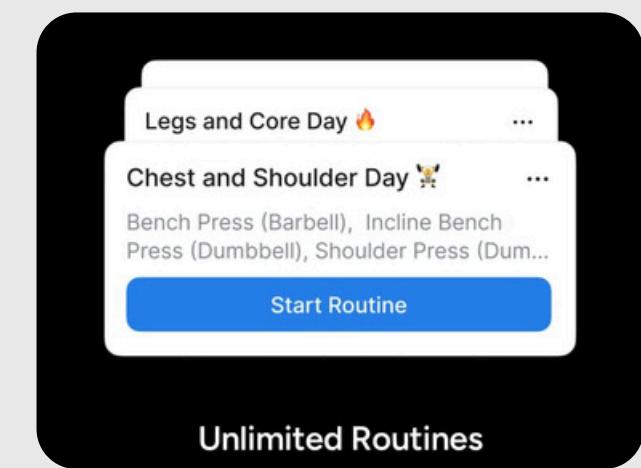
Unlimited Graph History

Advance Stats

Measurement Tracking

FREE PRO

✓	✓
7 max	✓
4 max	✓
3 months	✓
limited	✓
limited	✓



HEVY COINS & AFFILIATE MARKETING



Arnav Singla \$100
Workouts 81 Followers 21 Following 19

Where to find?

- Affiliate Marketing Model: Use coins to purchase offer coupons.
- **Discounted PRO** subscription using coins.

PR
220 kg
Leg Press (Machine)
Heaviest Weight Lifted
00 HEVY @arnav singla

How to earn?

- Setting a PR : 10 Coins
- Completing a workout: 5 Coins
- 4+ workouts/week): 25 bonus coins
- Completing a full week of workouts: 50 bonus coins

NIKE - Track your runs, unlock achievements
MyFitnessPal 30-day premium free trial
Fitbit Sync devices, personalized coaching
Strava Free drink with a meal
WeightWatchers Get 6 months free!
Strava Join challenges, compete friends,
Stay hydrated, 20% off on new devices
Protein bundles, save 15%
Peloton Live classes, home workouts

*AI generated example

HEVY PRO
Full Access
Get access to all PRO features and take your training to the next level.
• • • • •
PRO MONTHLY ₹225 ₹249 by using 1000 coins
PRO YEARLY ₹1599 ₹1999 by using 2000 coins
PRO LIFETIME ₹4130 ₹5900 by using 3000 coins

How to use coins?

Guesstimate: How much yearly Revenue will increase by opting this model



PRO SUBSCRIPTION

Yearly Burn For A Company with 8 Million+ User Base(active & semi active pool)= ~\$500K : server/cloud hosting, development, operations, marketing, salaries

- Typical Freemium conversion rate ~ 3% (for all plans)
- **Current Paid base** = $8,000,000 * 0.03 = 240,000$ (assuming all users are yearly plan subscribers for simplifying revenue estimate)
- Assuming gamification increases conversion to = 4.25%
- New PRO Users = $8,000,000 * 0.0425 = 340,000$
- **Unique Users** = 100,000
- Old Revenue from **Yearly Subscription**: $1,999 * 240,000 = ₹479,760,000/\text{yr}$
- New Revenue from discounted Yearly Subscription $1,599 * 340,000 = ₹543,660,000$
- **Increased revenue** = ₹63,900,000/year or \$723,353 (only for yearly subscription)



AFFILIATE MARKETING

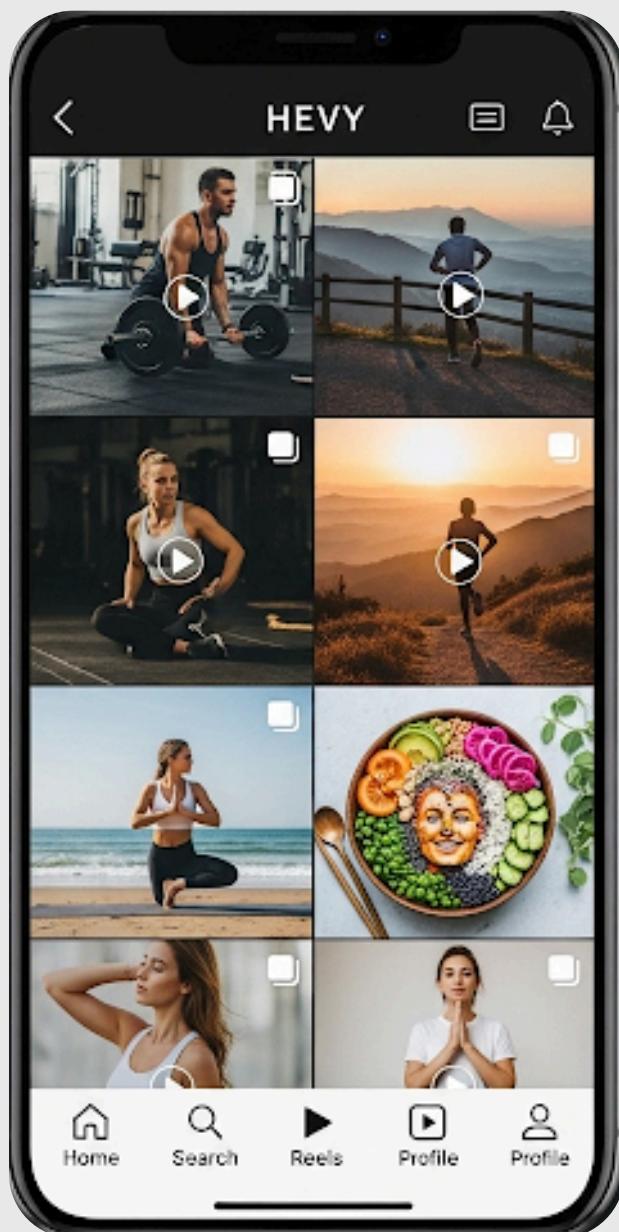
- Assuming a conservative estimate of **2% redemption** $\sim 8,000,000 * 0,02 = 160,000$ users/year
- Assuming Average affiliate commission $\sim 7\%$ (mid-range for fitness sector offers)
- Assuming Average Purchase Value per redemption $\sim \$20$ (minimum estimates, fitness gears are expensive)
- Revenue generated= $20 * 160,000 = \$3,200,000/\text{year}$
- **Affiliate Revenue**= $3,200,000 * 0.07 = \$384,000/\text{year}$



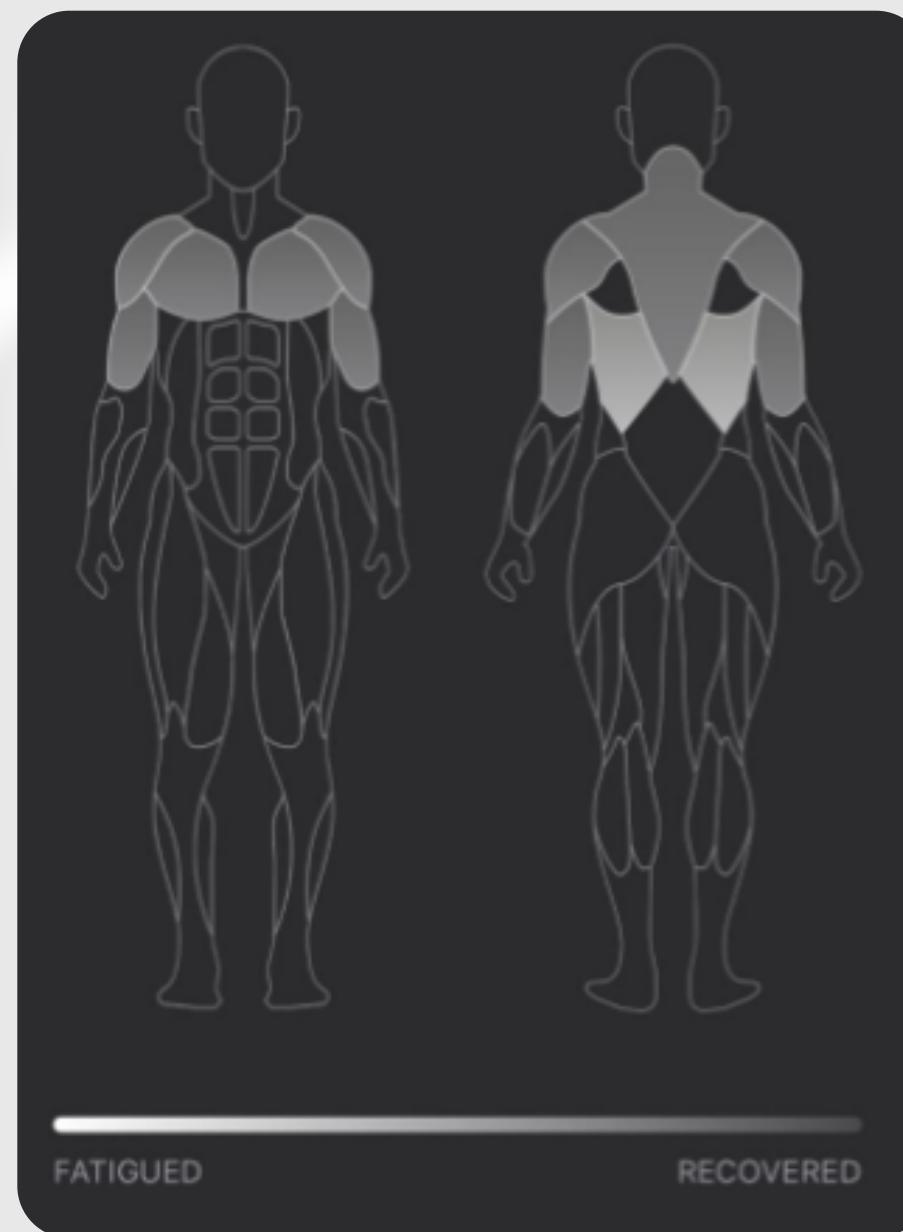
UX IMPROVEMENTS SUGGESTIONS



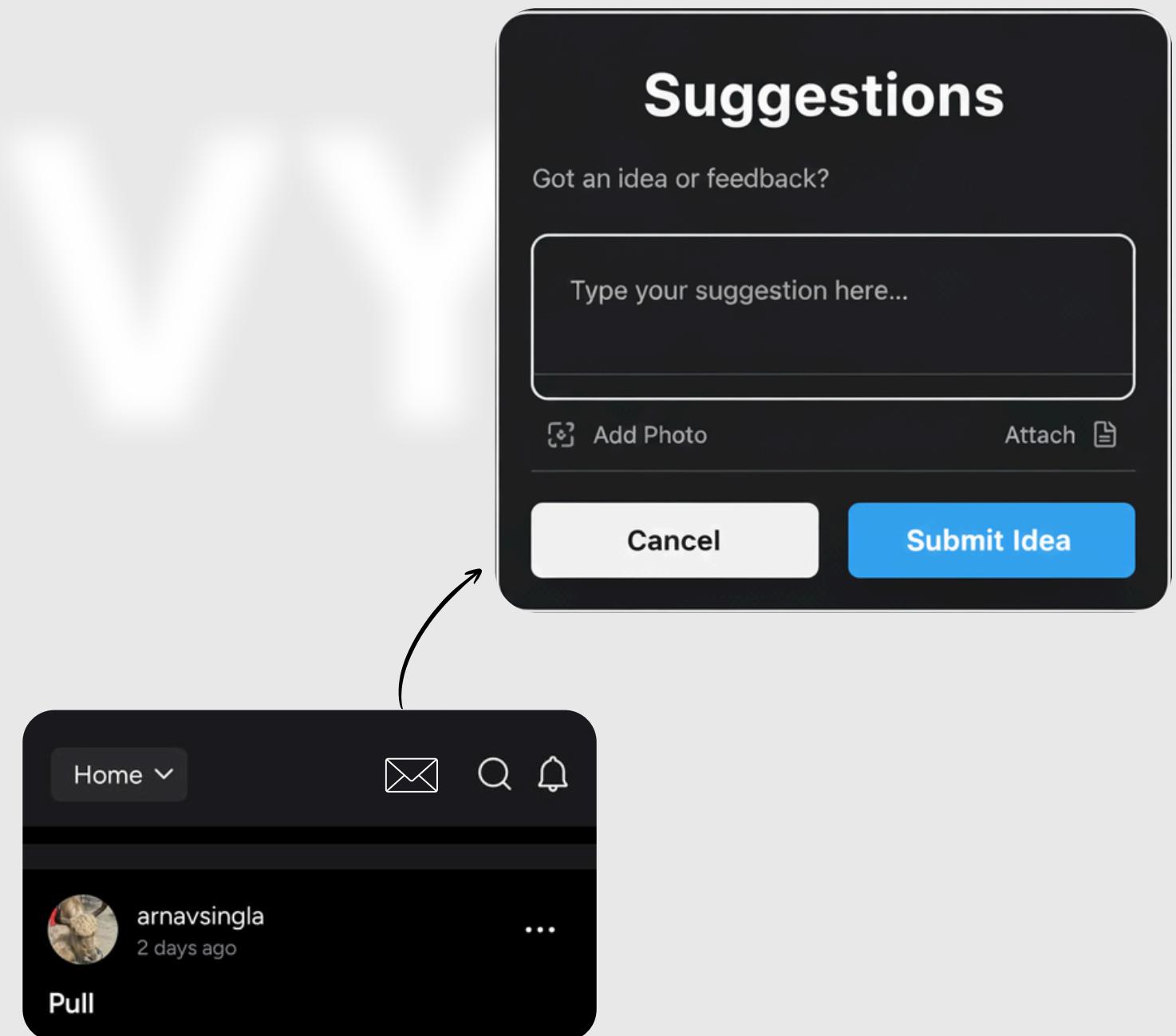
The Explore Page: Search and find other users/influencers' workout posts



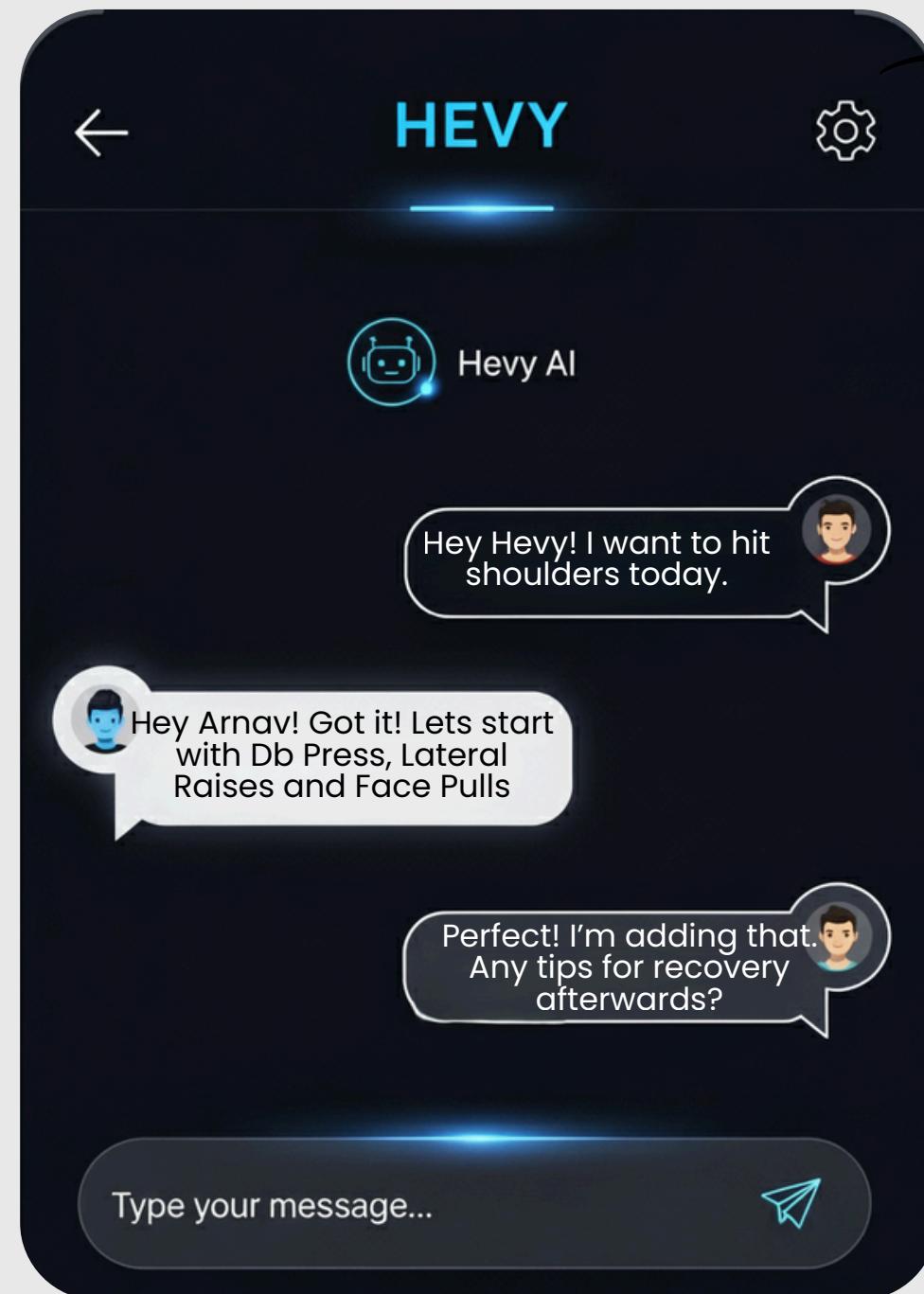
Muscle Recovery analysis:
Mannequin showing fatigue/relaxed muscles



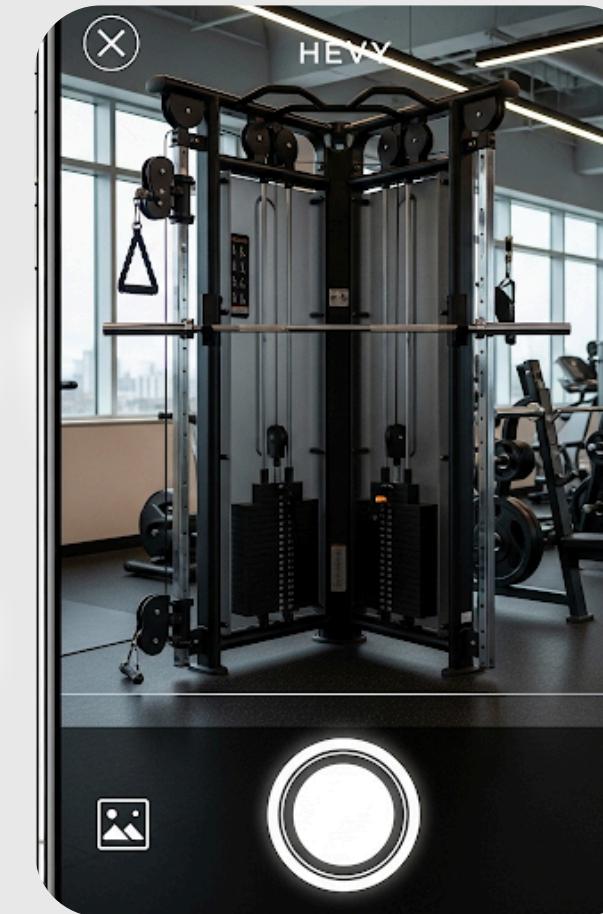
Suggestion Box: Optimized system of analyzing for new features & exercise additions requests



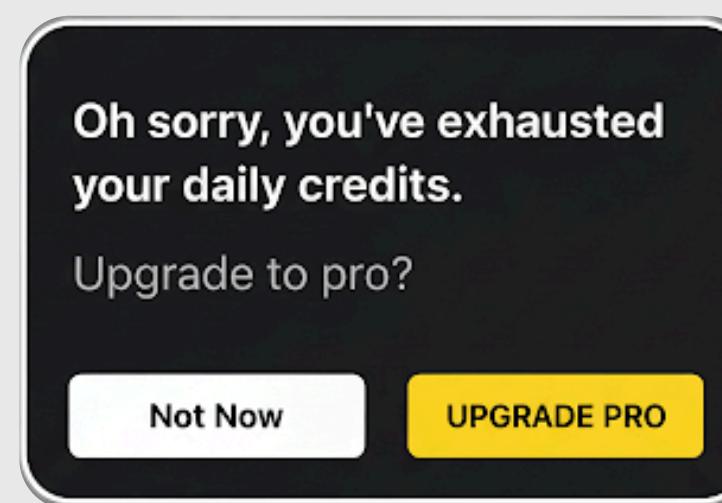
AI INTEGRATION: AI Coach



- **Chatbot:** Can be accessed from home screen
- Can pre-build **exercise routines**, give behaviour-based nudges.
- Exercise alternatives
- **Personal analysis** of the workouts and progress.



- **Hevy Lens** → Scan gym machines, learn usage instantly.
- Wearable OS integration for **posture & technique**.
- Image recognition for meals & **nutrition info**.

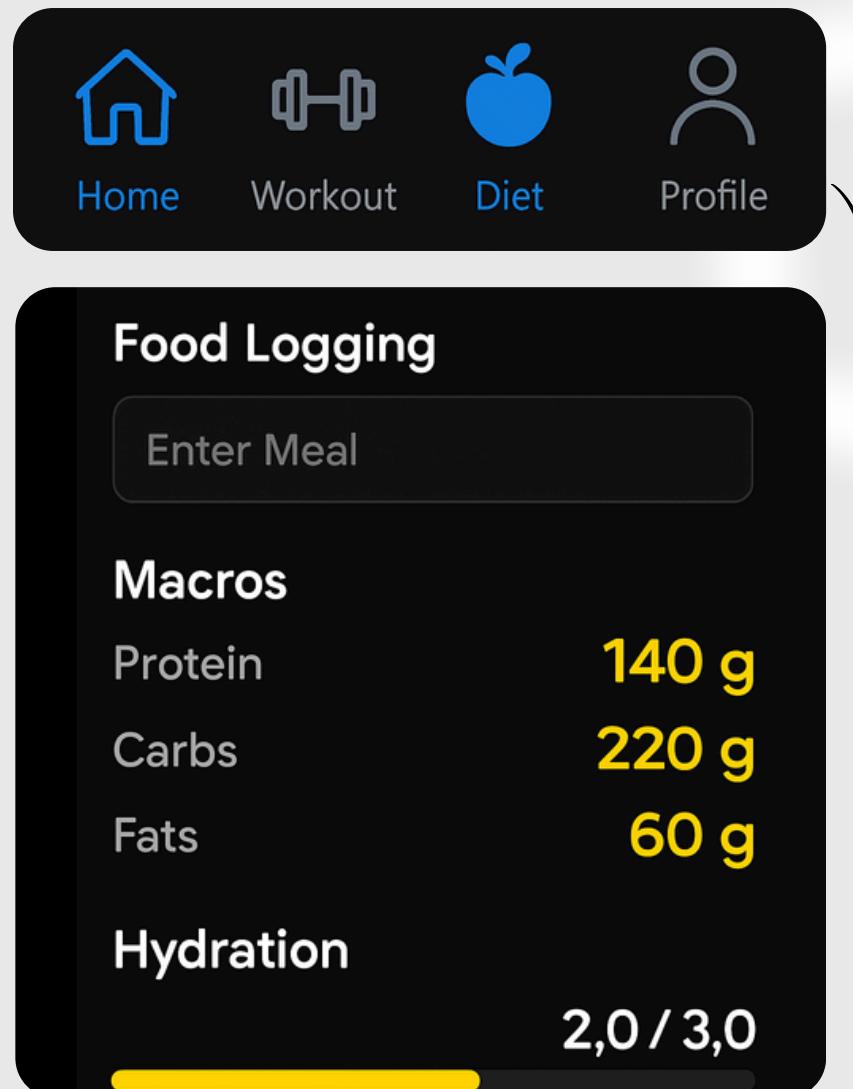


Daily **restrictions on credits**/responses for free users

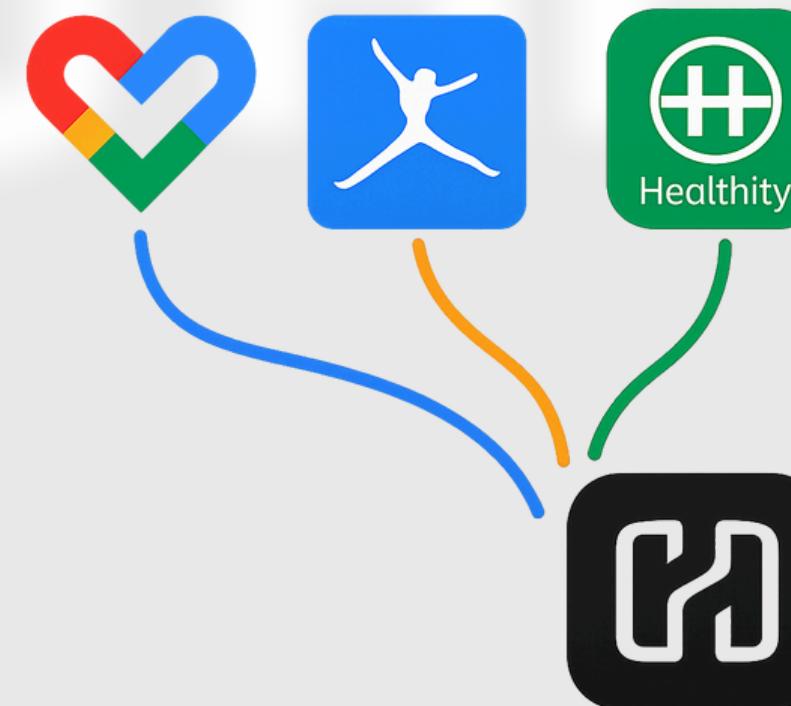
FEATURE RECOMMENDATION: DIET MONITORING



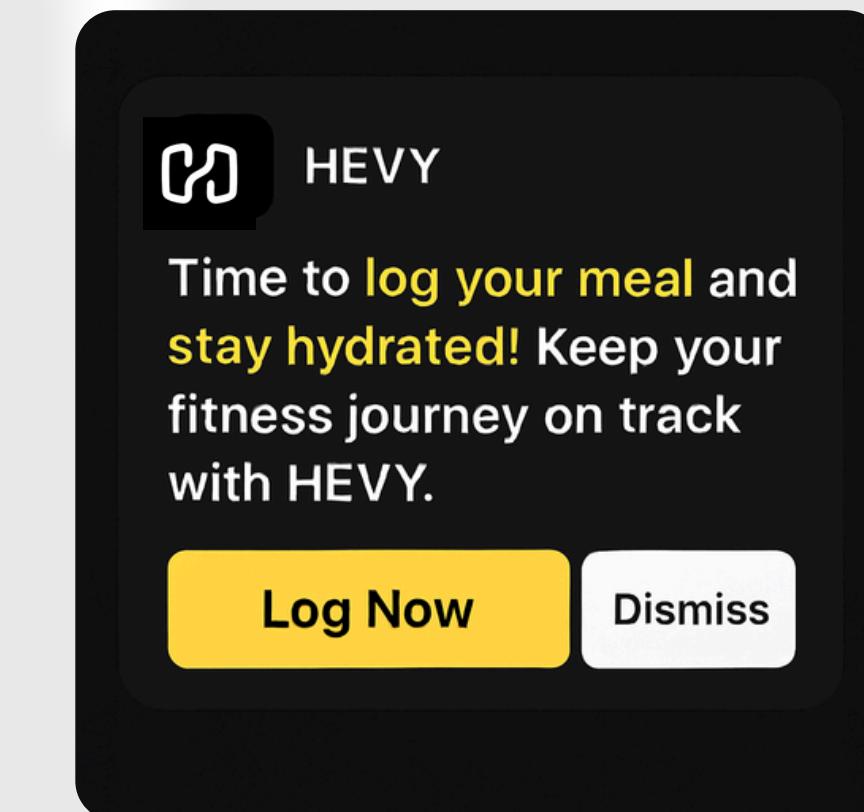
Hevy Diet: Meal logging, Macro Tracking, water intake logging



Integration with other nutrition apps: Sync diet data for seamless data transfer



Nudges/Reminders: Regular reminders to drink water, log meals, complete nutrition goals



GO TO MARKET STRATEGY



DEFINE TARGET MARKETS

- Personal Trainers, Fitness Beginners, Gym Enthusiasts
- Geographies with growing fitness cultures i.e USA, India etc.

USER ACQUISITION CHANNELS

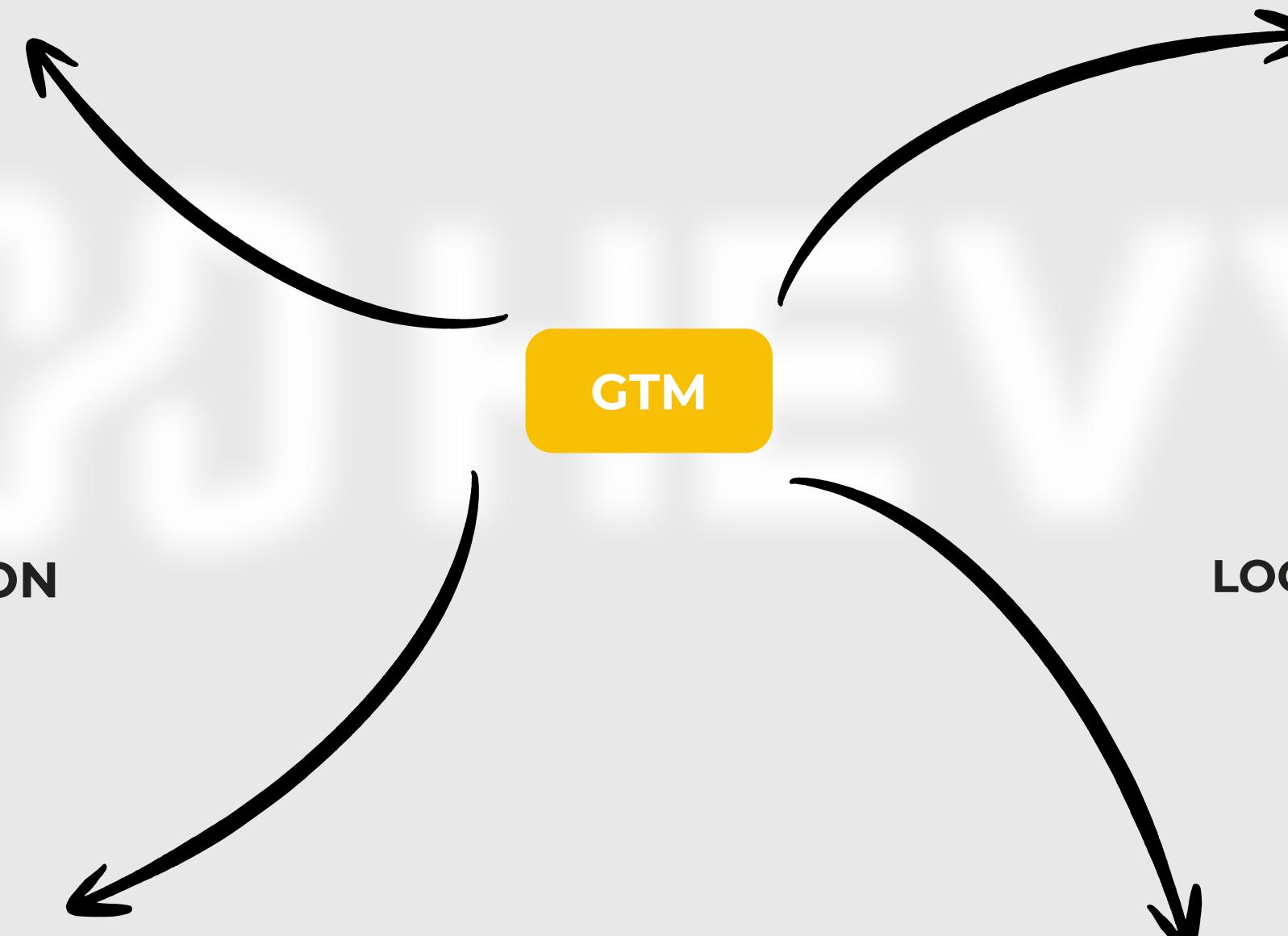
- App Store Optimization
- Influencer Partnerships
- Referral Activities
- Social Media Ads

PARTNERSHIPS & INTEGRATION

- Collaboration with Gyms, sporting brands, and supplements
- Integrate with popular apps and explore further on wearable OS

LOCALIZATION & MARKET EXPANSION

- Customize local languages, diets and currencies
- Promote through locally trusted fitness experts
- Adhere to local privacy laws



THANK YOU!



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