

Questions & Answers

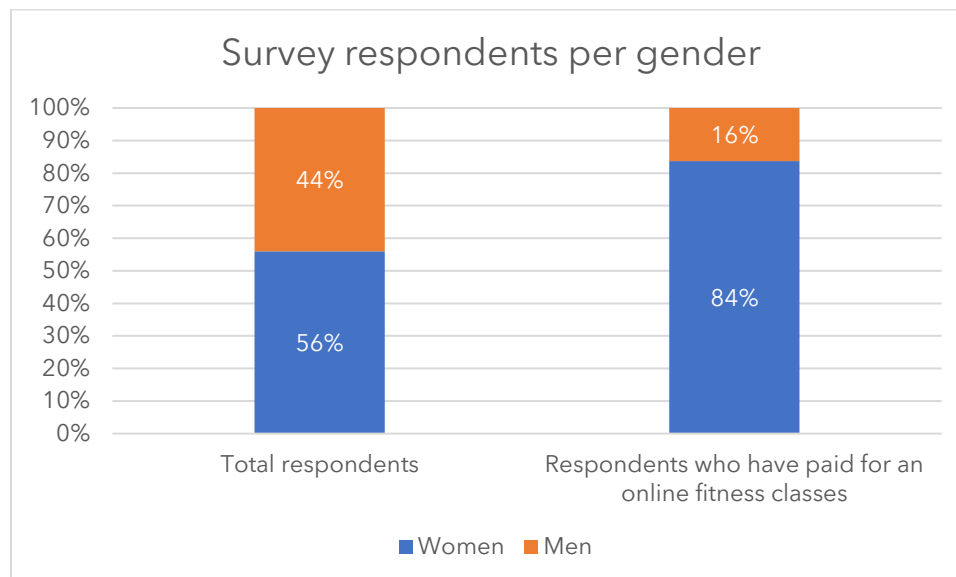
This report was prepared to answer some questions you might have about our pitch, if you have a question we did not consider, please ask us via the website chat.

The answers are based on data and insights we gathered through 4 sources:

- 32 face to face interviews with fitness instructors.
- Web survey for instructors with 15 answers.
https://docs.google.com/forms/d/e/1FAIpQLSfkg_9LVuOqhLIMLdUq-Xb1t3Fmvg0iqU4ZYA6l8oBMCb1GVg/viewform?usp=sf_link
- Web survey for users with 322 answers.
https://docs.google.com/forms/d/e/1FAIpQLScN6FP98SuWB2VO_Ewds-dmS20K4ntAFbbWe70F6Z_QV-aPgQ/viewform?usp=sf_link
- Google Analytics data of web users interacting with our landing page.
<https://www.moveme.fitness/>

Why are we considering only women for the customer persona of users?

From the 322 answers of the web survey for users, 44% respondents were men and 56% women, but if we filter the answer by those who have paid for an online fitness class, the percentage of women increases to 84%. We then concluded that women are significantly more willing to pay for online fitness services than men.



How did we validate that people would be willing to pay for MOVEME services?

From the side of the users we asked them if they have paid for online fitness classes and around 15% of them answered yes, then there is a segment of the population that have already paid for services similar to the ones we will offer.

From the side of the fitness instructors, we asked them in their survey if they would accept the offer in the right and 85% of them answered yes, hence we validated they would be willing to pay for using the app.

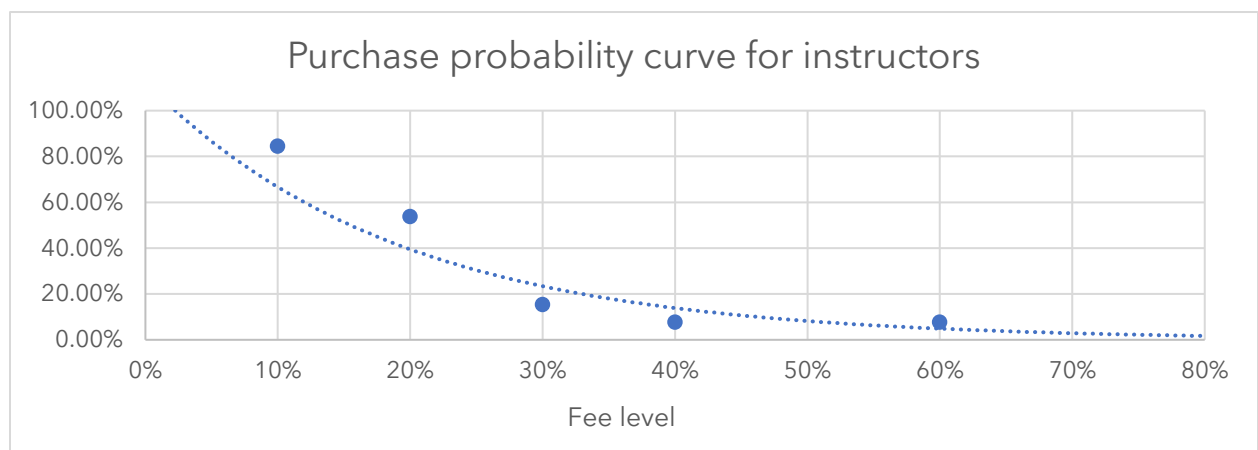
Then we repeated this question varying the fee's level and we used the answers to estimate a purchase probability curve for the fitness instructors.



! Regístrate en MoveMe y haz tu negocio digital !

- Obtén acceso a un **gran número de posibles nuevos clientes.**
- Describe de manera clara y concisa tus servicios
- Utiliza herramientas diseñadas para el **desarrollo de videos fitness.**
- **Define las reglas de tu negocio:**
 - ✓ Fija el precio
 - ✓ Ofrece descuentos
 - ✓ Clases/sesiones de prueba
 - ✓ Fija tu horario de trabajo
- **Realiza clases/sesiones por video en vivo** y ofrece la mejor experiencia:
 - ✓ Reproduce música
 - ✓ Guía a tus clientes
 - ✓ Dales retroalimentación
 - ✓ Observa su ritmo cardíaco en tiempo real
- **Cobra por tus servicios de manera sencilla y segura**

Cuota por el uso de MoveMe: 10% de tus ganancias



What is our growth opportunity?

Based on a preliminary marketing campaign we launched in Facebook and Instagram, we estimate a visit to our web site will cost \$4 MXN. Then assuming \$30,000 MXN of investment in marketing during a year, we get 90,000 fitness instructors visiting our website annually, if we offer them the app with a fee of 20% over their customers payments, 39% of them would accept and based on the 30/10/10 rule (<https://www.businessinsider.com/301010-2011-7?r=MX&IR=T>), 30% of those





who accept will really use the app. Finally, assuming each instructor will have 17 monthly customers and \$631 MXN of monthly income per customer, we get ~\$114 million MXN of total annual revenue and ~\$22 million MXN of annual gross profit for MOVEME.

These estimations are based on the answers of the web survey for instructors, the data gathered with Google Analytics of web users interacting with our landing page and the estimated purchase probability curve of the previous question.








Who are our competitors?

From the instructors' side, we will compete with social media and video-calling apps because there are where instructors offer their classes today. From the users' side we will compete with these same apps plus digital fitness apps. However, MOVEME will be the only app who will fulfill all instructors' and users' need, as we can see in the value matrices below.

Value matrix for instructors

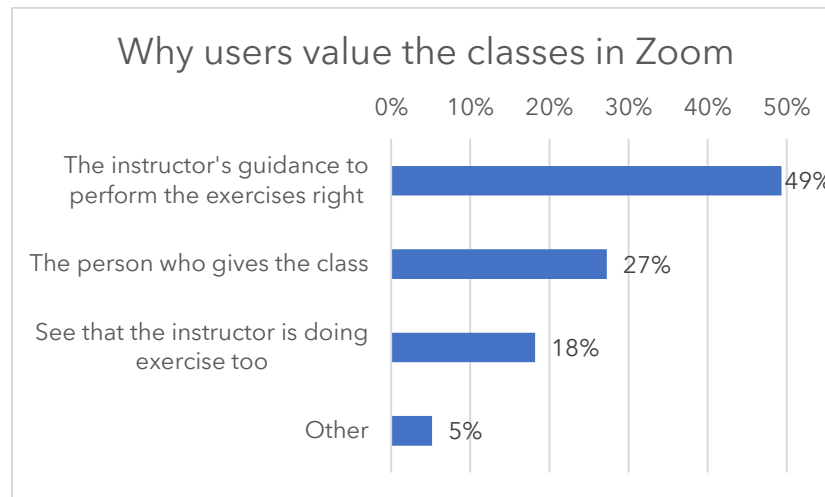
App	Access for any instructor	Live classes	Realtime feedback	Payment gateway
 YouTube	✓	-	-	-
 Instagram Live	✓	✓	-	-
 Zoom	✓	✓	✓	-
 MOVEME	✓	✓	✓	✓

Value matrix for users

App	Explained workouts	Any time, anywhere	Scheduled classes	Personal assistance	Favorite instructor
 YouTube	✓	✓			✓
 Instagram Live	✓	✓	✓		✓
 Zoom	✓		✓	✓	✓
 Freeletics	✓	✓			
 Nike Training Club	✓	✓			
 Fitmo	✓	✓		✓	
 MOVEME	✓	✓	✓	✓	✓

What are the live guided classes?

A live guided class will be a class similar to one in Zoom, but with the difference that the fitness instructors will stream a pre-recorded video of the class in order to entirely focus on giving feedback to their customers in real time. This type of class is designed based on the next finding: Users value more the guidance of the instructors during a class than see them doing the exercise in real time.



How did we design our surveys?

We performed a secondary research in the web to develop hypothesis about what do the instructors and users value and why. All the hypothesis had the same structure: a rationale that justify them, an implication for the solution, a test and an approval criterion. The surveys were the result of group all the tests for the hypothesis testing.

Hypothesis example

Nule Hypothesis	Rationale	Implication
Professional trainers will value more the app if they have freedom to set the price of their classes.	The prices for a fitness class vary depending on the location, the gym, the type of exercise, the country, etc.	Guarantee the freedom of the instructors to set the rules of their businesses by developing tools to set the price of each class, choose the number of free trial classes and set discounts for the users.
	Test Ask the instructors to imagine a hypothetical situation: A gym allows them to offer their classes in its facilities with 2 conditions: the gym set the prices and the gym keeps a percentage of the revenue. Would they accept? Options: Yes, Maybe depends on the price and the gym's fee, No.	Approval Criteria More than 50% of the instructors would not accept the gym's offer.