

# WORK IT APP

Start now and make IT WORK

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**WORK IT**

## OUR COMPANY

WORK IT is an all in 1 fitness community app. Allowing users to plan workout routines, view workout related content, and also have a 1-to-1 consultation with certified Personal Trainers. Creating a common platform for users to follow and share their achievements.



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# PROBLEM Statement

Identifying user pain points

# PROBLEM



## GYM ANXIETY

A survey conducted on 2000 Americans show that at least 50% are intimidated to visit gym due to gym anxiety.



## DURING PANDEMIC

Gym users and Personal Trainers (PTs) face constraints on gym visits.

Covid makes harder to meet new people who has experienced virtually

People are unmotivated doing exercise at home

# TARGET Audience



## Active Alice

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Age: 30

Family: Mother, Father

Alice works in a bank. Due to her busy schedule, she is unable to meet her friends often.

Characteristics:

Extrovert 

Passive 

Loyal 

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Likes: Interacting with friends, hikes, food

Dislikes: Inconvenience, wasting time

## Needs Statement:

I need a workout app that can help me keep track of my workout schedule and routine. Also, in this pandemic, exercising alone is not motivating me to workout at all.



02

# Solution

Prototype WORK IT app



03

# Competitor Research

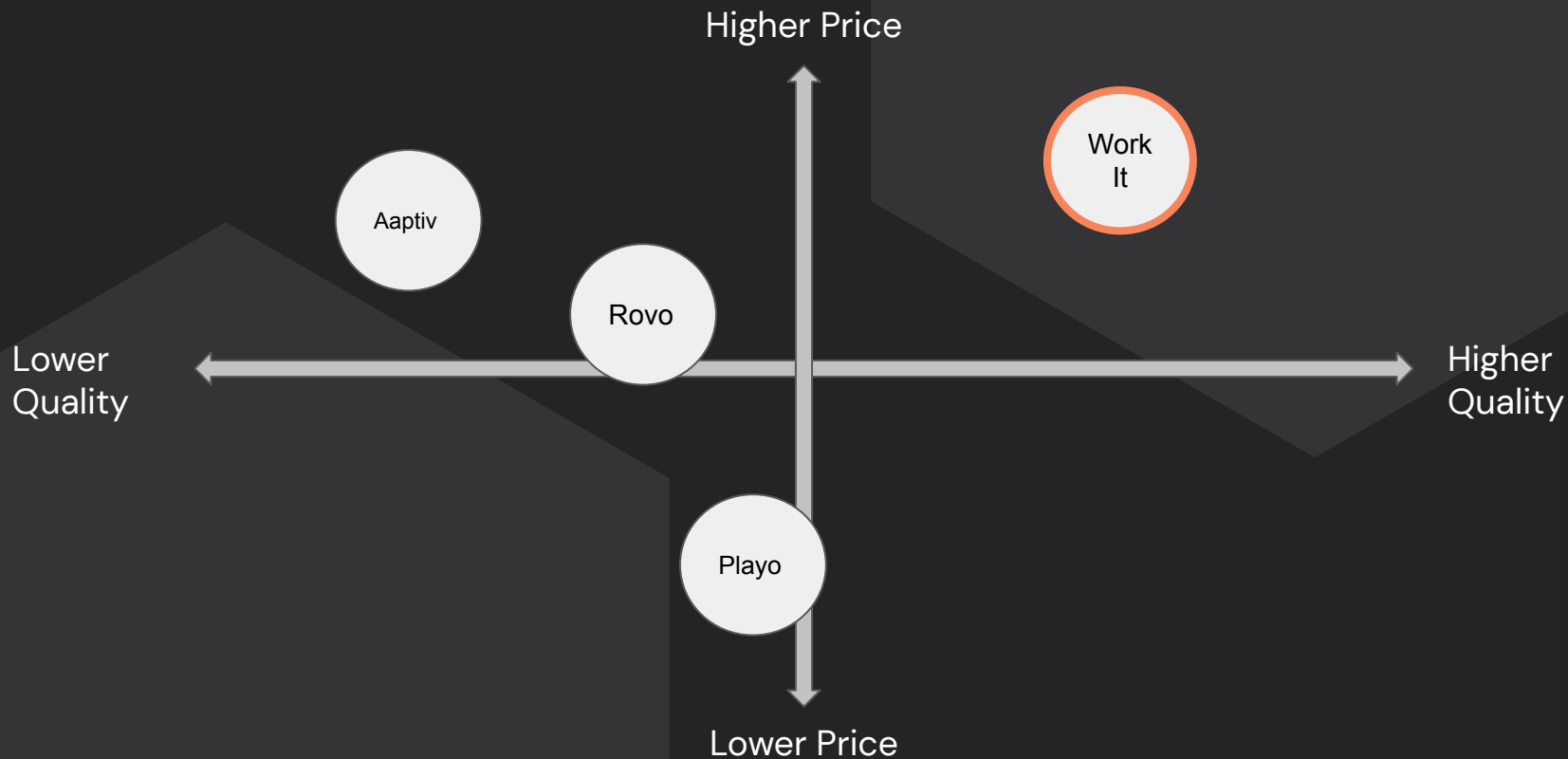
Possible Competitors

# Competitors

	Rovo	Aaptiv	Playo	<u>WorkIT</u>
Able to connect with other player	✓	x	✓	✓
Workouts led by certified personal trainers	x	✓	X (they have this section however no resources provided)	✓
Access to support community	✓	x	✓	✓
Consultation with personal trainers	x	x	x	✓



# PERPETUAL COMPETITORS MAP





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# Business Model

Sources of business revenue

# Value Proposition

## **Key Benefit 1: Social Community**

WORK IT connects people with a community of like-minded people and supporting one another in achieving their workout goals.

## **Key Benefit 2: Simple and Easy platform**

WORK IT provides simplicity to organise workouts by connecting people with the same goals with a schedule.

## **Key benefit 3: All-In-one app**

WORK IT provides an all-in one workout planning, connecting with communities and certified PT services with reasonable prices in the comfort of your own home.

# OUR PLANS

**BASIC**

**FREE**

**BUY NOW!**

- ✓ Join communities to workout together
- ✓ Connect with people of the same interests

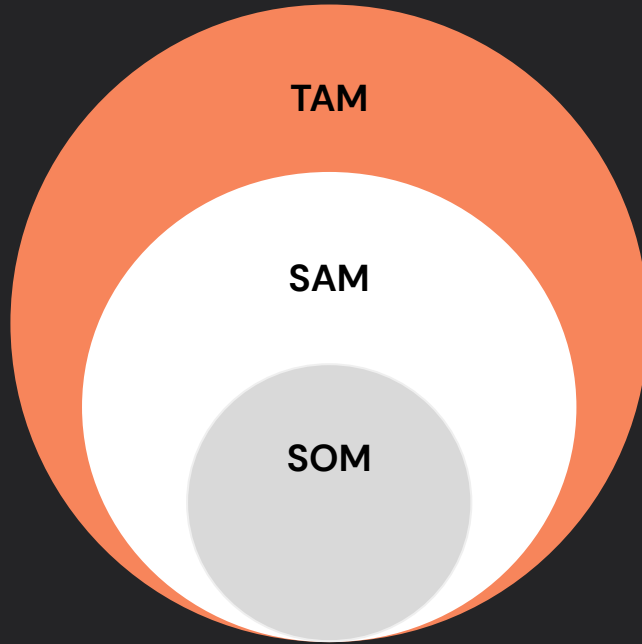
**PREMIUM**

**\$24.99**

**BUY NOW!**

- ✓ Free 30 minute consultation with PT
- ✓ Virtual Workout Sessions by PTs
- ✓ Ads free

# MARKET SIZE



**TAM (Total Addressable Market)**  
5 Millions (total population of Singapore)

**SAM (Serviceable Available Market)**  
1 Million (20% of Singapore's population)

**SOM (Serviceable Obtainable Market)**  
10 thousands users (1% from SAM)

# COST STRUCTURE

- For 10K users = 49980

Estimating the maximum commission percentage of certified PT:

25% goes to PT= \$12,495

Note: 10 sessions = \$60

If they teach more than 10 sessions, we will give them 1.2 rate

- Google mobile apps fee

As Google fees on PlayStore takes up 15% of revenue

$15\% \times \$49,980 = \$7,497$

- Marketing and partnership cost

Estimating the cost of partnering with zoom and marketing

$\$10,000 + \$5,000 = \$15,000$

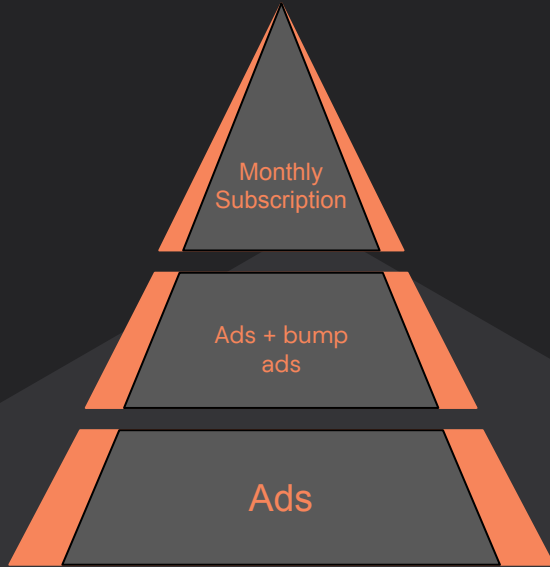
# Net Revenue

Net Revenue =  $\$49,980 - \$7,497 - \$12,495 - \$15,000$   
= \$14,988 per month

**\*\*All values are an estimated amount\*\***

How WorkIt make money? Revenue depends on the number of users.  
More Users → More PTs engaging platform → increase quantity of classes held → increase revenue for WORKIT

# REVENUE MODEL



With an estimate of 1% of the serviceable market size subscribing for our Premium Account:

$$\$24.99 \times 1\% (1 \text{ million users}) = \$49980$$

## Advertisement with Business Partners

Able to select package they want to advertise workout-related content on our community platform

- ❖ Basic → \$100
- ❖ Basic + bump ads → \$200

# FUTURE PLANS

1. Competition held in the future ———→ Collaboration event with other fitness company
2. New Normal ———→ It's possible to hold offline training sessions. However, social distancing is still foreseeable in the near future
  - 1 : 1 Personal Training
  - 1 : 1 Virtual Coaching
  - Small Group Training
3. Creating our own meeting platform





**THANK YOU**



**Q&A**