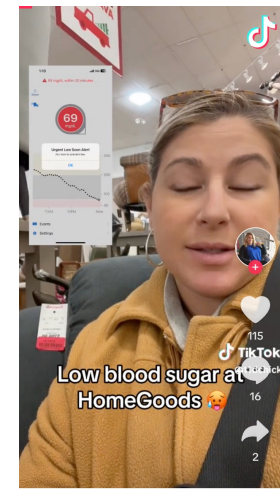By Jay Singh

RangeFit

RangeFit: Media Bubble Evidence

Glucose aware AI fitness

Social feeds show
Continuous Glucose
Monitoring, insulin-
resistance friendly
fitness, PCOS health,
and diet apps.

Competitive Landscape

Signos: $129–$139/mo, Dexcom Stelo, weight-loss focus

January AI: Predictive insights, no workout adaptation

Nutrisense/Levels: Expensive CGM dashboards

GlucoseZone: Rule-based, static programs

Fitbod/Freeletics: Workout AI only, no glucose

Content Audit Highlights

Signos TikTok:
Weight loss tips (high engagement)

January AI Blog:
Scientific articles (low viral reach)

Fitbod Instagram:
Workout memes (good likes, low saves)

Observations:
Lifestyle hooks outperform clinical content.

Gap Analysis

Underserved:
Everyday people with diabetes, pre-diabetes, PCOS

Archetype Gap:
No 'Everyman' positioning

Persuasion Gap:
Unity ('people like us') missing

Funnel Weakness:
Weak BOFU and Post-Purchase strategies

Opportunity Statement

- For mainstream users with glucose concerns, RangeFit delivers accessible, adaptive AI fitness coaching—unlike competitors who are expensive, medicalized, or narrowly focused.

Brand Brief

- Name: RangeFit

- Archetype: Everyman

- Value: Affordable AI-powered glucose coaching

- Positioning: 'AI glucose fitness for everyday people'

- Persuasion Levers: Unity, Social Proof, Authority, Liking

- Core Offers: Free → $14.99 Premium → $24.99 Pro

- Differentiators: Adaptive AI, budget pricing, mainstream dataset

Persona – Sarah

Sarah, 29, Teacher, PCOS

Jobs: Energy-stable workouts, confidence, community

Pains: Confusing advice, high prices, intimidating apps

Gains: Affordable, adaptive fitness

Proof Needed: Relatable women's stories

Buying Triggers: Trial pricing, community proof

Customer Journey Map

TOFU: TikTok/YouTube education → free 7-day plan

MOFU: Email nurture + free guide → $4.99 trial

BOFU: Testimonials, Unity message → $14.99 subscription

Post-Purchase: Community support, success sharing → Upsell to Pro

Success Metrics

Acquisition: 4–8% CTR, 20% trial-to-paid

Retention: 18–24% D30 retention

AI: 70–80% predictive accuracy

Revenue: 12–18% upsell, ARPU growth $15→$19

Closing Takeaway

- RangeFit: Glucose-Aware AI Fitness for Everyone

- Smart AI. Simple experience. Accessible pricing.