



180Degrees
CONSULTING
— BITS GOA —
CONSULTATHON 2.0



CHASING
MAVERICKS

CASE STUDY

ON



Executive Summary

About BurnCal:

- BurnCal is a fitness app that allows people to recognise and improve their health by merging human knowledge with artificial intelligence to ensure that all of our members have a long-term fitness journey
- BurnCal creates a highly individualised fitness regimen that effortlessly integrates into their daily routine through a mix of an elite personal coach and its mobile app
- A 7-day free trial is available where one can experience their services and improve their physical fitness

Problem Statement:

- Building an attractive Online Community for Customer engagement and acquisition
- Strategizing ways for growth and customer retention
- Creating a set of users for App's beta testing and bringing out new experimental offerings

Goal:

- To leverage BurnCal Online platform to improve Customer retention, engagement and acquisition

User Personas



Mohit Sharma

Age- 31

About Mohit

Mohit is a Software Engineer living in Noida. He is in his 30's and has a 9-7 job hours. He is facing difficulties maintaining his physique due to excessive junk food intake and lack of physical activities. He is currently looking for advice on nutrition and fat loss program.

Pain Points

- Can't afford a fixed dedicated time
- Suffers due to lack of enough knowledge on correlation between dietary and fitness habits



Taniya Mehra

Age- 21

About Taniya

Tanya is a College Student. She is pursuing her career to become a doctor someday. Due to the current pandemic, her college is temporarily closed and all her studies is mostly online. She is very health-conscious and follows a strict nutritious diet.

Pain Points

- Wants to stay fit and healthy
- Unable to do enough physical exercises and work



Yuvang Gupta

Age- 24

About Yuvang

Yuvang is a professional athlete and is a fitness freak. He usually works with his team but unable to do so due to lockdown of fitness studios in his city. They are looking for a way to maintain their current physique and improve together.

Pain Points

- Looking for a dedicated professional trainer and workout routine to improve muscle mass and performance
- They are looking for a platform to keep a track of their performance

Strategy Plan

CHECKLIST:

Purpose

- The purpose of the community is to focus on collaborative sessions and activities to promote communication and engagement.
- Engaging people will lead to customer acquisition and retention.
- A place where people motivate and inspire each other to workout, gain knowledge and be better.
- Empowering trainers and influencers to push the community forward.

Customer Segmentation

- Creating separate groups based on interests and beliefs.
- Focusing on youth to engage in more activities and enthusiasts to lead the community.
- Tracking calories, Walking/Running Distance stats will lead to more Customer Participation and consistency because of small achievements by users which will motivate and help in encouraging the youth
- Incentives based on leaderboard, karma points, premium promotions for Star performers of the week/month

Strategy Plan

Niche

Fitness

- Focus on fitness enthusiasts and youth.
- A hub where trainers and trainees can interact and grow, discuss workout plans and host sessions.
- Growth through group workout sessions, engagement activities like monthly marathons, incentives, etc.

Nutrition

- Nutrition experts and dieticians to help the people.
- People can discuss and recommend better diet plans and nutrition.
- Collaborate to make personalised diet plans.
- Posts on nutrition trends.

General Health

- A segment for all to create and spread awareness on general health.
- Seminars on sensitive topics, chronic diseases, hygiene, etc.
- Campaigns to promote good health and precautions.
- Discussion forums on workout injuries, general health, basic exercises, etc.

Strategy Plan

Mission Statement

- We will focus on this KPIs:
 - Monthly Customer engagement and retention
 - Most trending hashtag and activity
 - Conversion rate of people actually joining the community and drop offs
 - Screens with shortest and longest visit durations
 - Weekly and Monthly Screen time
- Yes we want to run a cohort based on boarding and go public - Segmenting customers and targeting the group making it easier to track the features
- Pre-launch- Designing and optimizing the App Store Page , Influencer collaboration, Email marketing, Track Metrics (Lifetime value, user acquisition and retention)
- Post-launch- Personalize Your Campaigns, Launch Referral Campaigns, Be Present on Social Media, Active community engagement, Encourage App Reviews, Focus on User Engagement and Retention

Vision

- 1st year - 5x the present users, 3rd Year - 500 mn users worldwide
- Fitness experience share, motivation and inspiring each other
 - Customer growth - Promotional Campaigns, customer awareness (convert unpaid customers to paid ones)
 - Customer Engagement
 - Potential customers (unpaid channel - discord, telegram)
 - Customer retention - only for paid customers (website discussion forum or community)

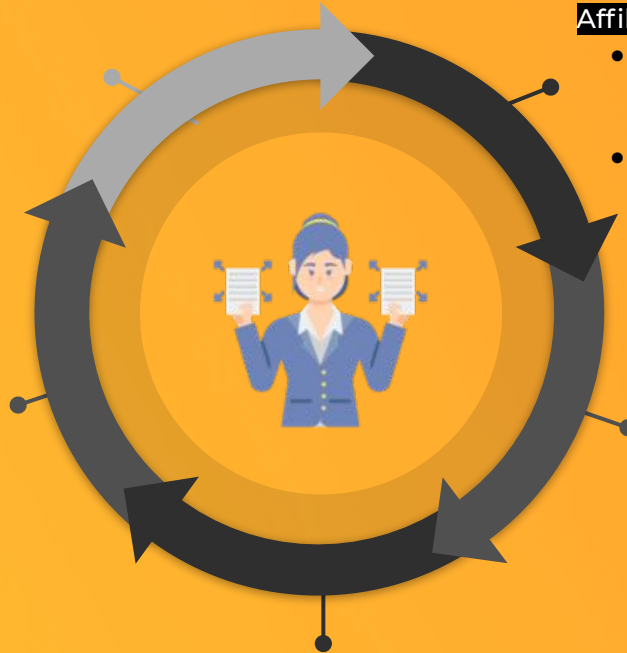
Customer Acquisition Strategy

Referral Programmes, free services

- Additional discounts using Content creators Coupons and other CTR incentives
- Referral codes for customers to bring along their friends with additional rewards
- Addition of free services like BMI calculator, calorie tracker, etc

Offline Ads, Publicity

- Campaigns and Surveys about correlation between dietary and fitness habits
- Collaboration plan with established brands to create awareness
- Promotion of the platform and benefits of the services provided



Affiliated Programs

- Collaboration with Content Creators on multiple platforms such as Youtube, Instagram. etc
- Promotion and advertisements directing customers to the company's website will also be included to the videos

Engineering Softwares, Tools

- Implementation of AI for new customer acquisition, customer feedback, renewal and so forth
- Devoting a team and using AI for regular payment reminders, focusing on trial customers to become paid customers by promotions and feedback

Search Engine Marketing

- Using adspy tool, Google ads, Semrush etc to boost search engine results of the website
- Using SEM tools to find relevant keywords and hashtags to boost online ad campaigns to attract maximum customers

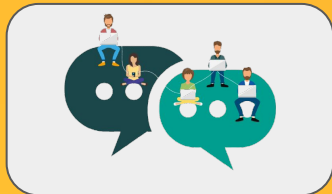
Smart BurnCal (SBC) Community

The Smart BurnCal Community is for **subscribed customers**, online platform to promote the sharing of experiences and resources for strengthening the data value chain for nutrition and awareness improving outcomes in real to Gain Muscle, Fat Loss and Maintain Physique

Benefits of SBC Community Platform:

- Ask other members about how they achieved their goals
- Gain knowledge from top discussions posts of the week
- Make a suggestion for an enhancement to something you're excellent at
- Stand out from the competition with a better learning experience

Open Forum



Highlight your achievements, ask questions and share experiences

Moderate Topics



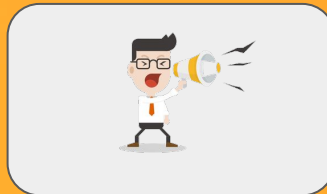
Discussions about a key nutrition data topic

Webinars



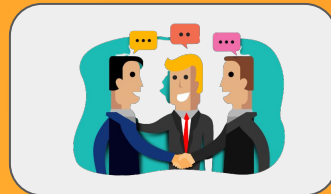
Quarterly presentations where members can present their efforts in more depth

SBC Notice Board



Central hub for community announcements

Introductions



Introduce yourself to the community and connect with others

Free Online Community & Platform Analysis

BurnCal's online community is centered around their training sessions, coaches and nutrition tracker. You can connect with friends and other members to encourage one another and set personal goals. Analysing various community building platforms, we would recommend BurnCal to go with **Slack** as it also allows personal chat rooms and other forum platforms

Pros:

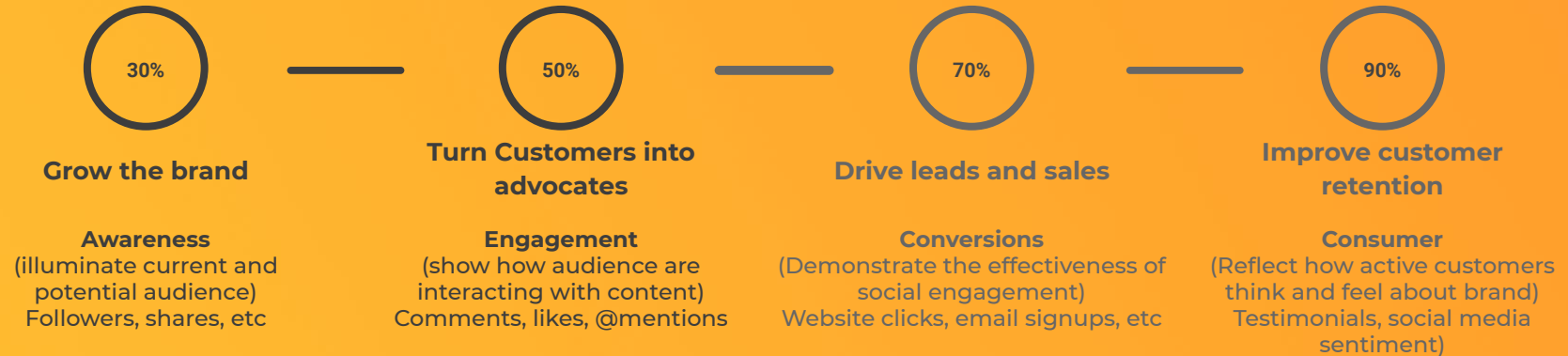
- Huge database of exercises
- Free-to-use basic app
- Weekly competitions and promotional rewards
- Supportive & non-judgemental community

Cons:

- Discussion boards are not much active
- Often multiple and repeated fitness resources

Community Features	Slack	Facebook Group	Whatsapp Group	Tribe	eXo Platform	Discord	telegram
Price	Free/ Paid	Free	Free	Free	Paid	Free/ Paid	Free
Content Management	Yes	No	No	Yes	Yes	No	No
Forums	Yes	No	No	Yes	Yes	No	No
Member directory	Yes	No	No	Yes	Yes	No	No
Crowdsourcing	Yes	Yes	No	Yes	Yes	No	No
Event Management	Yes	No	No	Yes	Yes	No	No
Membership Management	Yes	No	No	Yes	Yes	No	No

Strategy for first 1000 users



As discussed in Customer Acquisition Strategy, we will suggest BurnCal to follow those methods and gain customers. For the first 1000 users, promotional discounts and goodies will be offered

Following a strategy, for example starting with a small scale we would like BurnCal to offer 70% discount and ask their customers to share posts on social media platforms and also provide some rewards and weekly games to mention friends in comments, giveaways to like, share and tag which will help to grow the brand and easily target our audience. This will start increasing the potential customers exponentially, starting with 100 to 500 in 2 days and 500 to 1000 in next day

After achieving the target of first 1000 users, BurnCal can reduce the discounts offered and slightly increase prices after achieving its KPI

Launch Plan & Timeline



	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Conceptual Strategy	<div><div></div></div>					
Design	<div><div></div></div>					
Development		<div><div></div></div>				
Testing/QA			<div><div></div></div>			
Launch				<div><div></div></div>		
Marketing					<div><div></div></div>	

Completed

In Progress or Incomplete

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