

Guru At Ur Door

Industry Analysis (Part I)

I have analysed websites, apps, newspaper articles etc related to orobind.com and healthifyme.com. This report will consist of main features and services provided by these two companies. At the end of this report I'll also mention services provided by our company compare them with these two

NOTE: The facts stated in the report are taken from internet and their reliability cannot be asserted.

Orobind

Orobind is a startup founded in Dec '14 by two IIT Roorki Alumni who left their initial jobs in order to create orobind.com. As per the article published in YourStory in Jan '15, Satya Vyas (co-founder of orbind) said that they didn't have any marketing strategy till then and word of mouth was doing quite well for them therefore they would continue to do so. Although in my opinion this scenario must have changed after the startup was funded by angel investors in march, after three months of their launch.

First glance:

Currently they are reachable by the means of their website (orobind.com) and android application. They don't have apps for ios and windows. The website is nicely maintained and gives a brief idea of their work. The website is just informative and you can't really access any of their service. You will have to have android app in order to access their service.

The app is the heart of this company. They have really maintained a nice app having a nice UI. Log in using email/gmail/facebook is required which is pretty common these days for obvious safety issues

From a trainer's point of view:

I was unable to find any means by which I would have contacted them if I was a trainer and I wanted to register on their portal. Unlike other app based startups, they are not providing direct access to potential service providers through their app / website.

Trainers have to go through rigorous selection procedure which includes police verification, certification by a third party background checking agency, demo sessions to the internal team etc.

From a customer's point of view:

Features and services provided by orobind

1. GPS along with map is accessible in the application, therefore you don't have to type in your address in order find the trainers around you
2. Services provided by orobind includes:
 - a. Weight loss
 - b. Weight gain
 - c. Muscle building
 - d. Injury Management
 - e. Yoga
 - f. Marathon
3. Two sets of predefined days for the training are provided, that means users can't choose days of their choice unless they have special requirements (Mon, Wed, Fri and Tue, Thurs, Sat are the two sets)
4. Users can choose any time according to their convenience on these days
5. Live Chat

This feature enables users to chat with the experts (which should be free). When I logged in, two experts were available (one for diet and workout each). Also an admin was available for chat
6. Orobind wallet:

I think this feature would enable users to carry out fast transactions, although I didn't check it personally.
7. It allows users to access the detailed profiles of the trainers before hiring. They claim to offer police verified curated experts who have undergone stringent background check
8. Healthy Communities:

Although this idea can not be comprehended easily from the pictures of some buildings and societies displayed below the given title on the website, I think it has to do something with the group services provided by orobind. Even the app doesn't show anything about this topic
9. Blog

Orobind is maintaining a blog where articles related to health, weight loss, nutrition, workout, diets etc are regularly posted.
10. Referral system:

Customers can get discounts by spreading the word and attracting new customers (This used to exist as mentioned on the site, not sure if it still exists)
11. The sessions are 45 min to 60 min long
12. While the downloading of app is free, it charges Rs. 6000 for 12 sessions of fitness coaching.

Growth and Development:

1. Media coverage:
Orobind was launched in MobileSpark 2014; a platform for innovations in mobile technologies by YourStory. After that it was featured in Indian Express, VCcircle, YourStory and medianama.
2. Able to capture \$200k from the investors just after three months of its launch
3. According to the company they have held 2000 sessions for 100 users by 45+ trainers in last three months (March '15)
4. 60-65% customers are women. They mostly come for weight loss and post pregnancy fat loss regime. Male customers mostly come for injury recovery and lowering cholesterol in their bodies
5. The company claims to have served 100 paid customers in last three months and it takes fee of about 25%.

SWOT analysis**Strengths:**

1. A strong team (as mentioned by one of the investors)
2. Good media coverage. Launching of the product as well as news of angel investment in the company has created buzz
3. More focus on building long time relationship with customers rather than earning money by providing services like live chat, health blogs etc.

Weaknesses:

1. Less variety of services are provided. Only basic services like muscle building, weight loss etc are mentioned
2. Currently situated in very few cities (neither in Pune nor in Mumbai)
3. The prices are somewhat rigid. Charging a fixed amount per session regardless of its real value to the customer is unbeneficial in long term

Opportunities:

1. They can expand business in other cities where currently market leader is absent in this domain
2. Technology driven business (focusing more on apps, blogs etc) will help them to capture attention of youths in metros

Threats:

1. As mentioned earlier their rigid approach towards payment may cause them trouble

Healthifyme

At the heart of HealthifyMe's platform is a Calorie Tracker, which allows users to track their food, exercise and weight, easily via their smartphone or computer while continuously analyzing the user's data and provide powerful insights that ensure that users stay within their calorie/nutrition budgets. Unlike orobind, healthifyme lacks of real physical counselling. They just provide an online platform for users to connect with the experts and use their tools and gadgets to maintain good health.

First glance:

They can be reached by their website, app (available on both android as well as ios), social networking etc. The site is quite attractive and nicely built. You will get to know about the all the significant details by just scrolling down.

The application is also pretty impressive. It offers plenty of features which are unique and most importantly they have packed all the tools together in a single app.

From a trainer's point of view:

Just like the previous case, here also I was unable to find any means by which I would have contacted them if I was a trainer and I wanted to register on their portal. They do have link to 'careers at healthifyme' which might be helpful for trainers joining them.

From a customer's point of view:

1. The app asks for the kind of lifestyle user is living (sedentary, lightly active, moderately active, very active) while creating the profile of that user. This information is used by other features of the app.
2. The app also asks for height, weight, birthdate etc and calculates your BMR and BMI for the profile
3. There is in-app support for 'moves' (an application which counts no. of steps walked by the user which is then directly stored into healthifyme workout diary automatically). But for this user needs to have moves installed on the device.
4. Depending upon lifestyle and physique it determines amount of calories required and amount calories to be burnt by the user and sets the goal for a day. The app also shows amount of different components of food (fats, proteins, carbs etc.) and give suggestions regarding them
5. By entering the dish, the calorimeter will run automatically and calculate the amount of calories you had
6. The same thing happens for the calories to be burnt by entering the kind of physical activity you had
7. User can set goal for his/her weight in certain duration of time and it will suggest if it is difficult/easy
8. The app provides visual graphics for weight loss
9. Supports other common features like dashboard, leaderboard etc which makes the app easily accessible.

10. In the paid version of the app you can get:
 - a. Expert advertise on nutrition, fitness and yoga instructions
 - b. Photo tracking: you can track the amount of calories using photo of your meal
 - c. Wristband for activity tracking which can be synced with the app
 - d. Customized plan for nutrition
 - e. group counseling, personal counselling,
11. They also maintain a blog of health related articles just like orobind.
12. Detailed profile of the all the coaches is given on the site.

Growth and Development:

1. Initiated Swastha Bharat campaign 'Take the pledge' with healthifyIndia, in which they offered discount coupons to the customers
2. They claim to have 1 lac registered users and 25+ experts
3. Different tariff plans are available depending upon the requirement of the customers (bronze, silver, gold and platinum)
4. Media coverage
The Hindu, Times of India, New York Times, LifeHacker, vccircle (although I couldn't find other newspaper articles except for vccircle)
5. Getting involved with big brands:
Godrej Nature's Basket, Manipal Hospitals, Medanta – The Medicity, Apollo Centre for Obesity, Diabetes and Endocrinology (ACODE) and TheHealthSite.com.
7. Micromax Informatics Limited had made a strategic investment in them, They have integrated Micromax yufit fitness wristband which tracks sleeps, steps, calories etc in their app
8. The app includes a database of over 10,000 local or regional foods in 13 Indian languages, so as to reach out to the largest demographic possible

SWOT analysis

Strengths:

1. Plenty of features available on app, which makes it technically best app to have for health and fitness
2. Catering to both free as well as pro users
3. Flexible plans for payment
4. Strong network of associated organizations, companies, hospitals which increases its trust value

Weaknesses:

1. It caters only to online customers and losing on the grounds of providing real interactions like orobind
2. Although it seems pretty good for normal health, it might fail to cater to the customers having specific issues

3. It is more of 'do yourself' kind of service, where they will provide suggestions but will not give solutions.

Opportunities:

1. If they build the network of offline trainers, they might become huge success in this domain
2. Since they already have experience with health gadgets like YouFit, in future it might help them for spreading their roots in this domain

Threats:

1. I think new players coming into the market is the only threat for them. The app and its features are the core for the company. If someone comes with better tools, that could be a threat for the company

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(based on whatever information I've acquired from emails and website)

Website:

Both the competitors have websites which are far better than ours. Even if we have better ideas and ability to provide better service, still first impression depends upon how we showcase them. Current site totally fails to attract customers' attention. We must update current website and make it look better.

App:

So far I know we don't have any app running in the market. We must build and create an application on all platforms. But before that we need to finalize what all features we are going to put in the app. This will require market research and thorough strategy planning

From trainer's point of view:

1. A platform for trainers
Both the companies don't allow direct sign up through a portal. HealthifyMe interacts only through internet and they have their team of experts for that. On the other hand orobind are hiring trainers through a rigorous process obviously for safety reasons. We have to find a solution by which we can reach maximum trainers out there in the city as well as keep customers safety as our priority.
2. Trainer can provide his/her locality
3. Trainer can provide his/her price range
4. Power Yoga, Pre and Post Natal Yoga, Kundalini, Hatha Yoga, Meditation, Aerobics, Dance, Raja yoga, Zumba, Massage and Physiotherapy
For the variety of services we are providing, we are better than both of them. We have

to utilise this fact to our advantage.

5. Selling items required for yoga

We can not only sell items to the patients/customers. We can also send our items to the yoga trainers who conduct regular classes. This will help us increasing the sales as well as establishing connections with the people in this domain. Currently orobind is selling these items required for yoga, but only to the customers.

From customer's point of view:

1. Can customize location

Map and GPS service is must for this. It has been already implemented by orobind. We can either copy their model for customizing location/timings or design our own which will suit our requirements

2. Can customize price range

Orobind lacks this feature. Healthifyme offers this option, but with very limited options. When we are talking of customization, we must think how exactly are we going to ability to customize to the user. Are we going to provide them tariff plans like Healthifyme or are we going to allow them to choose their price range (like ecommerce sites)?

3. Can customize requirement from

Power Yoga, Pre and Post Natal Yoga, Kundalini, Hatha Yoga, Meditation, Aerobics, Dance, Raja yoga, Zumba, Massage and Physiotherapy

The variety of services as mentioned earlier

4. Can customize plan depending upon

- a. duration
- b. weight loss
- c. inch loss
- d. continuous time

5. Different types of classes

- a. Group classes
Already present in orobind
- b. Individual classes
Already present in orobind
- c. Corporate classes

Both the companies have not shown any record of corporate classes. This is also one of the things that is unique about us and we must take advantage of it.

6. Items required for yoga and other sports related issues

Note: I've deliberately not mention the components that we need to add to our business, because I'll be studying few more business organizations in upcoming days. Once we are done with enough study of competitors, we will be able to know where exactly we are lacking behind.

What's next in Industry Analysis?

1. Study and analyze few more business organization in the same domain (from India as well as west)
2. Compare them with GuruAtUrDoor
3. Compile all the points together and decide our features and implementation techniques for the business

Industry Analysis (Part II)

This report will consist of special features of different players in the market (from India as well as abroad). In the last report I gave complete details regarding app, website and services of two of the most famous companies in India, Orobond and Healthifyme. The basic structure of any other company will be more or less the same barring few exceptions. Therefore in this document I've enlisted only special features which we have not found commonly. Along with the features I've mentioned my views on them briefly.

Basically this will help us to shortlist the features we are going to include in our app. Compiling specialities of everyone and modifying them suitably to fit in our model will save our time in creating ideas from the scratch. Also this will help us to broaden our horizons when we are thinking of new ideas for our business.

Yogafit

1. Seminars and conferences:

They provide basic information about the seminars, conferences and other events happening in the town. They also organise their own seminars, workshops etc. This might help us increasing our reach and establishing our name in this field. When we are advertising these seminars (conducted by other organisations) on our website/app, we expect our clients to allow us to advertise at those seminar places. This will help us to capture other potential customers who are attending those events, but are unaware of us

2. Online Shop:

They have maintained a online shopping portal for yoga CDs, musics, books, accessories, clothings, tools required for teaching etc. Normally people don't know where to look for these things. Even if they are available in the market, they are isolated. Yoga books will be available at the bookstore, while clothings will be available in other shop. Providing all this things together will definitely help customers. Also shopping portal might attract customer's attention towards the things which they didn't want to buy

initially, which will create a potential buyer for that item. Many such strategies can be thought for the income through shopping portal.

3. Forum:

Most of the other companies had their health blogs, but Yogafit went step ahead and came up with forum along with the blog. Blog is just one way communication (although comment section is there, that is not much significant), while forum is a communication network. Users can post their queries and users only will answer. This forms a kind of community of users which is essential in long term.

4. Insurance:

They have offered an insurance to the community members. I am not sure how feasible and profitable will that be. If not insurance we can offer hospital discount coupons or something like that. Although this seems impractical superficially, we can't strike it out right away.

Welintra

1. Body combat, boxing, pilate fitness and tai chi

Welintra is offering above mentioned services along with the usual yoga and other health services. These are relatively new and there might come demand in future for this offerings. Health trainers market is getting crowded day by day, therefore to stand out in the crowd we must have something extra. That edge we can gain by this.

2. 'Careers' menu on website/app

As I've already mentioned in the last report, many of the companies are not hiring trainers directly. Welintra had a portal where trainers/coaches can apply and send their resumes for the job. We can't afford to have all full time trainers, when demand is less. To have part time trainers we need to target trainers who are currently running their academy and in a need of a side income. The easiest way to let these people approach us is through our website.

3. 'Codes and ethics' menu on website

Everyone has mentioned their honor code here and there in some corner of their website But what makes Welintra different is that they have dedicated a complete webpage for this. We must have this on our site in order to increase our trust value amongst the customers. This should include the code of conduct of our trainers with customers

Siddharth Yoga

1. Photo Gallery:

They have included photo gallery of various corporate yoga sessions and group yoga sessions on the site. A picture is definitely worth the thousand words. They can become

the best testimonials for us

2. Customized Yoga videos:

We can offer yoga videos to the customers. This can allow to them practice whenever they want. Also this is good for the people who are not comfortable with having personal trainer.

3. Mentioning clients on site:

They have displayed logos of various of corporates and other organizations whom they they served. This will make great impact on new customers for corporate yoga sessions. Although this is pretty common practice in businesses to mention clients, I didn't find this with more than half of the sites I searched.

4. Family Yoga:

This is something which nobody other than Siddharth has offered. This fits somewhere in the middle of personal and group yoga. Also you need to have different techniques for women,men and kids. Nobody is going to prefer different trainers for each member in the family, therefore family yoga can become a perfect package for all the families out there. Also this is very rare and if we publicize properly, it can become a success

FitFlea

1. Fit4Residents:

This is programme started by FitFlea to offer complete health and fitness solutions to the urban societies and residency complexes. In this they provide services like gym management, group yoga sessions, health clubs etc. Looking at the increasing awareness amongst the people, we can expect a demand for this kind of packages in nearer future.

2. Online gadget store:

This shop was different than the previous one. FitFlea are providing different health gadgets, fitness equipments, nutritional supplements etc. at discounted price. There isn't much awareness regarding health gadgets. For technology driven startup like ours, having a online gadget store is always helpful

3. Fitness search engine:

We can offer 'health google' to the customers. They are providing details of gyms, health clubs, classes etc. This is something which will not directly earn us anything, but we can endorse trainers affiliated with us more and eventually get a share of profit from them.

4. FitfleaTV

A series of video blogs will be better than just texts. Here we can compile relevant videos from all over the internet, also we can upload videos by our experts.

FitStar

1. Online Sessions:

This is different than videos or video blogs. Here customers will be able to interact with the trainers through video conferencing. It is for the people who want personal attention and want to stay in their comfort zone at the same time. Although it lacks potential to succeed, we can give it shot since it won't require any special investment

Miscellaneous

1. Free Health Checkups by London Health Trainers:

This guys give visit to the customers home and carry out their free body check up then and there itself, which includes basic tests like weight, height, blood pressure etc. They interact with the customer to get insight of their lifestyle, food habits etc. and suggest them solution. Here we can advertise our products/services. Since we will be having their health reports in our hand, we can convince customers effectively.

2. Training for yoga trainers

We can provide facility to learn yoga trainer's skills for the people enthusiastic in taking this as career option. Later if possible we may provide them certified course /degree in this field.

What after industry analysis?

I think we have done enough study of our competitors. Now its time to decide our own strategy. We need to include all the basic features so that we don't lag behind them. After that we need to include best features from everyone and last thing will be adding our own creative ideas. We need to brainstorm and come up with some creative ideas. Those can be hybrid as well as new all together. Once we finalize about the features, we need to decide their hierarchical structure.

-Kalpesh Patil

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