

自律给我自由



keep

A Fitness App

Introduction



Founded in 2014
By Beijing Calorie
Technology CO., Ltd.
北京卡路里科技有限公司



Keep:

Free sports ground
自由运动场

A complete system (APP) of innovative workout tools, cutting-edge trackers, fresh content, and social features.



Platform

Fitness tutorial videos, sports community, accessory mall

Keep provides a platform for user interaction and sports equipment purchase.



Slogan

Self-discipline is what sets me free.

“自律给我自由”

Introduction

Evolution



Introduction

Evolution

Elected as the featured app for 2015 by App Store

2016.01

2016.03

Received 3.2 million dollars from Moorningside and GGV as C round of financing

2016.03

Keep was preinstalled in the Great China Apple Store

The number of users exceeded 60,000,000

2016.10

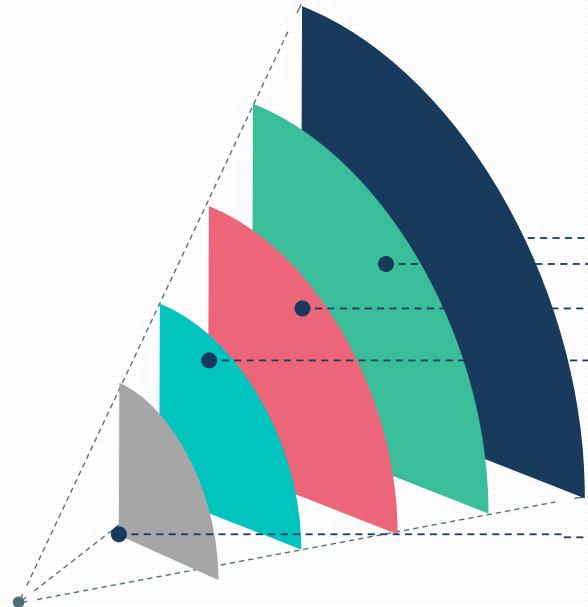
2016.08

Finished the C+ round of financing from Tencent

2017.08

The number of users exceeded 100,000,000!

Introduction Financing Steps



Angel Investment

2014-11-10 3,000,000 RMB

A round

2015-04 5,000,000 dollars from Ventech and BAI

B round

2015-07-10 10,000,000 dollars from GGV

C round

2016-03 Received 32,000,000 dollars from Moorningside and GGV

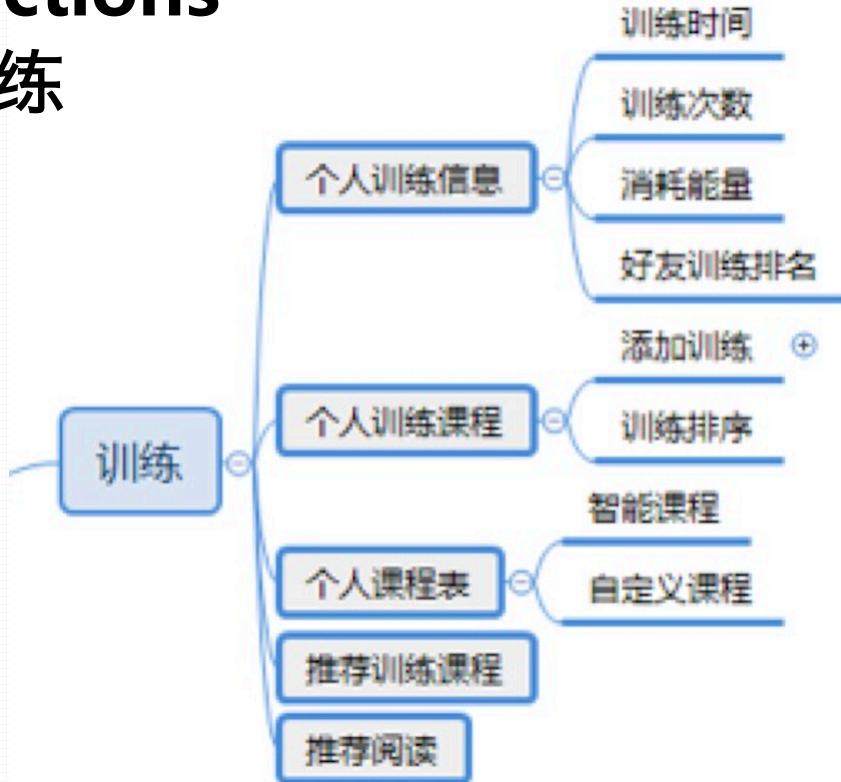
C+ round

2016-08 Finished the C+ round of financing from Tencent

Introduction

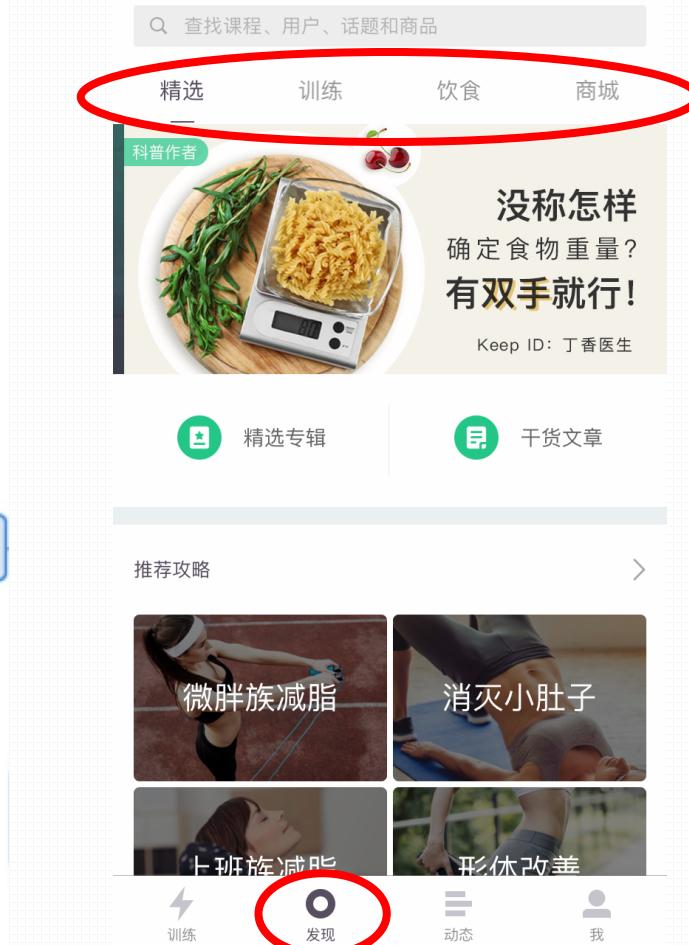
Functions

--训练



Introduction

Functions --发现



Introduction

UNICOM HK 下午11:36

34%

查找课程、用户、话题和商品

精选

训练

饮食

商城

答疑

肌肉越痛
健身效果越好吗？

健身答疑 / Vol.32



动作库



音乐库



全部训练

推荐训练



核心功能进阶

1686563 人已参加 / 25人正在练

K3 19分钟

核心功能入门

4967698 人已参加

K1 14分钟

有氧操课



训练



发现



动态



我

UNICOM HK 下午11:37

33%

查找课程、用户、话题和商品

精选

训练

饮食

商城

答疑

饮食答疑 第 22 期

用水果代替
蔬菜可行吗？

A N S W E R I N G Q U E S T I O N S



饮食指南



分类菜谱



食物库

大家都在吃什么

早餐打卡

134274条动态



午餐打卡

64779条动态



晚餐打卡

67811条动态



不怕胖的秋季营养餐



训练



发现



动态



我

Introduction

Functions —动态



最近很多人@我，问了很多关于
跑步的问题。首先说明一下...

Introduction

Functions

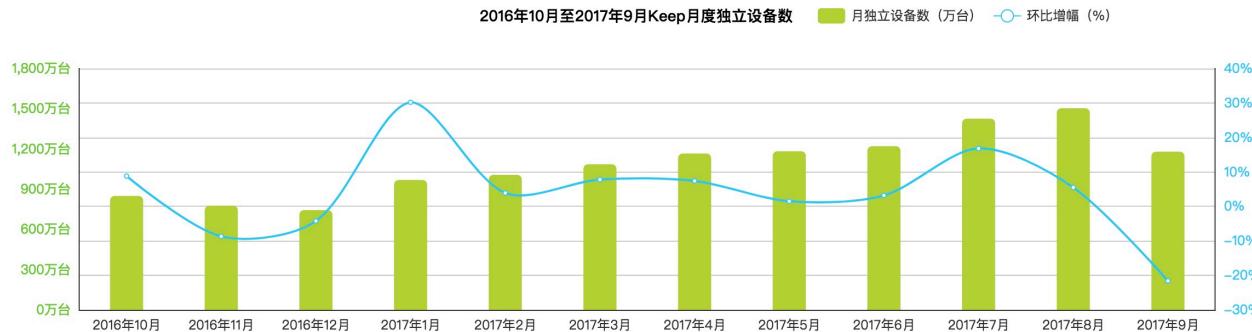
—我的



Introduction

Market Status

1180 (万台) -21.6% ↓



Subscription

The number of users has surpassed **100,000,000**.

Source: iResearch

Introduction

下载量

日期

2017年9月19日~2017年10月19日



2017年09月19日~2017年10月18日 下载量预估总计: 192.6万

Source: ASO100

Downloads

Over 7,000 downloads /day

Active users: 197,000 /day (Activate Keep)

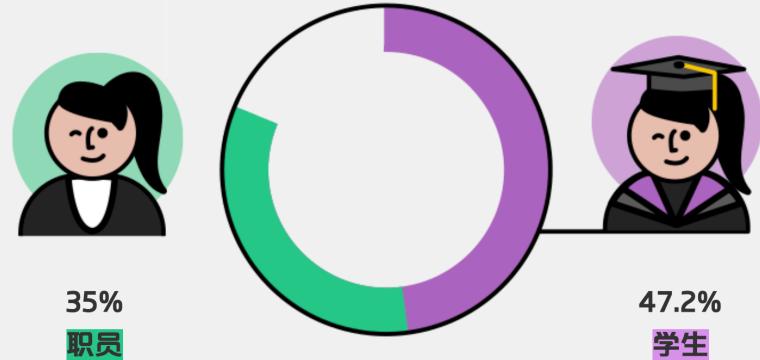
Keep becomes the second most downloads app of Health and Fitness category in App Store.

User Portrait

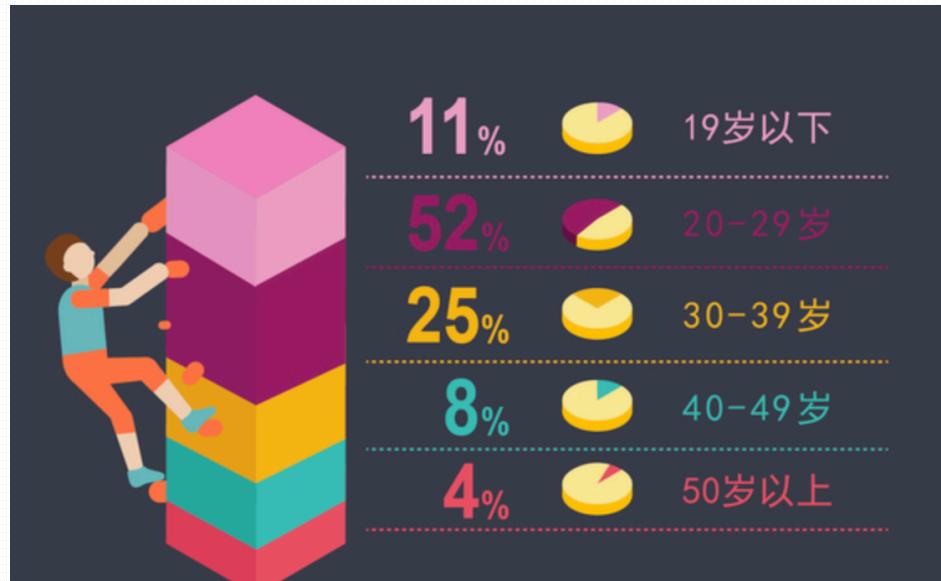
在 Keep, 注册人数占据前三的地区分别是北京市、上海市和四川省。



47.2%的注册用户为学生，另有35%的用户是职员。



User Portrait



Age

Mainly graduates, white collars and office workers, aged from 18 to 39

Gender

Young Females >=55

Mobile brands: iPhone; Oppo; VIVO;

Wearable devices: Apple Watch; Xiao Mi

User Classification

Goal
Oriented



Target audience

They want to build muscle or lose weight through exercises. Some of them have basic knowledge of figure shaping, thus they may be interested in detailed fitness training schemes, healthy diet and offline activities.

Learning
Oriented



Target audience

For people who have already stepped into the field of fitness, they are eager to get professional training and concentrate much on the fitness consulting.

Socializing
Oriented



They Emphasize on user-generated content, experience sharing and socializing through Keep platform

Competitors



Nike Training Club



Fit Time 睿健时代



Hot Body 火辣健身

Introduction

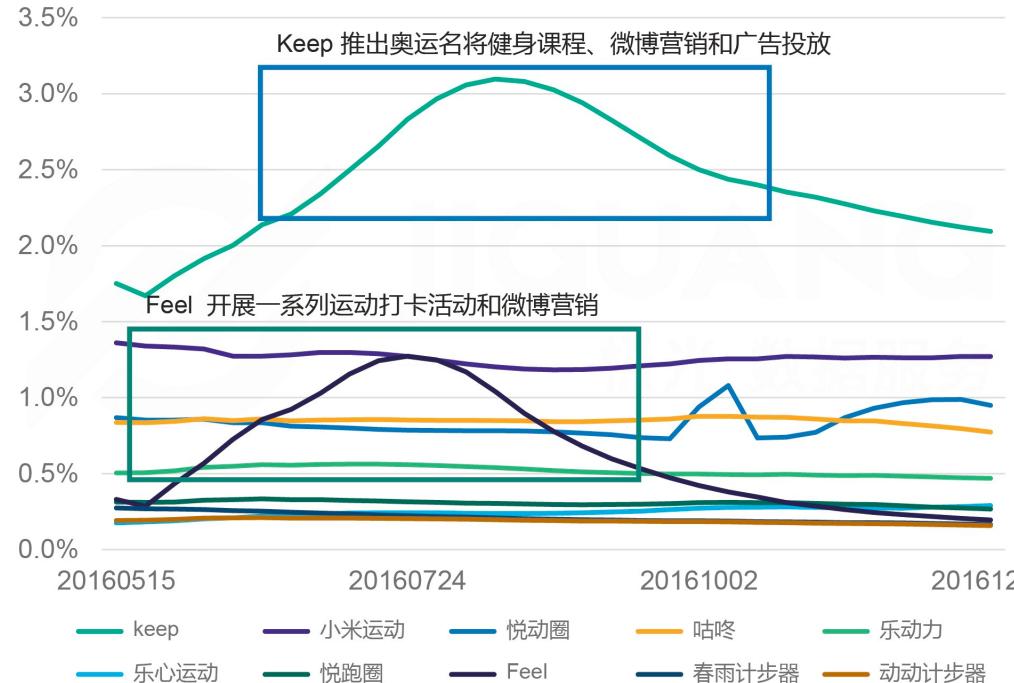
#	应用	总榜排名	分类排名	当前版本评分	所有版本评分	操作
1	 Keep - 自由运动场 Keep	101 免费	1 健康健美、 免费	 115358	 211000	
2	 Nike Training Club Nike, Inc	-	75 健康健美、 免费	 821	 2961	 X
3	 FitTime - 即刻运动 FitTime LLC	-	52 健康健美、 免费	 1082	 5564	 X
4	 火辣健身 – HOTBODY 时尚专... Beijing Fitcare Technology Co., Ltd.	-	46 健康健美、 免费	 52	 14258	 X

Comparison in App Store

Introduction

Penetration Table

跑步健身 app 渗透率 top10



Keep: Top 1 App Penetration of Health & Fitness category

Business Model

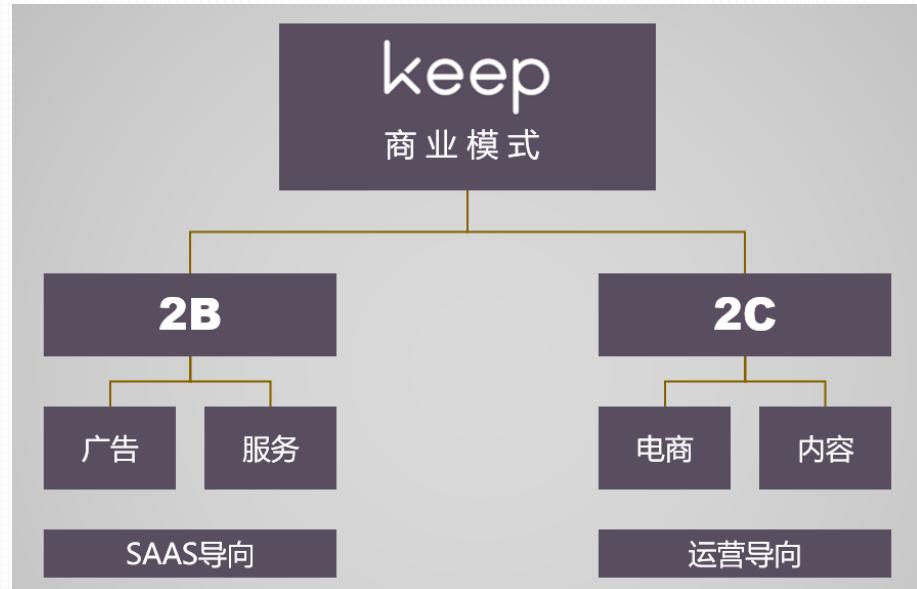
FREE

How to make profit?

- Online shopping platform
- Advertising for brands or company



They are still trying to cover the Service & content categories



SaaS normally refers to a subscription based model where the software is hosted in the cloud and accessed via the Internet.

Introduction

Online Shopping Platform

搜索框：查找课程、用户、话题和商品

导航栏：精选、训练、饮食、商城

推荐商品：Keep 瑞士球，NEW ARRIVAL，立即购买 >

分类图标：运动装备、女子鞋服、男子鞋服、品牌周边

NOTICE：全场满100元包邮。

新品推荐：Fitness Keeper 系列，展示了三款黑色软壳外套。

底部导航：训练、发现、动态、我

顶部状态栏：UNICOM HK LTE 上午12:09 28%

商品详情页：Keep 女子跑步训练软壳外套，¥299，销量：19，防泼水防风面料，无惧风雨，立体剪裁，挺括有型。

购物车信息：已选择 黑色 XS 1件

操作按钮：加入购物车、立即购买

Marketing & Promotion



Celebrity training courses:
Zhou Shiming & Li Xian



Collaboration with sports brands
Puma North Face



Key Visual



TVC:

<https://www.youtube.com/watch?v=pp9amEcl6sY>

keep

自由运动场