

On-Beat

(Business scalability and feasibility study)

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October , 2024

Overview

On-Beat an application offers a new approach at mental and physical health by shifting the perspective around mobile phones and social media. It's a fun interactive application that utilizes 3D models performing various yoga, cardio/dance etc steps and poses. The selfie camera of the mobile phone watches and analyses the user , the user's movement should mimic the 3D model's yoga pose or dance moves. The user will then receive a score based on accuracy. The app also includes educational modes where users can learn these activities at their own pace. By integrating social sharing, users can post their scores and activities on social media, encouraging friendly competition and community support for healthier habits.

Understanding the problem

Availability

On-Beat with it's learning and competitive feature makes health and fitness widely available for people who do not have ample time or money to spare.

To make it available we only need to make people aware

Accessibility

Since the market trends show that people in india are much less likely to spend money on health related hardware ,we make it accessible by:

- Using basic things like a phone and tripod
- Using light rendering softwares to ensure smooth working even on slow internet or weak gpu

Revenue

There are ample ways to generate revenue once the application gets popular or trendy

Milestones

Show where you are in the process and what's left to tackle

Prototype

Once the prototype is ready investments can be asked for

Reach and collaborate

Music artists collaboration and

Final

Have a self social media platform , with subscriptions

Initial release

The use of trendy songs and popular yoga poses as challenges , people would be attracted towards the app

Capitalising on popularity

Custom models as virtual brand ambassadors

Understanding the market

Target audience

We aim to target the population that suffer from depression, social media toxicity and various physical health issues

The primary audience:

- Home-ridden folks like mothers
 - Dancers and musicians
 - Health enthusiasts
 - Yoga experts and learners
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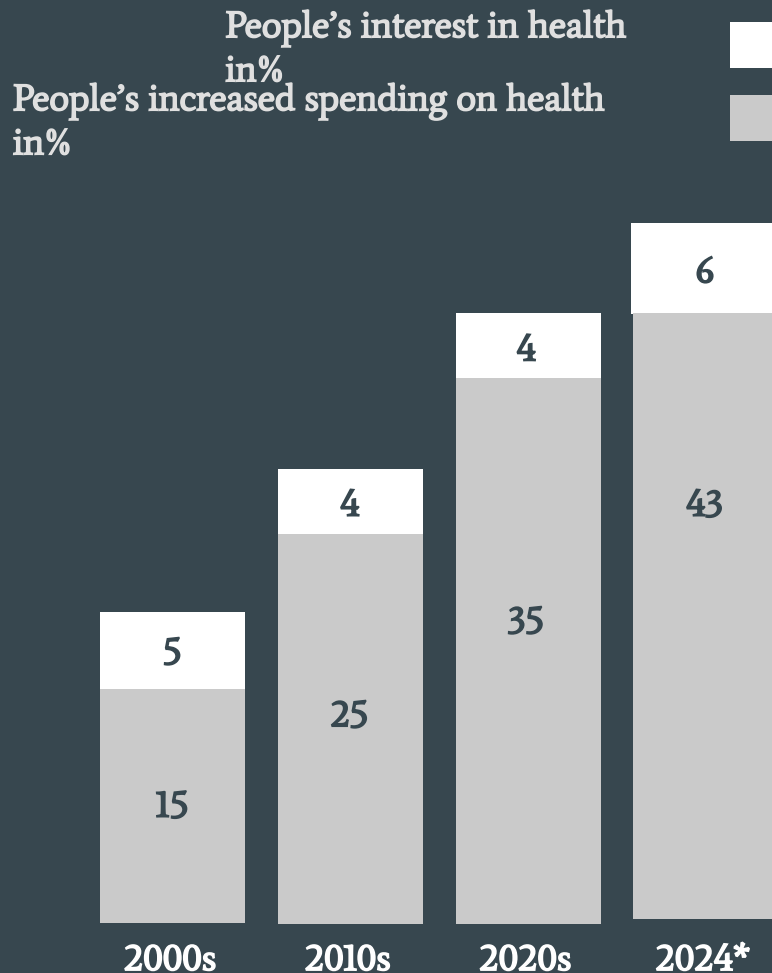
Trend analysis

Findings

We have found that more people are now into health and fitness , than there ever were

Clear Implications:

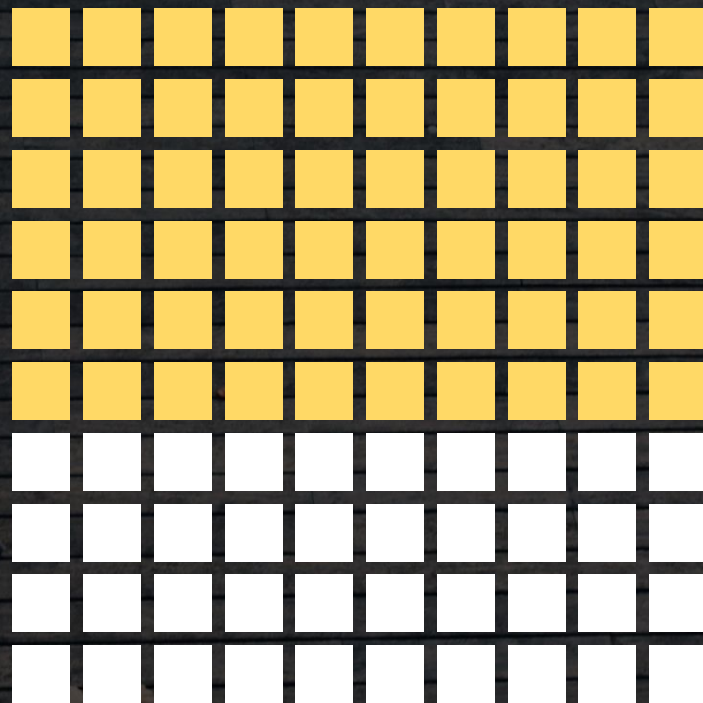
- The top white bar shows people's interest in health
- The grey bar shows the increase in people's spending on health though money or time



The contribution to the revenue

■ Advertisement and sponsorships

■ Subscription and paid models and songs



Subscription vs Non subscription

1 Songs

- Subscribers get a full open library of songs
- Non-subs get a generic library[no exclusive content]

2 3D Models

- Subscribers get full customisation of their models
- Non-subs get a brand sponsored unchangeable model

3 Special Features

- Subscribers get a features like 1-time retry , easy access to challenges and detailed reports
- Non-subs do not have any of these features

4 1 Time Purchases

- Subscribers get a flat 12% discount
- Non-Subs have to pay the full price

Levels of advertisement

Level 1 Emerging Artists

Expand audience

We target to partner with new or emerging artists to help connect them to more and more people of the world, for a small fees or a small share of profit.

Level 2 Virtual Brand Ambassadors

Growing influence

With our 3D models becoming influential characters for people

- They can be dressed to represent brands
- They can be equipped with branded accessories

Level 3 Self hosted Social Media platform

Increase conversion

With enough people on the app and the scoring system set, a small introduction of followers and following option can help increase reach of users to others, thus making it a social media platform with endless possibilities

Meet the Team



Shivendra Singh Chauhan

Founder

Logistics and research

developer



Soumyadyuti Dey

Co-Founder

Frontend[UI/UX]

developer



Salil Pal

Co-Founder

Backend and algorithms

developer

**We aim to make
healthy lifestyle to
people who
rightfully deserve it ,
“To Give The Chance
To Those Who Never
Had it.”**