

Marketing Guide

I. Background:

1.1. Background about the industry or the problem:

- For more than a decade, heart disease and cancer have claimed the first and second spots respectively as the leading causes of deaths in America. Together, the two causes are responsible for 46 percent of deaths in the United States.
- Each year, nearly 900,000 Americans die prematurely from the five leading causes of death – yet 20 percent to 40 percent of the deaths from each cause could be prevented, according to a study from the Centers for Disease Control and Prevention;
- The five leading causes of death in the United States are heart disease, cancer, chronic lower respiratory diseases, stroke, and unintentional injuries.
- Many of these risks are avoidable by making changes in personal behaviors.

1.2. Problem Statement:

- The problem that we want to solve is the higher the number of annually deaths on USA, nearly 900,000, caused by diseases such as heart disease, cancer, chronic lower respiratory diseases, stroke, and unintentional injuries that can avoidable by making changes in personal behaviors.

1.3. Product Goals:

The Product developed, solves the Problem described on point before by matching following goals:

- Improve the patient satisfaction and wellbeing through regularly exercise and workouts avoiding or preventing patients from the diseases;
- Reduce financial goal cost by emphasizing improved health prior to any adverse conditions developing on body;

II. Market background:

2.1. Outline your target audience:

- Fitness Enthusiasts;
- Workouts Enthusiasts;
- Diet Enthusiasts;
- Athletes;

2.2. Describe your target market

- In 2018, the global wellness industry market accounted for \$4.2 trillion with \$595 billion in spending for fitness and mind-body products (Global Wellness Institute Survey, 2018);
- Over 75% of active users open their fitness apps at least two times a week;
- As well, 25% of the most engaged users open health or fitness apps more than 10 times a week (Flurry Analytics Survey, 2017);

III. Competitors

	FREELETICS	STRAVA	MYFITNESSPAL
Product Offering	Free Apps with Subscription (In App Purchase)	Free Apps with add-on subscription	Free App with Subscription
Category	Workout and exercise apps	Activity tracking apps	Nutrition Apps
Key Features	Custom Training Journeys, Digital AI coaching, Nutrition guidance,	Running & Cycling tracking	Nutrition & Activity tracking
Differentiators	AI Coaching Assistant	Social sharing	Food database
Target Customers	Athletes Fitness Enthusiasts Workouts Enthusiasts	Runners Cyclists Fitness Enthusiasts	Tracking and managing diet
Distribution Channels	App Store Play Store	Apple Store, Phone + Watch	App Store
Market Penetration	31 Million Users	42 Million Users	225 Million Users
Price	\$34.99 / 03 Month Subscription	\$2 – 6 / months	\$10/month
Revenue	\$10 Millions	\$1 Million	\$03 Millions

IV. Product Background and Positioning:

3.1. Product value proposition

“Improving healthier habits and better diet for ordinary people, athletes, workouts enthusiasts and food lovers”– Healthier Guru

3.2. Features and Description

- **Manage Exercise** - define and edit exercise Plan based on a weekly goal, basically the user will describe which day of the week and time he is available to exercise;
- **Diet Management** - edit and delete existing goals (exercise or diet routine);
- **Smart Notifications and Alerts** - prompt notification at designated time for practice;

3.3. Mockups and Prototype



