

**Tell us about a problem associated with any product that you observed during the COVID-19 pandemic.**

- Why did you choose this problem and what potential impact can solving it create?
- How will you solve this problem using technology?
- How will you measure the success of your solution?
- What are the possible pitfalls of your solution?

Arjav Modi

170389

ahmodi@iitk.ac.in

+91-

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- Stacked bar chart illustrating the Market Size (in US\$ Billion) from 2010 to 2024F, categorized by Fitness & Wellness, Foods & Supplements, Diagnostics & Therapeutics, Health Insurance, and Health Monitoring.
- | Year  | Fitness & Wellness | Foods & Supplements | Diagnostics & Therapeutics | Health Insurance | Health Monitoring | Total Market Size (US\$ Billion) |
|-------|--------------------|---------------------|----------------------------|------------------|-------------------|----------------------------------|
| 2010  | 28.9               |                     |                            |                  |                   | 28.9                             |
| 2012  | 30.6               |                     |                            |                  |                   | 30.6                             |
| 2012  | 32.7               |                     |                            |                  |                   | 32.7                             |
| 2012  | 35.5               |                     |                            |                  |                   | 35.5                             |
| 2014  | 38.5               |                     |                            |                  |                   | 38.5                             |
| 2014  | 42.4               |                     |                            |                  |                   | 42.4                             |
| 2016  | 47.5               |                     |                            |                  |                   | 47.5                             |
| 2016  | 54.0               |                     |                            |                  |                   | 54.0                             |
| 2018  | 61.7               |                     |                            |                  |                   | 61.7                             |
| 2018  | 70.4               |                     |                            |                  |                   | 70.4                             |
| 2020F | 80.7               |                     |                            |                  |                   | 80.7                             |
| 2020F | 92.8               |                     |                            |                  |                   | 92.8                             |
| 2022F | 107.7              |                     |                            |                  |                   | 107.7                            |
| 2022F | 125.4              |                     |                            |                  |                   | 125.4                            |
| 2024F | 146.2              |                     |                            |                  |                   | 146.2                            |
| 2024F | 169.7              |                     |                            |                  |                   | 169.7                            |

## Broader Impact



## Brain Power

## Social Connect

**Strong  
Immune**

## Emotional Stability

## Technology Disruptions



## Mobile Apps

## AI & IoT

## Smart Wearables

## Chatbots

## AR & VR

## Some of the Major Competitors

## Fitness



## Wearables



## Medicinal



# Fitness of Kids : A Problem yet to be Solved

"Exercise has tremendous mental benefits," says Joel Brenner, MD, chair of the American Academy of Pediatrics Council on Sports Medicine and Fitness. Studies show that kids who exercise get better grades, have better concentration, and get more restful **sleep**.

Children's health is becoming a matter of concern globally. According to the World Health Organisation obese children tend to fall prey to lifestyle diseases to the extent of 60-70% when they reach their 30s and 40s (the most productive years of their lives)

## Kids Fitness in India (age: 6-15)

<b>14.4M</b> Obese Kids	<b>2nd</b> Highest Number of Obese kids in the world	<b>9%</b> of Total kids are obese
<b>97000</b> Type-1 Diabetic Children	<b>50%</b> Children do not have Healthy BMI	

**Why wait for kids to convert into unhealthy adults & then introducing them to fitness & lifestyle habits?**

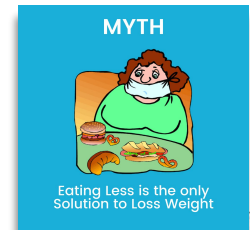
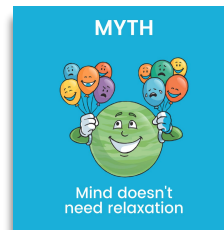
## Available Fitness Practices for Kids

- Weekly Games Hour in School
- Annual Sports Day
- Weekly Yoga Classes in School
- Yoga Day Celebration
- Extra Sports/Fitness Coaching
- Locally Playing with Friends

## Why Fitness in Kids is Important?

- Increases Concentration
- Better Immunity
- Fight Against Viral Diseases
- Improves Quality of Sleep
- Reduces Anxiety & Stress
- Aids in Child Obesity & Diabetes

## Myths about Fitness in Kids



## The immune system's fight against the coronavirus

A central player in the fight against the novel coronavirus is our immune system.

vhiind.2019.06

## Cure.Fit Philosophy: #BeBetterEveryDay

### Cure.Fit Offerings

<b>mind.fit</b> Mindfulness	<b>cult.fit</b> Body Fitness	<b>care.fit</b> Body Health	<b>eat.fit</b> Healthy Food
<b>whole.fit</b> Supplements	<b>cult gear</b> Sportswear	<b>live.fit</b> Live Fitness	

**Solution** **kids.fit** **Age Group:** 6-15 Years

### Goals to Achieve



Fitness Education



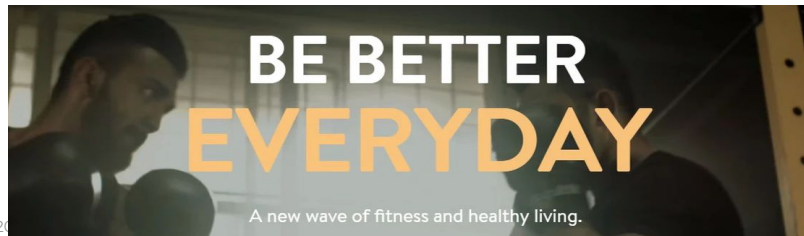
Accessible From Home



Focus on Holistic-Growth



Parental Control



### User Personas for kids.fit



**Geek Gopal (9)**

Focused on study  
 No dedicated time for fitness  
 Likes to gain knowledge



**Playful Pratik (11)**

Like to play outdoor games  
 Can not go out due to pandemic  
 Likes to socialise with friends



**Loner Latika (14)**

Likes to read storybooks  
 Feeling stressed in lockdown  
 Enjoys Yoga classes in school

#### Product Requirements

- Introducing Kids.Fit in offerings
- Educating kids about fitness
- Focusing on the holistic fitness
- Gamifying the section
- Managed by parents

#### Value Propositions

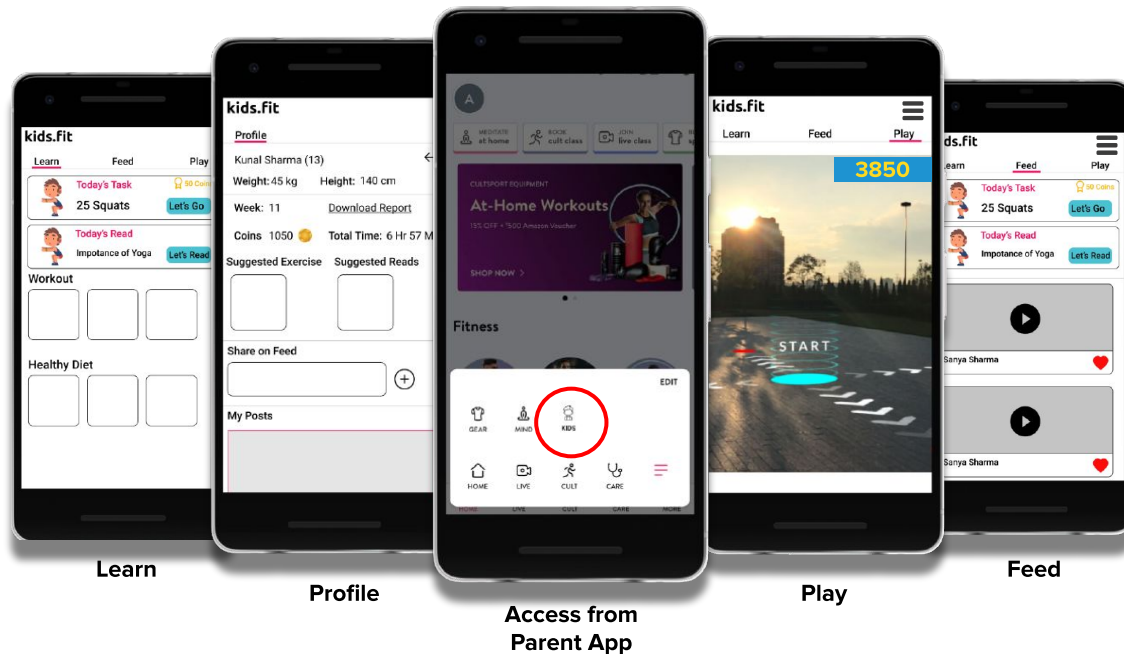
- Learn-Play-Feed sections
- Points for completing tasks
- Sharing their achievements
- On-The-Go bitsize content
- Exercise while playing games

#### Opportunity for Cure.Fit

- Potential market of **25M+ Kids**
- Creating **Valuable future consumers**
- Potential to onboard **25M+ adults** for regular offerings of Cure.Fit
- Revenue generation(approx) = **Rs.50 CR+ in a FY** (Freemium model can be introduced for Kids.Fit)



- Kids.Fit will be a **mobile-only offering** which will help more & more users to get onboarded
- Kids.Fit comes with **parental control** ie it can be used through parent account only
- **Daily time of use** can be set by parents which monitors use of Kids.Fit segment
- **Profile section:** Using kid's basic details, established data-backed technology of Cure.Fit will be able to suggest the best practices for the user
- **Learn section:** Kids can learn about various fitness & dietary habits through bit-sized articles & short-videos
- **Feed section:** Kids can upload their achievements, exercise videos & socialise
- **Play section:** Fitness Games for running & other specific exercises using the Augmented Reality technology



## UBP\* (Unique Brag-worthy Proposition)

- Cure.Fit's **in-house technology** ensures that users don't have to waste time thinking what they need to do & how they need to do. **Users just need to DO.** This will result in increased user's efficiency in his fitness routines

## Why Only Cure.Fit?

- Cure.Fit has a well-developed ecosystem ranging from fitness, wellness to on-demand healthy food & also have **plans to expand in the smart wearable segment.** Having kids in this ecosystem from an early stage ensures that Cure.Fit will have a **huge number of loyal users** in future

# Use of Technologies

## Augmented Reality (AR)

- SLAM (Simultaneous Localisation And Mapping) is primarily used as an AR implementation technology
- It will provide optical input for smart phone making them understand what is going on in real physical world
- User can play games based on running & movement to utilise his fitness time in a more entertaining way

## Machine Learning (ML)

- Providing personalised training using ML algorithms
- Suggestion of content & challenges according to the user activity
- Progress reports & predicted growth rates of individual kid can be identified & shared with their parents



# Measuring The Success

Heart	Goals	Signals	Metrics
Happiness	User Satisfaction	User reviews, ratings from customer support	Average app rating, Net Promoter Score, User feedbacks
Engagement	Usage of Product	Total time spent on Kids.Fit & usage of various functionalities	Average session time, Number of posts on Feed section
Adoption	User Onboarding	Number of existing users signing up for Kids.Fit, New signups for Kids.Fit	Number of kids onboarding, Percentage of paying users
Retention	User Loyalty	Recurring users	Number of sessions per week for each user, Monthly active users
Task Success	User Goal Completion	User Analytics & studies	Number of coins earned, Percentage of completed/incomplete sessions

# Possible Pitfalls

## 1. Ill positioning of Kids.Fit

Cure.Fit already has multiple offerings for its existing users. Positioning Kids.Fit in its youth-centric ecosystem is a tough job

## 2. Parents not approving digital platforms for kids

Looking at the stigmas & myths related to fitness in kids, to convince parents about the changing reality of fitness tech is a challenging task

## 3. Sensitive content

Cure.Fit needs to make sure that any kid/account-user is not posting any sensitive content which is not made for kids. To solve this issue, inclusion of a proper verification of the parent account can be thought upon

## 4. Highly competitive AR/VR based gaming market

By introducing games based on AR/VR, Cure.Fit will be directly competing with major gaming companies like Ubisoft & Force Field

## 5. App size

High resolution graphics & AR based games can increase the app size by a significant amount

# Future Scope & Improvements

## 1. Improvements in the Play section

With the changing technological updates, some more features & activities can be added in the Play section. Play section can be converted into a unique fitness gaming platform in future as well

## 2. Live interactive sessions

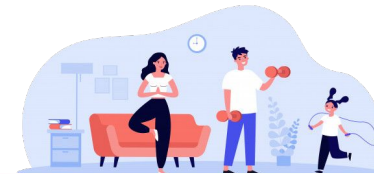
We saw online as the new mode of learning during these times. Online live fitness & dietary habit sessions just like Live.Fit can be introduced specifically for kids

## 3. Including kids at offline centers

Once the COVID-19 situation becomes better & it becomes possible to call kids at the offline centers, they can be offered VR fitness games & live fitness sessions

## 4. Parental Guidance

Fitness should be a self-motivated activity & not a forceful one. Tips & advices through in-app messages can be introduced for parents as well



# Thank You