



**PRODUCT TEARDOWN OF REFERRAL
PROGRAM**

SOURAV BASAK

cult.fit

OVERVIEW

- Cult.fit is a health and fitness company offering digital and offline experiences across fitness, nutrition, and mental well-being.
- The company was founded in 2016 by Mukesh Bansal and Ankit Nagori, and is headquartered in Bangalore, India.
- Cult.fit has over 100 centers across India, and offers a variety of fitness classes, including HIIT, yoga, dance, and boxing.
- The company also offers a subscription-based service that gives users access to all of its classes, as well as its nutrition and mental well-being programs.
- Cult.fit has been successful in India, and has raised over \$200 million in funding from investors such as Sequoia Capital and Tiger Global Management.

VALUE PROPOSITION

Passion	passionate about health and fitness
Innovation	constantly innovating to improve its products and services
Customer-centricity	focused on providing a great customer experience
Teamwork	team-oriented company
Excellence	strives for excellence in everything it does

WHY Cult.fit

- The company has a strong focus on customer experience. Its classes are fun and engaging, and its instructors are highly qualified.
- Cult.fit offers a variety of fitness classes to suit different needs and interests.
- The company's subscription-based service is affordable and convenient.
- Cult.fit has a strong online presence, which allows it to reach a wide audience

COMPETITORS



Fitness First



KEY STATISTICS

Founded
2016

Funding
\$400
Million

Employee
5000+

NPS
84%

Revenue
\$200
million

Retention
Rate
75%

COMPETITIVE ANALYSIS

Metric	CultFit	Anytime Fitness	Gold's Gym	Snap Fitness	Fitness First
Number of locations	100+	4,500+	7,000+	3,000+	1,000+
Number of members	1 million+	5 million+	6 million+	3 million+	2 million+
Average monthly membership fee	\$100	\$50	\$75	\$40	\$60
Revenue	\$100 million	\$250 million	\$300 million	\$150 million	\$100 million
Profit margin	20%	15%	10%	15%	20%
Growth rate	50%	30%	20%	40%	30%

USER PERSONA



Name: Ravi Kumar

Gender: Male

Location: Bangalore

Occupation: Software Engineer

Income: INR 100,000 per year

Other characteristics:

He is a busy professional who works long hours. He doesn't have a lot of time for fitness, but he knows that it's important to her health.

He's tried other gyms in the past, but he's never been able to stick with them. He finds them to be too crowded and impersonal.

He's looking for a fitness solution that is convenient, affordable, and effective. He wants to be able to work out at his own pace and on his own schedule.

He's interested in trying different types of fitness classes, such as yoga, HIIT, and boxing.

He's motivated by seeing results. He wants to lose weight and get in shape, but he also wants to feel healthier and more energetic.

Goals: Lose weight, get in shape, and improve his overall health.

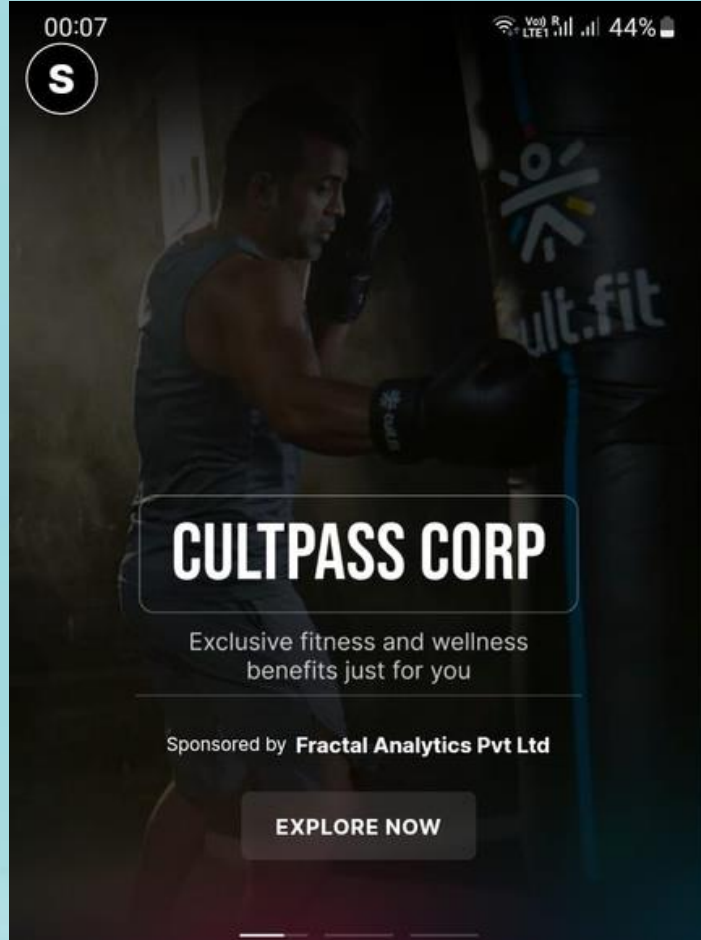
Challenges: Lack of time, motivation, and knowledge about fitness.

Pain points: He finds it difficult to stick to a workout routine and often feels overwhelmed by the number of fitness options available.

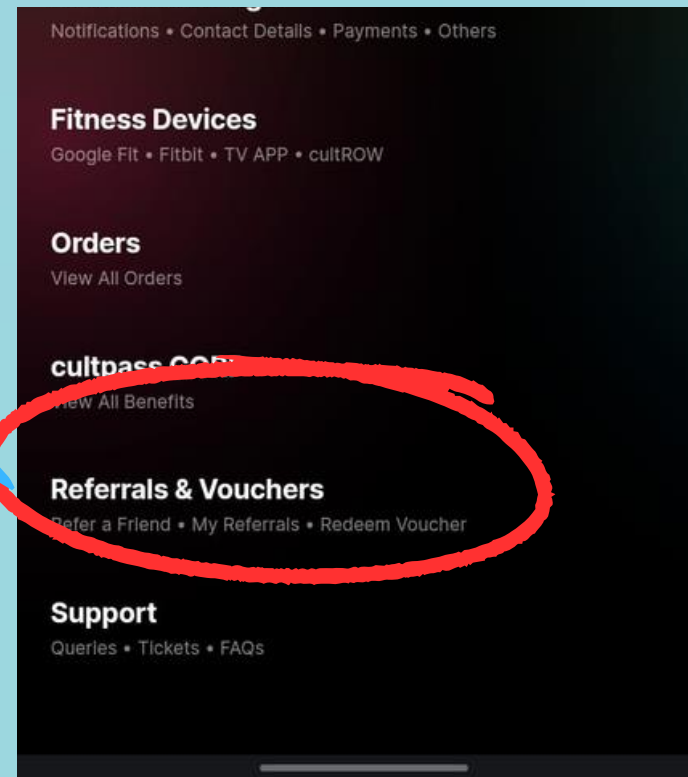
Benefits: Cult.fit provides him with a convenient and affordable way to get fit. He likes the variety of classes offered and the fact that he can work out at any time of day.

Brand perception: He sees Cult.fit as a modern and trend-setting fitness company. He trusts the company to provide him with high-quality workouts and support.

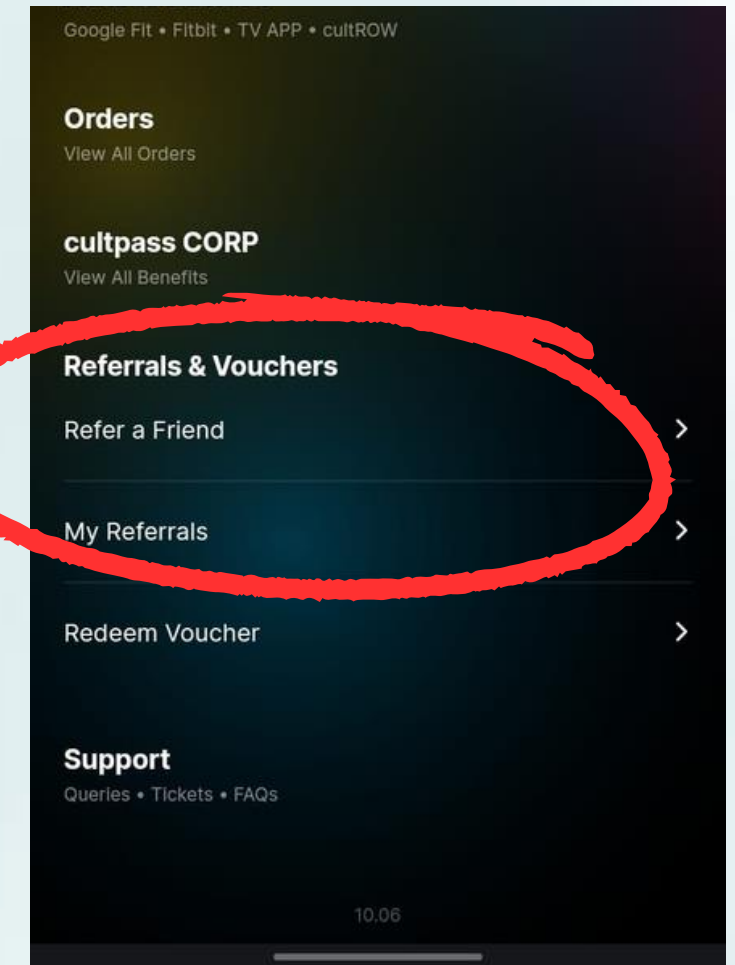
USER REFERRAL PROCESS



The user will click on "Referrals & Vouchers"

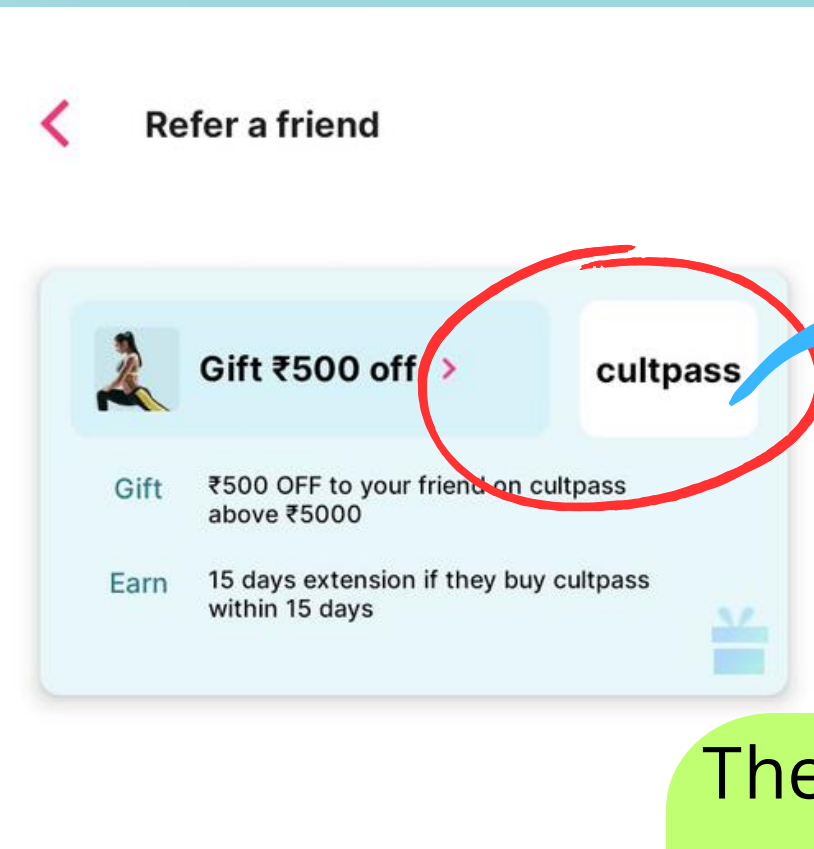


The user will get "Refer a Friend" button to refer

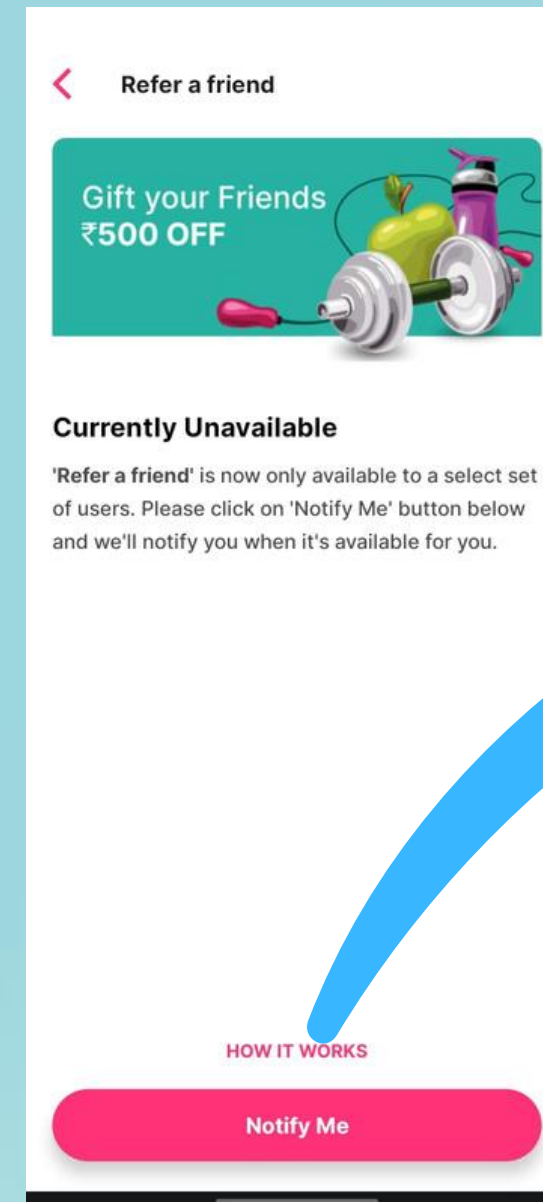


The user will click the encircled icon at the top left corner

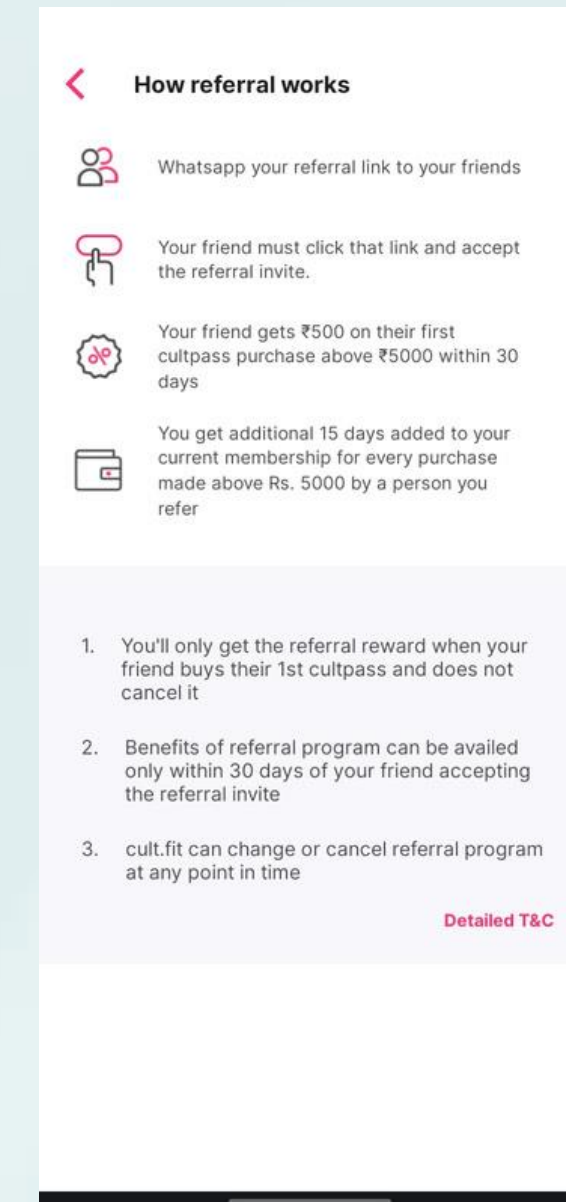
USER REFERRAL PROCESS



The user copy that and invites the friends through Whatsapp or other social media



Referring option available to a select set of users



REFERRAL FEATURE

- The referral feature is a way for Cult. fit members to earn rewards by referring their friends and family to the company.
- When a member refers a friend, they will receive a unique referral link. If the friend signs up for Cult. fit using the link, the member will earn a reward, such as free cult days or Fitcash.
- The rewards for referring a friend vary depending on the member's membership plan. For example, members of the Cult. fit Basic plan can earn up to 10 free cult days, while members with the Cult. fit Pro plan can earn up to 20 free cult days.
- There is no limit to the number of friends you can refer. However, you can only earn rewards for the first 10 friends who sign up using your referral link.
- You can check if you are eligible to refer a friend by going to your profile in the Cult. fit app and select the "Refer a Friend" option. If you are eligible, you will see a unique referral link that you can share with your friends.

PROs

Variety of classes: Cult.fit offers a variety of fitness classes, including HIIT, yoga, dance, and boxing. This allows you to find a class that suits your interests and fitness level.

Convenient location: Cult.fit has over 100 centers across India, so you're likely to find one near you. This makes it easy to fit a workout into your busy schedule.

Affordable: Cult.fit offers a variety of membership plans to suit your budget. You can also get discounts if you sign up for a longer-term plan.

High-quality instructors: Cult.fit's highly qualified and experienced instructors. They're passionate about fitness and they're committed to helping you reach your goals.

Technology-enabled: Cult.fit uses technology to make your fitness journey easier. You can book classes, track your progress, and connect with other members through the Cult.fit app.

CONs

Limited equipment: Cult.fit centers are relatively small, so they don't have a lot of equipment. This can be a problem if you're looking for a specific piece of equipment.

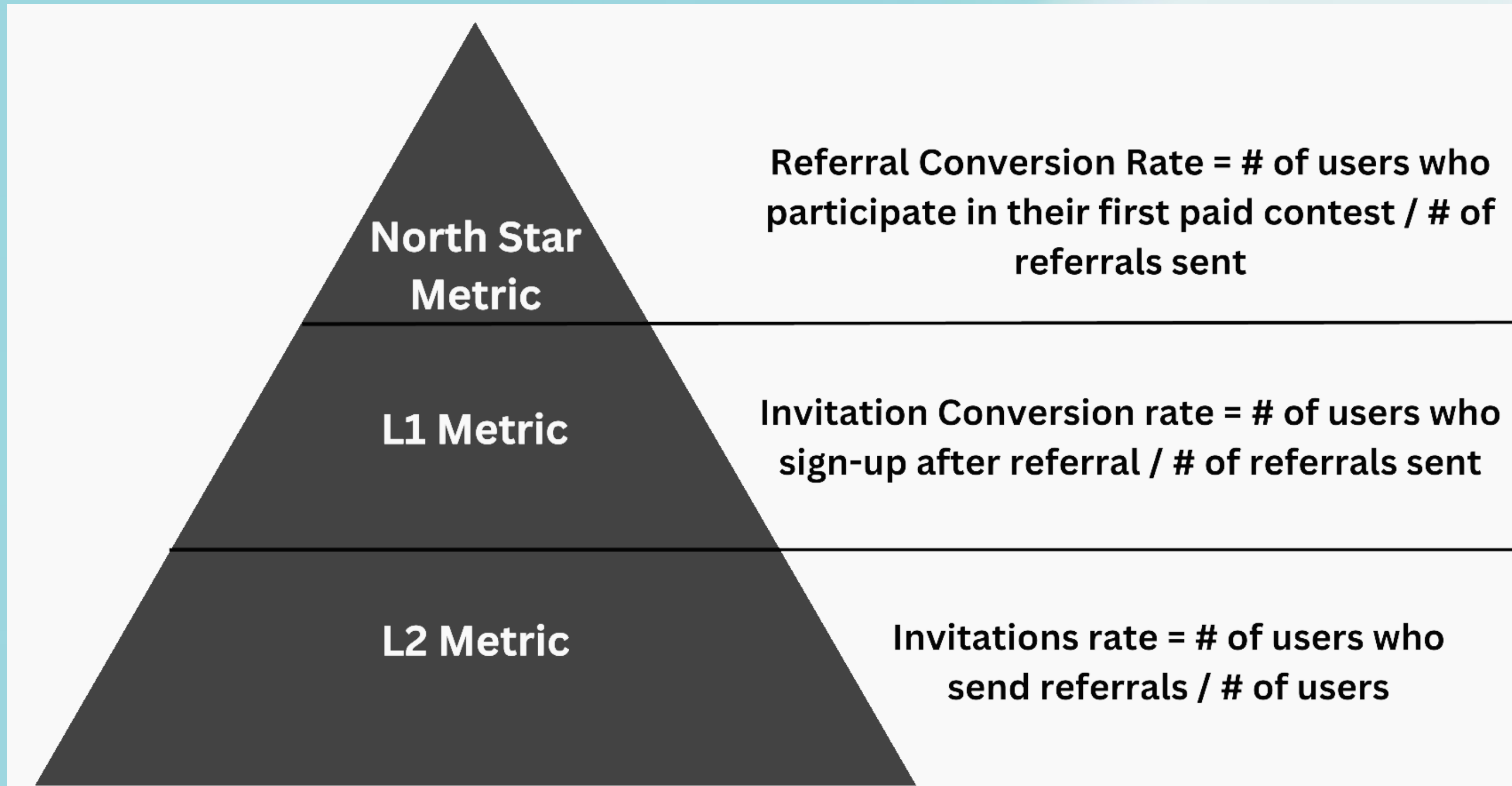
Long wait times: Cult.fit classes can get crowded, so you may have to wait for a spot. This can be frustrating, especially if you're short on time.

No personal training: Cult.fit doesn't offer personal training. If you're looking for more personalized attention, you may want to consider another gym.

Cancellation fees: There are cancellation fees if you cancel your Cult.fit membership early. These fees can be steep, so it's important to read the terms and conditions carefully before signing up.

Tech issues: Cult.fit uses technology to book classes and track progress. However, there have been some reports of technical issues with the app. This can be frustrating, especially if you're trying to book a class or track your progress.

KEY METRICS



THANK
YOU

