

# Key Objectives

- high-quality elite coaches
- flexible schedule
- focuses on the user's health and keep them motivated

# Overall Strategy

- great ratings and reviews
- mentioned in various magazines
- “free” apple watch comes with subs.

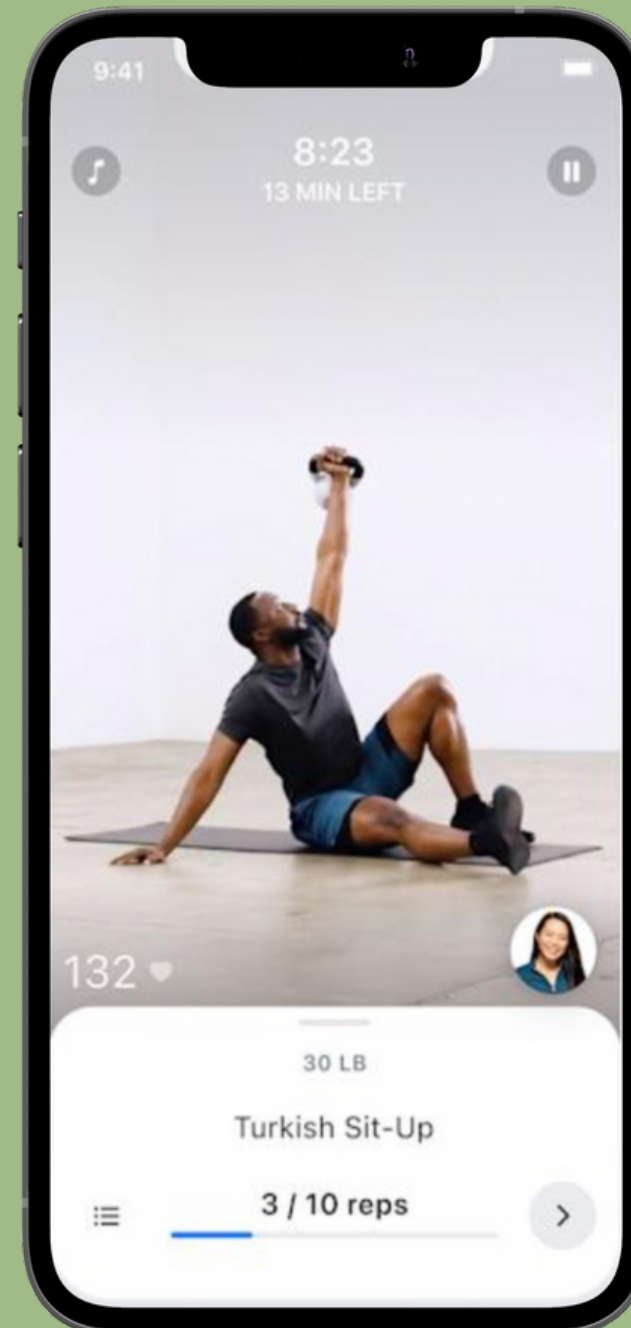
# Market Advantage

- Apple ratings: 4.9 (2k+ ratings), Trustpilot: 4.7 (91 ratings)
- featured on different platforms and news sites

## Strength

- personalized workouts, adjusted as needed
- “free” apple watch
- 1. month only 19\$ then 150\$/month
- great navigation from the apple watch
- feedback from the coach (related to the users tracking & video recordings)
- messaging with coach about health related topic
- flexible workout schedule

# FUTURE SWOT ANALYSIS



## Threats

- 1-1 personal training, so the coach can adjust if you do something wrong during the exercise
- An app that gives you nutrition & exercise advice 100%

## Opportunities

- give back to those who reach their goals, motivation
- android version
- overall UI design could be improved

## Weaknesses

- not all the coaches include nutrition advice but some do
- app not available in indonesia ;)
- it's not clear if I can choose something else then gym or home workout