Brainbuild SWOT Analysis
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Brainbuild is a mobile application that improves users' health by automatically syncing with users' personal schedule to optimize the timing of their meals, snacks, hydration, and sleep each day. Its mission is to help humanity thrive by enabling people to make better health decisions at the best times each day.

History
Brianbuild was started as an app that automates nutrition planning for collegiate and professional athletes. By analyzing users' personal and training schedules, it sends athletes real-time reminders paired with dietitian-backed food suggestions at the most optimal times each day.

With the help of Duke's registered sports dietitian, Brainbuild's founding team came up with the initial concept and helped 40 student-athletes. For the first year, the team sold into universities and professional sports teams before deciding to go direct to consumer after realizing how much faster it could impact the greater population.

Services
1. Scientific Scheduling
Brainbuild crunches the numbers every time users update their calendar, workout, and sleep schedules so users will always have the most optimal health regimen. This includes breakfast, lunch, dinner; daytime and night-time snacks, pre-workout fuel, post-workout recovery, hydration reminders, sleep reminders, calendar reminders.

2. Real-Time Reminders
Brainbuild provides users with relevant real-time suggestions and adapts intelligently to their day-to-day needs based on scientific nutrient timing principles.

3. Dietitian-Backed Suggestions
Brainbuild worked with registered dietitians from many professional sports as well as those in the health care industry to develop ideally balanced meal and snack choices; the right nutritional combination for sustained energy, focus and blood sugar levels.

Competitors:
MyFitnessPal (https://www.myfitnesspal.com/) - Calorie Counter, Diet & Exercise Journal
Lose It! (https://www.loseit.com/) - Calorie Counter for Weight Loss
FatSecret (https://www.fatsecret.com/) - Calorie Counter & Diet Tracker for Weight Loss
Fooducate (http://www.fooducate.com/) - Healthy Weight Loss Coach & Food Scanner
Noom (https://www.noom.com/) - Connecting you with a weight loss coach
Nutrino (https://nutrinohealth.com/) - Nutrition insights platform

Statements of needs

The primary need of the research is to find the users who will receive the greatest amount of value from Brainbuild, determine how to connect with those customers and achieve fastest adoption in the consumer market within that vertical. Our team's approach is from advertising with a public relations branding perspective. In uncovering the demographics (gender, age, income range, occupation, geographic location, other proxy products they may have, etc.) of potential customers, we would like to develop 2-4 profiles of the best target audiences and research those. The biggest challenge Brainbuild is facing now in advertising and public relations is to find the customers that need Brainbuild the most and tightly connect with them.

Market profile

According to Simmons OneView (2014), in smartphone owners who have downloaded a health & fitness app in the past 30 days, the users are 20 percent more likely than average to be female and 101 percent more likely to be a full-time college student. As for the users who have downloaded health & fitness app, both females and male users are more likely to hold the attitudes like "I make sure I exercise regularly" and "I am working at eating a well-balanced diet" (Simmons One View, 2014). The websites those users have higher possibility to use are abc.com, about.com, allrecipies.com, barnesandnoble.com, bbc.com, bestbuy.com, etc. (Simmons One View, 2014).

SWOT Analysis

Strengths

Unique focus on automated nutrition and health scheduling

Brainbuild is currently the only automated nutrition & health scheduling AI that optimizes the timing of meals, snacks, hydration and sleep based on person's unique schedule. While it provides nutritionally well-balanced meal suggestions, Brainbuild emphasizes the importance of when these events should be happening. Since Brainbuild is not a traditional "meal" or "diet" app, it has a unique selling proposition that can differentiate it from the other health and fitness mobile app in the market.

Satisfying the need of improving and controlling health

According to Statista (2017), when asked about what are good reasons for using eHealth apps and devices, 63% of participants chose "improve my health" and 56% chose "ability to take greater control over my health". As Brainbuild is currently tackling the timing/scheduling problem related to nutrition, sleep, hydration, and exercise, it lets users to optimize their health planning based on personal schedule, giving users more control over their own health in daily life. What Brainbuild provides perfectly satisfy some groups of users' needs, which would make potential customers more likely to use the product as the best target audiences are identified and the brand identity of Brainbuild is heard.

Credibility in nutrition planning for collegiate and professional athletes

Before Brainbuild decided to go direct to the general customers market, it focused on nutrition planning for collegiate and professional athletes. Brainbuild has gained positive feedback from

those professional athletes, whose health is their top priority. From Boston University Research Pilot Results provided by the client, 64.7% of participants agree that they have gotten closer to reaching their nutrition goals; 53% agree or strongly agree (5.9%) that they have become more aware of their sleep habits after using Brainbuild; and 82.4% agree or strongly agree (11.8%) that they have become more conscious of their hydration habits. Those data from professional athletes could help build up credibility when Brainbuild want to connect with a different customer group.

Weaknesses

Low market awareness

According to a Verto Analytics (2017), in a research on active users of the most popular health and fitness apps in the United States, as of July 2017, Fitbit was ranked first with 23.6 million unique U.S. users. S Health ranked second with 13.2 million users (Verto Analytics, 2017). MyFitnessPal was ranked third with a 11.7 million user strong audience (Verto Analytics, 2017). Brainbuild, in comparison, only has a small number of active users and downloads, which leads to challenges in promoting brand, connecting with the public and drive users' engagement.

Weak brand identity

Transitioning from business-to-business to business-to-customer model, Brainbuild has changed it brand identity from a nutrition planning app for collegiate and professional athletes to a nutrition and health planning AI that could be used by anyone. While its website provides research and media articles on the importance of "when" things happen, it doesn't provide enough information on what theory system is its automated scheduling mechanism based on. It's hard for customers, especially those without prior knowledge in nutrition planning, to understand and trust on the scientific nature of Brainbuild's automated scheduling, which is the root of the brand.

Unclear target customers

One of the biggest challenges Brainbuild is facing right now is to find the best target customers who will receive the greatest amount of value from Brainbuild. Though Brainbuild had experience in connecting with collegiate and professional athletes, dealing with a new customer group would still be something different. Without clear target customers, it's hard to conduct pertinent adverting and public relations practices. Finding, connecting and engaging a group of users that need Brainbuild the most would be difficult but rewarding.

Opportunities

Growing mobile health market

The market for mobile health has been growing steadily over the last years, and continues to do so (Research2Guidance, 2017). According to Research2Guidance (2017), there are 325,000 health apps (health & fitness and medical apps) available on all major app stores in 2017. The demand for mobile health apps is fueling the supply. The health industry is experiencing the same phenomenon as other industries before: The demand for apps fuels supply growth

(Research2Guidance, 2017). In the growing trend of mobile health market, Brainbuild has the opportunities to connect with different groups of customers.

No competitors with the same app features and unique selling points
While many health and fitness app in the market focus on what to eat, Brainbuild is currently the only company that is tackling the timing/scheduling problem as it relates to nutrition, sleep, hydration, and exercise. Since there is no direct competitor, Brainbuild can be more confident about finding and connecting with some group of customers who can receive the greatest amount value from Brainbuild.

Threats

Competition in the health and fitness app market
On the supply side, the number of app publishers continues to grow (Research2Guidance, 2017). In 2017, more than 84,000 app publishers are developing apps for the medical and health & fitness market and the number of app publishers increased by 45% (Research2Guidance, 2017). With a lot of developers being new to the game, the majority of apps are not achieving significant annual download numbers. Most app portfolios only generate a couple of thousand downloads, which is 55% less than 5,000 annual downloads (Research2Guidance, 2017). Nevertheless, a small fraction of 3% successful publishers are reaching high annual download numbers of over 1-million (Research2Guidance, 2017).

App usage is still high but getting new downloads is a tough sell (Research2Guidance, 2017). The use of mobile apps is concentrated on 20 or fewer apps for the majority of app users (Research2Guidance, 2017). Low download numbers result in low monthly active users, which leads to challenge in interacting with consumers.

Reputation threat
Consumer concern about the use of private personal data is putting emerging mobile business models and brand engagement strategies at risk (Syniverse, 2016). According to a research conducted by Syniverse (2016), more than 50 percent of people trust mobile operators and brands less today than they did three years ago. Today, 75 percent of consumers say they don't trust brands to take care of their data, and 71 percent of consumers say they don't trust mobile operators to take care of their data (Syniverse, 2016).

Brainbuild, with the need of users' personal schedules, and in the process of syncing with users' Google calendar, will need to deal with users' privacy concern. How to communicate effectively with the customers on the security issues would and build brand credibility would be big challenges.

Strict regulations
One major limitation for the digital health market are strict and often complex regulations Research2Guidance, 2017). According to Research2Guidance (2017), regulation is often named as one of the biggest reasons for the slow development of digital health solutions. Last year's

mHealth Economics survey showed that 18% of digital health stakeholders are held back from developing apps due to uncertain regulatory conditions (Research2Guidance, 2017).

For app publishers being subject to regulations, the choice of their target market makes a difference – e.g. in having a competitive advantage or a threshold for market entry (Research2Guidance, 2017). In determining the target customers, Brainbuild should consider specific regulations that apply to that group.

Conclusion
This SWOT analysis revealed Brainbuild's strength, weakness, opportunities and threats form an advertising and public relations perspective. The main issue Brainbuild is facing right now is to find users who will receive the greatest amount of value from Brainbuild. Under a competitive health and fitness app market environment, Brainbuild also need to improve its market awareness, build up brand identity and handle potential reputation threats. On the other side, it's unique selling proposition and positive feedback from previous users would serve it to better identify and connect with potential customer.

In the next step, our group will focus on finding demographics information about target market and answering following questions: What is their day to day like? What do they do for work? What motivates them? What kind of goals do they have? How does Brainbuild fit into their lives? What core problem does Brainbuild solve for them? What kind of messages would they want to hear from us on social media? Which potential key influencers or companies should we partner with to reach more people in this specific market?

Reference

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Appendix

SWOT analysis for Brainbuild

Strengths	Weaknesses	Opportunities	Threats
• Unique focus on automated nutrition and health scheduling • Satisfying users' need in improving &controlling health • Credibility in nutrition planning for collegiate and professional athletes	• Low market awareness • Weak brand identity • Unclear target customers	• Growing mobile health market • No direct competitors	• Competition in the health&fitness app market • Reputation threat • Strict regulations