

## Business Plan

Brandon, Robbie, Marcos, Dylan

### Original Pitch

Bodymorph is a fitness and wellness application that serves college campuses and other campuses that have weight rooms and fitness facilities with people at them that would like to be healthier. The goal of Bodymorph is to provide the ability for students to transform themselves. We provide all the information to get into lifting and nutrition, from beginners to high level athletes. The benefits of this service include injury reduction because people will be more educated on the nuances of training, fitness promotion, and it differentiates the institutions from other institutions that don't offer this kind of premium service. This is an extremely viable service because many institutions already provide lifeguards for swimming lessons, HIIT cardio teachers and dance classes. The idea of fitness already exists but this is an untapped market. This is a feasible project, because the resources necessary to fund a project like this are something a school or business could afford and many already offer services that compare to Bodymorph but don't provide the service. Fitness trackers and diet planners have existed for a while now but an aggregation between the two hasn't been attempted on this scale yet and hasn't been mass marketed and made this available.

### Business Model Canvas

#### Key Partners:

- Trainers / Personal Trainers
- Exercise scientists
- Physical Therapists
- Industry contemporaries
- Educational institutions
- App developers

#### Key Activities:

- Delivery and production of workout programs
- App deployment
- Interfacing with users and institutions
- Tracking app utilization and user activity
- User data storage and protection
- Reporting Usage Statistics to Institutions
- Working with PTs, ATs and exercise scientists to verify exercise plans

#### Key Resources:

- Human intellectual and financial resources
- Team of exercise scientists

- Physical therapists
- Programmers
- Knowledge
- Complex exercise plans
- BodyMorph Brand

### **Cost Structure:**

- Licensing
- Marketing research
- Insurance costs
- Salesmen And Marketing to customers
- Physical Therapists reviewing the exercise plans
- Exercise scientists to make exercise plans
- Developing a new app

### **Value Proposition:**

- High quality and personalized exercise plan
- Benefit all athletes.
- Highly customizable exercise plans reviewed and made by professionals.

### **Customer Relationship:**

- Implementing personal assistance, services and communities to build our customer relations.
- Trainers function as personal assistance.
- Trainers work with clients one on one.
- Flexible Schedules available for your needs
- User profiles that recommend workouts and routines.
- Community page to allow users to share their experiences
- Good reputation with customers will help our brand and market our company

### **Channels:**

- Raising awareness with advertising campaigns
- Offering colleges trial runs
- Sell it by having cost be based off total number of users
- Delivered by app & website
- No post product support because BodyMorph is a service constantly available to the users

### **Revenue Streams:**

- Subscription fees
- Licensing workout plans to trainers
- Merchandise
- T-Shirts
- Workout Gear
- Supplements

### **Customer Segments:**

- Niche market

- Multi sided platform
- Enthusiast customers
- Large corporations
- Individuals

### **Feasibility:**

- Low cost for schools and other businesses to purchase
- Large amount of athletes would benefit from these fitness programs

### **Viability:**

- Many professionals run similar classes as a part time job
- Low amount of resources to run
- Large amount of people looking to be healthier

### **Desirability:**

- Many people pay for fitness programs already
- Benefits a healthier lifestyle
- High quality and advanced workout regiment

### **Storytelling:**

Name: Sarah

Age: 20

Problem: Wants to become healthier and happier.

How Can Bodymorph help her?

- Include exercise scientists and physical therapists into the program to benefit the users.
  - Professional assistance allows users to seek the knowledge and workout assistance.
- Include workout plans to assist users with workout routines.
  - Teach users various exercises and the correct ways to use and learn them.
- Include food plans to assist users with their program needs.
  - One of the most important aspects of fitness is what you eat.
  - Without proper nutrition, it becomes very hard to live a healthier life.

### **Prototyping:**

- Do a trial run of our program at Lebanon Valley College.
  - Large number of athletes and people who use the gym.
  - Would be a good and cheap test run of the product.
  - Get real input from real users.
- Would help Bodymorph get
  - Userbase.
  - Potential AT's and PT's to hire.
  - Information about product use.

### **Content Marketing:**

- Social Media (YouTube, Twitter, Instagram, Facebook)
  - Mini Tutorials
  - Examples of Exercises
  - Fun Tips
  - Food Ideas
  - Celebrity Appeal
- Case Studies
  - Using Data collected from users
  - Tracking weight gain / loss
  - Publishing results of our service
  - Provide the hard numbers on progress
- TV Commercials
  - Talk to the audience
  - Be lighthearted
  - Don't underestimate whimsy
- Word of mouth
  - Users recommending our program
  - Trainers recommend the program