



VIRTUAL GYM BUSINESS PLAN

A Concept-As-A-Service Offering

INTRODUCING CONCEPT-AS-A-SERVICE

Want to start a business but waiting for the perfect idea? Not Anymore.

TRD Studios brings you our newest and latest offering, Concept-As-A-Service. You can choose from our list of off the shelf business ideas and plans to start on your entrepreneurial journey. Customize our ready to go live business plans and make it your own perfect idea.

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UNDERSTANDING BUSINESS PLANS

A business plan refers to a company's plan for generating revenue and making a profit. It outlines what products or services the company plans to offer and how it intends to market and manufacture them.

A business plan is a company's core strategy for profitably doing business

Models include information like products or services, the business plans to sell, target markets, and any anticipated expenses.

WHY DO YOU NEED A BUSINESS PLAN?

Business Plan is important because it provides a framework for creating and capturing value.

A good business plan can help companies differentiate themselves from their competitors and provide a clear understanding of how they create value for their customers.

It can also help companies identify potential challenges and opportunities that they may face in the market, enabling them to develop strategies for overcoming these challenges and taking advantage of opportunities.

Moreover, a well-defined business model can help companies secure funding, as it provides investors with a clear understanding of how the company intends to generate revenue and make a profit.

By having a solid business model in place, companies can also make more informed decisions about resource allocation and growth strategies, which can help them achieve long-term success.



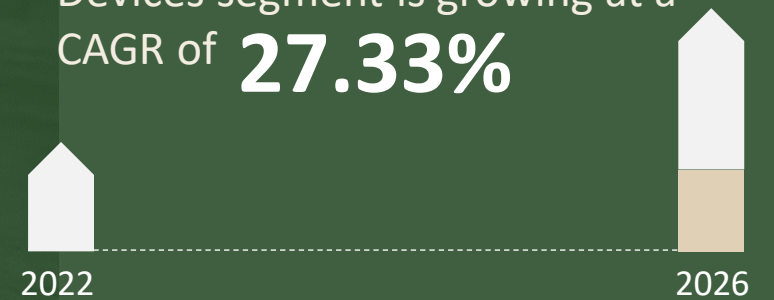
A SNAPSHOT OF BUSINESS PLAN

OPPORTUNITY GAP

Indian Health & Fitness market is growing at a CAGR of **6.14%**



Indian Digital Fitness & Well-being Devices segment is growing at a CAGR of **27.33%**



BUSINESS MODEL CANVAS

Key partners

What are your key partners to get competitive advantage?

Renowned doctors, trainers

Sports brand

Key activities

What are the key steps to move ahead to your customers?

- 1- Hiring professional trainers and doctors
- 2- Personalized health plan

Key resources

What resources do you need to make your idea work?

- 1- Certified trainers, dietician, doctors
- 2- Community
- 3- Capital

Key propositions

How will you make your customers' life happier?

Personalized and customized health plan to help achieve individuals goal

Community led classes that connect individuals with common health goals

Customer relationships

How often will you interact with your customers?

- 1- Freemium business model
- 2- Through professionally certified subscription
- 3- Through promotions and collaboration

Channels

How are you going to reach your customers?

- 1- Through android, iOS, application
- 2- Official website

Customer segments

Who are your customers? Describe your target audience in a couple of words.

- 1- Age group 25-40
- 2- People have smartphones, tablets, fitness, devices
- 3- Fitness enthusiast

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- 1- Collab with trainers & doctors
- 2- Application development

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- 1- Personalized subscription
- 2- Partnerships

THE SOLUTION



- ⌚ A virtual fitness brand that caters to multiple health conditions and goals and makes working out fun
- ⌚ Personalized and customized health plan to help achieve an individual's goals
- ⌚ Community led classes that connect individuals with common health goals

THE SOLUTION

Customized health plans for different health goals and health issues



Virtual
Gym

Community based health classes including Zumba, Yoga, P90X etc



Personalized diet plans to pair with the health plans for best results



Experts including trainers, dieticians and doctors at your fingertips



Video and audio assets that help you through your at-home exercises

BUSINESS MODEL



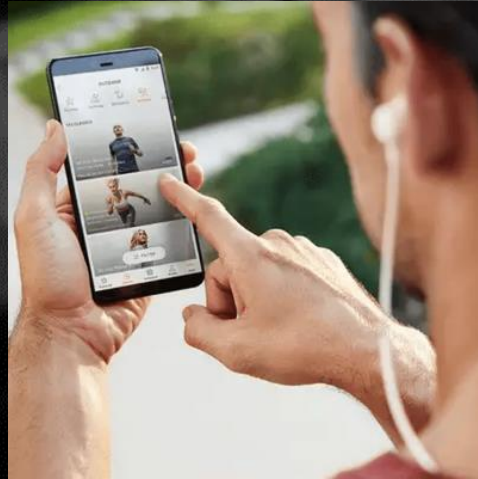
DOCTORS



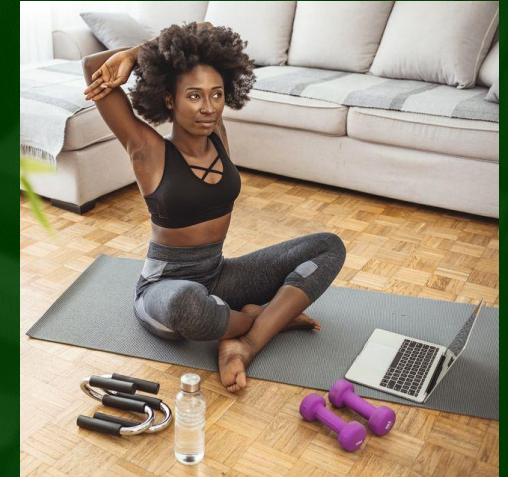
DIETITICIAN



TRAINERS

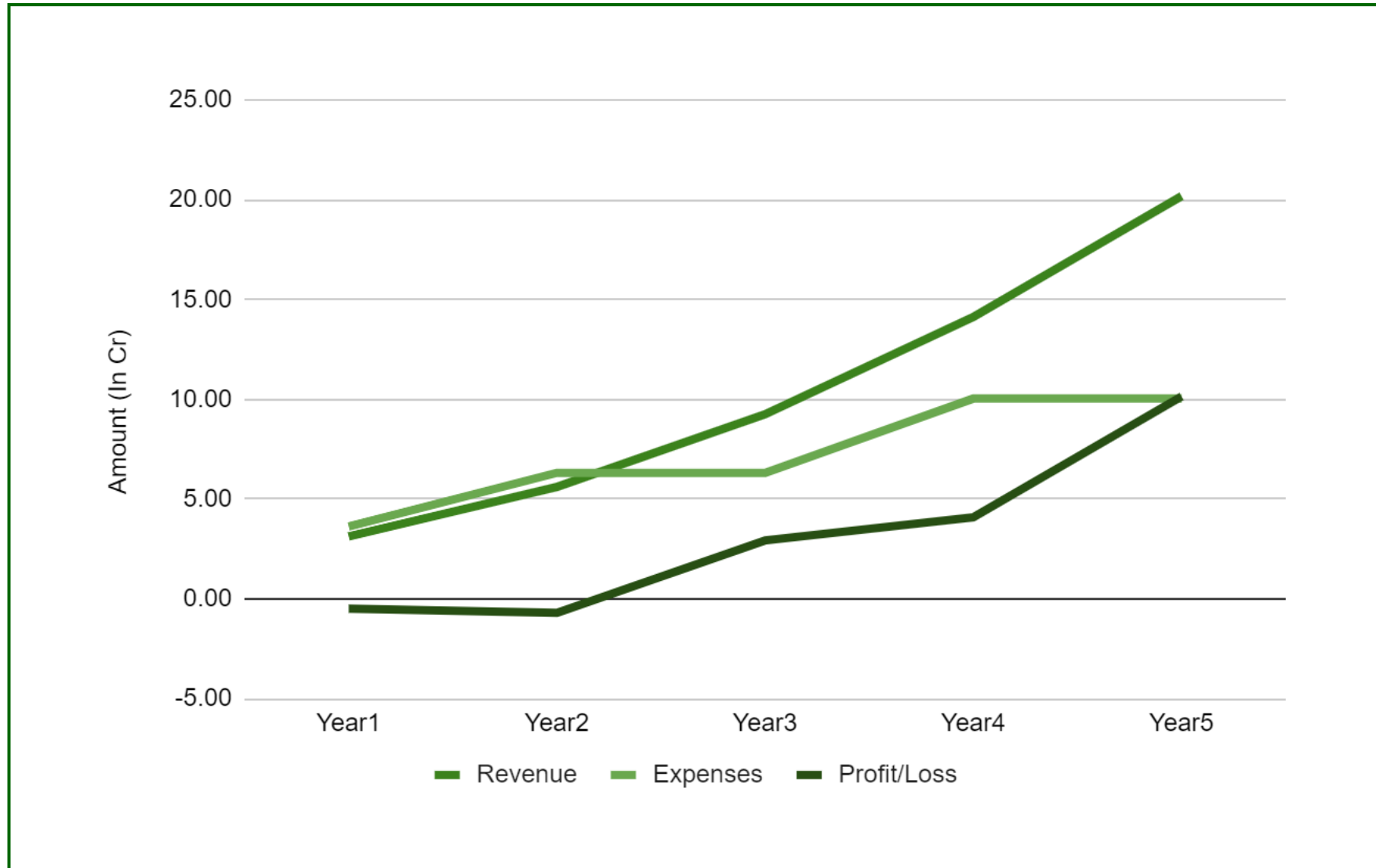


VIRTUAL GYM



CONSUMER

PROJECTIONS



ADDITIONAL DOCUMENTS FOR BUSINESS PLAN

- **Market Research-** Delivering actionable insights through meticulous research and analysis to fuel business growth and maximize market potential.
- **Competitive Research-** Getting a deep understanding of competitors' strategies, tactics, and performance to take informed decision and stay ahead in the market.
- **Consumer Mapping-** Unlocking valuable consumer insights and mapping their preferences, needs, and behaviors to optimize marketing strategies, enhance customer experiences, and drive business success.
- **5 Year Financial Planning-** Harnessing the power of financial foresight to develop a robust and flexible 5-year plan, aligning financial resources, and optimizing performance for sustained growth and financial stability.
- **Team Structure-** Designing a cohesive team structure that leverages individual strengths, promotes diversity, and encourages innovation, to foster a high-performing team culture and drive organizational excellence.

ADDITIONAL DOCUMENTS FOR BUSINESS PLAN

- **Operations Plan-** Creating a strategic roadmap for operational success, encompassing key objectives, timelines, and performance metrics, to guide decision-making, streamline operations, and achieve operational excellence.
- **Licenses & Registrations-** Navigating the complex landscape of licenses and registrations with expert guidance and meticulous compliance, ensuring legal and regulatory adherence for business operations.
- **Go To Market Strategies-** Creating a winning go-to-market strategy that encompasses market analysis, target segmentation, positioning, pricing, and distribution, to successfully launch products or services and capture market share.
- **Miscellaneous (Website/App Development, Marketing & Advertising, etc.)-** Offering comprehensive and flexible miscellaneous services designed to address unique business requirements, optimize operations, enhance performance, and achieve desired outcomes.

A black and white photograph of a woman in a black leotard performing a battle rope exercise in a gym. She is holding the rope with both hands, and it is arched over her head. The background is a light-colored brick wall. A green rectangular overlay is positioned on the right side of the image, containing the text 'THANK YOU' in white, bold, serif capital letters.

THANK YOU