

Whoop Business Story
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SHOT #	SHOT TYPE	AUDIO	VISUAL
1	Selfie	Here's the watch that's impossible to buy.	Gareth: center frame Show image of Whoop watch band
2	Selfie	It's called a Whoop, tens of thousands of people have one.	Gareth: center frame Show image of Whoop logo Shot of athlete training with Whoop
3	Selfie	They've reached a \$3.6 billion valuation without selling a single watch.	Gareth: change position "\$3.6B" on screen, money stacks up
4	Selfie	Instead they sell a monthly subscription to a software.	Gareth: center frame
5	Selfie	This software is a health tracking algorithm for sleep, recovery, and more	Gareth: center frame Video of someone sprinting on a track
6	Selfie	And is endorsed by all of these people.	Gareth: center frame Photos of Andrew Huberman, Michael Phelps, LeBron James, Tiger Woods
7	Selfie	You buy the software and it tracks a bunch of health data,	Gareth: center frame Shot of Whoop app tracking data
8	Selfie	But you need a way to get all of this data.	Gareth: change position
9	Selfie	So they send you a free watch with a subscription.	Gareth: center frame
10	Selfie	And that's how Whoop turned a physical product into a monthly recurring revenue - with a multi-billion dollar valuation.	Gareth On "physical product," show Whoop band. On "monthly recurring," more cash stacks up