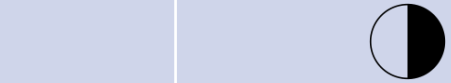
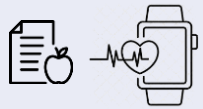
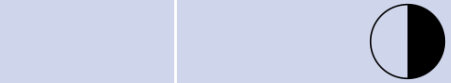
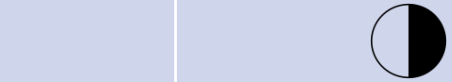
Competitive advantage and market entry for *WhatIf* Studios

COMPETITOR ANALYSIS

	WhatIf	Shyft	Healthifyme	Curefit
Market Awareness				
Core Products				
Mobile App				
User friendly				
Marketing & Social Media Presence				
Subscription Charges				

TARGET AUDIENCE

Demographic

Geographic

Psychographic

	Category 1 (Women)	Category 2 (Daily)	Category 3 (Chronic Wellness)
Age	25 – 45	25 – 45	35 – 65
Gender	Female	All	All
Occupation	Working	Working and non working	Working and non working
Location	Tier I Cities	PAN India	Tier I & Tier II Cities
Social Status	Middle to Upper class	Middle Class	Middle to Upper class
Lifestyle	Mindful eating Stress Management Fitness	Fitness Mindful eating	Mindful eating Sleep patterns Mental Health Fitness

WHAT ¿F COMPETITORS – SWOT ANALYSIS

STRENGTH	WEAKNESS
• Established consumer base • Collaboration with well-known brands (Vistara) • Good social media presence • Referral program • Strong Funding	• No social media influencer tie ups • No private label • Low B2C Offerings • Lacks consumer ecosystem
THREAT	**OPPORTUNITIES**
• Price sensitive customers • Increased competition from healthcare services (Practo, 1MG)	• Fitness offerings • Launch private labels • International consumer base

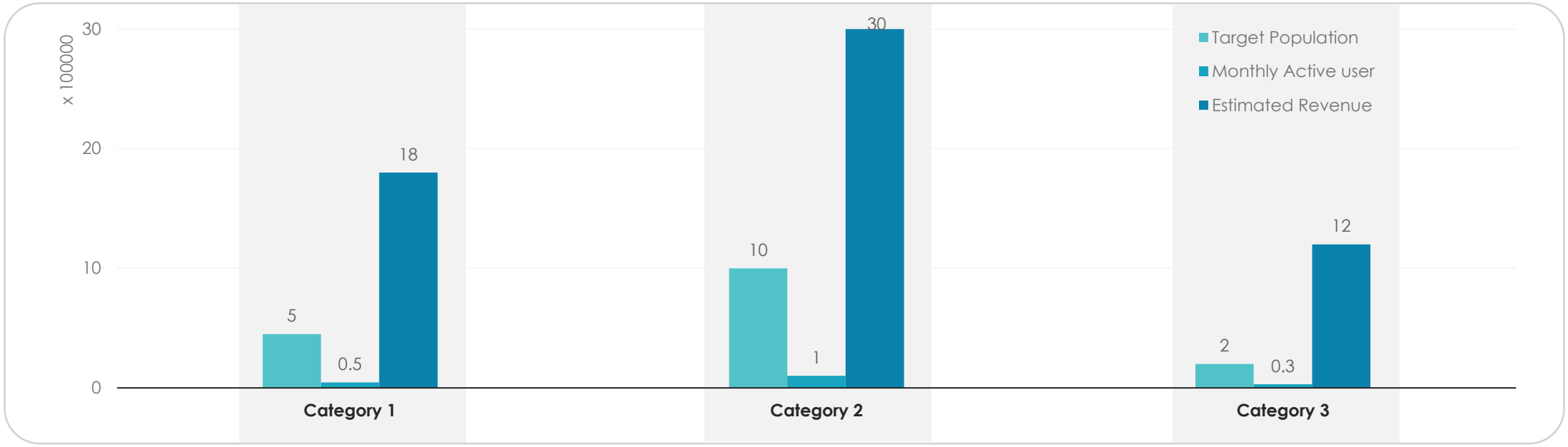
Point of Difference:

- Affordable offerings
- Private label Eco-friendly merchandise
- Complementary content (Fitness video sessions)
- *WhatIf* subscribers IM groups
- Focus on conscious living rather in addition to clinical treatment of chronic wellness
- Issuance of Newsletter for Gold members

Point of Parity:

- Similar consumer base
- Similar offerings

Market Growth:
Customer Base & Revenue



Creating Market awareness and growth
(Price Sensitive Group)

Target Population for Category 1: 4,50,000
Estimated MAU: 0.10*4,50,000 = 45,000
Subscription rate: 2% = 45,000*0.02 = 900
Monthly price: 1500 (Initial Deep discounting)
Monthly revenue add: 900*1500 = 13,50,000

Increase Market Penetration
(Price Sensitive Group)

Target Population for Category 1: 10,00,000
Estimated MAU: 0.10* 10,00,000 = 1,00,000
Subscription rate: 2% = 1,00,000 *0.02 = 2000
Monthly price: 1500 (Initial Deep discounting)
Monthly revenue add: 2000*1500 = 30,00,000

Market Expansion
(Price Insensitive Group)

Target Population for Category 1: 2,00,000
Estimated MAU: 0.15* 2,00,000 = 30,000
Subscription rate: 2% = 30,000 *0.02 = 600
Monthly price: 2000 (Price Hike)
Monthly revenue add: 800*2000 = 12,00,000

**Note: Cult cumulatively charges 3532 for fitness, Mindfulness & diet training*
Shyft charges on an average 2000 per month per user for Nutritional services

User Persona

- A user persona is a representation of a particular user segment of WhatIf mobile App & services.
- Understand User's psychology
- Addition/deletion of features, Interaction design

Question asked during Interview:

Q: WhatIf is a nutrition and fitness solution provider .What do you look for in a application of such kind?

A: Over Internet, currently there are lot of disparate information, no one stop solution. Even the information is not specific to my needs and I find conflicting views to the same approach. Verified information isn't readily available

Q: Would you be willing to purchase merchandising products from the app.

A: Initially no, maybe later once I see the need

Q: Would you be more willing to stay on the app if your friends & colleague were to use the same app

A: Yes, if my circle uses the same app, it will be better as my circle also practices physical wellbeing

SHRUTHI SHETTY

WHAT ¿F

Age: 30
Location: Bangalore
Occupation: IT Engineer
Status: SINGLE
Income: 15,00,000

Motivations

- Nutritionists
- Family & Friends
- Social media Blogs

Personality

Introvert — Extrovert

Technical Skills

" I would like to use an app that answers all my queries on healthy living and provides authentic means for it"

Goals

- To be regular in meditation and mindfulness
- To regularly eat healthy
- To ensure daily physical activity, look good
- Reduce anger and increase productivity

Pain Points

- Unable to find one-stop solution for healthy living
- Internet has a lot of conflicting views over simple needs
- Can't decide healthy items to eat

Technology

- Fast Internet access
- iPhone user
- Most used app: Utility & Video Streaming

USER JOURNEY MAP	Search for Mindfulness	Search for Dietician	Book Appointment	Perform Action	Next Engagement
User Goals	• Find Certified **Yoga/ Meditation** Instructor with pre-booking facility	• Find **Certified Dieticians** with pre booking facility over call or online	• Seamless and hassle-free booking with instant confirmation	• Easy online(recording available) consultation/sessions with data privacy	• Creation of **health plan with visibility** on upcoming sessions, scheduled in calendar
User expectations	• High availability of instructors • Low cancellations/ postponement	• High availability of Dieticians • Low cancellations/ postponement	• Multiple payment options • Multiple available dates • Option to reschedule	• Private conversation • On-time sessions • Comfortable gender ratio in yoga/ meditation sessions	• Upcoming sessions • Provide feedback • Batch discussion
Process	• Simple UI/ UX • FAQs/ Reviews • Online chatbot	• Simple UI/ UX • FAQs/ Reviews • Online chatbot	• User makes payment & schedules sessions	• User takes part in 1-1 dietician and yoga/meditation sessions	• User updates diet chart and daily/weekly goals (reward mechanism)
Experience	• User should feel safe & comfortable **(Chronic Wellness)** with the instructor (user reviews)	• Safe, confidential and confident	• User should be made available with session details (batch size, rooster)	• Sufficient call duration • Q&A from user	• No hassle of booking each session
Touchpoints	• Interaction with Instructor (Website Application, customer care)	• Interaction with Dieticians (Website Application, customer care)	• Video/ Audio call • Note taking and goal setting	• No technical difficulties and sessions are recorded for user review	• Automatic session booking
Pain points	• Unavailability of preferred personal instructor • Long wait time	• Unavailability of preferred Dietician • Long wait time	• User is unable to get quick confirmation	• User is unhappy if sessions are rescheduled	• Users goals are not met
Ideas	• Instant notification to instructor for confirmation	• Instant notification to dietician for confirmation	• User should have access to customer support to expedite the booking process	• User should be regularly notified about the upcoming session details	• Allow user to have ad-hoc support

WHATIF Mobile Application

Features:

- Chronic Wellness
- Mindfulness
- Merchandising

- **Free Content to build Market awareness**
- **Membership model- Premium, Gold & Elite**
- **Subscription model**
  - Weekly, Monthly & yearly plans
  - Referral Programs
  - 2 level Pricing model: Subscription based & Booking based

B2C

Digital product – Mobile Application & Website

B2B

Enterprise Edition

- **Digital Advertising:** YouTube, Instagram
- **Offline Advertising:** Tie-ups with local Dieticians, Therapists & Instructors
- **3rd party:** Tie-ups with 'Mindfulness apps' such as Calm, Headspace
- **Events**

GO TO MARKET STRATEGY

Clarify your value proposition

"For ***people between the ages 25-65***, who are ***looking at lifestyle management and ways to manage chronic wellness***, ***WhatIf*** is an application ***for healthy living and conscious lifestyle*** that ***offers affordable choices towards mindful living & conscious lifestyle*** because of its services in ***eco-friendly merchandising, Yoga, Exercise, and meaningful diet***."

Craft your promotion strategy

- Social Media
- Email Marketing
- Social Media Ads
- Content Marketing

Set metrics and monitor your performance

- Customer acquisition cost (CAC)
- Cost per dollar of sales expense
- Closing/ conversion rate
- Length of the sales cycle
- DAU/MAU

Identify your target market

Category 1

Define your pricing strategy

Choose your sales and distribution channels

App Stores

TARGET SEGMENT

Category 2

THANK YOU

IIM Kozhikode