SWOL Tech Product/Market Fit Recco

6-18-2024

Two <u>Different</u> Core Fitness Business Profiles

Paul's Profile (Ideal Customer Profile)

ICP Prerequisites:
- Already had online school setup
- Already had online curriculum
- Have content living in 4-5 different places

Problem Profile: Paul had too many different tech platforms for KALI clients to want to log into. Paul was managing on-demand videos in 1 place, instructional videos in another, chat forum on yet another., and Zoom for live sessions. It got too complex, which contributed to churn.

Solution (SWOL Tech Unified Content): You built SWOL's technology, which is now unifying all content and communication in 1 place. Now, Paul only has to manage 1 platform, and students can access all content from 1 platform, which is preventing churn and increasing engagement. You should find other businesses that have content online and have this fragmentation problem..

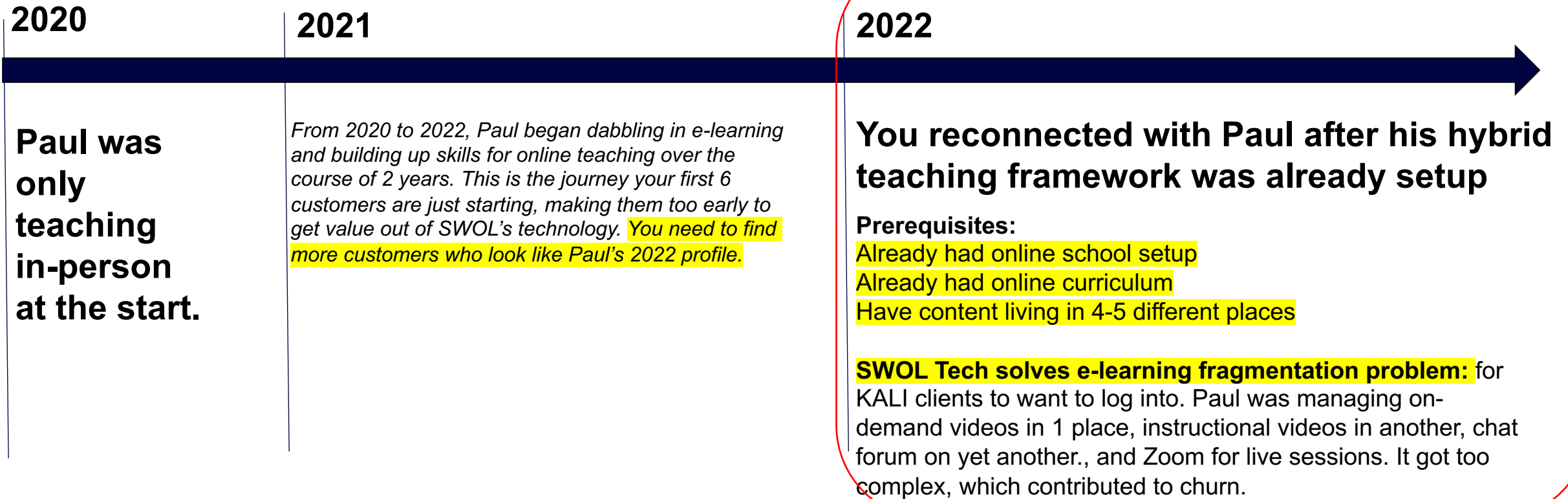## Your First 5 Customers' Profile (Secondary Profile)

Secondary Profile Descriptors:
- Want to expand their business by going online
- Teaching in-person only today
- Need help creating video content
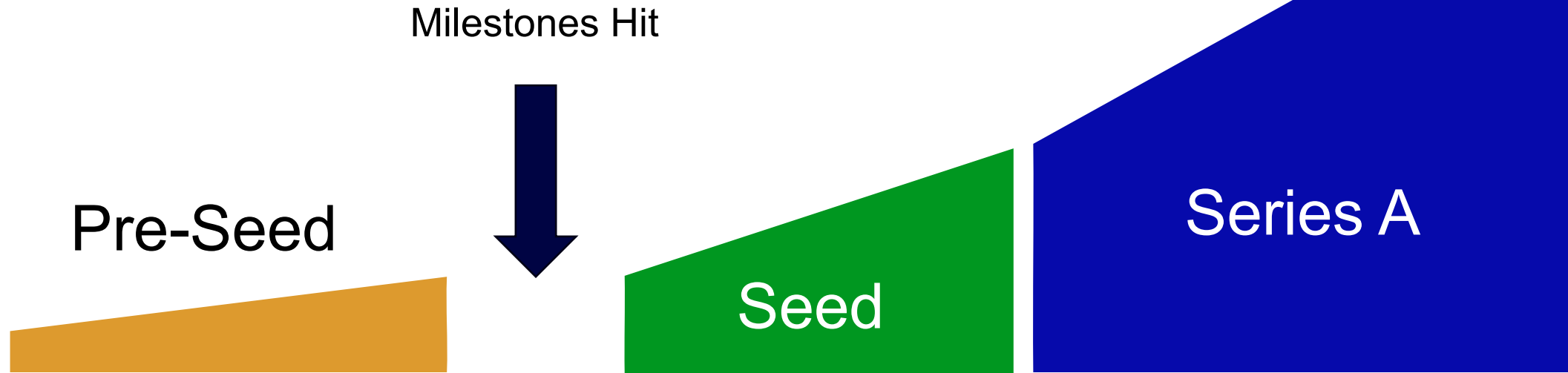- Need help establishing curriculum

Problem Profile: They're where Paul was 2 years ago before SWOL. They have the intent to scale their businesses online, so trying to figure out how to make instructional videos for what they teach every day in-person. They're stuck with analysis paralysis though. They don't have a content fragmentation problem yet that SWOL Technology can solve, because they don't have content. They're not your ideal customer (yet). There is a huge pool of fitness businesses that could get value from SWOL's technology today though.

Solution (Mobile Creator App Being Developed Now As New Offering): You're building a creator mobile app so these businesses can film on their phones. Paul is putting together templates for 5-minute instructional videos to be a basic-level content curriculum. This is an entirely new offering/product for a different customer profile.

When you reconnected with Paul, he was already online teaching. You built SWOL to solve his <u>e-teaching fragmentation problem.</u>

2020

2021

2022

Paul was only teaching in-person at the start.

From 2020 to 2022, Paul began dabbling in e-learning and building up skills for online teaching over the course of 2 years. This is the journey your first 6 customers are just starting, making them too early to get value out of SWOL's technology. You need to find more customers who look like Paul's 2022 profile.

You reconnected with Paul after his hybrid teaching framework was already setup

Prerequisites:
Already had online school setup
Already had online curriculum
Have content living in 4-5 different places

SWOL Tech solves e-learning fragmentation problem: for KALI clients to want to log into. Paul was managing on-demand videos in 1 place, instructional videos in another, chat forum on yet another., and Zoom for live sessions. It got too complex, which contributed to churn.

Core Target Recommendation

Milestones Hit

Pre-Seed

Seed

Series A

Immediate Focus:

Prioritize fitness companies that mirror Paul's initial setup—those with existing online courses but facing challenges in platform management and student engagement. They are a perfect product/market fit for SWOL's technology today.

Future Expansion:

After securing funding, you can expand your product to add value to fitness businesses that need help transitioning online. They will pay you to use your mobile creator app, Paul's templates, and other services you bundle to assist these businesses in developing online instructional content. This will prepare them to eventually use SWOL Technology (as it exists today) for managing content, aligning them with your core customer profile.

Product/Market Fit Problem

You signed up five businesses that don't have any content, which means they're unable to leverage SWOL Technology or get value from it. The issue isn't your product. The issue is you signed up the wrong customer profile.

No content found!
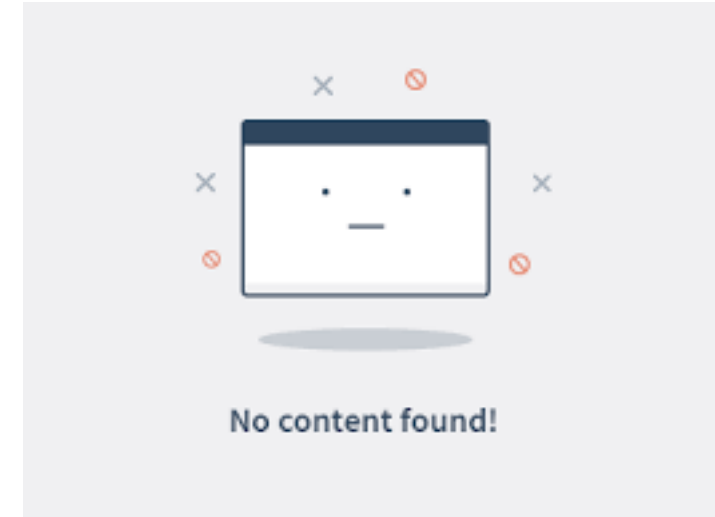
Looking at it a different way, your first 5 customers mark a significant departure from your initial target customer profile, which is best exemplified by Paul's successful use of SWOL Technology for KALI Academy. He already had online content and was running into student retention issues from the content being so fragmented across different platforms. You built SWOL Tech to help businesses like Paul's. Go find more of these businesses to sign up.
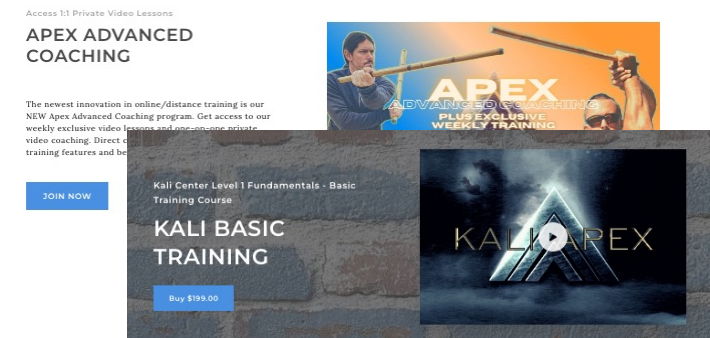
Your next significant milestone is fundraising, but you need to have product/market fit established before you can do that. To get there, simply sign-up fitness businesses that are similar to KALI Academy– those that already have online content and are experiencing issues with managing it effectively. These customers are more likely to become repeat users of your technology, appreciating its value to prevent student churn and contributing to steady revenue growth for SWOL Technology. It's a much faster path to fundraising than redoing the product to service a different segment of the market– fitness businesses who need help creating content to grow their businesses through e-fitness courses. You can expand to them later.

By focusing on businesses already online but struggling with content management, you can fast-track SWOL Technology's revenue growth and achieve your funding objectives more rapidly. Once these goals are met, expanding the customer base to include businesses new to online content will be both feasible and strategically beneficial.