



ABS Exclusive Home Personal Trainer Application (Fitness on the Go...)



Market Validation

>50 %

members don't opt for fitness membership renewal & aren't regular at gym due various reasons

7,29,200

users/searches in India for home fitness training, personal fitness training at home, gym equipment at home

4,610

users/searches in India for personal trainer services at home

48,140

users/searches in Pune for home fitness training, personal fitness training at home, gym equipment at home

1,070

users/searches in Pune for personal trainer services at home

Market Size

>2160 Cr in India

If we take only 40 % of current search volume as potential market considering Rs 1000 as per session and minimum 12 sessions for average 6 months assuming few will drop after 1st month and few will renew for 12 months

>720 Cr in Maharashtra

If we take only 50 % of current search volume as potential market

~ 180 Cr

Market Size in Pune if we consider 50% of potential market as target market

~8 Cr

Exact Market size as per Google Search Volume of 1000

30%

Fitness services market growth rate in India

Product



A full fledged Web Based Application

- Exclusivity of personal training at home
- Goal based fitness plan
- Exclusive planned sessions based on client health Condition
- Online progress monitoring and goal assessment dashboard
- Session based subscription model
- Alert/Notification on runtime conflicts
- Strong hold backend support system

Android and Apple Apps

- Book a trainer online
- Check session based plan
- Check goal progress

Business Model

We take Rs 1000 from customer per session for monthly subscription or 12 sessions totaling 12,000

Expected Market Acquisition

10,000 users

Avg Fee Per Session

INR 1000

Annual Revenue (~50% of Market Potential)

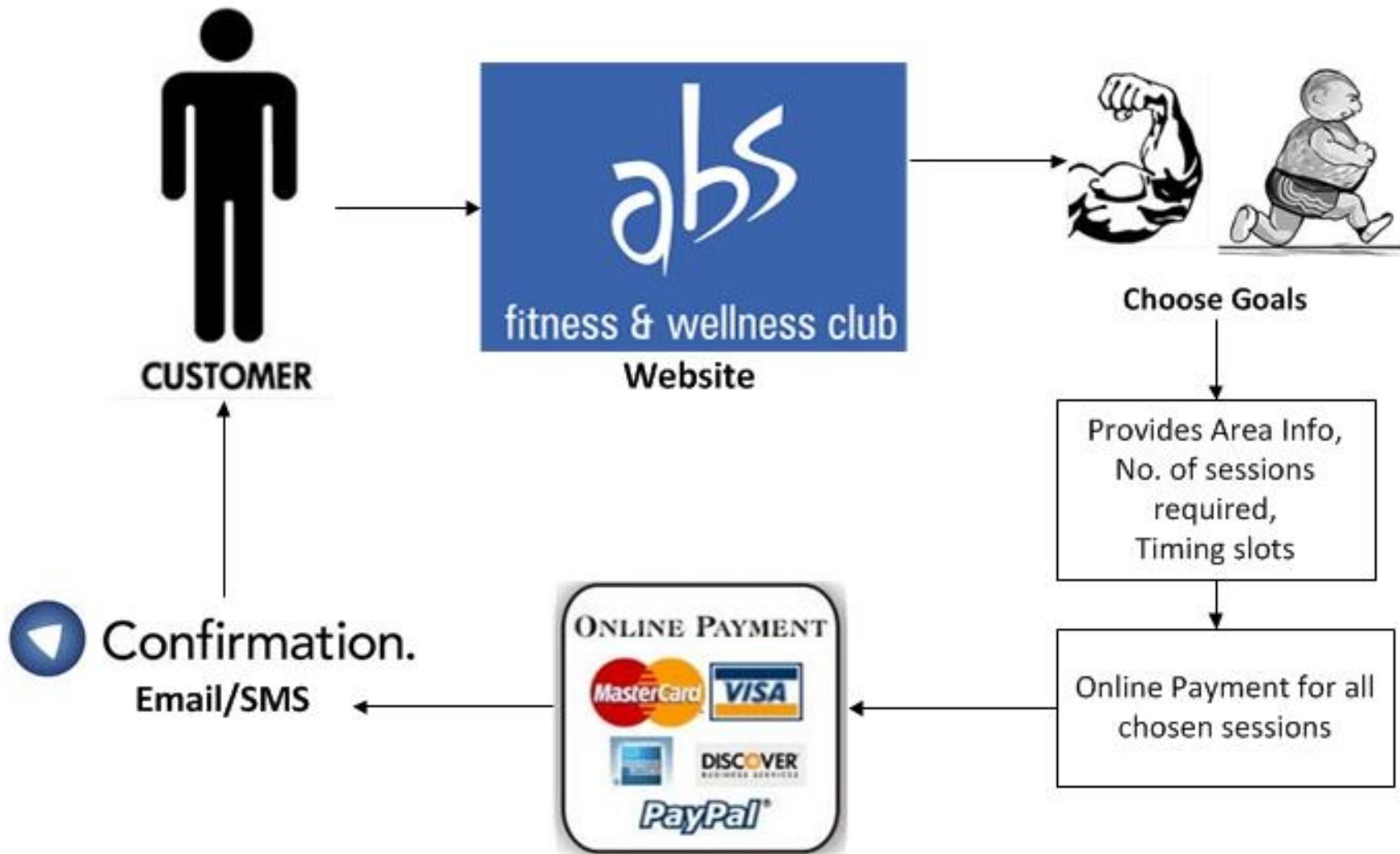
INR 4,0,000,000

How big can it become?

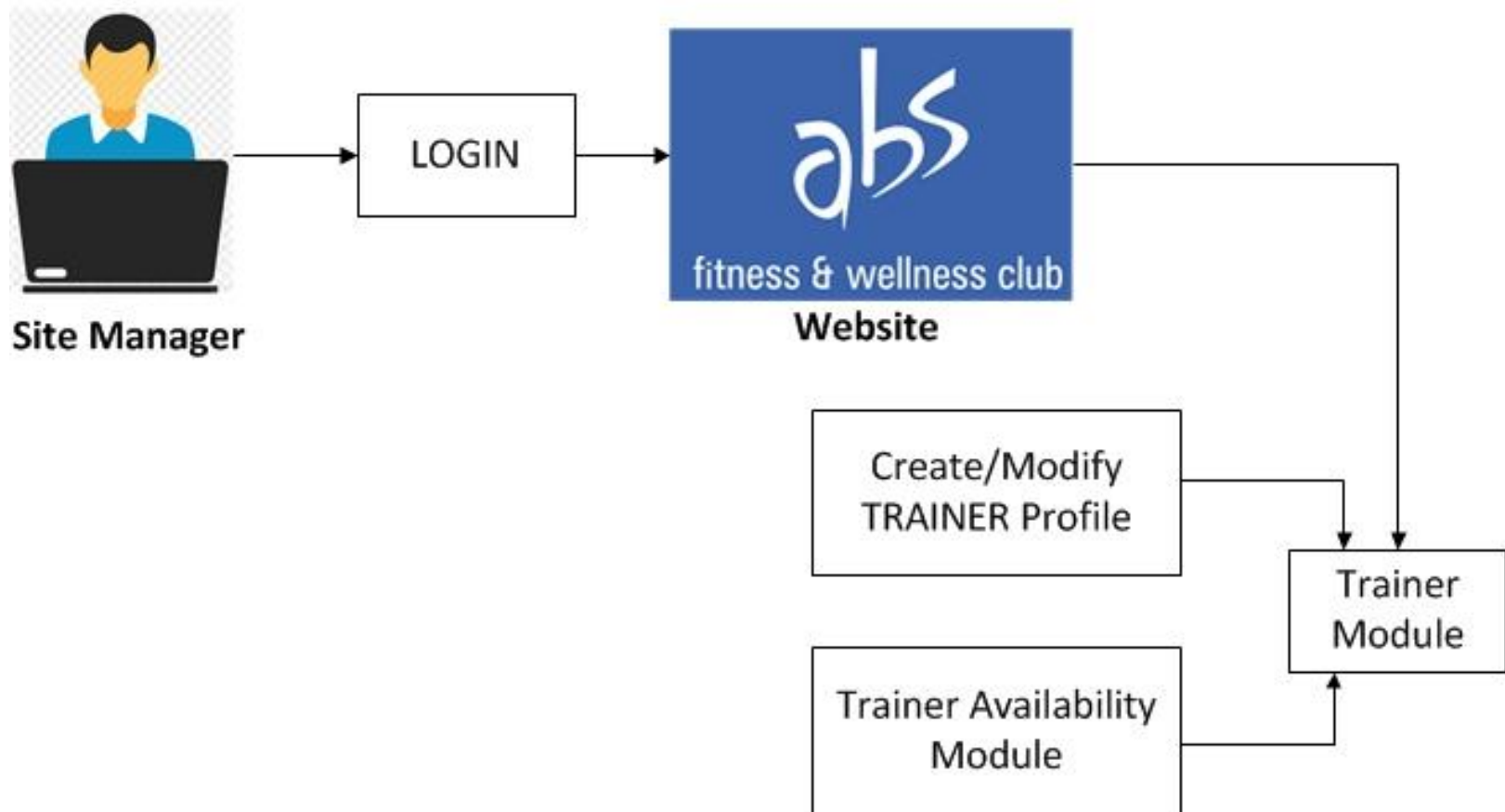
If we capture 20% of Maharashtra Market in 3 years

INR 144,0,000,000 or 144 Cr

Customer work flow cycle



Abs site level work flow cycle

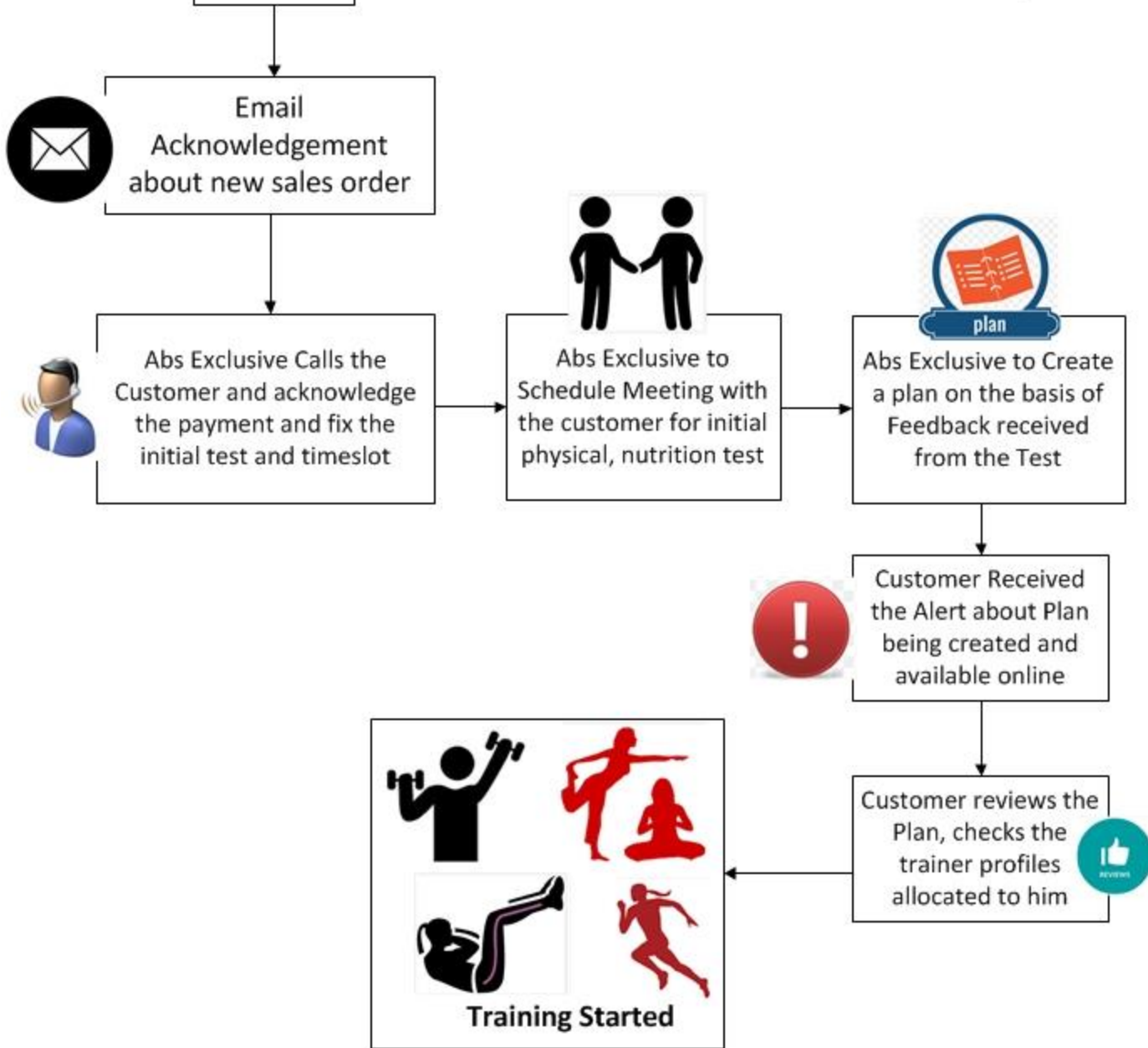




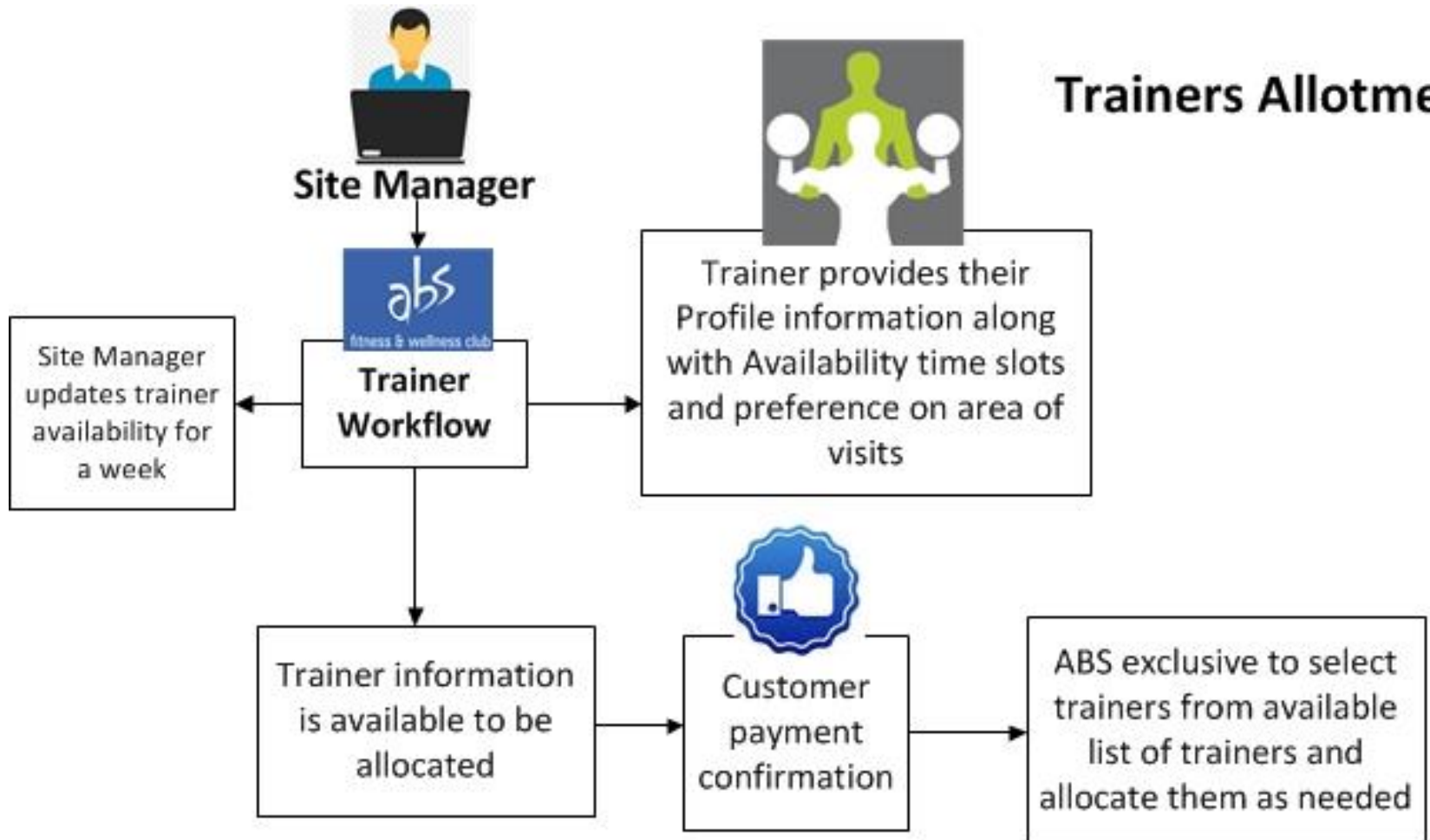
Customer Workflow

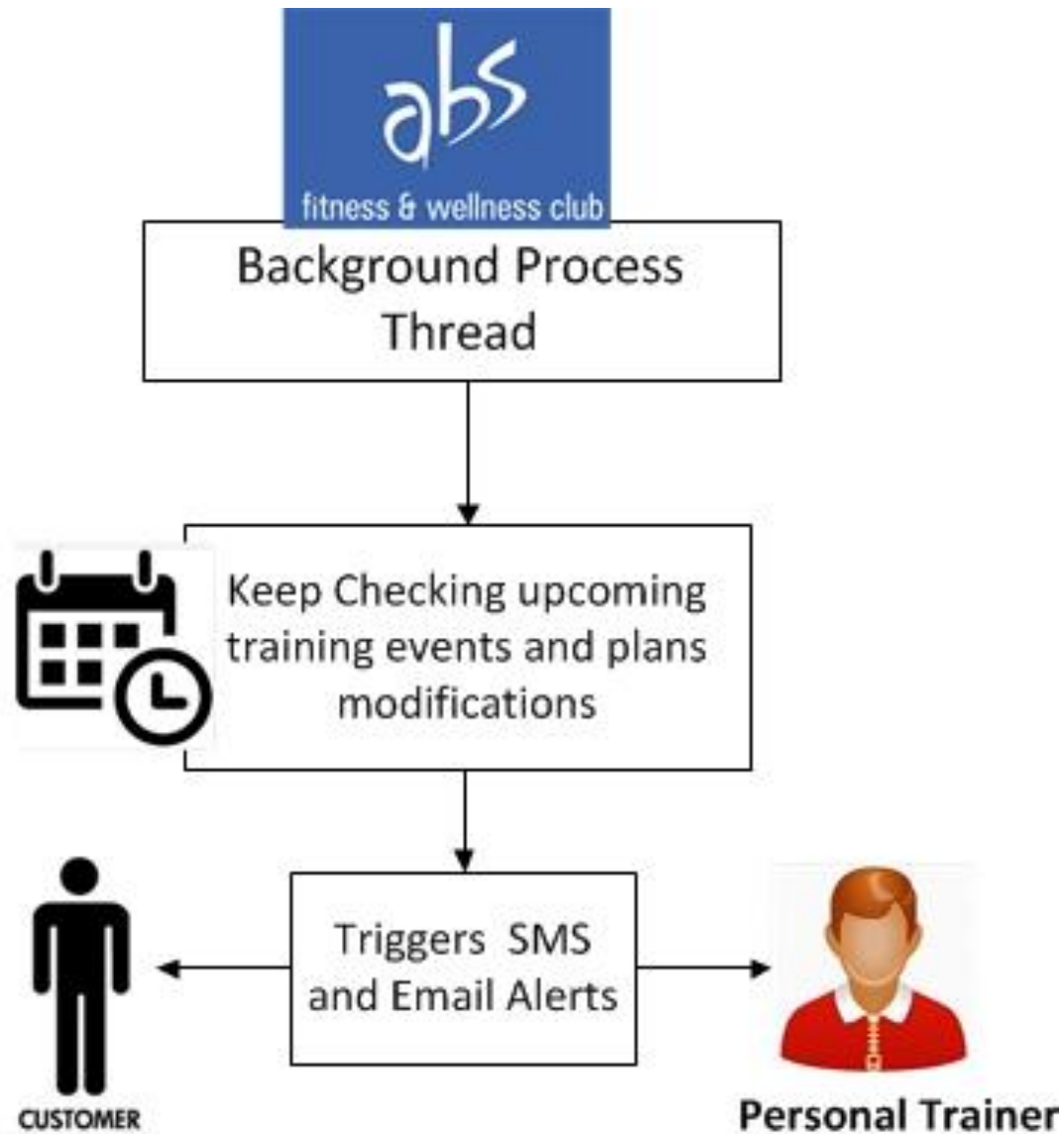


ABS Exclusive workflow cycle



Trainers Allotment





Using Pune personal training alone, with an initial sign-up of 100 clients by 2nd month, it is estimated that during the first month, we will not sign up any customer and will focus on marketing. 2nd month onwards we will start signing up assuming 100 clients

