BUSINESS PLAN · INDIA

Fitness App / Online-Coaching Brand

Accessible, personalised, affordable fitness and wellness at scale

WELLNESS

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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1. Executive Summary

This plan sets out a **Fitness App / Online-Coaching Brand** in India — a digital fitness & wellness platform offering app-based workouts, personalised training & diet plans, live & on-demand classes, habit/health tracking & online coaching, on a freemium/subscription model, optionally with premium 1:1 coaching & corporate tie-ups. It earns recurring subscription revenue plus premium coaching & B2B income, monetising India's digital-fitness & wellness boom on a scalable, asset-light tech model — a subscription-, CAC-LTV- & retention-driven digital wellness startup.

India's digital-fitness & online-coaching market has grown rapidly, driven by smartphone/UPI penetration, health & fitness awareness, convenience, affordability vs. gyms, & the post-pandemic shift to home/hybrid fitness. An app brand is asset-light & highly scalable but subscription- & retention-economics-driven, with the key levers being efficient acquisition (CAC), engagement/retention, subscription conversion & LTV, content/coaching quality & monetisation mix (subscription + premium + corporate). It is equity/self-funded given the growth & unit-economics profile; success rests on retention, CAC efficiency, conversion & LTV:CAC.

This is a startup with an equity/self-funded profile — funded by promoter & angel/seed equity for tech, content & growth (DPIIT startup benefits). This plan models an app brand raising **₹60 lakh** (₹20 lakh promoter + ₹40 lakh angel/self-funded + runway), targeting **₹80 lakh** revenue in Year 1 and **₹3 crore** by Year 3. *(Fitness app/online-coaching; subscription-SaaS, CAC-LTV/retention-driven, equity-funded, scalable.)*

2. Business Description, Vision & Legal Structure

Concept: A digital fitness & wellness app/coaching brand - workouts, personalised plans, live/on-demand classes, tracking & coaching - freemium/subscription, scalable & asset-light.

Vision: To make effective fitness & wellness accessible, personalised & affordable at scale.

Mission: Help users get fit & healthy with great content, coaching & results - anywhere.

Legal structure options

- **Private Limited** — recommended (for tech, equity, DPIIT & scale).
- **LLP** — possible early, but funding/scale favour Pvt Ltd.

> **Regulatory anchor:** a fitness-app brand is a digital/consumer-tech business — Pvt Ltd & DPIIT startup, GST, app-store & payment/subscription compliance, DPDP (health & personal data), consumer-protection/e-commerce & honest health claims (and Telemedicine/qualified-professional norms if offering clinical diet/medical advice). Efficient acquisition (CAC), engagement/retention, subscription conversion & LTV, content/coaching quality & monetisation mix determine success; asset-light & scalable but retention- & unit-economics-critical.

3. Promoter & Ownership

Led by a founder with fitness, product/tech or growth background. The team includes product/tech (app), content/coaches & trainers, growth/performance-marketing & data/retention. Content/coaching quality, product/UX, retention & growth efficiency are the differentiators. A Private Limited holds IP; founder-plus-angel/ESOP cap table is typical. Ownership & stakes are editable inputs.

4. Market Analysis — India

India's digital-fitness & online-wellness market is large & growing, driven by smartphone/UPI penetration, health & fitness awareness, convenience & affordability vs. gyms, home/hybrid fitness & young digital users. Consumers want accessible, personalised, affordable fitness & results. The market rewards content/coaching quality, product/UX, efficient acquisition, engagement/retention & monetisation; it is CAC-, retention- & competition-sensitive, met with retention, content/coaching, niche & efficient growth.

Demand drivers

- **Smartphone/UPI & digital** adoption.
- **Health & fitness** awareness.
- **Convenience & affordability** vs. gyms.
- **Home/hybrid fitness** shift.
- **Personalisation & coaching** demand.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Digital fitness/wellness in India	Very large & growing
SAM	Target users/niche	Substantial
SOM (Yr 1–3)	Subscribers & coaching	Scaling

Target segments

- Home/hybrid fitness users.
- Weight-loss & transformation seekers.
- Niche (yoga, women's, seniors, sports).
- Premium 1:1 & corporate users.

5. Competition & Competitive Advantage

Landscape: fitness apps (Cult, HealthifyMe, global apps), YouTube/free content, gyms & online coaches. The brand competes on content/coaching quality, product/UX, personalisation, results, retention & niche.

The brand's edge

- **Content & coaching quality.**
- **Product/UX & personalisation.**
- **Results & engagement/retention.**
- **Niche & community.**
- **Efficient acquisition & monetisation.**

6. Products & Revenue Model

Stream	Model	Basis

App subscriptions (freemium→premium)	Recurring (monthly/annual)	Core recurring
Premium 1:1 / personalised coaching	Higher-value fee	Margin/ARPU
Live & specialised programmes	Package/subscription	Engagement/ARPU
Corporate & B2B	Contract (per-employee)	Volume/base
Products, affiliate & ads	Commission/margin	Ancillary

> App subscriptions give scalable recurring revenue at high gross margin (content/tech, near-zero marginal cost); premium 1:1 coaching, programmes & corporate lift ARPU; products/affiliate add ancillary. CAC, conversion (free→paid), engagement/retention & LTV drive economics — the decisive app levers; LTV:CAC > 3 & retention are the make-or-break metrics.

7. Go-to-Market — Marketing & Sales

- **Performance & content marketing** (efficient CAC).
- **Influencers, social & community.**
- **Freemium → premium** conversion.
- **Niche, results & referral.**
- **Corporate & partnerships.**

Sales approach

Acquire efficiently (performance + content + influencers + referral) → convert free→premium via value & results → engage & retain (content, coaching, community, gamification) → lift ARPU with premium/coaching & corporate → scale on positive LTV:CAC. Retention, CAC efficiency & LTV build a scalable subscription business.

8. Operations Plan

- **Product & content:** app (iOS/Android/web), workout & plan library, live/on-demand classes, tracking & personalisation; coach network.
- **Process:** acquire → onboard → engage (content/coaching/tracking) → convert & retain → upsell premium/corporate → iterate on data.
- **Tech & data:** app/backend, personalisation/recommendation, analytics & retention, payments/subscriptions.
- **Content/coaching:** quality trainers/coaches, content production, programmes; results & safety.
- **Compliance:** DPDP (health data), payments/app-store, honest claims, Telemedicine/qualified norms (clinical advice).

App-brand workflow

Stage	Activity	Metric
Acquire	Performance/content	CAC/installs
Convert	Free→premium	Conversion %
Engage	Content/coaching	DAU/MAU/engagement
Retain	Results/community	Retention/churn

Monetise	Premium/corporate	ARPU/LTV

9. Regulatory, Licences & Compliance (India)

- **Business & tax:** Pvt Ltd; DPIIT startup; GST; PAN/TAN; Udyam.
- **Data & platform:** DPDP-aligned health/personal data; app-store & payment/subscription compliance; consumer-protection/e-commerce.
- **Claims & professional:** honest health/fitness claims; Telemedicine Guidelines & qualified professionals (if clinical diet/medical advice).
- **IP:** content/brand IP & trademark; coach agreements.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Founder(s)	2	2	3
Product & tech	3	6	10
Content, coaches & trainers	3	7	13
Growth & marketing	2	5	8
Data, support & admin	2	4	6
Total	**12**	**24**	**40**

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Build	Month 0–4	App, content, coaching, payments, launch
PMF	Month 4–9	Retention & conversion; unit economics validated
Traction	Month 9–12	Efficient CAC & LTV; ₹80L revenue
Scale	Year 2	Growth, premium/corporate, niches
Grow	Year 3	₹3cr revenue; positive unit economics at scale

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Fitness app; subscription-SaaS, CAC-LTV/retention-driven, equity-funded.

12.1 Project cost & means of finance

Capital requirement	₹
App/product & tech development	22,00,000

Content & coaching setup	10,00,000
Growth / marketing (launch + runway)	18,00,000
Team & operations runway	6,00,000
Contingency / runway buffer	4,00,000
Total project cost	**60,00,000**
Promoter contribution	20,00,000
Angel/self-funded + runway	40,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
App subscriptions	48,00,000	1,05,00,000	1,80,00,000
Premium coaching & programmes	22,00,000	50,00,000	80,00,000
Corporate, products & ads	10,00,000	25,00,000	40,00,000
Total revenue	**80,00,000**	**1,80,00,000**	**3,00,00,000**
Content, coaching & delivery	24,00,000	50,00,000	78,00,000
Marketing & acquisition (CAC)	32,00,000	58,00,000	85,00,000
Tech & product	16,00,000	30,00,000	45,00,000
Team & overheads	14,00,000	30,00,000	50,00,000
Total expenses	**86,00,000**	**1,68,00,000**	**2,58,00,000**
Net profit (before tax)	**−6,00,000**	**12,00,000**	**42,00,000**
Net margin	Invest (near-BE)	6.7%	14.0%

12.3 Unit economics & break-even

- **LTV:CAC:** the decisive metric — subscription LTV (ARPU × gross margin × lifetime) must exceed CAC by ~3x; retention (low churn) drives LTV.
- **Conversion & retention:** free→premium conversion & engagement/retention (churn) are the core levers; premium/corporate lift ARPU & blended margin.
- **Break-even:** Year 1 invests in product, content & growth (near break-even); profitable from Year 2 as retention, ARPU & scale build on high-margin subscriptions.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	10,00,000	7,50,000	6,20,000	5,60,000
Collections (subscriptions)	14,00,000	18,00,000	22,00,000	26,00,000
Content, marketing, tech & team	16,50,000	19,30,000	22,60,000	25,60,000
Closing balance	**7,50,000**	**6,20,000**	**5,60,000**	**6,00,000**

> Subscriptions (esp. annual) bring upfront cash (favourable); the burn is growth (CAC) & tech ahead of scale, funded by equity/runway. Retention, LTV:CAC discipline, annual-plan mix, runway & disciplined burn manage cash; scaling CAC without positive LTV:CAC is the cardinal risk — grow only on proven unit economics.

12.5 Key Performance Indicators to Monitor

- **Economics:** CAC; LTV; LTV:CAC; payback period.
- **Funnel:** installs; free→paid conversion; ARPU.
- **Engagement/retention:** DAU/MAU; churn; retention curves.
- **Mix:** premium & corporate share; gross margin; burn/runway.

13. Funding Requirement & Investability

Total ask: **₹40 lakh angel/self-funded + runway** against ₹20 lakh promoter contribution — equity-funded given the growth & subscription-economics profile (DPIIT startup benefits). Investability rests on retention, LTV:CAC, conversion & a credible path to profitable scale — Year-3 profit ~₹42 lakh on ₹3cr with high-margin subscriptions. Scale funding follows proven unit economics; asset-light & scalable model with strong gross margins is attractive once retention & CAC are proven.

13.1 Funding utilisation

Use of funds	₹	% of total
App/product & tech development	22,00,000	36.7%
Growth / marketing (launch + runway)	18,00,000	30%
Content & coaching setup	10,00,000	16.7%
Team & operations runway	6,00,000	10%
Contingency / runway buffer	4,00,000	6.7%
Total	**60,00,000**	**100%**

14. Risk Analysis & Mitigation

Risk	Mitigation
High churn / low retention	Content/coaching quality, results, community, gamification; annual plans
High CAC / poor LTV:CAC	Content/organic, referral, niche; scale only on positive LTV:CAC
Competition (apps/free content)	Coaching, personalisation, results, niche & community
Funding / burn	Runway discipline; unit-economics-first; premium/corporate revenue
Data & claims compliance	DPDP; honest claims; Telemedicine/qualified norms (clinical)

15. SWOT Analysis

Strengths Asset-light & scalable; high-margin subscriptions; digital-fitness boom; upfront (annual) cash; premium/corporate upside.	**Weaknesses** Retention-/churn-critical; CAC-sensitive; competition & free content; funding-dependent to scale.
Opportunities Digital-fitness growth; niches; premium coaching & corporate; content/community; international.	**Threats** Well-funded apps & free content; CAC inflation; churn; funding cycles.

16. Recommended AiSevak Tools for This Business

This fitness-app brand would use AiSevak's Wellness vertical tools in delivery:

- **Product & growth:** subscription/CRM & retention, CAC-LTV/funnel-analytics, content/coaching-ops and corporate-B2B tools.
- **Compliance:** DPIIT/startup, DPDP & app/payment, honest-claims & Telemedicine (clinical) and trademark/IP tools (with Legal & Finance verticals).
- **Practice:** Business Plan, LTV:CAC/retention-economics and burn-runway/Break-even tools to model the brand.

17. Key Assumptions & Notes

- Fitness app/online-coaching; freemium→subscription + premium 1:1 coaching + corporate/B2B + products/ads; asset-light & scalable.
- LTV:CAC (>3x), retention (churn) & free→paid conversion decisive; high-margin subscriptions; Year 1 invests, profitable from Year 2.
- Equity/self-funded + runway (DPIIT); Pvt Ltd, GST, DPDP (health data), app/payment & honest-claims/Telemedicine (clinical) compliance.
- CAC, retention, conversion & LTV drive economics; figures illustrative, exclude GST.

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