

# G-Lab 2019 **Q** Lima, Peru

#### **COMPANY OVERVIEW**

The KO Group has built a successful lifestyle and wellness brand with exercise studios in Peru, Chile, and Colombia. KO is looking to enhance its utilization of digital tools to spread its philosophy and four pillars to places beyond their physical locations through an online 'Wellness University.' through an online 'Wellness University.'





### **PROBLEM STATEMENT & SCOPE**

Today, the KO Group does not have a defined digital strategy, putting long-term expansion through a digital "Wellness University" at risk. We explored the digital landscape to recommend the platform, content, design, and rollout needed to launch this new KO offering.

#### Our on-site work was performed across five key workstreams:

**#1 CHARTER:** Clarify external and internal mission of the Wellness University

External Vision	Inter
Train for happiness	The purpose
External Mission	University is

#### rnal Mission

e of the Wellness to spread the KO

### **#3 CONTENT:** Define set of content that will be valuable for the Wellness University, including topics and format





Ranking of pillars, exc	cluding intense exercise
Mindful eating:	

earning to eat fo ealth and ener Positive attitude

To provide a methodology for empowerment, independence, and self-love.

philosophy throughout the world to reach new customers and increase KO brand awareness

# **#2 PLATFORM:** Explore existing education platforms to understand what KO team could leverage; select platform

Selection Criteria	Open EdX	Adobe Captivate Prime	Looop	Teachable	Wix	Self-built
Price	Free (may have additional costs e.g. servers, implementation)	\$4 / mo / registered learner	1199/month For 500 users	\$79/month	\$35/month + Domain hosting & Dev cost	Domain hosting, cloud space + Dev cost
Size	Self-hosted	Maximum of 3500 learners	500+ users requires "Enterprise Plus" subscription	Unlimited students	50GB Cloud storage	Customizable
Mobile capabilities	Yes	Captivate Prime App	Mobile App (Looop branded)	Limited (Responsive)	Limited (Responsive)	None built-in, extra development required for responsiveness
Branding capabilities	Customizable; may require coding skills	Custom branding or out-of-the-box themes	Customizable	Customizable	Complete - limited coding required	Complete control with coding
Customer support from LMS	Limited; open source support	Onboarding; support chat bot	Tech support included	Tech support included	N/A	N/A
Community interaction	Customizable	Discussion boards, social learning feed	Feedback through comments	Some discussion and social tools	Comment sections & Discussion boards, "Member's area"	Comment sections, discussor boards, and ID tracking all require development
Intended audience	Instructors & learners; academic focus	Generic LMS	Organizations seeking to track and improve	Course designers	Blog creators	As-developed
Estimated Development Needs	High	Low	Medium	Low	High	Very High

- Compared 30+ platforms, including features and pricing Presented findings and recommendation
- Selected **Teachable** as platform



#### **Gallery Walk with KO Members**

- Reviewed 100+ content concepts; selected favorite ideas
- Top selections included science-based food education (mindful eating) and motivational testimonials (positive attitude)

#### **Interviews with KO Instructors** B

- Want to provide members with a way to focus on improving mental state in addition to physical health
- **Survey of non-KO Members** С
- Indicated strong preference for mindful eating content (food education & meal plans) and positive attitude (advice on maintaining life balance)

# **#4 DESIGN:** Using learnings from Content and Platform workstreams, propose designs for Wellness University



Key features include:

- **Course categorization**: courses can be grouped by the KO pillars
- Drip release: classes can be set up to release content at different time intervals (e.g. weekly reflections, daily mindfulness course)
- **Multi-lingual captioning**: users

can watch videos with subtitles in their preferred language

## **#5 ROADMAP:** Develop a plan to build and rollout Wellness University

- Compiled list of suggested content based on research in Content module
- Researched avenues to market and release the Wellness University
- Crafted the following roadmap to guide KO's rollout planning:

	NOW	змо	6 MO	1 YR	1 YR+
Content	- Develop intro course on KO philosophy	<ul> <li>Plan 6mo of content</li> <li>Test teachable with online cooking</li> </ul>	<ul> <li>Interactive content</li> <li>Plan 1yr of content</li> <li>(including drip classes)</li> </ul>	<ul> <li>Launch live course</li> <li>Develop classes with</li> <li>external experts</li> <li>Explore certifications</li> </ul>	<ul> <li>Link to studios (KO90)</li> <li>Partnerships with other content creators</li> <li>Specialized classes (e.g.</li> </ul>
Distribution	- Build Ale's social media presence	<ul> <li>Pilot with engaged KO</li> <li>members</li> <li>Release initial classes on</li> <li>newsletter</li> </ul>	<ul> <li>Launch on Ale's SM</li> <li>Determine if WU should have its own SM</li> <li>Link to KO website</li> </ul>	- Launch targeted SM ads - Explore SEO optimization	- Hire influencers to promote WU
Community	<ul> <li>Leverage existing physical studios to start WU community</li> </ul>	- Leverage existing social media platforms to engage new WU members	- Gather and encourage feedback from community members to improve content	<ul> <li>Create comprehensive online platform for WU community to interact</li> <li>Sell branded apparel</li> </ul>	- Local in-person community building platform, use affiliates
People	- Designate somebody to manage content creation	<ul> <li>Involve design team to</li> <li>finalize branding</li> <li>Social Media Strategy</li> <li>strategic hire</li> </ul>	- Expand KO content creation team - Designate analytics specialist	- Build online "Persona" for teachers in each area of WU	<ul> <li>Hire Chief Digital Officer for digital strategy</li> <li>Expert hires for health, fitness</li> </ul>
Technical	- Set up domain for Wellness University - Purchase Teachable Plan	- Implement & enable Google Analytics	- Utilize multi-language video features & CC - Duplicate courses in English and Spanish		- Translate courses into most-requested languages
Financial	- Incorporate a company in the US to accept payments	- Align on a budget for Wellness University	<ul> <li>Determine pricing structure</li> <li>Define financial success metrics</li> </ul>	- Develop affiliate reference network	- Get partners and sponsors

# **CONCLUSIONS**

- KO has a unique offering but must leverage digital tools to continue global expansion
- Community is a key • element of KO's success; the team must find opportunities to replicate this virtually
- As the Wellness • University expands, the KO team must build analytics and digital skill sets to keep pace



G-Lab team with KO Founder Ale Llosa after 5:50am class