

# LifeBEAM



## Israel Lab 2017 LifeBEAM, Tel-Aviv, Israel









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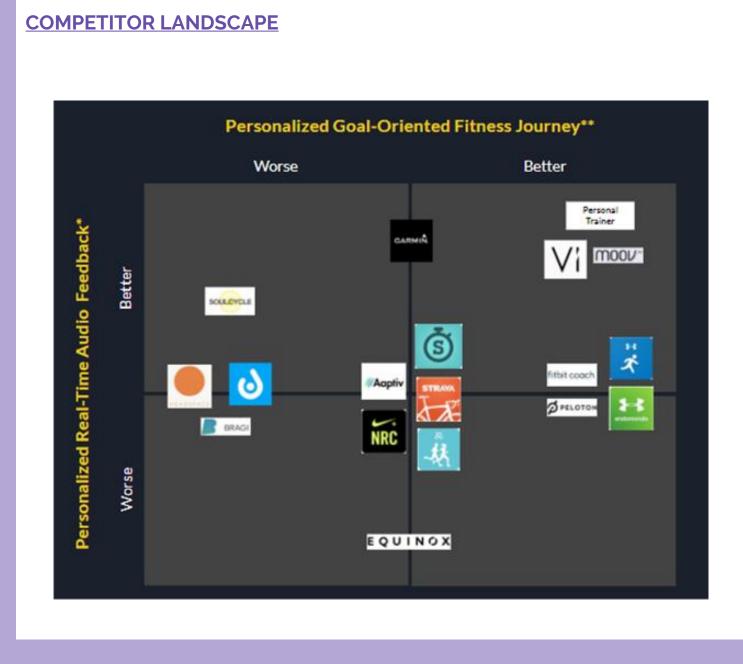
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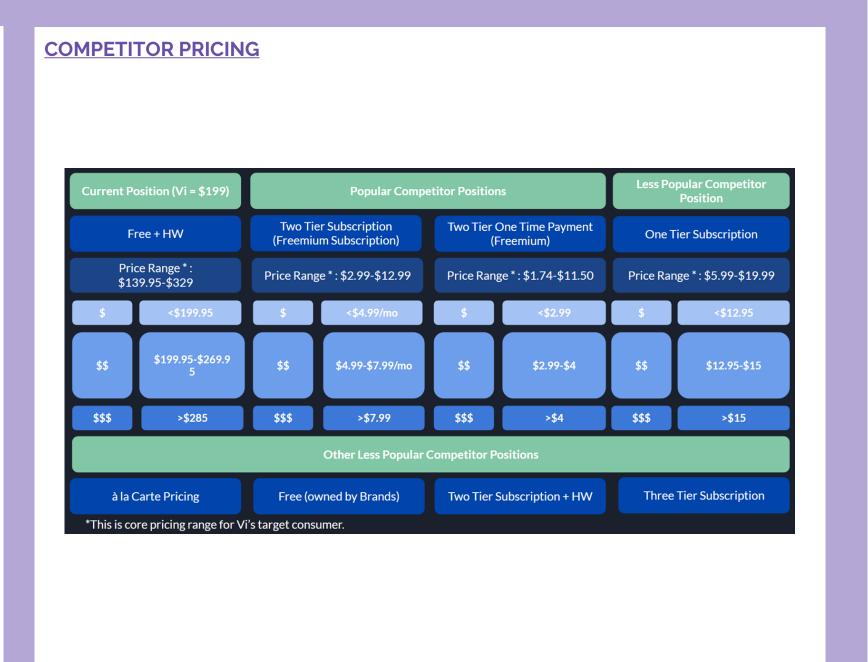
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## WHAT WAS THE PROBLEM TO SOLVE?

- Currently, LifeBEAM monetizes their proprietary bio-sensing headphones & provides the companion mobile app for free
- LifeBEAM would like to better monetize its AI personal training SW through an app subscription model • The MIT Team was asked to do a comprehensive analysis of the competitors in the fitness & wellness
- industry to identify an innovative business model, pricing strategy, and price points

## **BACKGROUND ANALYSIS**

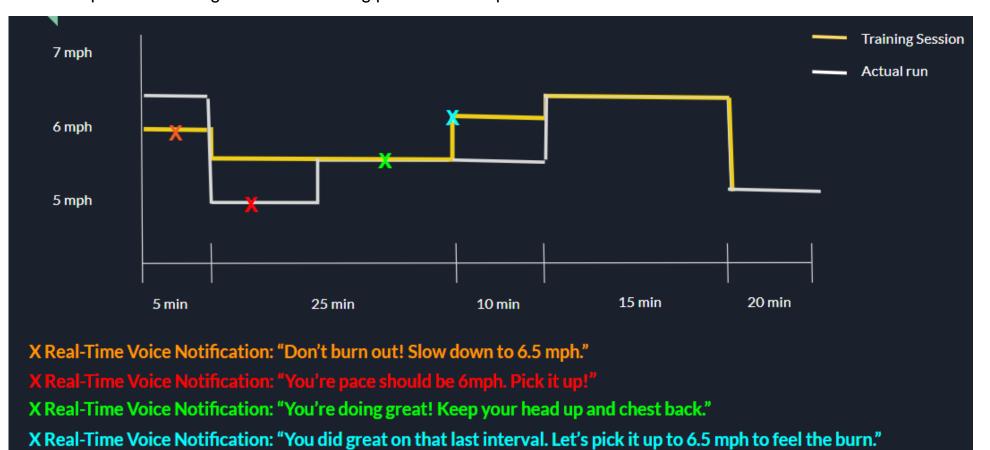




# FINDINGS & RECOMMENDATIONS

## **Product Offering: Training Plans**

- The white space in fitness/wellness industry is the ability to provide real-time feedback on adaptive training
- Our team believes that Vi is the best suited player to enter this territory and recommends that Vi expands its product offering to include training plans as exemplified below.

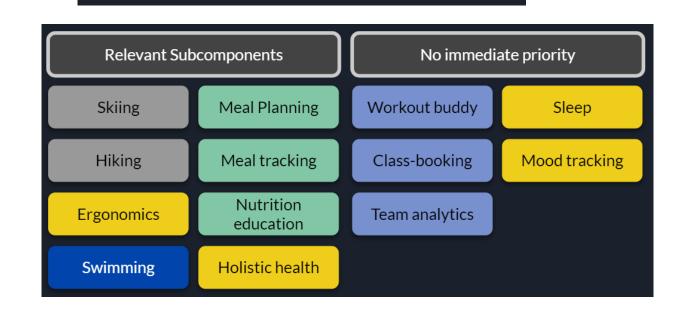


**PRIORITY VERTICALS** 

### **Existing Subcomponents** Subcomponents Indoor Running Cycling Workouts Walking Yoga / Pilates **Indoor Running** Meditation

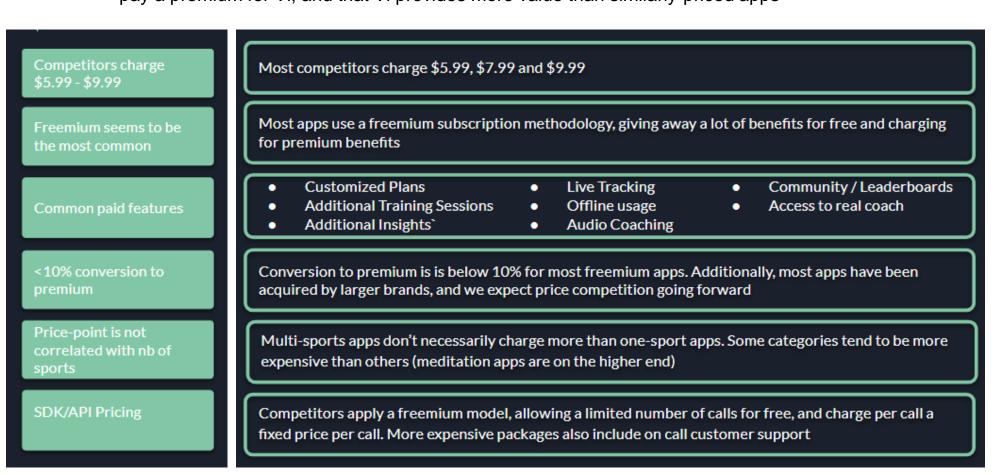
## Priority subcomponents to enter were

- selected based on: Degree of leverage on Vi's
- current capabilities • Vi's current target market
- preferences Overall saturation in the individual market

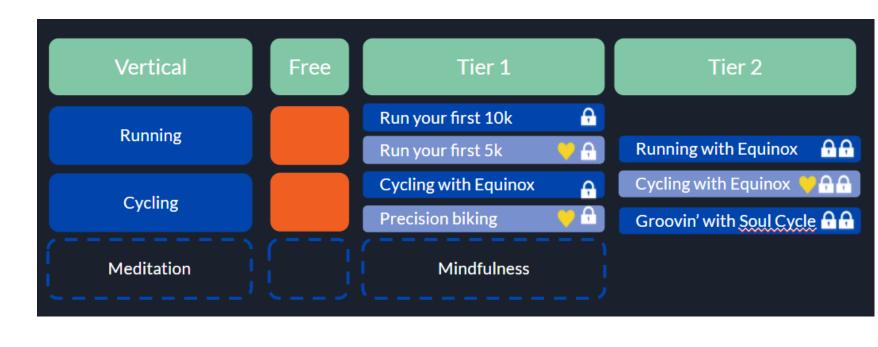


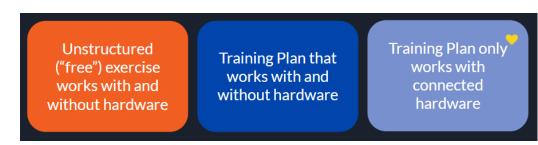
## **PRICING**

- Based off of competition, we recommended a price range between \$5.99 to \$9.99
- We recommend distributing a survey to potential customers to gauge their willingness to pay (WTP)
  - Our preliminary recommendation is \$7.99+/month: we hypothesize that consumers will be willing to pay a premium for Vi, and that Vi provides more value than similarly-priced apps



## **BUSINESS MODEL RECOMMENDATION: Two-Tiered Freemium Model**





- Free intro sessions for all verticals
- Premium content taught by personal trainers & brands