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.’

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**: Train for happiness
- **Internal Mission**: To provide a methodology for empowerment, independence, and self-love.

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

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

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

- **A 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)

- **B Interviews with KO Instructors**
  - Want to provide members with a way to focus on improving mental state in addition to physical health

- **C Survey of non-KO Members**
  - Indicated strong preference for mindful eating content (food education & meal plans) and positive attitude (advice on maintaining life balance)

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

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

- **The Wellness University**
  - Key features include:
    - Course categorization
    - Drip release
    - Multi-lingual captioning
  - Some additional features:
    - Exercise plans for different goals
    - Interactive content to engage users
    - User-friendly design to enhance user experience

#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:

**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