

# **YOGO: YOUR NEW SMART YOGA ADVISOR**

## **1. Opportunity approach**

Yoga is a sport that is mainly based on the realization of body postures based on the balance and body strength of oneself; and that being the case, just as the correct realization of these postures can bring great benefits to the strength and body agility as well as to the mental health, the incorrect realization of these postures can generate serious muscle injuries; being therefore advisable to start practicing yoga with the help of sports professionals.

This being the case and knowing the difficulty or discomfort involved in performing the postures correctly through either collective or individual online classes, the main idea of this project is to make use of a body recognition system that, through the use of body recognition and machine learning provides a differential, comfortable and controlled way to either practice or teach yoga.

## **2. The Solution: YOGO**

Given the current landscape of the online yoga market, we have designed an application called YOGO, a Yoga App that, through body recognition and follow-through feedback, not only encourages its users to practice Yoga through a progressive learning system, but also helps Yoga teachers to attract new users and coach classes with greater control and ease.

The aim of the solution is to guide individual users, beginners as well as yoga users from all levels of practice, and to assist yoga instructors or institutions.

For the application to fulfil the above functionalities, we have designed an algorithm using Google's Mediapipe and OpenCV with Python. This algorithm can process either a pre-recorded video or a real-time live video passed through a webcam.

The way the algorithm (YOGO) works is as follows:

- 1) First, a video is divided in frames. For each frame, landmark detection is performed. For each landmark detected, there are four associated variables: x, y, and z coordinates, and visibility.
- 2) Next, once we have detected the landmarks and the complete skeleton (or partial skeleton, depending on the visibility) of the user has been drawn, pose classification takes place.
- 3) Lastly, when the user has finished their yoga session, the algorithm automatically generates feedback that will then be passed to the user, without any need for this feedback to go through the instructor first. Additionally, the user will be able to check their evolution over time.

### **3. Idea validation and data collection**

As is well known, an idea is only as good as the profit and the benefits it creates either to its users or to the companies and people behind it. Therefore, one of the tasks performed both at the beginning and throughout this TFM work was to validate the value of the YOGO idea as well as the real market needs it could cover.

This research was formed by two main phases:

- A first one where more than 40 face-to-face interviews were conducted with different yoga teachers and practitioners in order to visualize if there really was a market opportunity around yoga and the improper performance of this sport. Not only that, but also served to allow us to introduce ourselves to different people in this world.
- A second one that was made once having developed a small demonstration of the possible operation, cost and use of the YOGO application and which was basically focused on the completion of two forms: an initial one to filter and check what approximate percentage of people perform yoga either online or face-to-face; and a second form that was sent to this percentage of people who practiced yoga to ask them about their experience inside of this world and to show them the YOGO demo and get their opinion about it. In these forms overall more than 240 people participated.

As a result, through these interviews and surveys not only were we able to establish the basis of the needs that YOGO application should cover as well as the applications, extras and possible payment methods that it would receive, but also allowed us to confirm that there really is a business opportunity and necessity around the world of yoga that the YOGO application could cover. Therefore, these interviews had been incredibly helpful not only for obtaining information but also for presenting ourselves to a lot of different yoga schools, teachers and practitioners.

### **4. Business Model**

Based on the form responses on the forms and personal interviews, it was established that a Free Trial Method and later subscription is a win-win for all the established parts.

Depending on the preference of the clients, we would offer different subscription payment models, being this monthly (20€ per individual or 5€ per student for teachers) or annual (220€ per individual or 36€ per student for teachers); the annual one carries a discount included, so that it draws more attention when choosing the payment method. The initial test time would be seven days for everyone, this decision being an estimate, for which it can be edited and lengthened.

## 5. Marketing strategy

In order to attract interested users and professionals, the acquisition strategy followed will be focused in four main levels, already been worked with:

- Social Media: Instagram and YouTube being the primary media acquisition Apps. Campaigns will be released via Meta Adds. @yogoappl
- SEO / SEM Marketing: Working on both brand and organic keywords. Design different display campaigns for each media player. Campaigns are being designed via Google Ads; other tools such as Google Analytics and GA4 to follow user's interaction and behaviour within the App and the landing page.
- Email Marketing: Thanks to our email database, already in use, we can focus on acquiring and maintaining clients thanks to future newsletters and marketing campaigns gotten to their personal emails. Mailchimp is the tool used for this purpose.
- Loyalty Program: there is a wide variety of strategies that can be used to attract and, above all, keep our customers and potential customers: specialized sales and discounts on classes and even practice products, feedback improvements, exclusive communities, arrangements or free shipping, etc.

All of these strategies and campaigns will be settled and differentiated for both buyer profiles: individuals that practice yoga, and professionals of the area.

## 6. Finance, costs, sales and investment

In the viability analysis of YOGO, a financial plan must be performed in order to account for the sustainability of the project.

Thus, we will identify different types of transactions and categorize them into expenses and income sources. The time evolution of these transactions will determine how profitable our company is.

Expenses	Revenue
Marketing: CAC Teacher CAC Student	Licenses: Student license Teacher license
Operation costs: Cloud computing App store fee Technology investment Legal fees Branding Team salary	Advertisements through YOGO app

All in all, even with YOGO being a highly valued technological tool mainly due to the simplicity and scalability of its business model, the least optimistic scenario wouldn't give YOGO a chance to develop in the market. However, this scenario is a very unlikely outcome, as the amount of money raised in investors' rounds nowadays greatly exceeds that quantity. As a result, in YOGO finance team, we strongly believe this will be a successful company.