

NU-MI

NOW YOU MUST IMPROVE

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Our idea

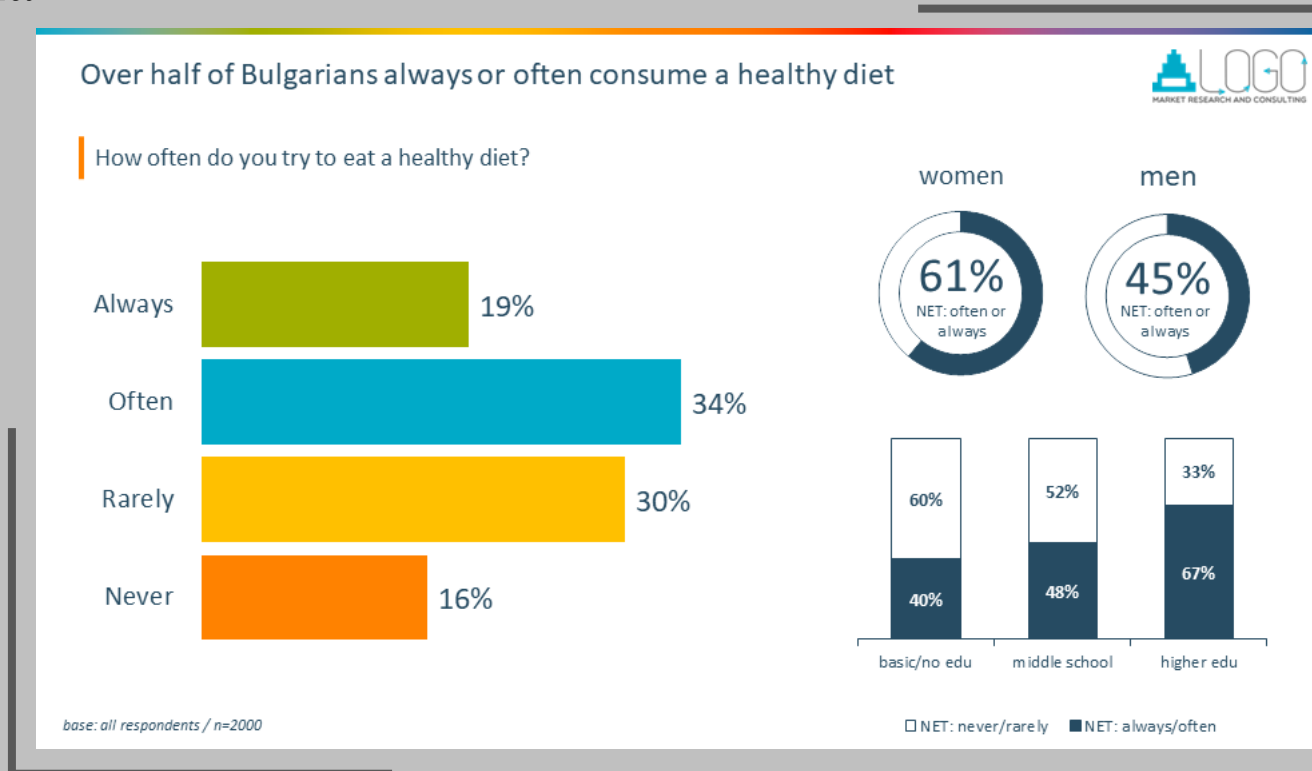
We will create a free app, which can count your daily needed nutritions and calories.

Another function of our app is that it scans the bar code of every products and shows you the macro and micro nutritions and calories. Also, if you decide to buy the premium program, you will get a set of recipes and a personal coach.



Market research

- ❑ Audience - Our app is perfect for everybody who wants to change themselves
- ❑ Location - Bulgaria

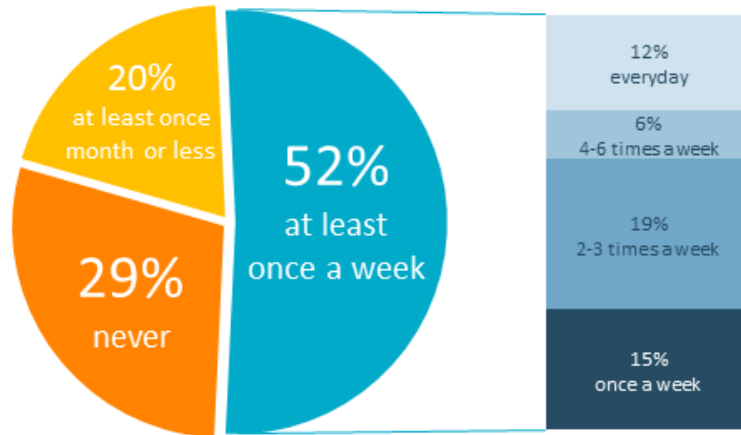


Market research

Physical activity is heavily influenced by gender and age



How often do you exercise/are physically active?

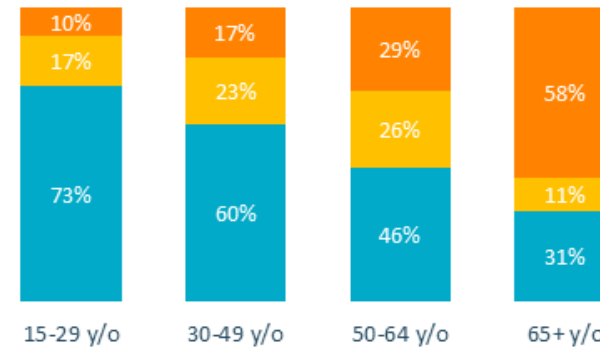


46%
exercise at
least once
a week




58%
exercise at
least once
a week

■ never ■ at least once a month or less ■ at least once a week



base: all respondents / n=2000

Buyer persona



SARAH
Marketing Manager

Interests
Sarah enjoys yoga, running, and strength training. She's also interested in healthy eating and nutrition.

About
Name: Sarah
Age: 28
Occupation: Marketing Manager
Location: Urban area, lives in an apartment

Challenges
Sarah struggles with finding the time to work out consistently, especially with her demanding job. She also finds it difficult to stay motivated and often feels discouraged when she doesn't see results right away.

SWOT

- S**
- Changing human lives
 - Highly qualified IT team
 - The first fitness app in Bulgaria
 - It's available for everyone
 - High-quality service

- O**
- Health benefits
 - Creating an international community
 - Discounts for loyal clients
 - Increasing the amount of users

- W**
- A lot of competitors
 - Need wi-fi to use it
 - New app that must prove itself on the market

- T**
- Potential health problems with customers
 - High risk from bankrupt because a lot of competitors in this field
 - Inflation

Swot analysis

S The app Nu-Mi, which is the first Bulgarian fitness app will change humans to healthier way of life. Our app offers a high-quality services and is available for everyone, who wants change.

O We strive to international community and Increasing the number of users.

W Nu-Mi is a new app, which is endangered from a lot of competitors in that field. Another weakness in our app is that you need wi-fi to use it.

T Our application is affected the global inflation. Also, we must be very careful with our clients and their health.










PESTLE

P	Political instability and corruption in Bulgaria
E	Global inflation and competition
S	Body positivity trend in social media
T	Personal coaches and IT team
L	The fitness industry is legal in Bulgaria
E	Protecting our clients to improve themselves

Lean canvas

<p>PROBLEM <i>List your top 1-3 problems:</i></p> <ul style="list-style-type: none"> • Most people give up very easily and quickly • Some people don't have access to the gym <p>EXISTING ALTERNATIVES <i>List how these problems are solved today:</i></p>	<p>SOLUTION <i>Outline a possible solution for each problem:</i></p> <ul style="list-style-type: none"> • Our app with personal online programs 	<p>UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention:</i></p> <ul style="list-style-type: none"> • Our app's changing human lives • Our app has very various functions <p>HIGH-LEVEL CONCEPT <i>List your fit for Y analogy e.g. YouTube = Flickr for videos:</i></p>	<p>UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied:</i></p> <ul style="list-style-type: none"> • Various functions • Events 	<p>CUSTOMER SEGMENTS <i>List your target customers and users:</i></p> <ul style="list-style-type: none"> • People who don't have access to the gym <p>EARLY ADOPTERS <i>List the characteristics of your ideal customers:</i></p>
<p>COST STRUCTURE <i>List your fixed and variable costs:</i></p> <ul style="list-style-type: none"> • Advertisements • Staff (coaches, IT team and others) 	<p>KEY METRICS <i>List the key numbers that tell you how your business is doing:</i></p> <ul style="list-style-type: none"> • Our loyal premium members • Staff • Partners 		<p>CHANNELS <i>List your path to customers (inbound or outbound):</i></p> <ul style="list-style-type: none"> • Social media • Web ads • The app 	
<p>COST STRUCTURE <i>List your fixed and variable costs:</i></p> <ul style="list-style-type: none"> • Advertisements • Staff (coaches, IT team and others) 		<p>REVENUE STREAMS <i>List your sources of revenue:</i></p> <ul style="list-style-type: none"> • Special offers • Subscriptions • Close events 		

Business canvas

<p>Key Partners </p> <ul style="list-style-type: none"> • Coaches • Gym • Influencers • Partners 	<p>Key Activities </p> <ul style="list-style-type: none"> • Personal programs and diets 	<p>Value Propositions </p> <ul style="list-style-type: none"> • Changing human lives • Selling fitness accessories 	<p>Customer Relationships </p> <ul style="list-style-type: none"> • International and friendly community 	<p>Customer Segments </p> <ul style="list-style-type: none"> • People who don't have access to the gym
<p>Key Resources </p> <ul style="list-style-type: none"> • IT team • Coaches • Fitness • Members 	<p>Channels </p> <ul style="list-style-type: none"> • Social media • Web ads • The app 			
<p>Cost Structure </p> <ul style="list-style-type: none"> • Advertisements • Staff (coaches, IT team and others) 		<p>Revenue Streams </p> <ul style="list-style-type: none"> • Special offers • Close events 		

Financial part

Expenses:

Company registration costs – $150/24m=6.25$

Rent – 5 000

Electricity and water – 300

Internet – 500

Advertisement – 2 000

Subscription – 1 000

Social security – 6 000

Salary – 30 000

Total: 44 806,25

Income:

Subscriptions – 50 000

Promotions – 10 000

Total: 60 000

Markup and Margin

$$\underline{\text{Markup} = \text{profit}/(\text{cost} * 100\%)}$$



$$\frac{15\ 193,75 * 100\%}{44\ 802,25} = 34\%$$

$$\underline{\text{Margin} = (\text{price}-\text{cost})/\text{price}}$$



$$\frac{(50-30)}{50} = 0,4$$

The information was taken by:

<https://www.logo-mrc.com/2021/06/23/bulgaria-eats-insights-into-eating-habits/>

https://www.google.com/search?q=google&rlz=1C1KNTJ_enBG1023BG1023&oq=google&aqs=chrome.0.0i355i512j46i199i465i512j0i512l7j0i271.2905j0j15&sourceid=chrome&ie=UTF-8

Thank you for attention!