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B9 presenting a business idea

BTEC level 1 business

WHAT IS HOPE?

Hope is fitness band which give you hope to lose your weight it will count your calories

It is lightweight and comfortable.

A fitness tracker designed for athletes, fitness enthusiasts, and health-conscious individuals.



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Today, I'll be talking about hope—one of the most advanced fitness and health tracking wearables available today.”

- “Unlike traditional smartwatches, hope focuses on optimizing performance, recovery, and overall well-being through continuous data tracking.”

TARGET AUDIENCE

Age: 15-45 years old, with some users from 40-60 years old.

- **Occupation:** Professionals, athletes, fitness coaches, and tech-savvy individuals.



KEY FEATURES:

No screen, minimalist design.



Tracks recovery, strain, sleep, and overall wellness.



Empower individuals with personalized health insights to optimize performance and recovery.

BENEFITS TO TARGET AUDIENCE

HOPE monitors **sleep quality, duration, and disturbances**, offering insights into how well users are recovering overnight.

It provides **personalized sleep recommendations**, including optimal bedtime and needed sleep duration.

24/7 Health Monitoring

- Tracks key health metrics like **HRV, RHR, respiratory rate, and blood oxygen levels**, allowing users to detect signs of stress, fatigue, or potential illness.
- WHOOP's **stress monitoring** helps individuals manage mental and physical well-being.

UPS (UNIQUE SELLING POINT)

designed specifically for **athletes, fitness**

COST



- **Monthly Membership:** £27 per month with a 12-month minimum commitment.



- **Annual Membership:** £229 upfront, averaging £19.08 per month.



- **24-Month Membership:** £384 upfront, averaging £16 per month.



Additionally, HOPE provides a **Family Membership** option for 2-6 members, offering more value under a single bill. They also offer a **1-Month Free Trial** with a pre-owned device, allowing you to experience the platform before committing.

FINAL POINTS



1. **Professional and Elite Athletes:** Hope's advanced performance analytics make it especially attractive to professional athletes across various sports, such as basketball, football, cycling, and running. These users often require detailed insights into their training and recovery to maximize their performance and reduce the risk of injury.



2. **Fitness Enthusiasts:** People who engage in regular exercise and are focused on improving their fitness levels, managing stress, and recovering properly also form a significant portion of Hope's market. These individuals want more than just basic fitness tracking and are interested in metrics like sleep quality, strain, and recovery, which can help them reach their fitness goals.



3. **Health-conscious Individuals:** Beyond athletes, Hope appeals to individuals who prioritize overall wellness. This includes people who want to track their sleep, monitor their stress levels, and achieve a balance between activity and rest in their daily lives.

