Web Mining Project Demo V2.0

April 30, 2014
Team Introduction

Sagar Samtani
- Site design
- Webpage content
- Analytics
- Domain Expert

Ryan Chinn
- Coding
- CMS
- APIs
- System Admin

Gyudong Cho
- Social media
- Market Analysis
- Slides

Soyeon Kim
- Business model
- Market Analysis
- Slides
System Objectives

Informative, dynamic and user-friendly platform for CrossFit community

- Easy access for information about CrossFit
- Develop platform for community collaboration
- Provide meaningful & dynamic social media content
Market Landscape

204,000 CrossFit Athletes

6,542 CrossFit Affiliates
(9,013 worldwide)

$75~220 Price range
(/month)
Market Landscape

Growing number of **Worldwide** CrossFit Affiliates

*Source: [1]TABATA Times*
## Competitors

<table>
<thead>
<tr>
<th></th>
<th>CrossFit</th>
<th>CrossFitGames</th>
<th>DailyBurn</th>
<th>TechFit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Fitness Information</strong></td>
<td>✓</td>
<td>❌</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Information for CrossFit</strong></td>
<td>✓</td>
<td>✓</td>
<td>❌</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Intuitive UI</strong></td>
<td>❌</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Special Features for Members</strong></td>
<td>❌</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Social Media Integration</strong></td>
<td>❌</td>
<td>✓</td>
<td>❌</td>
<td>✓</td>
</tr>
<tr>
<td><strong># of Unique Visitors</strong> (<em>AVG. Mar ’13~Mar’14)</em></td>
<td>267,766</td>
<td>101,352</td>
<td>228,720</td>
<td>-</td>
</tr>
</tbody>
</table>

System Design
Unique Features

**CrossFit (competitor system)**
- Abundant information
- Difficult to navigate webpage
- Lack of a social media presence

**TechFit (our system)**
- Dynamic, targeted posts
- Easy navigation
- Social media visualization
- Dynamic picture slideshow
Novelty Details

Online Video Coaching for CrossFit

Responsive web page design allows for mobility
Revenue Stream

**Revenue**
- **Advertisement**
  - Banner
  - Sponsor
  - 1% of estimated revenue

- **Membership**
  - Platform for building reputation
  - Incentive System
  - Price: $9.95/month

- **License**
  - Customized web development for CrossFit Affiliates
  - High profit margin
  - Price: $2,265
Coaching Incentive Structure

- 5 Positive Sessions
- 10 Positive Sessions
- 15 Positive Sessions
- 20 Positive Sessions

※ Negative sessions = Lose 2 points
Revenue Projection

5-year Revenue Projection

Discount Rate

<table>
<thead>
<tr>
<th></th>
<th>20%</th>
<th>25%</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>NPV</td>
<td>$167,545</td>
<td>$145,718</td>
<td>$127,673</td>
</tr>
<tr>
<td>ROI</td>
<td>39.1%</td>
<td>38.7%</td>
<td>38.3%</td>
</tr>
</tbody>
</table>
## Future Directions

<table>
<thead>
<tr>
<th>Quality Control</th>
<th>System Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Video coach qualification</td>
<td>• Dynamic dashboard</td>
</tr>
<tr>
<td>• Information accuracy</td>
<td>• Recommendation system</td>
</tr>
</tbody>
</table>
Thank you!

Objectives

Market Analysis

UniqueFeatures

System Design

Novelty Details

Business model

Future Directions
References
