

Podcast Transcription

In the Loop - Episode 3

“Meet The Team Behind The Name: Introducing Loop App”

Kareena: [00:00:08] Hey they Loopers! Welcome to another episode of In The Loop. I have a special guest with us today. It is actually my co-founder and brother Con. So, say hi to our Loopers.

Con: [00:00:18] Hey guys!

Kareena: [00:00:21] We thought it would be a great opportunity to introduce you to what Loop App is and what we do outside of the podcasts. Also, your chance to meet the other half of the team. I think we've heard a lot from me lately. So, it's good to have another voice. And we're also going to tell you about a special promotion that we've got going right at the end. So make sure you tune in and we will tell you all about that. But to kick us off, we thought we'd start with who we are, give you a little bit of background on what we've done prior to Loop App, why we got into Loop App and give you a bit of context for how Loop App came to be. So, Con, why don't you start us off by telling us a bit about your background and why we started Loop App.

Con: [00:01:00] Sure, my first job was at the local gym just down the road from me. I'd been going there for about three to six months so I knew the owner pretty well. Yeah, it's pretty crazy, I remember the first day like it was yesterday. I had my usual 12pm - 3pm shift. Pretty dead at that time as you know. There's just a few people that used to come in and out. Basically, as I rocked up and I was walking in, the owner was walking out. He said, alright, if somebody comes in, if somebody wants to sign up, the sign-up forms are underneath the computer otherwise I'll be back at 3. I was like, okay, this is cool.

Kareena: [00:01:31] Chucked right into the deep end.

Con: [00:01:32] Right into the deep end. Stayed there for a bit under two years which was a massive learning curve and just really stuck me into the health and fitness industry from the get-go. But I'm pretty sure would know the gym industry pretty well. I'm pretty sure the mascot that you created was still there when I was working.

Kareena: [00:01:53] Con and I did work at the same gym for a while. Not at the same time. I used to do some marketing for the local gym so that's how I got my start in the fitness biz I guess. But, the mascot he's referring to is a little soft toy that the gym owner was very fond of called Gary the Gorilla. So, given that it was a small boutique gym, just a local one, we didn't have any marketing budgets. So, I was basically tasked with creating marketing collateral and campaigns without any money. So, Gary the

Gorilla featured quite a few times. Definitely a favourite was when the gym had a birthday and Gary the Gorilla got a cake and went all King Kong on the cake and smashed it all up and I got to take lots of photos. But not eat the cake, unfortunately.

Con: [00:02:41] I don't think you would want to.

Kareena: [00:02:41] No not after that. It was a lot of fun. Other than that, obviously, my background is in strategic marketing. I've done it for years, for a lot of different companies from a lot of different backgrounds. So, I'm able to take all that knowledge that I've learnt industry-wide and apply it all to this business which is always beneficial.

Kareena: [00:03:06] So Con and I have always been pretty into fitness, health and wellness and definitely as our lives have evolved we've gotten into it more. But back when we started, we actually started a different fitness business and then through our research and what we observed in creating that business we actually pivoted in the business world. We pivoted and discovered Loop App or the concept of what Loop App was. Basically, from looking at our family and friends and understanding their health and wellness issues and their struggles that they had with fitness and everything that comes with that. Things like struggling with weight, depression, anxiety and all these factors that health and fitness practices could benefit. There just wasn't a solution that could help them all. So that's how we basically got started. We wanted to find a solution that we could provide them to help them and also help us. We are the prime target market for what is Loop App. But before we get into what the target market is, it is probably a good idea to delve into what Loop App is. So Con, why don't you tell our Loopers exactly what it is.

Con: [00:04:13] Loop App is an online marketplace of fitness, health and wellness influencers where they can create and launch their own online training program or nutritional programs through the app with high quality video content. That's about it in a nutshell. We help people, in particular, influencers, create and launch their own training programs and nutritional programs. So there's two people that we really help. We help the influencers and we help the end consumers. But Kareena can tell us a bit more about it.

Kareena: [00:04:41] Yeah, sure. So influencers are our instructor community. They're the ones that are creating the content whether it's a workout or nutritional meal plans. Everything that revolves around the content side and giving that to the consumers. The idea behind that is that we want them to be able to continue doing what they do best which is creating great content and sharing their messages about health and wellness with the world. We want them to create online businesses or a new revenue stream as such through Loop App to continue doing that. That's how we want to support the instructor community. On the other side, obviously, we have the consumers, the people basically using the content that want to take control of their health and wellness journeys. They want to be fitter, happier and healthier people. So we wanted to find a way to give them exactly what they needed, in the form that they needed and to be able to do that. So, that could mean, for people like us for example, as we mentioned

earlier we are the target consumer. I'm a fitness dabbler. I want to be fit and healthy but I don't want to do the same thing every day or go to the gym. I'm not hugely a gym person. So, that and I'm time poor. We're trying to run a business and run every single in our lives. So we wanted to create a destination where I could basically find a yoga workout one day, a HIIT workout another, things that I could do at home, all in the one place. And, from the people that I wanted to hear the message from. These highly qualified trainers that I couldn't get access to any other way to give me the work out of my life. But also, people have varying levels of fitness, flexibility and mobility and some have injuries.

Kareena: [00:06:19] We just wanted to create a place where everyone could find something that could suit them. The idea is that fitter, happier and healthier human at the end of the day. So, that's what we're aiming to achieve. I guess it's probably important to note at this stage how we came to develop Loop App. Loop App itself is a marketplace which is something a bit different for the fitness industry. There's also a number of other factors that have led us to create what is Loop App. So, why don't you take us from the top. Explain to our Loopers why we went with a marketplace model.

Con: [00:06:52] Sure. So, what we always endeavoured for is to help as many people as we could. Obviously, helping as many people as you can has some boundaries to it. You only have limited amount of resources and limited amount of time in your day to devote to a certain amount of people. Now we want to be able to help, basically, the world, get their programs online. And, for those people to then help the end consumer. To do that all at once you enter a marketplace model. What that really means is having one central place, one central asset, that being the technology, that everybody can use.

Con: [00:07:25] So, the first thing that it really does is it gives people the technology that they would otherwise need to create themselves. It's basically like having your own app except without the headache. We take care of the technology part and you just use it. So you can distribute out your program, you can sell it from there and people you can follow. You get all these cool landing pages and sales pages that have all been optimized for sales.

Con: [00:07:46] The other thing that really helps on is the network. It's one thing that I guess people will really look over or maybe don't realize the value in it. What I mean by that is, when you look at somebody else that also has a program you think, "oh my gosh it's competition." Peter Thiel as we've both read, he's got a really famous book called Zero To One.

Kareena: [00:08:10] One of my favourite. Highly recommend!

Con: [00:08:11] Have to read it. If you haven't read it, you have to read it. One of the chapters is "Competition Is For Losers." At the start it sounds a bit strange.

Kareena: [00:08:20] A very bold statement.

Con: [00:08:23] Yeah, exactly. Naturally, if you're competing for something it usually means there's a big market and if you beat them then you win. So, why is it for losers? Going into it, he says, well in a hyper-competitive market where everybody is competing for the same thing at the end of the day everybody ends up undercutting each other. It's some relentless cycle that after a while all the profits have been eroded. So, therefore, nobody wins yet. So, rather than competing, why don't you look at your competition to help each other - more like a partnership.

Kareena: [00:08:49] Creating that win-win scenario is basically the goal.

Con: [00:08:53] Exactly, where everybody wins. But you only get paid obviously with the amount of effort that you put in. You put in 90 percent effort, you should get remunerated 90 percent. If you're only putting in a little bit effort then you should get remunerated that amount too. You get as much as you put in as they say. So, what the marketplace model really does is, everybody comes together on the same platform and they all launch their program on the same place. Now, you're offering to somebody, if they really like you, cool they can come and see you, but if they like 50 percent of you and 50 percent of the next person, then they can come and see both of you. When you think about it, it's like seeing a movie. You have a favourite actor. You go, "oh my gosh!" She's got a new movie out. I'm going to see them. And then you kind of get the actors that you don't mind. It's like, "oh he's got a new movie out, um, yeah, might see it." But then a second actor [you like] is in it. Okay I'm more inclined to see it. If they have the third actor, it's like, I got three of my pretty good actors in it, I have to see that movie now.

Kareena: [00:09:55] If I had all 3 Ryan's I'd be there.

Con: [00:09:56] So, that's basically network effects. The more people you have on, the more you have to offer to have to consumer and everybody becomes a winner.

Kareena: [00:10:05] Excellent. So, that is essentially the benefits of a marketplace model.

Con: [00:10:08] Yes. Shared technology and everybody comes together to help each other rather than compete.

Kareena: [00:10:14] Which is great. That's what health and fitness should be and is. It's a community. So, why couldn't other instructors or influencers help each other succeed and benefit the greater good which is everyone else.

Con: [00:10:26] That's what you aim to do at the end of the day. I mean, money does become a part of it because everybody's going to make a living, but, the

sole purpose everybody gets into this industry is to help people. That's how best you can help it.

Kareena: [00:10:38] So, then let's move on to the fact that this marketplace is existent within the form of an app. The reason that we obviously did that is because we are moving into our mobile-first world where people just live on apps. You have your home screen apps which they talk about being the ones that you use most often. And then every other app that you use that just basically supports you in your daily activities in life. So, the reason we went to create an app is because that's where people are. That's what people are using. So, if we're trying to make fitness more accessible to people then we have to be where they are.

Con: [00:11:10] Couldn't agree more, that's perfectly said.

Kareena: [00:11:13] So the next part that we want to talk about is the fact that we are not really mobile first but video first. The industry is inundated with eBooks which are great and very useful and have done the industry super well over time. But, given that we are mobile first getting an e-book on a mobile makes it super difficult.

Con: [00:11:34] It's super difficult. Trying to read a book on your phone, not too sure how many of you have done it before, but if you haven't, it's not that easy. I think the other thing that you have to consider is what a home & fitness app aims to do. It basically emulates what a personal trainer would be and what that human interaction would be. How can this person on a screen really help me out personally? At the end of the day, whilst they're not there with you in person, somebody that you can physically see, that you can follow along with, that you can also hear, definitely feels more real to me than just being a static photo of someone.

Kareena: [00:12:08] Then you talk about the fact that we are talking about fitness and nutrition and those types of things involve movement and motion. So, how can you properly demonstrate that in a static image and in a written description. People are going to interpret those things differently. So, as you said, we're trying to emulate that human interaction because unfortunately, influencers can't be with everyone all the time, even though we'd love them too. So, it is the next best thing. The best way we could think of to teach people, get them to engage with content and actually learn as best they could and understanding all those difficult principles when it does come to movement and motions making sure they're not doing exercises incorrectly and injuring themselves. So, that was part of the reason we went the video streaming route.

Kareena: [00:12:50] As we touched on influencers will form our instructor community. So why don't you share with us about the reason we went and got influencers on board.

Con: [00:12:58] The influencers have already built up a community. They already have people that know them, that like them and ultimately trust them. That are

looking up to them to see where they're going to point them to next. Already having that community of people that are looking up to you, wanting to see what do you and that really can guide you to where you want to be. Whether that's the next step in your fitness, health and wellness journey, they're the people that can really make an impact to the wider community.

Kareena: [00:13:21] They're there ultimately because of that huge trust factor. People learn better from people that they know and trust. So, our goal is to empower people to be able to take control of their health and fitness and be happier, fitter and healthier people. So, influencers are a means by which we want to send people that message and enable them to achieve just that.

Kareena: [00:13:41] Okay, so just to recap, we've gone for a marketplace model that is mobile first, that utilizes video to deliver the message and the instructor community is based around fitness influencers that are highly knowledgeable and experienced in their space to deliver that message to our consumers. So, following on from that, how do we actually get people to do this?

Con: [00:14:01] I'll run through it. We break the business down into three core bits. The first step is design. I don't mean the aesthetic design of your program but more so the components that make up a successful program.

Con: [00:14:13] Now we don't exactly tell influencers what they should be doing because at the end of the day they're the professionals and they have the expertise into what they should be doing.

Kareena: [00:14:21] Absolutely, I'm sure a lot of them have done this before. Even clients that they help train.

Con: [00:14:25] Yeah, they are always helping out people.

Con: [00:14:28] We've found somewhat of like a formula I guess you could call it of what makes up a successful online fitness, health or wellness program. So, we take the influencers through this. It basically comprises of: looking at the program as a whole, looking at the workouts that go into each program and then going even deeper and the exercises that go into each workout. So, really just compartmentalizing the program and breaking down each bit.

Kareena: [00:14:53] Which is also great for people that may have not done an entire program before. We help educate our instructors and get them on board.

Con: [00:15:00] Exactly. A lot of the time, yes they've made programs and yes they've also helped people but making it online. It is a different sort of way.

Kareena: [00:15:09] Absolutely. Because you haven't got the person right there in front of you, you can't think on your feet and be flexible with it at the time. You have a

product, a digital product at that, and that is what it is. So, we got to make it as best we can from the beginning.

Con: [00:15:22] So, from there once you get the design all figured out and we're happy with that, you go into production. Production is a pretty cool thing.

Con: [00:15:30] The offer that we teased you about. We've still got a few more spots left but not many. For the people that do sign up soon we actually do all the production in the studio. If you want to take us through this more Kareena.

Kareena: [00:15:39] I'd love to, this is my favourite part. We get to work together and we take you through three days, three solid days, of getting your program from the written page to a video program that we've created, filmed and edited it for you. As well as some promotional material to help you guys promote your own program through your social channels. So, we do everything for you and with you during that promotional period.

Con: [00:16:05] All it is, for three days you come here. You have your own personalized Uber Driver driving you around.

Kareena: [00:16:12] Uber Con!

Con: [00:16:12] So, me. It's just like a whole lot of fun.

Kareena: [00:16:17] We do have a lot of a lot. Three big days but three awesome days.

Con: [00:16:21] Three days you're going to have the best sleeps of your lives. But it seriously pays off.

Con: [00:16:26] The last part of our partnership is that we help with Sales & Growth. We help get your program in front of the people that need it the most and we hope our instructors every step of the way to make sure they have a highly successful program.

Kareena: [00:16:37] So, that basically sums up almost everything that we do. As I said we just wanted to share with you a bit about what it is that Loop App does and why we started because I always think it's important to start with the why. There is a reason that this exists. So that's what we want to share and introduce you to Con. I think we're done with him though... That's a joke, you can come back to the Loop App couch.

Con: [00:17:00] I know you love me, it's alright.

Kareena: [00:17:00] Con and I will be coming back and talking about a lot of the topics that we discussed today. And we just kind of skated over them but there is a good amount of depth to these subjects and a way to educate our Loopers about the business practices marketing practices social media practices that we've discovered

along the way and that can help you in your Fitness businesses.

Kareena: [00:17:20] I just want to thank Con for joining me on the catch this week. He will be back but for now, I actually have an interview coming up next week that I'm very excited to share with you so make sure you tune.

Kareena: [00:17:29] If you like this episode of In The Loop make sure that you subscribe to our podcasts so you can get notified every time we release a new episode. We always love to hear feedback. So, if you did enjoy it, let us know by giving us a rating and leaving a comment so we know what to do next time. We will catch you next week on In The Loop. We look forward to chatting with you then. Bye!

Con: [00:17:48] Thanks guys. Bye