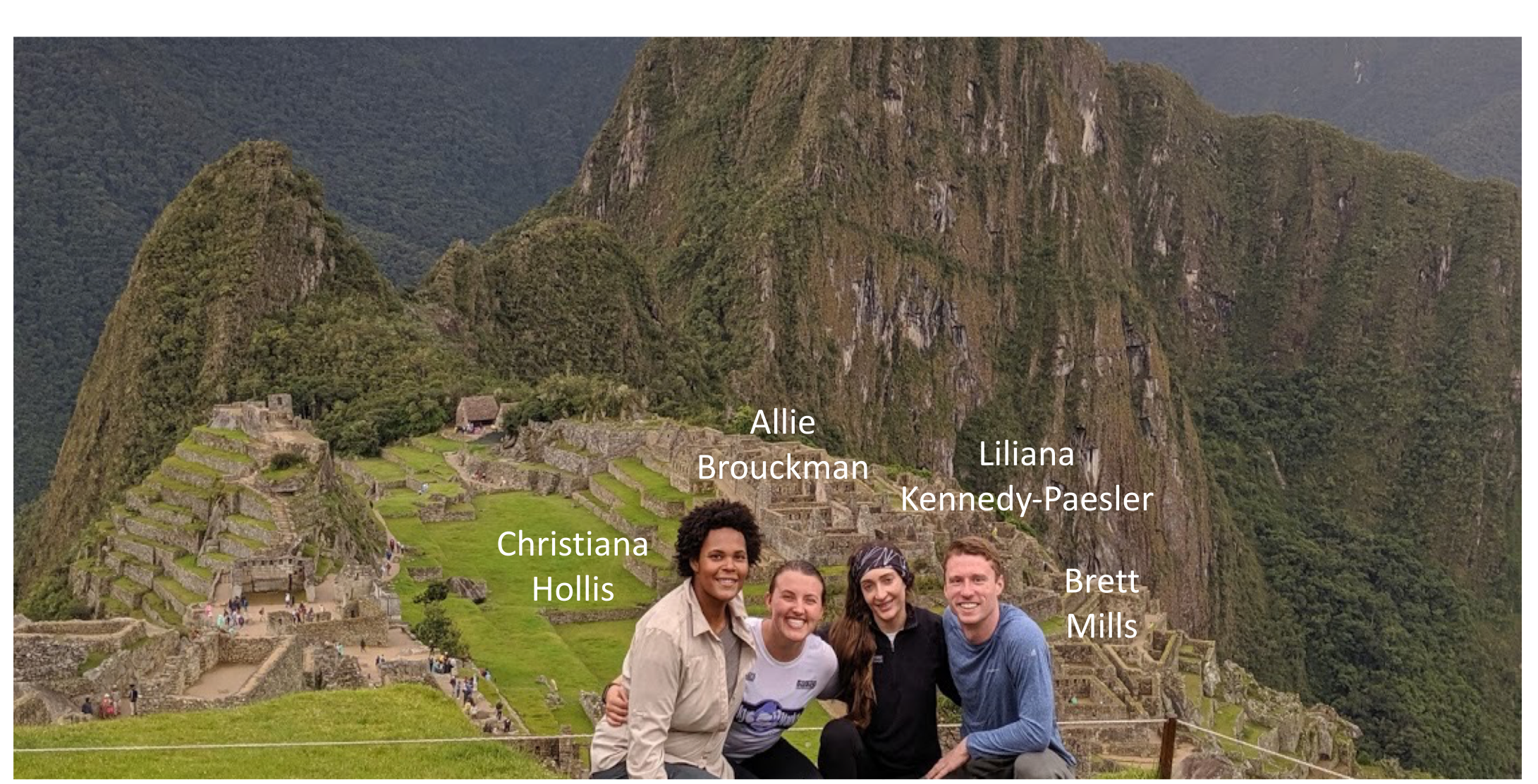




urban detox center

G-Lab 2019 Lima, Peru



COMPANY OVERVIEW

The KO Group has built a successful lifestyle and wellness brand with exercise studios in Peru, Chile, and Colombia. KO is looking to enhance its utilization of digital tools to spread its philosophy and four pillars to places beyond their physical locations through an online 'Wellness University.'

KO's Four Pillars

- Intense exercise
Mindful eating
Positive attitude
Internal connection

PROBLEM STATEMENT & SCOPE

Today, the KO Group does not have a defined digital strategy, putting long-term expansion through a digital 'Wellness University' at risk. We explored the digital landscape to recommend the platform, content, design, and rollout needed to launch this new KO offering.

Our on-site work was performed across five key workstreams:

#1 CHARTER: Clarify external and internal mission of the Wellness University

External Vision: Train for happiness
External Mission: To provide a methodology for empowerment, independence, and self-love.
Internal Mission: The purpose of the Wellness University is to spread the KO philosophy throughout the world to reach new customers and increase KO brand awareness

#3 CONTENT: Define set of content that will be valuable for the Wellness University, including topics and format

Ranking of pillars, excluding intense exercise. Mindful eating: learning to eat for health and energy. Positive attitude: be grateful, breathe, and continue. Internal connection: fit body, fit mind, fit soul.

#2 PLATFORM: Explore existing education platforms to understand what KO team could leverage; select platform

Table with 7 columns: Selection Criteria, Open EdX, Adobe Captivate Prime, Loop, Teachable, Wix, Self-built. Rows include Price, Size, Mobile capabilities, Branding capabilities, Customer support from LMS, Community interaction, Intended audience, and Estimated Development Needs.

- Compared 30+ platforms, including features and pricing
Presented findings and recommendation
Selected Teachable as platform

A Gallery Walk with KO Members

- Reviewed 100+ content concepts; selected favorite ideas
Top selections included science-based food education (mindful eating) and motivational testimonials (positive attitude)

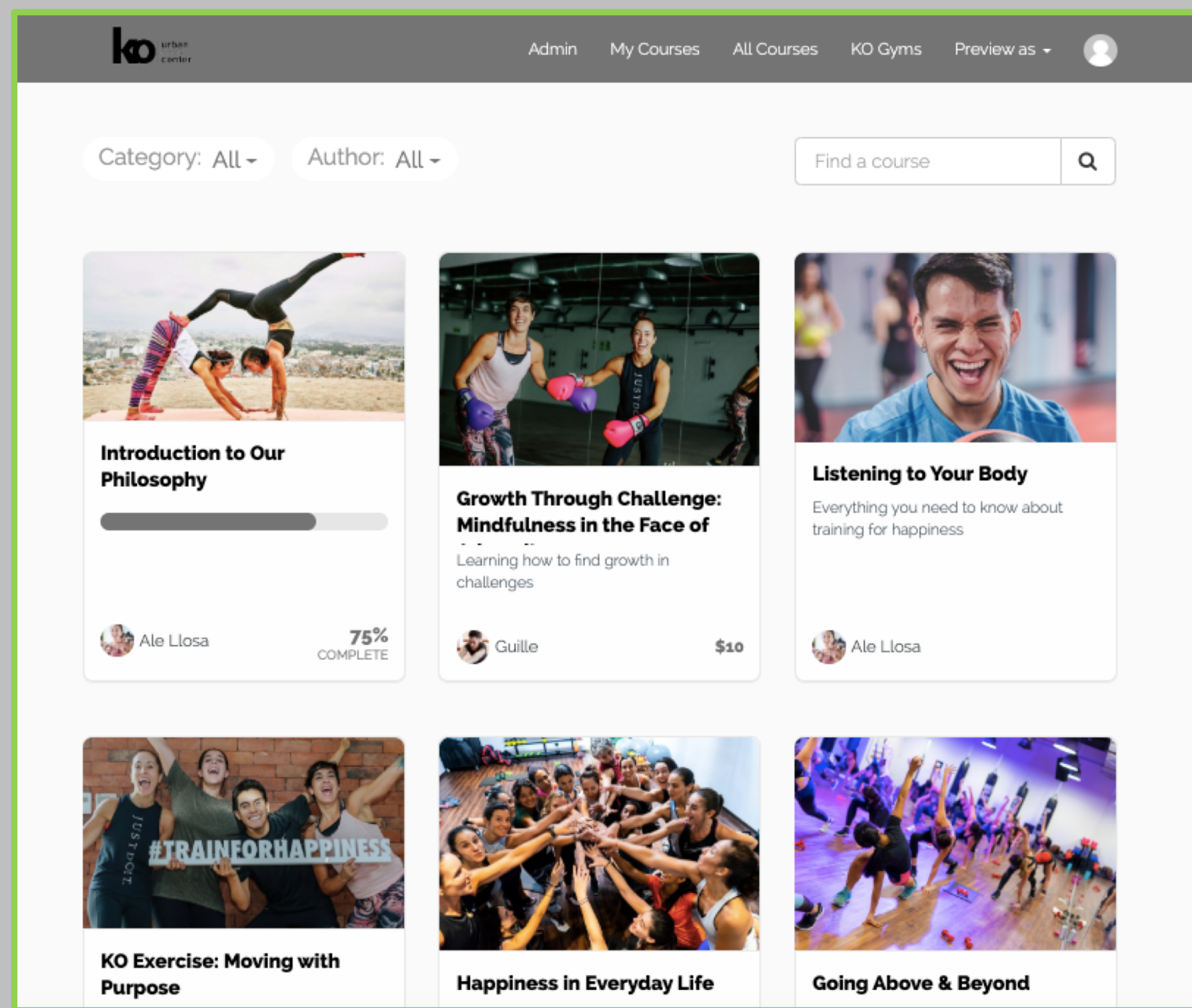
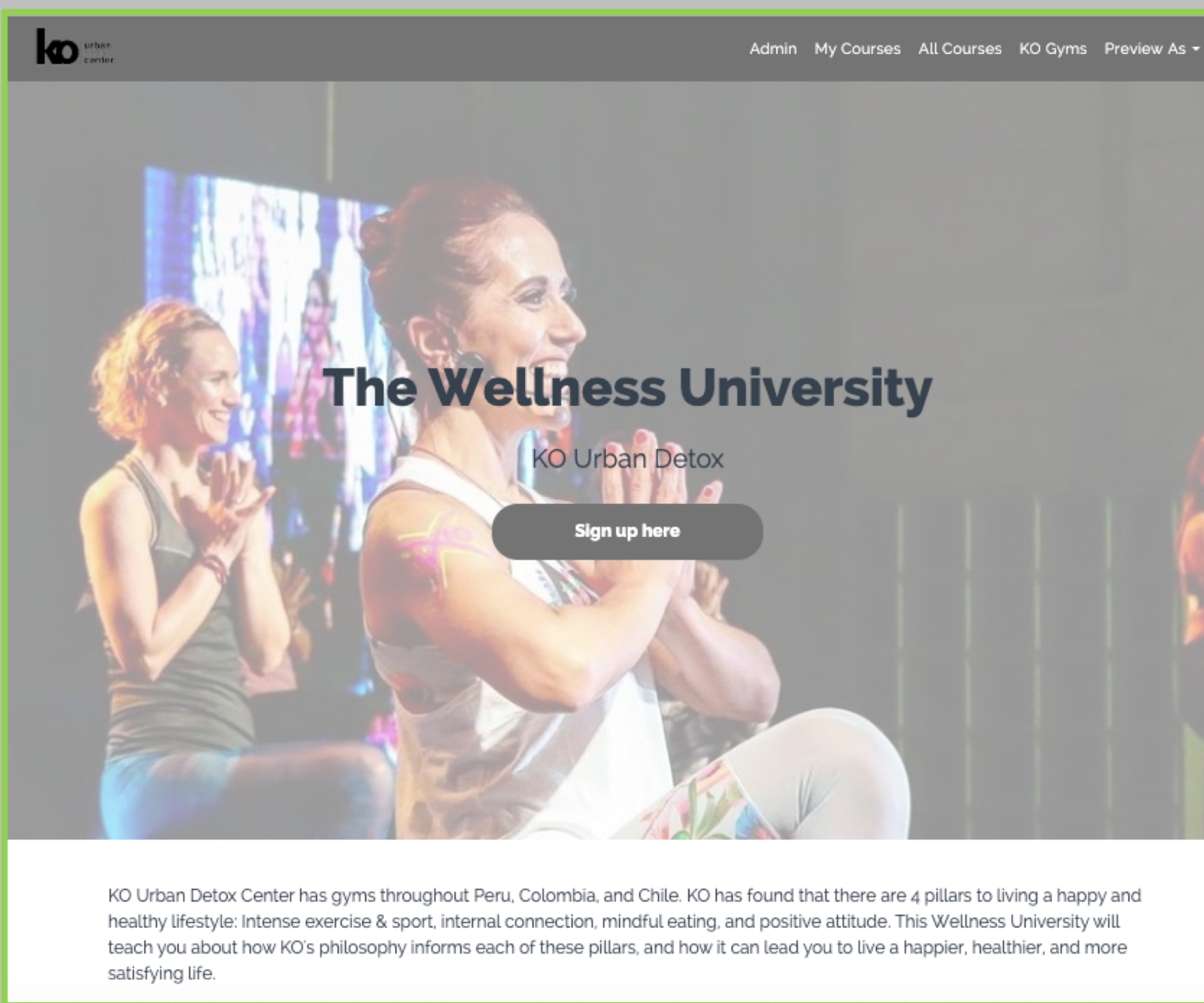
B Interviews with KO Instructors

- Want to provide members with a way to focus on improving mental state in addition to physical health

C Survey of non-KO Members

- Indicated strong preference for mindful eating content (food education & meal plans) and positive attitude (advice on maintaining life balance)

#4 DESIGN: Using learnings from Content and Platform workstreams, propose designs for Wellness University



Key features include:

- Course categorization: courses can be grouped by the KO pillars
Drip release: classes can be set up to release content at different time intervals (e.g. weekly reflections, daily mindfulness course)
Multi-lingual captioning: users can watch videos with subtitles in their preferred language

#5 ROADMAP: Develop a plan to build and rollout Wellness University

- Compiled list of suggested content based on research in Content module
Researched avenues to market and release the Wellness University
Crafted the following roadmap to guide KO's rollout planning:

Roadmap table with columns for NOW, 3 MO, 6 MO, 1 YR, and 1 YR+. Rows include Content, Distribution, Community, People, Technical, and Financial.

CONCLUSIONS

- KO has a unique offering but must leverage digital tools to continue global expansion
Community is a key element of KO's success; the team must find opportunities to replicate this virtually
As the Wellness University expands, the KO team must build analytics and digital skill sets to keep pace



G-Lab team with KO Founder Ale Llosa after 5:50am class