

EXECUTIVE SUMMARY

Post Covid-19 outbreak, increasing urban community participation in sport has shown this activities as simple and practical ways to maintain good level of fitness and health. People learned from last pandemic and strongly believe from that experience, lower activities will result in increasing exposure on novel and deadly virus. Riding the trend wave is followed by reaction in rising purchasing power from middle class community especially in Jabodetabek to buy sporting goods to gain health with no budget limitation concern. This trending activities are also imply to necessity of sport information and distinctive physical exercise literacy which should be integrated and easily accessed by the sport enthusiast and community,

HealthyU is offline to online platform as a service to cater sport enthusiasts with health-promotion initiative by delivering value added services through performance improvement, tailored training plan, community-based information to help achieving their sporting goals. As a start this business will provide personalized running application which has shown as popular activities according to recent survey. HealthyU gives holistic support from beginner 5K participant to become better runner to complete first marathon. In app and community collaboration will provide tips and tricks on strength, conditioning, and mobility as complement support to local or world major running race preparation.

Using technology to build ecosystem, HealthyU will focus to enhance sport industry in Indonesia by aligning key partners such as sport organizer, gear and apparel producer/distributor, venue facilitator, health insurers, and sport science academic institution into a unique partnership to go hand in hand helping people enjoy sport and healthy lives. Understanding and managing sport enthusiast experience on demand-side will optimize supply-side players such as sport organizer and sport club with higher participation or occupation rate and broader opportunity for academic institution to designate apprenticeship to generate more number of qualified and certified coaches.

For the financial period of 10 years, HealthyU will sustainably create profit and deliver business growth approximately 32,27% (CAGR). This results in creating

positive future potential return for initial investment from founders (positive NPV). HealthyU is also thrilled to have domination in market share by adding more sportshub and features in online application to cater more sport community, broader areas, and diversified personas.

Executing Ministry of Health Transformation System in 2021-2024, HealthyU is designed to be one of the health promotive solution which emphasizing on uniqueness perceived by customers and competitive cost leadership strategy. Motivated individuals will choose HealthyU among other platform not only because of the personalization but also HealthyU can sustainably maintain uniqueness over time through user's product choices. Ultimately on noble purpose, HealthyU has immense opportunity to be a driving force of pinnacle of national achievement in sport by creating finest athletes and coaches to compete in global stage.

