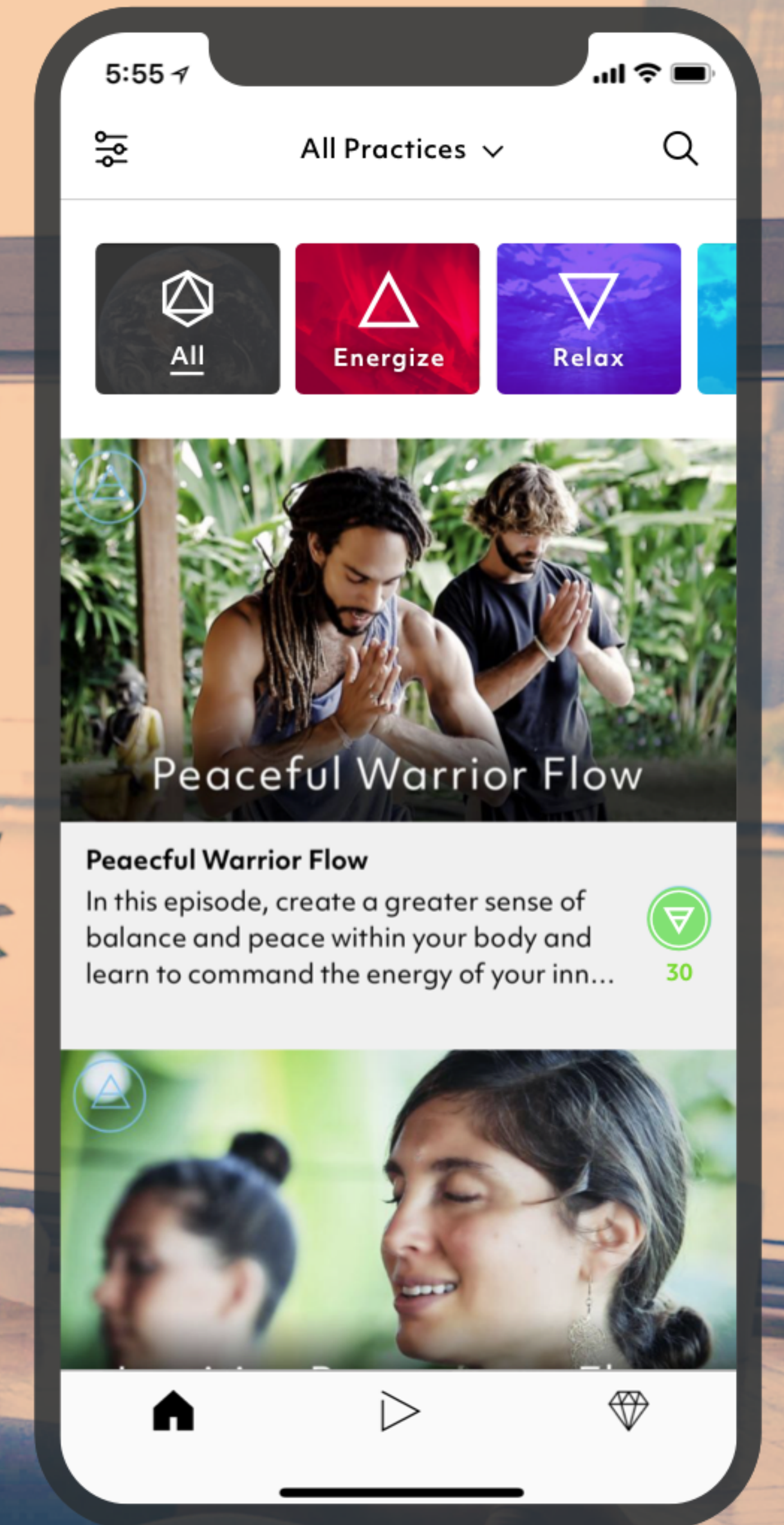


# SeeBeNow





# What kinds of people would use it?

- People who are new to yoga
- People who are experienced but want more guided practicing at home

# Primary Activities

1. Discover new content
2. Repeating past practices
3. Redeem rewards (products from sponsors)

# Key Business Metrics

1. Subscriber retention
2. Conversions to paid subscribers

# Scenario: Discovering Videos

Finding new videos not connected to those previously watched

Jessica wakes up wants to do a yoga practice before work. She's still groggy and wants something that will wake her up. She browses the videos and finds one that looks energizing., practices along with it and heads to work.

After work, she has some errands to run and by the time she gets home, she's stressed and tired. She opens up SeeBeNow looking for something to make her feel better. She wants a practice that will help her to relax and cool down. She watches a video, practices along with it, and feels relaxed.

Later that evening she wants to do some studying. She looks for a practice that will help her to focus.

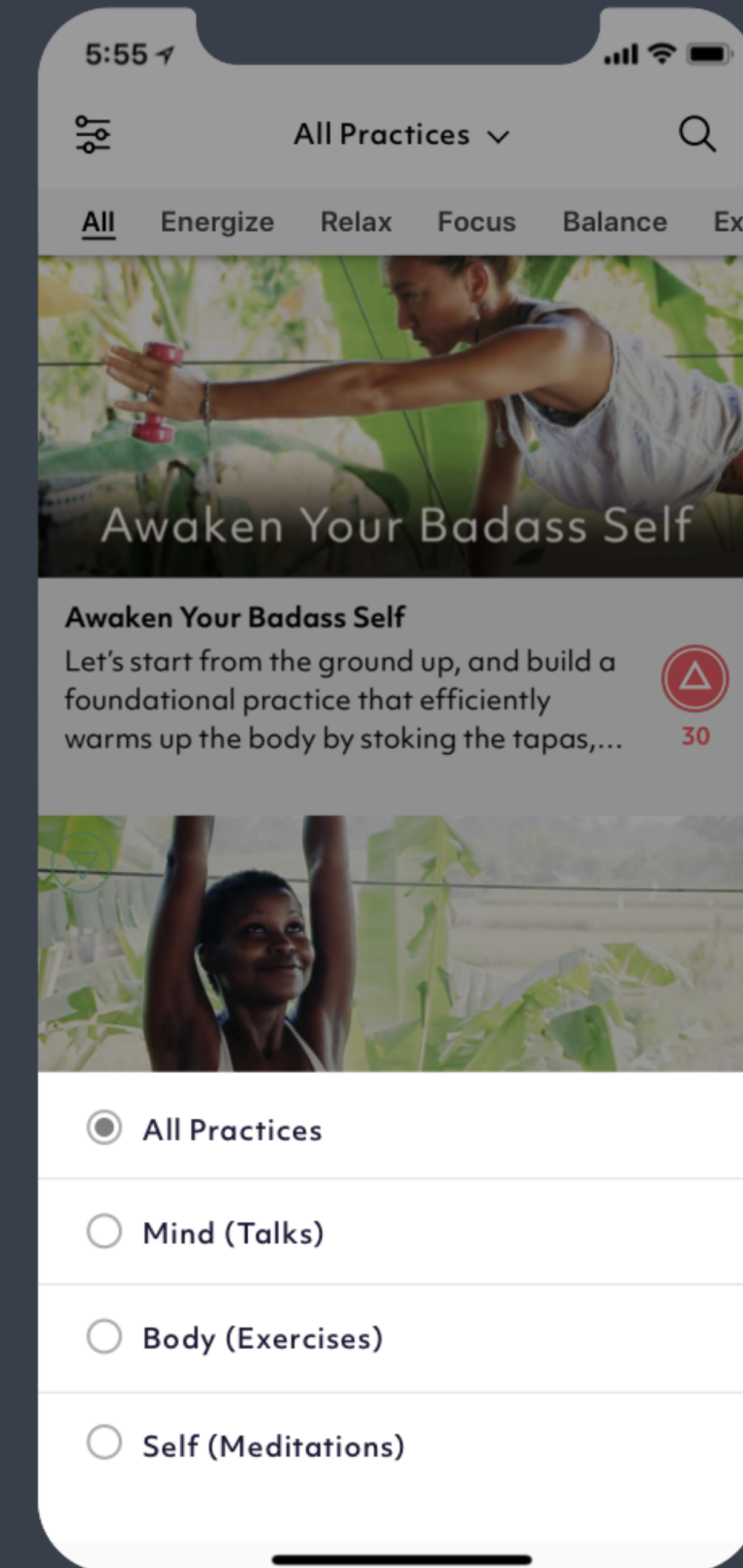
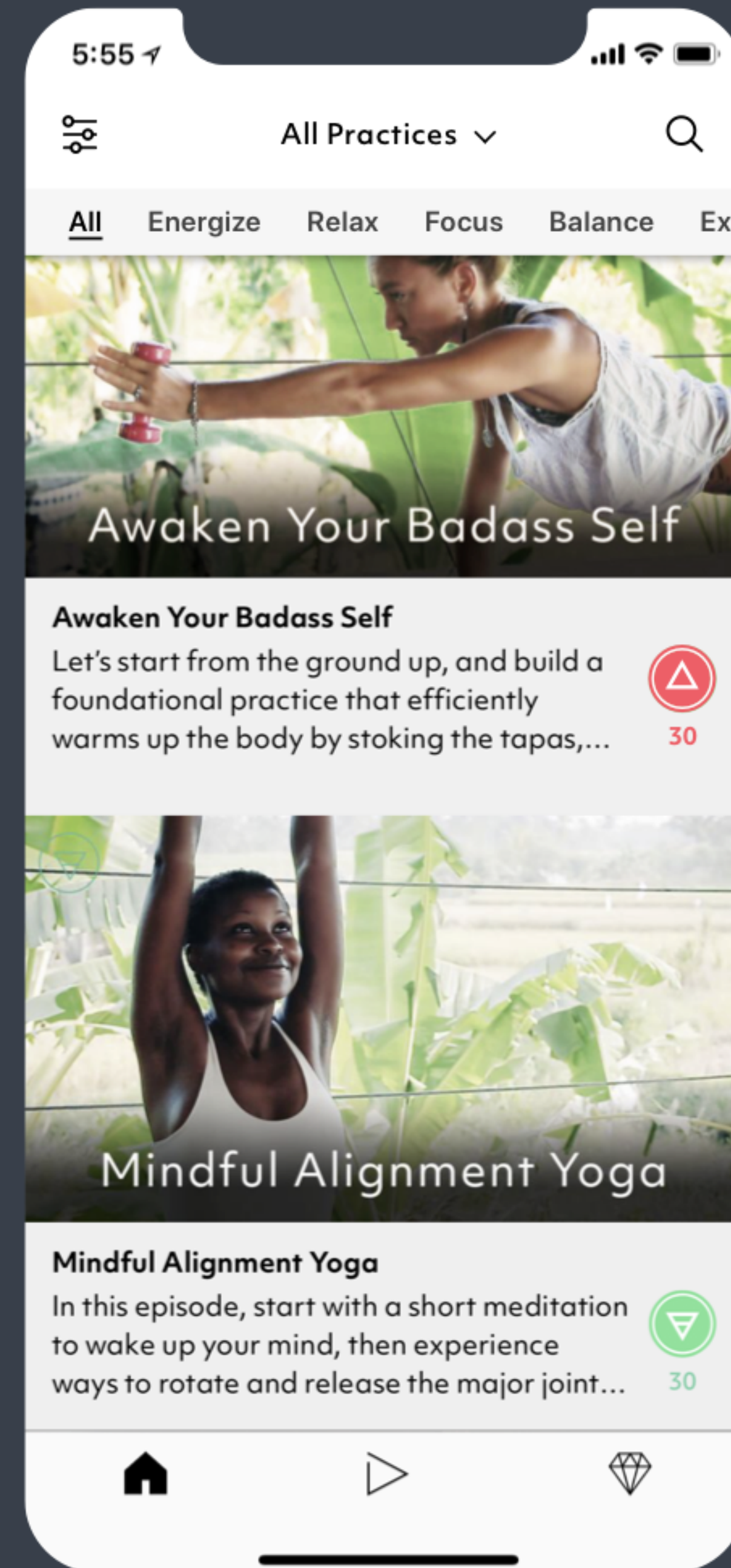
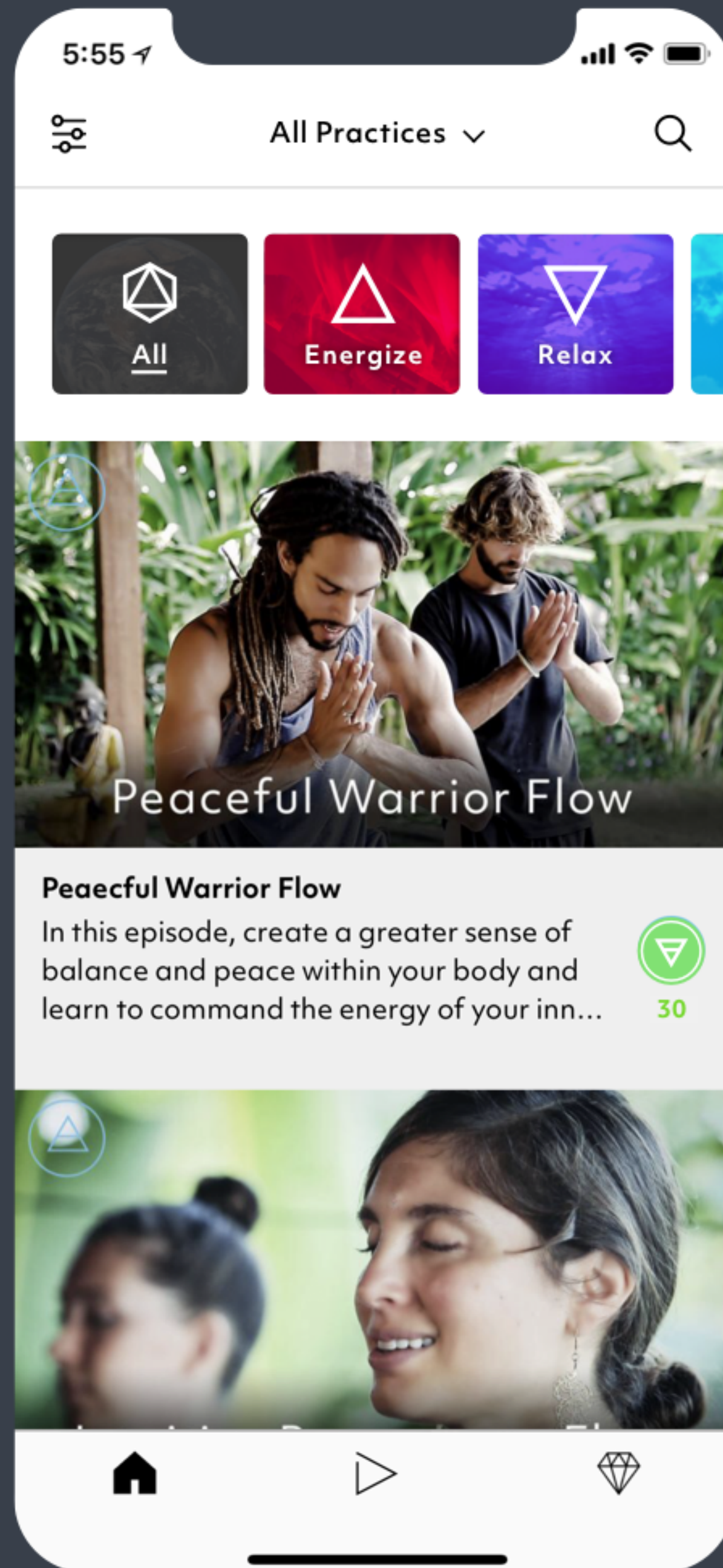
## Tasks

**Browse Videos**

**Filter Videos**

**Watch Video**

# Elements – Internal Triggers



# Scenario: Returning to Videos or Series

Playing previously watched, favorited, or routinely watched videos

Jason wakes up ready for his morning yoga routine. He pulls out his yoga mat and places his phone down. He taps My Practice to **View his Practice.**

He scrolls through his Favorite, Downloaded, and Recently Viewed videos. He sees a list of series that he has partially completed an indicator of how many episodes in each series he has completed and he has left. He **Selects his Standard Morning Series.**

He sees that he has watched three videos in the series. He decides to try one he hasn't seen, **Selects the Episode,** and **Plays the Video.**

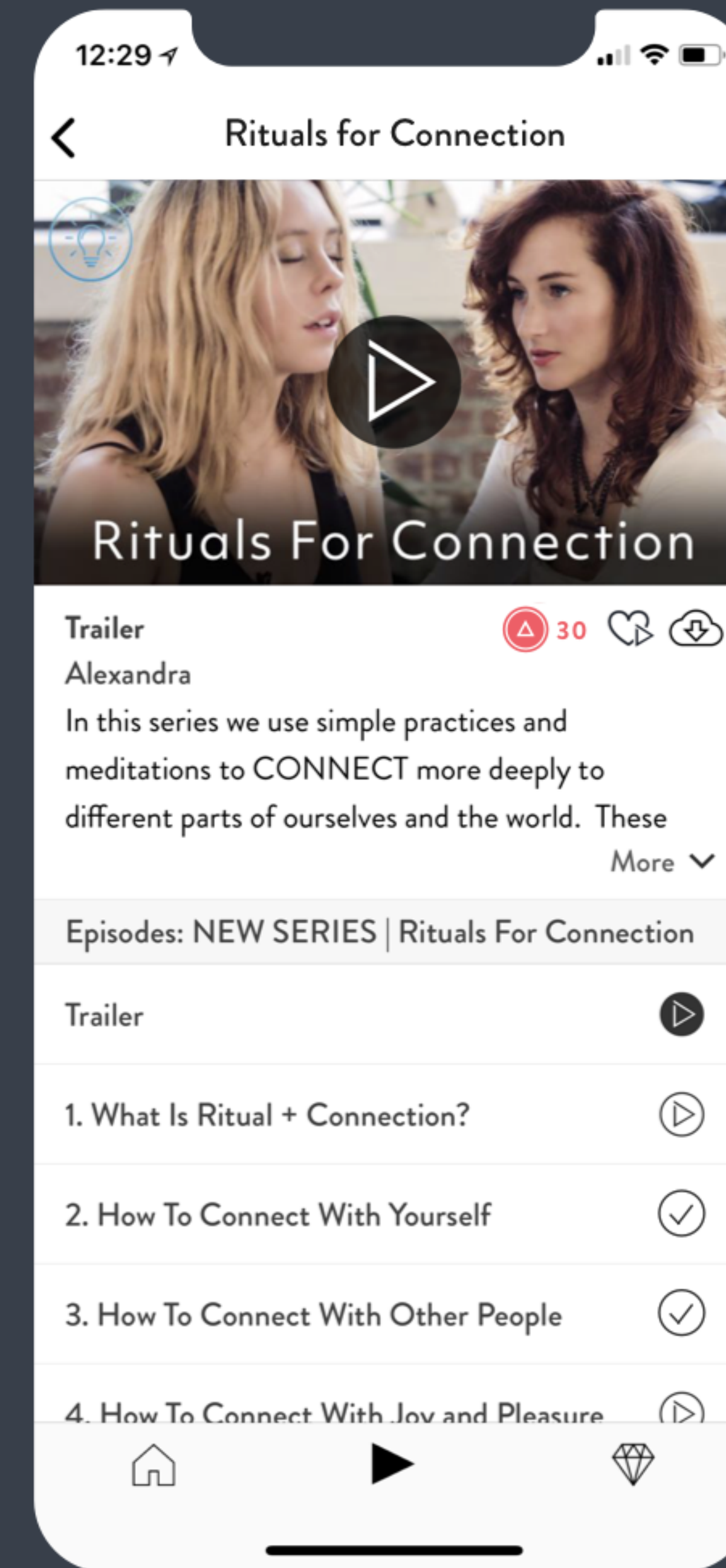
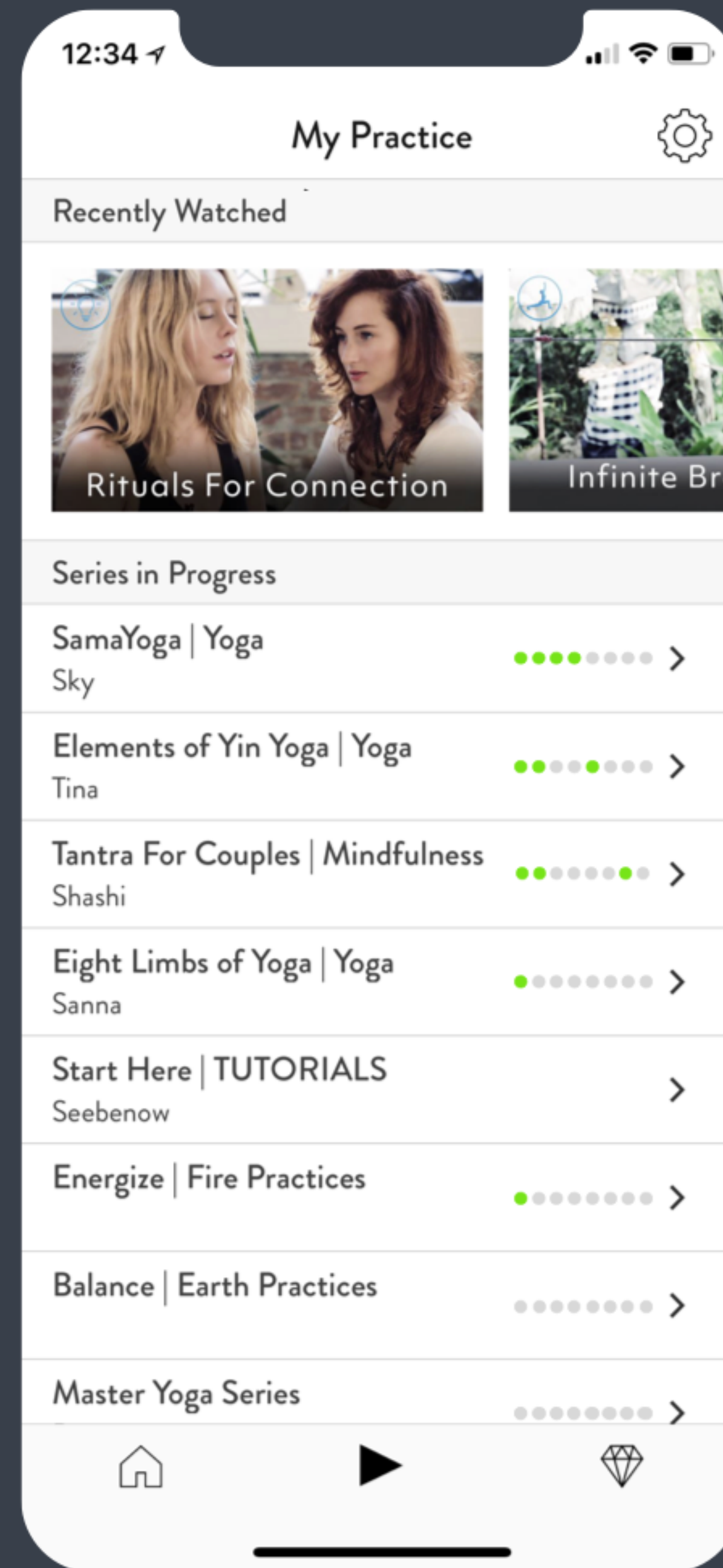
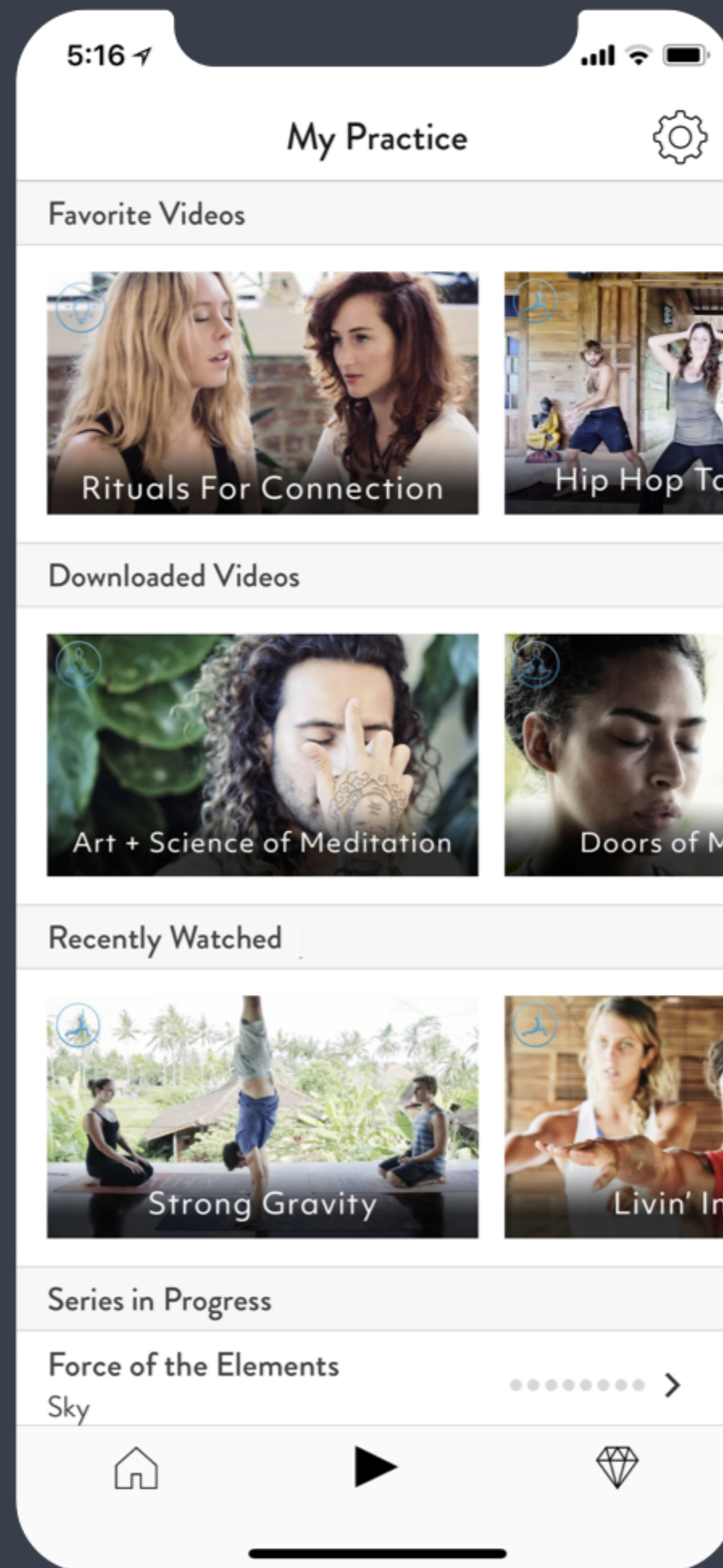
## Tasks

**View Practice**

**Select Video or Series**

**Select Episode of Series**

# Scenario: Returning to Video or Series





# Scenario: Redeem Rewards

Use coins earned from watching videos to redeem sponsored products

Jessica has been watching SeeBeNow videos regularly for the past few weeks, and decides to see if she is eligible for any free sponsored products yet. She **Browses the Rewards**.

She sees that she has earned 300 Fire Coins from watching Fire videos every morning, and that there is a yoga mat she can get with those coins. She **Views the Product Details**.

It looks like a great mat, so she **Orders the Product**, checks that her address is correct, and soon after it arrives in the mail.

She loves it after a few more weeks of earning Fire coins, she decides to send one to her best friend as a **Gift**. She chooses Gift It and writes a short note to her friend.

## Tasks

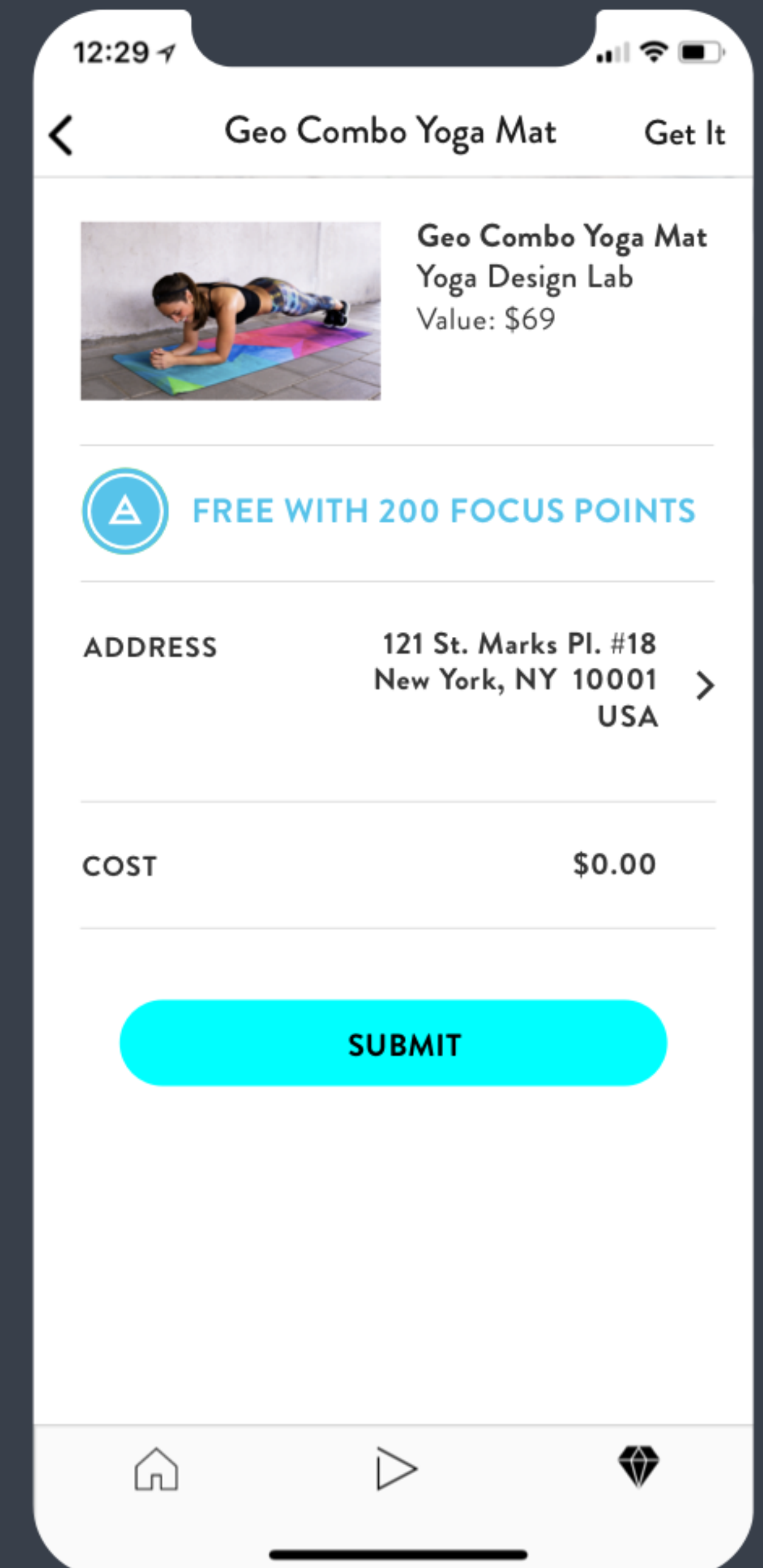
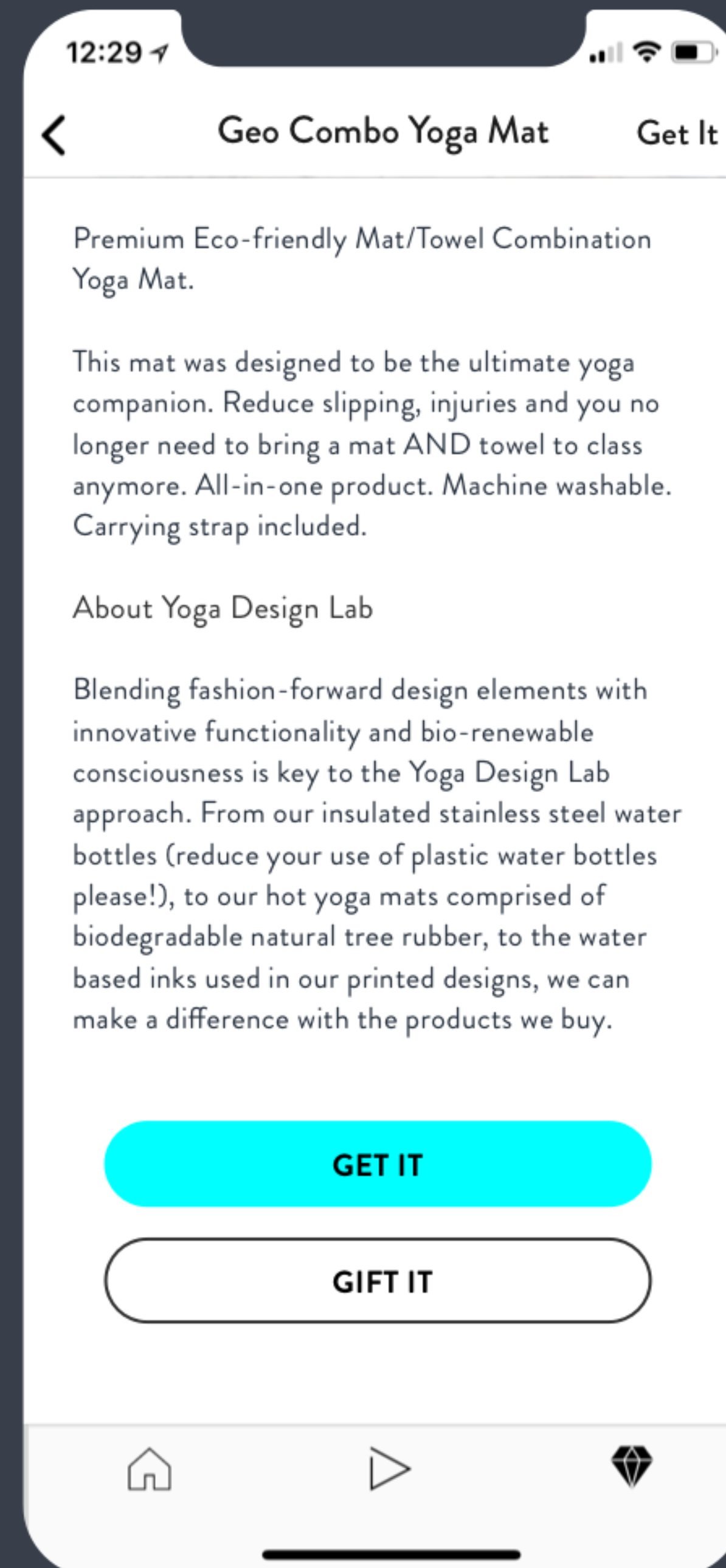
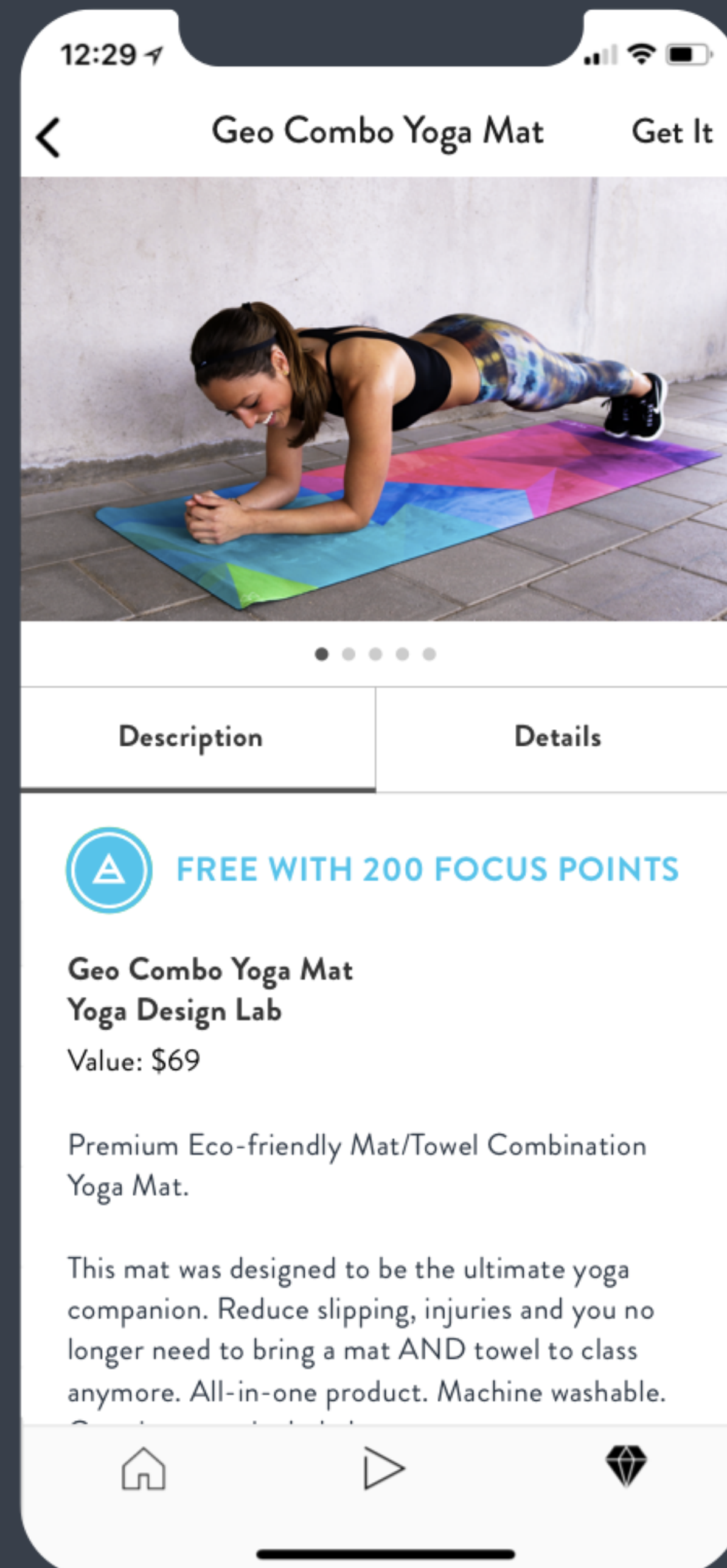
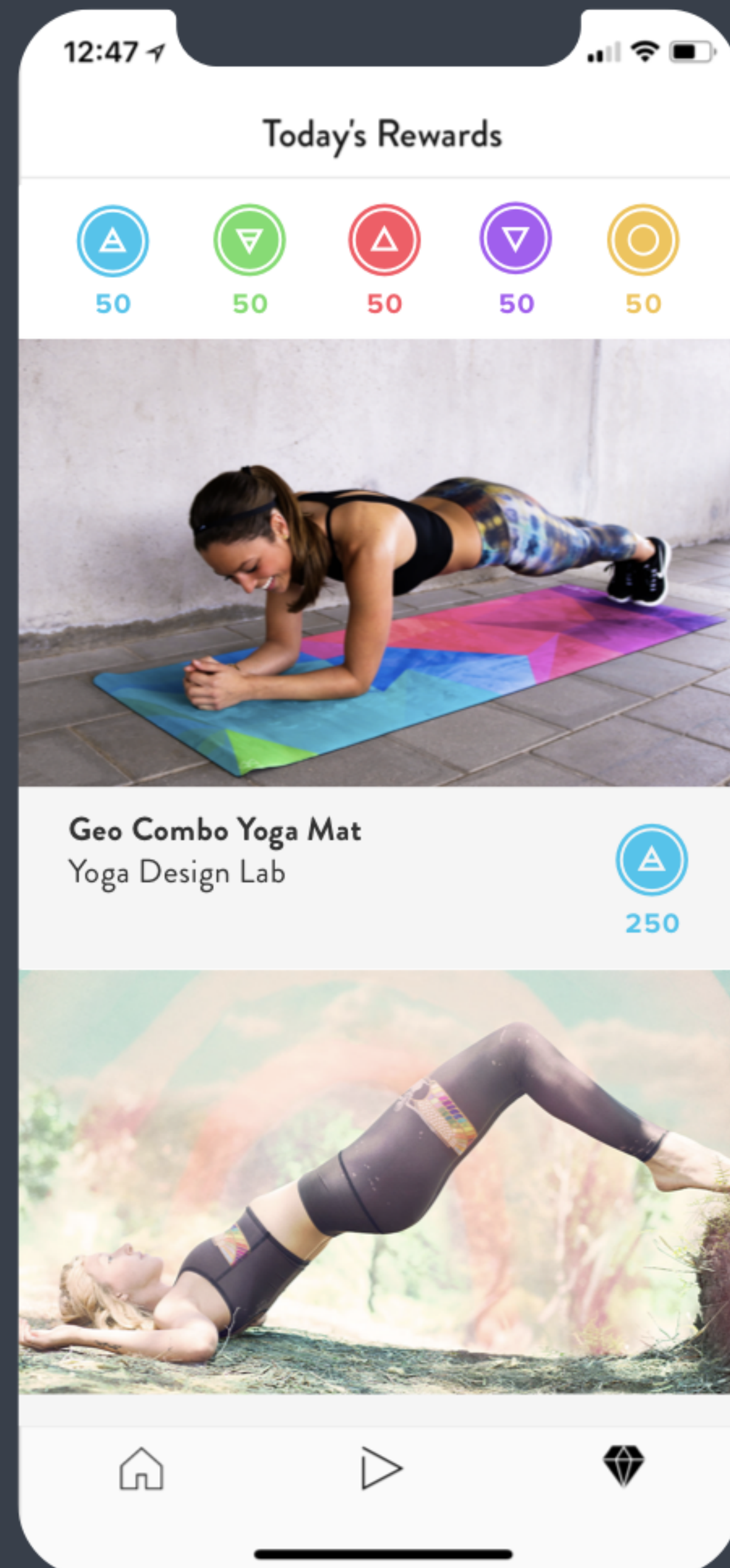
**Browse  
Rewards**

**View Product  
Details**

**Order Product**

**Gift Product**

# Scenario: Redeem Rewards

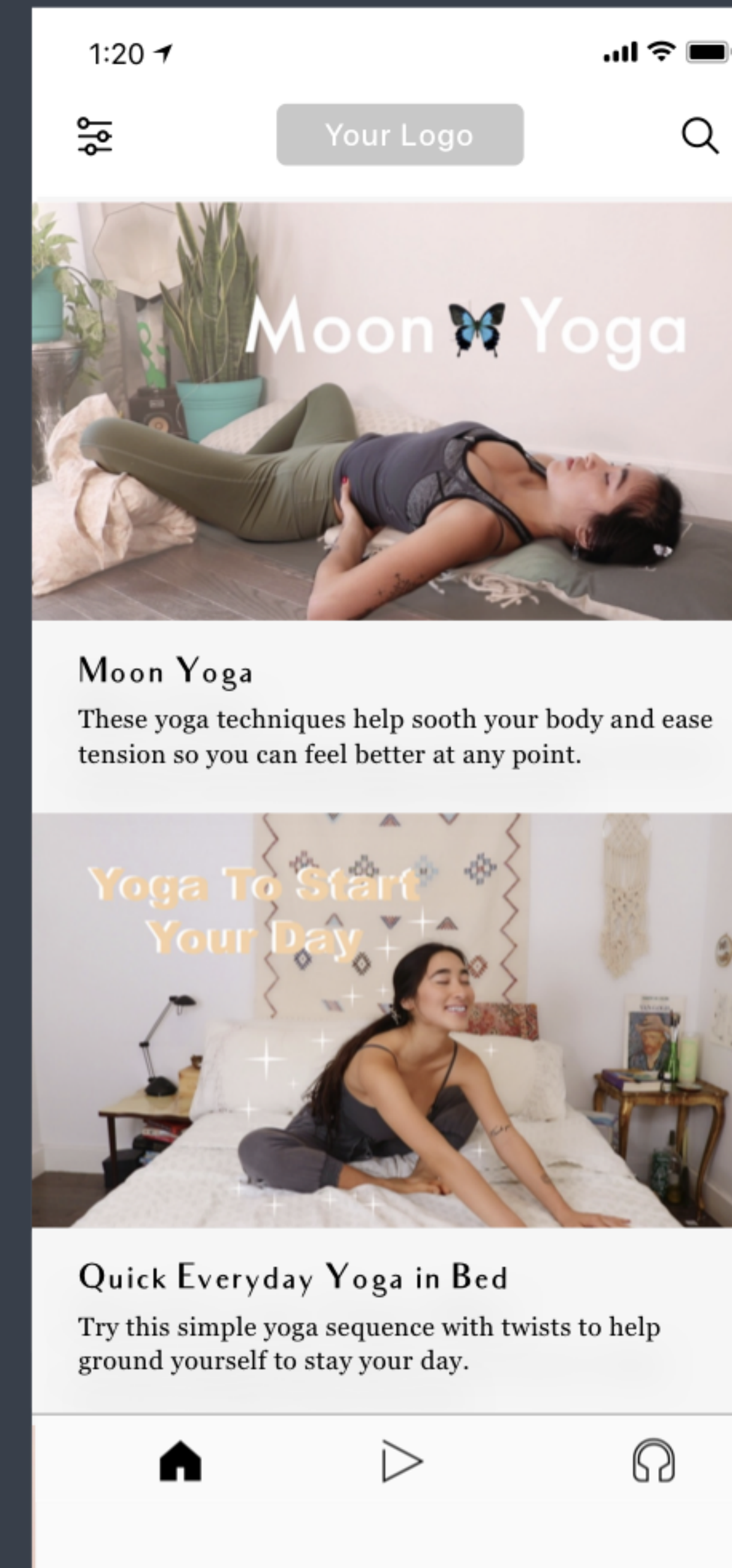
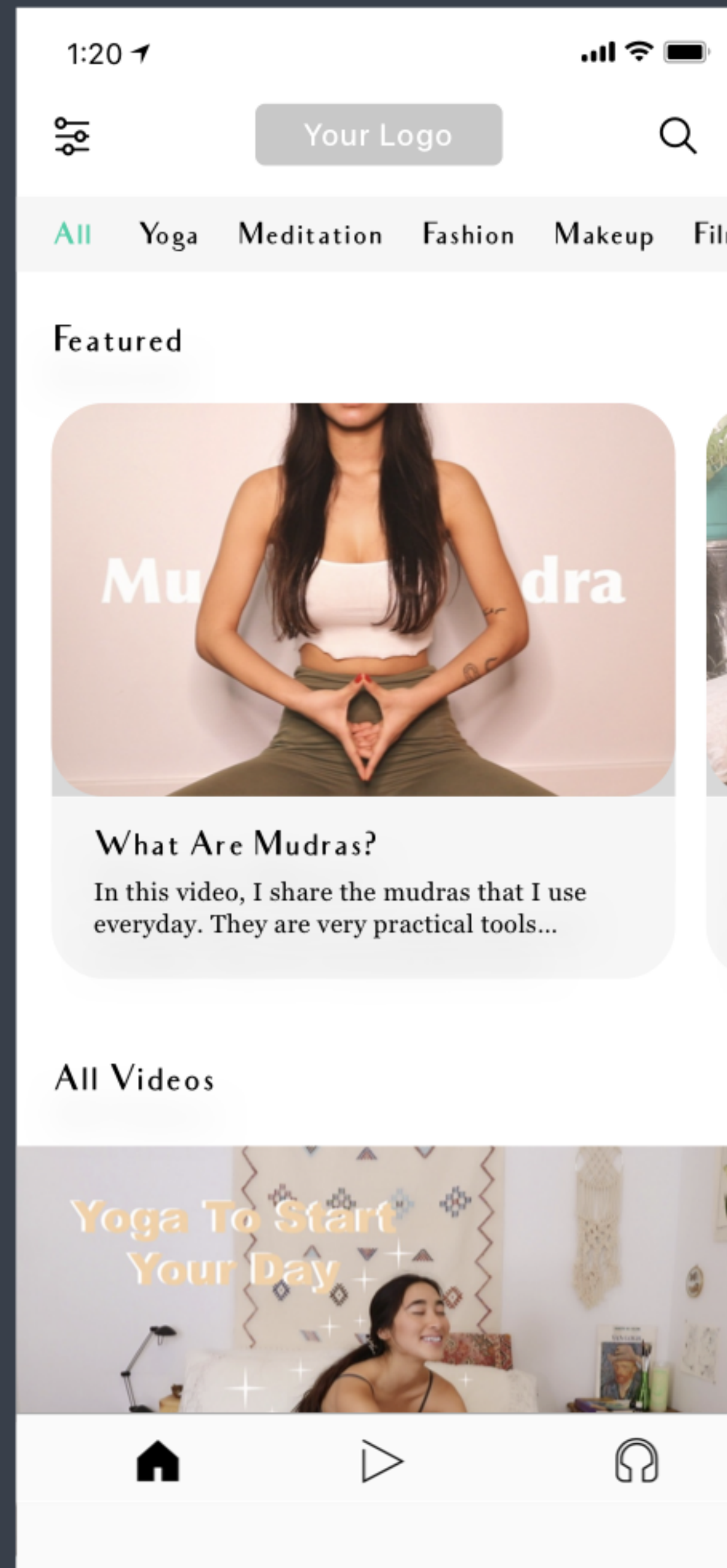
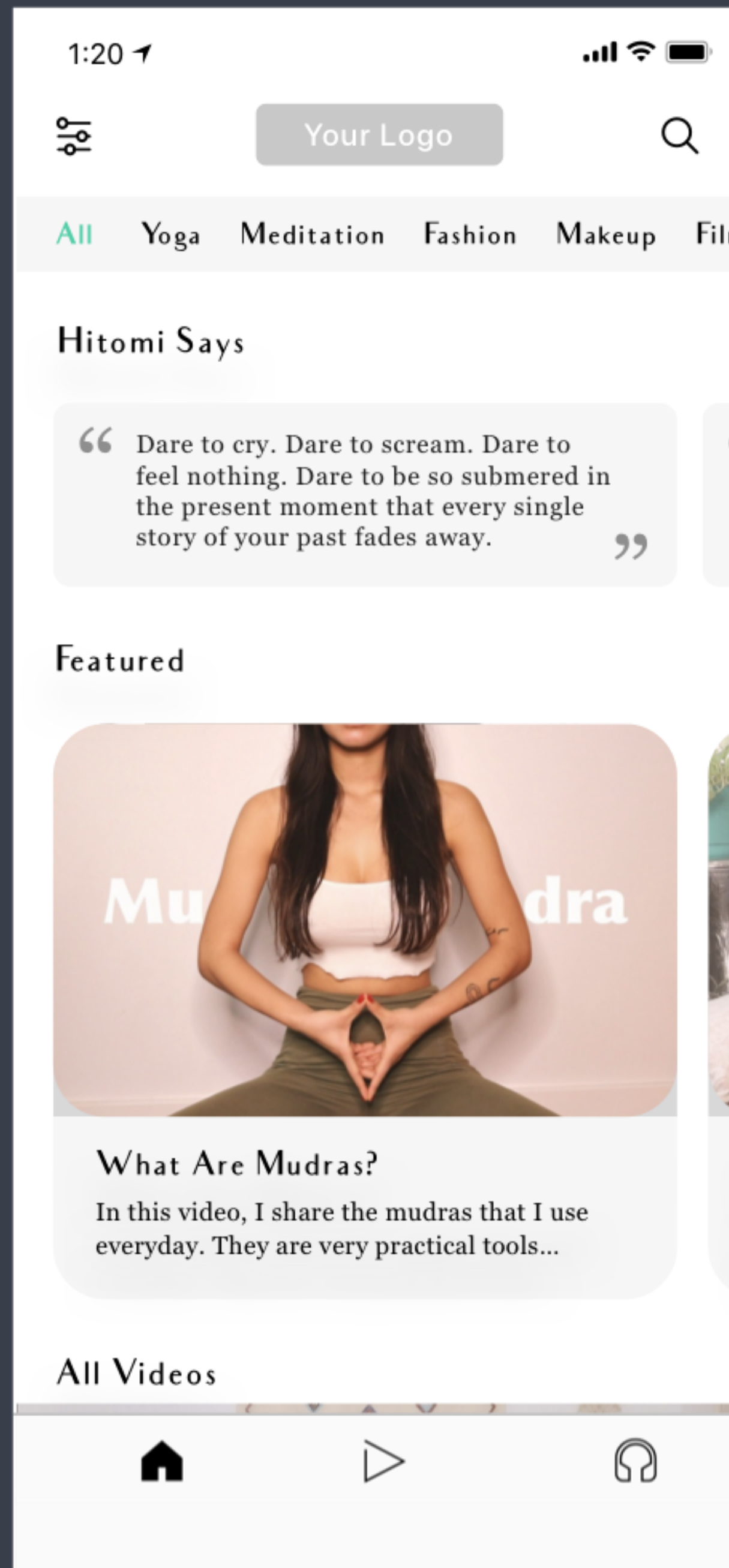


# Metrics and Data

- 13% conversion rate to paid subscribers (\$8.88/month or \$88/year)
- 85% subscriber retention rate
- Many people only watch one specific instructor within the app, and the largest sources of new subscribers are from social media followers of instructors.

SeeBeNow Creators: Partnering with influencers/celebrities in the wellness world to give them white-labeled versions of the app.

# SeeBeNow for Creators



# SeeBeNow

