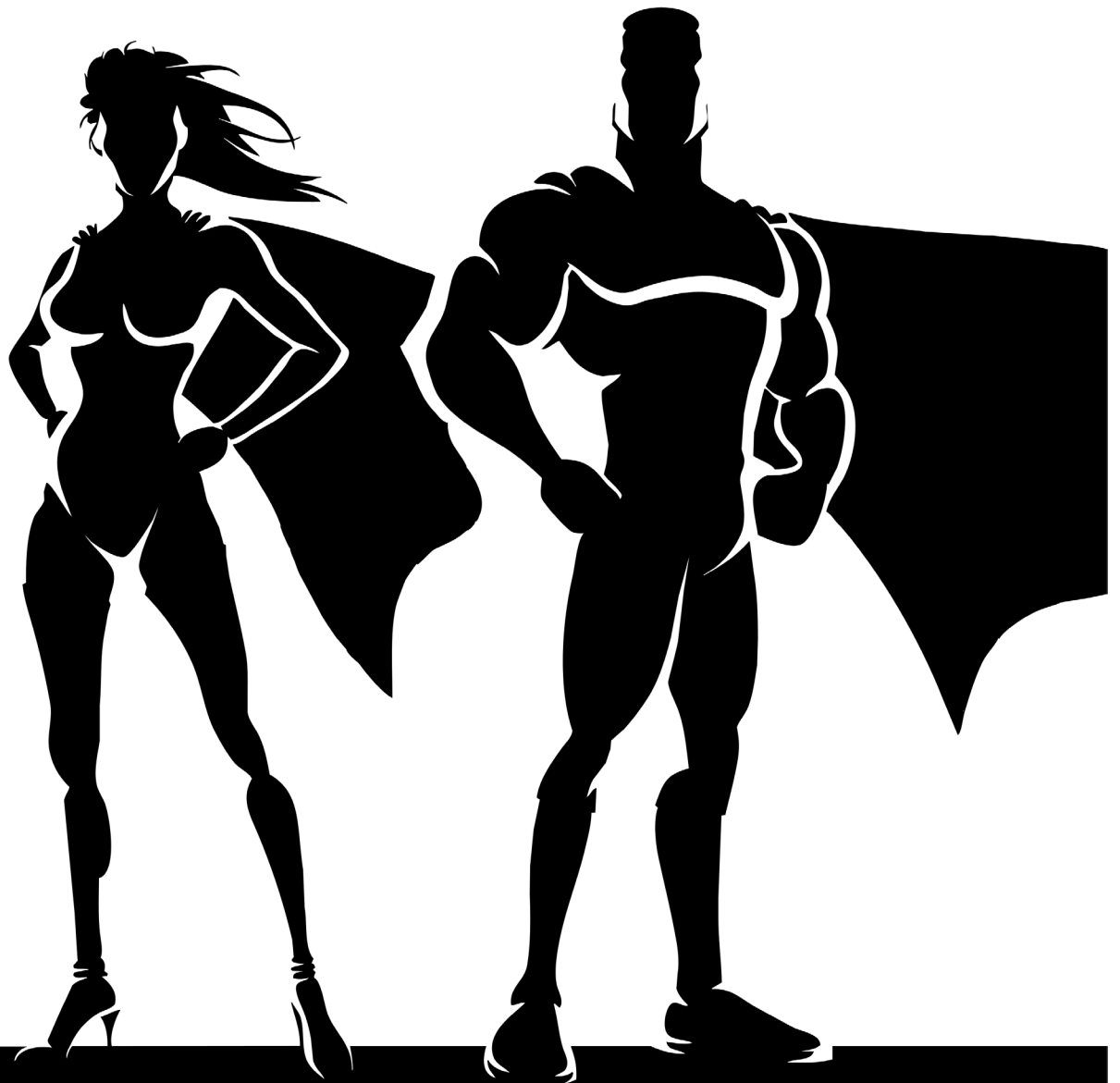


A Guide on **konkura.com** and how to **integrate** **challenges** into your **business model**



What is **konkura.com**?

Konkura.com is a social network with a core focus around users challenging each other at sport and fitness activities.

Konkura motivates training by encouraging users to challenge themselves and others in the community, to improve their performance in any physical activity imaginable. This participation also leads to improved technique, extended fitness knowledge, social interaction with the Konkura community and ultimately achieving new personal bests.

Konkura currently has 2500 registered fitness professionals and enthusiasts in the fitness community, stretching from the US to Europe to Australia.

Konkura is has three individuals. CEO Phil Worthington, his brother Ian Worthington as Director, and recently appointed Digital Director, Dan George.

All about **konkura**

Konkura Challenges

Any measurable physical activity can be the basis for a challenge. Challenges contain a description of the activity, supporting images or videos and an initial score by the challenge setter. They can also involve a series of activities where formula is used to work out the score.

Challenge Creators

Challenges can be created by any type of user or user group, including ordinary fitness enthusiasts, fitness professionals and organisations like sports clubs, gyms, educational facilities and companies.

Fitness Community

Competitors in a challenge interact with one another by commenting on each other's entries, posting messages on the challenge wall, sending messages to each other or becoming friends.

Challenge Scores

Users can attempt the challenge as many times as they like to try to improve their score and position on the leaderboard. Their score history is kept so they can see how they are improving over time and compare it with the scores of other competitors.

Leaderboards

Each time a user submits a challenge score they are awarded k-points. The more challenges they attempt the more k-points they are awarded. This contributes to overall ranking on the competitor leaderboard and to their country on the country leaderboard.

What does **konkura** offer?

Combines social networking with sport and fitness

Applying social networking to the world of health and fitness, combining the users' desire to improve fitness levels with the ability to educate themselves through engaging within a community of fitness enthusiasts.

Motivation of the challenges

A chance for users to benchmark performance and engage with like-minded people around the world to exchange training tips and banter.

Contact with Fitness Professionals

Users have the opportunity to connect with Personal Trainers and fitness professionals in their country or region, for advice through personal messaging and fitness techniques through the challenges set by the professionals themselves.

Konkura Channels

For Fitness Professionals, Gyms or Sports Clubs, Konkura Channels gives the opportunity to create their own branded area on konkura. Channel owners would create challenges on their channel and encourage its personal members to participate in these challenges against each other, with the possibility of introducing prizes to the challenge event winner.

Engage with existing members

The strength of Konkura is its versatility. Konkura challenges can be created to extend existing sporting initiatives within schools, organisations, institutions or clubs, to further engage in activities outside of its standard charter and strengthen its association with its members.

Our Audience

Individual users

- Looking to improve their fitness levels.
 - Motivate their training sessions.
 - Share their enthusiasm and knowledge.
 - Benchmark their performance.
 - Educate themselves in new fitness techniques.
 - Looking to find new fitness challenges.
 - Follows existing Personal Trainers, sporting legends or fitness professionals on Konkura.
-

Sponsors through Konkura Channels

- Fitness businesses, gyms, organisations, educational institutions or clubs can further engage in activities outside of its standard charter and strengthen its association with its members.
- Promotion of national or local initiatives that are aimed at getting people healthier and fitter.
- Self-sponsor challenges and promote incentives/prizes to achieve meaningful engagement with customers and motivate them to take part in challenges that are relevant to brand values.
- Promoting sporting events and encourage training and a sense of community prior to the event amongst those who have signed up to participate.
- Charitable organisations promoting individual challenges that can raise money for charitable causes.

Personal Trainers

How do we work together to improve the overall fitness experience

Integrating **konkura** into your fitness business

Personal Trainer Strategy

Lets look at a typical Personal Trainer strategy;

- To market and provide private training sessions and nutrition advice to individuals or groups.
- To market and provide Bootcamp sessions throughout the year to groups of clients
- To market and sell fitness products online.
- To offer training advice and guidance to clients.
- To build up as many followers as possible through advising, blogging and social networking.
- To compete in fitness competitions and build up personal kudos/status.

How can Konkura enhance and extend your fitness business model?

Konkura - PT extension 1

Bootcamps we know are a great way of extending the relationship between PT and client, after personal sessions are complete. Bootcamps and Konkura work hand in hand. Let us tell you how.

1. Integrate challenges into you Bootcamp sessions

Having your own personally branded Konkura Channel on konkura.com, allows you to post challenges to your bootcampers. Choose a challenge that is fair to all and integrate it into your weekly sessions. This could be a fun but challenging part of your week, where you could video your clients taking part in the challenge and post the videos and scores on Konkura. Your clients may choose to try and beat their score, by attempting the challenge outside of your bootcamp sessions. This only adds to the overall engagement with your clients and gives something different to the average Bootcamp sessions offered by other PT's.

2. Compete with other Bootcamps

Konkura Channels does allow you to close your challenges to your own friends, so nobody else can take part in the challenge. The fun starts though when challenges are open and Bootcampers start competing against one another on different Bootcamp Channels.

Note : Konkura are looking to run nationwide competitions between Bootcamps in 2013 and offer prizes to the winning entry and their chosen Bootcamp. Watch this space.

Konkura - PT extension 2

The Personal Trainer website will undoubtedly showcase themselves, as well as give details of their fitness services. Challenges on konkura.com can be used by Personal Trainers as a dynamic demonstration of their sessions and techniques to their clients. Two factors to consider:

1. Local session support

Konkura.com can support existing local fitness sessions, where potential clients have the opportunity to:

- a. Participate in an online session for FREE, to determine their current level of fitness compared to others on the challenge.
- b. A “Get upto speed“ challenge where the PT could showcase a session as a minimum requirement for joining their session.

2. Extend my reach and exposure

The exposure on Konkura will also extend their kudos to a global audience, where they can capitalise on improving their social network presence and potential hits to their personal websites. This type of exposure will have a knock on affect for any material they are currently promoting or marketing on their site.

konkura extension 3

Affiliate products, currently sold on the your personal website, through the challenge

Most Personal Trainers with a more mature marketing model, sell and promote fitness goods, be it fitness sessions, fitness equipment or fitness wear.

On Konkura, when a PT sets up a challenge on their channel they have the opportunity to describe and promote the clothing, fitness equipment or techniques used within the challenge itself. If the PT is part of an affiliate program for any clothing or equipment, then the challenge description is a great opportunity to sell those products or services to a global audience and potentially earn money from sales.

konkura - PT extension 4

Create your own personal social network, building stronger personal relationships with your members, followers or team

Konkura also gives Personal Trainers an environment to interact with existing and new followers.

Giving existing and potential clients a link to Konkura from the PT website, will allow the PT to showcase their knowledge, techniques and services, and build stronger more personal relationships with their followers.

This allows them to communicate directly with their followers, promoting their own services and personal online material as a result.

konkura extension 5

Extend your reach to a global sport and fitness audience

Konkura is does have a global reach and we expect that to expand even further this coming year. Konkura already has PT's and users in the US, Australia, Europe and Africa, so its reach is enormous.

With more and more promotions and marketing channels being introduced in 2013, to new audiences like students and gym goers, we expect our numbers to increase considerably.

This of course is a huge advantage to PT's registered on the website, because as our numbers grow, so does their global exposure.

So what now?

What Konkura will offer you...

This is what we can do for you for FREE.

The Konkura Team will build a FREE Konkura Channel in the Personal Trainer's name and brand. The channel will be promoted on the Konkura.com homepage and be available to our existing userbase of around 3000 fitness enthusiasts from around the world.

The Konkura Team will offer personal assistance for the first three months to integrate the initial set of challenges into the Konkura Channel, on the Personal Trainer's behalf, and advise on other matters.

Konkura will choose the best Challenges each month and include the Personal Trainer's Channel and their main challenge in the Monthly newsletter.

Konkura will frequently choose the best challenges and socialise the Personal Trainer's Channel via Facebook, Twitter, Pinterest and on the Konkura blog.

Konkura is stepping up its campaign work into 2013, and are introducing Konkura to PT's, Gym's and Sport Clubs across the UK, as well as holding Challenge Competitions for University Students with potential prizes.

What we ask of you...

Three things...

1. Within 7 days of us agreeing to work together

- o To start building a set of Konkura challenges, with title, description, formula (if required) and video. It's recommended that these challenges are tied into recent activities between the PT and his/her community or related to the PT's area of expertise, so that there is a sense of familiarity with the fitness exercises.

2. Within 7 days of challenges appearing on Konkura

- o Build a Konkura promo on the homepage of your PT website.
- o PT to send out notification of the Konkura challenges to his/her community.
- o To socialise the challenges via PT's social channels, Facebook, Twitter, LinkedIn etc

3. Within 14 days of challenges appearing on Konkura

- o To write a review of the Provider/Konkura Partnership in the Provider blog.

Interested?

Email ian@konkura.com and we will organise a small tele-conference together to discuss your potential.