

## Introduction

According to the National Family Health Survey (NFHS) conducted in 2019-2020, approximately 22% of adult men and 24% of adult women in India were reported to be overweight or obese. This indicates a significant portion of the population potentially seeking weight management solutions.

## Weight Care Market Estimates

**Current (2023) - \$1.13 Bn**

**Projected (2030) - \$4.62 Bn**

- **Pharmaceuticals (Anti-Obesity Drugs):**
  - Current Market Size: \$67 million
  - Projection for 2030: \$1.2 billion
- **Nutritional Supplements:**
  - Current Market Size: \$476 million
  - Projection for 2030: \$1.1 billion
- **Clinical Interventions (Surgery and Medical Procedures):**
  - Current Market Size: \$280 million
  - Projection for 2030: \$750 million
- **Healthcare Apps and Digital Platforms:**
  - Current Market Size: \$52 million
  - Projection for 2030: \$620 million
- **Fitness and Wellness Centers:**
  - Current Market Size: \$185 million
  - Projection for 2030: \$550 million
- **Healthy Food and Snacks:**
  - Current Market Size: \$32 million
  - Projection for 2030: \$320 million
- **Other Services (Camps, Retreats, Consultations):**
  - Current Market Size: \$38 million
  - Projection for 2030: \$280 million

## Business Canvas Model

### Key Partnerships:

- **Healthcare Providers and Professionals:** Partner with hospitals, clinics, and specialist doctors to deliver clinical weight loss programs and procedures.
- **Functional Food & Beverages Manufacturers:** Collaborate with manufacturers producing healthy food options to offer dietary support for weight loss.
- **Consumer Healthcare Manufacturers:** Partner with manufacturers of consumer healthcare products to offer a comprehensive range of weight care solutions.
- **Distributors & Marketplaces (Offline & Online):** Partner with distributors and online marketplaces to expand the reach of Leptyn's products and services.
- **IT Provider:** Collaborate with IT providers to maintain and enhance the digital platform for delivering weight loss programs and managing customer interactions.

### Key Activities:

- **Clinical Weight Loss Programs (Online Delivery):** Develop and deliver online weight loss programs tailored to individual needs, led by specialist doctors.
- **Weight Loss Procedures (Hospital Setup):** Conduct weight loss procedures in hospital settings, leveraging clinical facilities and specialist expertise.
- **Sales & Marketing Products through Health & Wellness Store:** Promote and sell weight loss products through Leptyn's Health & Wellness Stores, both online and offline.
- **On-boarding of Various HCP Partners as Service Providers:** Recruit and onboard healthcare providers as service partners to expand the network of weight loss professionals.
- **On-boarding of Distribution and Retail Channel Partners:** Partner with distributors and retailers to ensure the availability of Leptyn products across various channels.
- **Operating App & Digital Channel Management:** Manage the mobile app and digital assets for delivering personalized weight loss programs and engaging with customers.
- **Provide Health & Wellness Care Services to Corporates (B2B):** Offer health and wellness services tailored to corporate needs, including weight care programs and camps.

- **Leptyn Health & Wellness Stores (Physical):** Establish physical Health & Wellness Stores to provide customers with a one-stop solution for all weight care needs.
- **Customer Support and Coaching:** Provide personalized customer support and coaching to guide individuals throughout their weight loss journey.

### Key Resources:

- **Specialist Doctor Network:** Access to a network of specialist doctors providing expertise in weight loss management.
- **Clinical Facilities:** Utilize clinical facilities for conducting weight loss procedures and interventions.
- **Private Label Products:** Partner with manufacturers for private label manufacturing of weight loss products.
- **Distribution Network:** Establish a distribution network to ensure the availability of Leptyn products across various channels.
- **Mobile App & Digital Assets:** Develop and maintain digital assets, including the mobile app, for delivering personalized weight loss programs and engaging with customers.

### Value Proposition:

- **Doctor-led Weight Loss Solutions:** Provide doctor-led weight loss solutions backed by specialist expertise.
- **Comprehensive Platform for All Weight Care Needs:** Offer a comprehensive platform catering to all aspects of weight care, including clinical interventions, dietary support, and lifestyle management.
- **Personalized Programs for All BMI and Weight Loss Goals:** Deliver 100% personalized weight loss programs tailored to individual needs, irrespective of BMI or weight loss goals.
- **Holistic Care Beyond Just Weight Reduction:** Provide holistic care focusing on improving overall health and well-being beyond just weight reduction.
- **Improving Quality of Life:** Enhance quality of life through sustainable weight loss solutions aimed at long-term health benefits.

### Customer Relationships:

- **Personalized Care:** Offer personalized care and support throughout the weight loss journey to ensure customer satisfaction and success.

- **Education and Resources:** Provide educational resources and tools to empower customers with knowledge and skills for maintaining a healthy lifestyle.
- **Win-win Partnership with HCPs:** Foster mutually beneficial partnerships with healthcare providers by offering value-added services and support.

### Customer Segments:

- **Individuals Seeking Weight Loss Solutions:** Target individuals of all ages and backgrounds looking for effective and sustainable weight loss solutions.
- **Corporates Looking for Health & Wellness:** Cater to corporate clients seeking health and wellness services for their employees.
- **Healthcare Professionals:** Appeal to healthcare professionals interested in enhancing their weight loss offerings and expanding their practice.

### Channels:

- **Direct Sales:** Sell products and services directly to customers through various channels, including online platforms, physical stores, and corporate engagements.
- **Online Platform:** Reach customers through the Leptyn website and mobile app, offering personalized weight loss programs and product sales.
- **Medical Professionals:** Partner with medical professionals to reach customers through referrals and collaborations with healthcare providers.
- **Distribution Partners:** Distribute Leptyn products through partnerships with distributors and retailers across offline and online channels.
- **Corporate, Society, and Club Camps:** Organize health and wellness camps for corporate clients, residential societies, and social clubs to promote weight care services.

### Cost Structure:

- **Manufacturing Cost:** Cover expenses related to manufacturing weight loss products and private label manufacturing agreements.
- **Sales & Marketing Expenses:** Allocate resources for promoting Leptyn products and services through various channels, including advertising, promotions, and sales commissions.
- **Cost of Medical Devices Used in Procedures:** Include expenses for procuring and maintaining medical devices used in weight loss procedures and interventions.

- **Distribution and Logistics Cost:** Cover costs associated with distribution, shipping, and logistics for delivering products to customers across different channels.
- **Skilled Manpower:** Invest in skilled manpower for managing clinical operations, customer support, sales, and marketing activities.
- **Administrative Overhead:** Include overhead costs related to administration, office rent, utilities, and other general expenses.
- **Regulatory and Compliance Cost:** Allocate resources for ensuring regulatory compliance and quality assurance for products and services.

### Revenue Streams:

- **Services Sales:** Generate revenue from the sale of weight loss programs, consultations, and procedures delivered through various channels.
- **Membership Programs:** Introduce membership programs with tiered levels of benefits, such as discounts on products and services, priority access to appointments, and exclusive events.
- **Product Sales:** Earn revenue from the sale of weight loss products, including dietary supplements, meal replacements, and fitness equipment.
- **Platform Usage Fees from HCPs:** Charge healthcare providers a fee for utilizing the Leptyn platform and services for delivering weight loss programs and consultations.
- **Corporate Camps and Weight Care Services:** Generate revenue from corporate engagements, including health and wellness camps, employee wellness programs, and consultancy services.
- **Partnership Collaborations:** Form partnerships with other companies or brands in related industries, such as fitness centers, wellness retreats, or food delivery services, to create joint offerings or cross-promotional opportunities.