

Classy

Discover, Learn, Thrive

WHO WE ARE:

Classy is a dynamic social marketplace that connects learners with local experts through a points-based system. Our platform empowers individuals to explore and expand their skills across a wide range of learning opportunities, while fostering vibrant communities of discovery and growth.

THE PROBLEM:

Traditional learning and fitness options often include obstacles such as rigid memberships and logistical hassles, making it difficult for users to find and book suitable classes. Classy overcomes these barriers, providing a flexible, user-friendly platform and booking experience.

TARGET AUDIENCE:

Primary Demographics:

- Younger audience: Age 18-45.
 - Spanning from college students to working professionals.
- Has disposable income.
- Lives in urban/semi-urban areas.
- Has an online presence – likely to engage on social media.
- Various professional backgrounds.

Top Personas

Fitness enthusiast

- This customer is highly active and loves working out. They are a younger customer who is excited to try out different exercise classes and share their activities with friends online.

Experience Seeker

- This customer has ample free time, loves to find new hobbies, and takes advantage of the wide variety of experiences that Classy offers.

Lifelong Learner

- This person is slightly older than the average customer and is more interested in classes centered around learning, like a cooking or educational class, rather than an exercise class.

*Link to Classy Core Feature Screenshots: tinyurl.com/k6n3wzmc

UNIQUE VALUE PROPOSITION (UVP):

Classy's focus on targeting and building local communities around learning and fitness via its social media aspect sets it apart from its competitors such as ClassPass, GymPass, or Coursera. In addition, Classy's partnerships with local instructors and small businesses, as well as major international credit card companies, provide unique benefits that users don't get with other platforms.

CORE FEATURES AND KEY BENEFITS:

Core Features:

Social Feed: A Social Space for Classy users to share experiences, celebrate milestones, make new friends, engage in communities, discover new activities, and gain motivation through observing peers' progress.

Class Explorer: A Seamless Booking Interface with AI-powered recommended classes, community-driven insights like ratings and reviews, integrated social media features, and a points-based checkout process.

Key Benefits:

Flexible: Classy's flexible purchasing system makes it easy for users to explore classes across different locations and frequency levels. This flexibility speaks to Classy's goal of fostering low-stakes exploration, enabling users to try a variety of local experiences and meet different instructors, unlike other platforms where scheduling and location options may be more restrictive.

Diverse Class Offerings: By offering a wide range of class types—whether it's fitness or creative arts—Classy supports its UVP by catering to diverse community interests. This diversity is key to building a robust community around learning and fitness, making Classy the go-to platform for users with varied curiosities and aspirations.

VALIDATION

- 73% of US adults consider themselves lifelong learners ([Pew Research](#))
- 22% of US adults report having disposable income to spend on hobbies & learning activities ([Forbes](#))
- Other platforms with similar services: [Coursera](#) - 142 million users, [MindBody](#) - 2.4 million active users, [Eventbrite](#) - 95 million MAU

These statistics suggest that Classy is well-positioned to attract a wide user base by catering to modern learners' preferences for convenience, variety, and social engagement.

From 10+ interviews, here are a few quotes from potential users that demonstrate Classy's value:

- "I want to enroll in 3 different types of classes: Barry's Bootcamp, Yoga, Pilates"
- "Also I want to try cooking, sculpture, and investing classes"
- "I'd love to see my friends' progress in a convenient way"
- "It would be cool to explore new content in a Strava-like feed"
- "It'd be a great way to drive higher traffic to our studio"


CLASSY SCREENSHOTS:

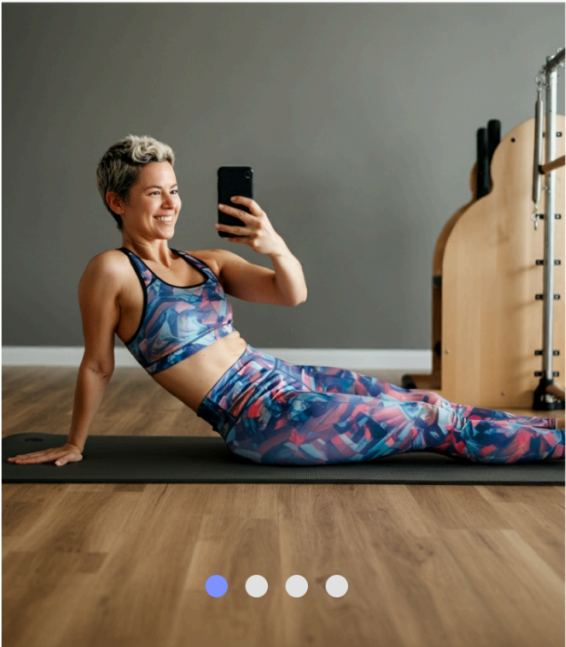
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Explore Communities. . . ✕

Your Interests: Fitness Nature Fun Art
Add More!

Social Feed

 PilatesPassioner448 ⋮



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Liked by 235 others

View Course Details

Just finished my 1000th pilates workout with [@The_Pilates_Team](#)!! I've been attending their classes for the past 4 years, and ...more

#pilates #workingout #abs #pilatesfriday #classyisawesome #socialclasses ...more


View all 103 comments 👇

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Find classes. . . ✕

Recommended Classes




Pilates w/ Instructor
📍 Palo Alto (1.3 miles away)
Fitness

Weekly Pilates Fitness Class

60 minutes | 500 points
4.6 ⭐⭐⭐⭐⭐ (143 reviews)
Hosted by [The Pilates Team](#)

Mon-Fri @ 7AM-10pm | Sat-Sun @ 7AM-12pm

View Details Explore Community



Outdoor Painting w/ Art Teacher @ Stanford
📍 Stanford (2.5 miles away)
Nature Fun Art Social

Monthly Art Class at Stanford Dish

3 hours | 600-750 points (20% off!)
4.1 ⭐⭐⭐⭐⭐ (22 reviews)
Hosted by [Bay Area Nature Painters](#)

Thursday, October 31st @ 6:00pm

View Details Explore Community

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