



REBEL360

POWERED BY REBEL LABS

Brand & Product Strategy 2018

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THE BRAND

REBEL 360

▣ What's in the name?

Rebel = going against the status quo (trend)

360 = comprehensive, science-driven, system and approach

Rebel 360 = Takes a comprehensive, holistic approach to health and fitness while rebelling against the status quo.



Voice & Tone

Voice

stays consistent

EXPERT

Experienced, trustworthy, educated, intelligent

PASSIONATE

fierce, dedicated, inspiring

GROUNDLED

balanced, honest, consistent, clear, reasonable, "makes sense"

KIND

altruistic, understanding, positive

FUNNY

entertaining, playful

Tone

attitude, can fluctuate with circumstance

STRONG

Leader, inner strength, infectious energy

APPROACHABLE

friendly, accessible, sociable, relatable

RAW

unedited, real, "cut-through-the bullshit," "tell it like it is," "against the status quo"

EMPATHETIC

"we're all in this together," compassionate, community-driven

TONGUE-IN-CHEEK

bantering, humorous, joking



THE BUSINESS

Rebel Labs Mission Statement

To rebel against the commercial wellness industry, educating and empowering people to take their health into their own hands.

Rebel Labs Business Approach

Rebel Labs is leading a science-based health and fitness revolution encompassing mind, body and spirit. We are here to teach everyone how to build a healthy life, providing every building block of knowledge from food to fitness. Our online programs and vibrant social media community will empower and inspire individuals to live their best lives.

Rebel Labs Business/Company Values

Core Values

- ▣ Health & Wellness
- ▣ Leadership
- ▣ Honesty
- ▣ Empowerment
- ▣ Passion

Secondary Values

- ▣ Trust
- ▣ Inspiration
- ▣ Boldness
- ▣ Creativity
- ▣ Fun

FPO

Defining Rebel360

- Product Statement

- An online subscription-based health and fitness program, offering a 360 degree approach to improving everyone's overall health. Covering cooking, nutrition, fitness, running and yoga, Rebel360 offers consumers video programs that help them create a sustainable, healthy lifestyle. In addition to the online courses, branded apparel and complementary products will also be available for purchase.

- What are the products & services?

- Online Program Subscription
 - Cooking Tools (2019)
 - Fitness Accessories (2019)
 - Fitness Apparel (2020)

- Specific Areas of Focus

- Cooking
 - Fitness
 - Running
 - Yoga
 - Nutrition



PRODUCT DETAILS

Content Subscription

□ Summary

- A 360 degree online video streaming, comprehensive health & fitness program complete with cooking, nutrition, fitness, running and yoga content to enable you to build a sustainable healthy life.

□ Pricing Model

□ Freemium Content

- All programs of content have free content
- Entertaining Content (outside of official programs) to drive traffic = Free as well

□ Premium Content

- \$15 / Month
- \$99 / Year
- Founding Member program for early adopters = \$49 / Year (locked in pricing)

COOKING PROGRAM

Program = SKILLS + MEALS

✓Skills

- Quantity = 33 videos
- Release = December 2018 (all at launch)

✓Recipes

- Cooking 1.0
 - Quantity = 30 recipes
 - Release = December 2018 (all at launch)
- Cooking 2.0
 - Quantity = 30
 - Release = January 2019
 - 2 recipes / week

NUTRITION PROGRAM

Program = KNOWLEDGE + TIPS + ARTICLES

- ✓ Quantity = 1 video (:10 - :15)
 - Possibly gamified with a final .pdf “certification”
- ✓ Release = January 2019

FITNESS PROGRAM - MALES

Program 1 = Foundation for Men (pre-program to physique)

- ✓ Quantity = 84 videos
 - 12 week program
 - 7 Days of Programing = 4 days Fitness / 3 days active recovery
- ✓ Release = March 2019

Program 2 = Physique for Men

- ✓ Quantity = 84 videos
 - 12 week program
 - 7 Days of Programing = 4 days Fitness / 3 days active recovery
- ✓ Release = March 2019

FITNESS PROGRAM - FEMALES

Program 1 = POST PREGNANCY - 9 UP / 9 DOWN

- ✓ Quantity = 288 videos
 - 72 week program
 - 4 videos / week
- ✓ Release = April 2019

Program 2 = Physique for Women

- ✓ Quantity = 84 videos
 - 12 week program
 - 7 Days of Programing = 4 days Fitness / 3 days active recovery
- ✓ Release = Q4 2019

RUNNING PROGRAM

Program = Carl Lewis

- ✓ Quantity = 10 (linear series)
- ✓ Release = January 2019

*side note - this program may heavily appeal to our older target demo

YOGA PROGRAM

Program = Yoga 6 Part program, not all linear

✓Release = December 2018

- ❑ Foundation = 30 videos (linear, from beginner to intermediate)
- ❑ Flow = 60 videos (al la carte)
- ❑ Meditation = 10 videos (al la carte)
- ❑ Recovery = 20 videos (al la carte)

✓Release = March 2019

- ❑ Strength = TBD
- ❑ Challenges = TBD



DOMAIN & LANDING PAGE

LANDING PAGE

www.Rebel360.com ---- email capture until launch

Deliverables needed to finalize a landing page.



FPO



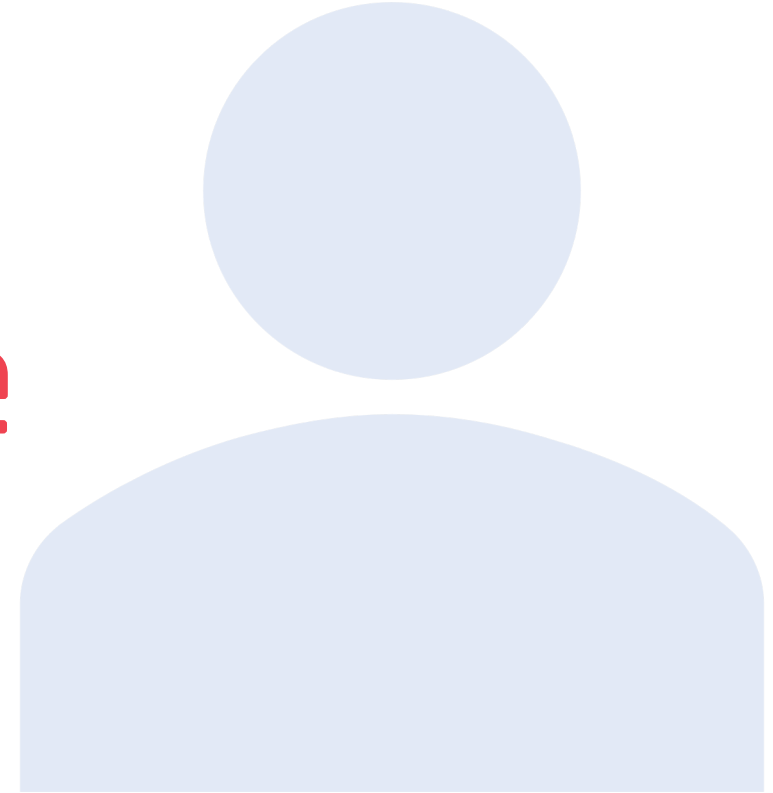
TIMELINE

| PRODUCT | DATE |
|--|---------------------|
| Landing Page / Brand Social Accounts | Sept. 2018 |
| Beta Website | Dec. 2018 |
| Cooking 1.0 | Dec. 2018 |
| Yoga 1.0 (foundation, flow, meditation, recovery) | Dec. 2018 |
| Cooking 2.0 | Jan. 2019 |
| Nutrition | Jan. 2019 |
| Running | Jan. 2019 |
| New Year Promo - LAST CHANCE Early Adopter Rate | End of Feb. 2019 |
| Yoga 2.0 (strength, challenges) | Mar. 2019 |
| Fitness for Men, Foundation (1) & Physique (2) | Mar. 2019 |
| Fitness for Women, 9 🖐️ 9 🖐️ | Apr. 2019 |
| Fitness for Women, Physique | Q4 2019 |

PRODUCT ROLL OUT



Target Audience



PRIMARY TARGET AUDIENCE

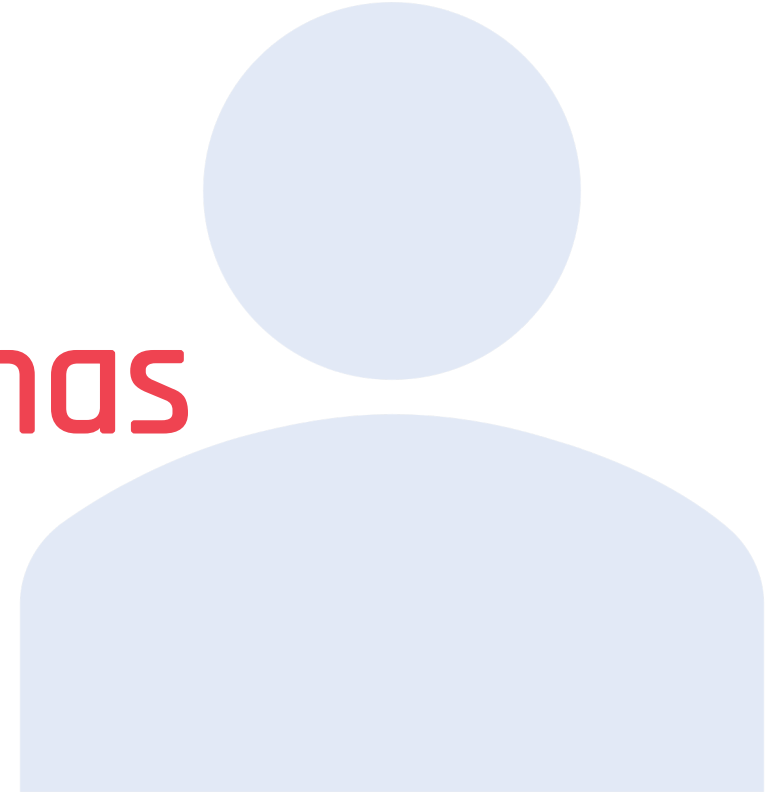
| | |
|-----------|--|
| Gender | Males & Females |
| Age | Millennials, 25 - 38 |
| Location | Rural & Urban dwellers |
| Education | Bachelor's Degree |
| Income | \$75k+ |
| Interests | Fitness, Nutrition, Cooking, Adventure, Lifestyle, Mindset |
| Channels | Facebook, YouTube, Instagram |

SECONDARY TARGET AUDIENCE

| | |
|-----------|--------------------------------|
| Gender | Females |
| Age | GEN X, 40 - 53 |
| Location | Urban dwellers |
| Education | Bachelor's Degree (or higher) |
| Income | \$220K |
| Interests | Fitness, Cooking, Lifestyle, |
| Channels | Pinterest, Facebook, Instagram |



Audience Personas



YOUNG MILLENNIAL MALE ADAM

Demographics

AGE: 25 yrs. old

ETHNICITY: Asian

OCCUPATION: Online Entrepreneur

INCOME: \$100k

Personality: Introvert, techie, highly competitive, impatient, data-driven, punctual, aggressive, angry

Wellness Interests: Fitness, Adventure, Meal Prep

Fitness Goals: To bulk up and get ripped

Preferred workouts: Kickboxing, HIIT

Unspoken Desire: To have the “perfect” body

Hidden Fear: Maybe Asians really can't build muscle the same way...

Main Frustration: Getting injured from exercise

Key set-backs: Switching supplements, popping pills to be able to work long hours, lack of sleep

Preferred Online Platforms: Snapchat, YouTube, Instagram



BORDERLINE MILLENNIAL MALE BLAZE

Demographics

AGE: 30 yrs. old

ETHNICITY: Latin

OCCUPATION: Lawyer

INCOME: \$150k

Personality: Ambivert, driven, friendly, hip, metrosexual, trendy, sarcastic

Wellness Interests: Fitness, Nutrition, Lifestyle

Fitness Goals: To keep a lean, well-cut look and have perfect abs

Preferred workouts: Spin, resistance and bodyweight training

Unspoken Desire: To not feel exhausted at the end of each day and have enough energy to create and build up his own practice

Hidden Fear: That he won't be able to keep his social drinking in check

Main Frustration: Frequent travel, no stationary bikes at hotel gyms

Key set-backs: Inconsistent eating habits, late meals, recreational drug use to ease anxiety

Preferred Online Platforms: Instagram, Facebook, Twitter



OLDER MILLENNIAL MALE CHRIS

Demographics

AGE: 35 yrs. old

ETHNICITY: Caucasian

OCCUPATION: Marketing Executive

INCOME: \$200k

Personality: Extrovert, ambitious, trusting, loving, kind, loyal, funny

Wellness Interests: Fitness, Nutrition, Adventure

Fitness Goals: To stop fluctuating 75lbs up and down, to cut down the fat and get back to his high school athletic shape

Preferred workouts: CrossFit, weightlifting

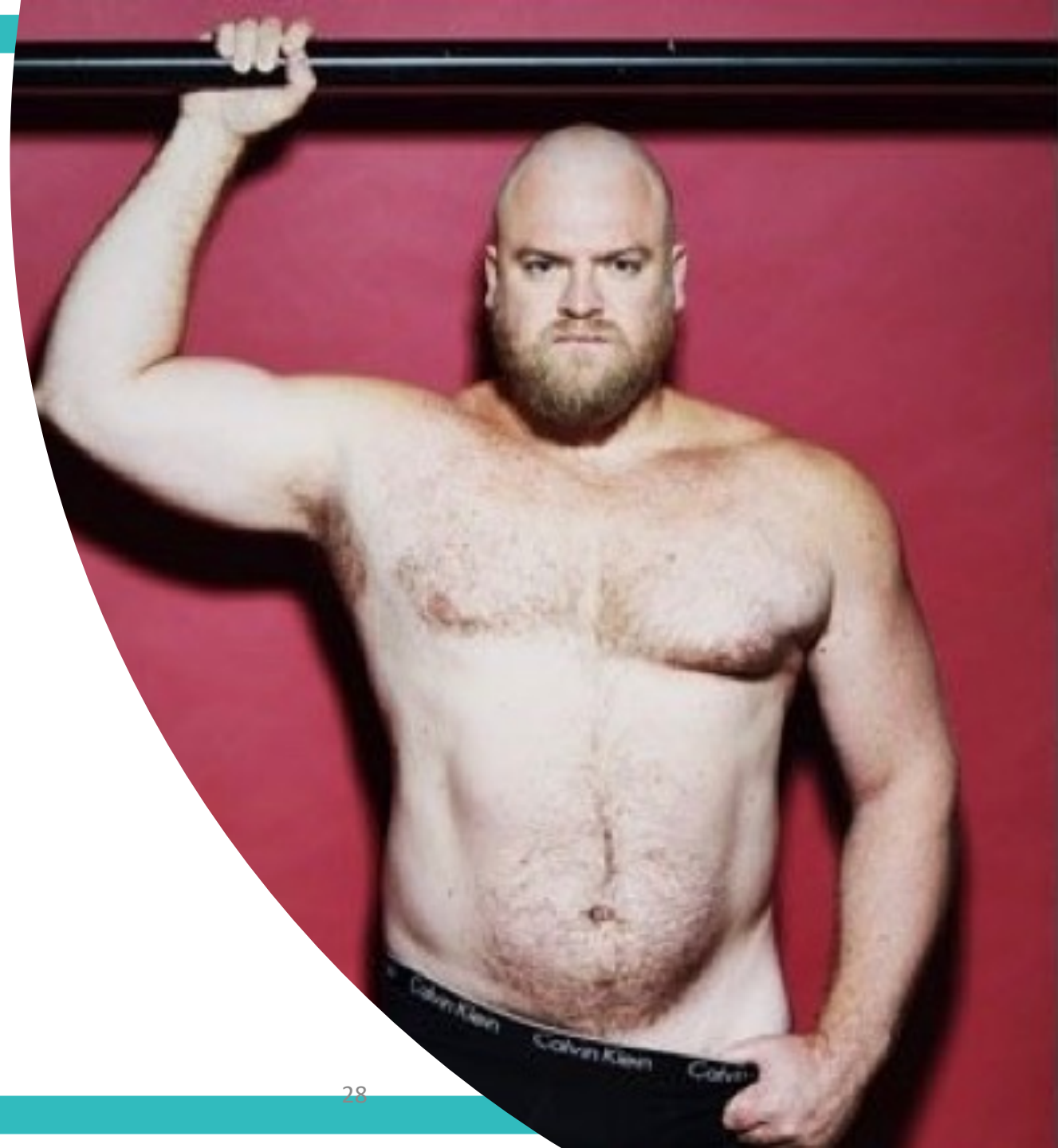
Unspoken Desire: To live up to his nickname "The Beast" on his 20th high school reunion

Hidden Fear: That he will have a big belly and be 100+ lbs overweight like his father

Main Frustration: High-stress job and long hours means making time for workouts is difficult. To not have the will to say no to beer, burgers and fries

Key set-backs: Inconsistency with workout, unhealthy food choices, and a young child at home

Preferred Online Platforms: LinkedIn, Facebook, Twitter



YOUNG MILLENNIAL FEMALE DANIELLE

Demographics

AGE: 25 yrs. old

ETHNICITY: Caucasian

OCCUPATION: Fitness trainer and sales professional

INCOME: \$85k

Personality: Extrovert, energetic, competitive, friendly, fun

Wellness Interests: Fitness, Nutrition, Meal-Prep

Fitness Goals: To be fit, to look toned, to be more flexible

Preferred workouts: Spin and yoga

Unspoken Desire: To lead international wellness retreats for women

Hidden Fear: That she does not have what it takes

Main Frustration: to not be able to find the balance between energy, fitness & travel the way she wants. To not have enough money to join Equinox.

Key set-backs: Her social life overpowers everything

Preferred Online Platforms: Snapchat, Instagram, YouTube



BORDERLINE MILLENNIAL FEMALE EMMA

Demographics

AGE: 30 yrs. old

ETHNICITY: African American

OCCUPATION: Pediatrician

INCOME: \$125k

Personality: Ambivert, warm, loving, chatty, community-minded, driven

Wellness Interests: Fitness, Mental Proficiency, Cooking

Fitness Goals: To feel energetic, to be in shape, to feel good in her body, to be more capable

Preferred workouts: Barre, Lagree Pilates

Unspoken Desire: To look great in a bikini and build a foundation for a family in the next 3 years

Hidden Fear: Professional burn-out

Main Frustration: Not enough time to be consistent with her meals and workout

Key set-backs: Insomnia, back pain at the end of each day

Preferred Online Platforms: LinkedIn, Facebook, Instagram



OLDER MILLENNIAL FEMALE FAITH

Demographics

AGE: 35 yrs. old

ETHNICITY: Asian

OCCUPATION: Business Owner, mom of 2

INCOME: \$200k (household income \$500k+)

Personality: Introvert, perfectionist, reserved

Wellness Interests: Fitness, Mental Proficiency, Beauty (Anti-Aging)

Fitness Goals: To build muscle, to look firm and fit, and feel younger

Preferred workouts: HIIT, Pole Dancing

Unspoken Desire: To make the next 5 years of her life mean something extraordinary

Hidden Fear: That she can't compete with younger women

Main Frustration: Not enough time for herself

Key set-backs: Depression, anxiety, stressing over everything

Preferred Online Platforms: Pinterest, Instagram, Facebook



NON-URBAN MILLENNIAL FEMALE GEORGIA

Demographics

AGE: 28 yrs. old

ETHNICITY: Caucasian

OCCUPATION: Veterinarian

INCOME: \$80k

Personality: Extrovert, emphatic, dependable, ambitious

Wellness Interests: Fitness, cooking, mindset

Fitness Goals: To get her body fat below 15%

Preferred workouts: Crossfit, Beachbody, Weightlifting

Unspoken Desire: To become a fitness / bodybuilding champion

Hidden Fear: Getting hurt from pushing her body over the edge

Main Frustration: her cooking is not consistent / not enough ideas for new nutritious recipes

Key set-backs: injuries

Preferred Online Platforms: Instagram, Facebook, LinkedIn



NON-URBAN MILLENNIAL MALE HARRY

Demographics

AGE: 27 yrs. old

ETHNICITY: Caucasian

OCCUPATION: Accountant

INCOME: \$75k

Personality: Introvert, consistent, detail-oriented, insecure

Wellness Interests: Fitness, Nutrition, Meal Prep

Fitness Goals: To bulk up and double his muscle mass

Preferred workouts: ROMWOD, Crossfit, Boxing

Unspoken Desire: To not feel uncomfortable about how thin he feels he is

Hidden Fear: That his cannabis smoking and recreational drinking will get out of hand

Main Frustration: Not being able to eat enough nutritious food

Key set-backs: Inconsistent eating habits, skipping meals

Preferred Online Platforms: Instagram, YouTube, Snapchat



NON-MILLENNIAL URBAN FEMALE ISABEL

Demographics

AGE: 40 yrs. old

ETHNICITY: Latina

OCCUPATION: Hedge fund manager

INCOME: \$220k

Personality: Ambivert, smart, driven, competitive

Wellness Interests: Cooking, fitness, lifestyle

Fitness Goals: To be fit, firm and flexible

Preferred workouts: ROMWOD, HIIT, Yoga

Unspoken Desire: To look as hot throughout her 40's as she did in her 30's

Hidden Fear: That she will never find a husband who is as into fitness as she is

Main Frustration: No time to work on top-notch cooking skills

Key set-backs: Lack of sleep, being in overdrive all the time, stress

Preferred Online Platforms: Pinterest, Instagram, Facebook

