

Black Healing Matters

"Where healing black queens and kings is our number one priority."

Nia Montgomery

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Instagram & Twitter: BlackHealingMatters



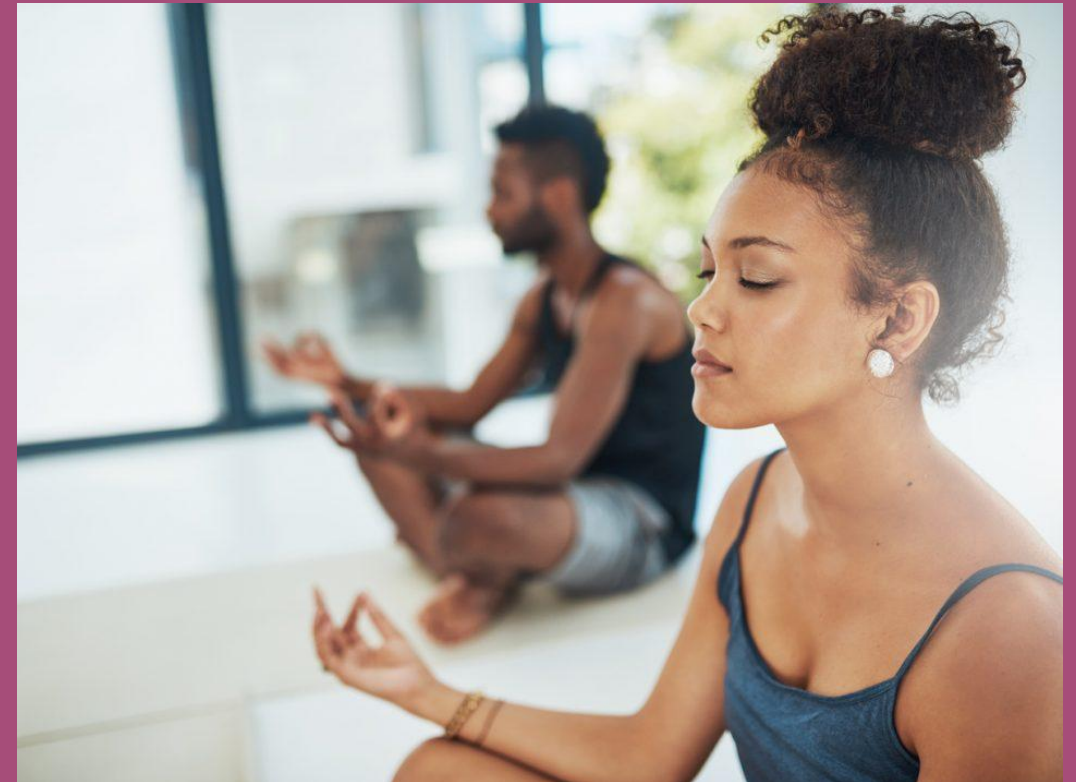
PROBLEM / OPPORTUNITY

- **Black women and men; ages 16 and up**
- **There aren't many wellness centers for black women and men that provide healing in the form of yoga, which could make them feel uncomfortable.**
- **About 1 in every 15 Americans practices yoga, according to a 2012 Yoga Journal study, and more than 80% are white**



VALUE PROPOSITION

- My service will fulfill the unmet need by providing health and wellness within the black community for women and men for ages 16 and up.
- This wellness center could bring black individuals together to encourage their strengths, health, and wellness.



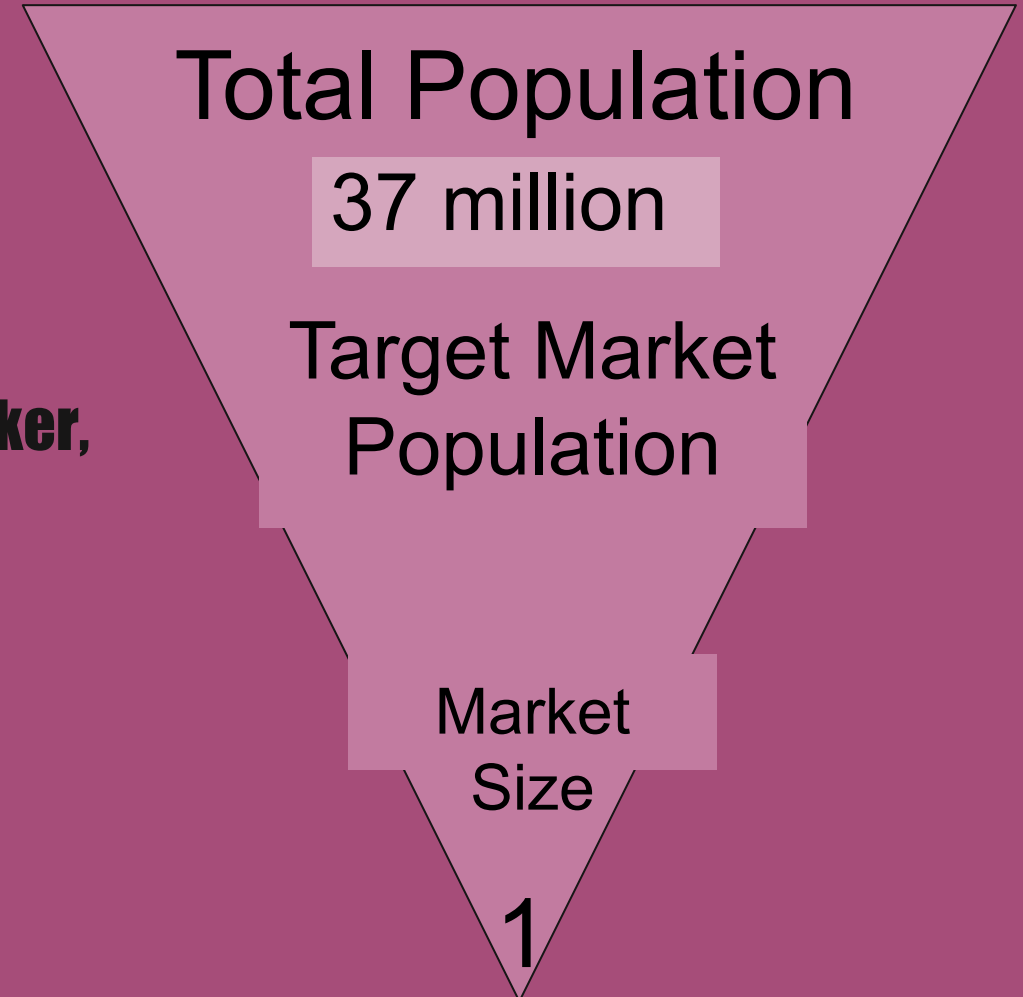
UNDERLYING MAGIC

- **Hire experienced black yoga instructors**
- **Classes last 1-2 hours depending on the difficulty of the class**
- **Offer special workshops that empower people**
- **Schedule/pay for classes over phone or website**
- **New customers first class is free**
- **Have a playlist of music playing while people are exercising**



TARGET MARKET

- **People of color; ages 16 & up**
- **Living in urban areas**
- **Enjoys yoga**
- **Needs spiritual healing, self-care, & wellness**
- **Spends \$80 every month**
- **Owns BMW, shops at Lady Footlocker/Footlocker, eats at Jack in the Box, and visits Mexico**



MARKETING PLAN

	Awareness	Purchase	Retention
	<ul style="list-style-type: none">● Google ads/ ads on music apps● Place flyers at stores like PINK & Forever 21	<ul style="list-style-type: none">● Social Media posts/Influencers about benefits of participating in yoga	<ul style="list-style-type: none">● Email/newsletter about getting class free for VIP members
Key Metrics	<ul style="list-style-type: none">●		

COMPETITIVE ANALYSIS

Heal Haus

- \$22/every class
- Focuses on building a community dedicated to changing the stigma of healing
- Only in New York



Yoga for Black Lives

- \$25/every 6wks
- Focuses on supporting resistance against violence that Black people across the U.S. face
- Classes only in Chicago



Afro Flow Yoga

- \$16 every class
- Focuses on practices of yoga and cultural values of African Diaspora
- Classes only in Connecticut, Washington, Boston, & New York



QUALIFICATIONS

- **I'm taking an entrepreneurship pathway in high school.**
- **I care about my health and well-being**
- **Passionate about my culture**



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