

Reinventing health and fitness

How P.volve is
challenging the
fitness industry



Globant ➤

Introduction

Too often, fitness programs and high-impact workouts, can lead to injuries. Rachel Katzman, CEO and Co-founder of P.volve, was personally struggling with such approaches, and often in pain following her latest workout. This was the inspiration for her to start a new approach, focusing on low impact and holistic fitness methods. P.volve focuses on using the same

movements that people use every day. That way, there is less stress and less pain on your muscles and joints.

Having the inspiration and understanding of a new type of workout is just part of the story however. Converting this idea into a high-growth tech-based start-up is the part that this case study now explores.





Rethinking fitness and setting the stage for market entry

P.volve was born in a studio in Chinatown in New York City. However, it almost immediately became a digital company quite organically - with the founders, Rachel Katzman and Stephen Pasterino, providing online classes via Skype or Zoom. As demand grew, they decided to build a more professional and complete online platform.

It was at this very early stage of P.volve's journey that Globant became a partner. We started out by conducting a discovery process and analysis of the healthcare market, as well as exploring B2B opportunities. We benchmarked potential competitors. We created overviews of different potential customers and what their typical fitness journey may look like.

With this analysis, we were able to hone in on individuals whose needs were not being met. In this case, particularly women who wanted a workout that would help them reduce pain, feel great, and transform their bodies. During this process, Globant conducted market research to analyze the potential market size, including an assessment of the healthcare opportunities. This early stage work became the foundation for P.volve's successful entry into a highly competitive market.

"Globant has been key to taking P.volve to the next level, and helping us to deliver our unique value to our members globally. You are a world class organization, and your business and technology acumen shines through"

Julie Cartwright,
President, P.volve

"It's been an incredible journey together with P.volve as we help them challenge the status quo of the fitness industry, blending on-demand, live, and in-person training."

Axel Abulafia, Executive
Vice President, Globant



Making the complete shift to digital: How we built P.volve's fitness platform

Following the initial discovery phase, we quickly executed on the product roadmap. Globant's studios brought together a mix of front-end and back-end development, cloud engineering, DevOps, QA, and test automation expertise. Some of the highlights of this work include:

- **Adaptive workouts which adjust to a woman's health and menstrual cycle.** We created a fitness program that uses a complex algorithm to adjust the recommended workouts based on a woman's particular cycle and calendar. Alongside this, the platform provides educational content about the phases, as well as health and nutrition recommendations.
- **Personalized functionality.** We put together a "feature toggle system" which enables P.volve to target specific functionality at individuals. For example, a young woman in her twenties will likely have different fitness needs and will look for different functionality, than a man in his forties.
- **Mature testing to lower time to market for new features.** Globant's **Quality Engineering studio** proposed and implemented best practices for the branching and test environment strategy. By improving the QA and development workflows, P.volve's teams were able to work more efficiently and lower the time to market for new features. This also involved ensuring compliance with regulations such as the Americans with Disability Act (ADA), meaning people with disabilities can easily access P.volve's services.

- **Modern marketing tools.** Originally promotional and marketing copy was embedded in the source code of the platform. In order to provide much greater freedom and flexibility to P.volve's marketing team, we transitioned to a content management system. This freed up engineers to focus on the core of the platform - eliminating the need for them to make updates or deployments for each new marketing campaign.
- **Clear processes for new deployments and improvements.** Using tried-and-tested approaches, we helped P.volve minimize the risks around each release of a new version of their software. As part of the continuous improvement processes and mindset we helped instill, we also discovered and implemented various optimizations to improve the customer experience of the application and website.





Conclusion

P.volve has dedicated itself to helping people get to know their bodies better. Today it seamlessly blends on-demand, virtual live, and in-person studio classes. So far results are demonstrating its attractiveness. It has seen a **94% increase in paid subscribers** in recent months, combined with a 129% increase in new customers across the US and an 81% increase in the UK. From the initial inspiration for a new kind of workout, to creating a high-growth startup impacting people around the world, it's a wonderful story of dedication and perseverance.

About **Globant**

We are a digitally native company that helps organizations reinvent themselves and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We are more than 27,000 Globers present in 25 countries in 5 continents working for companies like Google, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

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