



# Yoga X Todos

Making the world a better place through Yoga

## PROBLEM

As a result of different obstacles (physical, economical, etc), millions of people cannot enjoy the multiple mental and physical benefits that the practice of Yoga can bring them.

## SOLUTION

Make Yoga accessible to everybody by establishing a Pay As You Can Model for the activities for the general public. Organize activities for people experiencing some kind of marginalization, exclusion or violence such as prisoners, schools in poor neighborhoods, victims of domestic violence, etc. These activities can be financed by donors or by allocating a percentage from sales made to regular customers.

## MARKET SIZE

9 Bn USD (US Market)/year  
1 Bn USD (MEX Market)/year

## LEADERS

**Elise Farcy** and **Rodrigo Miranda**,  
Co-Founders

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## COMPETITION

There are many competitors (shalas, gym clubs, yoga teachers, etc.) but **none of them are a social business.**

## REVENUE MODEL

Mixed: transactional, web & subscription based. We serve B2B, B2C & B2G. We have beneficiaries and users. Sometimes beneficiaries do not pay at all.

## GO TO MARKET STRATEGY

Online and face to face classes (group and individual, subscription based and on-demand); Services for corporations; Digital good sales (ebooks, audiobooks, etc); Teacher trainings, Workshops (meditation, nutrition, breathwork, asanas); Donations from individuals & orgs; Monetize channels (YouTube, Instagram, Facebook, website); Revenue share from affiliates network; Merchandise.



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