Introduction

Attention Getter: In 2030, it is predicted by NCBI that 82% of the U.S. population will be obese.

Preview: In this presentation, I’m going to discuss the opportunity for the YMCA to implement a dieting program into their locations.

Thesis: Through an analysis of the increase of obesity and the popularity of diet apps, I will argue/demonstrate the need for the YMCA to implement a diet program.

Body

1) Need (The obesity epidemic creates more need for health programs.)
   a. Point 1: The world is becoming more and more obese.
      i. The prevalence of obesity was 39.8% and affected about 93.3 million of US adults in 2015~2016. (CDC)
      ii. In 2000 the highest state percentage of obesity was in West Virginia at 23.9%. It is now at 38.1%. Each state’s obesity percentages have been gradually increasing over the years.
   b. Point 2: Why is this problem or opportunity important? If this continues by 2030, it is predicted by NCBI that 82% of the adult US population will be obese.
      i. Obesity leads to many health risks including heart disease, type 2 diabetes, stroke, and many more.
   c. Point 3: As the percentage of adults that are obese increases, the money spent on trying to be healthier does as well.
      i. According to data by Marketdata Enterprises, Americans spend about $60 billion annually to try to lose weight.
   d. Point 4: The nation’s 2,700 YMCAs serve 22 million people in 10,000 communities and are spread across all 50 states, plus the District of Columbia and Puerto Rico. All of which join the YMCA to maintain or increase their health.

Internal Summary Body Paragraph 1

2) Satisfaction (The YMCA should implement a diet program to guide others to lose weight.)
   a. Point 1: The YMCA should implement a diet program.
i. They should style it based on weight watchers.

b. Point 2: The YMCA will develop an app, hire dietitians, and hire health coaches to implement the health program into their system. The app will be $171,450.00. The dietitians will be $290,000 per year. The health coaches will be $35,000 per coach at each participating location. Advertising would be around $100 million.

i. Weight Watchers is an example of a successful meal program. They have had 29% increase in members this year, from 3.6 million people the year before to a record 4.6 million.

c. Point 3: Diet apps are trending. 27% of Americans use a dieting app regularly.

i. The health app market was worth $4.61 billion in 2016 and is projected to continue to grow according to a market report by Grand View Research.

Internal Summary Body Paragraph 2

3) Visualization (The app will generate profit.)

a. Point 1: The rates of obesity will continue to grow. The YMCA will miss out on a great opportunity to not only help others but bring in profit.

b. Point 2: The YMCA has the opportunity to not only help those on their weight journey but also bring in a large amount of money.

i. Let us assume that 27% of their 22 million members sign up for the program since 27% of Americans use dieting apps. Let’s say half of them sign up for the all-digital membership, and half sign up for the online and in-person meeting membership. The YMCA would bring in $2,431,836,000.

c. Point 3: The YMCA would be missing out on a large increase in revenue. The revenue would be an additional $2.4 billion. After costs, the total profit would be $2,261,374,550.

Internal Summary Body Paragraph 3

Conclusion

1) Due to the increase in obesity and the trend of diet apps, the YMCA should implement a dieting program into their company.

2) Call to action as send-off:

   a. I would need $170 million to implement and advertise the app.

   b. The company will see a return of $2.2 billion. The will also build a reputation for helping the community even more by decreasing the number of obese adults in the U.S.