

## **Assignment 1: Writing a LinkedIn Post like Sarthak Ahuja**

### **Topic: How to Build a Business That Makes Money While You Sleep**

Amazon isn't an e-commerce company, it's a logistics empire. That's why it prints money while Jeff Bezos sleeps.

Most people believe Amazon makes money by selling products.  
It doesn't.

Amazon's real business? Owning the infrastructure that moves money rather than just selling things online.

Here's how it works.

#### 1. Amazon Web Services - The silent cash machine

- ↳ Amazon powers nearly 30% of the internet in addition to prime deliveries.
- ↳ Companies such as Netflix, Airbnb, and NASA pay Amazon to run their websites.

#### 2. Fulfillment by Amazon - Making money from other sellers

- ↳ 90% of Amazon sellers don't ship their own products, Amazon does it for them.
  - ↳ They pay Amazon for warehousing, packaging, and logistics.
- (Amazon makes money whether they succeed or not)

#### 3. Prime Subscriptions - Recurring revenue goldmine

- ↳ Amazon prioritizes lifetime buyers over one-time users.
- ↳ Over 200 million customers pay \$139 a year for Prime, ensuring Amazon profits before they even make a purchase.

#### 4. Ads - Getting paid to sell more

- ↳ Amazon generated nearly \$42 billion in ad revenue in 2024, which is 13.9% of the digital ad market.
- ↳ Brands pay Amazon to appear first in search results, even on their own platform.

The Lesson? If your business only makes money when you work, you've built a job, not an asset.

The goal isn't just selling but rather to run systems that generate money without you.

P.S. If you had to build a business that runs without you, what's the first thing you would focus on?

#BusinessGrowth #PassiveIncome #ScalingStrategies



*Image source: Google*

## Assignment 2: Case Study on a Shark Tank India Season 3 Brand

### Brand: Aroleap X - The All-in-One Smart Home Gym

This startup turned a home gym idea into a ₹1 Cr investment from 4 sharks. Here's why they bet big on it.

Founded in 2020 by IIT Delhi alumni Anurag Dani, Aman Rai, Amal George, and Rohit Patel, **Aroleap** is an all-in-one small wall-mounted home gym designed for people who want to workout without having to go to the gym.

"But isn't that just bringing a treadmill to your home? What makes this brand unique?" Well, let me guide you through the insights and features they mentioned on Shark Tank.

The brand understood its consumers' demands and practical concerns and built a product that is -

1. Space-Saving → Being wall-mounted, it takes very little space in any interior, making it ideal for modern living spaces.
2. Efficient → With 150+ exercises, Aroleap enables users to have full-body workouts, targeting various muscle groups without needing multiple machines.
3. Personalised → Its 'DIY Mode' lets users customize and feed workouts of their choice into the system, allowing tailored fitness routines that match their preference.
4. User-Friendly → While its sleek glass design makes it stylish, its one-tap operation simplifies the workout process, allowing users to start sessions effortlessly.
5. Innovative → Apart from automatic progress tracking, its 'Spotter Mode' ensures safety by adjusting weights in real-time when it detects the user's struggle.

Aroleap's marketing strategies include -

- ✓ Targeted Ads - Using digital platforms, they reach fitness enthusiasts who seek convenient home workout solutions.
- ✓ Educational Content - By providing fitness tips and product insights, Aroleap positions itself as a thought leader, building trust and credibility with potential customers.
- ✓ Customer Testimonials - By sharing customer success stories and feedback, they attract new customers through genuine endorsement.

Coming to financial metrics, Aroleap's projected revenue from October 2023 to March 2024 is around ₹3.5 crores, with an estimated profit of ₹30 lakhs, indicating an 8.6% profit margin.

These figures indicate a positive market response and effective cost management in the company's operations.

These unique features and their pitch caught the Shark's attention, making four of the Sharks offer ₹1 Cr for a 5% equity share, thereby sealing the deal.

As the fast-growing home fitness industry is valued at over ₹5000 Cr, Aroleap's innovative, high-tech, and personalized home-based fitness is set to dominate this space.

P.S. Would you ditch the traditional gym for this? Let me know your thoughts in the comments below.

#homefitness #startupsuccess #sharktankindia



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*Image source: Outlook India*