

## Keyuri & Tanul Anand

BURLINGTON, ON FRANCHISEES

Prior to Eat The Frog Fitness, Keyuri and Tanul both spent 15 years in the Financial Technology sector working with large financial institutions and software companies. Their time was spent working with global teams conceptualizing and building software for financial industries using emerging technologies such as Machine Learning and AI. They always wanted to get into entrepreneurship that would help change people's lives. Finding Eat The Frog Fitness had a personal impact on their own lives, and they wanted to be a part of something that would give the same to others.



### 1 A DAY WITH TANUL

Tanul manages the studio finances, payroll, vendor management, order/delivery, IT support, and social media. He works primarily from home and has a full time job in banking.

**7:00 AM** Looks at social media and responds to any messages/texts from prospects and members.

**7:30 AM** Plans out any social content for the day that needs to be highlighted.

**8:00 AM** Responds to any vendor/technology related emails, before jumping in to his full-time position.

### 2 A DAY WITH KEYURI

Keyuri is more hands on with the daily operation of the studio. She enjoys being involved in her member's lives, checking-in, taking sessions, and leading her team inside the studio.

**8:00 AM** Day starts out with running reports to get a birds eye view of sales and member retention.

**8:30 AM** Checks emails to see if there is anything that needs to be addressed, that her team is not able to handle for her.

**10:00 AM** Schedules any necessary meetings for the day. Meets with the head coach once a week and the entire team the last week of each month to discuss wins, challenges, member engagement events, and goals for the upcoming month.

**11:00 AM** Spends time at the studio helping with check-ins and etc. Mainly socializing with members between sessions, discussing everything from the weather outside to their pain points and their personal achievements. Keyuri takes pride in knowing every member's name and having a relationship with them.

**1:00 PM** The afternoon is reserved for meetings, role-playing with the sales team and discussing ideas to optimize work and member engagement.

**4:00 PM** After taking a training session herself, she heads home and spends the rest of the evening happily playing with her and Tanul's two young kids.

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