

The transition of 'community' and 'touch' to the online world?

- *A case study with learnings and potential of the first 10 days for Rört on Zoom*

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VALUE PROPOSITIONS: In what way has it been changed and can we still create value?

- **Live streaming vs. streaming:** Students experience a deeper commitment/accountability because you can see the teacher and the teacher can “see” you. Further you also see the rest of the class that are joining.
- **Lower threshold through the comfort of home:** A member daring to meditate for the first time of her life - not having dared for two years in Rört, but now, since she had the comfort of her private home she finally felt comfortable enough to participate.
- **Meeting former members:** During the last week we have had visits from a member that moved to Sydney. In this new setup we are yet again able to create value for him. Him showing up gave a great opportunity to hear about the state of affairs in Australia and for people to reconnect with a former member. A person like home could easily buy a membership for joining from abroad
- **Convenience for the introverts, B-people and the ill:** Much higher attendance on morning classes than usual. And people that are feeling sick can still join. (There is a bias on this one since it might just be that people have SO much more time and are for that reason joining)
- **No waiting-lists:** It is obvious, but online classes have solved a very present problem with full classes in the afternoon. We have more people joining, but with more space for each student.
- **A sense of intimacy:** As opposed to live streaming on facebook, zoom actually allow us to create a space that feels “safe” and that is “ours”. It is clear in the sharings after class that people are safe with the format and are happy to see each other in these times and that they grow from being seen.

PLATFORM/BUSINESS CONSIDERATION: Why Zoom and not all the others?

- **Platform decision:** Due to its interactive and not just one way! Further the break-out rooms and “open hang out” allow us to create a virtual community space
- **Our community and studio business model**
 - We seek to stick to the business model that we have followed so far as opposed to example stream “free” classes and hope for donations.
 - similar processes with signing up on website and paying there directly, just instead of entering the studio for a class you enter a zoom meeting room
 - externals can also sign up and pay via website: still creating an account with us, we have contact info, they go through our website and content and see class schedule, instead of going back to the next funny cat picture in their Instagram stream
- **Additional zoom features that are useful:** From recording to participant reports (so we can sign them in) and host management for teachers who teach from their home