

# QUANTUMTX

## Exercise as Medicine: QuantumTX Pte Ltd

QuantumTX is a National University of Singapore medical-technology start-up. It harnesses proprietary magnetic fields to create the effects of exercise without stress or strain through its BIXEPS series of products. The BIXEPS devices enable recovering and immobile patients to enjoy the benefits of exercise, such as muscle and bone regeneration, improved metabolism and reduced inflammation, without requiring physical movement or strain.

The company's proprietary magnetic fields, which have been optimised through years of research, have been shown to activate the natural "powerhouse" of muscle (mitochondria) at the cellular level. Activated muscles respond by becoming stronger and having more energy in reserve. Activated muscles also send positive signals (myokines) that go round the body and improve recovery, metabolism and immunity. The breakthrough, which can be regarded as a new paradigm in rehabilitation, entails just 10 minutes a week to achieve muscle activation. With its potential impact on the elderly and infirm, QuantumTX wants this form of "exercise as medicine" to benefit more of the people who need it.



*QuantumTX's Team photo from left to right: Janice Yue, Fann Lee, Associate Professor Alfredo Franco-Obregon, Dr Juerg Frolich, Jingze Li and Ivan Goh*

In collaborating with UOB-SMU Asian Enterprise Institute (UOB-SMU AEI), the start-up wanted to develop and design a digital marketing strategy to raise awareness of its brand and its BIXEPS products among the target audience. Through the Institute's extended SME Consulting Programme, or SCP+ for short, the consulting team

would go beyond just devising the strategies; it would go one step further to implement them. A team of three student-consultants, supervised by an industry veteran and a manager from the Institute, undertook the SCP+ project.

### Feel good from the inside out

To raise awareness of QuantumTx and its products, the student-consultants focused on two issues using scientific methodologies. Primary research was used to gain an understanding of consumers and their preferences, including how receptive they were to digital platforms and their motivations for exercising. Secondary research was used to discern industry practices regarding the use of digital channels and their approaches to e-marketing, as well as draw comparisons among the company's competitors. The SCP team would go on to incorporate relevant, effective elements and best practices in their recommendations for QuantumTX's marketing campaigns and its website.

Primary research, comprising face-to-face interviews with existing participants of fitness programmes, and a survey, was used to determine the company's target audience. The survey questionnaire was based on the different stages of the user journey (pre-participation, participation, post-participation, introduction to BIXEPS) so as to garner a better understanding of the respondents' profiles and motivations at each phase.

The team conducted vertical and horizontal analyses of the interview responses using the Customer Motivation and Switching Behaviour Framework. Delving into the forces promoting a new choice, namely, the push of a current situation and the pull of a new idea or situation versus the forces blocking change, they were able to identify six customer profile segments. Based on the distinguishing characteristics, the student-consultants developed a tailored approach for each segment; they also determined the target audience for BIXEPS.

### The social network

Secondary research comprising desktop investigations provided the student-consultants with insights into how best to engage the target audience. Although the original intent of the project was geared towards a purely digital approach, feedback from the seniors had revealed that they were not totally comfortable with technology. As such, traditional marketing efforts and physical, people-to-people outreach should still be used to connect with them. This finding and the pertinent accompanying activities were also included in the final report to QuantumTX.



*BIXEPS is simple and easy to use. Picture of Ms Chia and Jingze Li.*

The "social" factor (having fun and mingling) was a key motivation for seniors to participate in exercise classes, so the marketing initiatives should have an interactive, immersive element, as well as an encouraging and inclusive community environment. Drawing on best practices for the design of user interfaces for seniors, the student-consultants presented detailed recommendations featuring the company's brand positioning, a user interface identity that would resonate with the target users, and the content structure. The user interface identity outlines the colour schemes; font types, sizes and backgrounds; layout and navigational structure. Following the recommendations, and

after discussions and finetuning, the student-consultants co-created with QuantumTX the website's content structure, graphics and layout.

In their submission, the student-consultants delivered a final project report as well as two reference guides that were tailored to QuantumTX's unique needs and circumstances. The first guide, "Facebook Campaign Guide", covers the important factors to note when conducting a Facebook marketing campaign. The second title, "Guide to Google Analytics 101", is a basic handbook for the set-up of Google analytics. These guides were conceived to be useful reference points for the company.

### Dynamism and fresh perspectives

QuantumTX Chief Executive Officer (CEO) Ivan Goh recognised that "student-led projects contribute the most in areas where they have the most interest, competence and passion", and in this case, it was the student-consultants' "strong competence and expertise in working with social media and digital marketing" that stood out. Sharing that his team was "mainly engineering-focused at this moment", the "business-centred proposal provided interesting and fresh perspectives" that complemented what the company was doing.

Mr Goh said that the company is definitely welcoming of fresh graduates to join them, and he looks forward to their "strong enthusiasm and the energy they can bring to our marketing campaigns".



*UOB-SMU AEI student-consultants had fun trying out the BIXEPS devices.*

*Pictures from left: Clement, Wee Tiong (Noel), Yu Lian (Joe)*

In selecting their UOB-SMU AEI project, the student-consultants had intentionally opted for the SCP+ as they wanted to "challenge" themselves to "go above and beyond just delivering recommendations". They chose the medical-technology project as they felt that the successful implementation would have a greater impact and "ultimately benefit the people with medical conditions most". The project proved to be so close to the heart that one student-consultant said he would recommend BIXEPS to his parents.

Working on the project made them realise that "effective strategies need not be innovative nor complex; sometimes, the best idea is the simplest idea that is easy to implement and targets the problem the client is facing, while taking into consideration the constraints".

Project Advisor Windy Agni Marisa described the students as "communicative, disciplined and easy to work with". Despite some disruptions such as school examinations and Covid-19 restrictions, they continued to



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demonstrate their enthusiasm and “best attitudes to work within the timelines”, she said. To her, the satisfactory feedback from the client was testimony to a project well done.

**Project Advisor**                      **Windy Agni Marisa**

**Student-consultants**                **Clement Lau Yong Hao**  
Bachelor of Social Science / 2017

**Seet Yu Lian (Joe)**  
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