

The market study.

The competition, the opportunity, and the direction of personal practice.

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Where Smriti adds value

Smriti's proposed value is continuity: remembering the person well enough to make the next practice more suitable. That means adapting sequences, cues, pacing, and progression using their history, preferences, goals, and how they feel now.

The market already overlaps all three pillars:

- **Create:** Cue, KramaFlow, and FLOW combine AI generation with editing. [Cue](#) · [KramaFlow](#) · [FLOW](#)
- **Remember:** Sequence Wiz connects student records to practice plans. Skill Yoga advertises feedback-adjusted plans; Glo describes personalisation using journals, voice notes, and history. [Sequence Wiz](#) · [Skill Yoga](#) · [Glo disclosures](#)
- **Guide:** Pliability turns everyday requests into guided sessions. Amrap advertises spoken interaction during workouts; ThirdEye is an emerging yoga camera-and-voice product. [Pliability](#) · [Amrap](#) · [ThirdEye project](#)

The opportunity is meaningful, but the business case remains unproven. Smriti needs to show that its understanding makes practices more suitable, reduces repeated explanation, and gives people a reason to return and pay. Competitor features alone cannot establish that.

For example, "I feel tired this time" may be temporary. Repeated comments that transitions feel rushed may reveal a lasting preference. Smriti's intended value is to make that distinction accurately, let the practitioner correct it, and use it appropriately. This is a proposed experience, not a measured outcome.

Both beginners and experienced practitioners can benefit from personal guidance. The test is whether they prefer the resulting practice and find giving feedback worthwhile.

The closest competition

Our assessment depends on which part of the experience is being compared:

- **Creation and editing – Cue, Tummee, KramaFlow, and FLOW.** Compare usable sequence quality, teaching controls, and how well revisions preserve intent.
- **Personal continuity – Sequence Wiz and Tummee.** Their student records make them relevant beyond sequence planning, although a teacher manages the documented workflow.
- **Practitioner adaptation – Glo, Skill Yoga, and Down Dog.** Prioritise Glo’s disclosed personalisation for inspection; compare Skill Yoga’s advertised feedback adjustments and Down Dog’s retained preferences.
- **Request-to-guided-practice – Pliability.** Its documented custom sessions overlap directly with describing a need and receiving a practice to follow.
- **Responsive teaching – Amrap, ThirdEye, and Kova.** Distinguish Amrap’s adjacent fitness offer from ThirdEye’s beta and Kova’s announced experience.
- **Individual attention – human teachers.** Listening, explanation, and trusted judgment remain important alternatives.

These assessments follow the product evidence linked in the detailed comparisons below. **Smriti needs to demonstrate better continuity in use; memory cannot be treated as an uncontested feature.**

What other apps are doing

The comparisons distinguish documented features, advertised capabilities, and open questions. They describe the products’ public information; they are not hands-on quality ratings. An undocumented feature is not necessarily absent.

Create: sequence planning and editing

Product	What it offers	Relevance to Smriti
Cue	AI drafts and targeted revisions, manual editing, teaching mode, timing, cues, and post-class reflection. <u>Product</u>	A close comparison for the complete planning workflow. Automatic use of reflections to adapt an individual’s future practice is unverified.

Product	What it offers	Relevance to Smriti
Tummee	Extensive pose variations, editable cues, breaths and duration, multi-pose editing, and presentation controls. It also advertises student profiles and progress tracking. Builder · Features	Overlaps both creation and memory. The depth of student records and their connection to later suggestions need testing.
Flow Builder	Text import, voice-to-sequence, sections, timing, and spoken playback. Pose to Flow advertises camera-based pose capture and alignment feedback. Product	Voice import is beta; Pose to Flow is alpha. Capture accuracy and use of earlier practice data remain untested.
KramaFlow	Separates teacher notes from AI notes, previews additions, and preserves manual work during further AI enrichment. Product	A useful reference for controllable edits. Preserving author notes does not establish learning about a practitioner.
FLOW	Full AI drafts, next-pose suggestions, pose swaps, sides, holds, breaths, and continuously updated class duration. AI builder	A direct generation-and-editing benchmark. Full drafts require Pro; long-term practitioner adaptation is unverified.
YOGANARY	Descriptive pose search, generated sequences, editable cue scripts, spoken playback, and practice records. Developer listing	History goes beyond favourites. Whether it changes later practices is unverified; teaching quality still needs assessment.
Sequence Wiz	Custom pose drawings, reusable rows, personalised handouts, student records, and a student portal. Builder · Portal	An important reference for connecting a person's context to their practice. Its documented planning workflow is teacher-managed.
Pocket Yoga Teacher	Manual sequencing, repeats, pose timing, next-pose suggestions, and narrated rehearsal. Product	A clear authoring-to-playback workflow. Apple platforms only; editable practice files require the app, while PDFs can be shared more broadly. Support
SVEJAR	Illustrated variations, mirroring, folders, timing, and a Teachers Hub for sharing and conversation. Product	Relevant to turning a teacher's plan into independent practice. Sharing and conversation do not establish automatic adaptation.
Yoga Class Plan	Copy-and-edit planning, persistent pose instructions, teaching comments, transition notes, and flexible printing. Features	A benchmark for repeat planning tasks. Individual plans do not by themselves establish a student-record system or automatic adaptation.

Flow Builder and FLOW are different products. Pocket Yoga Teacher is also distinct from the consumer Pocket Yoga app.

Remember: personal records and adaptation

Memory can mean storing records, retaining explicit preferences, changing plans from feedback, or interpreting recurring comments. Smriti centres on interpreting the person's experience over time; customers may still find the simpler approaches sufficient.

Product	What it remembers or uses	Effect and open question
Sequence Wiz	Intake, goals, assessments, session notes, and practice plans, with student forms and a portal. Records · Forms	Supports the teacher's next assessment and plan. Automatic interpretation of qualitative feedback is unverified.
Tummee	Advertised student profiles, progress tracking, and scheduling alongside sequencing. Features	Teachers can use records when planning. An automatic feedback-to-sequence connection is unverified.
Down Dog	Pose likes/exclusions, history, and favourites. FAQ	Likes change pose frequency; exclusions affect supported practices. Smriti must show added value beyond explicit preferences.
Skill Yoga	Goals, level, availability, assessments, and training feedback. Developer listing	Advertises personalised weekly plans adjusted through feedback. Feedback depth and its connection to camera results need inspection.
Glo	Its terms describe journals, voice notes, goals, feedback, and activity contributing to a member knowledge graph—a connected personal profile. Section 12	Describes personalised recommendations and explanatory text/voice. A disclosure does not verify rollout or the quality of the experience.
Fitbod	Logged performance, history, equipment, preferences, edits, and recovery estimates. Algorithm	Changes exercise selection, sets, repetitions, and weights. An adjacent strength-training benchmark for visible adaptation.
GOWOD	Mobility assessments, weak areas, and progress. How it works	Retesting updates assessment-based routines. Whether qualitative feedback would add enough value is a useful comparison for Smriti.

Product	What it remembers or uses	Effect and open question
STRETCHIT	Goals, level, and post-class feedback. Recommendations	Feedback informs the next selected class. A suitable existing class may satisfy the same need as a newly generated practice.
Pliability	Mobility assessments, progress, saved sessions, and present-needs requests. Assessments · Sessions	Offers assessment-based programmes and custom sessions. Whether these share a persistent qualitative profile is unverified.
Kemtai CARE	Patient performance, adherence, and progress in clinician-prescribed plans. Product	Advertises care plans that update with progress. Provider-led rehabilitation is an adjacent model, not evidence of consumer yoga demand.

Guide: taking the practice

Playback, spoken conversation, camera assessment, and live teaching are different experiences. Smriti needs to make following the practice comfortable and useful, whichever modes it adopts.

Product	Guided experience	Relevance to Smriti
Pliability Sessions	Everyday requests become custom sequences assembled from filmed movements, with synchronised video and voice, pose swaps, and feedback. Support	Direct overlap with request-to-practice delivery. Cross-practice qualitative memory remains unverified.
Amrap	Advertises spoken questions, answers, logging, and workout adjustments during strength training. Product	Responsive conversation already has an adjacent fitness example. Timing, interruption handling, and reliability need testing.
ThirdEye	A yoga camera-and-voice project described with dynamic profiles and spoken questions; its public site advertises TestFlight beta. Project · Site	An emerging competitor to watch. Current access, assessment quality, and accumulated memory are unverified.
Kova	Advertises adaptive yoga/Pilates plans, breath guidance, camera feedback, and memory of how someone felt; invites waitlist signups. Product	A close announced overlap with Smriti's vision. The waitlist page does not establish sustained-use quality.

Product	Guided experience	Relevance to Smriti
Pocket Yoga	Illustrated poses with spoken instruction and breathing cues. Consumer app	A delivery reference that does not depend on filming every class. Separate from Pocket Yoga Teacher.
Yogain	Advertises live/recorded teaching, camera feedback, reports, and plans based on identified gaps. Product	The mechanism linking reports to future plans needs testing. A displayed session score is not evidence of assessment accuracy.
Simple Soulful	Markets camera posture feedback, scores, and guided goal programmes. Product	An Indian consumer reference. Camera quality and the effect on later practices remain untested.
MyYogaTeacher	Live personal and group online teaching. Service	A benchmark for listening, adaptation, and explanation. Its human service does not establish demand for an automated substitute.
Yogaia	Live and recorded classes, with optional camera and two-way messaging in live classes. FAQ	A reference for teacher attention. Messaging differs from continuous spoken AI interaction.

Down Dog provides guided practices with configurable delivery. Skill Yoga also documents a camera-based Movement Coach alongside its training-plan offering. [Down Dog](#) · [Skill Yoga Movement Coach](#).

Alternatives people may already prefer

Free content sets a demanding baseline. ALO Wellness Club, formerly Alo Moves, advertises free instructor-led content. DoYogaWithMe offers free and paid classes; familiar teachers such as Yoga with Cassandra and Yoga with Adriene provide trusted alternatives. [ALO listing](#) · [DoYogaWithMe](#) · [Kassandra](#) · [Adriene / FWFG](#).

Consistency and convenience also compete. Habuild markets live practice, community, personalised plans, and check-ins. Asana Rebel advertises goal-based weekly planning; Yoga-Go, Yoga Wake Up, and Bend offer accessible ways to begin. Smriti's added personalisation must justify the effort of maintaining a profile and providing feedback. [Habuild](#) · [Asana Rebel](#) · [Yoga-Go](#) · [Yoga Wake Up](#) · [Bend](#).

General-purpose AI and a personal practice journal also belong in the comparison. Their ability to meet the same practitioner needs should be tested rather than assumed away.

Where the market is heading

Generation is becoming an editable workflow

Cue, KramaFlow, and FLOW combine AI help with review and manual control. **Our reading:** usefulness includes preserving intent and making revisions easy, as well as producing a first draft. [Cue](#) · [KramaFlow](#) · [FLOW](#).

Personalisation is extending beyond a setup questionnaire

Skill Yoga advertises feedback-adjusted plans; Glo discloses personal information used for recommendations and explanations. **Our reading:** Smriti should compete on the quality and usefulness of adaptation. Glo's actual member experience remains to be verified. [Skill Yoga listing](#) · [Glo disclosures](#).

Requests increasingly connect to delivery

Pliability documents custom guided sessions; Amrap markets conversation during workouts. **Our reading:** generating a plan and helping someone follow it are converging, while reliable conversation remains a separate quality challenge. [Pliability](#) · [Amrap](#).

Human content and AI can work together

Pliability assembles filmed movements around a request. Glo describes AI contextualising human-created instruction. **Our reading:** a large video library can support personalisation; it does not prevent it. [Pliability support](#) · [Glo terms](#).

Cases worth studying

Cue: reflection is already part of the workflow

Cue links planning, teaching, and post-class reflection. [Product](#).

Lesson for Smriti: show how remembered feedback changes later practice, beyond keeping a useful note.

Sequence Wiz: continuity includes practitioner participation

Student forms and a portal complement teacher-managed records and plans. [Forms](#) · [Portal](#).

Lesson for Smriti: people should be able to contribute to and understand the information shaping their practice. Storing more context is not enough.

STRETCHIT: selecting the right class can solve the problem

Its Personal Recommendations feature uses class feedback to choose what comes next. [Support](#).

Lesson for Smriti: judge the suitability of the resulting practice. Fresh generation must earn its value against good selection.

Zenia and Onyx: acquired technology is not proof of customer demand

Zing Coach announced the acquisition of Zenia's technology, team, and licences in February 2024. Cure.fit announced its acquisition of Onyx's camera-based fitness technology in January 2021. [Zing announcement](#) · [Cure.fit announcement](#).

Lesson for Smriti: movement-analysis technology can be useful within a broader product. These acquisitions do not prove that camera-led yoga succeeds or fails, or that practitioners will pay for Smriti's memory.

Runna and Strava: coaching can complement a larger platform

Strava acquired Runna and introduced a combined subscription in July 2025, linking personalised running plans with its wider platform. [Strava announcement](#).

Lesson for Smriti: focused coaching can have strategic value. Yoga's customer demand and business economics still need their own evidence.