

# THE EXTRA POINT

BY JERRY ROBERTS



## # 151 Ideas Are Great but Problems Are Better

Would you rather have a good idea for a business, or recognize a pressing need or problem without a current solution? I'm Jerry Roberts and let's talk about good workplace ways to say goodbye, next, on The Extra Point.

Her name is Payal Kadakia, and you've probably never heard of her. But five years ago she founded a company that has somewhat revolutionized the fitness industry, and we can learn something from her.

Kadakia, 35, is the co-founder of ClassPass, a subscription-based service that lets users find and book fitness classes online.

For a modest monthly fee her company gives users access to 10,000 fitness facilities in 50 cities across the U.S. and Canada, plus 12 major cities internationally. That number will grow to about 20 by the end of this year. If someone is new to a city or traveling, they can use the Classpass app to schedule whatever kind of exercise class they want.

Why is this a big deal? Because trying to schedule yourself into a fitness class can be time consuming, if you have to call around to various places to get information and check on availability. Some people end up spending as much time making the reservation as they do in the class.

So, it works for the user and it also is good for fitness companies as they have another source of customers. Classpass currently has 250,000 users, so it's popular and growing.

The company has booked over 50 million reservations for fitness classes since launching five years ago.

Kadakia solved problems for both the person

who wants to exercise, and the fitness owners who want to fill classes. Both benefit from Classpass.

There are thousands of people in Guam who have a full-time or part-time business. Some have big dreams, while others just want to earn some side money to help make ends meet, or maybe develop future options. Some are young and just starting out, and some are senior citizens, retired and starting again. All would do well to heed some of the best business advice I've ever heard, something my mom said to me when I was 18 and hungry to get something going.

I've heard a number of variations but the best came from the late Robert Schuller, a pastor, author, and motivational speaker. "The secret of success is to find a need and fill it, to find a hurt and heal it, to find somebody with a problem and offer to solve it."

Mom was the first person who ever told me that being a problem solver was a really good thing to be, and would separate me from most others. It was true then and it's true today, whether you have your own business or work for someone else.

Payal Kadakia recognized a glaring need in the fitness industry and filled it, solving problems for buyers and sellers alike. What needs or problems have you seen that you can do something about? Is your success story just around the corner?

That's The Extra Point. Get out there and make something good happen today. For 93.3, I'm Jerry Roberts.  
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