

Hybrid Offering	
<b>Brief description</b>	TAIslim is a wellness drink and a webpage for customers to share their experiences, download food plans, and engage in a weight-loss contest.
<b>Hybrid offering's industry</b>	Wellness
Company details	
<b>FreeLife International</b> <a href="http://www.freelife.com">www.freelife.com</a>	Founded in 1995, FreeLife International develops and markets dietary and wellness beverages in over ten countries. The company is based in Phoenix, Arizona.
<b>Company's industry</b>	Wellness
<b>Country of origin</b>	USA
Dimensions	
<b>Product dimension</b>	The TAIslim drink is designed to enhance metabolism, help control appetite, fight abdominal fat, cleanse and replenish.
<b>Service dimension</b>	On the website, customers can share their TAIslim story, take part in the TAIslim weight-loss contest, and download food plans.
<b>Other links</b>	<a href="http://www.taislim.com">www.taislim.com</a>
Other Crucial Dimensions	
<b>Community as service</b>	Yes
<b>Target market</b>	B2C
<b>Revenue model</b>	Product-based

## Images

Product dimension



Service Dimension

The screenshot shows the TAIslim website interface. At the top, there are navigation buttons for HOME, THE PRODUCT, THE PLAN, and ORDER HERE. The main headline reads "Lose Weight, Feel Great! \$40,000 Challenge!". Below this, the prize list is displayed: 1st PRIZE - \$5000! (1 female / 1 male), 2nd PRIZE - \$3000! (1 female / 1 male), 3rd PRIZE - \$2000! (1 female / 1 male), and 4th PRIZE - \$1000! (10 females / 10 males). A note states that top winners may also receive an all-expense paid trip to a modeling shoot. The page includes a registration form with fields for First Name, Last Name, FreeLife ID, Email, Phone Number, and 'Before' Weight. A checkbox for "I Agree with all the Terms and Conditions." is present. The form is titled "It's simple to enter!" and includes three steps: Step 1: Register and send a 'before' photo; Step 2: Follow the TAIslim program; Step 3: Send an 'after' photo.