

**T E C H N O L O G Y**  
**S U M M I T**  
— 2 0 1 5 —  
**E D U C A T I O N S E R I E S**

# Digital Fitness + Wearables: Friend or Foe to the Fitness Industry?

Tuesday, October 20, 2015



Todd Tweedy  
Moderator  
Summit Education Series  
Motionsoft



# Upcoming Webinars

<http://www.motionsofttechnologysummit.com> to view the complete webinar s

October 22, 2015

uesday

## **Tim Davenport, CEO, MyBodyScore**

Health Scores: Incentivizing consumers to adopt h  
behaviors

Track: Convergence of Healthcare, Wellness and Fi

October 27, 2015

uesday

## **Dr. Paul Bedford, Principle, Retention Guru**

The VIPs of Retention: Visits, Interactions and  
Programming (VIP)

Track: Retention

October 29, 2015

## **Houman Arasteh, President, h2 wellness**

Connected Health: Understanding How to Leverage  
Technology to Influence Human Behavior

## **B.O.S.S. - Back Office Support Servi**

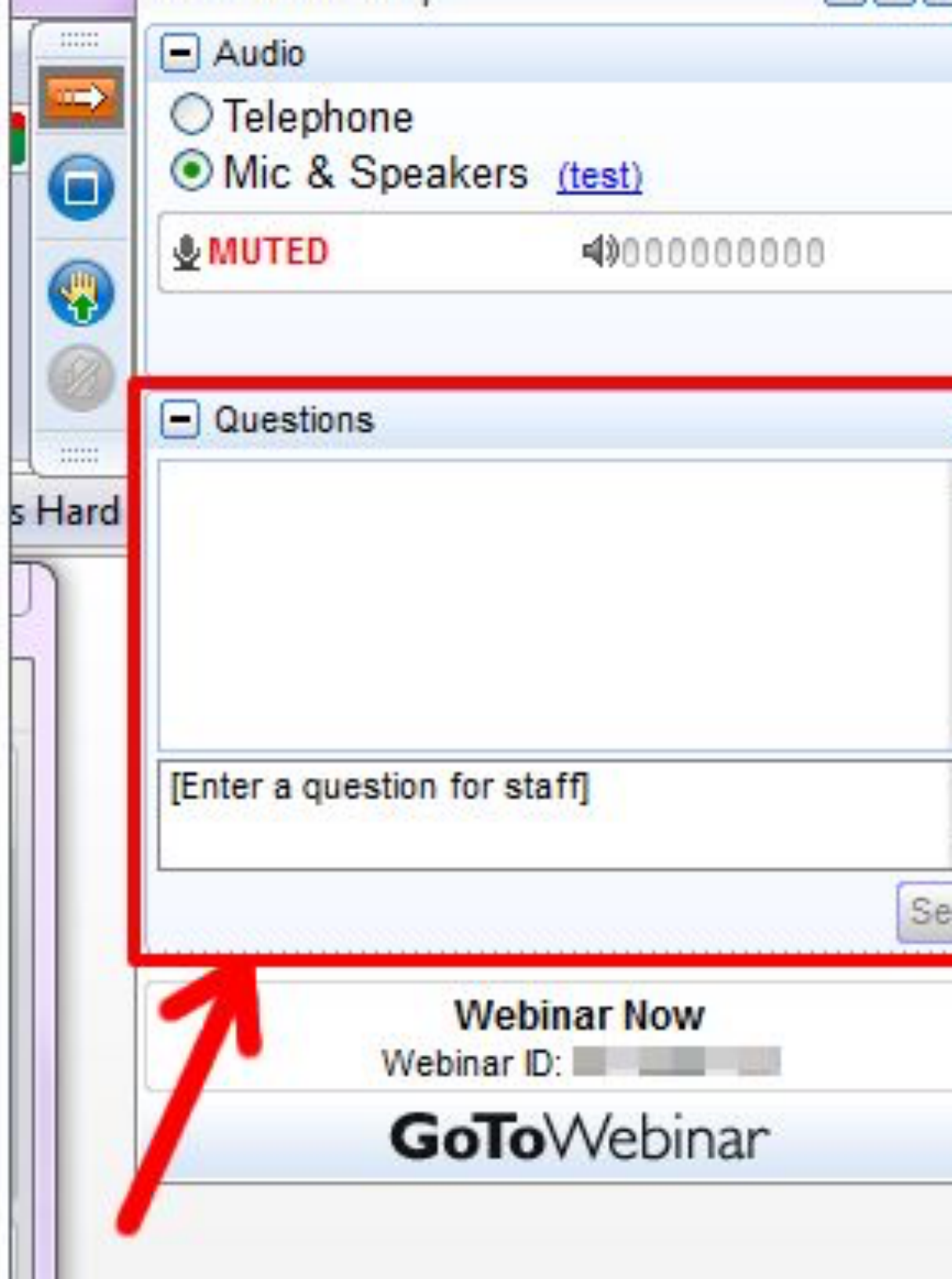
automated billings solution that includes three core methods  
communication:

- **Automated Phone Calls**
- **Email Generator**
- **Letters**

To learn more about B.O.S.S. contact  
[support@motionsoft.net](mailto:support@motionsoft.net) or call



# Asking Questions in GoToWebinar



SUMMIT

— 2015 —

EDUCATION SERIES

our Presenter

Mike Leveque  
COO



.Leveque@cfm.net



# Expansion of Wearables

**STRAVA™**



**GARMIN**

**MiO**

**JAWBONE**

Market penetration has **doubled**  
every year since 2013. Forecasted  
CAGR will be **54% until 2019.**

The growth rate of wearable tech matches that of the tablet market, which achieved **44% penetration** after only **4 years**.

**60%** of users feel more in control of their health.

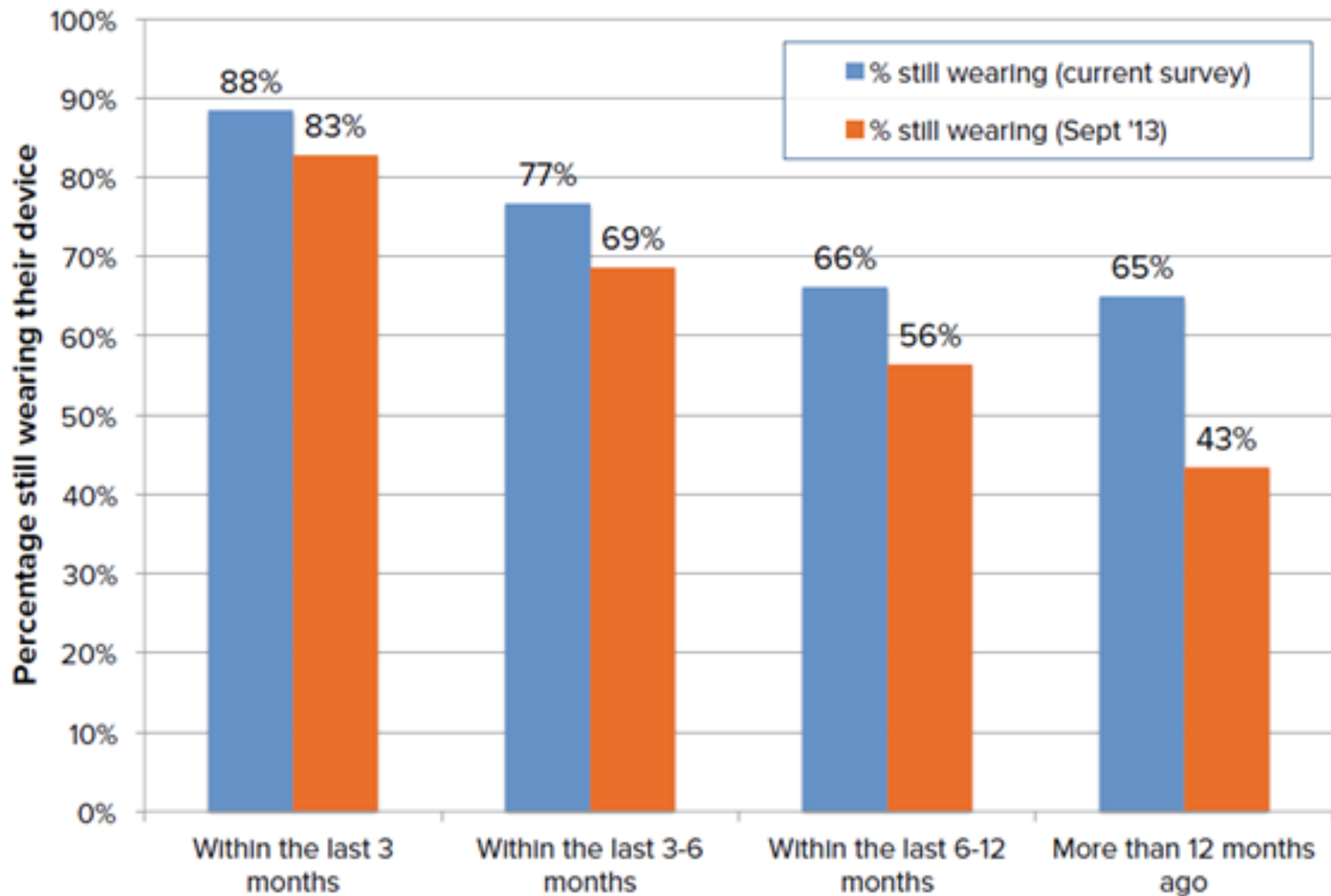


**46%** believe it can bend the curve on obesity, and **42%** believe it will improve their athletic ability.

**57%** say they believe it will  
extend their life by ten years

**61%** of all wearables  
are for personal fitness.

**50%** say they are likely to  
purchase a wearable within the  
next year.

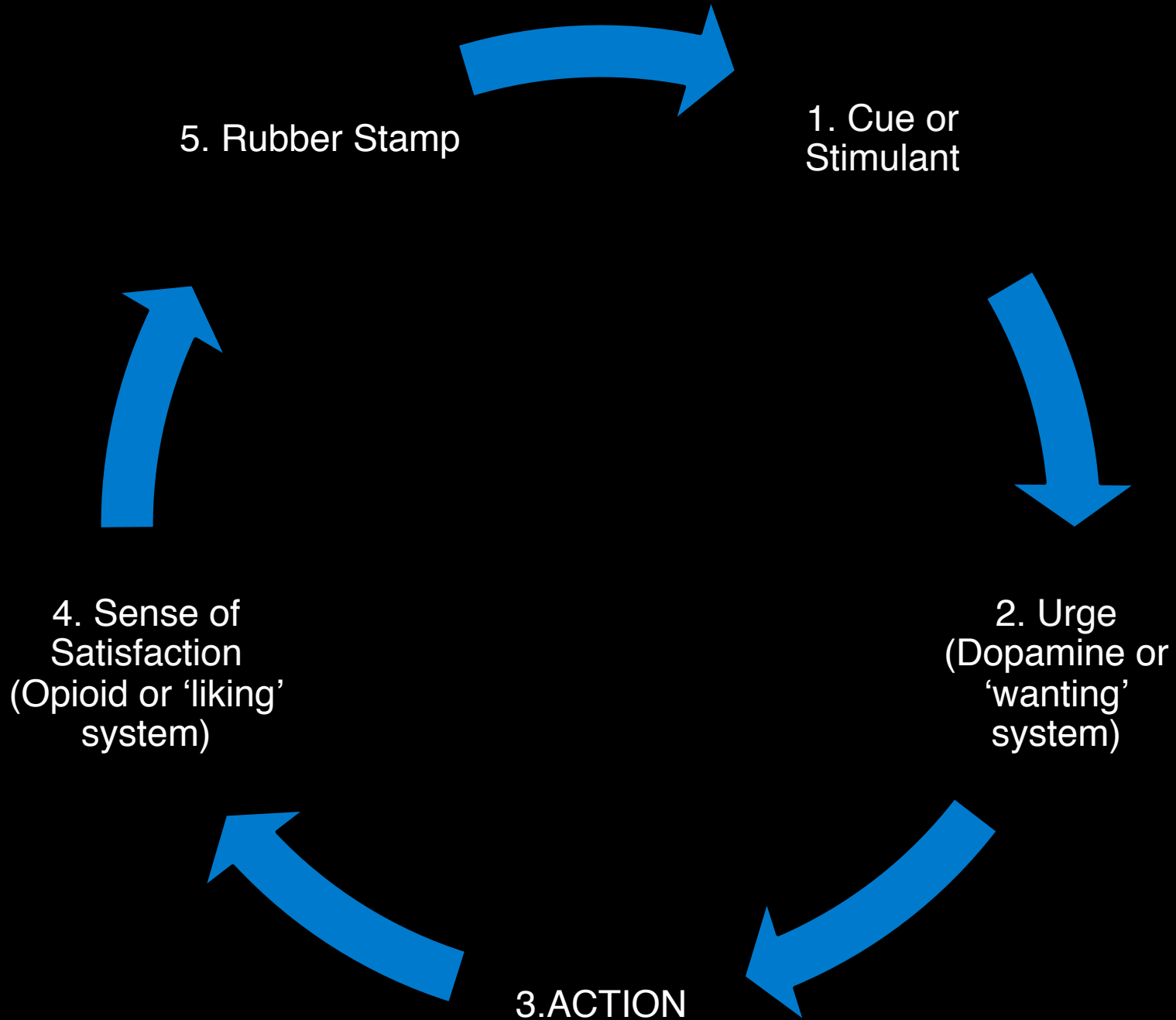


**When wearable device was acquired**

**PERCENTAGE OF SMARTWATCH AND ACTIVITY TRACKER OWNERS STILL WEARING THEIR DEVICE**

(N=1,700, MAY-JUNE 2014, U.S. CONSUMERS OVER 18)

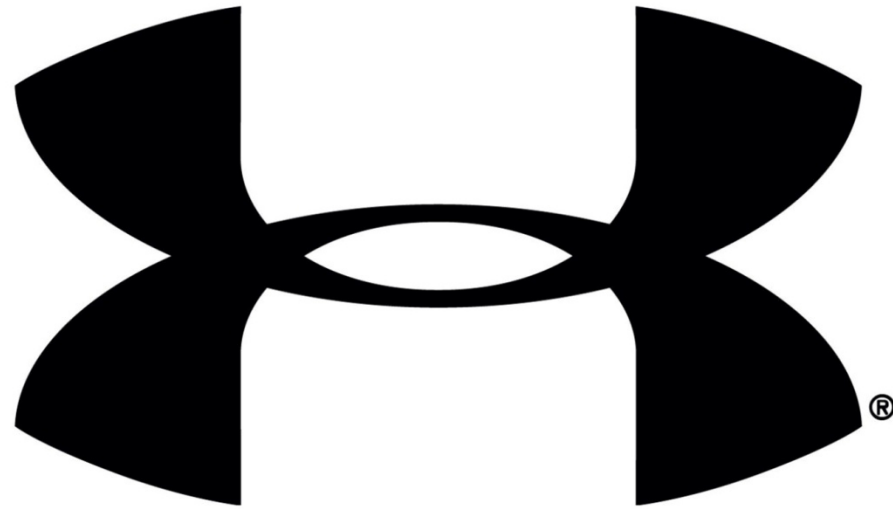
# Reward Loops to Build Habits





***THE WAVE IS HERE.***





myfitnesspal 

 endomondo

mapmy  fitness



FITSTAR ★

×

 fitbit®



# weightwatchers



2012: **\$80**

TODAY: **\$10**

my



## TWO-PRONGED MISSION

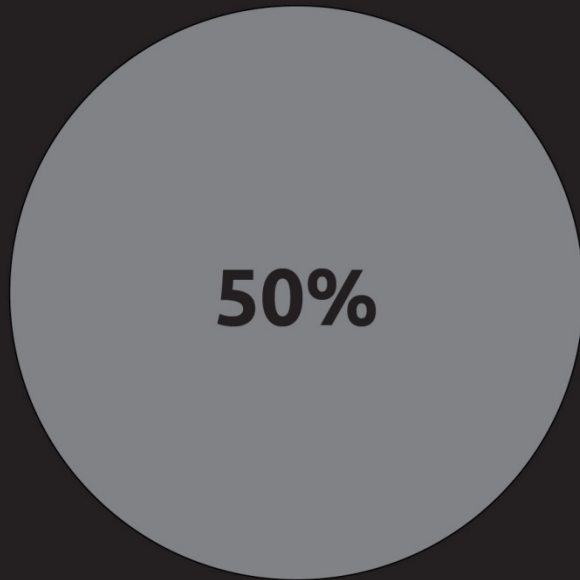


Integrate digital fitness into the commercial fitness operators bricks and mortar business, helping the operator to grow the customer lifetime value of each existing member, and expand their reach beyond the 4 walls of the club.

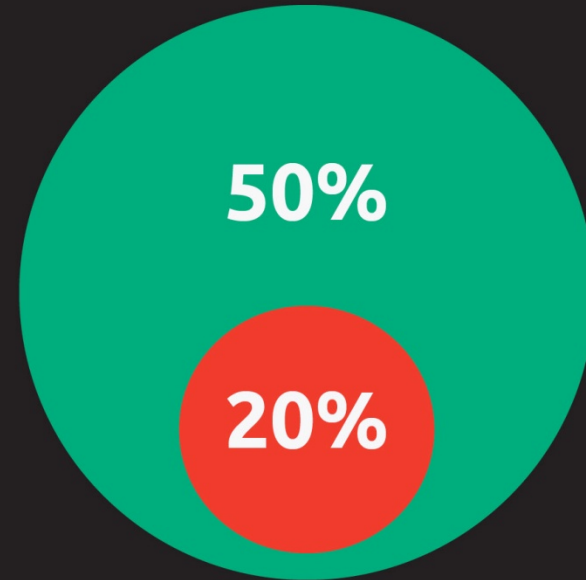
Encourage exercise routine via behavior change techniques such as reward loops, social accountability & corrective feedback.



## NON-EXERCISERS



## EXERCISERS



**THOSE THAT  
EXERCISE ENOUGH**



PEDOMETERS

ACCELEROMETERS

OPTICAL BLOOD  
FLOW SENSORS

HEART RATE SENSORS

# MOTION ARTIFACT REMOVAL





## TWO-PRONGED MISSION

B2B

B2C

Integrate digital fitness into the commercial fitness operators bricks and mortar business, helping the operator to grow the customer lifetime value of each existing member, and expand their reach beyond the 4 walls of

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# TECHNOLOGY



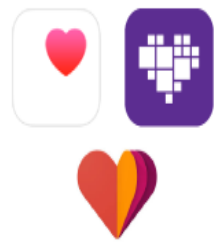
GYM EQUIPMENT



REWARDS PLATFORMS



DIGITAL HEALTH PLATFORMS



BLUETOOTH ENABLED GPS TRACKING APPS



BIOMETRIC DEVICES & APPS



BLUETOOTH & ANT+ ENABLED DEVICES





# MZ-3



**ANT**<sup>™</sup>



**Bluetooth**<sup>®</sup>

**5.3khz**

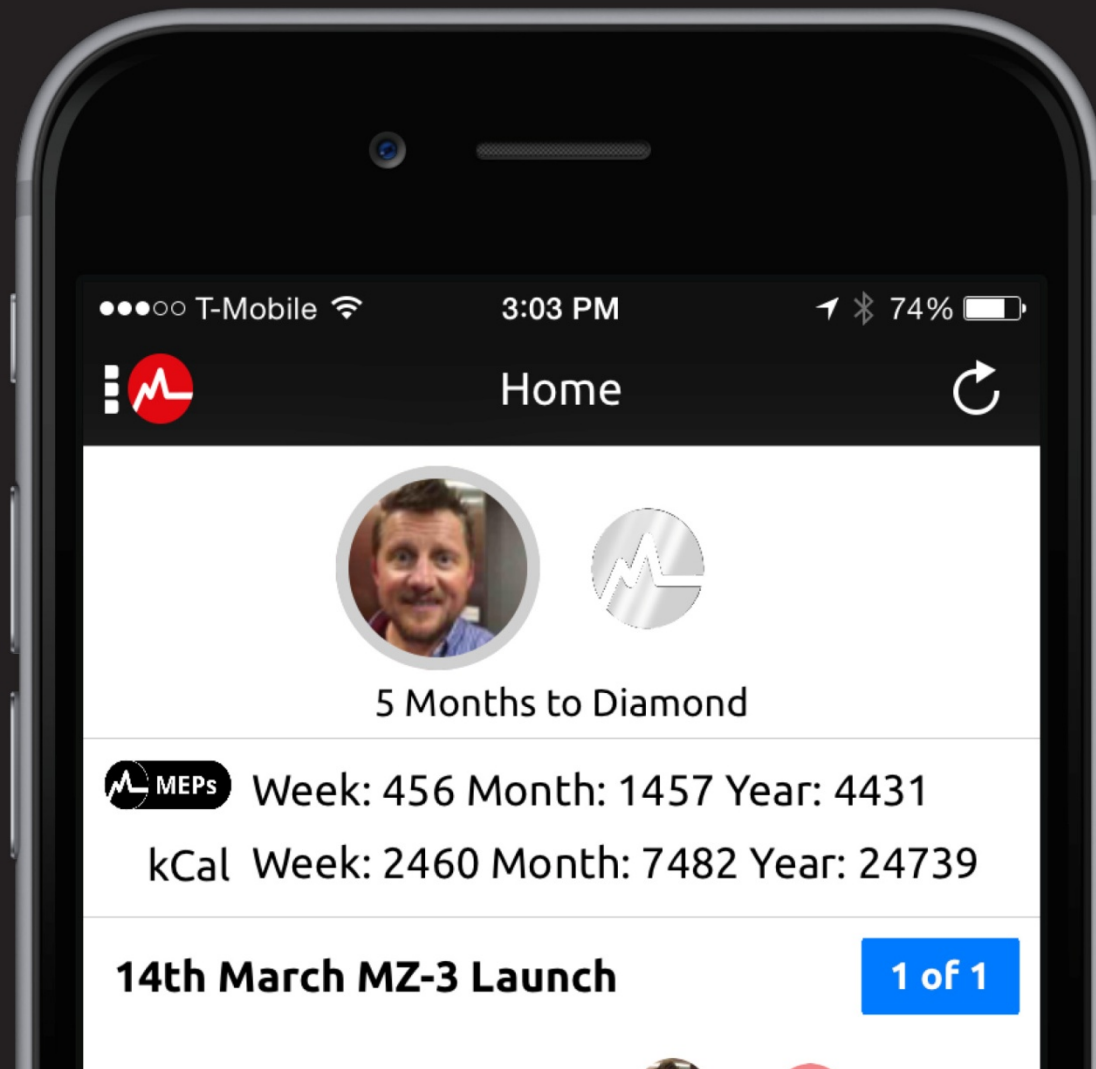


**16 HR  
MEMORY**



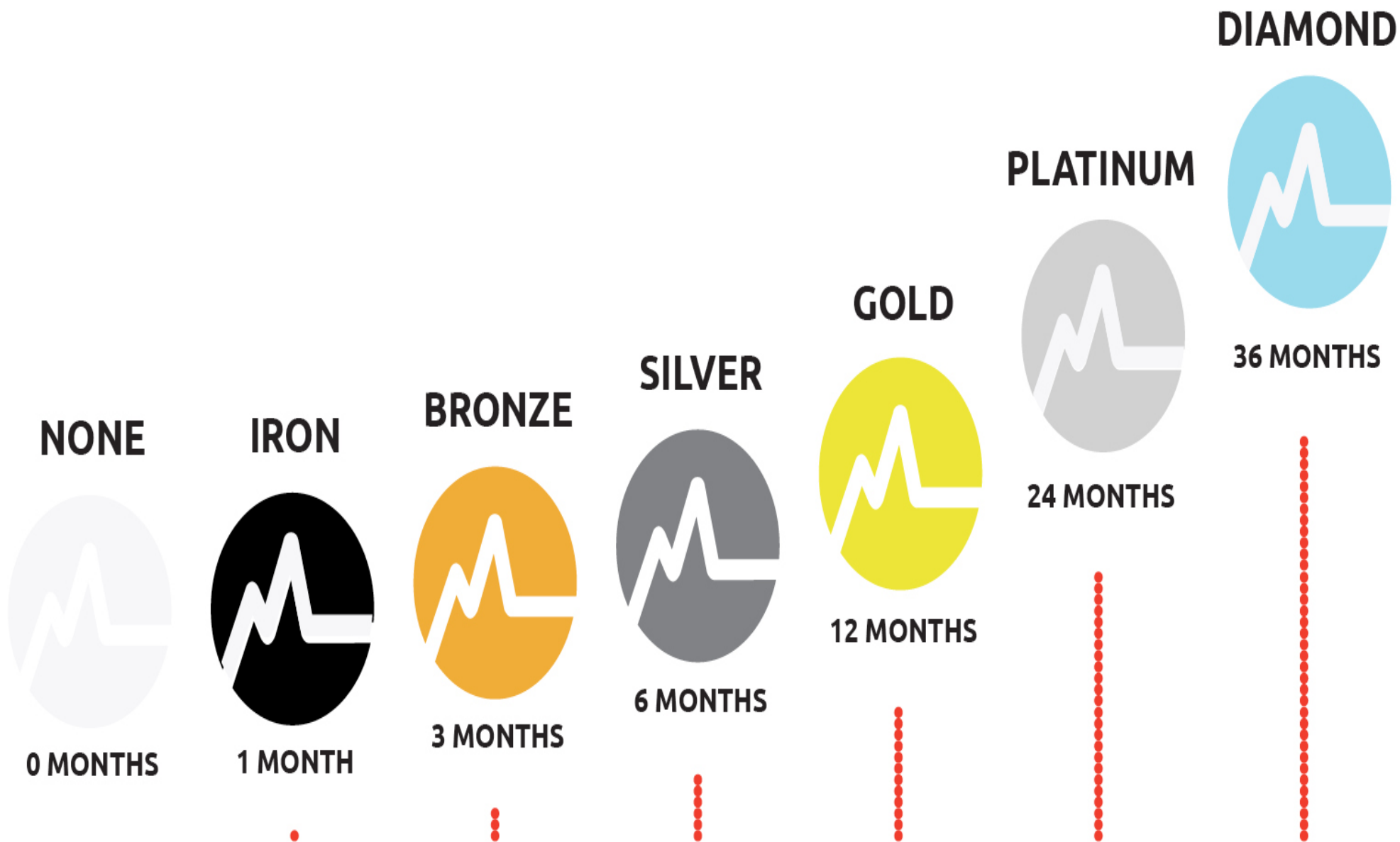


# RANKING & GAMIFICATION



# MYZONE STATUS RANKS

MAKE PROGRESS BY EARNING 1300 MEPS/MONTH



**79%** of trainers quit within  
the first 12 months.



# COACHING FUNCTIONS






# eCOMMERCE

Cart | MYZONEMOVES x Andrew

myzonemoves.emerecreative.com/cart/

**MYZONE**

[SHOP](#) [CLUBS](#) [GROUPS](#) [USERS](#) [LOGIN](#) [CART](#)

Product	Price	Quantity	Total
 <b>MYZONE MZ-3 + MZ-50 COMBO</b> Color: Black Size: Standard	\$214.99	1	\$214.99

Coupon code  [Apply Coupon](#) [Update Cart](#)

## Cart Totals

Cart **\$214.99**

Subtotal

Shipping **Free Shipping**  
and  
Handling

Order **\$214.99**

Total

[Proceed to Checkout](#)

**EFFORT**  
**REWARDED.**



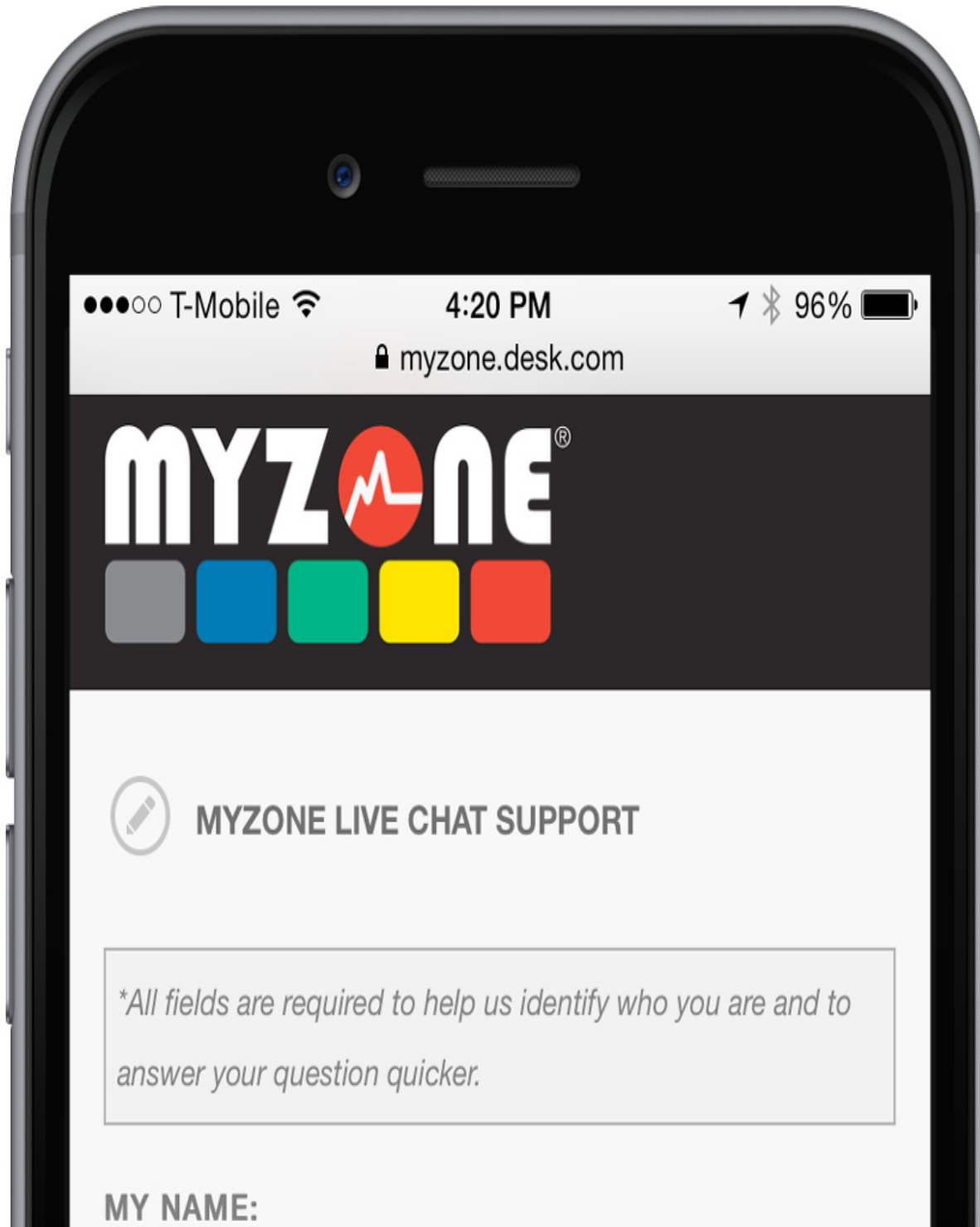
**Clubs**  
Application  
Case Studies

**Groups**  
Application  
Case Studies

**Users**  
Application  
Case Studies

**Contact**  
Clubs  
Groups

# eSUPPORT



●●●○ T-Mobile

4:20 PM

96%

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MYZONE®



MYZONE LIVE CHAT SUPPORT

*\*All fields are required to help us identify who you are and to answer your question quicker.*

MY NAME:

***THE WAVE IS HERE.***





Time for your questions for Mike.

Mike Leveque  
COO



Mike.Leveque@cfm.net





# Thank You

<http://www.motionsofttechnologysummit.com> to view the complete webinar s



DA  
ERS  
ISE  
SORS  
IT PHOTOS  
NAR SERIES



***"IT WAS IMPRESSIVE TO SEE THE INTELLECT AND BUYING POWER IN THE ROOM."***

**ANDREW KOLMAN**  
**DIRECTOR OF PRODUCT DEVELOPMENT**  
**CONSOLE TECHNOLOGY**  
**JOHNSON HEALTH TECH. CO. LTD**