For Owners of Community-based Personal Training and Group Fitness Businesses: How to achieve up 11x revenue by completing tasks up to 60x faster.

It’s possible to achieve 11x revenue accurately assessing, seamlessly onboarding, and effectively training clients without giving up human interaction and feedback. Unfortunately, most fitness professionals are already maxed out with time constraints and are not equipped with the skills to do this since the technologies used are still extremely new. We have made it our mission to effectively address this problem in a radically new and comprehensive way.

Because I know that most people want to know who they are doing business with let me tell you a bit about us. Our company was founded in August 2020. Our diverse management team has over 115 years of combined industry and technology experience, including 7 patents, and 3 successful exits (1 exit @$400MM ARR).  Our company was accepted to and is a member of Troutman Pepper’s SEED program, and our company’s SBIR Grant Pitch Proposal was accepted.

My name is Jennifer Strout and I am the CEO and Founder. I am a Pillar VC & Petri Frequency cohort II alumna. After the birth of my second son, despite my best efforts, I was still unable to find a local gym that suited the needs of both myself and my children. But while I liked the convenience and flexibility of at home solutions, they lacked either the human connection or the data. I wondered, why should I have to choose between two half solutions.

**6 steps for fitness professionals to achieve up to 11x revenue by completing tasks up to 60x faster:**



**Step 1: Efficiently onboard new clients**

Old Way:

The old way involves each trainer having to spend time leading every individual client through the gym and/or trainer’s process one-on-one.

Old Result:

Time consuming as onboarding a client generally takes at least 30 minutes and repetitive as it's the same story that the trainer has to repeat each time.

New Way/Activity:

Automate onboarding

New Result:

Automated platform onboarding for each client results in an average 30x time saving and increase in revenue through ensuring that all clients have been provided comprehensive and accurate information regarding your process and offerings, while having additional time to address other business needs. Avoid rushing through relevant information due to a shortage of time and frustration over the repetitiveness of the process. Get satisfied clients who feel aware and confident of your progress and program.

Summary:

Automated client onboarding is up to 30x faster.

Automated software is required to efficiently and thoroughly onboard each new individual client and results in less time and effort on the part of the trainers and increased client satisfaction, loyalty, revenue, and in turn, lower churn and higher revenue.

**Step 2: Complete detailed new client assessments in under 2 minutes per client**

Old Way:

The old way involves each trainer having to individually assess each client in-person to manually record results and to subjectively determine the client’s baseline.

Old Result:

Time consuming, as the process of completing a thorough and accurate initial assessment can take upwards of 2 hours, and repetitive as the trainer has to be present through the entire assessment and pay close attention to record the client’s results, yet conducting assessments becomes repetitive and boring for trainers since it's the same thing each time, leading to trouble focusing. Can only be effectively achieved in person, which decreases ability to onboarding new clients remotely.

Subjective evaluations from individual trainers becomes even more of an issue when a trainer leaves the company or the client decides to switch trainers resulting in no way to objectively compare or relate to each client’s progress. Cannot find trends between client types/characteristics and future progress related to classes, routines, regimes, and/or trainers.

New Way/Activity:

Use motion tracking software and a machine learning assessment database

New Result:

Up to 60x faster with no frustration, resulting in accurate, reliable, and valid results, which increase client satisfaction and loyalty, resulting in lower churn and higher revenue.

Summary:

Motion tracking software is 60x faster as the computer completes all of the work saving trainers an average of 1 hour and 58 minutes per client.

Mobile motion tracking software also allows trainers to accurately and reliably assess clients remotely without having to use the subjective assessment of a trainer. Such software can effectively compare the results of each client to an ideal baseline scenario for valid and reliable results in less time and effort on the part of the trainers and increased client satisfaction, loyalty, revenue, and in turn, lower churn and higher revenue.

Why do fitness assessments need to be accurate and reliable?

Clients are more and more interested in data-backed results. Look no further than the rise of fitness companies that claim to use science-driven workouts. Plus, personal trainers’ certifications themselves are anchored in science, yet it's hard for humans to be objective for a variety of reasons, including fatigue and boredom. Consider looking at an object with your eyes- let’s say a car parked on the street. Could you accurately tell me the length of that car using your eyes alone? Or would using a measuring tape result in more accurate results? Now what if you wanted to compare the length of one car to another. Perhaps you have more stuff that you need to transport or you have long legs and enjoy more leg room. If both cars were not lined up side by side, or even worse, if you had to make the comparison based on memory alone, how well would you do? Would you just buy a car without knowing for sure, which one was longer if that was the feature you were interested in? Of course not! Yet, as trainers that is what you are setting yourself up to do when we complete assessments manually. Visually look at a client, assess how the individuals’ movements and flexibility match up against some standard, jot down some notes on a clipboard and then reflect back a month later and try to determine how much progress someone has made. Since a client’s progress is reflective of not only their hard work, but also of your ability to be an effective trainer- you definitely want and NEED to start with an accurate baseline assessment.

**Step 3: Effortlessly create thorough, customized, results-driven fitness/wellness plans in less than 5 minutes per client.**

Old Way:

The old way involves the trainer having to review each client’s assessment and to use his/her memory and experience of training techniques, successes and failures with past clients, scattered notes, textbooks, and other resources to recreate a customized plan for each client.

Old Result:

Time consuming and takes a great deal of effort to do well. Trainer often knows certain trends or patterns exist between particular client types but there are so many variables that it's tough to draw up meaningful results and plans in a reasonable timeframe. Given that this is unpaid time for trainers, this generally leads to frustration and feelings of being overwhelmed and hopeless of the idea of ever creating income outside of face-to-face hours.

New Way/Activity:

Use computer software and artificial intelligence to create personalized fitness/wellness plans for each client.

New Result:

Software customized client fitness program plans are 24x faster, more reliable and valid, resulting in a comprehensive and accurate fitness/wellness plan, while having additional time to address other business needs. Be confident in the metrics that you are setting for your client’s goals.

Summary:

Automated software developed fitness/wellness programs are 24x faster and results in increased revenue.

Automated artificial intelligence and machine learning software is required to efficiently, thoroughly, and appropriately design science-driven customized fitness/wellness plans for each new individual client resulting in less time and effort on the part of the trainers and increased client satisfaction, loyalty, revenue, and in turn, lower churn and higher revenue.

**Step 4: Accelerate achievement of clients’ fitness goals through personalized insights into your clients’ performance.**

Old Way:

Try to manually review client notes or make judgments based on memory and make subjective connections about a client’s progress. Try to manually make comparisons between clients and/or classes, or manually enter data into the computer to keep track of and look for trends (if it’s even done at all).

Old Result:

Time consuming and lacks objective data points to allow for comparisons within individual clients and between groups of clients that are undergoing a specific routine, regime, or enrolled in a specific class.

Cannot find trends between client types/characteristics, classes, routines, regimes, and/or trainers.

For example, clients’ fitness plans can vary widely between trainers, and both different plans and different trainers can result in varied client achievement, but it’s hard to sort out which variable (trainer or the plan) is truly affecting the clients’ results, especially when there are so many differences between clients as well. Add in different goals, different classes, routines, and forget it – tracking it all would be a full-time job across just one trainer’s client load alone.

New Way/Activity:

Use motion tracking software connected to a database that uses artificial intelligence and machine learning to monitor and report clients’ progress as well as trends within and between clients, within and between classes, programs and training regimes, etc.

New Result:

Artificial intelligence and machine learning informed statistical trends within and between clients, workouts, classes, trainers, regimes, and programs are 30x faster, more reliable and valid, resulting in increased tailoring of fitness programs and client goal achievement resulting in increased client satisfaction, loyalty, revenue, and in turn, lower churn and higher revenue.

Summary:

Motion tracking software paired with artificial intelligence can produce data-driven statistical trends 30x faster.

Motion tracking software paired with artificial intelligence is required to efficiently deliver personalized insights into a client’s performance against himself, his class, as well as trends within and between classes, trainers, programs, and training regimes, resulting in less time and effort on the part of the trainers and increased client satisfaction, loyalty, revenue, and in turn, lower churn and higher revenue.

**Step 5: Complete detailed reassessments in under 2 minutes per client**

Old Way:

The old way involves each trainer having to individually re-assess each client in-person to manually record results and to subjectively determine the client’s baseline.

Old Result:

Time consuming, as the process of completing a thorough and accurate reassessment can take upwards of 2 hours, and repetitive as the trainer has to be present through the entire assessment and pay close attention to record the client’s results, yet conducting assessments becomes repetitive and boring for trainers since it's the same thing each time, leading to trouble focusing. Plus, reassessments require updating clients’ fitness plans, which adds even more time and frustration.

Subjective evaluations from individual trainers becomes even more of an issue when a trainer leaves the company or the client decides to switch trainers resulting in no way to objectively compare or relate to each client’s progress. Cannot find trends between client types/characteristics and future progress related to classes, routines, regimes, and/or trainers.

New Way/Activity:

Use motion tracking software and a machine learning assessment database

New Result:

Up to 60x faster with no frustration, resulting in accurate, reliable, and valid results, which increase client satisfaction and loyalty, resulting in lower churn and higher revenue.

Summary:

Motion tracking software is 60x faster and more accurate.

Video and motion tracking software is required to accurately reliably assess clients remotely without having to use the subjective assessment of a trainer. Such software can effectively compare the results of each client to an ideal baseline scenario for valid and reliable results in less time and effort on the part of the trainers and increased client satisfaction, loyalty, revenue, and in turn, lower churn and higher revenue.

**Step 6: Provide motivating real-time feedback to clients both publicly and privately, during and after both live and recorded remote, virtual sessions.**

Old Way:

When running remote classes, trainers often stop demonstrating proper technique and form to instead try to sit close to the computer or mobile device screen in order to monitor clients, or they do not give any feedback at all when demonstrating a move.

Old Result:

Clients do not know when they are correctly performing a move and that could result in injury. Trainers have a difficult time viewing the client either because of the large number of clients in one class, lighting, angle, clothing, etc. Trainers have to trade-off between leading the class and monitoring clients. The lack of an appropriate combination of demonstration and feedback leads to a difficulty in obtaining new clients who may not be familiar with the routine as demonstrating and monitoring cannot occur at the same time.

New Way/Activity:

Use a motion tracking software connected to a database.

New Result:

Trainers can demonstrate movements continuously in real-time as clients’ movements are being compared against the trainer’s movements for accuracy, thus allowing trainers to provide feedback when necessary. Software knows when to alert the trainers so that they don’t have to remain hypervigilant and instead trainers can focus on providing a high energy class. Clients are motivated and engaged and pleased with the level of positive feedback. Clients and trainers feel safer knowing that each client is being continuously monitored for form, leading to a lower chance of injury. Trainers feel less pressure knowing that the technology is aiding in monitoring the clients’ form, allowing the trainer to focus on providing demonstrations. The stress relief and reduced effort allow for all participants to fully enjoy the benefits of exercise.

Summary:

Motion tracking software paired with artificial intelligence and machine learning can increase feedback, motivation, and engagement.

Motion tracking software paired with artificial intelligence and machine learning can monitor clients’ form and alert the trainer when necessary, resulting in increased demonstration and feedback on the part of the trainer and increased motivation and engagement on the part of the client, allowing trainers to increase class size while simultaneously increasing accurate guidance on clients’ form and performance, resulting in less stress and effort on the part of the trainers and increased client satisfaction, loyalty, revenue, and in turn, lower churn and higher revenue.

**Activity Summary:**

So, as you can see, all you need to do is automate client onboarding, use motion tracking software and machine learning database to complete detailed new client assessments, use computer software and artificial intelligence to create thorough, customized, results-driven fitness/wellness plans, use database connected remote motion tracking software to monitor your clients’ progress and to provide personalized insights into the performance of your clients and trainers, specific workouts, classes, programs, and regimes, use remote motion tracking software and machine learning assessment database to complete detailed monthly reassessments for each client, and use machine learning database connected remote motion tracking software to provide motivating real-time feedback to clients both publicly and privately, during and after both live and recorded remote virtual sessions, and you can achieve up to 11x revenue by completing these tasks up to 60x faster.

# Option 1 and Option 2

Now since no other company offers this solution, and they are prohibited from doing so due to a patent-pending on the technology, in order to achieve this you would need to do build yourself, however, there is a steep learning curve and you would need to take years of classes in order to learn how to code artificial intelligence and machine learning features, and you would need the capital to pay for the hardware and servers on which to run the code.

Or you can choose to work with us.

# Benefits and Outcomes

Here’s what is going to happen when you work with us:

You will be able to efficiently onboard new clients.

You can even complete assessments and reassessments in less than 2 minutes and effortlessly create fitness plans in under 5 minutes while being able to provide an unparalleled level of data-driven, actionable insights based on your clients’ performance, your trainers’ performance, specific workouts, classes, programs, and regimes.

You can finally get rid of not being able to provide meaningful feedback during live sessions.

You can forget about not being able to make money outside of face-to-face time.

You will feel confident, powerful, and unstoppable because you will be able to provide the engagement, motivation, and goal setting that got you into the industry while turning a profit at an unheard-of level.