

# GAMIFY ANYTHING...

**67%** of people never use gym membership or quickly give up.

WHY?



- Work-out, fixed slots, no fun!

**50%** of consumers who own fitness tracker stop using them within 6 months.

WHY?



- No engagement, it gets stale and boring!

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Our solution offers true fitness engagement in 3 major steps:



**1st playing:** engaging a user to enjoy an exercise



**2nd coaching:** improving the way how a user exercises



**3rd referee:** enabling competition between users

...**ANYWHERE**