



# BODYEXO

BODY COMPOSITION MEETS  
DATA VISUALISATION

**PROPOSAL**

**WHAT YOU  
MEASURE  
IMPROVES®**  
[www.bodyexo.com](http://www.bodyexo.com)

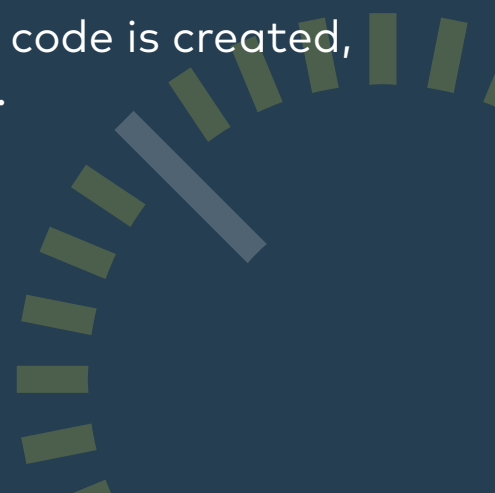
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- Introducing BodyExo's Stretch™ Software
- Stretch™ Software View Levels
- BodyExo Customised Accuniq BC380
- Visualising Body Composition Data
- Appendices

**INCREASE  
CONVERSATION &  
RETENTION RATES,  
ADD REVENUE AND  
LENGTHEN MEMBER  
LIFESPAN**

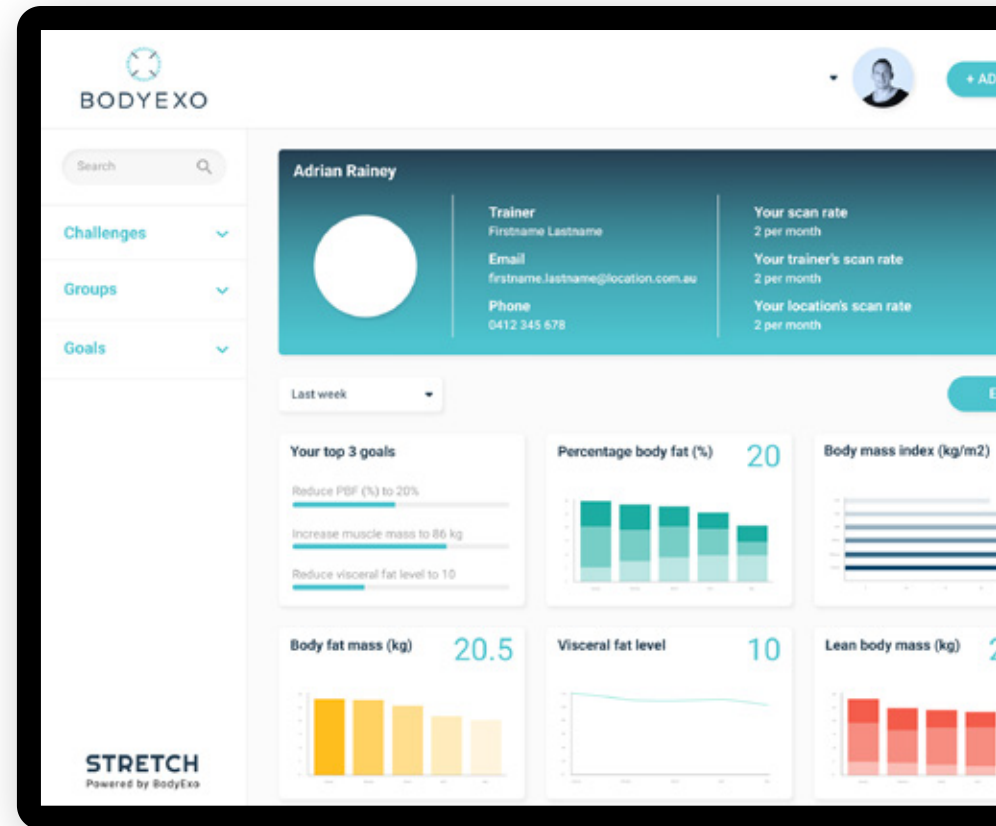


# INTRODUCING STRETCH™

- BodyExo's Stretch™ software can be used by Members, Trainers, Managers, Locations and Franchisors on mobile, tablet or PC.
  - Stretch™ is proprietary software that visualises data generated by the Accuniq BC380 body composition analysis.
  - Stretch™ provides multiple views – which roll-up to the next level:
    - ✓ Fitness First Head Office
    - ✓ Fitness First Location View
    - ✓ Coach/Trainer View
    - ✓ Members View
  - When the member uses the BodyExo's body composition analyser, a QR code is created, which can be read directly into BodyExo's Stretch Software in real-time.
  - Stretch will be integrated into Challenge application
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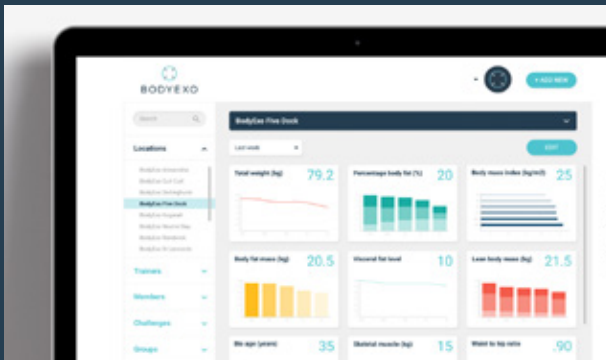
# BODYEXO CUSTOMISED STRETCH™ SOFTWARE

- BodyExo provides complete private label BodyExo Customisation of BodyExo's Stretch software.
- Stretch™ is flexible in its design – allowing Head Office, Locations, Coaches/Trainers and Members to select the primary data metrics that they are interested in.
- Stretch dashboard tiles can be customised to what to see including:
  - ✓ Visual chart type
  - ✓ Size
  - ✓ Placement
  - ✓ Colour scheme



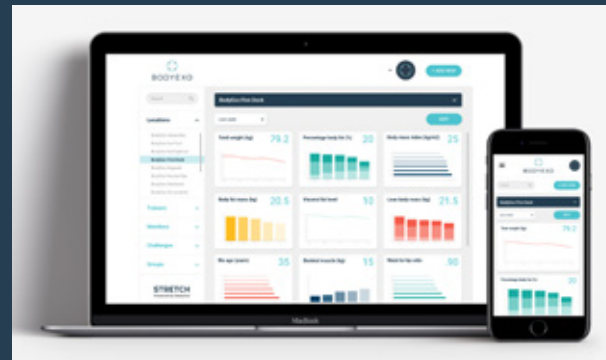
# THE STRETCH™ VIEWS

## Multi-Franchise & Location View



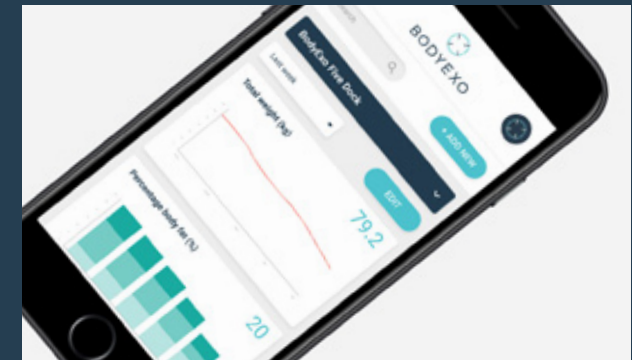
- Head Office will be able to view data on ALL Locations, Coaches/ Trainers & Members over time
- Comprehensive, visual and dynamic PDF report generation functionality
- Enable Challenges and Groups to be created and enables auto reporting
- Enhanced client data for management, training programs, & marketing

## Managers & Trainers View



- Monitor Trainers & Members to support improvement and focus on goals
- View Trainers & Members assigned prospects for follow-up and onboarding
- View Trainers & Members aggregate data over time
- Generate comprehensive, visual and dynamic reporting

## Members View



- Members can create "Your Top 3 Goals"
- They can track their progress against their Top 3 Goals over time
- Members can create new and view past and present Challenges
- Members can create or join Groups





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**COMBINING BODY  
COMPOSITION  
ANALYSIS AND DATA  
VISUALISATION**

# ACCUNIQ BC380

- BodyExo will fit out each Location with AccunIQ BC380 body composition analysers.
- This means each Scale will be covered in BodyExo branding.
- Each BodyExo AccunIQ BC380 has a two-year warranty.



# VISUALISING BODY COMPOSITION DATA

- BodyExo recommends measuring body composition at regular intervals to improve health, well-being and validate the effectiveness of the program
- BodyExo's Accuniq BC380 captures over 100 data points – we have reduced this down to our top 12 to visualise for Members, Coaches/Trainers, Locations and Head Office, including:

TOTAL WEIGHT

PERCENTAGE BODY FAT

BODY MASS INDEX (BMI)

BODY FAT MASS

VISCERAL FAT

SKELETAL MUSCLE

LEAN BODY MASS

BIO AGE

BASAL METABOLIC RATE

DAILY CALORIC REQUIREMENT

WAIST-TO-HIP RATIO

BODY TYPE





# APPENDICES

- 8-Step Process Map
- BodyExo Founders

**'ONE VIEW'  
OF THE MEMBER  
JOURNEY**



# 8-STEP PROCESS MAP



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# BODYEXO FOUNDERS

## Adrian Rainey

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- Adrian Rainey is the Gym Guy
- Adrian has been working in and around the fitness industry for a long time having previously worked for Vision Personal Training, mPort and Mindbody.
- Adrian brings fitness and body composition expertise to the team.

## Matthew Esler

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- Matthew Esler is the Software Guy
- Matthew has previously built fintech platforms Midwinter and PADUA.
- Matthew brings software and technology expertise to the team.

## Daniel Needham

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- Daniel Needham is the Money Guy
- Daniel is currently Global Chief Investment Officer for Morningstar Investment Management based in Chicago and has been managing money for a long time.
- Daniel brings deep pockets investment expertise to the team.