Presentation: ActivePulse App Launch

This document outlines a presentation for the ActivePulse gym management team to introduce the new fitness tracker app.

Slide 1: Title Slide

- **Title:** Introducing ActivePulse
- **Subtitle:** Your Members' New Digital Fitness Companion
- **Visual:** App logo or a lifestyle image of a gym member using their phone.

Slide 2: The Problem

- **Title:** How Do We Keep Members Engaged?
- **Bullet Points:**
  - Members lose motivation when they don't see progress.
  - Tracking fitness goals can be complicated and requires multiple apps.
  - We want to provide value that extends beyond the gym walls.
- **Talking Point:** "We know that member retention is key. A major reason members leave is a lack of motivation. We want to give them a tool to see their daily progress and stay engaged with their fitness journey."

Slide 3: The Solution: The ActivePulse App

- **Title:** Simple, Seamless Goal Tracking
- **Bullet Points:**
  - A simple, branded app for setting and tracking daily fitness goals.
  - Focuses on two key metrics: **Steps** and **Workout Minutes**.
  - Integrates directly with Health Connect on Android for automatic data syncing.
- **Talking Point:** "Our solution is the ActivePulse app. It's a clean, simple tool that helps members track the fitness they do every day, both inside and outside the gym."

Slide 4: Live Demo

- **Title:** How It Works
- **(Show the app on a mirrored phone screen)**
- **Demonstrate:**
  1. The main dashboard with progress bars.
  2. How to set a new step goal.
  3. How to set a new workout goal.
  4. How to use the "Refresh Data" button.
- **Talking Point:** "As you can see, the interface is incredibly intuitive. In just a few taps, a member can set their goals and see their progress for the day."

Slide 5: Key Benefits

- **Title:** Why This Matters
- **For Members:**
  - **Motivation:** Visual progress keeps them inspired.
  - **Simplicity:** One place to track key goals.
  - **Privacy:** Uses the secure, on-device Health Connect. No data is sent to us.
- **For ActivePulse:**
  - **Brand Engagement:** Keeps our brand in our members' pockets.
  - **Increased Retention:** Engaged members are more likely to stay.
  - **Modern Offering:** Shows we are invested in modern digital tools for our clients.

Slide 6: Next Steps & Launch Plan

- **Title:** Rolling It Out
- **Bullet Points:**
  - **Staff Training:** Quick session to ensure all trainers know how to use and promote the app.
  - **Member Communication:** Announce via email, in-gym posters, and social media.
  - **Launch Date:** Proposing a launch for the start of next month.

Slide 7: Q&A

- **Title:** Questions?
- **Talking Point:** "Thank you. I'm now happy to answer any questions you may have about the app or our proposed launch plan."