Designed by: Mark Spencer, VP Marketing Gym Sports

May 15 Date:

via objects Biometrics and user id on each equipment Badging data: entry and exit time

from the past Customer database: info (archives, databases) on memberships

> Coaching orientation session Exercise test via a certified meelated/focan

> > event

about people

Sociodemo survey and extended bodily measurements when joining the club

> Google Health or Apple on websites / Internet / equivalent mobile apps

Fitbit data and other similar fitness tracking devices Health insurance data? From equipment manufacturers? third party data / open data