

Mark Spencer, VP marketing Gym Sports

May 15

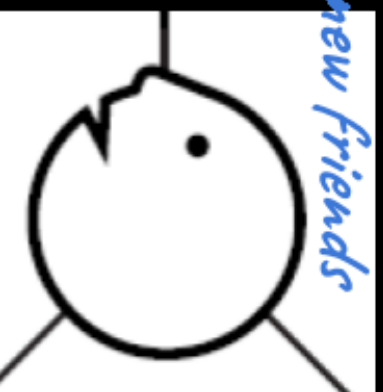
Visualization of fitness progress

On-demand coaching

How does my fitness level  
compare with my peers?

Immediate rewards

Socialize and meet new friends



Change into sport clothes

Exercise / work out

Shower and dress back

Lack of fun / engagement

Lack of motivation to go to the gym

Unavailable equipments

Crowded space / courses