

Mark Spencer, VP marketing Gym Sports  
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*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*