



VYGOR  
—HEALTH—

## Vygor AI Wellness Solutions for Gyms & Fitness Clubs

- ✓ Boost member engagement.
- ✓ Personalize wellness.
- ✓ Improve retention and revenue.

# The Challenge for Gyms and Fitness Clubs

Gyms face an increasingly competitive landscape where retaining members and delivering personalized experiences is critical to long-term success.

01

## Member Retention and Engagement

Most members disengage within the first 90 days of joining — often due to lack of motivation, unclear goals, or absence of nutritional support.



*Studies show that up to 50% of new gym members stop attending within six months (IHRSA, 2023).*

02

## Limited Personalization

Traditional fitness programs often stop at the workout. Without integrated nutrition and behavioral support, members struggle to sustain results.

03

## Revenue Pressure

Membership-based business models face plateauing growth. Adding digital and personalized wellness offerings creates new revenue streams and stronger retention.



*Gyms with integrated digital wellness tools report up to 20% higher member retention and 25% greater average revenue per member (McKinsey, 2023).*

## Why Partner with Vygor?



### Enhance Member Experience

Deliver a truly holistic wellness journey — combining exercise, nutrition, and motivation — personalized for every member.



### Increase Retention Loyalty

Keep members engaged beyond the gym floor with continuous support via the Vygor mobile app.



### Differentiate Your Brand

Stand out from competitors by offering AI-driven coaching and nutrition guidance that adapt to each member's lifestyle and goals.



### Easy Integration

Seamlessly integrate Vygor into your existing gym management or member engagement platform — no technical expertise required.

## The Future of Fitness:

### Human Motivation, AI Personalization, and Measurable Impact

Vygor empowers gyms and trainers to deliver a next-generation member experience — blending **human motivation** with **AI-driven intelligence** for sustainable engagement and retention.

#### Tap into Human Motivation

Vygor leverages proven Cognitive Behavioral Therapy (CBT) principles — goal setting, self-monitoring, and social support — to reinforce consistency and drive results. Gamified challenges, contests, and progress dashboards keep members motivated long after sign-up.

**i** Gyms using gamification in wellness programs see a 45% increase in member participation and retention (Wellhub, 2024).



#### Hyper-personalize with AI

Vygor's AI-native platform enhances your fitness offering with tools that personalize every member's journey:

##### AI Macro Tracker

Members log meals using photos or barcode scans. Vygor analyzes nutrients and tracks macros automatically.



##### AI Dietitian

Generates personalized weekly meal plans tailored to members' goals, preferences, and dietary needs — complementing their fitness routines.

##### AI Physical Trainer

Designs exercise plans based on goals, equipment, schedule, and progress — continuously adapting to each member's performance.



Members using digital fitness tools are 2.5x more likely to maintain their exercise habits beyond six months (Les Mills Global Fitness Report, 2024).

## Proven Business Impact

Vygor transforms how gyms engage and retain members — turning one-time sign-ups into loyal, long-term customers.

Outcome	Impact	Source
Member retention	Up to 20% higher with integrated wellness tools	McKinsey, 2023
Member participation	+45% with gamified AI programs	Wellhub, 2024
Average revenue per member	+25% through personalized coaching & meal plans	McKinsey, 2023
Long-term exercise adherence	2.5x improvement using digital wellness platforms	Les Mills, 2024
ROI on digital wellness integration	\$3-\$6 for every \$1 invested	CDC / Harvard meta-analysis



*Integrated wellness solutions create “stickier” memberships, reduce churn, and open new monetization opportunities through coaching, nutrition, and corporate partnerships.*

## Benefits for Gyms & Fitness Partners



### Personalized Fitness + Nutrition

Offer a complete solution combining customized exercise and meal plans in one unified app.



### Continuous Engagement

Keep members connected 24/7 through AI coaching, reminders, and progress tracking.



### New Revenue Streams

Upsell premium AI wellness subscriptions, nutrition coaching, and corporate wellness packages.



### Brand Differentiation

Position your gym as a leader in smart wellness — not just fitness.

## Transform Your Gym with Vygor

**Boost engagement. Retain more members. Unlock new growth opportunities.**

Partner with Vygor to deliver AI-powered, personalized wellness that keeps your members coming back.

**Contact us:** [partners@vygor.health](mailto:partners@vygor.health)

**Learn more:** [www.vygor.health](http://www.vygor.health)

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