



PROJECT OVERVIEW:

To create a tool that allows our user to plan and stay dedicated by interacting with a safe & secure accountability partner. These partners are real users that get matched to one another and will ultimately form a bond of mutual encouragement and motivation to accomplish their goals.



TARGET AUDIENCE:

The "Dedicated". They workout to live, not live to workout. They are not fitness experts. They have a relatively limited routine of fitness activities and staying focused and motivated in the face of other priorities is challenging. As a group, they have a variety of fitness goals with general leading ones: feeling better, looking better, living longer. These goals are ahead of specific outcomes like increasing strength, losing weight or increasing flexibility. They have good intentions of taking care of themselves, but need help surmounting the obstacles of self-control, boredom, distraction and disconnection from others.

They are ahead of the curve on mobile adoption and they're more active than average as content spectators and critics.



PRIMARY OBJECTIVES:

- 1. Bolster Gold's Gym reputation as a partner who helps everyone find their own strength.
- 2. Boost retention of existing members by fostering continuous, positive engagement with the tool.
- 3. Inspire new Gold's Gym memberships and drive revenue by generating incremental non-dues fees (e.g. personal training, small group training, additional classes).
- 4. Introduce relevant brand content to highlight Gold's expertise.



COMPETITIVE DIFFERENTIATION:

- 1. True social integration that takes advantage of the real-world experience within Gold's Gyms.
- 2. The first 1-on-1 accountability mobile tool.
- 3. Seamless multi-platform access (mobile, tablet, desktop).
- 4. Strong tie-in to the Gold's Gym content.
- 5. Strong potential tie-in to the Gold's Gym CRM program.
- 6. Easily scalable and updateable.



Introducing Goalmate by Gold's Gym

For everyday folks who need a helping hand with workout motivation, Goalmate pairs like-minded people up to help them reach their fitness goals.

Summary - Goalmate from Gold's Gym goes beyond typical workout apps that only track progress and fitness, to provide real human support. The program virtually pairs up like-minded people and helps them set and achieve realistic personal goals. The Goalmate community, combined with the expertise of Gold's Gym, will help users receive the support and encouragement they need to stay on track.

Problem - We all can use a helping hand getting (and staying) on track to being that fitter/saner/healthier/better version of ourselves.

Solution - Goalmate helps you succeed by matching you with like-minded partners that share your fitness goals and interests. These are real people who share your aspirations and know first-hand the hurdles that might keep you from them. This support system provides the encouragement, the challenge – and, if needed, the accountability – to push you along. Connect with them on the go via your phone, computer or, in specific settings, in real life wherever you work out.

This community is backed by more than 45 years of knowledge and expertise that only Gold's Gym can deliver. You have access to select workouts, fitness challenges, playlists, and healthy eating tips curated from fitness experts and from Goalmate participants.

As Dave Reiseman, Vice President of Communications at Gold's Gym, says, "For five decades Gold's Gym has been committed to delivering that support through the in-gym experience. But our community has always been one of the true sources of strength for our members. With Goalmate, we're making that strength available to fitness-minded people inside and outside of the gym."

How to get started - Getting started takes just a visit to goalmate.com and completing the simple registration noting your areas of focus and your goals. Then the Goalmate team will do their best to match you with a relevant individual and Goalmate group. When they notify you of the match[d], you start connecting with your partners-in-crime online (and if there's a fit, in real life), and tapping into the resources published for your group.

Outline of what the main user's needs and tasks will be.

WAYS TO ENGAGE

- 1. Golds Gym Challenge
- 2. New member onboarding & CRM
- 3. Charity (Tour de cure)
- 4. Seasonal reasons
- a) Beach season
- b) NY resolutions
- c) Holiday gut prevention

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USER PROFILE

- 1. Create profile
- a) Facebook login or Unique email & password
- b) Select Lifestyle
- c) Select or create personal goal group
- d) Gym member? GG? zip code?
- e) Set up week 1 schedule (see example schedules, link to GG class schedules)
- 2. Edit Profile
- a) Edit Lifestyle
- b) Edit Goal Group
- c) Edit Goalmate
- d) Edit Your Schedule
- e) Settings (Alerts, etc)
- f) Achievements (completed goals)

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GOALMATE FEATURES

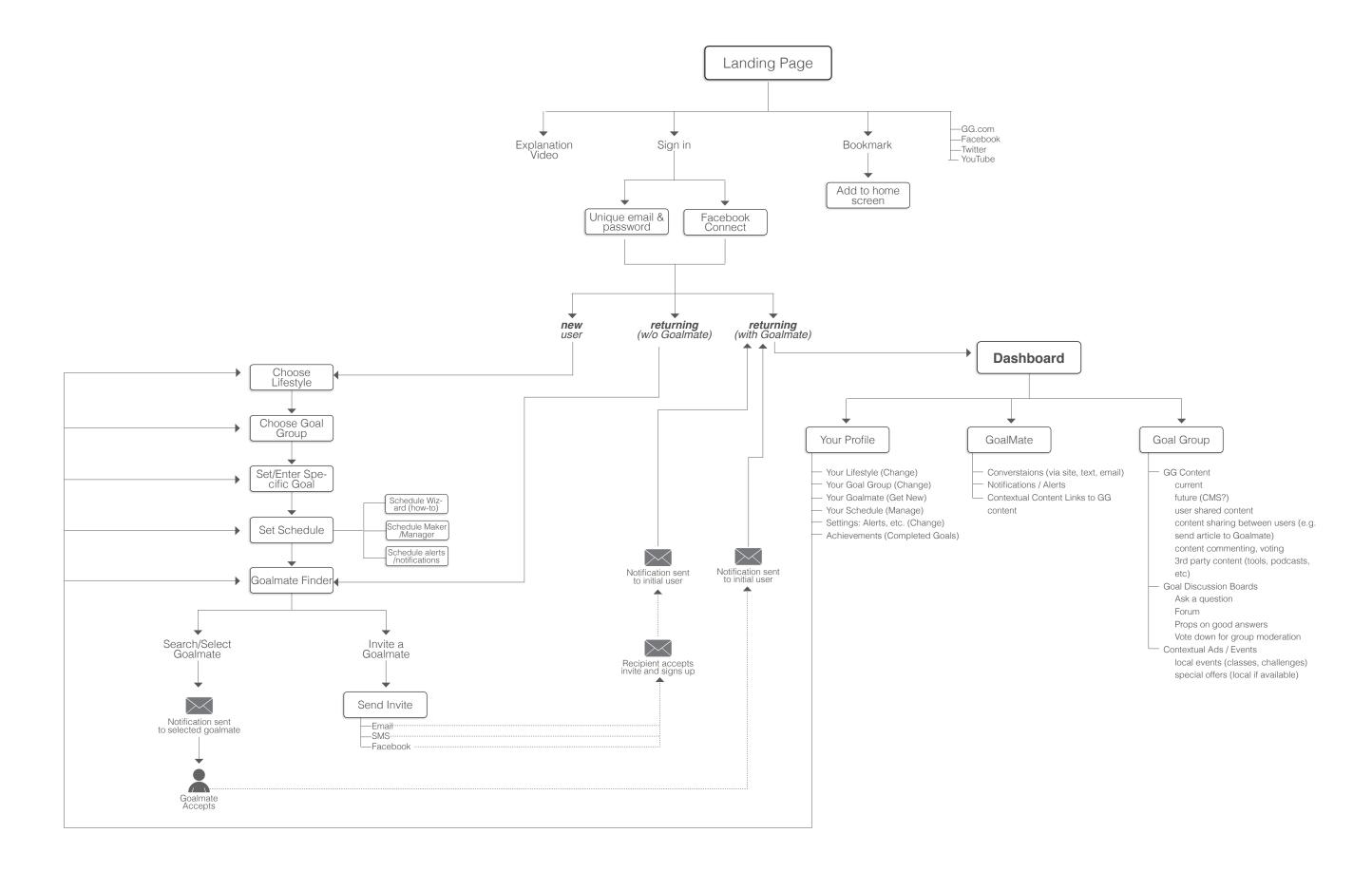
- 1. Conversations
- a) Chat via site, text or emails
- b) Notifications / Alerts
- -"you have a message from"
- c) Contextual content links to GG content

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GOAL GROUP FEATURES

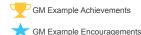
- 1. Gold's Gym Content for your Lifestyle and Goal Group
- a) current
- b) future
- c) user shared content (e.g. send artivle to Goalmate)
- d) Content commenting, voting
- e) 3rd party content
- 2. Goal Discussion forums
- a) Ask a question
- b) Forum
- c) Props on good answers
- d) Vote down for group moderation
- 3. Contextual Ads / Events
- a) local events (classes, challenges)
- b) special offers (local if available)







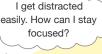
Outline of what the main user journey, their thoughts & feelings, actions, Goalmate features and our strategies around each phase.

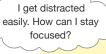


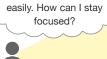
This helps me work out, but what about eating healthy?

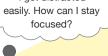
I'm ready to get back on track. How can I get motivated again?

I get distracted easily. How can I stay focused?

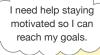














You've taken your 1st step to better health!





Great dedication!

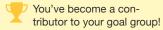
Take a look at our sample schedules to get started for week 1.



Not sure about choosing a Goalmate yet? Use our Coach to get started.



You're getting smarter about staying healthy!



Your comment was voted



t's beautiful weather in Chicago-why not take a brisk walk outside?

I'm accountable & feel

supported.



Ready for a more structured challenge? Sign up for a seesion with a local PT today!



Don't forget to check out your Goalmates progress & send props!



You've checked out Goalmate for more than 30 days. Get a free GG class on us!



If you need help with your goals, visit your goal group / contact us.

PHASES OF JOURNEY





EMPOWER



INFORM



MOTIVATE

lifestyle and goals.



RE-INSPIRE

USER'S ACTION WITH FEATURES

USER'S THOUGHTS & FEELINGS

Users are compelled to engage with the Goalmate tool.

Tools of Inspiration:

Gold's Gym Challenge - hard launch New member onboarding Integration with CRM Tour de Cure

- It's Almost time for:
- beach season
- NY's resolutions
- the holiday bulge battle Incentives/Rewards Fame/Recognition

Users discover how Goalmate sets them up for continued success.

Account creation: Facebook login and an email address & unique password.

User's Lifestyle, Goals and Tasks

- 1. Lifestyle
 - Life stages
 - Gym member? GG?
 - Set up Schedule (wk 1)
- 2. Set Goals
- General overall
- Select subgoal
- Create your own subgoal 3. Resources
 - Invite Goalmate (random, search or via FB)
 - Select Goalmate (by gender, gym member-
- ship preferences) - Get Health tips

Goalmate will not limit accounts to any one social media

Users are provided with relevant resources that help them reach their goals.

Dashboard

- **Explore Goal Group**
- -Discussions / Sharing
- -Vote up Answers/Shares
- -PT expertise (podcasts, posts)

Goalmate

-Conversations, schedules, checkins

GG Content

- -Workout builder, BMI calculator, etc
- -Nutrition info
- -Suggestions according to User's goals
- -Suggestions for goal group

Goalmate -Icebreakers/Suggestions -Conversation schedule/Cry for Help

-Alerts/Reminders to workout

-Props for task completion

- -Scheduled Encouragement
- -Localized "ads" for nearby GG classes, offer/promo-

Users are consistently encouraged with resourc-

es and information that is personalized to their

-key word search for resources

-broadcast achievements & successes to goal group, social media outlets; receive props in goal group

Goalmate reaches out to users to compel them to continue to engage or re-engage if they have been inactive.

Prompt to review Goals, modify, prompt new goals for events like Tour de Cure,

Goalmate

Prompt to reassess Goalmate. Updated GG Content, new suggestions in

Based on profile, localized offer for free Personal Training or Nutritionist session/ other reward

PHASE STRATEGIES

Users should feel that GG understands everyone has good intentions about reaching their goals, but could use a helping hand. The incentive to use Goalmate is that people will be able to create a plan, receive consistent motivation and accountability from a real person. The use of the tool for 1-on-1 and group accountability is as good as the people who are involved and engaged. GG is the facilitator and will provide expert advice and experience.

platform. Encourage early & often on the first small accomplishments like bookmarking the Goalmate tool, setting up a profile, goals and a schedule. Provide suggestions for both goals, a workout schedule and allow user to set up a workout schedule for the 1st week and repeat it as needed.

The dashboard is a resource with easy access for the user to view their goal group discussions, shared items, recommended resources targeted to their goal group and individual goals and profile by GG, Goalmate conversations, alerts and email options and their personal profile.

Provide Goalmate introduction and help starting conversations and aids to build a relationship between Goalmates (e.g. icebreakers, suggestions for interactions like sending each other reminders or checking in and giving props for tasks completed). Bring in localized offers from GGs - promotions for Personal Training, special classes or nutritionist visits. Offer an option to get new exercise ideas and localize those ideas: e.g. "It might rain this week, head into your GG for a yoga class" or "There's a new bike trail nearby - why not try it out?".

Check in after 30, 60, 90, 120 days of account signup or a time of inactivity. Offer rewards and special, limited time offers for those with 10 achievements or more and help in the form of GG contacts for those who are struggling. Update GG content and poll the users via goal groups or Facebook pages for new features.