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Corporate Wellness Program PROPOSAL

Transform Your Workforce with AI-Powered Wellness

Prepared for:

[COMPANY NAME]

Date: January 05, 2026

Executive Summary

The Wellness Crisis in Modern Workplaces

Today's workforce faces unprecedented health challenges. Rising healthcare costs, increasing burnout rates, and the ongoing struggle for work-life balance have made employee wellness a critical business priority—not just a nice-to-have benefit.

The BodyF1RST Solution

BodyF1RST delivers a comprehensive corporate wellness platform that combines AI-powered personalization, certified coaching, and measurable outcomes—all at 40-70% below typical industry rates. Our mobile-first approach meets employees where they are, making wellness accessible, engaging, and effective.

Key Benefits

40-70% Below Industry Rates

AI-Powered Personalized Coaching

2 Weeks Full Implementation

\$1.50 Return per \$1 Invested

The Problem

American businesses are facing a wellness crisis that directly impacts their bottom line. The data paints a stark picture:

6%

Annual increase in healthcare costs

\$575B

Lost annually to absenteeism in the U.S.

77%

Of employees experience workplace burnout

50-200%

Of salary cost to replace an employee

These aren't just statistics—they represent real costs to your organization and real struggles for your employees. A strategic wellness program can transform these challenges into opportunities for growth, engagement, and competitive advantage.

Our Solution

BodyF1RST provides a complete wellness ecosystem designed for the modern workplace:

AI-Powered Mobile App

Personalized workouts, nutrition tracking, and 24/7 AI coaching that adapts to each employee's goals, preferences, and progress.

Team Challenges & Gamification

Engaging competitions that build camaraderie, boost participation, and make wellness fun.

HR Analytics Dashboard

Real-time insights into program adoption, engagement metrics, and health outcomes—proving ROI to leadership.

Certified Coaches

On-demand access to certified fitness and nutrition professionals for personalized guidance.

Holistic Wellness

Complete coverage including fitness, nutrition, mental health, stress management, and sleep optimization.

Industry-Specific Approach

We tailor our wellness programs to address the unique challenges of your industry:

Entertainment & Media

- Desk ergonomics and posture correction
- Eye strain exercises (20-20-20 rule)
- Creative burnout prevention
- Flexible scheduling for creative hours
- Quick 10-minute desk workouts

Manufacturing & Engineering

- Safety-integrated wellness programs
- Hearing protection awareness
- Precision work stress management
- Lab/factory floor ergonomics
- Focus and concentration techniques

Construction

- Injury prevention and mobility
- Jobsite-friendly workouts (no equipment)
- Heat/cold exposure management
- Mental health support (industry priority)
- Morning stretch routines

Pricing Comparison

See how BodyF1RST delivers superior value compared to industry leaders:

Provider	Basic	Standard	Premium
Virgin Pulse	\$72/yr	\$240/yr	\$600/yr
Wellable	\$48/yr	\$180/yr	\$480/yr
Limeade	\$60/yr	\$200/yr	\$500/yr
Industry Avg	\$60/yr	\$225/yr	\$600/yr
BodyF1RST	\$120/yr (\$10/mo)	\$180/yr (\$15/mo)	\$240/yr (\$20/mo)

** Introductory pricing for first customers. Volume discounts available for 500+ employees.*

Investment Options

Based on a 200-employee organization, here's what your investment would look like:

Package	Per Employee/Mo	Annual (200 emp)	Key Features
Basic	\$10	\$24,000	App, tracking, challenges
Standard	\$15	\$36,000	+ AI coaching, nutrition
Premium	\$20	\$48,000	+ 1:1 sessions, custom programs

Recommended: Standard Package

For most organizations, our Standard package offers the best balance of features and value. The AI coaching and nutrition tracking significantly boost engagement and outcomes while remaining well below industry average pricing.

Implementation Timeline

We pride ourselves on rapid, seamless deployment. Most organizations are fully operational within 2-4 weeks:

Week 1-2	Discovery & Contract Identify stakeholders, document requirements, sign agreements
Week 2-3	Technical Setup Create organization, configure content, generate referral codes
Week 3-4	Employee Onboarding Launch communications, app signups, manager training
Month 1	Launch & Engagement Kickoff event, first challenge, engagement monitoring
Ongoing	Monthly Management Usage reports, QBRs, content updates, renewal support

Success Metrics

We measure what matters and provide transparent reporting on program outcomes:

Metric	Target	Description
Participation Rates	70%+	Active users within first 90 days
Engagement Scores	4.2+/5	Average user satisfaction rating
Absenteeism Reduction	25%	Fewer sick days per employee
Turnover Reduction	15%	Lower annual turnover rate
Healthcare Savings	3%	Reduction in claims costs

Reporting Cadence

- Weekly: Signup and engagement updates
- Monthly: Comprehensive usage report for HR
- Quarterly: Business review with ROI analysis
- Annually: Full program assessment and renewal discussion

Next Steps

Ready to transform your workplace? Here's what happens next:

1

Review & Approve

Review this proposal with your team and let us know any questions

2

Sign Contract

Simple Master Services Agreement with flexible terms

3

Schedule Kickoff

We'll coordinate a kickoff call within 48 hours of signing

4

Launch in 2 Weeks

Your employees will be on the platform within 14 days

Let's Get Started

Email: corporate@bodyf1rst.com

Phone: (512) 555-1234

Website: corporate.bodyf1rst.com

We'll respond within 24 hours with a customized proposal.