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2014 ZENON

COMPLEXITY MADE SIMPLE



2014 ZENON

C O M P L E X I T Y M A D E S I M P L E





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Good business is built in
Didnt pay enough
attention during business
class? Don't worry, Zenon
has your back.

Competitive edge
Don't get left behind, your
peers will be using Zenon.

Have more time.
Zenon does the hard work
for you so there is more
time for the interesting
stuff.

From the founders

Introduction

Its personal.

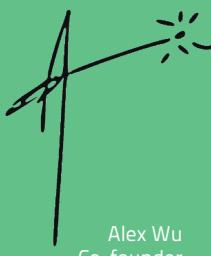
In fact, it stems from when my wife became a personal trainer. As a UX and Business analyst working in the field of IT, I wanted to make sure that she had the tools to make her business a success.

After a vast amount of research, it became apparent there was no single solution that she could purchase that would meet her needs.

It was starting to look like she would have to buy 4-5 software packages. I started wondering if this was a common problem for personal trainers and surveying many personal trainers it turns out that it was.

Using my 10 years experience helping others with business, I decided to create something to fix this.

Thus Zenon was born.



Alex Wu
Co-founder
ZENON HQ

It's about having a winning attitude and having the right technology, that is a competitive edge. Good salesmanship, knowledge and experience won't help you with back-office tasks, which are critical for true business success.



Its pure magic how Zenon
manages to make it so simple, so
easy and yet so effective.

Everything we know to help PTs
of every level of experience run
businesses better.

Nothing can compete with software that is beautifully design, merticulously programmed, vigously tested. Except that moment of delight when you put it into the user's hands for the first time and watch them smile.



Not much is worse than generic software than is 'one size' fits all.

We made 100% sure than Zenon makes a real difference in the businesses of REAL personal trainers.

Made it beautiful too!

From our founders the technology

“

Its my love of technology.

Which comes from the well known fact that it has enhanced our lives for the better and it solves real problems. When Alex approached me to collaborate on Zenon, I saw a gapping hole within personal training industry that no decent software had yet to fill. It came across as a idea that would be a fun, simple and innovative solution to revolutionise the industry and make a real difference to personal trainers around the world.

I approached the creation of Zenon from multiple dimensions ensuring that network resilience, business intelligence, data security and many other important ingredient were all present in a recipe for personal trainer success. We took the liberty of testing this with trainers in the field.

Zenon. Tested and Proven.



Yuan Fan
Co-Founder
ZENON HQ

No doubt about it, we explored 41 different software tools available for Personal Trainers and we purchased them ALL. We selected personal trainers of all levels of experience to road-test these 41 apps for two weeks and tell us if they would use it in the course of their business, how

useful they were, and would they pay the asking price of those apps. Its not surprising that not a single one of the 41 apps passed the single most important critieria 'Would you buy it for your business'.

Armed with all of this new data, we set about creating this app that would meet their needs, wrapped in a beautiful functional package that you will be proud to show to your clients and colleagues.

Its the first of its kind.

**There is no
business tool
as advanced
for PTs**

“ As one of the early beta testers, I was excited to help shape Zenon to what you will see when you download it.

On average now it helps me save at least 50-60% of the time I would have previously spent doing admin and chasing clients.

Now I have more time to spend on what I love most, getting people into shape!

Yue Chang
Personal Trainer
Fitness First QV
Melbourne Australia

Precise lines and beautiful graphics, why should your business software be drab and ugly? Zenon has a bespoke and ingenious design that functions as well as it looks. Pictures just don't do it justice, it's a visual feast for the eyes.

The exclusive styling on Zenon is both sporty, classy and works well in all conditions whether it's bright sunny outdoors or cool calm indoors. It's dynamic, just like you.

*Form &
Function
go hand in hand

The concept of Zenon, follows a clear direction and that is forwards.

The intelligent design and logical arrangement of the controls in Zenon keeps you focused on the task at hand.

Everything has been designed around you, the personal trainer.

The core message of Zenon is that your business does not have to revolve around back of house administrative tasks. We never really understood why this had to be so hard and why no one has yet solved this problem, even though many have tried.

More importantly is that the best apps in the world are intuitive and beautiful to use. We made sure that Zenon has plenty of that baked in.

We know your business will grow and Zenon will scale perfectly to meet your needs and we ensured that there are suitable packages for every sized business.

Behind the beauty is state of the art smarts that have been in development for more than a year.

To ensure everything runs smoothly we are backed by PARSE's world class infrastructure that even Facebook uses.





You can find us in the Apple Appstore on launch day.

Simply search for 'ZENON'

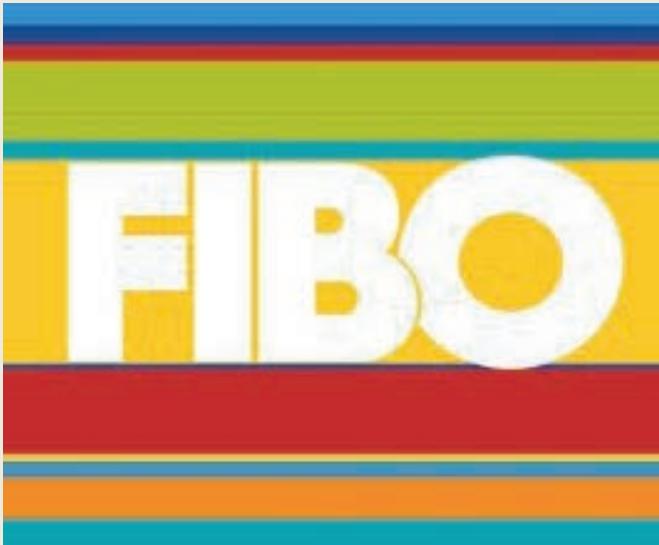
In our research, predominantly in the last half of 2012 and all of 2013, we spoke to numerous personal trainers, fitness specialists, client, regular gym goers who trained with personal trainers from all around the world. Ah the internet is a wonderful thing but we made sure where possible to use skype so we could speak face to face. (We also used facetime)

Our learnings were a true wake-up call for all involved. 85% of personal trainers were dissatisfied with their current business system. 90% of personal trainers used more than 5 different solutions to manage their businesses, ranging from manual paper-based documentation to standard iOS apps to

windows and web based solutions to boutique and very pricey specialized solutions. All of which meant that their data was everywhere.

78% of their clients also on average felt that their personal trainers didn't appear to be tech-savvy nor leveraging available technology well.

Zenon is engineered to solve these problems. By full encompassing all business critical functionality onto the one platform, all your data and all your business needs are served by a single robust ecosystem that is secure and growing in rich features to further enhance your business.



Excited yet? If you want to be one of the first people in the general public to experience Zenon first hand, make your way to FIBO or FILEX and say hello!

For those of you that can't make it, don't worry you can preview some of the features in the next few sections. Keep reading!



We're hitting the fitness industry in a BIG way. April will be a month where Personal Trainers all over the world can revolutionise their businesses.

3rd April 2014 12am GMT is the date to mark in your calendars.

We will also be at these two expos, FIBO, Cologne, Germany 3-6 April 2014 & FILEX Melbourne, Australia 4-6 April 2014

A business degree should not be a requirement
to be an effective personal trainer.

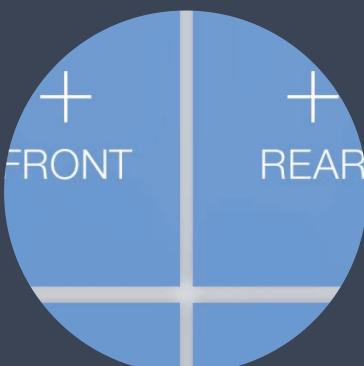
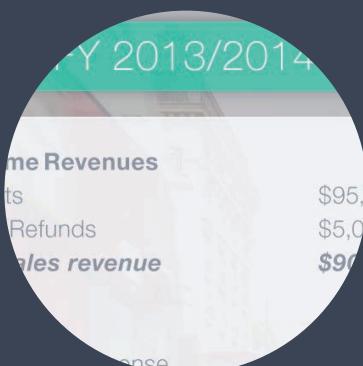
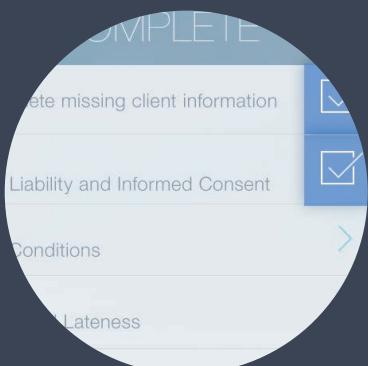
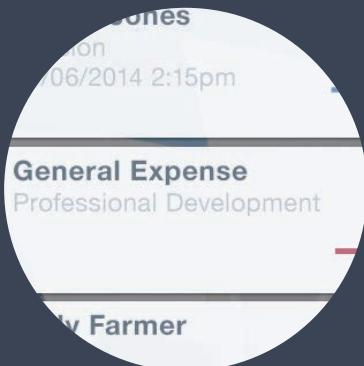
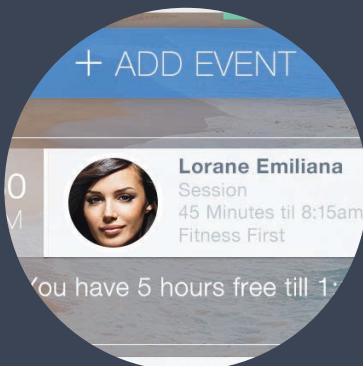
Neither should trial by fire be a requirement.

Escape the stereotype, get Zenon.

Your
winning
team in
one app



A free spirit should not be caged writing and sorting mountains of paper, typing fiddly sms and emails or hunched in front of a computer.



One feature we are very proud to bring is our auto-sms client reminders.

No other calendar in the world offers the ability to schedule a session with your client and AUTOMATICALLY send them a sms reminder to attend.

Your winning team includes:

- + Reliable Business Partner, always there for you 24/7, anywhere in the world.
- + Smart Assistant, that knows exactly what your business needs and gets it done.

+ Understandable Financial advisor, that cuts out the confusing jargon, telling it like it is.

+ Uber Tech Geek, making sure that your workflows, data is all running smooth and secure.

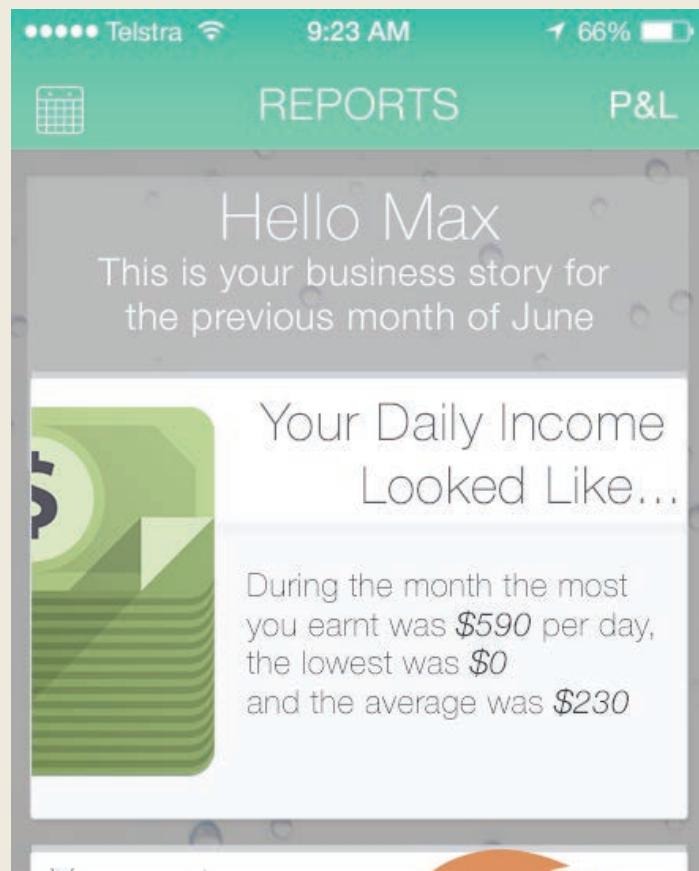
High level features

-
- Intelligent Calendar
 - Income and expense tracking
 - Smart Addressbook
 - Advanced Reporting
 - Automated workflows
 - Secure and synchronised data

Reports like you've never seen before

Paperwork going over your head, accountants and financial advisors sound like mumbo jumbo?

Our reporting is one of a kind designed to be informative yet...pleasing.



It knows what's happening before you do

This report is in a infographic style, a proven way for humans to easily consume complex information.

Reports gets this information because its tightly integrated with the money, calendar and client modules and they share data like this.

Other useful additions



PARQ



Capture Profiles

To ensure the safety of your business from a legal stand point as straight forward best practice PARQ can be complete and signed right on your device. You'll always have Zenon Backing you up.

The client profile is designed such that it is beautiful and can capture everything you need to know about every client from types to status to whether they've paid on time.



Key Features

There's even more in the app, download it and try it for yourself.

You can choose from basic to advanced...

7/7 SKIN FOLDS COMPLETE			
Basic	Skin Folds	Circumference	FMS
Pectoral/Chest 10mm		Subscapular/Upper back 08mm	
Abdominal/Stomach 19mm		Suprailiac/Hip bone 09mm	
Thigh 08mm		Midaxillary/Ampull 06mm	
Tricep 06mm			
Body Fat +/- 2%			
22%			

8/8 CIRCUMFERENCE COMPLETE			
Basic	Skin Folds	Circumference	FMS
Right Upper Arm 39cm		Right Forearm 30cm	
Chest 97cm		Abdominal 88cm	
Hip 90cm		Buttocks 104cm	
Right Thigh 62cm		Right Calf 37cm	

18/18 FMS COMPLETE			
Basic	Skin Folds	Circumference	FMS
Dominant Hand Right		Dominant Leg Left	
1) Deep Squat			
Excellent 3	Good 2	Average 1	Pain 0
2) Hurdle Step Raw Left			
Excellent 3	Good 2	Average 1	Pain 0
3) Hurdle Step Raw Right			
Excellent	Good	Average	Pain

Skin folds

Capture each caliper measurement quickly and easily. When you're finished, Body fat % will be estimated automatically.

Circumference

While you're wrapping measuring tape around your clients, we've prepared a form with all the correct sites at your fingertips.

Functional Movement

Screen

For those of you that are FMS certified practitioners. We've prepare a fantastic template in which to record your clients results.

Fully equipped Assessments

By adhering to tried and true principles used by personal trainers world wide. You can be sure you are doing the best by your clients in the easiest possible way.

Why not even send them a copy?

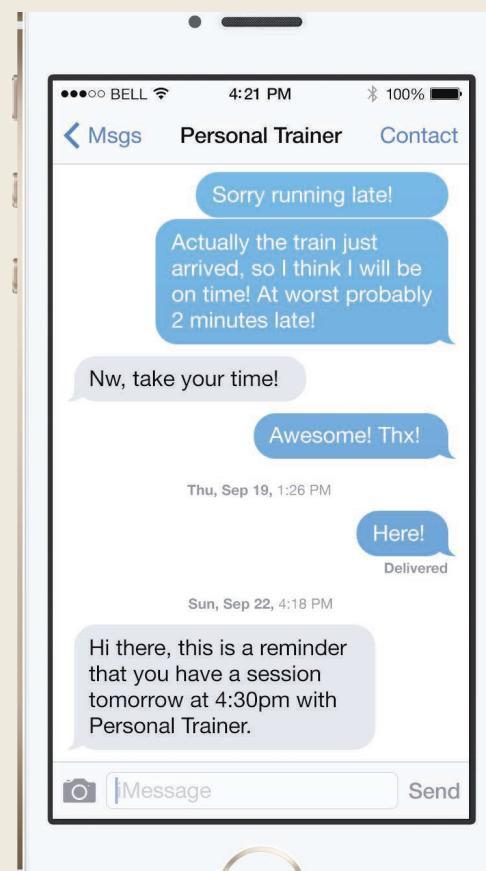
Basic	Skin Folds	Circumference	FMS
Height		Weight	
189cm		81kg	
Blood Pressure		Resting Heartrate	
110/72		45bpm	
Next Assessment			
Set up reminder			

Powerful Reminders

Auto-sms client reminders combined with reminders on your own devices ensure that both of you knows when a session is happening.

If your style is to call, we have you covered. Zenon will remind you with a direct shortcut to phone app, your client's number will already be populated there.

The same goes for emails.



Greatly reducing the chance that both you and your clients will miss a session ever again.

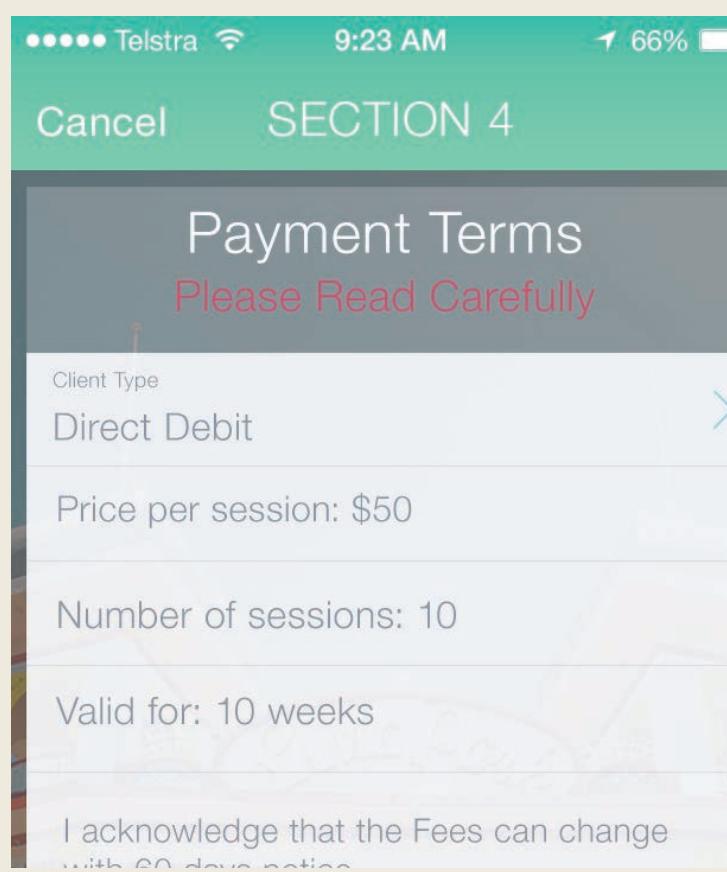


Contracts are important its how you get paid!

We've ensure that contracts whilst complex have been broken up into easy to consume parts for your clients to complete.

This has been formed together with advice from legal gurus on best practice.

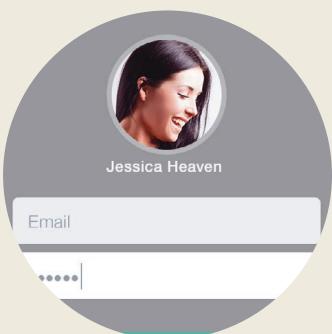
It'll ensure your client knows exactly how you operate.



Signatures are great!

We use the top signature capture technology which your clients will use to sign off on documents that will be automatically packed and sent to their email so everyone has a copy.

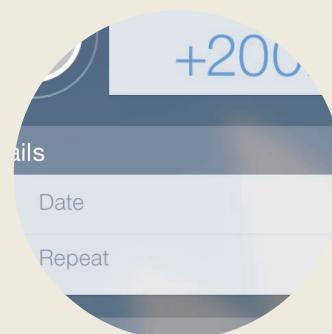
Did you know there is more?



Easy to login



Task lists



Income capture



Store expenses



Future

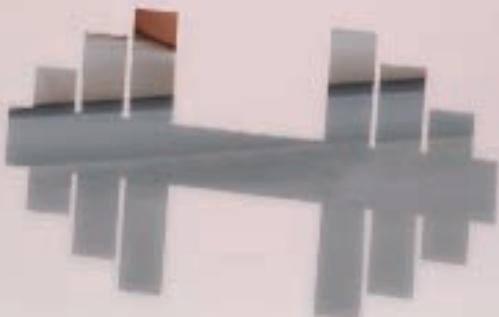
In addition to supporting Android and Web by 3rd Qtr 2014, we have many new features and enhancements to current features planned for Zenon. If you get on board now, we commit to maintaining your subscription prices for a minimum of two years and you can enjoy all the new features across all of your devices regardless of platform.



2014

ZENO

CORPORATE





Z Corporate Information

Why your organisation needs this.

If your personal trainers' businesses are running more effectively, they remain viable and continue to add value to your organisation. We offer very competitive discounts and will provide everything for you.

As an option we can also provide the app as a white labeled solution that you can apply your own branding to. This includes colors theme, logos, preferred language and even add your organisation's stock photography.

Your organisation will get specific administrative dashboard where you can manage your 20+ personal trainer users.

This can in fact attract better quality personal trainers to your organisation AND improve the quality of the ones you already have employed.

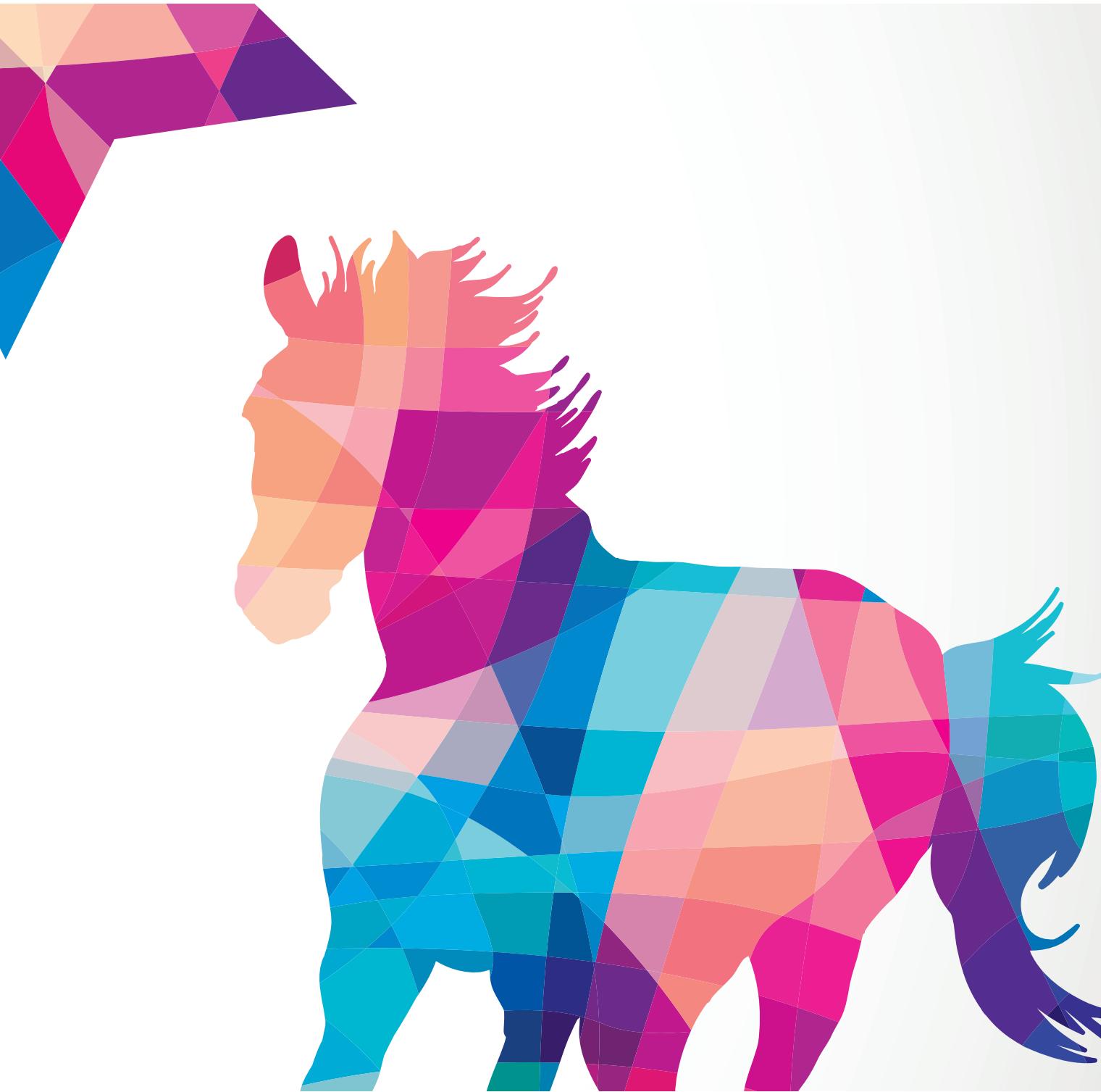
An additional option is that we can also provide you with a dashboard to monitor business performance of trainers at your organisation.

Please contact us at info@zenonhq.com for further information.

Z Partnering with us

We are ready to work with your fitness education institution or fitness membership body to make sure that Zenon gets into the hands of your members, students and instructors.





Partnering with us

If you are a Fitness body or education institution we would love to enter into mutually beneficial arrangements where we could offer your members/student/instructors a discount on Zenon subscriptions.

If you are a large sporting or fitness goods retail outlet, we would love to hear from you as we like to offer our users discounts for your goods in return for promoting your business to our user base

Regardless would highly encourage you to contact us for partnering arrangement. Let make sure the fitness and sports industries are everything they can be.

info@zenonhq.com



ZENON.

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MacBook Air