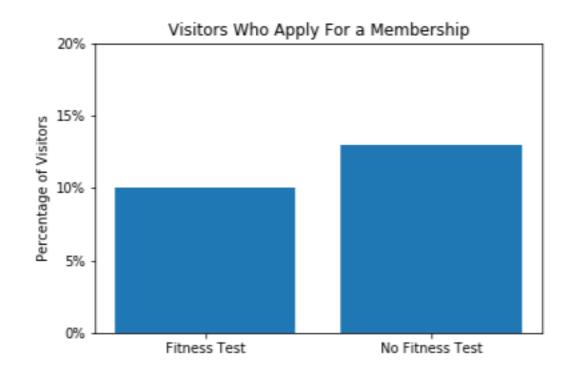


Analyzing fitness test acceptance among new members

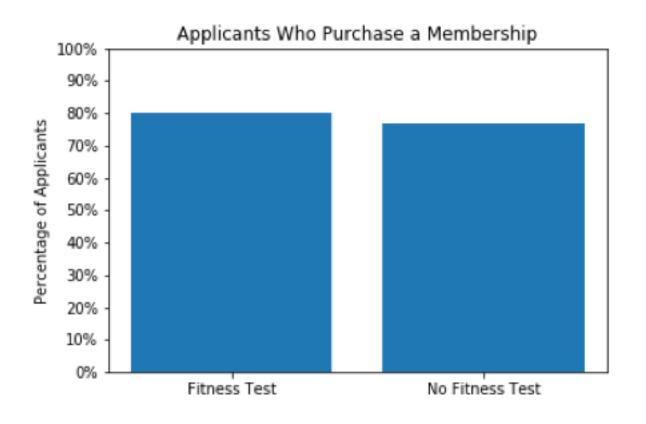
New Members: Do they enjoy an introductory fitness test?





MuscleHub's introductory fitness test was super helpful for me!

- Cora, 23, Hoboken I'm Ready: Applicants are more comfortable with the Fitness Test



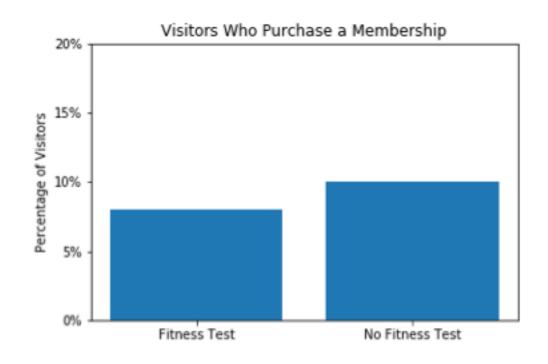
People who are ready to signup are more willing to start their journey into fitness

Testimonial: I'll make the jump when I'm ready

- When I walked into MuscleHub I wasn't accosted by any personal trainers trying to sell me some mumbo jumbo, which I really appreciated. Down at LiftCity they had me doing burpees 30 seconds after I walked in the door and I was like "woah guys slow your roll, this is TOOOO much for Jesse!"
- Jesse, 35, Gowanes

Throw in the towel: Members want a workout, but don't be pushy

- A fitness test can be seen as intimidating, or pushy
- Welcome new members into the process at their own pace



Testimonial: Unsure of what's ahead, but ready for a challenge

- I saw an ad for MuscleHub on BookFace and thought I'd check it out! The people there were suuuuuper friendly and the whole sign-up process took a matter of minutes. I tried to sign up for LiftCity last year, but the fitness test was way too intense. This is my first gym membership EVER, and MuscleHub made me feel welcome.
- Shirley, 22, Williamsburg

To Be [Tested] Or Not To Be

Visitors into MuscleHub

Initial p-value: ~0.00096

Fitness Testing has no significant impact on visitors signing up for a membership

Applicants at MuscleHub

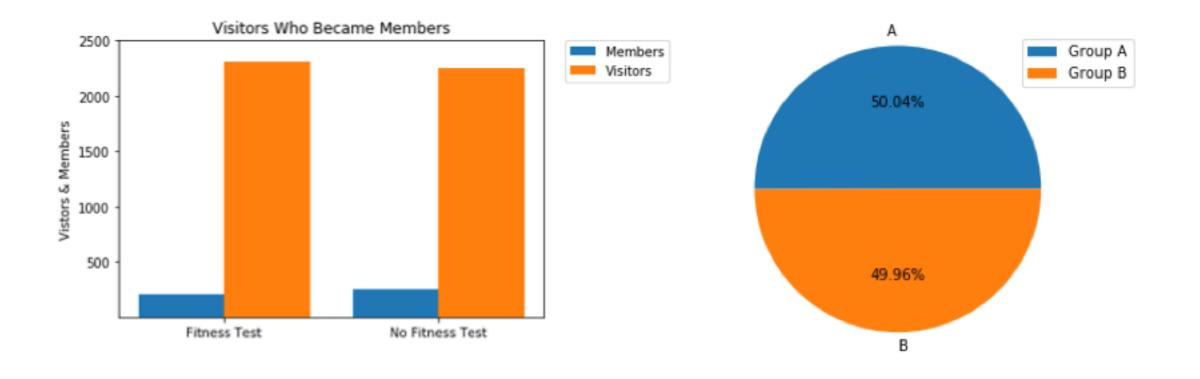
Secondary p-value: ~0.43259

Fitness Testing has a significant impact, and improves the chance someone will apply for a membership

Purchasing membership at MuscleHub

Tertiary p-value: ~0.01472

Overall, no significant impact that fitness tests have from start to finish



Fitness Testing Conclusion: We need more testing

Fitness Testing: Optional

- Fitness testing new applicants provides no significant increase in memberships
- Better success rate without mandating fitness tests
- Offer fitness tests as a benefit to being a member
- We can always perform more testing