FITGMR Case Study

Company Background

FITGMR designed a holistic health system specifically for gamers and esports athletes, developed by sports scientists, tested with professional esports team, Cloud9. Deployed through a mobile app, FITGMR delivers the tools gamers need to develop healthy habits in the FITGMR 5 Pillars of Health: Physical Maintenance, Mental Conditioning, Nutrition, Sleep and Lifestyle. Optimizing gaming performance by maximizing human potential, gamers proficient in the FITGMR app are able to level up their game and their life.

Gamers can track their health daily via the Metrics feature, creating awareness and new habits. Daily Programming, distinct content, appears in the app each day guiding players through physical workouts, yoga, meditation, mental conditioning topics (e.g., teamwork, communication strategies, tilt management), nutritional content and inspirational Go Outside and Play videos designed to inspire and explore a healthy, balanced lifestyle.

The FITGMR App provides an After-Action Report for gamers to evaluate their daily play and offers a Game Readiness Score, designed to provide gamers with a measurement of their ability to play at their peak on any given day. All players receive a FITGMR Score, gamifying the experience of health, which takes into account their performance in the Metrics and participation in Daily Programming. Players can monitor their performance each day through the Activity feature and evaluate their trends and performance over time. The intention of these features is to elucidate the connections of health. For instance, the impact that nutrition, physical activity, quality of sleep and connecting with friends has on perceived emotional states and how each of those areas impacts their in-game performance.

Key Industry Information *

The esports market can be defined as professional or semi-professional competitive gaming in an organized format (tournament or league) with a specific goal/prize, such as winning a championship title or prize money. The market is large and growing rapidly. The games live-streaming audience will reach almost one billion people in 2022, with China the world's largest market of 268 million people. The global esports audience in 2022 is 532 million people, of which 261 million are esports enthusiasts. Current esports revenues of $1.4 billion projected to grow to $2.3 billion by 2025. The largest revenue component is from sponsorships of esports teams and individuals.

In North America, the numbers look like this: 266 million with esports awareness, 104 million games live-streaming audience, 22.4 million esports enthusiasts, and $350MM in esports revenues.

* Global Esports & Live Streaming Market Report, 2022, Newzoo

The esports ecosystem is complex and looks like this: *
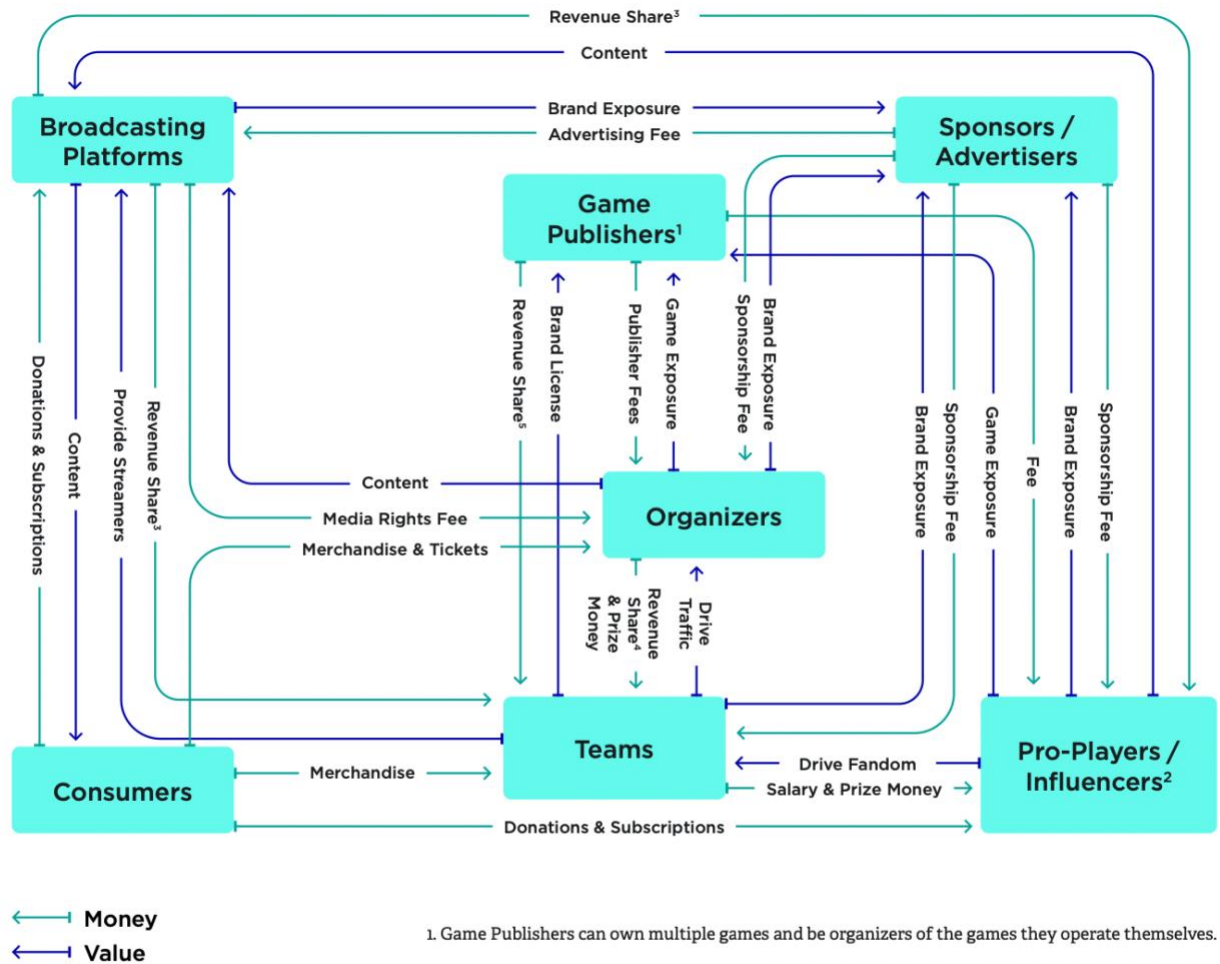
* Global Esports & Live Streaming Market Report, 2022, Newzoo

North America Esports Ecosystem
Key stakeholders

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Class Assignment

i. Please download the FITGMR Mobile App to become familiar with its features and put yourselves into the perspective of a user. While there is a 7-day free trial, at any point students can go to Subscription in Profile, enter their information and the PROMO code below.
Code: Jc5fpWTb (3 months free access)

ii. Informational video: FITGMR

iii. About FITGMR document: see following pages

iv. Coaches'/Team Dashboard video: attached below

v. Youtube videos: Videos which reflect our brand, mission and testimonials (see links below)

At FITGMR, we would like to leverage our app data, team data and partnerships/brands to help us connect health and well-being to in-game esports performance. We are also very keen to improve our user experience to help gamers and esports athletes develop and maintain healthy lives.   Making changes in health is not easy for anyone and it can be easy to fall off course. At FITGMR, we use our Team Dashboard to create a shared experience for users, because in our experience and based on scientific data, making changes in a group is easier than going it alone. **Please address the following questions, while making any other recommendations that you may have.**

- How can our Team Dashboard and Mobile App be connected via AI for teams of users to help encourage, motivate and maintain performance in the FITGMR 5 Pillars of Health?
- For individual users, how can AI, leaderboards and community, help individuals stay on track by feeling connected to others.
- How can AI help create a gamified experience for users? i.e. How can their in-app experience (i.e. work-out scores, in-game reported scores), performance and interest in specific content verticals influence/help shape user quests designed for ongoing app usage and engagement?
- Are there any other ways AI can help FITGMR users maintain streaks, expand their horizons and grow through health and well-being?

Creative ideas welcome. Case studies from other fitness apps are encouraged, though it must be noted that FITGMR users are cognitive athletes and not necessarily motivated by traditional fitness. Understanding gamer motivation for health and wellbeing can provide perspective. (See YouTube videos and testimonials.)

YouTube videos:
Hadi
MaxWaldo
C9GOAP
PAXEast

FITGMR Coaches Portal Overview (3).mp4

Additional Information About FITGMR

The FITGMR mobile app is supported by the Team Dashboard, a web app which tracks the performance of gamers on a team. The Team Dashboard allows coaches and managers to have a window into their players health, enabling them to intervene, encourage and create accountability for players' performance in the 5 Pillars of the Health. It is also a useful tool for evaluating Game Readiness by player.

We will also be launching in September 2022 the FITGMR Training Program. An online learning management system where coaches, educators, gamers, managers and parents can learn about why performance matters in esports and receive a completion certificate. Course topics include each of the FITGMR 5 Pillars of Health, FITGMR Foundation of Character and the Pepperdine University Beyond the Game Mentorship Program.

Historically, there has not been a perceived link between physical and mental health and gaming performance. As a result, professional esports players were retiring at age 23 citing reasons like type 2 diabetes caused by obesity, stress, poor nutrition and a sedentary lifestyle. Physical therapy was the norm for these high performing cognitive athletes who spend 12-15 (or more) hours a day at their keyboards perfecting their game. FITGMR is shining a light on why health matters for this population and creating a platform where gamers and esports athletes, can learn and develop healthy habits from the perspective of improving cognitive performance.

FITGMR is defining what it means to be a cognitive athlete and why physical and mental health matters to peak performance.

Partners

FITGMR is Stem.org accredited and a member of the American Heart Association's Center for Health Technology and Innovation.

Partners include: Interstate Scholastic Esports Alliance, providing FITGMR App/Team Dashboard; Harrisburg University, developing a 400-level curriculum on Leadership in Esports; Pepperdine University, developing the Beyond the Game mentorship program; Curia, developing a biometric feedback solution for gamers based on neuroscience and cognitive technologies; Alterverse, developing the FITGMR Gamer Readiness Center gamifying health and wellbeing in the Metaverse; Mana, debit card for gamers, gamifying health with rewards; GameMaster, esports reality series on Amazon Prime/Twitch, serving as the official gamer health and wellness provider; Cloud9 Training Grounds, providing FITGMR App/Team Dashboard and training for students/coaches; American Heart Association, producing research on the connection between gaming and health; and Coalition of Parents in Esports, providing education for parents on how to raise healthy gamers.

Testimonials

"By working with FITGMR, the team has grown in the following ways: increased stamina, increased self- confidence, greater focus and improved sleeping and eating habits, all of which results in better performance on stage." Jack Etienne, CEO, Cloud9

"Honestly if you're someone who enjoys playing video games ranked or streams regularly, I think FitGmr is a really good system. Spends a lot of time motivating you to break from gamer habits and form healthy ones like posture and engaging your brain with traditional puzzles etc." John Magala IV

"By doing FITGMR, you will be physically stronger, mentally sharper and generally better in anything you strive to do, and who doesn't want to be better?" Jack Etienne, CEO, Cloud9

<u>Background Information: Data/Information Collected by *FITGMR*</u>

From the user:

Account Information. name, username, email address, password, birth sex, gender, age, and information about physical characteristics, such as height, weight, and waist size. Users may also choose to provide additional information such as a profile photo.

Health and Wellness Information. Health- and wellness-related information such as information about users' sleep, physical maintenance, nutrition, mental conditioning, and lifestyle habits and goals. We also ask for information about your game readiness and performance, such as your mental and physical readiness and game time.

Communications. Standard information like name, email address, phone number, message contents, and tracking if emails to users are opened.

Payment Information. Any payment-related information, such as your credit card or other financial information, is collected by our third-party payment processor on our behalf.

App usage:

Device Information. Information about the device and software you use to access our Services, such as your IP address, web browser type, operating system version, phone carrier and manufacturer, application installations, device identifiers, mobile advertising identifiers, and push notification tokens.

Usage Information. To help us understand how you use our Services and to help us improve them, we automatically receive information about your interactions with our Services, such as referring/exit pages, the pages or other content you view, the searches you conduct, the purchases you make, the products you consider purchasing, and the dates and times of your visits.

Information from Cookies and Similar Technologies. We and third-party partners collect information using cookies, pixel tags, or similar technologies. Our third-party partners, such as analytics partners, may use these technologies to collect information about your online activities over time and across different services. We may use both session cookies and persistent cookies

Third party data:

We may receive additional information about you from third parties and combine it with other information we have about you.

How FITGMR uses the information it collects:

- To provide, maintain, improve, and enhance our Services;
- To personalize your experience on our Services, such as by providing tailored content and recommendations;
- To understand and analyze how you use our Services and develop new products, services, features, and functionality;
- To communicate with you, provide you with updates and other information relating to our Services, provide information that you request, respond to comments and questions, and otherwise provide customer support;
- For marketing and advertising purposes, such as developing and providing promotional and advertising materials that may be relevant, valuable or otherwise of interest to you;
- To generate de-identified or aggregated information that we may use and/or share with third parties;
- To send you text messages and push notifications;
- To facilitate transactions and payments;
- To find and prevent fraud, and respond to trust and safety issues that may arise;
- For compliance purposes; and
- For other purposes for which we provide specific notice at the time the information is collected.