



# THE DIGITALISATION OF LIFTING

HOW TECH IS TRANSFORMING  
STRENGTH TRAINING

B R  W N

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# A DAY IN A DIGITAL LIFE



> **7:00 AM.**  
**BEEP. BEEP. BEEP.**

An app triggers Alex's morning alarm at the optimal time in her sleep cycle. She starts the day bright-eyed and burning with ambition.

Digital scales sync her weight in the cloud, then she dives into a freshly-delivered breakfast box designed with her macros in mind.

In the Uber to work: news, emails, online banking. A group chat pings. She can't make tonight's social, but she'll catch the theatre show's live stream and debrief with friends on WhatsApp.

Fast-forward through six virtual meetings and some Prime-powered shopping, and it's time to do some real work and **lift**.

Her watch prods her about cardio, so she skips an Uber. 4,518 steps later, she's at the gym. She glances at this week's whiteboard challenge.

**'How many pull-ups in 30 seconds?'**

A few members have scrawled on their results, but Alex can't put faces to any names. A black-and-white film plays on the overhead TV (is that Humphrey Bogart?).

AirPods in. She grabs dumbbells for her warm-up.

>>> **ALMOST  
EVERY  
ASPECT  
OF ALEX'S  
DAILY LIFE  
IS DIGITALLY  
ENHANCED.  
HER FITNESS  
IS NO  
EXCEPTION**

Sleeping, eating, travelling, shopping, socialising. Almost every aspect of Alex's daily life is digitally enhanced. Her fitness is no exception – every step and calorie are counted.

**What about strength training?** Half-hearted whiteboard challenges and muted daytime TV don't inspire her. It's her phone that defines the digital side of her lifting experience. She compares her technique to pros on YouTube, logs lifts on a workout app and uses Instagram to share her progress and feel inspired by others.

**Alex is hungry to learn, eager to share her journey and, like millions of other lifters, she's increasingly looking for tech-enabled solutions to reach and exceed her strength goals.●**

# THE UNSTOPPABLE RISE OF TECH IN FITNESS



## HUMBLE BEGINNINGS

Tech's infiltration of fitness was gradual at first. A health boom in the '80s introduced electronic treadmills & bikes and the O.G. fitness influencer: Jane Fonda. Millions donned spandex to follow her home workout videotapes. On this side of the pond, Mr Motivator led live fitness sessions on '90s breakfast TV.



## THREE DECADES LATER

Deep into the digital age, fast wireless internet, smartphones and social media were rapidly intersecting in transformative ways. More than ever, we were using digital tools to set gym routines and track our progress.



## THEN A GLOBAL PANDEMIC FORCED EVERYONE INSIDE.

The latest breed of virtual body coach, Joe Wicks, got the nation moving through lockdown live streams, but dedicated gym-goers were forced to retool their approach to lifting.

**Almost overnight, fitness apps went from being pretty useful to practically essential.** ●

# HERE'S AN APP FOR THAT



### FROM HANDY. TO NECESSITY.

Fitness apps started life as handy tools for runners, but over the last decade, they've evolved into ever-more sophisticated content and social platforms.

When the pandemic hit, entrepreneurs and forward-thinking gym owners launched their own apps to retain customers and attract new ones.

**40% OF BRITISH ADULTS GAINED AN AVG. OF 3KG DURING THE PANDEMIC<sup>1</sup>**

**3/4 STILL USE THEIR LOCKDOWN APPS**

Post-Coronavirus, rather than deleting apps and reverting to old routines, **three-quarters of people say they're returning to the gym while retaining a 'virtual component'<sup>2</sup>**

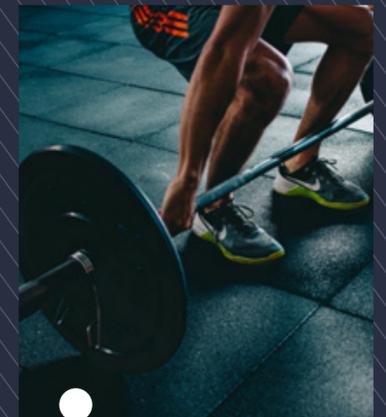
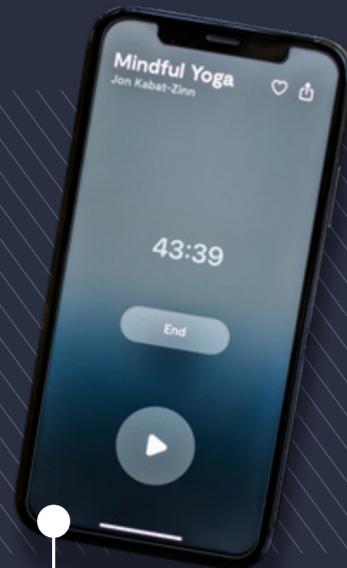
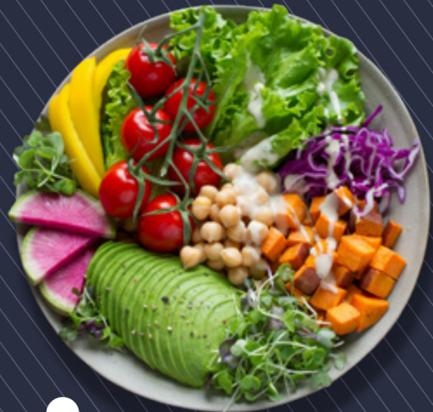
Like online food shopping, home working and video calls, the hybrid fitness model gained momentum during the pandemic out of necessity but is now embedded in our lives through choice.●

1. <https://www.bbc.co.uk/news/health-57968651>  
2. <https://www.bloomberg.com/news/articles/2021-01-19/fitness-industry-may-never-return-to-its-old-ways-after-covid-19>

# ONE/SIX TRENDS IN FITNESS APPS

## MORE SPECIALISM

- > MORE THAN 350,000 HEALTH AND FITNESS APPS ARE NOW AVAILABLE
- > 90,000 APPEARING IN 2020 ALONE<sup>3</sup>
- > AMID EXTREME COMPETITION, DEVELOPERS ARE CARVING OUT NICHEs TO SERVE MORE SPECIALISED AUDIENCES



### NUTRITION

- Meal planners
- Macro trackers
- Calorie counters

### SLEEP

- Sleep trackers
- Soundscapes
- Analytics

### MENTAL HEALTH

- Meditation
- Mindfulness
- Therapy

### PHYSICAL HEALTH

- Reminders
- Symptom logging
- Period tracking

### CARDIO

- Running
- Cycling
- HIIT

### STRENGTH

- Custom workouts
- Progress trackers
- Leaderboards

3. <https://www.mobihealthnews.com/news/digital-health-apps-balloon-more-350000-available-market-according-iqvia-report>

# ONE/SIX TRENDS IN FITNESS APPS

## MORE SPECIALISM

**EVEN WITHIN NICHEs, THERE'S IMMENSE PRESSURE TO STAND OUT BY OFFERING UNIQUE FEATURES THAT LESSEN LIFTING 'ADMIN' (GOAL SETTING, PROGRESS TRACKING, ETC.) WHILE MAXIMISING MOTIVATION AND ACCOUNTABILITY.**

### STRENGTH TRAINING APP FEATURES

> AI and machine learning	> Goal-specific (e.g. 'booty gains')	> PR calculators and trackers
> Algorithm-led PTs	> Instruction videos	> Progressive overload advice
> Calorie counting	> Macro recommendations	> Reminders and notifications
> Community chat	> Performance tracking	> Timers and tempos
> Equipment-based routines	> Personal guidance	> Volume logging
> Exercise libraries	> Personalised routines	> Wearable integration

# TWO/SIX TRENDS IN FITNESS APPS

## LED BY PERSONALITIES

One of the most potent ways to differentiate is through the **cult of personality**. For better or worse, there's something 'sticky' about being simultaneously awed by a fitness influencer's aesthetics and/or strength while they (or their team) give you the inside scoop on how to achieve it.

**Kayla Itsines built her exercise platform Sweat** from one-on-one sessions in her parents' backyard into a business that last year sold for a reported **\$400 million** to fitness-tech company iFit.<sup>4</sup>

**Matt Morsia, a British powerlifter and bodybuilder**, has an app with a much smaller footprint, but that's nevertheless growing into a pillar of his brand.

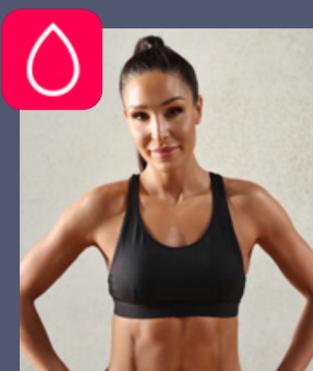
**THERE'S A FITNESS INFLUENCER LED APP FOR EVERY LIFTER, WHETHER THEIR GOAL IS TO 'TONE UP', GET JACKED, OR REACH A POWERLIFTING MILESTONE.**

Like other fitness entrepreneurs, he builds his fan base online. In 2021, his YouTube channel MattDoesFitness **converted 45+ million** views into **\$250,000** in ad revenue, up from \$1,475 in 2016.<sup>5</sup>

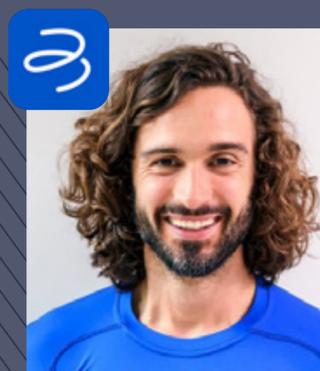
When you **add additional revenues** from merchandise, clothing and supplement sponsorships to the mix, it's easy to see why so many personal trainers aspire to turn their brands into empires.

The key to the growth of these apps? Using one person's personality and exceptional achievements to build a dedicated multi-platform following of aspirational users. ●

**SOME OF THESE APPS ARE BIG BUSINESS**



**SWEAT: FITNESS APP FOR WOMEN**  
Kayla Itsines



**THE BODY COACH: FITNESS PLANS**  
Joe Wicks

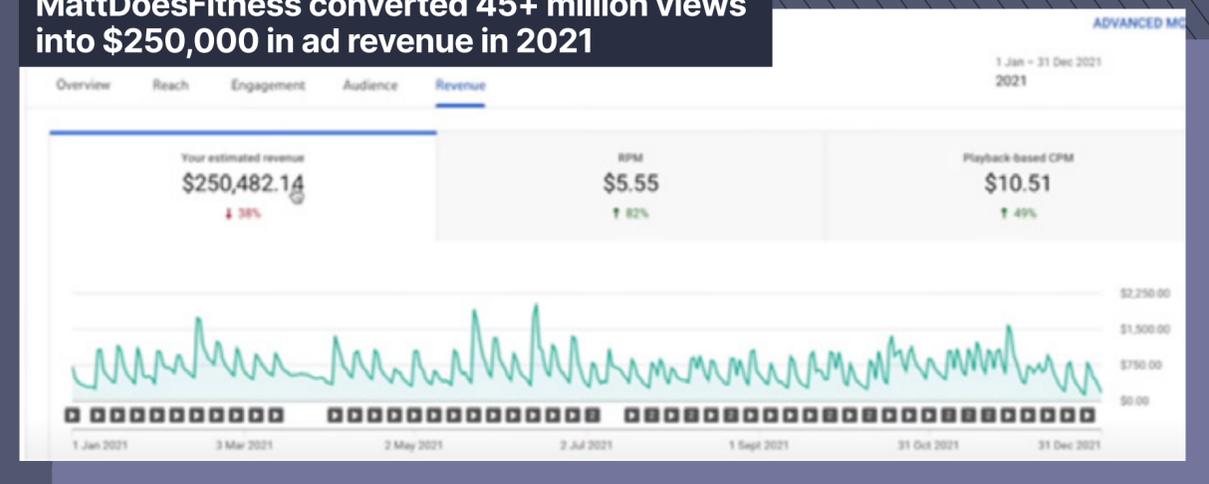


**MORSIA: FITNESS APP**  
Matt Morsia



**PERSONAL RECORD**  
Larry Wheels

**MattDoesFitness converted 45+ million views into \$250,000 in ad revenue in 2021**



4. <https://www.thecut.com/2021/07/kayla-itsines-sells-sweat-for-a-reported-usd400-million.html>  
5. <https://www.youtube.com/watch?v=9EUnJrQgUK&t=676s>

# THREE/SIX TRENDS IN FITNESS APPS

## FOSTERING VIRTUAL COMMUNITIES



Positive competition via goals, challenges and leaderboards keeps exercise fun. And to fuel motivation, all activities are tracked and analysed. That way, 'every effort counts'.

During lockdown, Strava's user base and data usage more than tripled compared to pre-lockdown figures as hoards of new people turned to exercise to stay healthy. Unlike FitBits (whose usage fell during lockdown as more people worked from home), Strava's social aspect pulled in new users because it appealed to their desire to connect and compete with others.<sup>7</sup>



Strava, an app and website that tracks running and cycling using GPS data, leverages the power of communities in a different way. Strava believes that people keep people active. In their words: 'Sharing and tracking activities maintains motivation for athletes and keeps them coming back to the app time and time again.'<sup>6</sup>

Friends recommending Strava to each other is the platform's most significant growth driver.

According to the company, for every minute Strava athletes spend in the app, they spend 50 minutes being active.

Strava has succeeded in scaling to 95 million athletes across 195 countries, in part, by maintaining tight-knit communities based on location and common pursuits.

STRAVA

Leaderboards

All Time

This Year

My Results

People I'm Following

My Clubs

Sydney University Athletics Club

Run Crew

Willoughby parkrun

Love Mazy - 500km in Uganda

Garmin Forerunners

The North Face Trail Running Club - Australia

Mosman parkrun

Run 2018 Miles in 2018

Garmin

2020 km in 2020

canaw

Pace Athletic

The Strava Club

Strava Kudos

Subscribe for Segment Leaderboards

Compete with friends, athletes in your clubs, those of similar age or weight, and more!

Subscribe

Overall

MY BEST TIME

Rank	Name	Date	Pace	HR	Time
1	Lewis Ingram	Nov 25, 2017	4:21/km	-	1:14:57
2	Chris Wallace	May 26, 2019	4:51/km	149bpm	1:23:23
3	Mark Lee	Oct 12, 2013	5:03/km	166bpm	1:26:59
4	Nick Bice	Aug 30, 2011	5:04/km	159bpm	1:27:08
5	Ed Dallimore	Dec 14, 2018	5:05/km	-	1:27:20
6	Chris Cordwell	Apr 21, 2019	5:09/km	173bpm	1:28:27
7	Larry Beatt	Nov 17, 2018	5:24/km	168bpm	1:32:59
8	Neil Ury	Apr 2, 2016	5:25/km	-	1:33:03
9	Sam Wise	May 2, 2020	5:32/km	-	1:35:03



6. <https://thefitnessnetwork.org/how-strava-built-a-global-community-of-80m-athletes/>  
7. <https://www.cyclingweekly.com/news/latest-news/huge-spike-in-fitness-app-use-as-time-spent-on-strava-triples-during-lockdown-456638>

# FOUR/SIX TRENDS IN FITNESS APPS

## POWERED BY ALGORITHMS

To serve millions of users as if each one has a real PT by their side, apps use artificial intelligence, machine learning and other algorithms to automate analytics.

**FitnessAI**, rated **4.7 out of 5** on the App Store with over 39,000 ratings, 'optimises progressive overload, so you don't have to think about what sets, reps and weight you should do. It also **switches up your routine with exercises** you are statistically inclined to LOVE.'

In November 2021, Canada-based tech firm Train Fitness announced the '**first-ever hands-free workout-tracking app**, which uses artificial intelligence (AI) to detect exercises and track reps as users go through their workout.'<sup>8</sup>



## SAY HELLO TO HANDS FREE EXERCISE DETECTION

The Apple Watch app currently detects 82 of the most common exercises using AI, from bodyweight movements like pushups and pullups to more traditional lifts like the bench press and squat.

The goal is to remove distractions from sessions by allowing users to focus solely on their lifts. Later, they can filter to specific dates and see their strength training progress.●

**MORE THAN 350,000 HEALTH AND FITNESS APPS ARE NOW AVAILABLE**

<sup>8</sup> <https://www.globenewswire.com/news-release/2021/11/16/2335233/0/en/Train-Fitness-Launches-World-s-First-App-That-Can-Detect-Exercises-and-Track-Reps.html>

# FIVE/SIX TRENDS IN FITNESS APPS

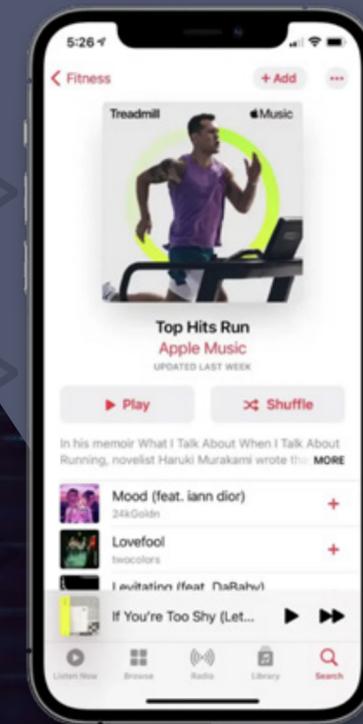
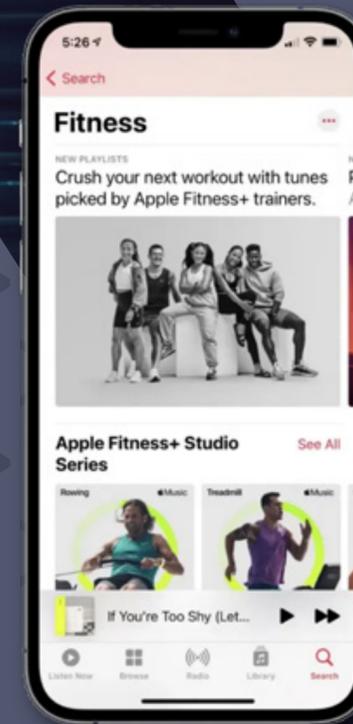
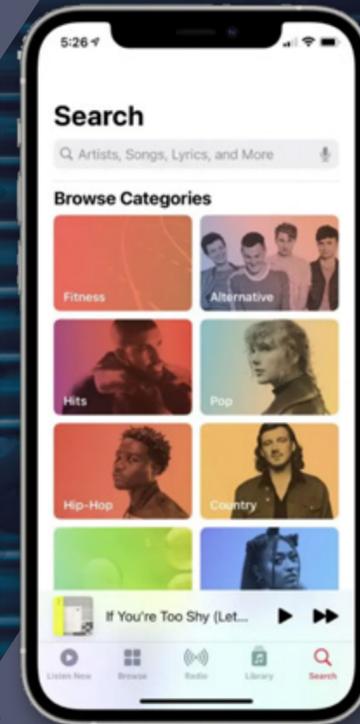
## INTEGRATED WITH ENTERTAINMENT

To further unify its product ecosystem, **Apple's Fitness+ service**, also powered by the Apple Watch, offers 11 workout types across HIIT, yoga, and strength.

There are **new workouts every week**, real-time biometrics, and song playlists curated by Fitness+ trainers that sync perfectly to workouts of different tempos.

### > INTERNATIONAL DANCE DAY IN APRIL 2022

Apple introduced a new Dance Collection with special Artist Spotlights. Its strategy goes beyond simply offering high-energy tracks. It aims to **redefine the exercise experience** by enriching it with of-the-moment entertainment. ●



## REDEFINING THE EXERCISE EXPERIENCE

# SIX/SIX TRENDS IN FITNESS APPS

## CONNECTED TO OTHER TECH

The category with the sharpest rise in ownership was 'smartwatch and fitness bands'. Forty percent of consumers now have access to these devices, up from 31 percent in 2020.

Improved **device accuracy**, expanded features, and a **heightened public awareness** of health and fitness post-pandemic have made **fitness wearables a common sight**. Smartwatches are by no means ubiquitous, but they're pairing with more phones by the day.

According to a survey of 4,500 health and fitness professionals, **wearable tech is the number one fitness trend of 2022**, ahead of home gyms and outdoor activities.<sup>10</sup>

**The third hottest trend is strength training with free weights.** Alongside, purchases of fitness tech, sales of **weight training equipment skyrocketed** during lockdown. **Sales of weight benches jumped 4,130%**, and in the month of July 2020, sales of weights were higher than the whole of 2019 (+1,743%).<sup>11</sup>

**THE NUMBER OF TECH DEVICES BOUGHT BY THE BRITISH PUBLIC IN THE YEAR TO JULY 2021 MORE THAN DOUBLED COMPARED TO THE PREVIOUS 12 MONTHS (19.2M VS 9.3M).**<sup>9</sup>

WEARABLE  
TECH 2022  
**NO.1**  
**FITNESS TREND**



Continued >

9. <https://mobilemarketingmagazine.com/lockdown-purchasing-sparks-fastest-ever-rise-in-uk-technology-ownership>  
10. <https://www.clubindustry.com/industry-news/wearable-technology-top-fitness-trend-2022-survey>  
11. <https://www.cityam.com/facebook-to-spend-at-least-10bn-on-metaverse-division/>

# SIX/SIX TRENDS IN FITNESS APPS

## CONNECTED TO OTHER TECH

### STRENGTH TRAINERS

For strength training wearables, there's the **Whoop Strap 4.0**, worn on the wrist or around the bicep, which optimises recovery between workouts by tracking the wearer's heart rate and sleep quality around the clock.

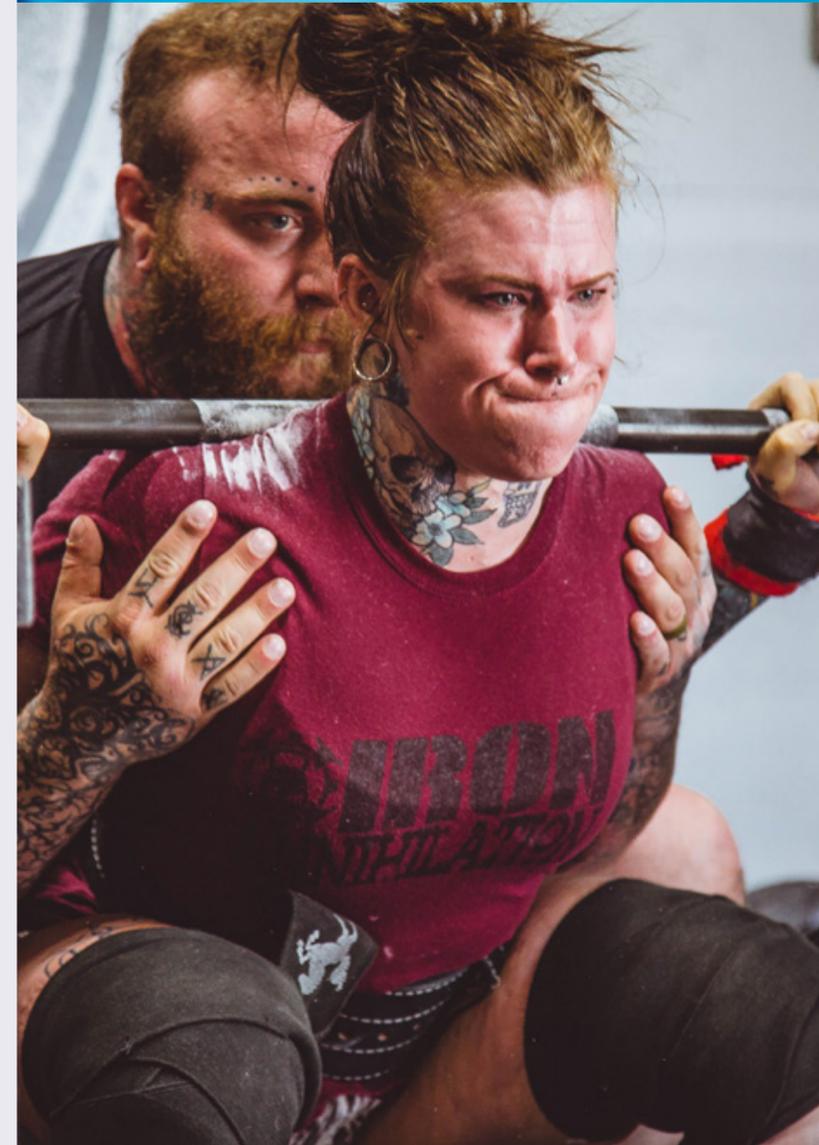
Another option is **Polar Verity Sense**, which, thanks to optical sensor technology, copes well with arm movements that can throw off less specialised weightlifting wearables.

The **Nexus** is another feature-rich device, aimed at professional weightlifters. Among other capabilities, it detects exercises, tracks reps and cadence, and calculates the user's work-to-rest ratio.

### WEIGHTLIFTERS

For weightlifters who are determined to lift their game, there's **GymAware**. This sports tech company provides pro teams and institutes around the world with research-grade data on weightlifting performance.

Their **Velocity Based Training** devices and cloud software quantify lifting intensity objectively and precisely, giving athletes and coaches deep insights into speed, strength, power and hypertrophy. Results are displayed in real-time dashboards, including gamified leaderboards and performance targets.●

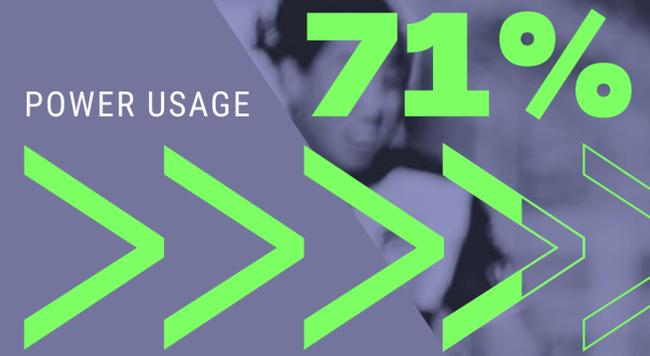


## CUTTING-EDGE FITNESS WEARABLES

- > FORCE-SENSITIVE AND INERTIAL SENSOR GLOVES
- > MOTION SENSOR CALF BANDS
- > T-SHIRTS WITH IN-BUILT HEART MONITORS
- > CALORIMETRIC WRISTBANDS
- > SMARTWATCHES WITH DEPTH SENSORS, GYROSCOPES, ACCELEROMETERS
- > ACTIVITY-TRACKING EYEWEAR
- > BALANCE-TRACKING SMART SHOES
- > BONE-CONDUCTING MUSIC PLAYERS
- > SPORT-SPECIFIC DEVICES (E.G. GOLF SWING, SWIMMING LAPS, TENNIS TECHNIQUE, ETC.)

# TH3 NUM8ERS G4ME

**12.JONES**  
INSIDE CENTRE



As technology has spread through our lives, we've not only become comfortable with facts and figures but passionate about them. More of us than ever understand the meaning of key metrics and want to apply them to our favourite activities.

Behind the scenes, data helps coaches and managers track event frequencies, analyse opponents, and make informed strategic decisions.

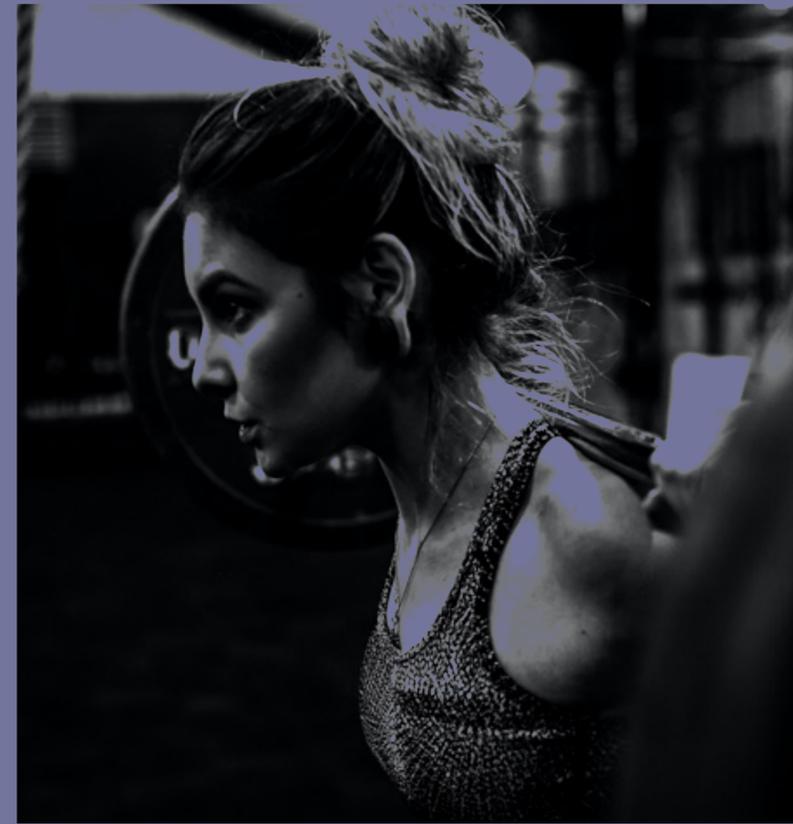
Analytics companies like Opta have modernised the sports experience for fans by giving them real-time and cumulative stats through multiple feeds. Across football, rugby, cricket, basketball, baseball and more, every action is recorded in massive databases and transformed into numbers that enhance fans' excitement and make them feel more invested in the game.

For sportspeople, whose every movement is analysed, data helps optimise fitness, assess mobility, and calculate their neuromuscular capacity. Alongside scoring the most points, the data helps prevent injuries and ultimately empowers athletes to reach their maximum potential.

Continued >

# THE 3 NUMBERS GAME

# REF



**Data is a fundamental aspect of strength training.** Basic numbers such as volume, reps and sets are essential for lifters to make progress. But there are many more metrics that can be used to deepen a lifter's understanding of their performance. Each of these can be digitised and compared against other lifters' stats for insights and friendly competition.

Analytics' growing popularity shows us that data makes exercise more meaningful and more fun. **We use numbers to set goals, climb leaderboards, track progress and, more and more, turn intense workouts into addictive games.**

## A SELECTION OF STRENGTH TRAINING METRICS

### INTRA-WORKOUT

HEART RATE  
INTENSITY  
ONE REP MAX  
RANGE OF MOTION  
RATE OF PERCEIVED EXERTION  
REST TIMES  
SETS  
TIME UNDER TENSION  
VOLUME  
WEIGHT

### PRE/POST-WORKOUT

BODY COMPOSITION  
BODY MEASUREMENTS  
BODYWEIGHT  
HEART RATE  
MACROS  
SESSION PROGRAMMING  
SLEEP DURATION  
VISUAL FEEDBACK

# PS

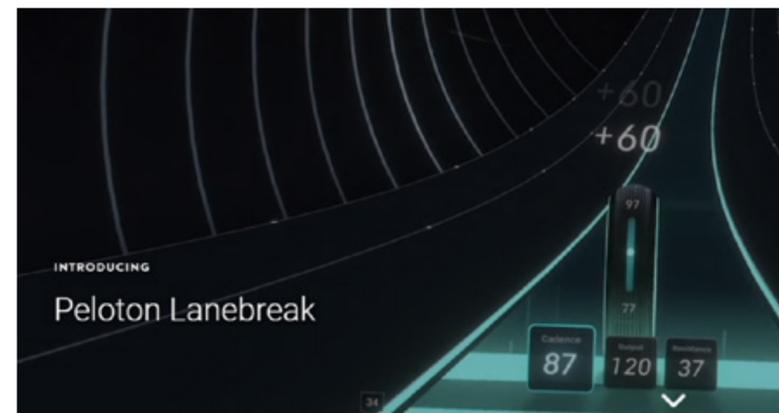
# GAMIFYING FITNESS

**HUMANS DIDN'T EVOLVE TO PUT OUR BODIES AND MINDS UNDER EXTREME STRESS ARBITRARILY.**

Our default setting is to take the path of least resistance. Conserve calories and preserve strength.

But when there's an element of competition, whether it's against ourselves or others, everything changes. Incremental improvement engages our drive to seek out the same pleasure again and again.

Even when the activity is arguably completely pointless (remember the mobile game Flappy Bird?), if the difficulty of the challenge is calibrated just right, we get lost in the feeling of battling it. **In psychology, this is called the state of 'flow'.**



**Peloton**, already famous for using virtual communities to make cycling more addictive, is now further gamifying their workout experience through **Lanebreak**.

In this music and gaming-inspired activity, riders match their resistance and cadence to cues on the touchscreen to get the highest score. There are varying modes and difficulty levels (riders must constantly dodge objects on the course), accompanied by music mixed by Peloton's in-house DJ.



In gyms, **MyZone** is turning cardio into a gamified experience. Through a combination of wearables and a socially connected community, gym-goers compete to earn the most MyZone points based on activity intensity.

**There's a name for this new trend of gamified exercise: connected fitness.** Wearables and equipment collect data; software transforms it into an experience, and users sharing the platform interact as a virtual community.

# GAMIFYING FITNESS

# READY. RESET. LIFT.

## HOW STRENGTH TRAINING CAN BE GAMIFIED

- LOYALTY REWARDS**
- FUNDRAISING**
- LEADERBOARDS**
- IMMERSIVE EXPERIENCES**
- DIGITAL AVATARS**
- INTERSITE MATCHUPS**
- COMMUNITY GOALS**
- CHALLENGES AND LEVELS**
- USER SHOUTOUTS**

By gamifying strength training in a smart way, gyms can create a sense of shared purpose and positive competition. Instead of each lifter floating around the gym in an isolated digital bubble created by their phone, they can feel part of a digitally enhanced community. **Shared goals, leaderboards, member spotlights and other information powered by data can give meaning to every visit.**



# GAMIFYING FITNESS

## BENEFITS OF A GAMIFIED CONNECTED GYM

### FOR GYMS

- TRUE SENSE OF COMMUNITY
- A HIGHER VALUE PROPOSITION
- ACTIONABLE DATA-DRIVEN INSIGHTS
- TARGETED MARKETING
- HIGHER-ENGAGEMENT ADVERTISING
- STREAMLINED PT INTROS
- IMPROVED MEMBER RETENTION



### FOR LIFTERS

- MORE ACCOUNTABILITY
- PROGRESS TRACKING
- REWARDS AND EXPERIENCES
- INCREASED MOTIVATION, REDUCED FATIGUE
- A SENSE OF SHARED PURPOSE AND BELONGING
- A CHANCE TO BE SEEN
- FASTER, GREATER RESULTS



# CHALLENGES AND POSSIBILITIES

Although a fully digitalised world seems inevitable, history has shown us that progress comes in fits and starts. In 2013, Google Glass smart glasses tried to bring augmented reality to life, but the world didn't seem ready for it.

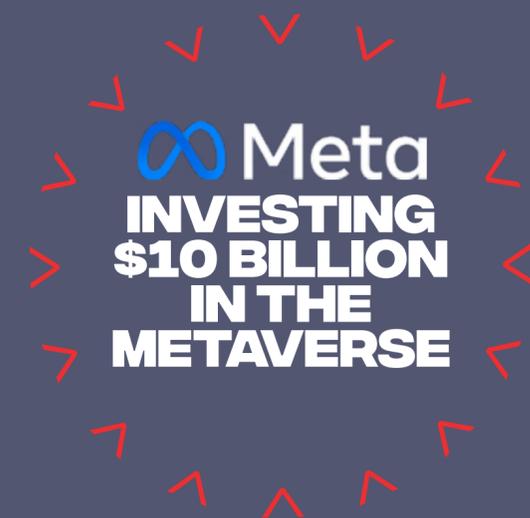
Nearly a decade on, with significant advancements in tech and social media, Meta is **investing \$10 billion in the Metaverse**, a virtual and augmented world that could let us socialise, learn, collaborate, play and - potentially - exercise in dramatically different ways.<sup>12</sup>

Hinting at the possibilities for fitness, the social media giant recently acquired the studio behind the VR fitness app Supernatural for a reported \$400 million.<sup>13</sup>

**The metaverse has its critics.** After all, the original concept in fiction described a dystopian future. We might not know all its pros and cons until we're fully inside it.

In contrast, wearables and connected fitness are already here and benefiting millions.

**So what's stopping gyms from taking the next step?**



# CHALLENGES AND POSSIBILITIES

## CHALLENGE #1

### NO UNIFYING PLATFORM

As is often the case at the start of tech revolutions, there's currently a huge variety of fitness apps, platforms, wearables and equipment. Thousands of tech start-ups are rushing into the market to take advantage of the fitness boom.

Despite many of the solutions collecting and analysing the same data, there isn't an endpoint for the information that benefits the whole gym and unites its members into a single data-driven community.

### POSSIBILITY

Lifters continue to use specialised app(s) to manage the nitty-gritty details of their personal goals while also taking an active role in their gym's community through a shared digital platform.

## CHALLENGE #2

### TECH CAN LEAD TO A PASSIVE EXPERIENCE

Gyms aren't the only ones that struggle with retention. With so many apps to choose from and no barrier to switching, standard fitness apps have a 90-day retention rate of 31% and annual retention of 19%.<sup>14</sup>

With wearables and apps, there's a risk that the user unconsciously expects the tech to achieve their goals for them.<sup>13</sup> To magically remove all friction and generate infinite motivation. But when reality hits, the fitness tracker stays at home, and they go looking for a new 'get ripped quick' scheme.

### POSSIBILITY

Wearables and other technology should be used sparingly and only where they genuinely reduce friction in the lifting experience. For example, an app that uses AI to detect reps and sets automatically has a far more positive influence on the user than one that coldly reminds them to get back in the gym.

## CHALLENGE #3

### DROWNING IN TOO MUCH DATA

Introducing complex dashboards full of meaningless metrics could lead to information overload (sometimes aptly called 'infobesity'). Gym members could burn out quickly and crave a return to the charmingly simple analogue ways of the past.

### POSSIBILITY

Digital platforms in gyms must remain grounded in the things lifters care about: progress, performance, and shared achievements. While the backend deals in cold data, the frontend provides rewarding user experiences and fruitful social connections.



# FINAL THOUGHT(S)

At the height of the pandemic, many people wondered if apps and home workouts would spell the end of traditional gyms. As the world reopened, we saw the opposite - people flocked back to these sacred physical spaces to reignite their passion for lifting.

The pandemic didn't redefine how people lift; it accelerated an existing movement towards digitalisation. **There's now a widespread expectation that technology should improve all consumer experiences.**

Experiential retail is a prime example. The growing trend of 'retailtainment' includes fun, unique in-person experiences that immerse shoppers in exciting possibilities. Augmented reality smart mirrors let them choose different sizes, view complementary items and even pay without leaving the dressing room.

What might a similar level of digital transformation look like in the gym of the future? In one zone, there could be cardio experiences that transport players into heart-pounding narratives via VR headsets.

In another, punch bags, bikes, golf clubs and all manner of other sporting equipment could be equipped with state-of-the-art sensors. The user's every movement is analysed to optimise their performance. Their digital athlete avatar could even be compared to their favourite real-world sports stars.

And in the weights area, where **performance metrics are mission-critical to achieving greatness**, strength-specialised wearables and 'smart weights' feed data into a thriving virtual community where everyone is seen and every kilogram that's lifted leaves an impression.

**For gym owners embarking on their personal tech journeys, the future is full of potential.**

**SO, WHAT EXPERIENCE WILL YOUR GYM MAKE POSSIBLE?**

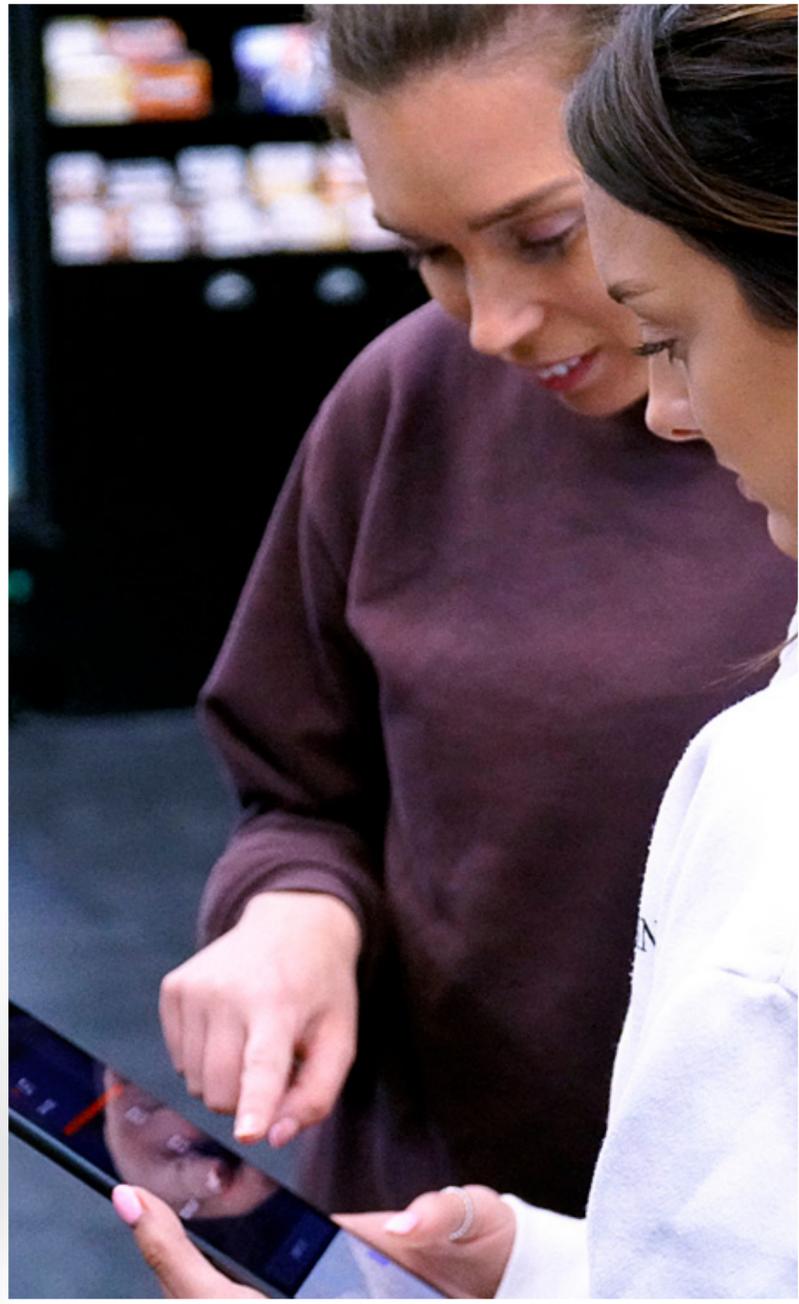
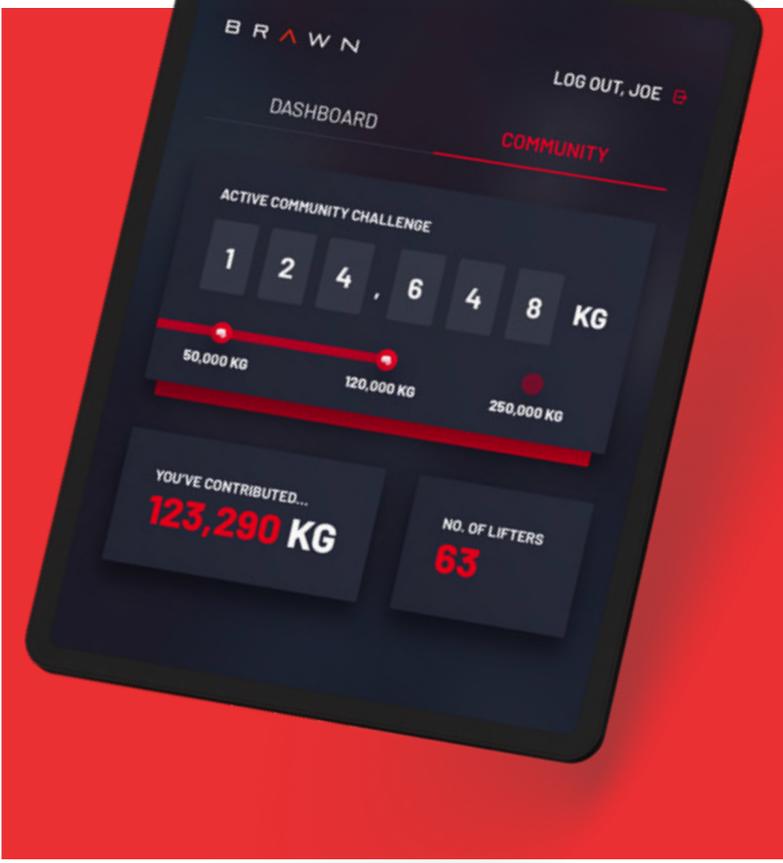
B R ^ W N



# SOHAIL RASHID FOUNDER OF BRAWN

BRAWN is a new, interactive tech platform that supports gym member retention by providing a gamified weight lifting experience and building connections between gym members who like to weight train.

**Founded and run by lifters**, Brawn empowers users to connect with a worldwide community, analyse their training, and compete virtually.●





**B R A W N**

**FOR MORE INFO ON BRAWN**

Visit - [brawn.co.uk](http://brawn.co.uk)

Email - [enquiries@brawn.co.uk](mailto:enquiries@brawn.co.uk)

 - [brawn\\_power](https://www.instagram.com/brawn_power)