Fun, live workouts designed for every fitness level and every schedule.
Lack of exercise is a huge problem

Only 20.8% of adults meet Physical Activity Guidelines for aerobic and muscle-strengthening activity

1 CDC
What is the guideline?

150 minutes a week of moderate exercise and twice a week of strength training.
What if Americans exercised 150 minutes a week?

- **31%** reduction in fatality rate over 14 years
- Estimated over **$117B** of health care expenditures would be wiped away
- Studies show physical activity reduces depression and leads to a **50%** less risk of memory decline or Alzheimer’s
Why don’t people work out?

- Only **1 in 5** homes has a park or fitness center within ½ mile
- Gyms have a financial preference for **inactive customers**
- Boutique fitness studios are generally **limited** to the coasts & urban areas
The good news: People want to move more

• Out of 100 people surveyed 55% want to exercise a bit more, and 24% want to exercise a lot more

• 70% of consumers use walking as a form of exercise and 55% said it’s what they want to do more of!
Top two reasons consumer don’t exercise more

NO TIME

NO MOTIVATION
Trackers don’t solve this problem

• In 2016, consumers spent $1.6B on fitness trackers

• Studies vary but between one third to half of consumers abandon them in the first month. There has been a move towards apps on your phone

• Initial studies (2012 & 2014) showed no behavior change with tracking alone
Apps that incorporate Rewards, Social Behaviors, and Goal Setting show some promise.
What happens when you make moving fun?

- Players of Pokemon Go increased 2,000 steps on average per day.
- The % of people walking the recommended 25 minutes of moderate physical activity almost doubled! (15% to 27%)
Gixo: Revolutionize the fitness experience to be fun and accessible.
How we use the tech in phones to motivate

• **Personalized goals** after an initial warm up using GPS
• **Live Coaches** track your steps, pace, and elevation to cheer you on
• **Fun messaging** during class
One of our most popular classes

Walk and Stretch

Friday, 8:00am
45min

Coach Alexis
You’ve taken 4 classes with Alexis.

Class Description
Escape your workday for 25 minutes of dynamic stretching and some fresh air. You can start and finish at your desk (or couch for that matter). Walking is encouraged — just get up and move!

5 Attending - 1 following

Join now
Thank you for helping make the US a great place for walking!