



Mobile Technology Gamification for Indoor Cardio Workouts

About BitGym

BitGym is an interactive fitness company that uses mobile technology to transform indoor cardio workouts into the best part of each and every day. BitGym absorbs the user into an exciting and fun fitness journey that takes them around the world, increasing motivation and dedication to the fitness routine. Available on iPad, iPhone, Android devices, and the Amazon Kindle Fire HDX device.

Have you ever found yourself getting bored at the gym even working-out from home? The monotonous, lack of motivation make it hard to complete a workout, let alone make it a routine. If so, you're not alone: less than 5% of adults in the U.S. participate in the recommended 30 minutes of physical activity per day. BitGym's mission is to make working-out the best part of the day. At BitGym we believe (1) Exercise should be fun instead of boring (2) People should be fully engage in their workouts instead of being distracted and (3) Technology should connect people rather than encouraging isolation cardio.



Interview with: Jean-Michel Fournier, CEO
Conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: Mr. Fournier, what is the concept at BitGym?

Mr. Fournier: The concept is pretty straightforward. Our mission for BitGym is to transform indoor cardio-exercise to make it an exciting and addictive experience. The objective is really to positively influence people to start exercising more and better. It sells around 4 millions cardio-equipment i.e. Treadmill, elliptical, stationary bikes and so on, per year in the US. However, the main challenge is that people stop using them after 3.6 months on average. We had to figure out why and change it! It is what we have done at BitGym.

CEOCFO: What have you figured out to encourage people to engage and continue to exercise?

Mr. Fournier: We have done some extensive research going through thousands of documents, talking with medical and fitness experts and engaging with hundreds of users. As a result, it is interesting to see that distracting the mind in watching TV during your exercise is extremely negative and reduce your engagement and motivation by more than 60%. Do not watch TV when exercising! You have to do the opposite of distracting your mind; you have to engage your mind into your exercise. The hardcore exerciser rarely watches TV when they exercise on their treadmill or other cardiovascular equipment.

So, first, what we have done was to create an immersive and interactive environment with the highest-quality, 4K-Ultra HD resolution filmed, video-tours from iconic destination. You can walk, run or ride in the Swiss Alps, Grand Canyon or Venice to name just a few. But more than great quality fitness tours, with the support of our patented technology we have created a bridge between the athlete and the digital environment or the video-tours. With the camera of your smart device, phone or tablet, we are scanning your movement when you exercise and with our algorithm we convert this repetitive motion into a speed. So now, no need to buy an expensive tracking fitness wearable, the camera does the work for free.



With this approach we can now create a full interactive environment. The faster you go, the faster the video-tour goes and so on and so forth. The interactivity is fantastic and the level of accuracy is extremely high, reaching 98%.

Second, the level of engagement into your exercise is critical to continue stimulating your brain. One of the ways to keep your brain alert is to use gamification techniques to make your indoor cardio-exercise more engaging and exciting. In our coming version, we pre-announced a new incentive-based rewards to provide fitness users an element of surprise and motivation. Each dynamic reward encourages you to dynamically change the pace of your cadence and remain captivated in your exercise. Now, you will be able to catch interactive elements that are integrated into real high definition videos. We actually won the best StartUp technology at the Augmented Reality &

Wearable world expo a few months ago. Here is the link: <http://bit.ly/1qFZrtc>

And the last one but not the least, is to create a personalize environment. With the use of BitGym's live one-to-one fitness mentor, you can further optimize and personalize your experience. BitGym connects you live to your own personal fitness instructor and allows your personal coach to monitor your performance real-time. Your personal coach will have the ability to give you instructions, customizing each session to enhance your physical activity

We believe, Immersion, Engagement and Personalization are the key pillars that will transform cardio-exercise to a great experience.

“One of the ways to keep your brain alert is to use gamification techniques to make your indoor cardio-exercise more engaging and exciting.” - Jean-Michel Fournier

CEOFCO: What sets your videos and platform apart from the others on the market and how do you reach potential customers?

Mr. Fournier: Good question! First and foremost, the quality is critical for us. I can say with confidence that we have the highest video-tours quality out there. Nobody has been able to create such a realistic and unique experience. In addition, we add one more tour every week into the platform. Second, the interactivity, our patented technology with the camera brings another dimension that most of our competition cannot provide. And third, our community! We have almost 5 stars on the Apple Appstore. People are passionate about BitGym because they see real result. They exercise more, better and they achieve their goals to get healthier and/or lose weight.

Regarding your question on how we reach our customers. We have a 2 tier approach. Word of mouth has been the most successful approach using referral programs with a strong support from the Apple Appstore and Google Play store. We are also contacted on a regular basis by the fitness equipment providers who want to integrate our technology into their equipment.

CEOFCO: Do you know which videos people prefer?

Mr. Fournier: We have video-tours from all around the world including. People really like these tours because first they are fantastic, but second is because they see other people in our videos. People also like cities and our best selling is the city of Chicago. People really enjoy going through the city and discovering the city from their home. We actually have many users who have booked a trip to Chicago because they became acquainted through our video-tour in their home while exercising.

CEOFCO: Does it surprise you that the city video is more popular than the scenic video?

Mr. Fournier: No it doesn't. The cities tours are so great that I understand why people like them. The discovery aspect is fascinating and you can see the life of the city through your indoor fitness activity.

CEOCFO: *What were the challenges to putting the technology together or was it more just coming up with the concept?*

Mr. Fournier: We worked for almost two years just on the technology. It is a unique approach and extremely complex. It took us more time than we were expecting to have a fully stable system as it is. Now, we are proud of what we have accomplished and we are getting lot of interest from other companies to use our patented technology into other activities.

CEOCFO: *What is the market like and would you tell us about the rollout?*

Mr. Fournier: We are still relatively new. We launched our iOS Platform for Apple in November of 2013, and we launched the Android version at the beginning of this year. The traction has been immediate. In just a few months we attracted more than 10,000 users into using BitGym regularly. We are attracting very different demographics specifically the ones who want to get long term result.

CEOCFO: *What might be different a year from now?*

Mr. Fournier: A few weeks ago we won the best company of the year award from the Augmented Reality and Wearable World Expo in Santa Clara, CA. We are using new augmented reality technology to bring more value to BitGym. We are working day in and day out to improve how people exercise and provide this exciting experience that makes you coming back to it. So, a year from now you would see BitGym as a leading fitness platform that brings clear results and improve people life through exercising.

CEOCFO: *When people read about BitGym, what should they remember most?*

Mr. Fournier: They should remember that BitGym is their partner to make indoor cardiovascular exercising enjoyable and brings results. At the end of the day what I like is for BitGym to be recognized as the company that transformed a painful and boring fitness experience into an enjoyable one. Our users are exercising more and enjoying it more.

BIO: Jean-Michel Fournier is an avid mountain biker in addition to being a successful entrepreneur. Before selling his last company, he was a Senior Vice-President at UnitedHealth Group where he studied and scientifically analyze how to improve healthy life style for millions of people.



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