



Bodymapp

The future of body scanning through mobile technology

Accessible and affordable 3D body scanning

Fitness technology has evolved significantly over the past decade

- ✓ **Introduction of wearables**
- ✓ **Introduction and adoption of member engagement apps**
- ✓ **AI-based retention software**
- ✓ **Omni channel based classes**
- ✓ **Introduction of new body scanning methods and technology**



While new fitness technologies have had positive outcomes for gyms, they often come at an additional cost.

- ✓ **Members now demand technology and vote with their feet**
- ✓ **Members can engage with their club from anywhere using their devices**
- ✓ **Helps increase member retention and engagement**
- ✗ **May add to a growing list of upfront fixed costs that a club has to incur**
- ✗ **Can make it harder for gyms to rise above the competition and reach cashflow breakeven**



Do you want to reap the benefits of
offering 3D body scanning to your
members without forking out
thousands of dollars to get started?

Bodymapp is your solution.

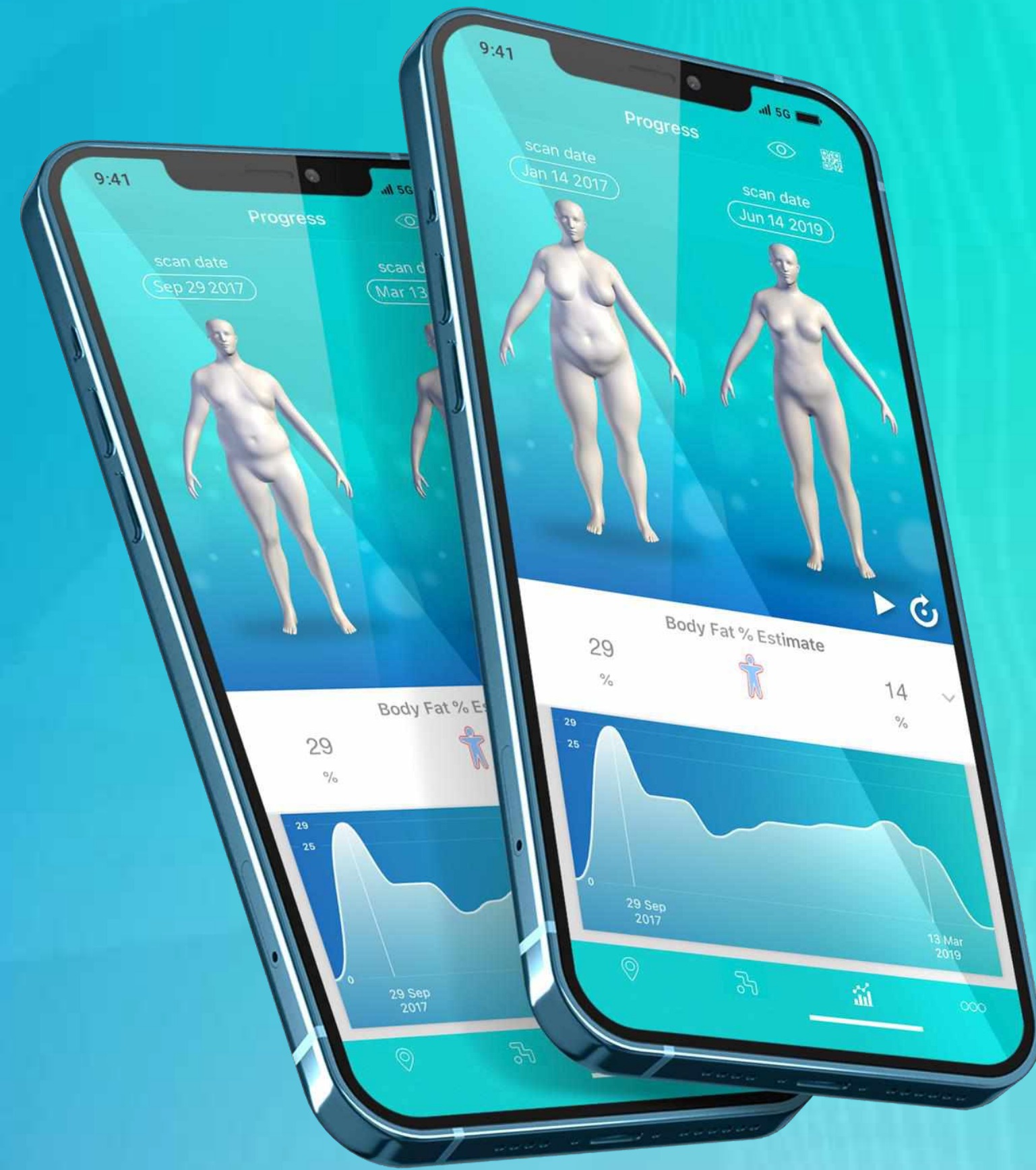


About Bodymapp

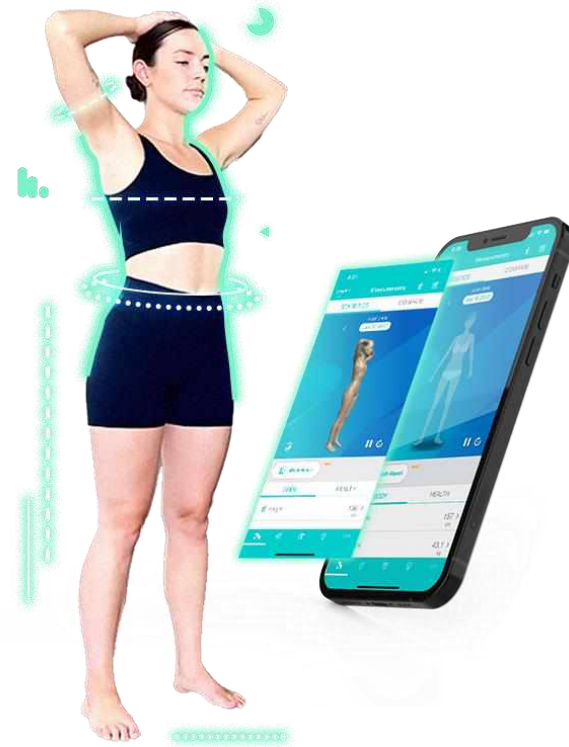
3D body scanning for your members that can be accessed anywhere, anytime – whether that's in your gym, at home or away.

Bodymapp uses the depth sensors in compatible mobile devices to capture thousands of data points to map the contours of the body and are accurate to within ± 0.3 inch. The scans are non-invasive and safe for everyone to use.

The app can be accessed via your members' compatible mobile devices, or an iPad stand which we can provide for you to set up in your gym.

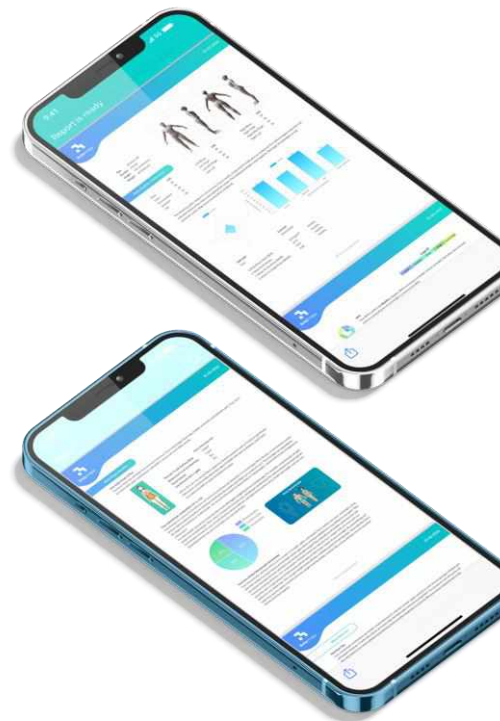


KEY FEATURES



3D body scanning anywhere, anytime

Accurate body scanning without having to purchase expensive equipment that takes up space in your gym. Members can complete a body scan in the comfort of their own home using their phone, or with an iPad that we will provide for you to set up in your gym.



Personalised health reports

Members can access a comprehensive health report for each scan – the mBody report. The mBody report gives personalised, holistic insight into health and fitness – including waist-to-height ratio, posture, body fat percentage, fat free mass, BMR and more.



Goal setting and progress tracking

Goal setting, progress tracking and side-by-side comparison features allow users to see fitness changes beyond just their weight, which is a powerful way to keep them motivated to continue showing up to training.

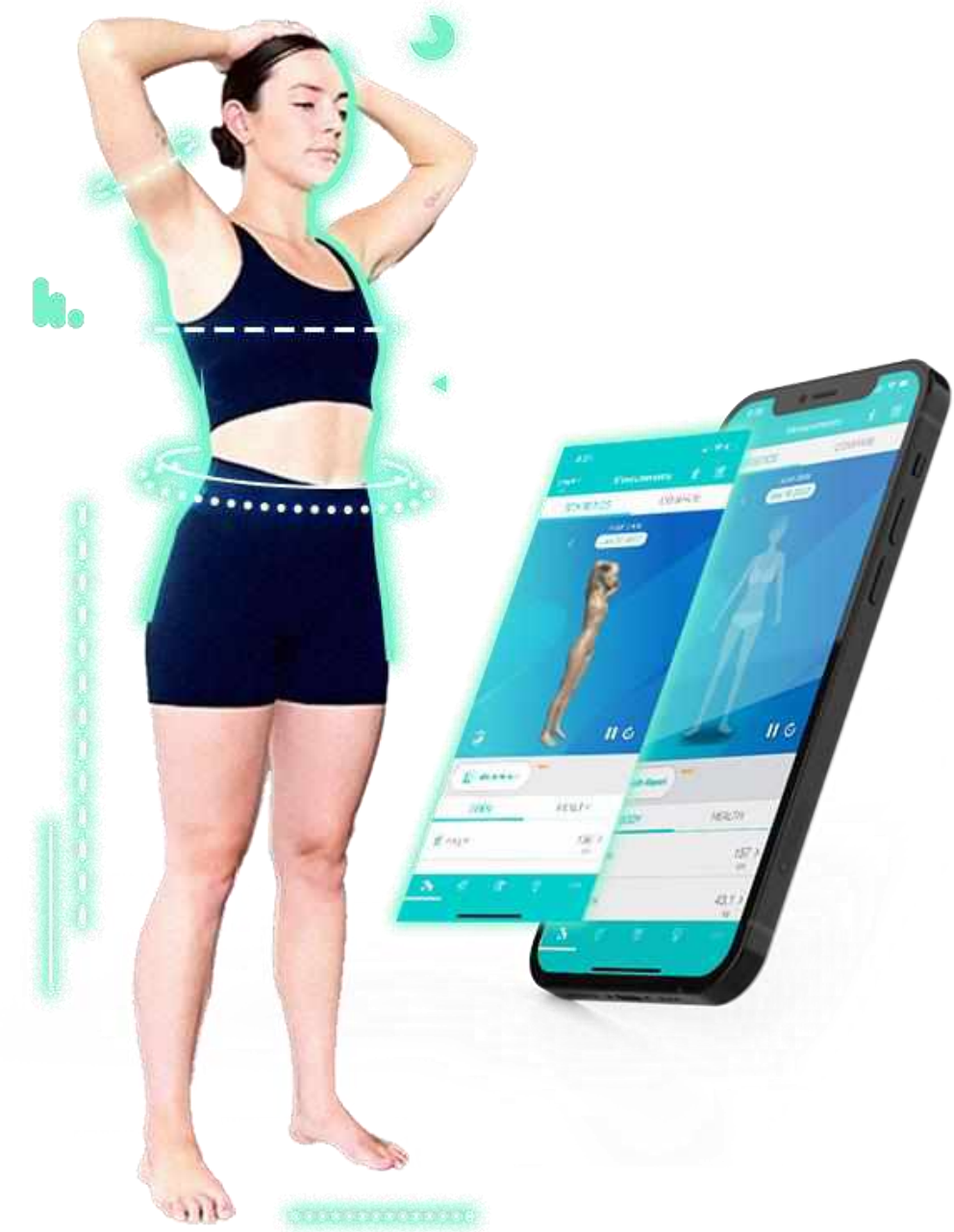


3D body scanning is an affordable alternative to DEXA, while maintaining accuracy

Body fat percentage is fast becoming one of the preferred methods of tracking fitness progress, rather than focusing on weight. Scientific studies have found that 3D body scanning is a reliable and valid way to measure body fat, with results comparable to DEXA scans.^{1,2,3}

DEXA scans have become the gold standard in body composition measurement, however they're expensive (>\$100 per scan), require specialist staff and can't be done often.

Bodymapp 3D body scanning allows you to offer your members a similar level of accuracy in body fat tracking at a lower price, while also being more convenient and easily accessible.



1. Mitchell, M., Link, R., Pepper, M., Freeland-Graves, J., Yu, W., Stanforth, P. and Xu, B., 2011. Evaluation of a Rotary Laser Body Scanner for Body Volume and Fat Assessment. *Journal of Testing and Evaluation*, [online] 39(1), p.102871. Available at: < >.
2. Cabre, H., Blue, M., Hirsch, K., Brewer, G., Gould, L., Nelson, A. and Smith-Ryan, A., 2021. Validity of a 3-dimensional body scanner: comparison against a 4-compartment model and dual energy X-ray absorptiometry. *Applied Physiology, Nutrition, and Metabolism*, [online] 46(6), pp.644-650. Available at: < >.
3. Ng, B., Hinton, B., Fan, B., Kanaya, A. and Shepherd, J., 2016. Clinical anthropometrics and body composition from 3D whole-body surface scans. *European Journal of Clinical Nutrition*, [online] 70(11), pp.1265-1270. Available at: < >.



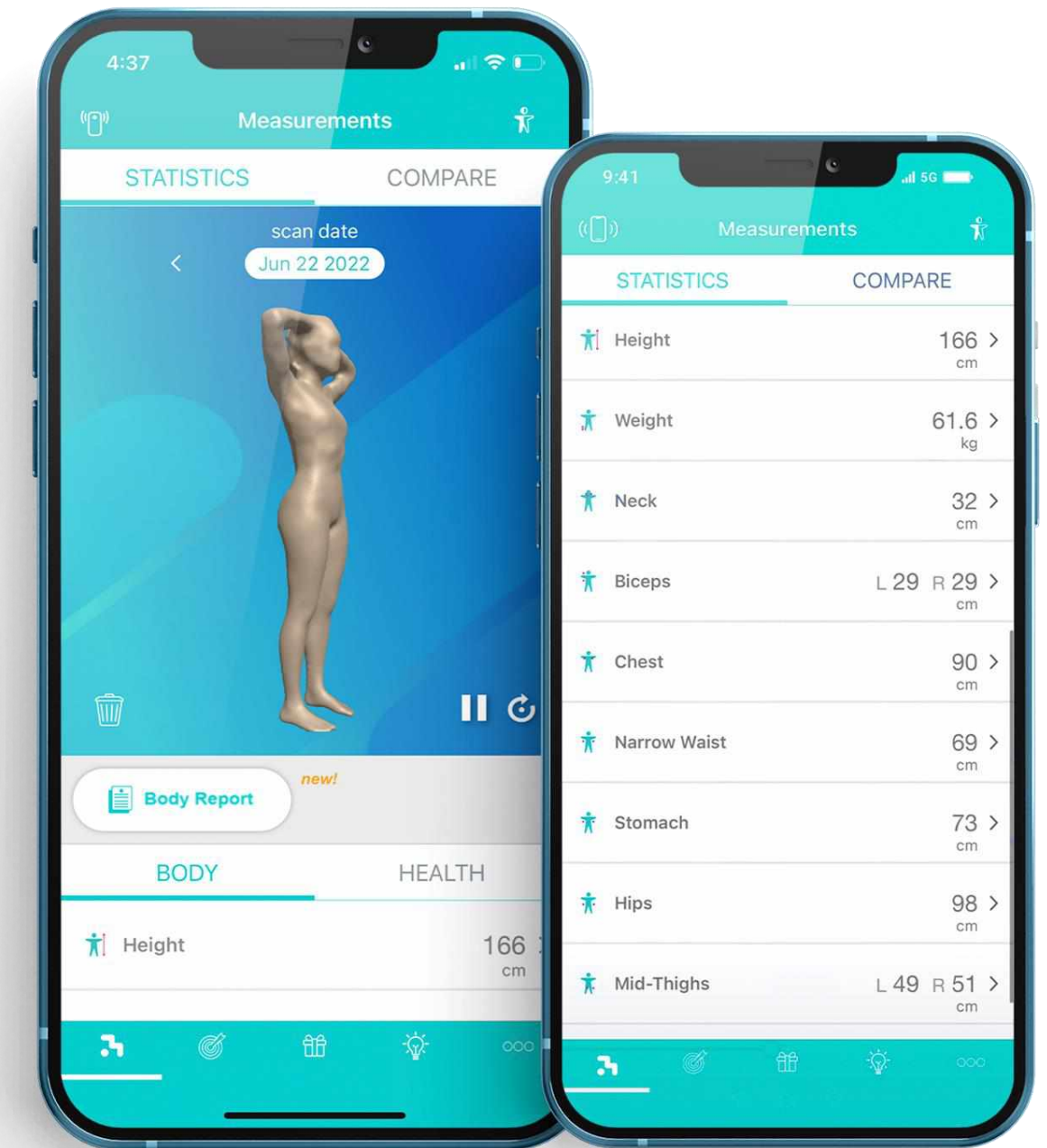
Bodymapp shows results that other methods don't

While other models of body scanning may show lean mass and body fat percentage, they often don't show the user's avatar or circumference measurements.

Bodymapp not only gives health metrics such as body fat percentage, fat free mass, waist to hip ratio and more, it also gives a realistic avatar along with accurate external body measurements – so they can see every inch of progress.

Scientific studies have shown that waist circumference measurements are a better predictor of health than weight or BMI.¹

Bodymapp users can see how their health is progressing through changes in their body measurements – which can be incredibly motivating to continue going to the gym.



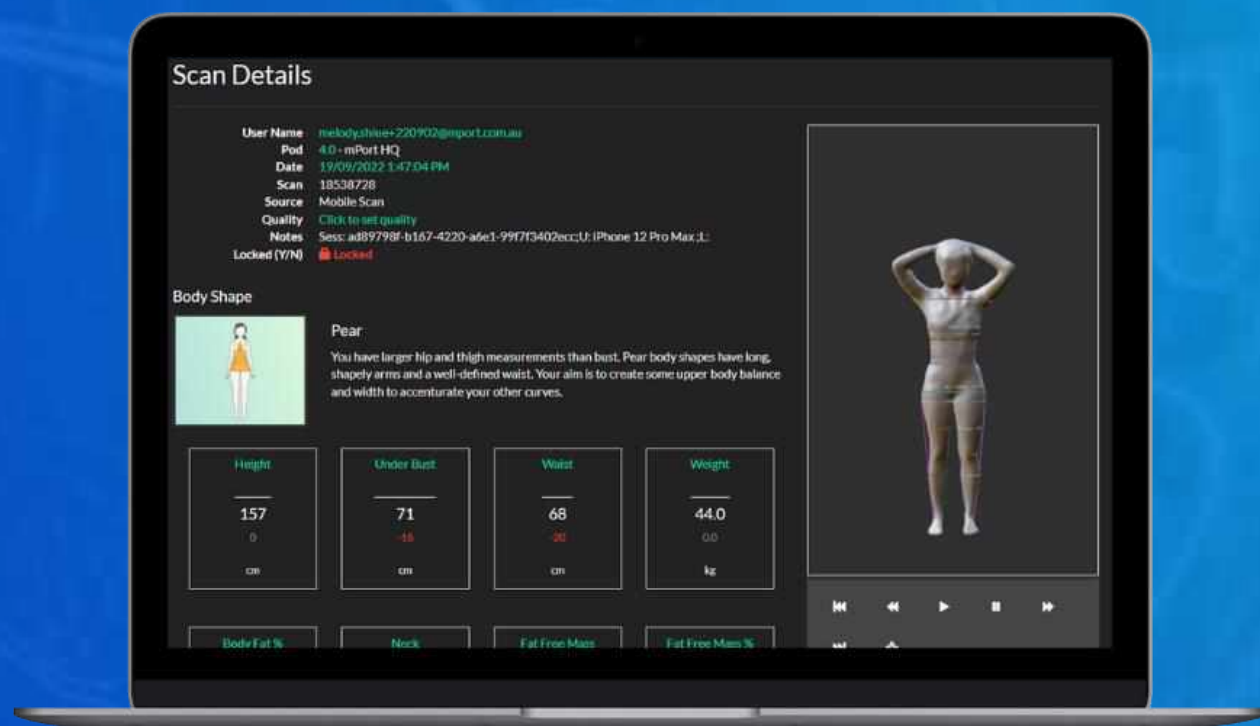
1. The University of Sydney, 2017. *Waist circumference better indicator of early death than BMI*. [online] Available at: <https://www.sydney.edu.au/news-opinion/news/2017/04/26/waist-circumference-better-indicator-of-early-death-than-bmi.html#:~:text=University%20of%20Sydney%20researchers%20have,than%20their%20Body%20Mass%20Index.>> [Accessed 2 August 2022].



Bodymapp in your gym

IPAD STAND SCAN SET-UP

While members with compatible mobile devices will be able to scan at home with the app, those that don't own the correct device can still scan in your gym using a specialty iPad. This will also allow you to assist your members with their first scan and help them to understand their results.



CLIENT INSIGHTS

Your client dashboard will provide you with an overview of which of your members have signed up to Bodymapp, how many times they've scanned and what their results were. This can help you to better understand the needs of your members, so you can provide them the support they need to reach their goals.



2 choices of affiliate model:



Referral model

Sign your customers up to Bodymapp giving a free trial*.

Get paid commision* if the customers continue with Bodymapp after the free trial.



Reseller (Wholesale) Model

Purchase a set of Bodymapp memberships at wholesale price.

Only paid if your customer signs up to Bodymapp (no fixed upfront commitment)

Get paid commission for every membership sold after the first year of membership

**Terms and conditions apply*



Key Benefits for Your Business



Attract new members

by offering accessible and affordable 3D body scanning



Zero upfront cost to you

means you don't need to commit any spend to offer body scanning



Improve member engagement

by providing accurate health information & body avatars to motivate them



Generate a new revenue stream

through member sign-ups to Bodymapp – you profit from each member who signs up



Improve member retention

by quantifying results from your training, proving that your services are worth investing in



Integrate with challenges

so both you and your clients can monitor challenge progress and results



Key Benefits for Your Members



Affordable 3D body scanning

with unlimited scans for just \$9.99/month, instead of paying up to \$40 per scan



App can be accessed anywhere

so they can scan in the comfort of their own home, at the gym, or even when they're away



App can be accessed anytime

so they can scan at a time that suits their busy schedule, without waiting in line



Health reports with every scan

that gives them accurate in-depth health information to motivate them on their fitness journey



Goal setting and progress tracking

so they can aspire to be their best, see how far they've come and achieve their desired results



What You'll Get From Us



Physical and digital marketing materials to promote Bodymapp to your clients



Unique promotional code for your clients to receive their free trial



Revenue share if clients continue with Bodymapp after the free trial



Training session for your staff on how Bodymapp works, so they can help members



Ongoing tech support for you and your clients/ members



iPad station for in-gym scanning*

* Terms and conditions apply



Client Testimonial

Troy Morgan, Managing Director, Willows Health & Lifestyle Centre

"Since we started offering Bodymapp to our members at Willows, we have seen an increase in member engagement, satisfaction and retention. 3D body scanning helps our members set informed goals and track their progress.

When members track their progress with Bodymapp, it quantifies the outcomes of training in our gym and incentivises them to continue their fitness journey. They love being able to see changes in their body through their avatar and measurements, which keeps them motivated to keep coming to the gym.

Bodymapp is a unique tracking tool that works well alongside our challenges, with a user-friendly interface to help members track and monitor their progress. Members love that they can access all their results – including their health report – on their phones, so the health information given to them from their scan is always within arm's reach.

I highly recommend Bodymapp to any fitness clubs or trainers looking for an affordable way to offer the benefits of body scanning to their members and clients."



User Testimonials



Wally

"I started this journey to help give myself a quality of life and go from existing to living and enjoying life... [Bodymapp] has been a great mental help to see the cms going down at times the weight has slowed up."

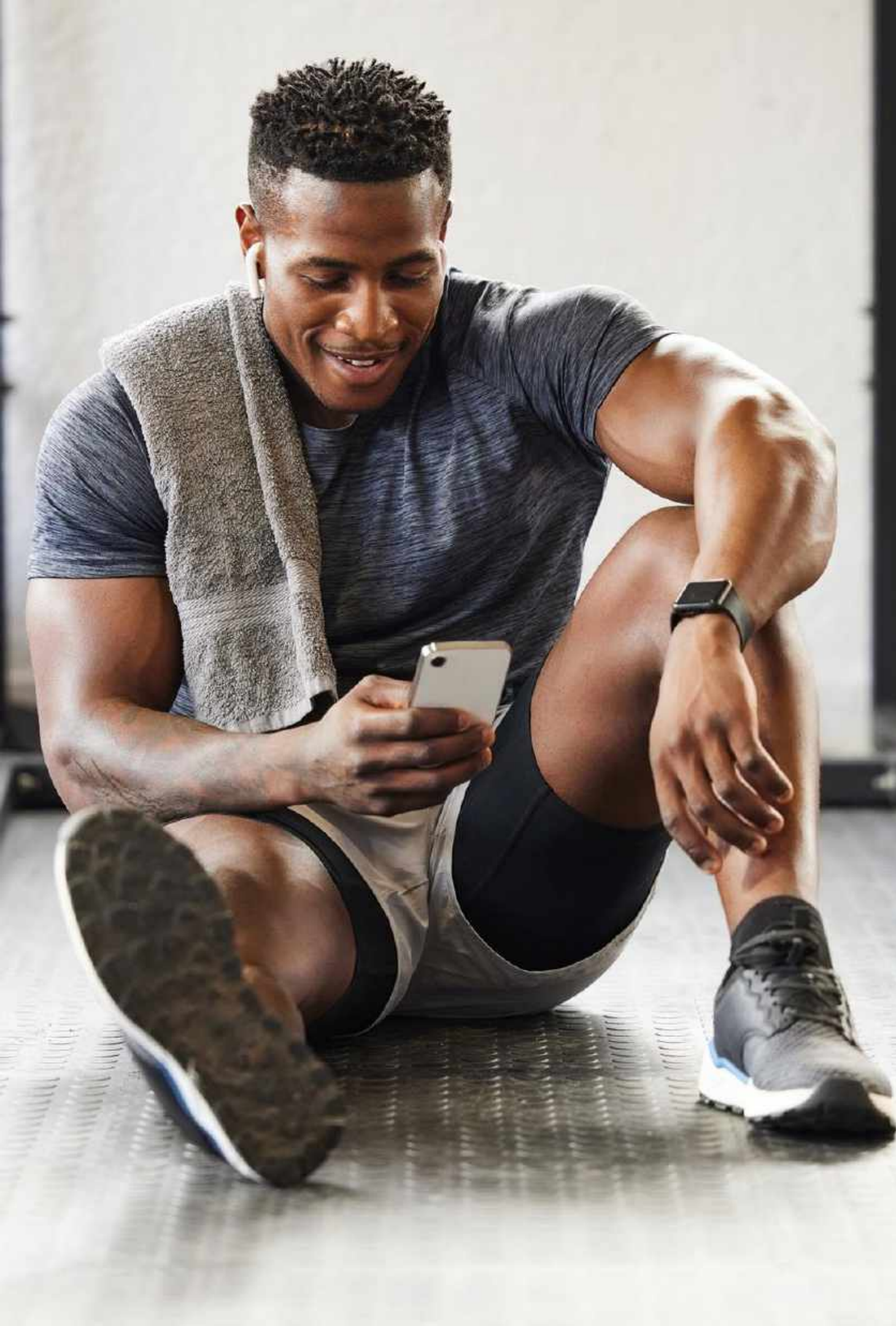
Kara

"I have found that seeing my comparisons scans really puts things into perspective. What's even better is I can now do my body scans in the comfort of my own home so I can track my progress as frequently as I like. This has been one of my favourite tools to track my weight loss journey as it doesn't solely track my progress by the numbers on the scale and instead breaks down the incredible changes in my body and all the centimetres I have lost."



Opal

"I downloaded the app and I am in love. I absolutely adore this thing and I know it is accurate because I just recently did a dexa scan and the numbers are spot on! "



About Us

At Bodymapp, we're all about making health and fitness measurement and tracking more convenient and accessible, to support people on their journey to becoming their best and most confident selves.

Bodymapp is a convenient solution designed to empower people on their health journey by providing highly accurate body and health measurements and a 3D avatar of their body that can be tracked over time.





Contact us

Dipra Ray

dipra.ray@bodymapp.co

Website

www.bodymapp.co