

Live TwinLabs Webinar

Boosting Profitability & Elevating Member Experience in Today's Health Clubs



Gordon Watson
Head of Marketplace



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What's in Store?

Marketplace Introduction

Introduction to TwinLabs & Gym Twin

Demo

Q&A

Upcoming Webinars





Integrated

Stand Alone

Software



Hardware



Service



Transaction

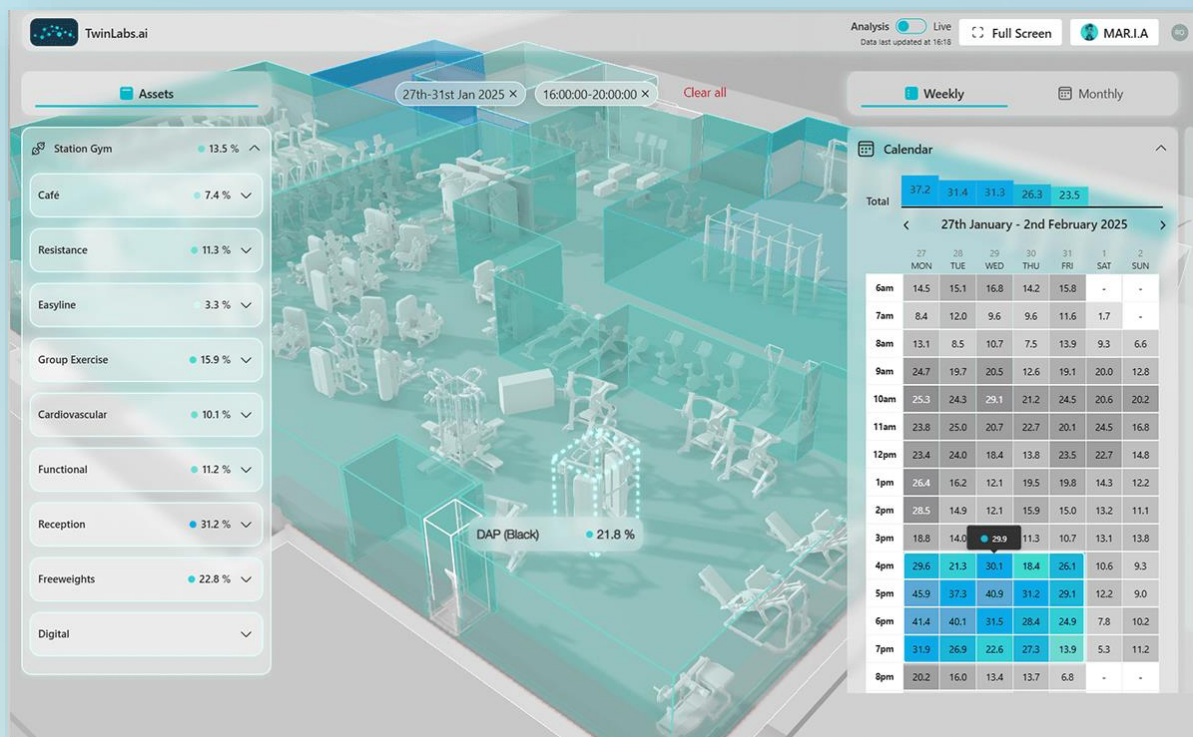




TWINLABS.AI

Gym Twin

Your Health Club's secret weapon for retention and growth!





TWINLABS.AI

DIGITAL TWINS MADE EASY



Tim Wade
CTO

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Victor Olawuni
Head of Sales

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Does your knowledge of your members **stop at the door?**



Do you know what spaces, services and equipment your members really value - and have the data to back it?

Space is your most expensive asset, so are you allocating your space to what your members value the most?

WHAT IS BEING
USED MOST?

WHAT IS NOT BEING
USED

WHAT TO BUY
MORE OF?

WHERE TO SAVE
MONEY?

How things usually work today

Equipment purchasing, replacement and maintenance investment made subjectively based on opinions, not data...

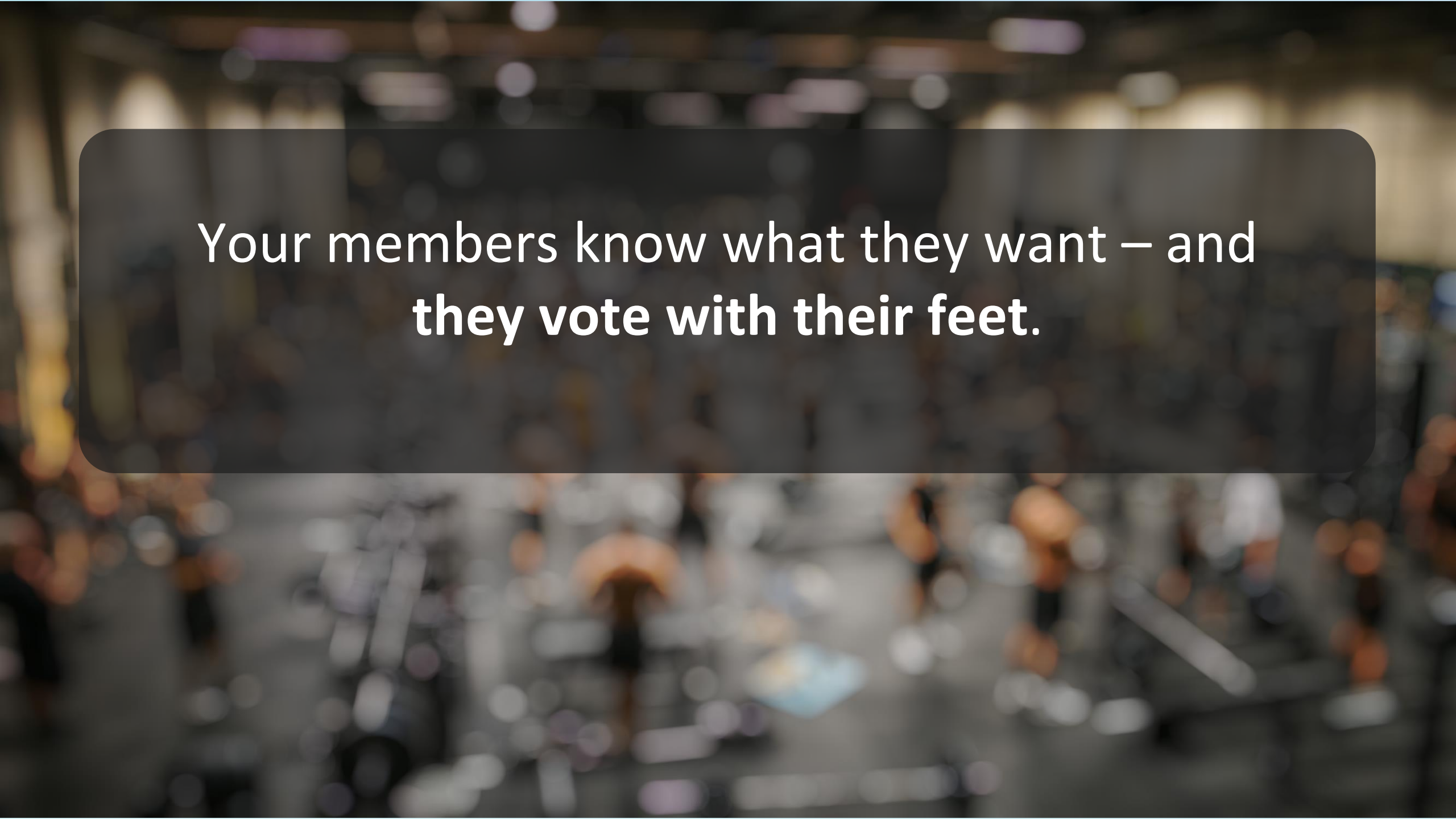
...or, follow equipment supplier's recommendations based on standardised gym-size / equipment ratios (and their sales targets)...

...or, follow internal gym-size/equipment ratio spreadsheets that don't account for the local demographics.



- Fragmented data (if any)
- No complete view across all spaces and equipment
- No understanding of the relationships between usage, location, time of day and member profiles.





Your members know what they want – and
they vote with their feet.

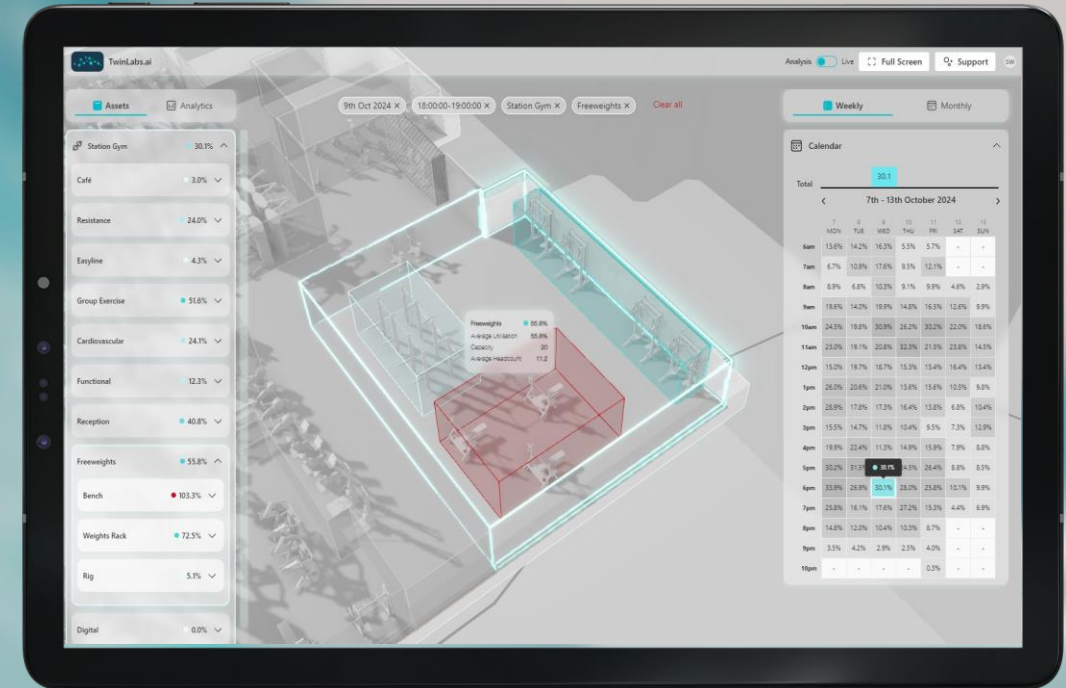
The solution


- A real-time view of area and equipment utilisation
- Historical utilisation, so decisions on space allocation, renewal and maintenance are based on real usage data.
- Linked to member demographics, to support a more detailed understanding of what each demographic mix values



Key Benefits

- Allocate your strength, functional and cardio spaces in the ratio your members want
- Attract and retain members by having the equipment they *really* value and use
- Spend equipment budget on the right things and validate
- Reduce maintenance and replacement by rotating highly used equipment
- Negotiate with suppliers from a position of strength with real data



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- A young woman with dark hair tied back, wearing a blue towel around her neck, is smiling and giving a thumbs-up gesture. She is in a gym setting, with other people and exercise equipment visible in the blurred background.
- Quick & easy implementation
 - Up and running in a week
 - Talk to us if you'd like to know more

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Assumes CCTV system meets minimum requirements and an accurate gym plan in Floorplanner™

What software is required for the TwinLabs integration?

- Gladstone LMS
- Cloud
- Single Database Structure
- API package to access Single API



TwinLabs.ai

GladstoneGo

Cloud native consumer applications and/or Single DB

Gladstone

Leisure Management System (LMS)

Your Pre-Submitted Questions





Is it difficult to implement?

No. To ensure the correct equipment and areas are in place in your gyms based on actual usage data, we:

- ☐ Conduct a quick site survey - confirming you have a modern CCTV system and it's coverage
- ☐ Plug in our system
- ☐ Upload your gym layout

We can have you live in a week.



How can I tell if my CCTV system has good enough coverage?

A quick, no obligation site survey will let us confirm what your existing CCTV setup can support. Put simply, if you can see it clearly on the CCTV, our AI model can too.



What if my CCTV isn't good enough?

We'll be able to advise you on options. This may be more limited deployment initially, or working with your CCTV supplier to enhance your coverage.



What about GDPR?

Our system is GDPR compliant by design.

We don't store any personal identifiable information.

The CCTV footage is anonymised on ingestion and demographic data extracted in aggregate form.



How does the Gladstone integration work?

We use your Gladstone API and capture (in aggregate) the check-ins to your facility.

We track that data by gender, membership type and age bands (e.g. 16-24 year olds).



I'm not a data analyst and don't have one in my staff. How can I get useful information from your platform?

First, we've made the platform really easy to use.

Second, we have an AI assistant, Maria, who will act as your data analyst. Ask her for what you want to know and she'll do the hard work for you.

Upcoming Webinars

Visit our webinar page to check out our upcoming webinar schedule.



Thank you!

Visit our TwinLabs page to find out more.

