



CONNECTED *SUMMIT*
HEALTH & FITNESS
INNOVATION SHOWCASE
FINALISTS

FEBRUARY 8-9, 2023 | LOS ANGELES
connectedhealthandfitness.com

Kisaco
Research

INNOVATION SHOWCASE FINALISTS

BODQR
www.bodqr.com

bodQR | cloud
body &
needs
analysis

bodQR is a cloud-based, hardware-free body and needs analysis software platform for fitness and nutrition businesses. Members and prospects simply scan a QR code with their smartphones or click a link, submit information via custom-branded web app for their fitness or nutrition provider (no app download required), and instantly get a comprehensive body analysis. Once registered, members can repeat their analysis and track their results over time. bodQR transforms body & needs analysis from a high-friction event to an always-available service.

bodQR directly addresses the limitations of body analysis hardware, with:

- No supervision required, built-in education & walk-through of results
- No space required and complete privacy, members access using their personal devices
- Unlimited simultaneous user capacity for fitness and nutrition businesses of any size
- Affordable subscription model based on utilization (not locations)
- Remote accessibility for at-home or off-site members

PAUL AMORUSO Founder & CEO



Paul Amoruso is the Founder and CEO of bodQR. Paul is a serial entrepreneur in health and wellness, having also founded a national nutrition coaching company and a chain of cosmetic medical spas that have generated a combined \$100 million in revenue. He has previous experience as the Chief Operating Officer at the Corporate Executive Board as part of the executive team that took the business public, and Chief Administrative Officer at The Advisory Board Company. He has also worked in product management for Johnson & Johnson, and as an analyst at JP Morgan. He received his MBA from the Wharton School at the University of Pennsylvania and attended Wesleyan University where he earned a BA with Honors in English and Psychology and was a 2-time New England Champion and nationally ranked wrestler.

INNOVATION SHOWCASE FINALISTS

FLEXIA
www.flexiapilates.com



F L E X I A

Flexia may love data more than you do. That's why they designed their smart Pilates Reformer with patent-pending sensor technology that tracks your real-time results. With first-ever Pilates performance metrics, finally there is a way to interpret and improve your strength, flexibility, and mindfulness as you follow along with your favorite instructors.

KALEEN CANEVARI Founder & CEO



Kaleen is the founder and CEO of Flexia, the world's first smart Pilates reformer designed to be used at-home with innovative technology that tailors workouts to each user and quantifies the benefits of mindful movement.

As an athlete, Pilates instructor, and mechanical engineer, she recognized a need to reinvent Pilates and give everyone easier access to a reformer and an instructor who could guide their practice. Kaleen designed the Flexia reformer to eliminate the common barriers of Pilates with a first of its kind reformer and connected studio, utilizing innovative technology to create a truly interactive experience.

Kaleen has been featured in Well + Good, Hackernoon, CNN, Authority Magazine, Livestrong, Bustle, USA Today, and Fitt Insider.

INNOVATION SHOWCASE FINALISTS

MAVERICK COMMUNITY

www.bemav.com



Maverick Community is a shared space for trainers to run their own thriving businesses. Maverick Community is like WeWork, CloudKitchen, or SolaSalon for trainers.

It's mission is to set the most successful personal trainers up for a lifetime of sustainable success. Through offering a high-end gym, a community of exclusive talent, business admin tools, and opportunities to scale, Maverick Community create an environment aimed at helping full-time trainers level up their business and create sustainable growth in the future.

MICHAEL FISHMAN

Co-Founder & CEO



Michael Fishman is the Co-Founder and CEO of Maverick Community, shared space gyms that allow top trainers to run their own thriving businesses. Michael currently sits on the Board of Directors of BikeLA, a Los Angeles-based non-profit with a mission to make streets safer for everyone. Prior to starting Maverick, Michael founded Pure Cycles, a bicycle company he started in college at the University of Wisconsin-Madison and earned him a spot on the Forbes 30 Under 30 list in 2014. Michael ran Pure Cycles for 10 years before being acquired in April 2020. Michael is born, raised, and is living in Los Angeles with his wife, two kids (3,5), and dog.

INNOVATION SHOWCASE FINALISTS

OTHERSHIP
www.othership.us



Othership is building the future of emotional wellness through saunas, ice bath's and breathwork programming with physical locations and an immersive breathwork app used daily by Ben Greenfield, Dave Asprey, and Shaan Puri.

The purpose built spaces include classes in a 100 person sauna, custom built ice bath's and a tea lounge.

ROBBIE BENT Co-Founder & CEO



Robbie Bent, is Co-Founder and CEO at Othership, the first emotional training classes in North America using saunas and ice bath's paired with a breathwork mobile app.

Robbie also runs live breathwork concerts in NYC, LA, Miami and Austin. He is a GP at Vine Ventures, a Psychedelic Medicine venture fund committed to giving 50% of profits to research and charitable causes.

Prior to Othership, Robbie was an early employee at the Ethereum Foundation.

INNOVATION SHOWCASE FINALISTS

PAUSE STUDIO
www.pausestudio.com



Through a unique one-stop-shop offering, Pause Studio is a lifestyle brand that offers preventative healthcare services and products to our members. It's mission is to optimize it's member's health and well-being through transformational healing and recovery experiences.

Pause combines science-backed technologies and age-old holistic healing modalities with inspired design, experiential service and touch-points, and accessible pricing and convenience.

JOHN KLEIN Co-Founder & CEO



John is Co-Founder and CEO of Pause Studio. John is focused on business vision and strategy, growth, strategic partnerships, and financing for the company.

From 2002-2018 John led real estate expansion and growth strategy for Equinox and SoulCycle.

John and his team deployed a data-driven approach to the site selection and deal-making processes with a unique ability to combine anecdotal and empirical data to make highly profitable real estate decisions in markets across the U.S and Canada for Equinox and Soulcycle.

INNOVATION SHOWCASE FINALISTS

SAFE SWEAT
www.safesweat.com



**SAFE
SWEAT**

Safe Sweat is an innovative fitness concept that provides a private workout experience with all the equipment and programming of a premium gym. The company's hybrid model merges the privacy of an at-home workout with the convenience of a fully-equipped gym.

Safe Sweat aims to meet the needs of those looking for a premium workout experience without the potential judgment or discomfort of a traditional gym.

The company's first location in Vancouver, features private FITsuites equipped with the best cardio, resistance training, and functional equipment, as well as recovery tools and adjustable lighting to support overall wellness. Safe Sweat's digital programming offers a variety of workouts and recovery sessions, and the company's team of skilled trainers is available for in-person training sessions. Safe Sweat is dedicated to promoting mental and physical empowerment and providing a solution for those that might be suffering from gym anxiety.

Located at the intersection of mental and physical wellness, Safe Sweat is changing the game in the fitness industry.

EMRE OZGUR Founder & CEO



Emre is a seasoned fitness industry professional with over 25 years of experience in the United States and Canada. He began his journey as a personal trainer and has since taken on leadership roles, including serving as President, in both corporate and franchise settings such as 24 Hour Fitness, Steve Nash Clubs, Crunch Fitness, and UFC GYM. Emre holds a degree in Economics and is a former professional athlete. His extensive experience in the industry and desire to innovate led him to create Safe Sweat™, a unique offering in the fitness industry. Emre's quest to challenge the fitness status quo and his vision to provide Safe Sweat to a large underserved demographic, means growing Safe Sweat all across the world. Emre is committed and relentless to this mission and will not stop until Safe Sweat is offered all over the world.

INNOVATION SHOWCASE FINALISTS

SWERVE

www.swervefitness.com



Created in 2013, Swerve opened its four indoor cycling studios in NYC and in the Hamptons, allowing the two friends and business partners to create an elevated fitness concept that included something they were incredibly passionate about - team sports.

The differentiation at Swerve was in the way the class was divided into teams allowing for team competition and community-building rather than leaderboards and individual winners.

As the pandemic brought empty studios and saddles, it also sparked innovation and change. Swerve was then pivoted into a content & technology company to meet the needs of the evolved consumer and to solve problems for big box gyms. Now, Swerve's world-class trainers are filmed at the NYC HQ and livestreamed onto large video walls inside of existing cycling studios (within big box gyms), creating an immersive, theater-like experience. Swerve's proprietary technology seamlessly connects to existing bikes at gyms, offering a turnkey operation.

The newest version of Swerve launched in November 2021, and is redefining group fitness as a category by infusing livestreamed content, connected fitness technology with two-way communication, and gamifying the experience through a team-based format that appeals to a broad audience of all fitness levels. The company's plan is to have 5,000 locations in 5 years.

ERIC POSNER

Co-Founder & CEO



Eric co-founded Swerve with his high school friend and teammate JH McNierney, who both went on to play division one Lacrosse in college.

After pursuing his education at Harvard, studying Psychology and Economics, Eric went into investment banking, where he unlocked a new way of team building with clients and colleagues, working out together.

After taking countless classes, the idea was born to bring the power of team sports to the boutique fitness space.

INNOVATION SHOWCASE FINALISTS

THE WELLNESS PROGRAM

www.thewellnessprogram.com.au



THE WELLNESS PROGRAM

The Wellness Program provides scalable health engagement technology solutions, enabling insurers, corporates and gyms to deliver personalised engagement, support & rewards with AI-powered experiences via the Coach Welly app.

OWEN BOWLING

Co-Founder & CEO



Owen Bowling is Co-Founder and CEO of The Wellness Program, an AI-powered wellness platform enabling insurers, corporates and gyms to support and reward their members with the Coach Welly App.

Owen has decades of fitness industry experience and previously founded Cranklt Fitness in 2010, designing a functional fitness product and education courses for personal trainers which are now distributed in over 20 countries.

MEET OUR FINALISTS

| TICKET TYPE | Early Bird (Ends January 13) | Standard |
|--|---------------------------------|----------|
| Boutique Fitness | \$1,199 | \$1,499 |
| Connected Health & Fitness Under £5M Revenue | \$1,299 | \$1,499 |
| Connected Health & Fitness Over £5M Revenue | \$1,599 | \$1,799 |
| Investors | \$1,599 | \$1,899 |
| Suppliers/Supporting Companies | \$2,399 | \$2,599 |

JOIN OUR FINALISTS
REGISTER TODAY

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Hollywood, CA 90069

