

CONNECTED HEALTH & FITNESS SUMMIT 2022 HIGHLIGHTS

L.A., USA  

#ConnectedHealthandFitness

Movement & Data | Wellness & Vitality
| Innovation & Technology

HEADLINE SPEAKERS INCLUDED:



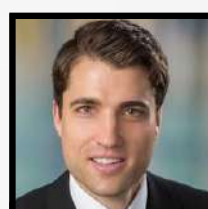
Michael Horvath
Co-Founder & Board
Member
Strava




Emma Barry
Chief Creative Soul
**Good Soul
Hunting**
**GOOD SOUL
HUNTING**



Garrett Marshall
President
Xponential Fitness

JJ Gantt
President
**Barry's
Bootcamp**
BARRY'S

PARTNERS INCLUDED

Platinum Partners

Gympass

Gold Partners

MUX

KEMTAI

FEED.FM

**IMPACT
WRAP**

MAXPRO

SWEATWORKS

**STRONGER U
NUTRITION**

Event
Partner

FITRADIO



190+ ATTENDEES



75+ APPLICATIONS to our CEO & Founders Forum and Women in Connected Health Event

2 DAYS of innovation, investment and networking



5 ROUNDTABLES with 124 people participating



1146 CONTACTS MADE



2143 MESSAGES EXCHANGED



219 CONFIRMED MEETINGS

ONSITE FEEDBACK

"I would describe it as an intimate summit with a high concentration of decision makers and movers. Amazing event. Cannot wait to be a larger part next year if you'll have me!"

Vincent Miceli, Verb AI



"This event has become my favorite in the calendar; I always appreciate the opportunity to participate as a presenter or on panels, and the quality of networking at the event is top notch. Looking forward to next year".

Steven Webster, Asensei

"Just wanted to thank you both again for a very well organized, valuable event. Oftentimes conferences and summits fail to live up to the hype, but your event delivered on the expectations. If you are planning future events like this year's, I hope you consider including me."

Ed Lippie, Bearn



"The CHFS is a must for anyone involved in the fitness industry. Fitness is evolving into a digital first industry and its integral for consumer fitness products, fitness pros and commercial gyms and health clubs to learn how and why to adopt and use technology. You can get that here"

Jeffrey Kazmucha, FitnessPlans



2022 TAKEAWAYS...

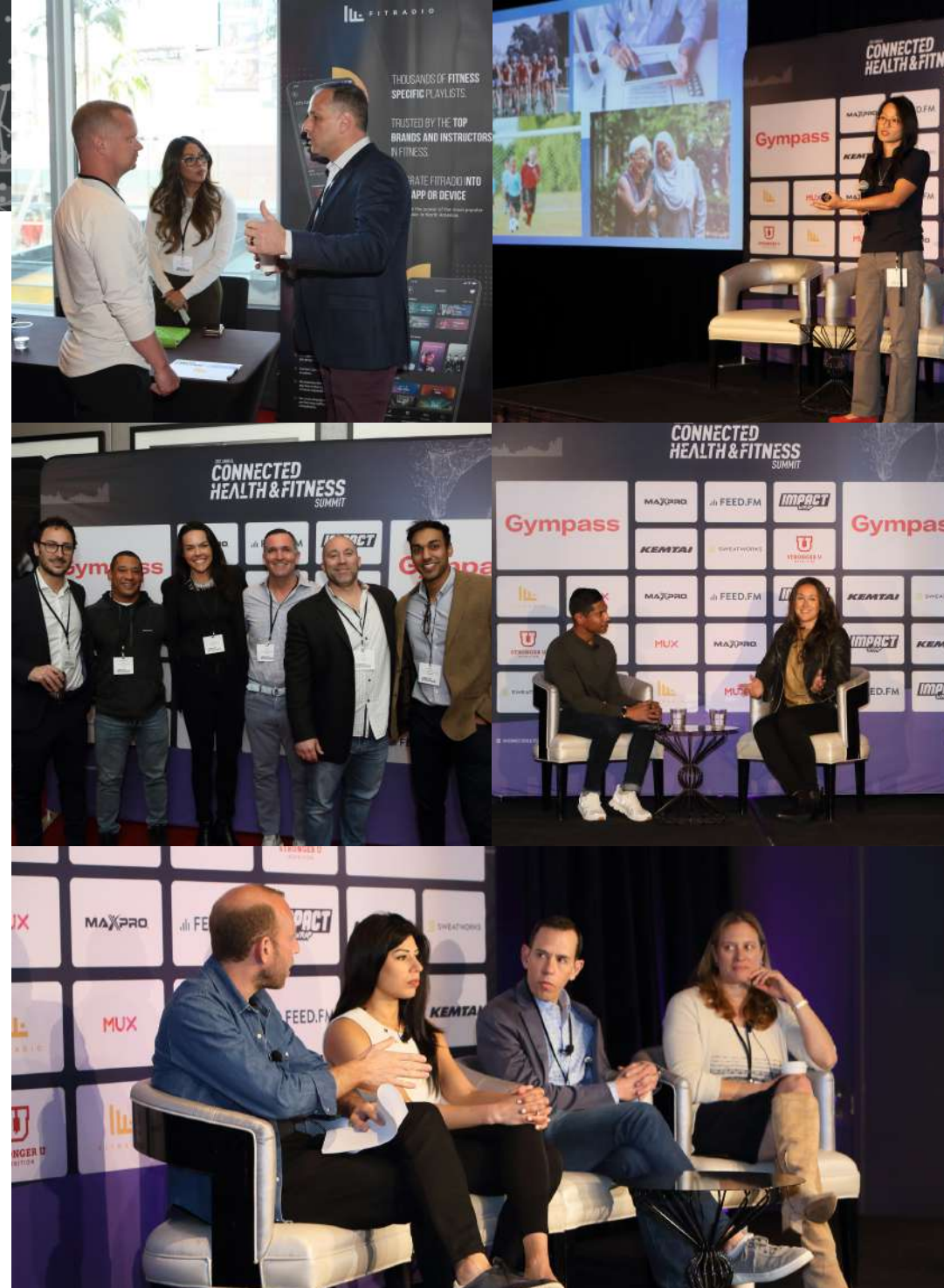
What a pleasure to be in-person with 190+ leaders and senior executives at the Connected Health & Fitness Summit. A two-day event filled with insights, discussions, partnerships, meetings, and innovative thinking about the future of the fitness industry.

Key themes addressed over the two days included how gyms can continue to develop their omnichannel offering, diversifying your business model to meet the expectations of the 'hybrid fitness consumer', harnessing data and AI to maximize customer value and retention, and the role of nutrition-tech and sleep-tech on connected health. It was so exciting to see the depth of discussion and ideas sparked through the exceptional sessions, 1-2-1 meetings, and more intimate roundtables across the two days.

The CEO & Founders Lunch Forum and Women in Connected Health Event were a particular highlight of the Summit. Bringing together senior leaders to spark discussion and foster greater levels of diversity, inclusion, investment, mentorship, and innovation within the industry. It was inspiring to witness connections being made, advice being shared, and the incredible support and encouragement vibrating throughout the sessions!

Thank you to all our speakers, partners and attendees for making the Connected Health & Fitness Summit such an exciting, powerful, and industry shaping two days! We look forward to seeing you again next year!

Warm regards,
Isabella Hughes - Conference Producer



AUDIENCE BREAKDOWN

COMPANY



59%

Independent
/Emerging



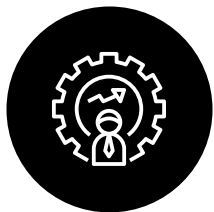
27%

Physical
Gyms/Boutique
Fitness



6%

Supplier/Supporting
Companies



8%

Investors

FUNCTION



Partnerships



Digital



Engineering



Marketing



Innovation



New Ventures

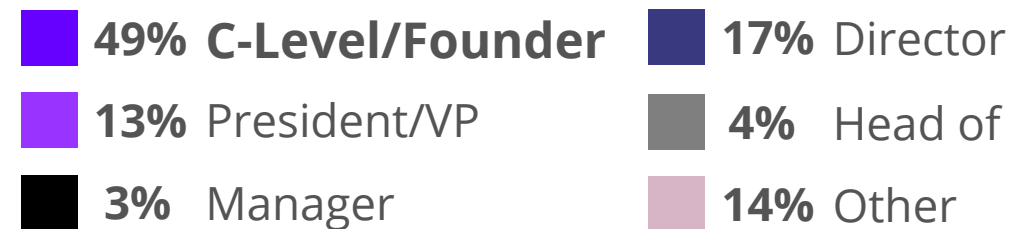
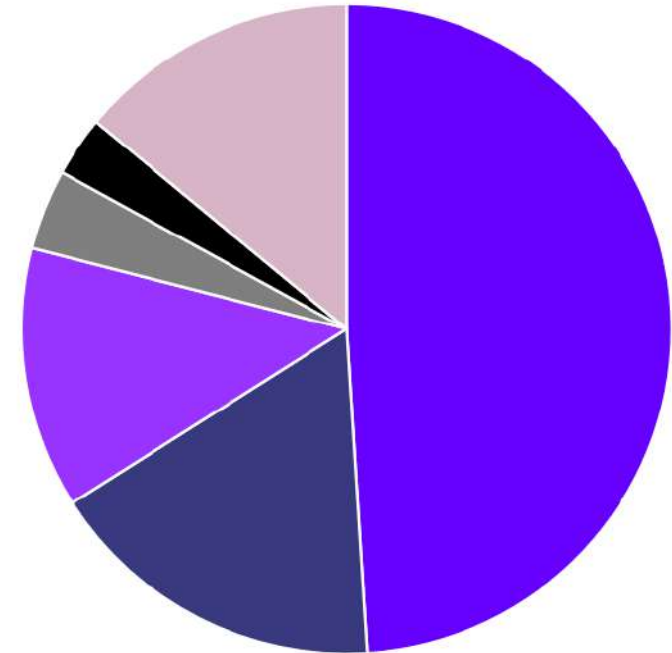


Operations



C-Level and
Founder

SENIORITY



WHO ATTENDED

[solidcore]
9to5Mac, Connect The Watts
Advanta Health Solutions
Advocate Aurora Enterprises
AJR International
Akila Labs Inc
ALSAC/St. Jude Children's
Research Hospital
asensei
B38 Advisory and Capital
Bank of the West
Bares Capital
Barry's Bootcamp
Barry's
Bash Family Endeavors
Beachbody
BPT Works
Candor Advisors
City Row
CITYROW
ClassPass / Supernatural
Consumer Health & Lifestyle
Corvus Wellness Ventures
Credit Suisse
DanceBody
Devonshire Investors
Down Dog App
Drip Accessory
Eight Sleep
Elo Health
EY Ventures
Feed.fm
Fhitting Room
Firmament
FitnessPlans
FitOn
Fitradio
FITT Finder
FitTech Company
FORME Life
FORTĚ
Frame Fitness
Gainful
Go2Practice
GoFit LLC.
Good Soul Hunting
Grooove Media LLC
Guru Health Inc (DBA Guru Running)
GV Photography
Gympass
HANU FIT
Healthdesk AI
Healthwell Acquisition Corp
Hydrostasis
Hydrow
HYGEAR
Hytro
IHRSA
Impact Wrap
Independent
indiFIT
In-Shape Health Clubs
Intel, Olympic Technology Group
IRL Ventures
ISSA
Johnson Health Tech
KAYA
KB Partners, LLC
Kemtai
L.E.K. Consulting
LES MILLS US
Liberation Investment Advisory
Group
LifeNome
Liteboxer
Maxpro
Microsoft Corporation
Middle
Mojo Vision
Muse
Mux
Myodetox
Myzone
NeoU
Nexersys
Nike, Inc.
Nix Biosensors
North Castle Partners
North Pole Engineering
Norwest Equity Partners
Obé Fitness
Onyx
Orangetheory Fitness
Paceline
PEAR Sports
Peerfit
Presence.Fit
ProActvRcvry
Robert W. Baird & Company
RookMotion
Row House
Sage Wellness
Sensoria Health
Sköp
SLT
SmartSports
Speede Fitness
Spren by Elite HRV
Strava
Street Smart Fitness LLC
Stronger U Nutrition
Struct Club
Sweatworks
SyncFloor
Technogym NA
Terra Planet Earth
Territory Foods
The Carrington Wellness Limited
Title Boxing Club
Tribe
VERB AI
VirtualTraining s.r.o. / ROUVY
VividMotion.AI
VMG Partners
Volt Athletics
Walla
Wellness Explorers
West Coast Fitness
Wild.AI
World Gym
wOS
Xponential
YogaWorks
YouFit Gyms

START-UP SHOWCASE FINALISTS

CONNECTED HEALTH AND FITNESS

The logo for KEMTAI, featuring the word "KEMTAI" in a bold, italicized, black sans-serif font.

Kemtai is a computer vision exercise platform that analyzes human motion and provides real-time guidance and training feedback. Working with both fitness and physiotherapy companies, Kemtai's software platform can run on any device and guide users as if a personal trainer or therapist was right there with them. Kemtai provides immediate feedback, corrective guidance and qualitative scoring, creating a hyper-personalised, effective and engaging experience. Check out our Product Video to learn more, try out a sample 2-minute workout or read Kemtai's 4-star review in T3 Magazine.



Middle is a flexible integration platform as a service (iPaaS) for marketing agencies, enterprises and SaaS companies in fitness. Use out of the box integrations in our catalogue or customize them to your exact requirements or add your own private apps. No limits other than what your provisioned hardware can handle. Middle was born out of Perkhille to help it build and improve integrations faster.



Presence makes remote workouts interactive for digital-first and hybrid offline/online fitness companies. Through the use of technology, brands transform from traditional or streaming-only workouts to interactive experiences that combine 2-way live audio and video, AI tracking and community through social engagement. Let us enable your brand transformation for a post-COVID world.

START-UP SHOWCASE FINALISTS

CONNECTED HEALTH AND FITNESS

The logo for wOS, featuring the letters 'wOS' in a white, stylized font on a blue background.

wOS is a digital fitness platform that incentivizes people to workout consistently by issuing rewards for hitting fitness milestones. The web and mobile apps offer live and on-demand classes from certified professional in-house instructors, a proprietary fitness social network and deliver unique experiences with personalized 2-way livestreaming content and a gamified experience. wOS is also developing a whitepaper to incentivize and reward users for their workout consistency with NFTs and a social token.

The logo for ELO, featuring the letters 'ELO' in a bold, black, sans-serif font on a lime green background.

60% of the US adult population have one or more chronic conditions—and diet-related chronic conditions are the #1 cause of death in the US. Elo's big vision is to transform food from the cause of disease to medicine.

Today, we use biomarkers, cutting-edge AI, and expert guidance to deliver smart supplements calibrated for your unique needs with precision. Then, every quarter we relentlessly optimize and improve your supplement packet because we know that needs change and your supplements should too.

The logo for healthdesk, featuring a blue and purple geometric icon followed by the text 'healthdesk' in a dark blue, sans-serif font.

Used by top brands like Crunch, UFC Gym, Anytime Fitness, and more, Healthdesk is a virtual front desk for gyms and studios. Our Ai Virtual Assistant answers your phone calls and immediately responds to your emails, live chats, and text messages so that no lead slips through the cracks. Capture more leads effortlessly, respond faster, and provide an omnichannel concierge service to your existing members with Healthdesk.

START-UP SHOWCASE FINALISTS

CONNECTED HEALTH AND FITNESS



Akila Labs' Health as a Service, powered by Behavioral AI, delivers digital health experiences to its customers, from fitness, wellness, sports medicine, to preventative health and chronic disease management. They have created a significant upgrade to health coaching and guidance -- the advent of the hyper-personalized health, wellness, and fitness digital concierge. Akila's Behavioral AI is driven by the integration of advanced, cognitive AI with cutting-edge, sensory wearable technology to create affordable pathways to improved health and well-being of ever-expanding pool of users across multiple geographies.



Volt Athletics, Inc. ("Volt") was founded in 2011 in Seattle, WA to deliver safe, science-backed training programs to practitioners and teams in the sport performance industry. In 2019, Volt evolved and expanded its technology solutions to apply the same research-based methods of physical development to populations outside of sport performance, primarily through its Corporate Wellness and Military/First Responder programs. Volt's intelligent human performance software allows leadership and practitioners to deliver individualized health coaching plans, capture essential member user data, and integrate with other technologies like wearables & CRM's—all through an easy-to-use online coaching platform and smartphone app.

At the heart of Volt, and one of the biggest differentiators from other fitness technologies, is the evidence-based training guidance that is delivered to each individual user. The Volt team has built a patent-pending AI technology called Cortex®—the first and only training technology in the world that can take in user feedback to adapt and optimize a training session for each user in real time. This proprietary Cortex technology enables Volt to deliver unparalleled fitness training personalization to every user of the application, regardless of their physical location or training environment. The result is training guidance that takes the complete person into account—from your experience level, to your available equipment, to how well-rested you are on a given day, Cortex can adapt and evolve your training to meet you where you're at.

Another key differentiator that elevates Volt from other fitness technologies is the platform's scalability. Volt allows human performance professionals to seamlessly deliver individualized training to one individual or millions, helping improve health outcomes and provide a unified, data-driven approach to fitness and physical development.

With a 4.7-star rating over 14,000 reviews in the App Store, Volt has proven itself to be the most user-friendly human performance solution for organizations, leaders, coaches, and employees. Scalability means nothing without an easy-to-user interface for practitioners, leaders, and member users—and Volt's commitment to user experience is unmatched in the industry. Built on a secure, established platform on mobile and web, Volt's technology allows for safe data collection that can empower both end-users and practitioners with customized recommendations to take physical fitness guidance to new levels.

START-UP SHOWCASE FINALISTS

WEARABLES AND SENSORS

WINNER



At North Pole Engineering our mission is to enable everyday athletes with the tools to easily capture and record their fitness activities whether at home or at the gym. Founded in 1997 and located in Minneapolis, MN, we had our start designing hardware and software solutions for businesses in the industrial, commercial, and defense industries. Today we focus on providing specialized group fitness sensor data collection solutions; wearable/mobile device connectivity for fitness equipment; and unique sensor and data connectivity products for everyday athletes. We have had the privilege to work with many of the leading fitness brands to create awesome fitness experiences and wake up every day thinking about how we can make the fitness journey richer and more enjoyable for everyone.



Hydrostasis provides real-time, personalized hydration monitoring capabilities to smart device manufacturers in consumer and clinical applications. 75% of adults in the U.S. are chronically dehydrated, costing \$20B annually and leading to chronic conditions such as diabetes, kidney disease, and dementia. Consumer device manufacturers are looking for better health insights and clinicians need objective data and remote monitoring. Using patented sensor design and proprietary algorithms, Hydrostasis' solution is non-invasive, cross-platform, and device agnostic. Hydrostasis is supported by SOSV, NIH, US Air Force and has planned clinical validation studies at UCSD, NYU, and Azalee Care (Japan). We are 6 months away from signing a licensing contract estimated at \$2-12m in revenue with a tier-1 smartwatch manufacturer as well as a \$46m customer pipeline in the next 4 years. We are looking to raise our first equity round and are in discussions with potential leads.



Our vision is The Garment is the Computer®. Headquartered in Redmond, WA, Sensoria Health is the leading developer of the Internet of Me (IoMe) smart garments and artificial intelligence software solutions that help improve people and patient's lives. Sensoria's proprietary sensor infused smart garments, Sensoria® Core microelectronics and cloud system enable footwear and clothing products to convert data into actionable information for patients and clinicians remotely and in near real-time.

PARTNERING OPPORTUNITIES

BESPOKE OPPORTUNITIES TO ACCELERATE CONNECTED HEALTH & FITNESS

Alongside the connected health & fitness event series, we excel at delivering for the fitness community throughout the year with a variety of different touch points, including:



Deep-dive webinars on leading topics, averaging 250+ registrations



Specialized roundtables of 7-12 people specifically curated to tackle painpoints across the industry.



Curated pitching competitions/opportunities to help match you to a partner who fits your business needs.



Leadership dinners with 10-20 individuals, all dedicated to improving the outcomes in fitness.

CONNECTED SUMMIT
HEALTH & FITNESS



For questions regarding exhibition, digital and sponsorship opportunities, contact:

Emma Forrest | Commercial Partnerships Manager | T: +44 (0)203 696 2924 | E: ef@kisacoresearch.com