

# **CONNECTED** SUMMIT **HEALTH & FITNESS**

FEBRUARY 7-8 // LOS ANGELES

## **EXCLUSIVE INTERVIEWS WITH:**

KATE VERONNEAU, DIRECTOR OF WOMEN'S STRATEGY, **ZWIFT**

AMIRA POLACK, FOUNDER, **STRUCT CLUB**



## ***CAN YOU TELL US MORE ABOUT YOUR COMPANY?***

Zwift is the fitness company born from gaming. Zwift is an online cycling and running platform that enables users to ride, train and compete in a virtual world, from the comfort of your home. In addition to revolutionizing indoor training, we've made it our mission to elevate women's cycling with our groundbreaking title sponsorship of the Tour de France Femmes avec Zwift, a long-awaited women's version of the iconic bike race.

## ***HOW HAVE YOU SEEN THE FITNESS AND WELLNESS INDUSTRY CHANGE OVER THE PAST YEAR?***

The economy is challenging right now, and consumers are having to make tough choices when it comes to investing in their fitness. Efficiency is a major trend. Time, space and energy are limited, so consumers need products and experiences that fit into their lifestyle.

## ***THE CONNECTED HEALTH & FITNESS SUMMIT IS JUST AROUND THE CORNER! WHAT DO YOU FIND MOST USEFUL ABOUT INDUSTRY EVENTS?***

I'm a big fan of industry events to connect with other professionals who share the same passion for making fitness more accessible to all. In a rapidly changing industry, it's important to stay in the conversation and to keep up on the latest trends. Events like the

Connected Health & Fitness Summit offer a fantastic opportunity to share insights and grow together as an industry.

## ***WHAT TRENDS AND INNOVATIONS ARE YOU MOST EXCITED ABOUT OVER THE NEXT 12 MONTHS?***

I'm a big fan of fitness trackers and other wearables. The technology on these is moving fast, giving the consumers the opportunity to learn so much more about their holistic wellness. Understanding that prioritizing sleep and managing stress are just as important as eating right and getting your exercise in; these are ways that we can promote healthy living in an even more meaningful and impactful way.

## ***ARE THERE ANY PARTICULAR INDUSTRY CHALLENGES YOU'VE BEEN LOOKING AT IN MORE DEPTH RECENTLY?***

Yes! I'm following the developments around women's specific health and training very closely. For too long, experts have relied on data that doesn't always account for the women's specific experience. Women face unique health and fitness challenges in development, childbirth and menopause that have not been sufficiently studied when it comes to optimal training and performance. It's exciting to see a new wave of dedicated research and conversations around these topics.

## ***DO YOU HAVE ANY NEW ANNOUNCEMENTS YOU'D LIKE TO***

## ***SHARE WITH THE INDUSTRY?***

We're releasing a training program in January with 3x Olympic Gold Medalist, entrepreneur and mom Kristin Armstrong. Kristin is passionate about making fitness accessible to all through education and programs that start where you are. We're thrilled to be partnering with the USA's most decorated cyclist in history to offer this program to our global community this winter.

## ***ARE THERE ANY PARTICULAR AREAS IN FITNESS AND HEALTH THAT YOU WOULD LIKE TO SEE THE INDUSTRY PAY MORE ATTENTION TO?***

Yes, I think the industry still needs a lot of work when it comes to inclusivity and accessibility, in order to make fitness platforms and programs truly available to all.



Kate Veronneau  
Director of Women's Strategy  
**Zwift**



## ***CAN YOU TELL US MORE ABOUT YOUR COMPANY?***

Struct Club provides software helping group fitness instructors & studios program the most memorable music-driven classes. Across millions of class experiences in 70+ countries, Struct Club's platform has solved the problem of ongoing workout programming, playlist curation, and coach scripting -- enabling fusion between brand standards, coach creativity, and automation. Since 2018, Struct Club has been the programming "backend" behind classes at big boxes, franchises, and independent studios alike.

## ***HOW HAVE YOU SEEN THE FITNESS AND WELLNESS INDUSTRY CHANGE OVER THE PAST YEAR?***

Struct Club has seen a proliferation of New Owners beginning to take over the boutique market. They are buying out & converting old studios. They are completely unburdened by the industry's pandemic baggage, while serving a societal baggage that has only grown since. This New Owner understands that the most modern technologies are table stakes in order to be successful. So many of them are also soulful entrepreneurs, thoughtfully crafting new experiences, creating deep bonds with local community members. They are a fresh, rising force in

our industry that legacy brands will need to rapidly learn to reckon with.

The household-name-ification of "Gen-AI" has created awesome tailwinds for Struct Club's work. Workout programming that pulls together human creativity & AI to elevate the consumer experience -- this has been our agenda since Day 1. But the major AI strides this past year have helped educate the masses, making what we do instantly understandable.

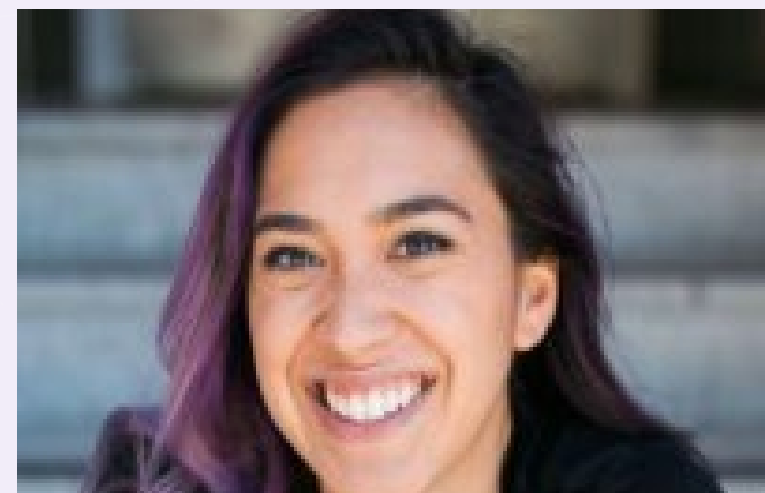
***“ THE GROUP FITNESS INSTRUCTOR MARKET IS CONTINUALLY EXPERIENCING INCREDIBLE TURNOVER, AND ONBOARDING NEW INSTRUCTORS THAT MEET AN INCREASING CONSUMER EXPECTATION HAS BEEN AN ACUTE PAIN POINT***

***THE CONNECTED HEALTH & FITNESS SUMMIT IS JUST AROUND THE CORNER! WHAT DO YOU FIND MOST USEFUL ABOUT INDUSTRY EVENTS?***

Relationships! Ideas! Like-minded energy! Few events bring so many open, aligned minds with the level of influence that CHFS does. Thanks to CHFS, we have met some of our biggest partners in business!

## ***ARE THERE ANY PARTICULAR INDUSTRY CHALLENGES YOU'VE BEEN LOOKING AT IN MORE DEPTH RECENTLY?***

On the talent front, the group fitness instructor market is continually experiencing incredible turnover, and onboarding new instructors that meet an increasing consumer expectation has been as acute of a pain point as we've seen -- ever. It's been tumultuous! But for Struct Club, it has actually been as fun as ever to help our partners turn this challenge into an energizing, inventive -- and even competitively strategic opportunity. This is where Struct Club shines.



**Amira Polack**  
Founder  
Struct Club