



# **MEMBER MEETUP**



August 20th, 2025

# Agenda



1. Bagels & Coffee
2. Intros
3. Keeping up with ID
4. Upcoming Events & Offerings for Members
5. **ID Member Spotlight:** Jamie Revell from W3 Body Women's Training Gym
6. **ID Member Resource:** Dan Facchini and Hannah Macey from Innovation DuPage

# Keeping up with ID:



- **Member Portal is available for your use!**
- **Room Booking is available through the portal**
- O2CEO Start and End Date: 08.26.2025 – 10.30.2025

Scan the QR code to keep up with the news:



**Member Exclusive:**



**Location:** 535 Duane St. Glen Ellyn, IL 60137

**Time:** 5:30 – 7pm

**Presenter:** Jules Wilhelm

# Member Opportunity:



**Have a project idea perfect for Data Science students? Connect with Patrick Yanahan to explore collaboration opportunities!**

**Email:** [patrick.yanahan@elmhurst.edu](mailto:patrick.yanahan@elmhurst.edu)

# Resources and Workshops



# Additional Resources



**Strategic Business Advisor**

**Mike Varon**  
**Innovation DuPage**



**Strategic Technology Advisor**

**Justin Mayer**  
**Innovation DuPage**



**Executive-in-Residence**

**Bill Payne**  
**Innovation DuPage**



# **MEMBER MEETUP**



## **ID Member Spotlight:**

W3 Body Women's Training Gym

Jamie Revell

# W3Body Women's Training Gyms

Presented by: Jamie Revell



# W3BODY

# Business Overview Pitch

At W3Body Women's Training Gyms, we help women reach their fitness goals in a supportive, welcoming space with programs built specifically for women's needs.

While we offer open gym access and large group cardio classes, our specialty is semi-private personal training that helps women build strength, add lean muscle, and feel more confident. It's the personalized coaching of one-on-one training—within the motivation of a small group- that makes it so effective. At our core, we're a community first and a gym second, empowering women to live stronger, more confident lives.



# Background of W3

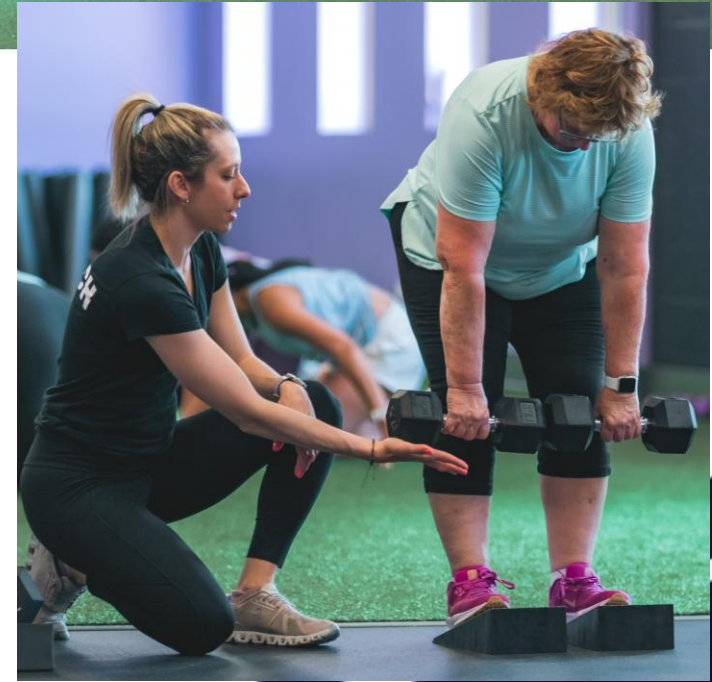
- Women's Workout World
  - Established in 1983
  - Franchise division in late 80's
  - Purchased in '93 by my mother
  - Grew to 25 total locations at one time
- W3 = legacy
- Personal Background
  - 1<sup>st</sup> certification at 17 years old
  - Love of community



**W3B8DY**

# The New W3Body

- W3Body
  - Established in 2021
- Modernized concept
  - Training gym vs big box
    - Quality over quantity
  - Why?
    - More hands-on approach
    - Help people get results
  - Core focus = strength training



**W3B8DY**

# Locations

- Berwyn
  - Women's Workout World since the 80's
  - W3Body since Oct 2021
- Elmhurst- Training Gym
  - October 2023
- Difference between Berwyn + Elmhurst locations
  - Difference/struggle between changing concepts and creating a new one
  - New location + new concept = new marketing tools



# New Focus

- Decor/aesthetics
- More strength equipment vs. cardio
- 4 week trial vs membership
- Retail line
- Supplements
- Education
- Podcast
- Strength training + recovery

**W3B8DY**



Unleash your potential with our premium creatine!

Boost energy  
Enhance performance  
Support muscle growth

Feel empowered and confident as you achieve your fitness goals with every scoop!



# Owner 2 CEO program

- Great experience!
  - Thank you I.D.
- 3 Themes for Key Takeaways
  - Finance (create a budget)
  - Organization (SOPs)
  - Marketing (90 day strategy)
- Utilizing AI



# Example: Goal #2: ORGANIZATION

- Launch a Complete SOP Library
  - By December 31, 2025, all systems and processes will be documented.
  - Sets expectations and provides a reference guide.
  - Ensures clarity as employee issues arise.
  - Included in these SOPs will be a feedback structure with set weekly, monthly or quarterly meetings with employees (depending on job title) to provide the time and space for 2–way feedback + KPI reporting.



## W3Body SOP Library – Building the Foundation to Scale



Clear systems = Consistent service. Building a business that runs smoothly whether I'm there or not.



# Questions?

- Business, Owner 2 CEO, Fitness??

## Contact Info:

- [Jamie@w3body.com](mailto:Jamie@w3body.com)
- Berwyn: w3body.com      IG: @w3body\_Berwyn
- Elmhurst: trainatw3body.com      IG: @w3body\_Elmhurst
- Podcast: Real Women Real Results



# **MEMBER MEETUP**



## **ID Member Resource:**

Innovation DuPage  
Dan Facchini and Hannah Macey

# Collaborate • Scale • Succeed

---



INNOVATION  
DUPAGE

# ID Marketing Strategy



## **Build our Community**

- Attract and Engage Stakeholders
- Create Opportunities for Collaboration

## **Provide Pathways**

- Programs that Facilitate Business Growth
- Programs that Advance the Ecosystem

## **Lead the Way**

- Demonstrate our Expertise
- Prove our Impact

## **Tell our Story**

- Celebrate Successes
- Create Advocates for Innovation DuPage



# ID Marketing Goals



To Celebrate the Successes of our Members.

To give a platform to advocates of Innovation DuPage to share their story

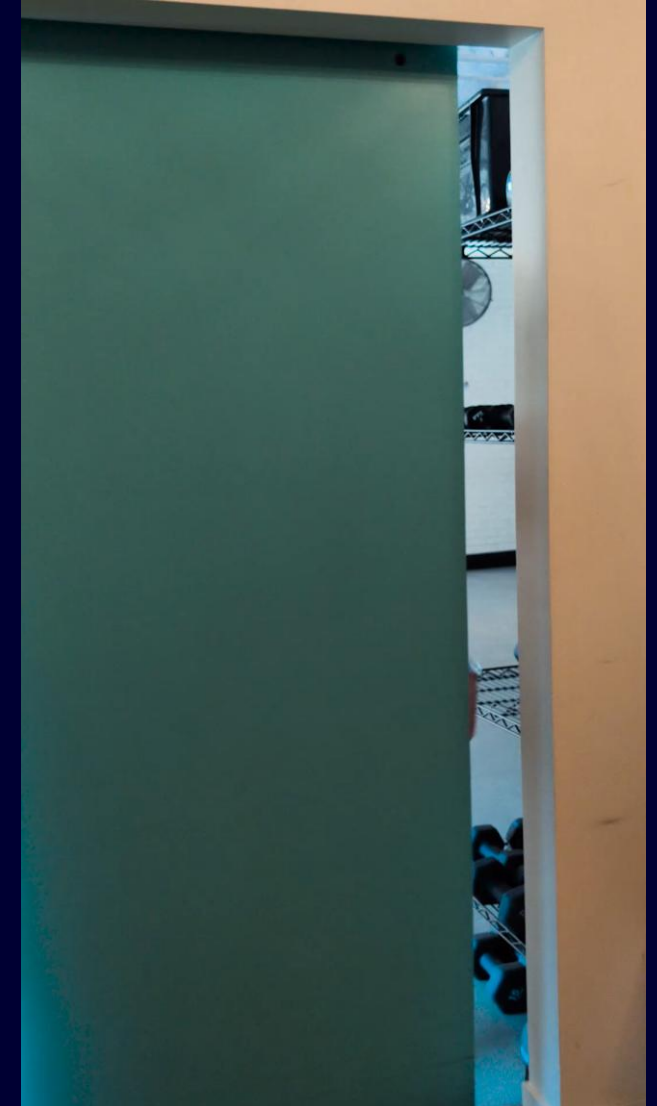
To Achieve the following Marketing Metrics:

- 100 social media posts
  - 12 member spotlight reels
  - 10 features on WGN Radio
- 50 email newsletters to ID stakeholders
- To provide public speaking opportunities
  - 24 Member Meetups
  - 12 ID workshops and special events
  - 4 Choose DuPage Board Meetings
  - Several opportunities through 14 Chambers of Commerce

# ID Marketing Offerings



- Social media
  - LinkedIn 2,870 Followers 19% Increase
  - Facebook 877 Followers 10% Increase
  - Instagram 1,153 Followers 11% Increase
  - Instagram, Your Local GEM 9,423 Followers
- Content Creation
  - 12 Instagram Reels
  - Promotion of WGN Radio Segments
- Connect with us on social media
- ID Social Media Interns to help amplify content



# ID Marketing Offerings



Feature in ID's bi-weekly newsletter:

- 62% open rate
- Celebrate a recent win: a sale, a feature in the media, a grant, new business development,
- Promote an upcoming event

Feature on ID Website:

- A post on our news page if you've been featured in the media recently
- Your event and registration link posted on our events page
- Inclusion in member directory with a direct link to your website

Speaking Events

- 11 ID workshops and special events
- 24 Member Meetups: Member spotlight
- 4 Choose DuPage Board Meetings
- Multiple of Chambers of Commerce Opportunities

COD's Continuing Education Catalogue

- 9 ID features throughout the year
- ID Member Spotlight ad

## Get in Touch!



If any of these offerings are of interest to you:

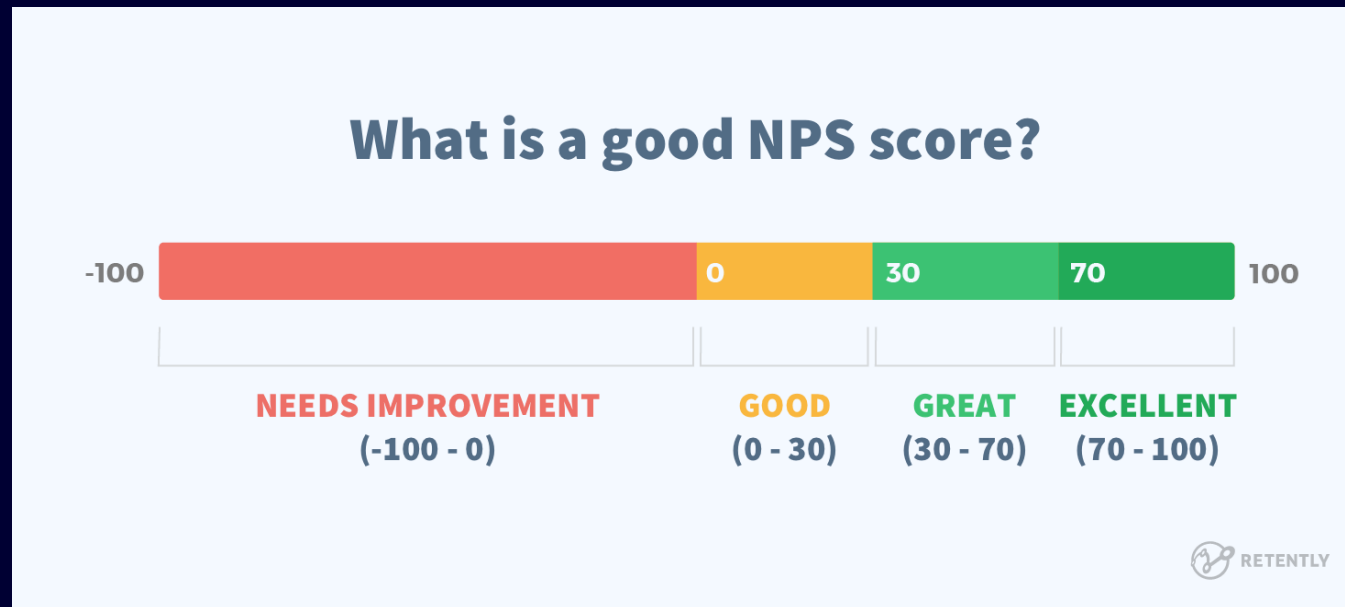
Contact Hannah Macey at [itmaceyh@innovationdupage.org](mailto:itmaceyh@innovationdupage.org) to discuss next steps.

# Member Survey Results



## Net Promoter Score

*A customer experience metric that measures customer loyalty and is a strong indicator of business growth*



Innovation DuPage: Net Promoter Score of 41.67 - Great Range

# ID Member Survey Results



## **Thank You**

- Elmhurst University & Professor Sondra Simpson
- Elmhurst University students of the Integrated Marketing and Management Class
- ID Members for your participation and feedback.

## **Goal of Survey**

- To increase member awareness of Innovation DuPage resources
- To identify which resources provide the most value to ID Members
- To receive feedback on ways ID can improve programs and services

## **Engagement**

- 50 members opened the survey
- Average of 30 respondents per question
- 2 in-person focus groups with 3 members, engaging 20 Elmhurst University Students

# ID & Elmhurst U Member Satisfaction Survey



## Top Utilized Benefits

- Member Meet-ups
- One-on-one Business Advisement
- 24/7 Co-Working Space Access

## Most Participated Programs

- Owner 2 CEO Business Accelerator Program
- ID Workshops
- Mentoring and Consultation

## Preferred Communications

- Newsletters
- Social Media
- Morning Programming

## Requests

- Programs focused on Sales, Marketing, and Business Development
- Community, Networking & Collaboration Opportunities
- Further Access to Investors & Funding Support

## What You Value

- Resources & Quality of Support
- Community, Mentorship & Relationships
- Affordability & Cost
- Location & Accessibility

## Challenges

- Time Constraints and Scheduling Conflicts
- Cost Considerations
- Concerns about Depth of Support for Members in the Growth Stage

# Collaborate • Scale • Succeed

---



INNOVATION  
DUPAGE



**Catch the next Meetup on 09/03/2025**

# Collaborate • Scale • Succeed

---



INNOVATION  
DUPAGE