



VYGOR
— H E A L T H —

Vygor AI Wellness Solutions for Gyms & Fitness Clubs

- ✓ **Boost member engagement.**
- ✓ **Personalize wellness.**
- ✓ **Improve retention and revenue.**

The Challenge for Gyms and Fitness Clubs

Gyms face an increasingly competitive landscape where retaining members and delivering personalized experiences is critical to long-term success.

01

Member Retention and Engagement

Most members disengage within the first 90 days of joining — often due to lack of motivation, unclear goals, or absence of nutritional support.



Studies show that up to 50% of new gym members stop attending within six months (IHRSA, 2023).

02

Limited Personalization

Traditional fitness programs often stop at the workout. Without integrated nutrition and behavioral support, members struggle to sustain results.

03

Revenue Pressure

Membership-based business models face plateauing growth. Adding digital and personalized wellness offerings creates new revenue streams and stronger retention.



Gyms with integrated digital wellness tools report up to 20% higher member retention and 25% greater average revenue per member (McKinsey, 2023).

Why Partner with Vygor?



Enhance Member Experience

Deliver a truly holistic wellness journey — combining exercise, nutrition, and motivation — personalized for every member.



Increase Retention Loyalty

Keep members engaged beyond the gym floor with continuous support via the Vygor mobile app.



Differentiate Your Brand

Stand out from competitors by offering AI-driven coaching and nutrition guidance that adapt to each member's lifestyle and goals.



Easy Integration

Seamlessly integrate Vygor into your existing gym management or member engagement platform — no technical expertise required.

| The Future of Fitness:

Human Motivation, AI Personalization, and Measurable Impact

Vygor empowers gyms and trainers to deliver a next-generation member experience — blending **human motivation** with **AI-driven intelligence** for sustainable engagement and retention.

Tap into Human Motivation

Vygor leverages proven Cognitive Behavioral Therapy (CBT) principles — goal setting, self-monitoring, and social support — to reinforce consistency and drive results. Gamified challenges, contests, and progress dashboards keep members motivated long after sign-up.



Gyms using gamification in wellness programs see a 45% increase in member participation and retention (Wellhub, 2024).



| Hyper-personalize with AI

Vygor's AI-native platform enhances your fitness offering with tools that personalize every member's journey:

AI Macro Tracker

Members log meals using photos or barcode scans. Vygor analyzes nutrients and tracks macros automatically.



AI Dietitian

Generates personalized weekly meal plans tailored to members' goals, preferences, and dietary needs — complementing their fitness routines.

AI Physical Trainer

Designs exercise plans based on goals, equipment, schedule, and progress — continuously adapting to each member's performance.



Members using digital fitness tools are 2.5x more likely to maintain their exercise habits beyond six months (Les Mills Global Fitness Report, 2024).

Proven Business Impact

Vygor transforms how gyms engage and retain members — turning one-time sign-ups into loyal, long-term customers.

Outcome	Impact	Source
Member retention	Up to 20% higher with integrated wellness tools	McKinsey, 2023
Member participation	+45% with gamified AI programs	Wellhub, 2024
Average revenue per member	+25% through personalized coaching & meal plans	McKinsey, 2023
Long-term exercise adherence	2.5x improvement using digital wellness platforms	Les Mills, 2024
ROI on digital wellness integration	\$3–\$6 for every \$1 invested	CDC / Harvard meta-analysis



Integrated wellness solutions create “stickier” memberships, reduce churn, and open new monetization opportunities through coaching, nutrition, and corporate partnerships.

Benefits for Gyms & Fitness Partners



Personalized Fitness + Nutrition

Offer a complete solution combining customized exercise and meal plans in one unified app.



Continuous Engagement

Keep members connected 24/7 through AI coaching, reminders, and progress tracking.



New Revenue Streams

Upsell premium AI wellness subscriptions, nutrition coaching, and corporate wellness packages.



Brand Differentiation

Position your gym as a leader in smart wellness — not just fitness.

Transform Your Gym with Vygor

Boost engagement. Retain more members. Unlock new growth opportunities.

Partner with Vygor to deliver AI-powered, personalized wellness that keeps your members coming back.



Contact us: partners@vygor.health



Learn more: www.vygor.health

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