



Positioning Statement

For gym owners who are looking for a streamlined way to manage their gym and empower their community, Wodify is an all in one gym management and performance tracking software that provides an immersive fitness experience. Unlike other apps on the market, Wodify's performance tracking garners nearly 100% adoption, helping to attract and retain athletes. Instead of focusing on a single user experience, we strengthen the entire gym - owners, coaches and athletes.

Product Summary

Wodify is a cloud-based platform designed to give gym owners, coaches and athletes a competitive edge. Wodify replaces the traditional whiteboard, spreadsheets, workout journals, manual class scheduling and tedious billing process with a single digital solution that puts powerful gym management and athlete tracking tools in one application. Gyms that adopt Wodify replace their traditional whiteboard with a digital whiteboard kiosk where athletes can view the WOD, check in to class and input performance results. The web and mobile platform allows coaches to configure WODs in advance, view athlete progress and attendance over time, see athlete percentage charts and automate processes like billing and class scheduling. Athletes too can track their results with graphs, log their diet and like and comment on member performance.

Milestones

- Founded in 2012 by Ameet Shah after Noticing a hole in the market for performance tracking software
- Launched Wodify in May 2012 at Regionals
- We turned the CrossFit™ market on it's head
- Forged a strategic partnership with key players in the industry: Rich Froning, Graham Holmberg, Christmas Abbott, Scott Panchik
- Quickly met demand for built in gym management tools
- Experienced explosive growth - developed dozens of business enhancing features and expanded from just over 500 gyms in early 2013 to over 2700 in 2015.
- Opened Office in Lisbon, Portugal where there is a booming tech scene developing in an atmosphere of innovation.
- As we mature we are exploring new fitness verticals, spearheading strategic partnerships, and working with new ibeacon and heart rate monitoring technology



“For us it’s more than just software. We’re innovators and we want to do things that have never been done before. It’s part of our values and beliefs and its our vision as a company.”



Problem

The business of fitness is dramatically changing. The competition is steep and there are group fitness gyms popping up on every corner competing for the same athletes. It's not enough to be passionate about fitness - gym owners need to provide a unique experience before the athlete even steps foot in the gym to keep athletes coming back for more. Professionalism is becoming more and more important for differentiation in the local fitness market. Picking the right software is essential to delivering a world class fitness experience.

Solution

Athlete retention is the lifeblood of your business. At Wodify we've created a place for athletes to instantly see their victories each day. When you walk into a Wodify gym the first thing you see is our signature kiosk. The kiosk is the primary access point for athletes to track and measure progress and provides coaches all the tools they'll need to run a successful class.

Wodify streamlines all day to day functionality so you can save time to invest in what's really important - your athletes and your business. You can quickly manage memberships, leverage automatic emails, and oversee all retail sales in the Wodify point of sale. Real-time dashboards and daily reports put the health of your gym at your fingertips.

The mobile app makes things even more accessible for athletes - whether they're reserving and signing into classes, logging performances, or tracking their nutrition throughout the day. The daily leaderboard engages athletes beyond the hour they spend at the gym by building new friendships, connecting athletes from all classes, and growing the overall sense of community at your gym.

Quick stats



3500 Gyms



85 Countries



1M Athletes



5M Social Likes and Comments per month



94M Results Logged



\$500M Membership Fees Processed





About us

We are the cutting edge of gym management software and we never stop innovating. Our mission is to transform the business of fitness by empowering owners and athletes with software experiences that are beautifully simple. Our all-in-one solution provides powerful gym management and athlete tracking tools, improving the way people and companies run their businesses, and as a result their lives. It is the wish to do something that hasn't been done before that drives us.

Wodify is 100% bootstrapped and profitable. With offices in the US and Portugal we have built a team of passionate professionals, working in a world class environment. We've got them all here: crafty creatives, diligent developers, and neurotic number crunchers. People whose experience and insight inspire us to be the company we are today.

Through our philanthropic brand, Givve, and our 1:1:1 philanthropy program we create a positive impact in our community sharing our resources and donating 1% of company time to volunteer with local organizations; 1% of our services to nonprofits to maximize their business processes and 1% of our profits to support community outreach initiatives, education, technology and employee-inspired volunteer projects.

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