



fitrockr

Corporate Health & Analytics
Solution

Customers & Projects



Commonwealth Bank
of Australia



Rabobank



Der Hamburger Weg

Die HSV-Stiftung für Hamburgs Nachwuchs.



McKinsey & Company



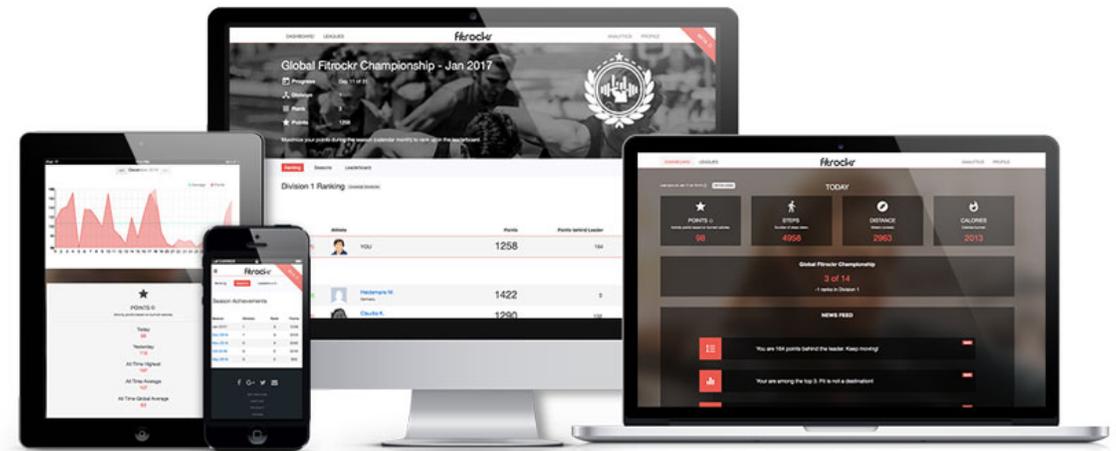
Wir sind Ihr Team!



Medizin ist unsere Berufung.

Fitrockr is a Health & Fitness platform to promote, manage and analyse fitness activities.

Users are connected via a Fitness Tracker or Smartphone which syncs their data to the Fitrockr platform.



Compatible with many brands

GARMIN

fitbit

POLAR

Withings
Inspire health



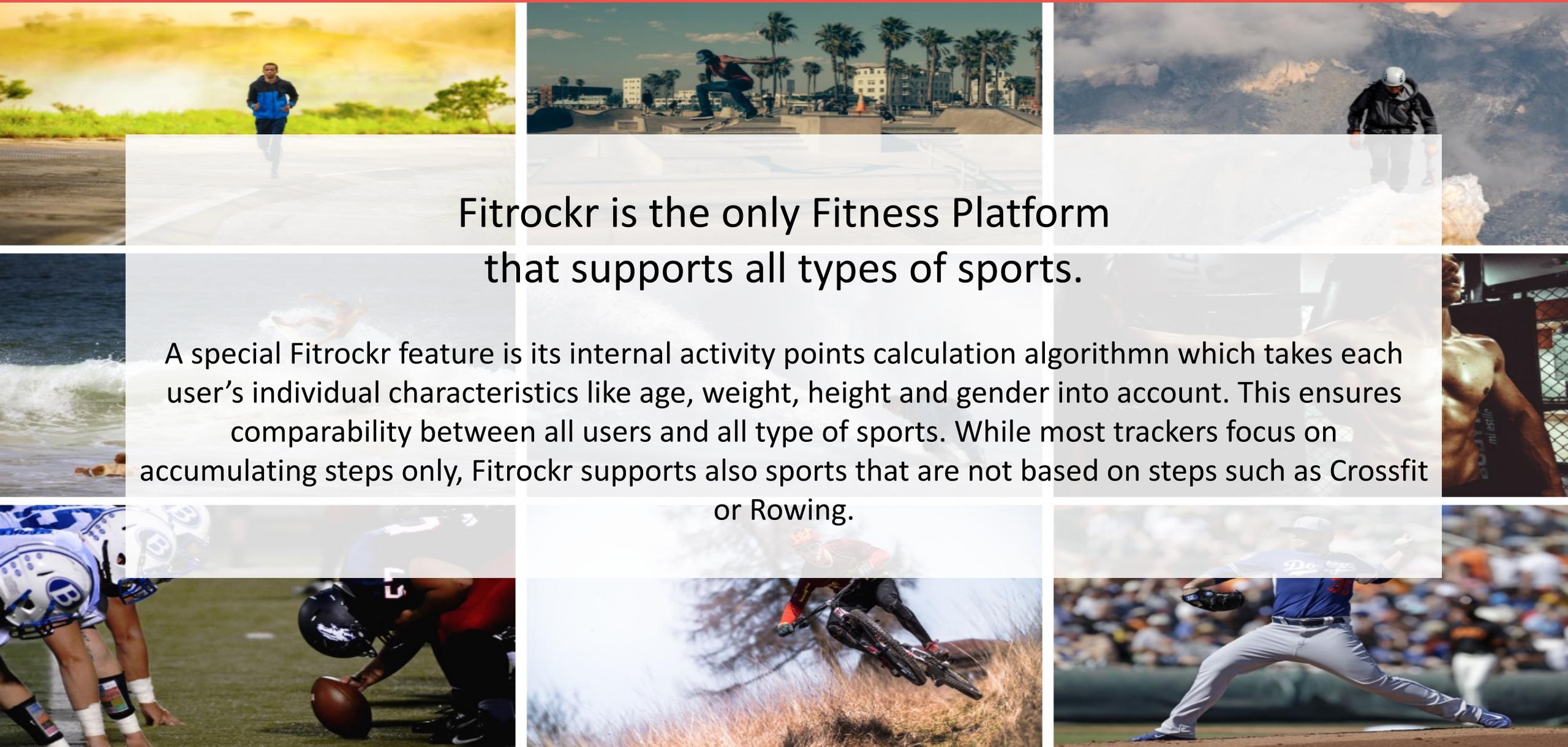
Google
Fit



NOKIA



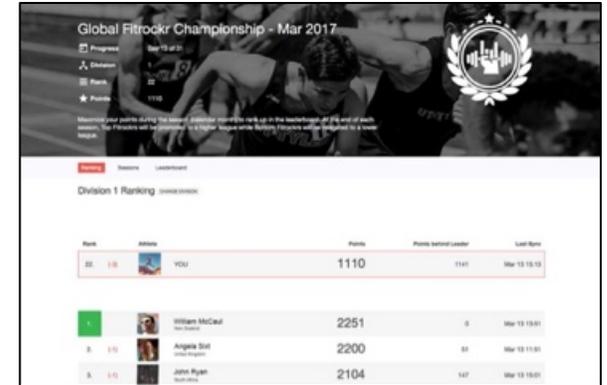
Innovative Approach

A collage of nine images arranged in a 3x3 grid, each showing a different sport: a runner in a blue jacket, a skateboarder in a red shirt, a snowboarder in a black jacket, a swimmer in blue, a boxer in a white shirt, football players in blue and white uniforms, a mountain biker in a red shirt, and a baseball pitcher in a blue uniform.

Fitrockr is the only Fitness Platform
that supports all types of sports.

A special Fitrockr feature is its internal activity points calculation algorithm which takes each user's individual characteristics like age, weight, height and gender into account. This ensures comparability between all users and all type of sports. While most trackers focus on accumulating steps only, Fitrockr supports also sports that are not based on steps such as Crossfit or Rowing.

Fitrockr Gamification Workflow



1

CONNECT

Users connect their fitness tracker, smartwatch or smartphone to their Fitrockr profile.

2

ROCK IT

Users are active at any activity they love.

3

RANK UP

Users and teams participate in various challenges and rank up based on their activity level.

Users participate and compete in **public and private leagues** and challenges either as individuals or as teams.

Challenges can automatically repeat themselves on a weekly or monthly basis (seasons) or run for a defined timeframe (start/end date).

DASHBOARD LEAGUES **fitrockr** ANALYTICS PROFILE

Global Fitrockr Championship - Mar 2017

Progress Day 13 of 31
Division 1
Rank 22
Points 1110

Maximize your points during the season (calendar month) to rank up in the leaderboard. At the end of each season, Top Fitrockrs will be promoted to a higher league while Bottom Fitrockrs will be relegated to a lower league.

Ranking Seasons Leaderboard

Division 1 Ranking [CHANGE DIVISION](#)

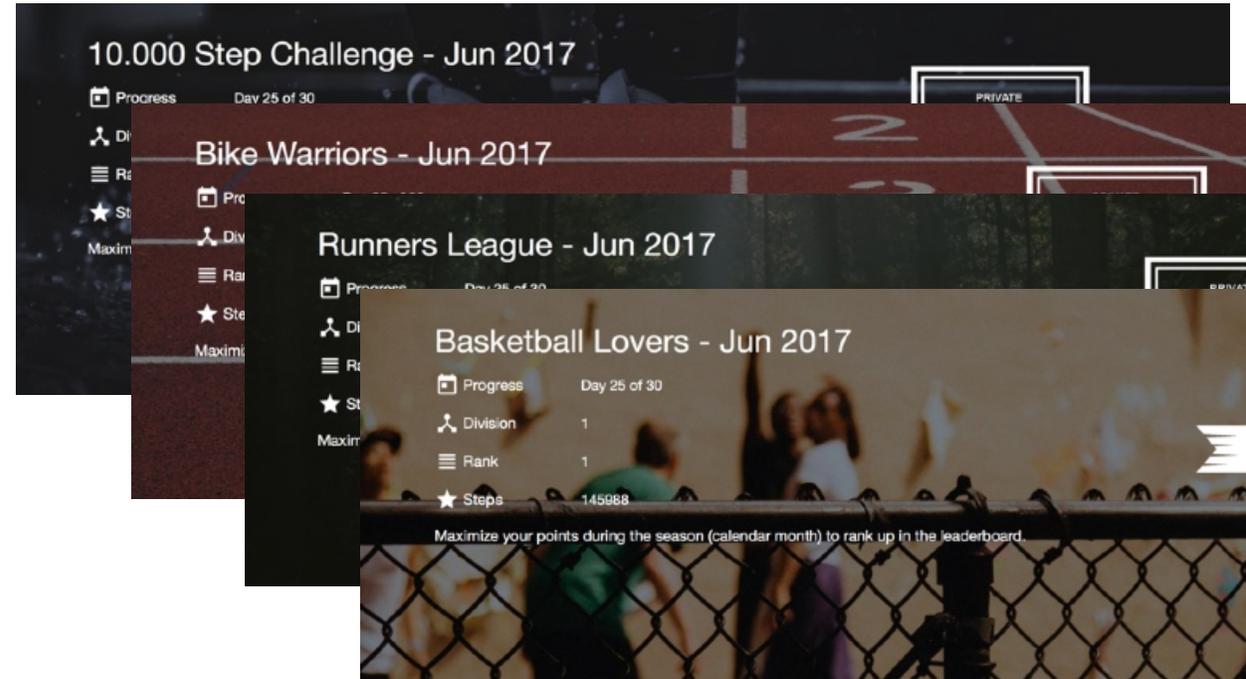
Rank	Athlete	Points	Points behind Leader	Last Sync
22. (-3)	YOU	1110	1141	Mar 13 15:13
1.	William McCaul New Zealand	2251	0	Mar 13 13:51
2. (-1)	Angela Sixt United Kingdom	2200	51	Mar 13 11:51
3. (-1)	John Ryan South Africa	2104	147	Mar 13 15:01
4. (-1)	Susan Smith United Kingdom	2077	174	Mar 13 15:06
5.	Scott Barry United Kingdom	2020	231	Mar 13 14:56
6. (-1)	Natasha Blig Canada	2010	241	Mar 13 14:46
7. (-1)	Mike Oldfield United States	1989	262	Mar 13 14:51



Fitrockr Leagues or Challenges are **topic-based activity groups**.

This feature allows to set up pre-defined groups (e.g. Runners or Cycling Group) or to define specific targets (e.g. 10K Step Challenge, 50 miles/km Week).

Challenges can be created on a Corporate-wide level or by employees themselves.



Challenge Types



Max Target

Participant or team with the highest points, steps or distance wins.



Speed Target

Participant or team that achieves a point, step or distance target first, wins.



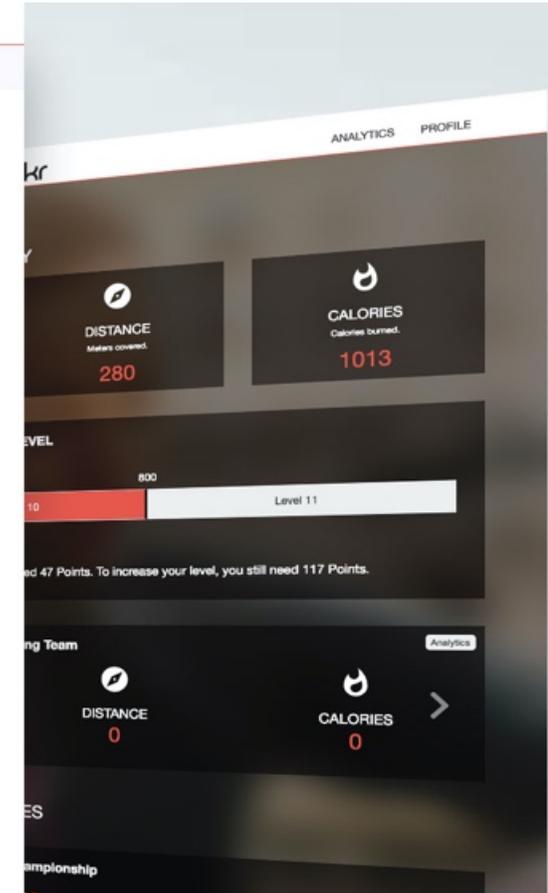
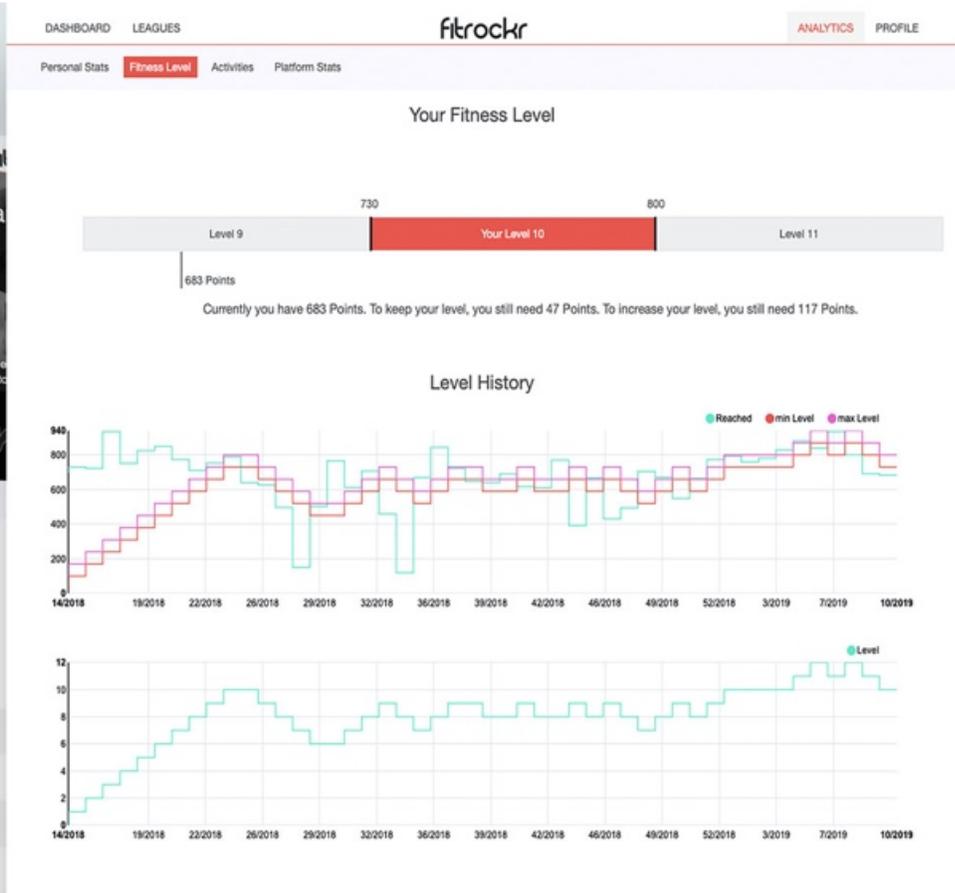
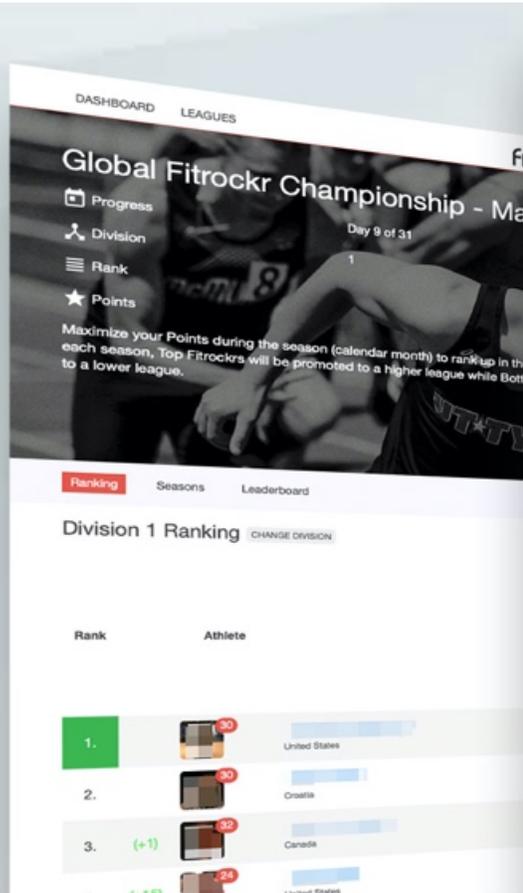
Joint Target

All participants jointly collect points, steps or distance to achieve a target within a set timeframe.

Fitness Level

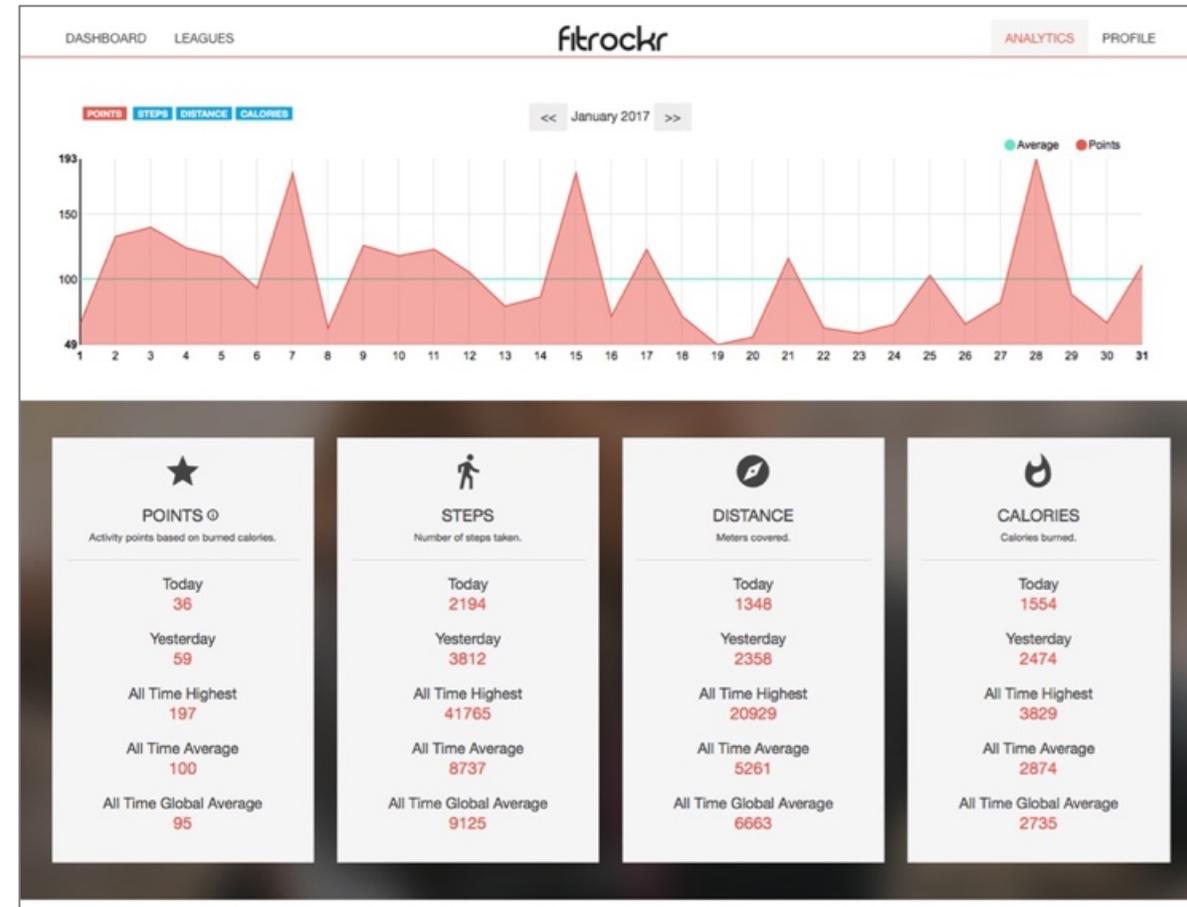


Fitrockr Fitness Level sets each user an individual weekly target. User collects Fitrockr points based on activities. Total points achieved within a week determines whether user loses, remains or increases their fitness level.



The **Analytics module** provides valuable insights to view and understand how personal activity data evolves over time.

Furthermore, users can compare themselves with corporate averages (e.g. personal daily step average vs step average of the entire company).

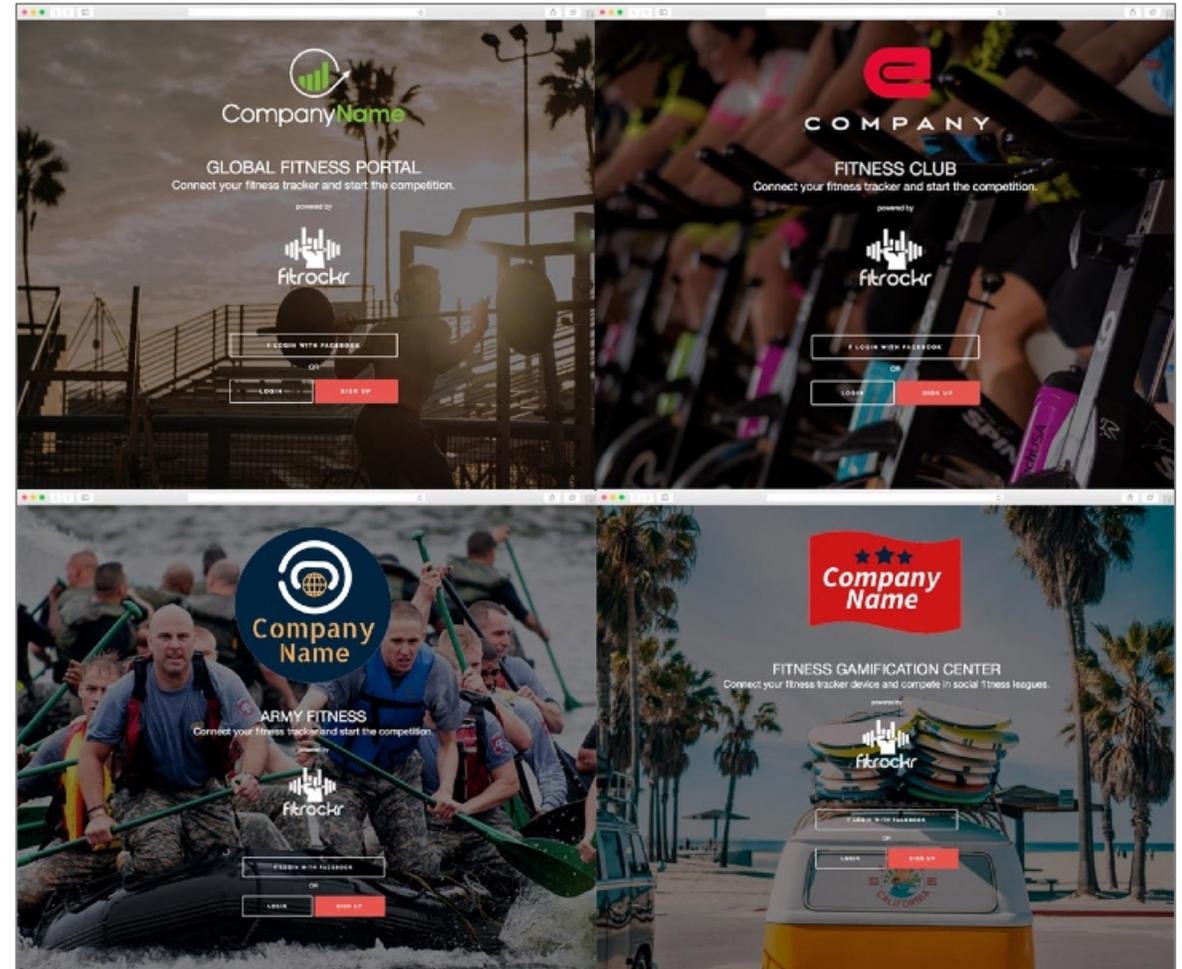


Fitrocker provides a true Corporate solution with its customizable **White Label platform:**

Corporate-specific solution incl. hosting, operation & support.

Corporate branding.

Customizable and configurable to corporate-specific needs.



Fitrocker provides powerful **admin tools** to efficiently manage the platform, users and challenges:

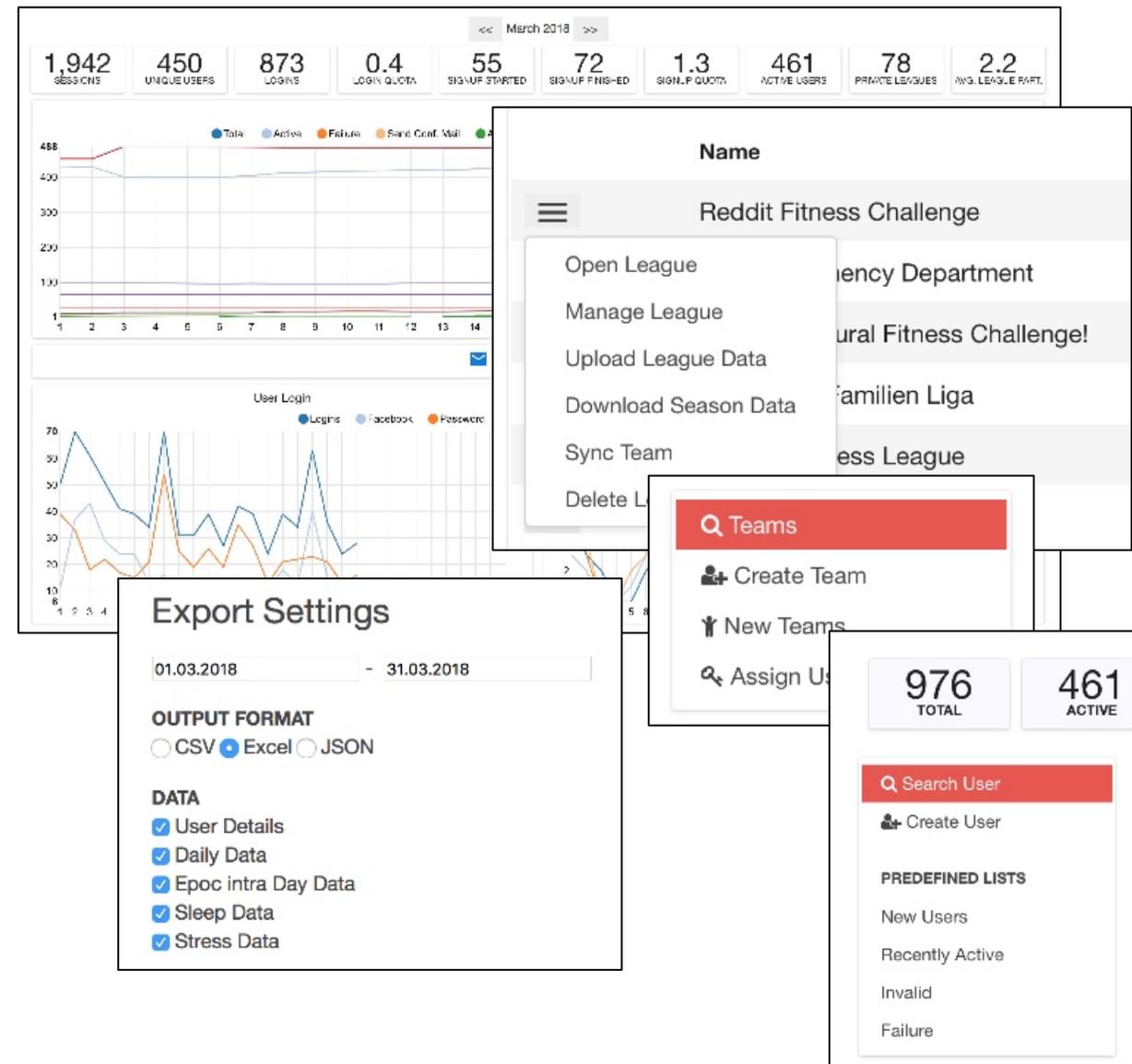
User Management

Challenges/League Management

Team Management

Data Exports

Usage Stats & Analytics



Fitrocker allows classification of (anonymous) users to collect data that can then easily be exported in various formats. **Data extracts** can be further processed and analyzed in Excel or any other external data analytics tool.

The screenshot displays the 'Export Settings' dialog box in the Fitrocker application. The dialog is set to export data for the period from 01.03.2018 to 31.03.2018. The 'OUTPUT FORMAT' is set to 'Excel'. Under the 'DATA' section, the following options are checked: 'User Details', 'Daily Data', 'Epic intra Day Data', 'Sleep Data', and 'Stress Data'. The background shows a data table with columns for date, time, and various activity metrics.

Below the settings, a table lists the status of data exports:

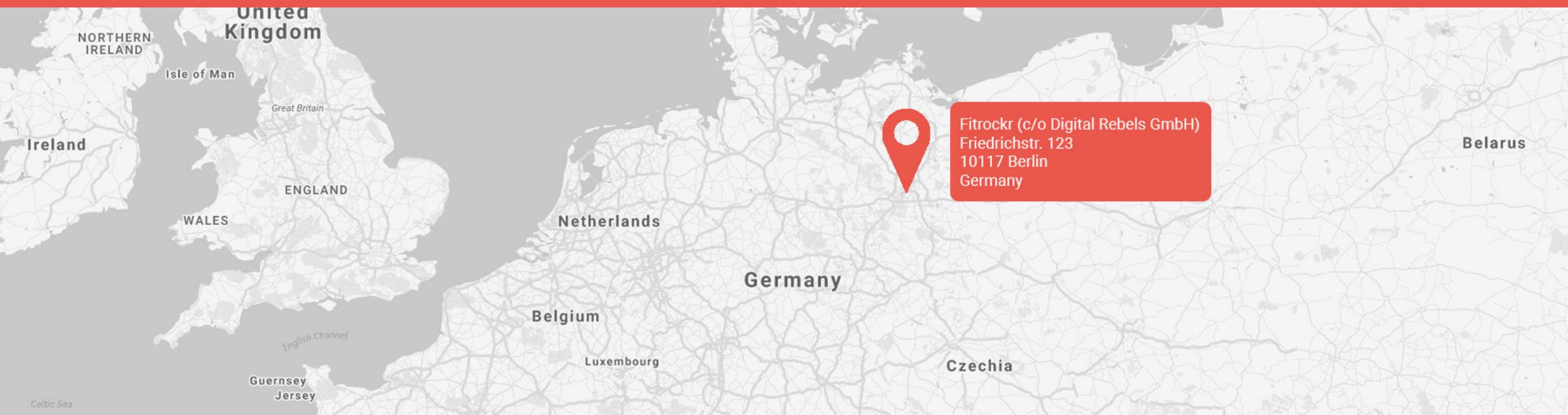
Status	Date	Format	User	Daily
PROCESSING	20.03.2018 18:32	EXCEL	✓	✓
READY	20.03.2018 19:38	EXCEL	✓	✓

At the bottom, a list of data extracts is shown:

TGM9A	Steps	23
TGM7A	Steps	23
TGM9B	Steps	22
TGM9C	Steps	22
TGM8A	Steps	21



Location



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