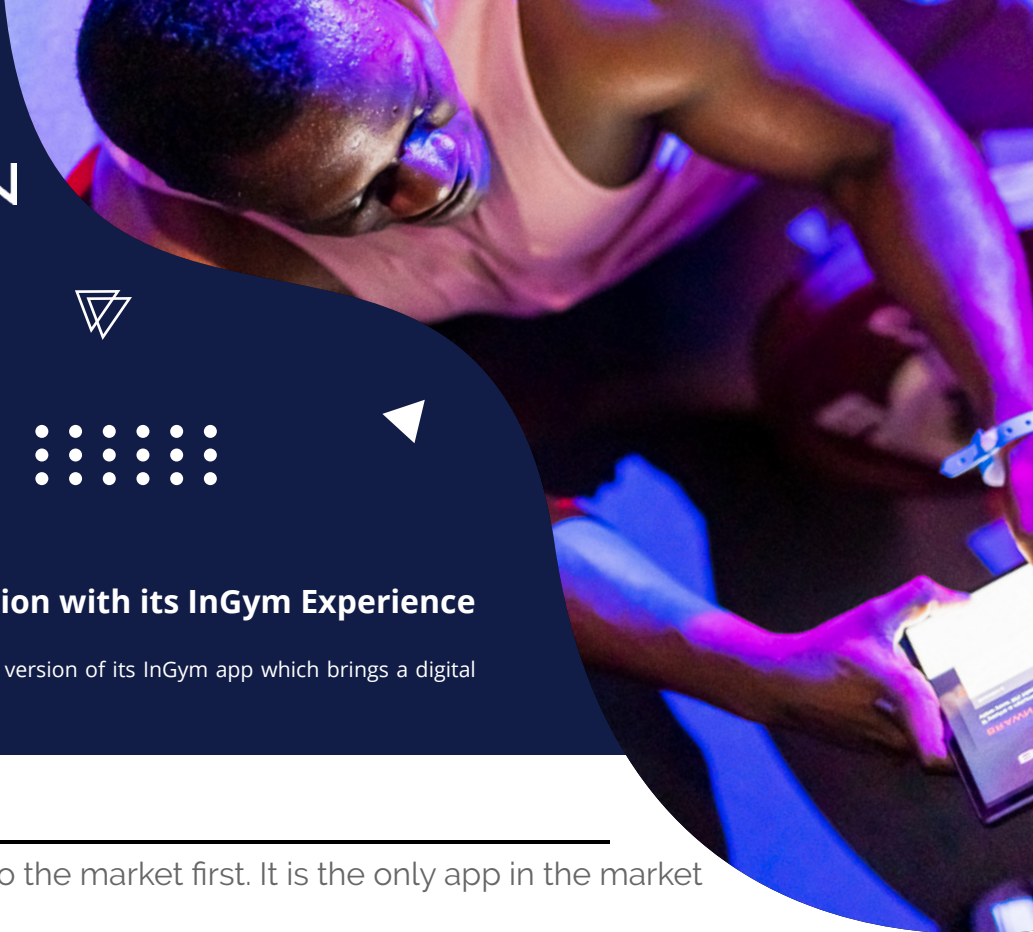




B R A W N

CASE STUDY



Brawn Strengthens its Position with its InGym Experience

Market leader Brawn has released its latest version of its InGym app which brings a digital experience to weightlifting.

KEY POINTS

- A pioneering app released to the market first. It is the only app in the market for weightlifters
- The app provides a unique to measure training intensity and effort providing a platform for competition.
- Early results show the app increases user experience and reduces membership churn in gyms that have adopted the system.

BRAWN HISTORY

Brawn was launched in 2020 during lockdown, when gyms and international travel was closed.

During this period, they hosted virtual competitions, and enabled international competitions to continue without being impacted on the restrictions.

This challenging environment allowed Brawn to test their technology, and partner with the global strength community.

These virtual events were hugely successful for Brawn, and they ended up hosting record breaking events, with 1500+ participants from 20+ different countries.

CLIENT CHALLENGE

Working within fitness and closely with gyms it was clear there was scope for innovation within weightlifting.

Gym owners face many challenges, from growing their member size through to retaining their members and provide the best experience throughout their lifting sessions.

At the heart of all this is the weightlifter, the user of the app. By creating a solution in the space for them will ultimately address the challenges faced by the gym owners.

Lifters often struggle with getting the best experience, often quite isolated and lacking the ability to benchmark and compete outside official competitions it can be hard to maintain focus and reach their full potential.

KEY STATS

- 67% of gym members who download the app use it within the first week of installation.
- Over 40% of these users actively use the app every week.



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NETSELLS



THE NETSELLS SOLUTION

Working with such an innovative business has presented Netsells with huge scope to help develop a market expanding app. There are many general fitness apps in the market but few specific to weight training. By focusing on this area, we can create a much more immersive, and inclusive experience which the sport is crying out for.

01

Create an Experience

Creating a lifting community attached to physical premises breaking down social barriers and allowing meaningful connections to be created.

02

Build a Community

Have the ability to fly solo or use as part of the wider lifting community with full control over sharing and visibility of progress.

03

Allow Competition and Sharing

A platform for lifters of all abilities to share their achievements and document their journey whilst competing and sharing their knowledge.

04

Record and Develop

Record power lifting stats and history of sessions. Keep a globally available up to date journal of physical and virtual results.

THE OPPORTUNITY

When gyms were forced to close during the 2020 and 2021 lockdowns it changed the landscape dramatically and presented a unique opportunity. This was to intrinsically link a physical training environment with a virtual experience – or gamify weightlifting.

For Brawn this means pioneering the virtual lifting experience from the moment a user signs up, right through to global events, which pitches lifters of all levels against each other.

At its core, powerlifting requires two fundamental things – a barbell to lift and a desire to push your body to its physical limits. Nevertheless, as the industry advances with the use of statistical data and digital media, the growing community is demanding more visual tools to analyse and adapt the way they lift.

Brawn also identified big benefits for gyms by improving member engagement and reduce churn. With a typical churn of 30-45% of their membership per annum, having a stronger from loyal community will help reduce the attrition and enable a more profitable and stable business model.

While it is possible for anyone to join a gym or set up their own workout space at home, there isn't always a space for lifters to share in their experience outside of competition. Inclusion is the key to building the powerlifting community and means actively putting the lifter at the centre of the experience.

KEY FEATURES OF THE APP:

- Ability to monitor, celebrate, and rewards lifters during their sessions on the gym floor.
- Build and log training sessions
- Quick navigation to favourite exercises and leagues
- Tailored app content to users based on preference (weights, exercises) and app usage (league tables, usage)
- Ability to view scores, stats, standings
- Virtual events

THE RESULTS

Brawn held a launch event at the Ministry of Sound in London to showcase the latest version of their app 'InGym' to a group of 30 fitness enthusiasts and professionals.

The group was split into teams that competed against each other in a series of timed, strength-based circuits, with helpers logging each lifter's achievements as the event progressed.

A challenge of 350,000 kg total volume was set and broken in under 2 hours, and lifters were given on-screen shout-outs for being the first to hit personal reps, sets and total volume milestones.

The product succeeded in promoting positive, competitive energy within a small community, boosted motivation, and allowed lifters to earn rewards through renowned industry brands.

The app creates positive competitive energy between people that enjoy lifting, delivered through the following features:

- **A.I. Challenges, collective goals for members to work towards that learns and adapts based on the profile of the gym**
- **Member shoutouts, recognising personal progress and achievements.**
- **Leader boards, enabling virtual competition in-gym, locally and nationally**

Lifting data is shared with Brawn either via in-gym tablets, the app or integrations with third party software and wearable solutions.

The app is also part of Brawn inGym, an interactive display that shows who has been working hard, celebrates personal bests and brings your members together through shared goals. The app offers your members instant gratification and recognition for their efforts, regardless of strength or ability.

Results have shown that members are motivated to work harder and value the tangible record of their progress. Brawn in-Gym creates positive, competitive energy in the gym and helps to establish a supportive community amongst members.

We congratulate Brawn with their success, it has been a pleasure to work with such a passionate team and help them deliver such a fantastic product.

LET'S TALK!

Let's start talking so we can understand your requirements and demonstrate how Netsell's product design and app development services can help you build better mobile relationships with your customers. **Contact us today.**

NEXT STEPS...

Brawn is a market first, there is currently no other solution in the market that offers the same features. Without Brawn, lifting weights remains analogue and disconnected, unlike other sports such as running and cycling where participants can gamify the experience.

The market has seen how platforms such as Strava, Peloton, Zwift and MyFitnessPal have had a positive impact on other areas of consumer fitness it is expected that Brawn will have a similar impact and to encourage greater levels of participation.

As part of the development program, Brawn has created BIPS, a unique way of measuring intensity or training effort. This metric standardises bodyweight, gender, sets and reps to provide a simple numerical score. This allows members to compete against each other, regardless and allow individuals to measure and track their own training intensity.

This is part of a long list of future developments. The shifts in consumer behaviour are driving change, such as an increased awareness of the benefits of strength training and access to more on-demand solutions. At the moment, this doesn't exist.

