

FRED

FITNESS



FRED FITNESS RUN CLUB

THE DATA-DRIVEN RUNNING REVOLUTION

Pilot Launch Proposal

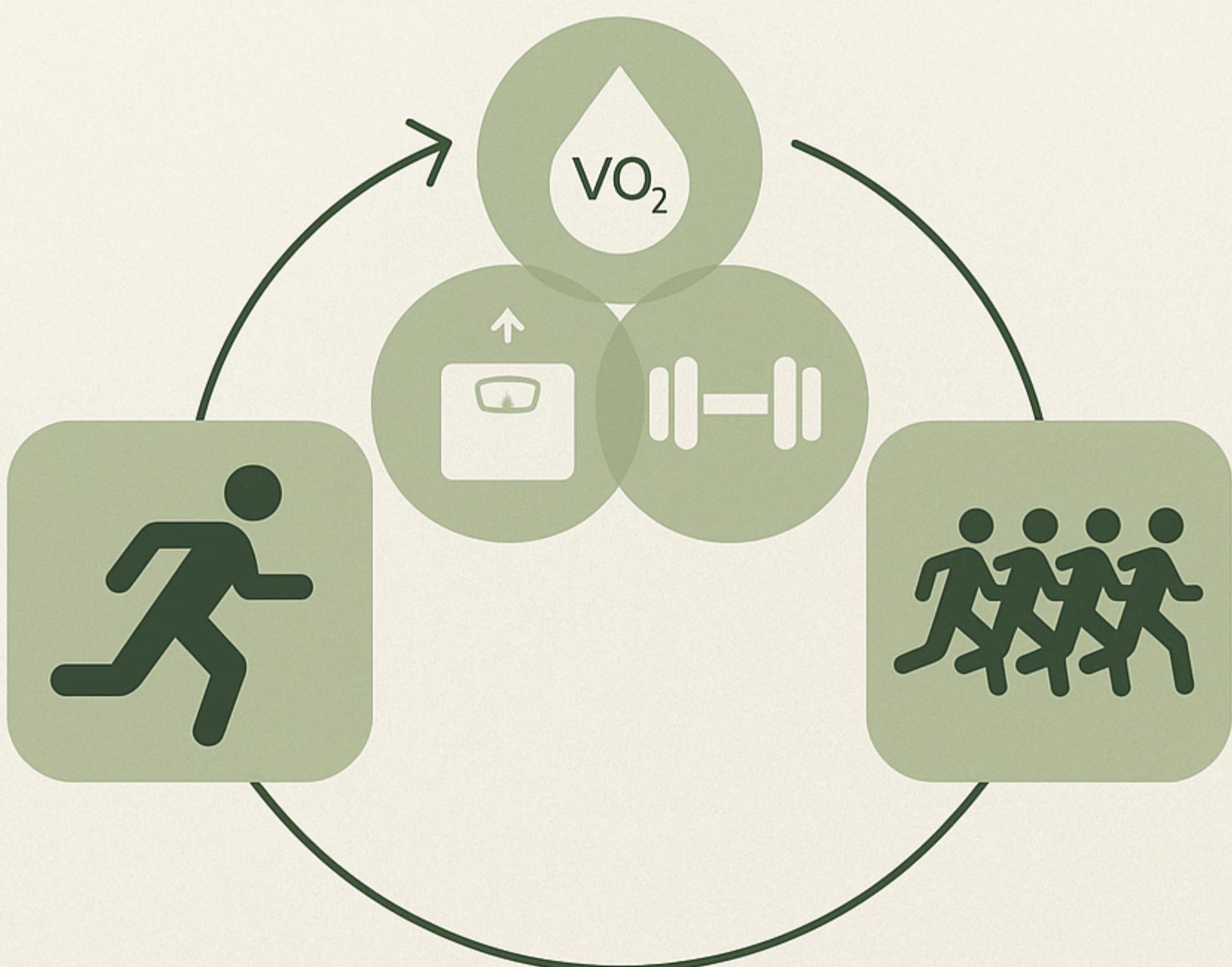
J. Mallory McCree / Alex Wachs / Tyler Henry



MORE THAN A RUN.

A SMART, PERSONALIZED EXPERIENCE.

- Uses Fred's existing EGYM tech and body data
- Personalized run training based on fitness level
- Strength workouts matched to runners' goals
- Builds community and accountability through group runs and shared progress





HOW FRED RUN CLUB USES EGYM TO BUILD STRONGER, MORE DURABLE RUNNER



STEP 1: INITIAL BIOMETRIC ASSESSMENT

Each Fred Run Club participant completes a baseline strength assessment on EGYM machines.

- The machines evaluate.
- Muscle strength
- Range of motion
- Left-to-right imbalances
- Power output

Results are saved to participant's EGYM profile via wristband or app login.



STEP 2: SMART STRENGTH PROFILE IS GENERATED

EGYM auto-generates a personalized strength curve for each runner.

- Weak points (e.g : underdeveloped glutes or hamstrings)
- Muscle asymmetries

This creates a custom strength prescription to support running goals.



STEP 3: AUTOMATED PROGRESS TRACKING

Every EGYM workout automatically: tracks weight lifted, tempo, and quality of movement.

- Adjusts resistance based on performance
- Updates goals as strength improves

This eliminates guesswork and ensure consistent, measurable progression.



STEP 4: STRENGTH GAINS → RUNNING GAINS

As runners continue training, they:

- Improve muscle endurance better pacing on long runs
- Build power → more explosive sprints and stronger hill climbs
- Correct imbalances → reduced injury risk
- Strengthen core → better posture and breathing

These strength adaptations directly translate to performance on Run Club days.

TAILORING STRENGTH PROGRAMS

Pre-planned workouts guided by body assessment results



FOUNDATIONAL

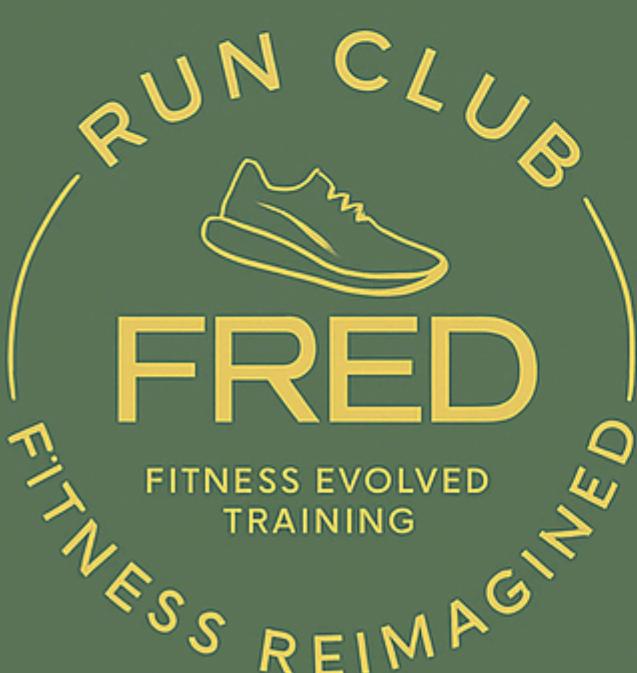
Balanced routines for underdeveloped and deconditioned muscles

PERFORMANCE

Strengthening plans for increased running efficiency

ELITE

Advanced training to maximize power and performance



FRED
RUN CLUB

Run Clubs Are Everywhere. But None Like This.

Other Clubs

- One-size-fits-all pace
- No measurable progress
- No integration with training

Fred Run Club

VO₂ Max + Body Comp = custom training

Strength pairings using EGYM data

3 training tiers: Foundational / Performance / Elite

Measurable outcomes week over week



Data + Design = Differentiation



x



A Win-Win Retail Collaboration

For Road Runner Sports

Access to health-conscious, performance-driven members



Increased store traffic from weekly meetups



Opportunity to test new shoes live



For Fred Run Club:

10-15% member discount on shoes & gear



Co-branded social runs and gear drops



Shoe test days during actual runs

Free to Join. Even Better with Data.

Community First



Free

Open to the
community

Data-Enabled

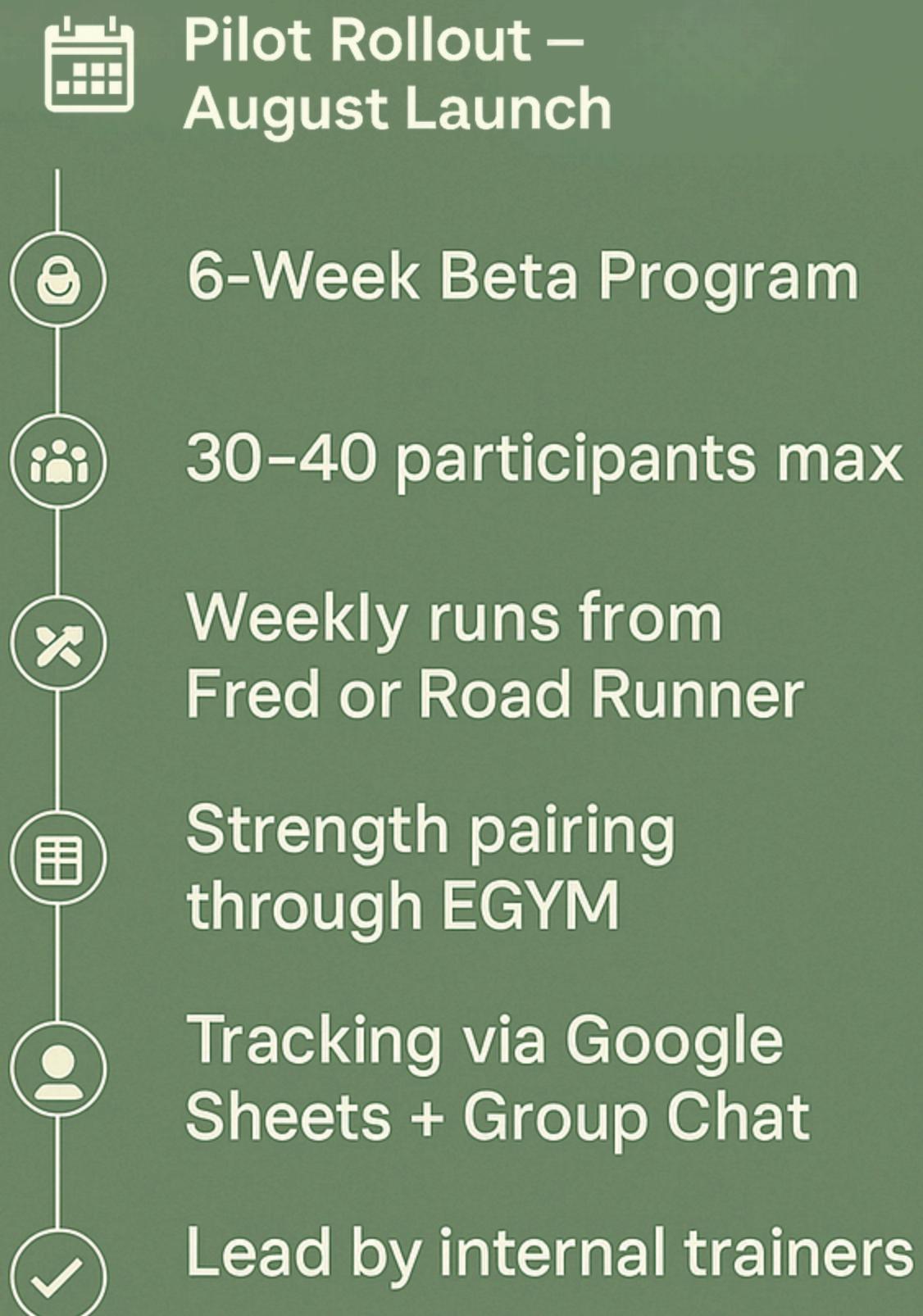


\$XX/month

- VO2 Max + body composition assessment
- Personalized strength training



Let's Launch Fast and Smart.



- ✓ No new tech needed
- ✓ Easy to scale if successful

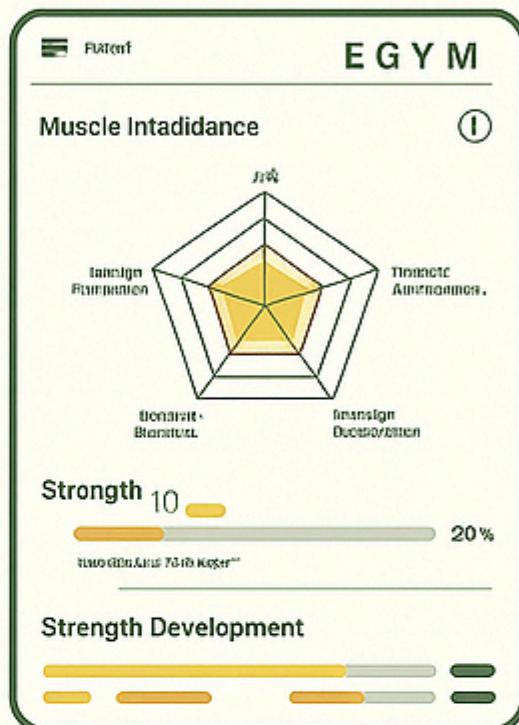
Our Secret Weapon? EGYM.



VO₂ Max



Body
Composition



For FRED
Run Club

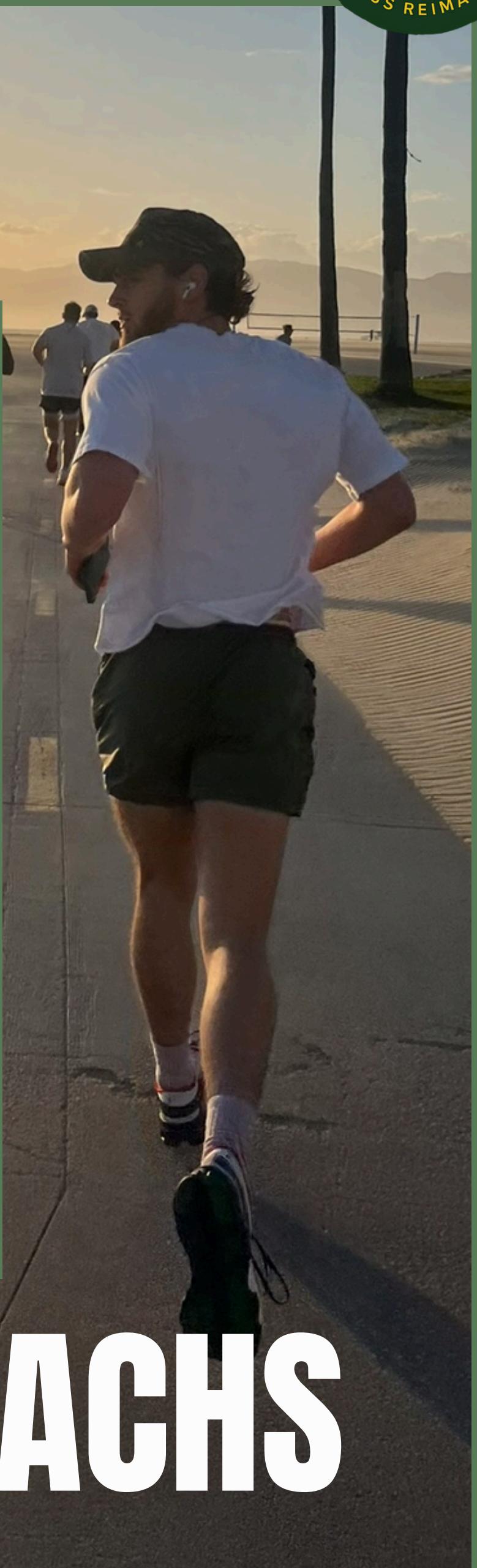
- Use current EGYM scans for personalized training
- Pair runners with gym programs
- No need for new platforms – just Integrate into the Fred Fitness App

- ✓ No new tech needed
- ✓ Easy to scale if successful

Led By Fred Fitness Instructor



Alex Wachs is a passionate runner and community builder dedicated to inspiring others through fitness. With a background in lifting and running, Alex hosts this run club to create a space where people can connect, push limits, and grow together—one stride at a time. All paces and vibes welcome.



ALEX WACHS

EXCLUSIVE RUN CLUB MERCH



Not Just a Run Club

Future Brand Partnership Potential



HOKA

BROOKS.

alo



Highlight partner brands with in-gym pop-ups and demo days

FRED
FITNESS

COMMUNITY



PROSPECTS



ASSESSMENTS



CONVERSIONS



“WALKING”
AD



FRED FITNESS

Let's
Revolutionize
Running.



By the Community Committee