

miha bodytec



DIVE INTO 
THE WORLD OF MIHA BODYTEC

Konference České komory fitness.

Praha 22.4.2015



EXITING FUN – REVOLUTIONARY & EFFECTIVE.

Customers satisfaction:

- the key to (lasting) success
- the key to word of mouth / success of viral marketing
- the key to membership retention
- the key to revenue
- the key to growth

ACTUAL CHALLENGES.

1. The customer challenge
2. The market challenge
3. The challenge of specific demands
4. The challenge of human physiology
5. The challenge of human habits

1. THE CUSTOMER CHALLENGE.

- sometimes difficult to identify and get
- even more difficult to keep
- 90% and more – „non-sports“ people (overweight, aging, etc....)
- „no time“ – paradigm (Sports people create programs for non sports people)
- lack of motivation
- quick results & easy success

2. THE MARKET CHALLENGE.

- CHEAP = Low Budget
- no results: difficult to „guarantee quick results“
- get the customers „active“
- retention – keep them
- time: Make it easy for the customer to implement a standard routine of effective activity in their live!
- replicable standards: Set up systems that are not depending too much on a single „rocket scientist“ kind of trainer
- profitable Systems

3. THE CHALLENGE OF „SPECIFIC DEMANDS“.

- Demand for general health and fitness
- Demand for slim, tone, shape, weightloss, fat reduction,
- Demand for strong back and core system
- Demand for fit for sport – athletes performance

4. THE CHALLENGE OF HUMAN PHYSIOLOGY.

- Muscles - use it or loose it
- Muscles - key for health, fitness & shape
- Muscles - key for mental well beeing
- Muscles - need for significant, effective physiological & functional stimulation
- Muscles - need to reach the deep fibres
- Muscles - neuronal system: re-activation of muscles
the body has no access to

5. THE CHALLENGE OF HUMAN HABITS.

- existing habits, beliefs, paradigms and patterns
 - of customers
 - of trainers
 - of operators

Do we really like to change?

Nothing will change if we don't change!
The future is not an extension of the past...
Paradime shifts are a challenge!

CONCLUSION.

- Customers needs:
 - easy way to start (K.I.S.S.)
 - for quick success (failure is no option / guarantee)
 - for sustainable quality and results
 - for love and connection
- Operators needs:
 - meet the customers needs
 - replicable standards and systems
 - profitable concepts
 - raise retention rates
 - word of mouth

A market of future, opportunities and wealth

WHY miha bodytec?

- total body work out based on electrical stimulation
- science based
- highly active & functional
- time saving: hours turn into minutes
 - 20 min equal 240 sets of 20 sec. time under tension
 - 20 min equal 240 minutes of training
 - 8 major muscle groups
- tool for machine based personal training
- stand alone solution or implementation
- 1 to 1 or group training (up to 15 participants)
- all ages – all levels
- Simple and replicable

FEEDBACK.

„Perfect training for people with little time to spare.“

„For me, it was the hardest, shortest and most effective workout that I have ever experienced.“

„I would never have thought it's possible to lose weight and get fit so quickly!“

„More movement, more excitement, more power“

„My back is once again strong enough for everyday activity!“

„Short, sharp, effective“

„The first successes were visible after only a few units!“

„20 minutes flat out – training like that is fun!“

„Simply electrifying!“

„EMS is excellent whole-body training. Highly addictive – it's fun and quickly delivers success!“

„After doing the unit, I can feel muscles that I never knew I had!“

OUTER STRENGTH – INNER VALUES.

- Made in Germany
- sophisticated hardware and intelligent software
- technically superior in terms of
 - Technology
 - Design
 - ergonomics and efficiency
- high quality aluminium casing
- mobile with RIMOWA suitcase and battery pack
- virtual coach showing 3D animations
- RFID transponder technology
- WLAN, Bluetooth and USB



WE ACTIVATE YOUR BUSINESS.

- proof of concept is the key
- 2500 commercial operators only in Germany and Austria
- more than 35 countries
- Used by personal trainers, top of the line fitness, wellness beauty studios, physiotherapists, clinics, professional sports
- basis for revolutionary (micro-) studio systems



FEEDBACK.



Emma und Matthias Lehner,
Founder and owner of
Bodystreet Franchise System



"Having originally purchased a single device and implemented equipment-supported personal training, we have succeeded in developing a successful, effective and sustainable franchise system over the course of two years.

miha bodytec has proved its worth as a premium product technologically, by the way it can be handled in everyday use and in terms of the service, business processes, consultancy and concept development available. We will continue to put our trust in **miha bodytec**, the market leader in technological terms, as we expand and develop our business further."

USE IT – DON'T LOOSE IT!

The End.

WE THANK YOU FOR YOUR ATTENTION.