

A group of diverse young adults, including men and women of various ethnicities, are performing a plank exercise on a grassy field. They are all in a similar starting position, leaning forward with their forearms on the ground and heads tucked. The background is a bright, sunny outdoor setting with green trees and grass. The overall mood is energetic and healthy.

Turn fitness into a
fun, social, and rewarding game with
THE PIPs FITNESS CHALLENGE



FITNESS MATTERS

Being fit and healthy does more than just boost someone's looks. Even moderate physical activity has been shown to offer big benefits, including better immunity, healthier body weight, improved sleep, and even a sharper mind.

Engagement in wellness programs has also been shown to deepen one's sense of satisfaction with workplace or school, lower absenteeism, and increase productivity and retention.



THE POWER OF PIPs

PIPs' award-winning platform leverages the power of smart tech, games, and rewards to prompt people to make better, healthier, and more responsible everyday choices.

Utilizing data intelligence gathered via tracking apps and devices and applying principles of behavioral psychology, the PIPs Fitness Challenge turns increased daily physical activity among groups of employees, seniors, youths, etc. into a fun, social, and rewarding game.

Games & Rewards:

Two of the most powerful drivers of behavior change

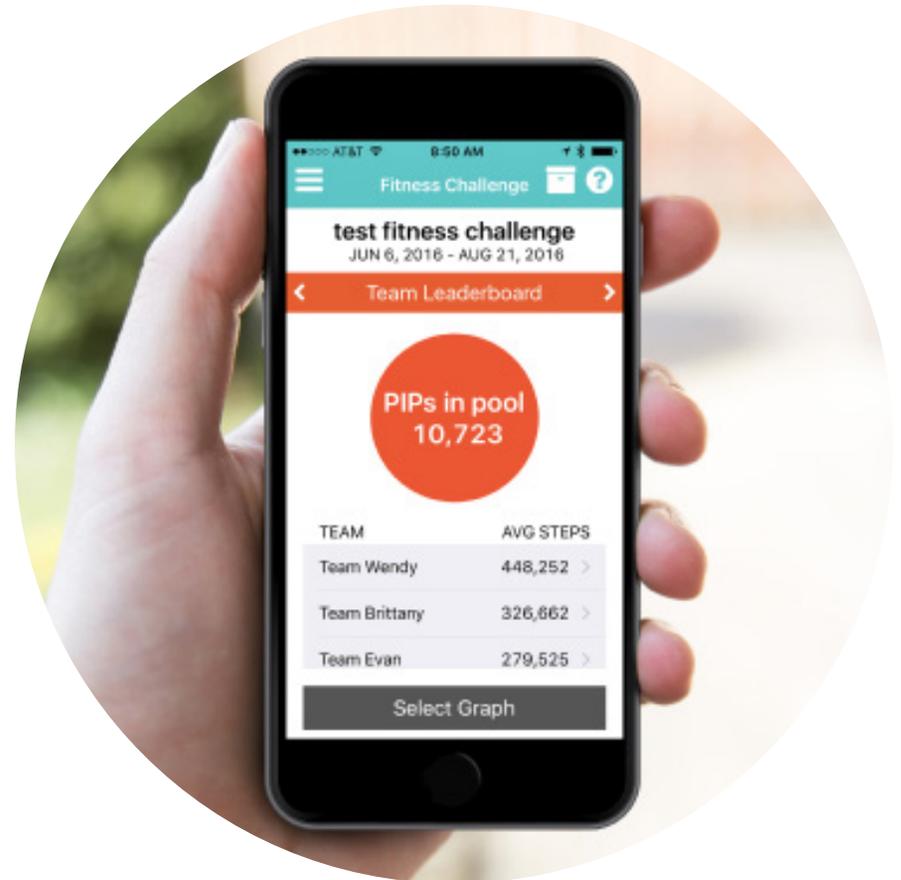


GAME DESIGN

Secure integration with tracking technology (devices or apps) makes it easy to verify daily activity and measure improvement.

Behavioral drivers and game features surprise and delight, nudge and encourage, thus amping up engagement among all players, no matter their base activity level.

Values-aligned rewards reinforce behavior change.



PIPs: THE “SOCIAL GOOD CURRENCY”

PIPs (which stands for “Positive Impact Points”) is the social good currency earned by Fitness Challenge players. PIPs can be:

REDEEMED for great deals on a wide variety of beneficial (or positive impact) products, services, and experiences, such as farm-to-table eateries, fitness classes, and responsibly made goods.

DONATED to a cause. Players can decide as individuals, teams, or in coordination with the hosting enterprise to donate a minimum of 25% of the PIPs they earn to a designated charity.

Players access these opportunities via the PIPs Reward Mobile App or the web platform at <https://pipsrewards.com>.



IMPLEMENTATION

A typical PIPs Fitness Challenge runs for three months (proven optimal length). PIPs Rewards will share best practices on team formation, team size, messaging, prizes, and more.

PRICING

Set-up Fee

One-time launch fee that covers the implementation defined above.

Platform Fee

Tiered pricing based upon the number of participants and the length of the term (range of \$45-75/player/quarter).



Ready to get started? Email us at theteam@pipsrewards.com to set up a call.