

A PARTNERSHIP PROPOSAL



Floth

The people layer for your gym. Never train alone again.

London pilot 2026 · floth.app

THE PROBLEM

People don't quit fitness. They quit doing it alone.

73%

of new members quit within their first 6 months

80%

cancel risk when a member visits fewer than ~4× a month

£0

earned from a member who never comes back

For a low-cost, high-volume operator, retention is everything — and retention is a people problem, not an equipment one.

Sources: ukactive / Leisure DB 2024; industry retention data.

THE IDEA

A live layer that shows members who's training — right now.

1

See the room

Real-time presence — who's moving this minute, at their gym or online.

2

Join in seconds

Silent, audio or video rooms. Phone down, actually show up — together.

3

Flo plans their week

An AI companion that builds a plan, nudges gently, and adapts to real life.

Less a social network — more a workout layer that helps members start and finish.

THE DIFFERENTIATOR

Meet Flo — a governed AI companion, not a chatbot.



Plans the week

Fills the gaps around a member's real schedule — they tick, Flo books.



Weather-aware

Rain at 5? Flo offers an earlier slot or moves them indoors. Always their call.



Learns them

Notices a missed session, asks why, and adapts — never shames.

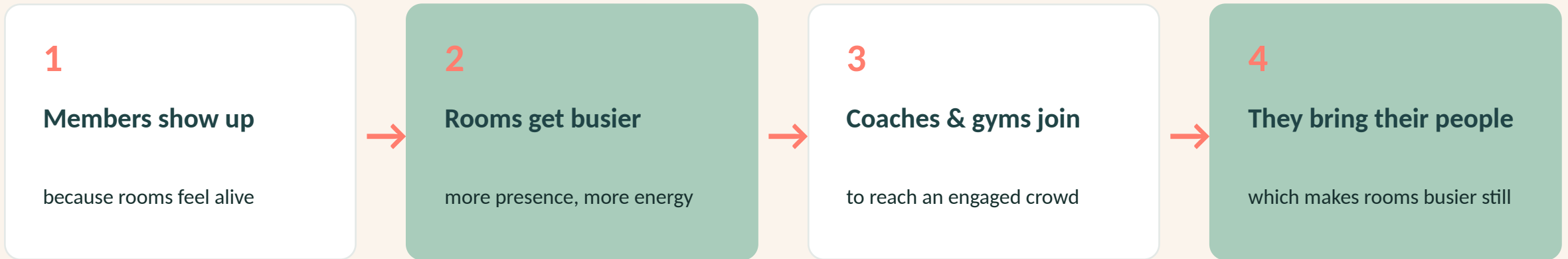


Safe by design

No medical advice, no diet pressure. Every guardrail is human-reviewed.

WHY IT COMPOUNDS

Density is the flywheel.



↻ *Every new member makes the platform more valuable to the next — and to every branch on it.*

WHERE WE ARE

Built and pilot-ready — not slideware.

App live (iOS, Android next)

Sign in with Apple, Google or email. Rooms, plans, high-fives, push — one codebase.

Flo AI, shipped

Weekly planning, weather-aware, re-engagement, in-room voice — all governed.

Gym portal, live

HQ + branch consoles: analytics, member visits, reviews with replies, PT tracking, teams & roles.

Secure & monitored

Row-level security, PII column-locks, automated tests, error auto-triage, UK-compliance posture.

BUILT FOR MULTI-SITE OPERATORS

One HQ view across all your branches.

A two-tier structure made for multi-site operators — already built, not a promise:



HQ super-admin

Head office sees every branch in one console — live activity, retention signals and engagement, side by side.



Compare your sites

Rank branches, spot the quiet ones, copy what the busy ones do. Benchmark your busiest site against your quietest in a click.



Branch-level portals

Each site manager runs their own venue — rooms, members, PTs, reviews — without seeing other branches.



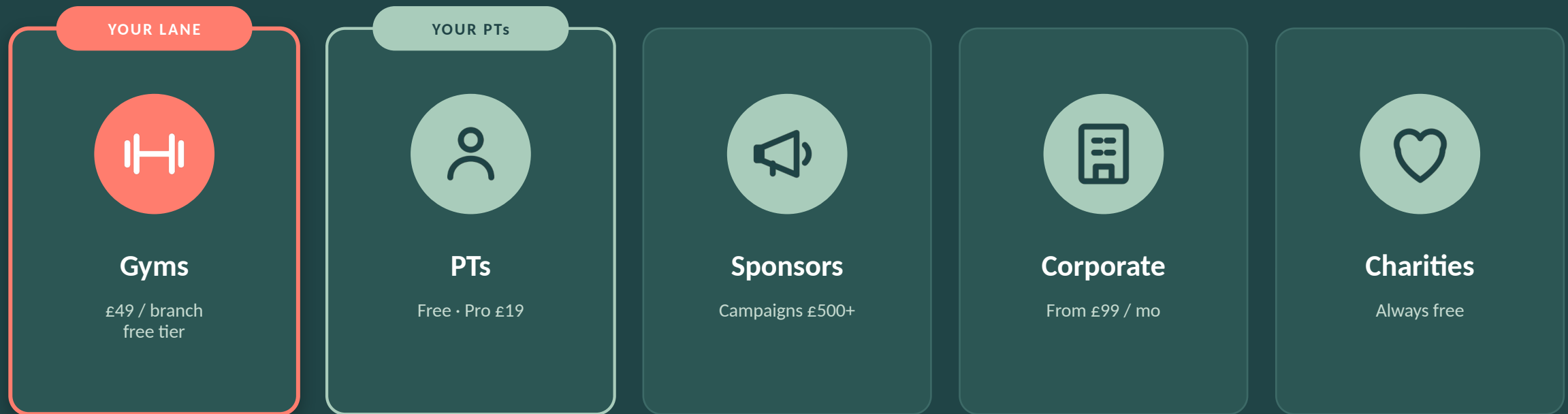
Bulk onboarding

Add all your branches at once with each site's contact person. HQ has full visibility; only Floth edits the structure.

THE MODEL

Free for people. A business engine for everyone who supports them.

Members train free. Everyone who supports them is a revenue lane — all feeding one flywheel.



↻ *Five lanes, one flywheel. Your gym owns the gym lane and its floor PTs — and can tap sponsors, corporate & charities too.*

Turn every branch into a community members won't leave.

Why Floth

- Retention lift where it counts — members who train together stay members
- Fill off-peak hours with member-hosted rooms, no staff cost
- A live acquisition channel — non-members discover your gyms in-app
- HQ sees real activity per branch; managers act on their own numbers
- A modern, community-led story for your brand and your app

What you get

	VERIFIED	COMMUNITY	CHAIN
	Free	£49 per branch / mo	Custom all branches
Branches appear in-app	●	●	●
Member-hosted rooms at your venues	●	●	●
Branch activity analytics & report	—	●	●
HQ console — all branches, compare	—	—	●
Host branded rooms & featured placement	—	●	●
Sponsored challenges & acquisition	—	—	●
Bulk onboarding & account team	—	—	●

● included — not in this tier

Your PTs: discovered, followed, turning presence into paid clients.

Why join

- Your floor PTs get found by motivated members near them
- Mix free rooms, £8 group sessions, £35 one-to-ones
- A real earnings dashboard — this month, YTD, upcoming
- Verified badge builds trust that replaces ad spend
- Flo drafts their session listings for them

What you get

	FREE	PRO
	Free	£19 per month
Host unlimited rooms & get discovered	●	●
Take bookings & payments	●	●
Platform booking fee	15%	10%
Earnings & client analytics	—	●
“Draft with Flo” session tools	—	●
Featured coach placement	—	●
Priority in search	—	●

● included — not in this tier

Let's run a Floth pilot in your gym.

Free for your members. Real per-branch numbers for HQ. Pick one site — we'll light up the room together.



Floth

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