



# NUTRITION<sup>TM</sup> FACTORS

Gyms and Fitness Facilities

# Nutrition Factors Business Portal

The *Nutrition Factors Business Portal* helps organizations drive additional revenues through our nutrition, fitness, and wellness platform. Allow fitness and gym members access to weekly meal plans, personalized workout programs as well as a connection to our community of Dietitians, Nutritionists, Health Coaches, Fitness Trainers, Holistic and Wellness Providers.

Programs are overseen by a Nutrition Factors Coach assigned to assist in program setup, coach training, and potential one-on-one Coaching Sessions.

*Key Features Include:*

## **Nutrition and Meal Planning**

- 7 Day GRID Meal Planner
- Database of Prepared Meal Plans
- Recipe Database
- Weekly Meal Plans
- Meal Prep Guide
- Shopping List and Grocer Links
- Nutrition Factors Library
- CDC Diabetes Prevention Program

## **GRID Gym Fitness App**

- Online Coaching for Individualized Workout Plans
- Virtual Personal Trainer w/ over 4500 Exercises
- Activity Tracker
- Body Composition Monitor

## **Connect-a-Coach**

- Connect to Personal Health Coach
- Initial Health Assessment
- 15-min Weekly Coaching Sessions
- Meal Planning
- Workout Planning

# Unlock New Revenue Potential

*Boost revenue by connecting fitness to nutrition and wellness.*

Drive new revenue potential through new nutrition and wellness services. With Nutrition Factors, gyms are able to increase monthly fees and offer individualized coaching plans for nutrition while bettering the member's gym experience.



## ***New Recurring Revenues***

Charge \$9.99 to \$14.99 / month for member access to new nutrition and fitness services. You have the flexibility to charge your own fees.



## ***Personalized Nutrition Coaching***

Use your trainers or tap into our community of coaches to expand your nutrition services. Charge additional fees for member specific needs.



## ***Increase Member Engagement***

Nutrition Factors tools can be accessed anywhere, anytime allowing members to stay connected to your gym at all times!







# Nutrition and Meal Planning



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# 7 Day GRID Meal Planner

*Build and prepare meal plans that you will love!*

With Nutrition Factors, employees gain access to an easy-to-use **7 Day GRID Meal Planner** managed by your Wellness Coach. The platform is uniquely adaptable, allowing the employee or the coach the ability to effortlessly pick and choose the right meals per your needs. Import new recipes or tap into our global database of prepared meal plans.



## ***GRID Layout***

Visualize the nutrition and dietary outline of each day through our grid-patterned layout. The 7 Day GRID Meal Planner makes it easy to recognize the strengths and weaknesses of each day, allowing employees an easy way to balance the weekly meal plan.



## ***Recipe Database***

Access thousands of recipes that easily integrate into your meal plan. Upload, organize, save, and share your own recipes to your own personal recipe database. Recipes can be sent to a meal plan and uploaded into a shopping list.



## ***Shopping List and Grocer Links***

Export weekly meal plan as an itemized shopping list to make meal prep easier. Shopping Lists can also be uploaded into your favorite Grocer's website for store pick-up or delivery.

# Global Database of Meal Plans

*Tap into our evergrowing database of Meal Plans prepared by our community of nutrition experts.*

Search, browse, and import meal plans specific to your clients dietary needs. With a large selection of prepared meals at your fingertips, you'll always have the answer to the question, "What's for dinner?"

The image features a woman in a dark blazer smiling, positioned on the right side. In front of her are three devices displaying the Nutrition Factors website interface:

- Desktop Monitor:** Shows a woman with blonde hair and glasses looking at a laptop. The laptop screen displays a promotional banner for "LOSE WEIGHT with the Grid Diet™" featuring a woman's midsection and the text "THE BEST ESSENTIAL OILS ON THE PLANET".
- Laptop:** Displays the "Nutrition Facts Online Library" with a grid of food categories including Apples, Apricots, Artichokes, Asparagus, Avocado, Banana, Beans-Dried, Beans-Fresh, Beets, Blackberries, Blueberries, Broccoli, Brussels Sprouts, Cabbage, Cantaloupes, and Carrot.
- Tablet:** Displays a "Choose a Recipe Database:" screen with a grid of various food images and recipe thumbnails.

The Nutrition Factors logo is visible in the bottom right corner of the laptop screen.



# Nutrition Factors Library

*Explore the hidden treasures found in wholesome foods, vitamins, and minerals.*

Your clients can explore over 1,000 pages of nutrition about the health benefits of fruits and vegetables, vitamins and minerals, and the glycemic index.

Take advantage of a continual stream of new content of webinars, blog posts, newsletters, classes and courses.



## ***Coaching Partner Resource Library***

Rely on our library of coaching and client resources to get your coaching business running with the Nutrition Factors platform. Resources include editable coaching forms, guided assessments along, and training videos for coaches and clients.



## ***Classes and Courses***

In need of coaching guides to use during classes or courses? Gain access to the CDC Guide for Pre-Diabetes Prevention Program or use the *Step-by-Step Coaching Guide* and *Meal Prep Guide* to teach best practices to your client base.



A photograph of two women in a gym, both in a starting crouch. They are facing each other and giving a high five. The woman on the left has blonde hair in a ponytail and is wearing an orange tank top. The woman on the right has dark hair in a ponytail and is wearing a white tank top. The background shows gym equipment and large windows. The entire image has a green color overlay.

# GRID Gym App



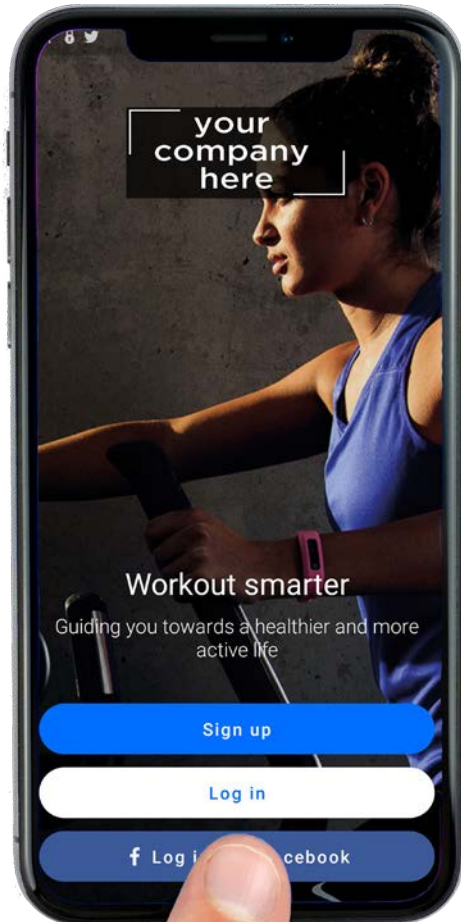
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# You Gym's Branded GRID Gym App

## *Online Coaching App for Individualized Workouts*

The **GRID Gym App** enables you to provide members with virtual and online coaching, making it easy to workout anywhere, anytime. Members and Coaches can create individualized workout plans tailored to meet their needs and lifestyle while tracking progress using real-time data. All on the go.



### ***Virtual Personal Trainer***

Access to over 4,500 exercises!  
Learn how to do exercises correctly from a virtual workout buddy. Use our database with thousands of 3D-animated exercises to create workouts for every type of goal.



### ***Connect with Wearables***

Leverage the integration with wearable activity trackers or a body composition monitor that tracks body weight, body fat, body water, muscle mass and visceral fat.

\*Additional fees apply for GRID Gym App

A photograph of two women in a kitchen. The woman on the left is holding a tablet and pointing at the screen. The woman on the right is holding a plate of spaghetti. They are both smiling and looking at the tablet. The kitchen has white subway tiles, a wooden countertop, and various kitchen items like jars, a stove, and a hanging lamp. The image has a purple tint.

# Connect-a-Coach



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# Connecting Members to Health Coaches

*Connect-a-Coach* connects Nutrition Factors Coaches to your members.

The Connect-a-Coach Membership includes an initial health assessment, 15-minute weekly coaching sessions, access to 7 Day GRID Meal Planner and GRID Gym App, and video trainings on how to personalize meal and workout plans.

This membership is designed for members who need help getting started or want additional guidance and ongoing help to maintain a healthy lifestyle. Maintaining a healthy weight and life balance can be tricky. Connect-a-Coach can help.

*Connect-a-Coach Key Features Include:*

## **Personal Online Coaching**

- Health Assessment
- 15-minute weekly coaching sessions
- Telehealth Video Chat

## **Nutrition and Meal Planning**

- 7 Day GRID Meal Planner
- Database of Prepared Meal Plans
- Recipe Database
- Shopping List and Grocer Links
- Meal Prep Guide

## **Fitness and Activity Plan**

- NF Grid GYM Fitness App
- Virtual Personal Trainer with over 4000 exercises



A photograph of a laptop screen displaying the Nutrition Factors website. The website has a dark header with a logo on the left and navigation links: GRID DIET, RECIPES, GYM, LIBRARY, COURSES, BLOG, and SIGN-UP. The main content area features the Nutrition Factors logo and the word 'Costs' in a large white font, enclosed in a white rectangular box. Below this, a yellow banner contains the text 'Nutrition Factors is a Nutrition and Wellness platform developed by...'. At the bottom of the laptop, the 'MacBook Pro' logo is visible. In the foreground, a person's hands are seen typing on the keyboard and holding a smartphone. The entire image has a green color overlay.

# Costs



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# Business Portal Costs

*Match your expected membership needs to it's corresponding pricing tier.*

The Nutrition Factors Business Portal has a variable cost structure based on the number of total users and coaches. Total fees include an initial setup fee, monthly base cost for the portal, and monthly charge per member.

Save by paying year in full

<i># of Members</i>	<i>Base Price / mo.</i>	<i>+ Per Member / mo.</i>	<i>+ Per Member / yr.</i>
1-300	\$99.99	\$1.99	\$19.99
301-500	\$129.99	\$1.79	\$17.99
501-1000	\$149.99	\$1.59	\$15.99
1000-2500	\$199.99	\$1.29	\$12.99
2500 +	Contact Nutrition Factors		

\* \$299.99 Initial Setup Fee

\* \$69.99 Per Additional Coach



# Cost / Profit Analysis

*Boost revenue by connecting your business to nutrition and wellness.*

The following table displays profitability calculations based upon \$9.99 Member Fee and max number of members for each pricing tier. Net Totals are calculated as sum of revenues minus monthly base price and monthly member fees.

# of Members	Base Price	+ Per Member	Member Fee	Gym Gross Per Member	Monthly Gross Total	Profit After Cost	
						Monthly Net Total	Yearly Net Total
1-300	\$99.99	\$1.99	\$9.99	\$8.00	\$2,997	\$2,301	\$27,612
301-500	\$129.99	\$1.79	\$9.99	\$8.20	\$4,995	\$3,971	\$47,652
501-1000	\$149.99	\$1.59	\$9.99	\$8.40	\$9,900	\$8,251	\$99,012
1001-2500	\$199.99	\$1.29	\$9.99	\$8.70	\$24,975	\$21,550	\$258,600
2500 +			Contact Nutrition Factors				

\* Prices are examples based on assumptions. Actual revenue and profits will vary from gym to gym.



# Branded GRID Gym App (Add-on)

*Expand into fitness with the GRID Gym App.*

The Nutrition Factors GRID Gym App has a variable cost structure based on the number of total users and coaches. Total fees include an initial setup fee and monthly base cost for the app.

<i># of Members</i>	<i># of Coaches</i>	<i>Base Price / mo.</i>
1-300	1	\$399.99
301-500	5	\$499.99
501-1000	10	\$599.99
1000-2500	20	\$699.99
2500 +	Contact Nutrition Factors	

\* \$599.99 Initial Setup Fee

\* \$99.99 Annual App Store Fee



Questions?

Contact us at  
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