

Market Landscape

Name	Website	Direct Competitor	Focus	Tagline	VALUE PROPOSITION (sum c WHAT THEY DO (Frame-of-reference: from the audience HOW THEY DO IT (the definition WHY THEY DO IT (the greater purpose REASONS-TO-BELIEVE ... WHO: (who is the greater					
7-minute-exercise		No	Consumer-app							
Apple Health		No								
Carrotapp		No	Rewards for steps							
Fit On	https://fitonapp.com/	no	#1 free fitness app. World's best fitness & wellness platform,	Join Our 10 Million+ Member Community	best workouts, best trainers, best meditation, always on. Take Your Fitness to the Next Level	fitness, nutrition, healthcare, wellness	Work Out Anytime. Anywhere.			
habitify.me		No	Habits	Focus on what matters.						
Mindbody		No	cloud-based online scheduling and other business management software for the wellness services industry [1]							
Mudita	https://mudita.com/	no	We are a new kind of tech company . We care about freedom, joy and living in the present moment. (Brand name <i>Mudita</i> means "Joy")	"Enjoy Life, Offline". "A Humane Tech Company"	" ... putting your wellbeing first"	technology and product company; minimalistic phone, alarm clock, ventilators,	"Mudita creates humane products". "... putting your wellbeing first"	We care about freedom, joy and living in the present moment. Join us in the quest for a spontaneous, positive, and harmonious lifestyle. ... Mudita is a new kind of tech company, it exists to benefit the future of humankind. A future where people live more conscious and fulfilled lives. Where ethics and doing the right thing is more important than money. Where knowledge about how to live mentally and physically healthy lives is widely known and	product form/interface, design, testimonials, 17k Insta, Kickstarter success: 1,042 backers pledged \$262,506	
PNOE	https://www.pnoe.com/	no	Metabolic analysis	uncover your superhuman	BECOME AN APEX OF HEALTH & PERFORMANCE	PNOE brings you the most advanced biometric screening system and monitoring software to elevate your business into an apex center for health and performance.	The PNOE ecosystem combines everything you need to grow your virtual and live business into a trendsetter in fitness and health.	BUILT FOR ANY CUSTOMER AND FITNESS GOAL	design, success stories, photography	people seeking weightloss
Parsley Health	https://www.parsleyhealth.com/	no	A modern medical practice proven to treat the root cause of your health issue. "focuses on the source of a medical issue rather than the symptoms"	Better health starts here.	Transform your health with Parsley. • Rebuild your health from the inside out. Doctor-led, holistic medicine proven to treat the root cause of your health issue. • Online care from coast to coast. • holistic approach	Get personalized doctor-led care and support for chronic conditions, online or in-person ... our holistic medicine can transform your health. Experience our approach online for three weeks, meet your Care Team, and make a plan to get healthy.	<ul style="list-style-type: none"> • holistic approach to medicine • Advanced testing. • Member-first care. • Whole-body approach. • Meet your Care Team. • Get personalized lab work. • start your plan. 	"I started Parsley Health because I saw how broken healthcare is today . We are making ourselves sick as a population, through how we eat, move, and live while traditional medicine layers on more pills, waiting for us to get sicker." Robin believes that medicine should put nutrition, wellness and prevention on the front lines of health care, while simultaneously making care smart and data-driven to meet our needs in today's world.	<ul style="list-style-type: none"> • 97% of Members see an improvement in their symptoms. • doctor network / founded • DDDesign • lifestyle / holistic approach • press • testimonials • knowledge base • blogs / articles / thought-leadership 	Parsley was founded in 2016 by Dr. Robin Berzin, who saw that the average American spends around 19 minutes/year with a physician. These visits are usually focused on symptoms, and resolving them, rather than understanding the core reasons why someone is struggling. After all, the CDC says that 70% of diseases in our country are chronic and lifestyle-driven. Parsley Health offers a
Productive App		No	Habits	Habits & daily goals tracker						
Teachable	https://teachable.com/	no	Share what you know.™	Create and sell o	<ul style="list-style-type: none"> • Build a course, build a brand, build a business. • Join more than 100,000 creators who've sold over \$1 billion in courses and coaching. • "This is your show." • Teach the way you want to learn. • Unlimited everything, Talk to your students live, Schedule and host, Create success stories, Feedback is fundamental, 					

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Welle Co	https://www.welleco.com/	no	Plant-Based Health Supplements	Every great journey begins with the first step. Every small step is the seed of a powerful healthy habit.	get your fix of wellness and get inspired "Premium daily wholefood supplements designed for optimal health and wellbeing." products line, curation and shop + learning • greens, protein, sleep, boosters, lifestyle, skin + beauty + bath, "My nutritional doctor Dr Simone Laubscher Ph.D. formulated an alkalisng green powder for me that turned my life around, and later became the basis of WelleCo Super Elixir Greens, our hero product. When formulating, she looked at the average imbalances of an adult, and thought about what specific ingredients she could include to support gut health and balance the body's 11 systems. Since taking 2 teaspoons a day and adopting a predominately plant-based diet, I have had more energy and felt healthier than ever. It made me realise the profound impact food can have on the way I feel. It has transformed my life."
Well + Good	https://www.wellandgood.com/	no	Media: Editorial Publication, Culture — Beauty & Fitness, Holistic Wellness, Diet and Nutrition. "Well+Good is a leading health and wellness media company known for its <i>journalistic approach to content and ahead-of-the-curve trend-spotting</i> . The female-founded company, bootstrapped since its debut in 2010, has been recognized as a vertical media leader. Well+Good was named to Fast Company's 2018 Most Innovative Companies list. The brand also creates high-quality consumer events, including its Well+Good Talks and Well+Good Retreats series."	Your Healthiest Relationship "Decoding and demystifying what it means to live a well life, inside and out. "	Online Magazine, Publication, Shop: <<Curated guide to living well.>> stories/articles, design (Type&image), curation: • skin-care tips • food & nutrition • holistic treatment • fitness tips • sleep as luxury • relationship tips ... NOW getting into "Workout with Well + Good" fitness videos on Youtube. "... we dont just cover the news, we make the news" ... and from press release of Leaf Group of Brands (who aquired W+G): "We see a tremendous growth opportunity in the wellness category and many meaningful points of collaboration across our portfolio of brands" • 1 MMMILLION Followers (instagram) • brand partners; products make it real too • photography • premium content & experiences • trend-setters/spotters women, ages 20s–70s
Well Daily	https://welldaily.co/	no	Media: daily blog publication, wellness, food, beauty culture	Your guide to everyday well-being. We understand that health is a journey and that everyone is at a different stage. We're not here to judge or to preach, but simply to offer support and guidance, and if we can incorporate some fun and style into the mix, then all the better.	Well Daily was created in order to offer a platform where we, along with other health and wellness industry experts could share our knowledge and passion, tips and tricks, and how our own personal journeys have led us to a more holistic and mindful lifestyle. So in order to keep it simple, we share advice, tips, and recipes that people can actually use in their day-to-day life, along with new insights on health and wellness trends, and our favourite healthy restaurants and fitness spaces. TOPICS: • nutrition • women health • movement • recipes • mindfulness • beauty and skincare • interviews ... ALSO: RETREATS, SHOP, YOG RETREATS The goal of Well Daily is to provide accessible, thoughtful and inspiring content, based on the philosophy that eating well and feeling good should be simple • 1 MMMILLION Followers (instagram) • brand partners; products make it real too • photography • premium content & experiences • trend-setters/spotters young women on healing journey, seeking nutrition and wellness
xombo.ca	xombo.ca	No			
YYoga	https://yyoga.ca/	no	VIRTUAL Yoga Studio, (NOW YYoga At Home	Meet a Workout `yoga class where and when you want it;	We believe that yoga is for everyone and every body, which is why, from beginner to advanc
True-Image-Interactive		No	Personal Health Avatar	world's first-HUMAN-intelligent virtual assistants	
avatar.health		No	Genetics are responsible for 5-10% of poor health outcomes, lifestyles are responsible for 85-90%	Measuring Inflammation Risks Of Lifestyles	

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Fitonomy	https://fitonomyapp.com/	y	Sports & Fitness Instruction, Virtual-Home Workouts App	<ul style="list-style-type: none"> Working out made easy You can't finish, what you don't start. 	<ul style="list-style-type: none"> made easy PREMIUM: Unlimited Access to 450+ exercises, 30+ personalized workout programs, Amazing supportive community, 250+ healthy meal recipes, workout anywhere achieve your personal Wellness goals building and modifying your meal and workout plans 	<ul style="list-style-type: none"> Home/Virtual-workouts fitness and diet plans 	<ul style="list-style-type: none"> 500+ exercises that target your entire body virtual gamified trainers "No more guessing: The 3D animation will guide you through every step of your journey." healthy recipes according to your goals, including healthy breakfasts, lunches, dinners and snacks. community challenges goals 		<ul style="list-style-type: none"> "people love fitonomy" 2 MMillion Insta followers before & after virtual visualizations 	everyone, home workouts, regular people who "want to take the guess work out" of working out and getting fit; essentially for people who want to turn their minds off and consumer fitness
Functional Patterns	https://www.functionalpatterns.com/	y	online learning, courses, workouts — fitness / physical gains	Fitness Industry Disrupter	Make More Physical Gains Without All The Physical Pains With The Human Optimization Bundlea	online on-demand courses, videos, guides ... https://www.functionalpatterns.com/what-is-functional-patterns/	methodology: Our approach differs because we look at the inconvenient truths no one else wants to look at in training. HUMAN OPTIMIZATION ... Although Functional Patterns as a concept takes an integrative approach to health, as a practice it centers itself around altering biomechanics (movement) towards a more functional (economized) direction.	physical gains without pains,	success stories, practitioners, blog content	
Alo Moves	https://www.alomoves.com/	yes	Virtual Workout; on-demand Yoga, Fitness, Meditation skills; plus Athletic Clothings Products	Your at home studio	Practice anywhere with thousands of online fitness videos by world-class instructors.	online fitness videos	<ul style="list-style-type: none"> world class expert instructors in yoga, meditation, HIIT, barre, Pilates, and more. all styles of fitness classes for all levels Download videos offline for a practice that moves with you stories from community 	Spreading mindful movement, inspiring wellness and creating community. These goals inspire everything we do at Alo. BRINGING YOGA TO THE WORLD	<ul style="list-style-type: none"> 1000+ workouts 1 MMillion Instagram followers big ad spend celeb clients expert instructors testimonials 	<ul style="list-style-type: none"> inspired yogi, yogi & fitness wanna-bes fashion / life-style-istas young to mid-aged women
Precision Nutrition		Yes	Nutrition							
Up Coach	https://upcoach.com/	yes	"upcoach solves all the pain points that I had running group coaching programs"	The platform to scale your group, cohort, or 1-on-1 coaching	<ul style="list-style-type: none"> Easily Build Customized Coaching Programs That Transform Clients Lives (Create to-do's or tasks, Track & Develop Habits, Create Program Templates, Create Program Templates) Manage All of Your Clients or Groups In A Single Place (Build & Support Your Community, Create Kanban Engagement Boards, Store Your Clients Documents) Create A Scalable System, So You're Excited To Get More Client (Have a Single Point of Contact, Template Power, Create Custom Reports) Consistently Deliver 	The professional coaching platform to help you deliver transformational results for your clients and team members	<ul style="list-style-type: none"> Courses & Training Program Builder Agendas & Meetings Accountability & Encouragement Communication Client Management 	We help coaches organize, systemize and scale the impact of their coaching programs so they can deliver remarkable results and keep their clients longer. upcoach's Mission is to help millions of people achieve their desired (their full potential) outcomes via group coaching. We believe in group coaching because 1-on-1 coaching is too expensive and it does not scale. Online programs could have been the solution, but only 8 percent of online program buyers complete and implement the suggestions.	<ul style="list-style-type: none"> design, team, blog 	knowledge or coaching professional practitioners who are wanting to simplify, organize and automate / scale your business Today!
8fit			Consumer app	Healthy Habits Made Simple						
aaptiv				Experience Hundreds Of Trainer-Led, Music-Driven Audio Workouts						

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Apple Fitness+	https://www.apple.com/ca/apple-fitness-plus/		Fitness PLUS	Make Your Move.	<ul style="list-style-type: none"> • fitness experience for everyone, • powered by Apple Watch • World-class workouts • New workouts added every week • Work out how and where you want • heart-rate monitoring • motivating "activity rings" • competition "Burn Bar" • workouts: An exercise in simplicity. <p>A new fitness experience for everyone. (workouts & matrices, pro-trainers, tunes)</p> <p>world-class workouts by world's best trainers ... Introducing a new kind of fitness experience. One that dynamically integrates your personal metrics from Apple Watch, along with music from your favourite artists, to inspire like no other workout in the world.</p>
Apollo Neuro	https://apolloneuro.com/		Wellness technology, device & app — neurology	The Wearable Wellness Device For Stress Relief	<p>Choose how you want to feel with the Apollo app ... Apollo improves your body's resilience to stress, so you can focus, get to sleep, and stay energized. ... Improve: HRV, FOCUS, SLEEP, CALM, PHYSICAL RECOVERY</p> <p>wearable device and app which controls delivers subtle vibrations based on desired frequency/effect to your body</p> <p>Scientifically validated and Naturally Powerful</p> <ul style="list-style-type: none"> • Apollo is based on sense of touch — how touch makes us feel safe, and how touch has always been the single most important way for us to convey to each other that we are safe" co-inventor/founder <p>>> ENERGY AND WAKE UP</p> <p>SOCIAL AND OPEN</p> <p>CLEAR AND FOCUSED</p> <p>REBUILD AND RECOVER</p> <p>MEDITATION AND MINDFULNESS</p> <p>RELAX AND UNWIND</p> <p>SLEEP AND RENEW</p> <p>The Apollo team is on a mission to empower people to take control of their health.</p> <p>Developed by physicians and neuroscientists, tons of science and research to back claims, as well as testimonials and reviews ... 11k insta follow (good looking feed, combining image, type and basic geometry/elements)</p> <p>those who feel that their health is out of control, and who want to take complete control of their health</p>
ASYSTEM	https://www.asystem.com/		Online SHOP for Athletes; their own products, skincare, supplements, pain-relief, apparel	SYSTEMS FOR BETTER LIVING	<p>Best of Science, Best of Nature, Self-care, Simplified.</p> <p>body-care products, self-care products, supplements</p> <ul style="list-style-type: none"> • WHAT WE MAKE: We create high quality, designed products to help you look, feel and perform your best. Spanning supplements, vitamins, personal care, pain relief and recovery—we take a 360 perspective on health & wellness to optimize you from both the inside and out. <p>WE CREATE SYSTEMS FOR BETTER LIVING</p> <p>"You do not rise to the level of your goals. You fall to the level of your systems."</p> <p>— James Clear ... Choose high quality products. Use them consistently. Get results.</p> <p>HOW WE DO IT: We believe the translation of science is foundational to human health. Our products contain the finest ingredients backed by clinical data that are proven to deliver results, alongside ingredients which harness the potent powers of nature to heal and rejuvenate you, without the harm.</p> <p>We believe self-care should be simple. We create the products, so you can #OwnTheSystem. ... OUR MISSION</p> <p>We want to help you be your best. Both for you, and for those around you.</p> <p>We call this Betterment, and everything we do is with this goal in mind.</p> <p>DDDesign, press (Feat. in @gq @forbes @latimes @refinery29), specialized / focused on athlete audience, content / journal, events, 10K Instagram</p> <p>designer / athletes, design-heads, young-middle age men, yogis, kick-boxers, Science-backed self care to make you look/feel/perform your best.</p>

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auro	https://auro.fit/		Fitness and Wellness App	Train your body and mind with Auro. Work out on demand & like never before.	<ul style="list-style-type: none"> Immerse yourself into a fitness & wellness experience like no other – keeping you highly engaged & spoilt for choice. train smarter and see results (Track your metrics, including heart rate, heart rate zones & calories, with Auro's connected fitness technology). Train anytime anywhere. Consume the best content (pilates, strength, yoga, running, rowing, stair climber, running, cross trainer run a 10k, find yourself with meditation, or build superhero strength work-out with elite group
Botanic Health	https://botanicahealth.com/		Premium Herbal and Nutrition products, Plant superfoods — ONLINE SHOP	ARTISANS OF GREAT NUTRITION	<ul style="list-style-type: none"> explore by health benefit: stress & anxiety inflammation digestion energy brain & mental health sleep immune health cleansing cardiovascular health woman's health
Buddhify by Designing Mindfulness	https://buddhify.com/		Guided Meditation APP	Meditation done differently, Meditation on the Go.	<ul style="list-style-type: none"> buddhify is the only meditation app designed to fit into a busy modern lifestyle. buddhify cleverly weaves mindfulness into your daily activities in a way that broadens your experience

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by NM	<ul style="list-style-type: none"> • https://movementbyn.com/ • https://bynm.co/ 		Fitness platform	Modern approach to fitness	<p>Each program we produce is carefully crafted to display the art of fitness reflected through our talented teachers, diverse class types, and beautiful cinematography set to original music. Our qualitative programs are an investment for life, introducing you to a new practice of movement and giving you the tools to integrate what you learn into your everyday life. Wherever your body is in this moment is exactly where you should begin.</p> <p>Movement by NM is an independent print magazine that explores the intersection of art, fitness, and everyday life, inspiring readers to live in movement.</p> <p>We produce instructional fitness programs, selling courses/classes, and timeless stories that highlight the intersection of creativity and movement.</p> <p>We believe that healthy lives are expressed in all different shapes, fitness levels, and ages. It doesn't matter where you are starting from today; fitness should be accessible, inclusive, and never discouraging. We aren't like other fitness companies; We focus on the feeling, not the numbers. Our vision is to challenge the norms of what fitness culture has looked like for generations.</p> <ul style="list-style-type: none"> • stories • culture-leader (own magazine publication) • expert endorsement/teachers ... 21k Insta
Bodybuilding					
Chopra	https://chopra.com/		Self-Care / Well-Being; Meditation, Ayurveda, & Self Care Chopra	SET YOUR VISION, Mind-Body Health and Well Being; HEALTH FOR THE WHOLE YOU; Unlock the key to whole health.	<ul style="list-style-type: none"> • Simple self-care practices from the leading voices in well-being. • Self-care: Everything you need to live a life in total balance from the authority in well-being. • Chopra App: Centuries of wisdom in the palm of your hand; we've put together a comprehensive library of self-care guidance. Relax with our best meditations, self-care tools, tips, and practices for your well-being based on our unique wisdom and scientific research. Our app is specially designed to help you discover your best you - mind, body, and spirit. • train with the best <p>Self-care, Chopra app, retreats, certifications, dosha quiz, library.</p> <p>we provide resources for every person, in every stage of their journey / personalized solutions for whole health ... App, Retreats, meditation, certificaion for teachers, whole-health, spiritual activation,</p> <p><u>We believe well-being should be accessible for all. We know self-care doesn't look the same for everyone, and that's ok. That's why we (how.) provide resources for every person, in every stage of their journey.</u></p> <ul style="list-style-type: none"> • design • thought-leadership (articles/content, certification) • backed by Deepak Chopra • science • ancient wisdom (Vedic Astrology) • "masterclasses" <p>Well-being should be available anywhere and anytime you need it. Discover the Chopra App, filled with meditations and self-care practices to help you be your best you.</p>
Deeply	http://deplyapp.com/		meditation & self-care	Meditation should not be a chore.	<ul style="list-style-type: none"> • sleep more • stress less • live better <p>—</p> <p>Dozens of studies have shown that meditation actually rewires your brain, firing up specific areas that calm your nervous system. Here are some of the benefits of meditation:</p> <p>Better Sleep Focus Eases Anxiety Promotes Compassion Lowers Blood Pressure Reduces Stress Increases Happiness</p> <p>meditation app; breathing exceries, guided meditations, video library,</p> <p>The <u>only</u> Meditation App that integrates with other services (spotify, youtube, apple music and apple health)</p> <p>MEDITATION MADE SIMPLE</p> <ul style="list-style-type: none"> • testimonials • "People Love us on Product Hunt!" • ratings • DESIGN of app and marketing <p>everyone; working folks</p>
Fiit	https://fiit.tv/		Fitness App	Bring the Gym Home	<ul style="list-style-type: none"> • never get bored • train smarter • train with the best <p>fitness classes and fitness matrices tracking</p> <p>train with the best, from anywhere. train smarter with metrics and personal bests (connect with fitbit, apple watch and MyZone, galaxy watch).</p> <p>with a vision to make the world's best fitness classes accessible to everyone. Whether you're an experienced athlete or just starting your fitness journey — Fiit was created to help you keep progressing and pushing the boundaries of what you think you can do. And how good you can feel.</p> <p>"#1 rated fiotness app", testimonials</p>
Fitbit					
fitoss					

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Flo	https://flo.health/		womens health app	#1 mobile product for women's health	health insights • "your go-to digital fertility predictor for women"	ovulation calendar, period tracker, and pregnancy app	<ul style="list-style-type: none"> • Period tracker and ovulation calendar • Daily health insights • Health Assistant • Pregnancy and post-pregnancy modes • Secret Chats 	At Flo, we aim to improve the health and wellbeing of every girl and woman worldwide. • supports women at each stage of their reproductive cycle • We help women put themselves first. Flo exists to empower women by giving them a space they can access the knowledge and support they need to prioritise their health and wellbeing.	<ul style="list-style-type: none"> • medical expertise • #1 app in women health • international awards and recognition • value pillars • metrics: #1 downloaded health and fitness app 2019; best 2015; 260 staff; 150 million users 	women of all ages
Free Think	https://www.freethink.com/		online news, media/publication; thought-leadership,	"No Politics, No Gossip, No Cynics—its the News Reimagined"	stories about the people and ideas that move the world	"A platform for the people and ideas that are changing our world. No borders, no gossip, no cynics"	<p>EXPLORE:</p> <ul style="list-style-type: none"> • Science & Technology • Entrepreneurship & Innovation • Culture & Society <p>GO DEEPER:</p> <ul style="list-style-type: none"> • Specials & Series 	At Freethink, we believe the daily news should inspire people to build a better world. While most media is fueled by toxic politics and negativity, we focus on solutions: the smartest people, the biggest ideas, and the most ground breaking technology shaping our future. Get smart. Get inspired. Move the world.	design, content, 75K insta following, YT: 378K subscribers	free thinkers
Functional U	https://functionalu.ca/		Wellness, Health Consultant, Weightloss, True Longevity		Functional U's goal is to design	Crossfit Gym for beginners	<p>Philosophy: One can not possibly gain Optimal Health without first gaining Optimal Knowledge. At Functional U, we are not so focused on the "what" is the circumstance, as much as we centralize on the "why" is the system dysfunctional. Then, & only then, can we access, analyse, intervene, and appropriate an intelligent plan. This should allow for Remodelling & Repair of a decaying system and allow you the most Optimal Human Experience.</p>	At Functional, U we strive to accelerate the worlds metamorphosis into optimal health. Goal: Functional U's goal is to design Optimal Health programs that create maximum function, wellness, weightloss and true longevity. We would like to share our knowledge & intellectual property with our clients, friends, and family. Through correct thinking and followthrough, we will engaged in the journey to Optimal Health, and the most Functional U, together.	developed by Jay Cowin @functional_u, and @nourishmefunctionalU and @ASYSTEM (director of forulation)	
GoMotive				Remote training, coaching & rehab app to build revenue/brand						
GMB Fitness	https://gmb.io/		Fitness — GMB Fitness makes athletic movement accessible at home, with minimal equipment.	DON'T DIE WITHOUT EXPLORING WHAT YOUR BODY IS TRULY CAPABLE OF	Get strong, move better, and build total confidence in your body.	online / on-demand fitness videos — online training programs	<p>Smart training and great support make it possible to build physical freedom and skill for the activities you enjoy most. • mobility, mobius, range of motion, agility</p>	GMB IS ABOUT CREATING PHYSICAL AUTONOMY AND FREEDOM IN YOUR LIFE. ... IMAGINE NEVER DOUBTING YOURSELF PHYSICALLY ... What if you could wake up every day and know that your body was ready to handle everything you wanted it to do. Instead of worrying about nagging pains or limitations, you feel excited to challenge yourself in your favorite sports or activities, and to enjoy new experiences and opportunities as they present themselves. That's what we call "Physical Autonomy."	<ul style="list-style-type: none"> • case studies, testimonials • 76,231 clients in 102 countries • 143K insta / 193K subscribers YT • their own GMB Certification program for trainers 	for people who have more important things to do than spend hours every day working out ...

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GetFit apps	https://getfitapps.com/		App Development for Health and Fitness. Home	No Gym No Equipment	<p>HOME FITNESS WORKOUT TRACKER by Getfit</p> <ul style="list-style-type: none"> workout tracker egg-based workouts personal programs "42 club" reports (community) <p>DIET AND MEAL PLANNER by Getfit</p> <ul style="list-style-type: none"> diary recipes library calorie counter food tracker smarter food-decisions <p>WALKING TRACKER by Getfit</p> <ul style="list-style-type: none"> step counter live map tracker indoor walking "42 Club" reports <p>MEDITATION by Getfit:</p> <ul style="list-style-type: none"> feel happier in 10 days better sleep "42 club" reports <p>YOGA POSES DAILY by Getfit</p> <ul style="list-style-type: none"> mind:body approach personalized plan teachers guide you set goals for better results 	APP DEV CO. ... GetFit Apps is a leading mobile developer. A.I. powered fitness home workout app.	<ul style="list-style-type: none"> Fitness Workout by Getfit Diet by Getfit Walking by Getfit Yoga by Getfit Meditation & Sleep by Getfit <p>Home Workouts by fitness experts, Healthy balanced</p>		Our mission is to bring tech and fitness design,	
Headspace										
Healthily	https://www.livehealthily.com/		Self-Care; (Action + Habits)	Putting self-care at the heart of healthcare. The world's first medically approved self-care app.	making self-care simple	self care app: check your health, manage 100s of conditions, track your progress and much more.	<ul style="list-style-type: none"> Healthy brings medical knowledge out of the clinic and into everyday life, using a combination of advanced AI and user-friendly design. holistic approach: assess, learn, track, find, discuss, manage Globally trusted, individually focused, simple to use and free - Healthily helps you take control of your health, wherever you are. 	<p><u>Everyone needs healthcare. The trouble is, we often see a doctor for issues we could easily manage ourselves. At Healthily, we're on a mission to change the world by bringing informed, effective self-care to 1 Billion people. (OUR MISSION: To help a billion people find their health through self-care)</u></p>	<ul style="list-style-type: none"> "Built by doctors, Used by millions" "Health Library" knowledge base press METRICS: 90+ People; 60% / 40% Male/Female; Diversity Global Team 20+ Countries Represented; 122+ No. 1s; 4.7 App Rating; 3Million Downloads 	everyone, new parents, mid-age, aging boomers, old-timers, wise women,
Healthyish	https://www.bonappetit.com/healthyish		Healthy Food Culture, online magazine, editorial publication	Because healthy should still be delicious	delicious healthy food, inspiration	online magazine publication (part of bon appetit mag, conde nest brand group): articles, stories, advertorial, recipes	editorial style, bold photography and typography,	(sell advertising)	emotional imagery, designful	people interested in beautiful food (imagery), and making healthy foods.
Huemon	https://www.huemonize.me/		wellness app	Embark on a journey for sharing human experiences.	Huemon is safe place to explore, reflect and grow from our shared human experience. ... Discover, Reflect, Listen, Create.	Learn and grow from our shared human experiences.	How Huemon Empowers Explorers: Explore & Reflect, Share & Listen, Relate & Grow	My goal is for Huemon to provide a low-barrier, judgement-free space for people to unpack their personal experiences and feel validated in the fact that they share in the common human experience.	thought-leadership (blog)	
hit fit app	https://www.hifit.io/			7-Minute Workouts for a Perfect Body	customizable, comprehensive, anytime/anywhere, share recipes	<ul style="list-style-type: none"> home workout trainer Health Videos Community Fitness Tracker 	<ul style="list-style-type: none"> Comprehensive training courses that you can follow anywhere at any time. Customize flexible workouts between 30 seconds to 7 minutes to fit your schedule and needs. Share fitness posts & low-fat recipes. Share and receive practical health tips and professional guides. 			

Market Landscape

Name	Website	Direct Competitor	Focus	Tagline	VALUE PROPOSITION (sum c WHAT THEY DO (Frame-of-reference: from the audie HOW THEY DO IT (the definin WHY THEY DO IT (the greater purpo REASONS-TO-BELIEVE .. WHO: (who is the greater
Ido Portal	http://www.idoport.com/		"Movement Culture", Education and Practice, Videos, Influencer	Live Life Dramatically, MOVE MORE!; "If you Won't, one day you might not be able to.";	<ul style="list-style-type: none"> • Ido is seen as a leader / influencer / pioneer modern movement • presents it as a way of thinking, and a way of living (being) ... "Movement Culture represents a contemporary paradigm shift in physicality, moving us away from main culprits in movement and fitness as well as the separation between health, aesthetics, performance and art." • CULTURE /LIFE(STYLE) • ART / PERFORMANCE • <ul style="list-style-type: none"> • star influencer • "education and practice" • retreats • instructional videos • holistic / generalist approach • diets/nutrition • sports / athletes • dance elements <ul style="list-style-type: none"> • IDO and his unique approach <ul style="list-style-type: none"> • "This website has the intention to provide a portal (Ido's Portal...) for the expansion and communication of YOU - the Culture that gathers around Movement: Movement Culture." • "I am actually obsessed with... Movement." • First and foremost to create a dialogue and a cross disciplinary exchange of information between various types of movers. Information that was isolated in specific isolated practices can be extremely useful for other types of movers, but in the past this information was not shared. Second, the intention is to provide tools and support the development of Movers and specialists - practitioners of both isolated movement practices as well as wider spectrum ones.
Insight Timer App	https://insighttimer.com/		meditation app, online / on-demand learning	#1 FREE app for sleep, anxiety and stress.	<p>the best meditation app with the world's largest FREE library of more than 70k guided meditations, 9k teachers & the world's most loved meditation Timer.</p> <p>online / on-demand guided meditations, videos, teaching self-care, meditation</p> <p>high-production value, celebrity teachers, huge library, design of app, zen music, other resources/content</p> <p>"Magic Happens when you give meditation away for free."</p> <p>thought-leadership, specialization focus on everything meditation, design, celebrity endorsement, community, 210K insta, 18 million users,</p> <p>everybody, beginner to experts, non-intimidating classes meditation seekers, those looking for easy access to often misunderstood subject users,</p>
Lais Deleon App			Womans Workout APP	<ul style="list-style-type: none"> • You'll never feel lost or intimidated in the gym again! • Nutrition can be the most difficult part of getting fit, but it doesn't have to be! • Doing this alone is no fun! 	<p>burn stubborn fat, build lean muscle</p> <p>"Your complete fitness and nutrition app " Fitness, diet, pro tips, workout plans</p> <ul style="list-style-type: none"> • "science-based, progressive programs" • workouts, nutrition, accountability, LIVE Video Check-ins, Seasonal Challenges, Prizes, Pop-Up Challenges <p>"helping women sculpt their dream body and build confidence"</p> <ul style="list-style-type: none"> • her own success as public trainer, influencer • 243K insta followers • client "transformations" cases/photos "real results" • reviews • THOUGHT-leadership: Jump Start Guide Approved Grocery List Healthy Sweet Treats Recipe Book Home For The Holidays Survival Guide <p>women who want to get tone feel sexy "model-body"</p>
LIFE Extend App (by LifeOmic)	https://lifeapps.io/		wellness tech, app — focused on LONGEVITY / LIFE SPAN — they tracking health pillars/metrics for wellness insights (Track physical activity, nutrition, mindfulness, sleep and intermittent fasting)	The only precision health app that helps you improve your healthspan (and it's FREE!). ...	<p>EXPERIENCE PRECISION HEALTH — be social, learn and grow, Be on the bleeding edge, secure</p> <p>LIFE Extend app to the next level with features designed to enhance your consistency and affect positive change!</p> <ul style="list-style-type: none"> • Set up a fasting schedule from a library of popular fasting styles, or set up your own custom schedule. • See how much time you have left to eat with a helpful eating window timer, and with notifications for starting and ending your fasts it takes the guesswork (or forgetfulness) out of your schedule. • All the latest features and enhancements. • Also, get special avatar treatment and membership in an exclusive LIFE+ Subscribers Only Circle! <p>LifeOmic® is the software company that leverages the cloud, machine learning and mobile devices to improve healthspans – from prevention and wellness to disease management and treatment. ... At LifeOmic®, we believe in the power of disruptive healthcare technologies, machine learning and mobile apps to extend human healthspan. Human life expectancy at birth has increased significantly over the last century, from around 65 years to over 80 years in</p>
LIFE Fasting Tracker					

Market Landscape

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Joyster	joyster.app		Mental and Physical Health App — "Daily Self Care Diary"	bringing self-awareness and reflection by making positivity loader!	Understand your story with Joyster. "Understand Yourself"	<ul style="list-style-type: none"> Joyster is an interactive self-guided journal that teaches you the science of your well-being through data and reflection. track analyze symptoms visualizing your well-being 	<ul style="list-style-type: none"> displaying your positive and negative influences in your life through data and reflection create journal stories in seconds to keep track of your mental and physical symptoms Our users create their entries in less than 30 secs. The app then analyzes the entries and provides a trending graph, with insights on symptoms week over week, as well as positive and negative triggers in their lives. The triggers can be anything from a certain meal they ate, a person they interacted with, an activity they did, etc. It's totally personalized to you! 	<p>Joyster is an app that aims to help with anxiety, depression, panic attacks, or any other mental health symptom....</p> <p>• THE STATE OF MENTAL HEALTH TODAY (Medium.com Article)</p> <p>"We live in a busy world, filled with distractions. We spend so much time looking down at our screens or up at our television, that we often forget to check in with ourselves. Our society is changing so rapidly that it's impossible to keep track of how it's affecting us physically, mentally, spiritually, or emotionally. Mental health has reached its peak in diagnosis from previous historical years. It is believed that 25% of the population has suffered or are suffering from some kind of mental struggle. As a society we have treated physical symptoms as emergencies. When we catch the flu, we go see a doctor who can help. But historically, where society has missed the mark is that mental health is physical health. Our bodies and minds are connected. When someone suffers from anxiety, depression, or other mental struggles, their bodies suffer too."</p>		
Mad Bars			"street (& home) workout app, bodyweight workouts,"	Home Transformation	Premium: Weekly workout plans and nutrition Starting from \$24.99 (Try it free)	home workout app, content	workout plans, ebooks, blog sharing education	NOT LISTED: assume help people evolve into strong bodies, without equipment.	• client success stories	bar-heads, 112k insta following
Magic Fitness	https://magic.fitness/		LIVE REMOTE COACHING	<ul style="list-style-type: none"> find your perfect <u>fitness</u> coach find your perfect <u>yoga</u> coach find your perfect <u>zumba</u> coach 	• competitive pricing	<ul style="list-style-type: none"> online coaching real trainers various disciplines / body-parts / exercise 	<ul style="list-style-type: none"> whole body workouts (disciplines) community of trainers plans 			

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Mind Valley	https://www.mindvalley.com/		Online Learning Platform—relationships, health, mindset and wellbeing. ... Mindvalley is an innovative personal transformation learning platform Mindvalley is an innovative personal transformation learning platform	Transformative Learning. ... Mindvalley Provides The Education That Regular Schools Forgot	all the essential life skills that regular education ignores	online learning platform, and APP, for courses, masterclasses	The Mindvalley Difference: 5X Better Completion Rates than Traditional Online Learning* • "Being Human is more than just what our broken education system makes it out to be. We teach the world the art of truly living extraordinary, fulfilling, happy lives." ... And we do it by: • bringing in the latest cutting edge techniques, • the world's best teachers, and • a powerful learning platform that is the best of its kind in the world. • their team	"Being Human is more than just what our broken education system makes it out to be. ... We spend the prime years of our lives preparing for our careers. But we spend hardly any time preparing for things that will determine the quality of our life experience and the quality of our relationships, health, mindset and wellbeing. Mindvalley teaches you the things that actually matter most in life.	<ul style="list-style-type: none"> community (perceived) METRICS: 10 Mill Students Worldwide, 5x More Likely To Complete Our Courses, 200+ Authors, Speakers and Activists. team/leadership testimonials the Founders NY_Times Best selling book "The Code of the Extraordinary Mind" by Vishen Lakhiani 1.1 Million Instagram followers 	people seeking higher deeper education ... leaning in relationships, health, mindset and wellbeing .
myMomentum			wellness app,	Find Your Momentum ... learn rewards for healthy choices and support local		Get inspired with daily challenges. Earn rewards to your favourite local & Canadian businesses. Discover all things wellness.	Get inspired. Discover local. Stay connected.		<ul style="list-style-type: none"> testimonials measuring our impact, via (matrices): people making healthy choices, challenges completed, people asweating, local partners 	
MVMT.101 — Michelle Edmison	https://www.movement101.ca/		MOVEMENT / PHYSIOTHERAPY — influencer , practitioner,	optimizing movement + physical longevity	optimizing movement, performance	manual therapy movement training needling	GREAT INSTAGRAM VIDEOS selling/hinting towards here service which provide a lot of free value, selling courses on thinkific, seeing clients in person.	I believe MOVEMENT is the best therapy and our most powerful tool. I am a self proclaimed "movement science geek" and my mission is to bring you high quality movement videos so you can begin your journey of FEELING GOOD and REACHING YOUR PHYSICAL POTENTIAL. I have been a physiotherapist for over 20 years and have a clinical practice in North Vancouver where I use a combination of manual therapy, dry needling and movement. In addition, I am a clinical instructor at the University of British Columbia in the Faculty of Medicine, Department of Physical Therapy. Locally, I teach group KINSTRETCH + DNS + FT classes and lead workshops for movement enthusiasts. I love teaching, am CONSTANTLY learning and am insanely curious about anatomy. All bodies and levels are welcome. I hope to see you soon!	list of certifications / credentials • 20 years practicing • 8K real followers on instagram	

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Next	https://nextworkoutapp.com/		Workout App (Russian)	A.I. Powered Gym	<p># 1 App To Burn Fat, Gain Muscle And Make A Body Stand Out From The Crowd ... You will achieve impressive muscle relief by burning off all unnecessary</p> <p>- You will build up powerful volumes of muscle mass for ideal, masculine proportions (Broad back, voluminous shoulders, powerful chest, narrow waist)</p> <p>- You will reach a new level of strength and endurance</p> <p>- You will discover a simple and tasty diet for fast achievement of your goals</p> <p>- You will understand how to stay in relief, muscular shape 365 days a year</p> <p>- You will unleash the full potential and power of the male warrior within you.</p>
Nike					
OctaZone	https://octazone.app/		Fitness App	START YOUR FITNESS JOURNEY IN THE WORLD OF SPORTS WITH A WORLD CHAMPION!	<ul style="list-style-type: none"> Get a personalized fitness plan by Khabib Nurmagomedov. Clear instructions and videos for all exercise <ul style="list-style-type: none"> Library of 50+ more no-equipment short workouts goal setting Enter your fitness level, weight, height, body type, and age personalized workout plan carefully selected just for you.
OPEN	https://o-p-e-n.com/		Online Learning & Community & APP — mindfulness (movement, meditation and practice, breathe work, mindful activism)	Present. Together	<p>Our classes are a new take on mindfulness. A blend of methodologies, of the old and the new — designed to <i>awaken your senses, quiet the chatter, and bring you to the present moment.</i></p> <p>online and offline classes. Classes for every moment.</p> <p>Meditation, breathwork, music, movement, practice — Open classes combine traditions and technologies to explore greater collective presence and awareness.</p> <p>Open teachers are here for you. Wise, intelligent and embodied leaders in the fields of mindfulness and movement, from all over the world.</p>
OWN U			Health and Fitness App	Own your body, own your mind.	<p>were shaped by industry leaders explicitly to ease your daily life and give you strength on your very own journey.</p> <p>Together, the users of OWNU create a strong and supportive community, where we lift each other and reach our goals together.</p> <p>workout guides • workout library • meal planner • recipe guide</p>

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PEAR	https://www.pearsports.com/		fitness platform	Activate people with adaptive and interactive coaching content.	<ul style="list-style-type: none"> reach your fitness goals faster Do more with smarter coaching features. Be known for a smarter fitness and wellness solution Activate people with adaptive and interactive coaching content. Increase engagement and retention with next level data. Drive revenue and user engagement with PEAR's game-changing tools. <p>The health and fitness software platform that delivers smarter digital coaching solutions:</p> <ul style="list-style-type: none"> Consumer Health and Fitness Boutique Fitness Clinical and Therapeutics Race and Endurance Events ... "We deliver a robust compilation of next-level digital solutions for any business model." <p>Our proprietary platform pushes the consumer experience to the next level with dynamic, interactive audio and video workouts and personalized coaching. We provide our partners with scalable and comprehensive solutions that engage end-users with high-quality programming and valuable data.</p> <ul style="list-style-type: none"> real-time personal training interactive coaching content creation tool biometric analytics Rep Counting (soon) Tele-Coaching Sessions Community Engagement Build smarter fitness and wellness experiences that unlock your business potential. <p>We empower and inspire our team to <u>create the future of health and fitness</u>.</p> <p>PEAR is the leader in personal digital coaching. We are dedicated to building the most advanced health and fitness software platform and constantly making our technology smarter.</p> <ul style="list-style-type: none"> DDDESIGN: marketing site is ridiculously clean, product platform is (seemingly) complete health & fitness client-management AND personal fitness app, with deep list of solutions App Store rating (4.6 • 240 Ratings) "...it's among the best fitness apps you'll find." – PC Magazine <p>Whether you're a high-growth innovative brand or an established company undergoing transformation, Pear can help your health and fitness business.</p> <ul style="list-style-type: none"> Enterprise Corporate Wellness First Responders and Homeland Security workers individual personal
Peloton	https://www.onepeloton.ca/		"BOUTIQUE WORKOUT AT HOME" ... personal fitness coach app, and Workout Devices	Unlimited motivation	<p>COMPARE PELOTON TO YOUR FITNESS COSTS • get a headstart on your goals</p> <ul style="list-style-type: none"> persona live coach experiences PLUS stationary bikes, and tread / pad (with screens) <ul style="list-style-type: none"> Workouts streamed live and on-demand classes to help you with running, cycling and strength exercises. live coach experience unlimited motivation, delivered daily get on the bike and ride expert instructors <ul style="list-style-type: none"> ambitious goal: bring the community and excitement of boutique fitness into the home. our mission to bring immersive and challenging workouts into people's lives in a more accessible, affordable and efficient way. <ul style="list-style-type: none"> design of marketing, products, experiences advertising spend good press app rating showrooms WHOLE ECO-SYSTEM expert instructors <ul style="list-style-type: none"> people who were once going to gyms (they compare their value over other memberships) hermits / home-bodies fitness beginners to those levelling-up
playcity					
PTEnhance					
Quest for Eternal Sunshine	https://questforeternal.sunshine.com/		Guided Meditation Exercises, Self Healing Practices, Trauma Healing Resources	Celebration of Wisdom, Healing and Self-Discovery	<p>is a resource for healing wisdom and self-discovery</p> <p>events, tools, book, guided meditations and exercises, mindfulness, compassionate communication, innate medicine, writing practice,</p> <p>guided self-healing, community, resources and tools</p> <p>share author / spiritual-guide Mendek Rubin, legacy of peace and love</p> <p>Mendek Rubin's legacy, the book "Quest for Eternal Sunshine", community, 10K insta, reviews/press/awards</p> <p>people on a journey from dark to light</p>
Rocket Body by GetFit Apps	https://getfitapps.com/rocketbody		health and fitness technology	rocket body AI	<ul style="list-style-type: none"> Unlock your true potential with ECG-based personal trainer by GetFit Apps. GetFit Apps is the world's first health & fitness mobile developer, which unlocks Apple Watch excellence to full power to improve your health • designed to improve your health <p>A game-changing Artificial intelligence built to provide personalized <u>workouts tailored to the current condition of your Heart</u>. Next gen ai fitness health app.</p> <p>Highly personalized health & fitness apps that delight customers with engaging and habit-changing experiences</p> <p>bring tech and fitness together</p> <p>DDDesign (designed to improve your health), family of apps, "Backed by science", technology (ECG-data, apple watch)</p>
Runtastic					
Samsung Health					

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Saviour			Nutrition	Create a healthy relationship with food. End your struggles with eating, and address feelings like guilt, frustration, or confusion. With Savor, you'll learn how to nourish your body and mind.						
Sick Weather				population health forecasting						
Skill Share	https://www.skillshare.com/		online learning community for CREATIVES	Explore Your Creativity	Join Skillshare to watch, play, learn, make, and discover.	online classes, workshops — educational videos	<ul style="list-style-type: none"> • BIG LIBRARY: including animation, design, illustration, lifestyle, photo & film, business writing, analytics, ux • REAL CREATORS: Industry Leading Pros teaching • WHAT WILL YOU DISCOVER: Explore new skills, deepen existing passions, and get lost in creativity. What you find just might surprise and inspire you. • MEMBERSHIP WITH MEANING: With so much to explore, real projects to create, and the support of fellow-creatives, Skillshare empowers you to accomplish real growth. • CLASSES DESIGNED FOR REAL LIFE: Move your creative journey forward without putting life on hold. Skillshare helps you find inspiration that fits your routine. 	Inspiring discovery through creativity. We want to inspire and multiply the kind of creative exploration that furthers expression, learning and application.	design, marketing, teacher designers, ratings, testimonials, 528K Insta following, YT: 304K subscribers	creative who want to refine their skills and discover new tools and skills
Skill Yoga	https://skill-yoga.com		yoga app for athletes	Yoga Workouts & Personalized Training Plans		yoga app / on-demand video workouts; highly visual	studio videography / photography; pro athlete trainers		• 25 K insta, high-production quality,	fit people, who want to become better athletes

Market Landscape

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TRIIB	https://triib.com/		Gym, Fitness — Management software	We build fitness communities.	Everything you need to excite your members, manage your gym and build your business.	Management software designed for community-builders: With all the tools you need in one place, your business can operate stress-free, rise above the noise, and grow your membership. ... "all-in-one gym management platform empowers you with a connected desktop platform, self-service kiosk & point-of-sale, performance tracking, "	<ul style="list-style-type: none"> "Master your customer experience" run your gym, empower your team, prospect management, signups, appointments/calendar manage classes Delight members with video content & custom programs track fitness progress, personal bests, and promote engagement within your community. 	We believe customer experience is central to whatever you want to accomplish. So we designed tools to power you forward at every step of their journey.	testimonials, design, comprehensive software tool focused on providing service to their niche, resources/blog	trainers, people selling fitness, gyms, teams of trainers
True Coach	https://truecoach.co/		Train Your Clients Online With The #1 Platform Built For Personal Trainers	Modernize Your Personalized Coaching Business	<ul style="list-style-type: none"> Spend More Time On Coaching Your Clients At Scale And Less Time On Admin The All-In-One Platform Built For Fitness Professionals 	The All-In-One Platform Built For Fitness Professionals	<ul style="list-style-type: none"> workout builder video exercise library real-time messaging client management email notification progress tracking program builder nutrition tracker team accounts custom theming compliance tracking dashboard 	Our mission is to (WHY) make a positive impact in the lives of fitness coaches and their clients , (HOW) by building (WHAT) tools that enable coaches to grow their business and deliver an exceptional experience to their clients, all while saving time.	<ul style="list-style-type: none"> DESIGN of product and marketing CASE STUDIES METRIC: founded 2015, 150 Countries, 20K+ Total Coaches, 250k+ Total Clients, 50M+ Workouts Delivered 	PROFESSIONAL TRAINERS. The "glue-it-together" days of spreadsheets, email, YouTube videos, and text messages are in the past.
Virtuagym					All in one managements software for fitness and health professionals					
Vivoo	https://vivoo.io		At-home Wellness-Test — urine test strips	Learn Your Body	personalized nutrition & lifestyle	Your Urine + Our Technology	TRACKING: wellness, hydration	For years, we have tried different wearables, apps, products as a way to live a healthier life. However, the existing options are just not engaging enough, as they don't offer personalized insights. We believe that wellness is a personal journey and it should be unique to each person.	press, 8K followers insta, reddit	techies who just have to use the latest tech, people who want insights into their wellness.
								That's why we created Vivoo.		
Volt Athletics										
Upright Pose	https://www.uprightpose.com/		wearable tech / device to improve posture,	the world leader in wearable posture trainers	<ul style="list-style-type: none"> GET THE HEALTHY POSTURE YOU'VE ALWAYS WANTED Look and Feel Better Than Ever: Change your whole appearance – just by being upright. Get Ready to Take on the World: Build confidence naturally by stimulating your biochemistry. Make Your First Impression Count: Show your best side, and maximize your opportunities in life. Reduce Stress, Grow in Mindfulness: Bring more calm into your daily routine by tuning into your body. Boost Work Productivity and Success in Life: Get more done, in less time, with quality results. Enhance Your Vitality, Strength, and Energy: Relieve pressure and strain on your back. 	UPRIGHT POSTURE TRAINER / wearable to bring awareness to posture	<ul style="list-style-type: none"> Our smart posture trainers use biofeedback to help you achieve healthier posture habits naturally. small design comfortable fits every body gentle vibration reminders 	We believe that back health is central to your overall well being.	<ul style="list-style-type: none"> specialized / focused product 500K USERS, press, reviews, "The Science", 30-DAY MONEY-BACK GUARANTEE 1-YEAR WARRANTY INCLUDED, 15,000 VERIFIED REVIEWS & COUNTING 	YOU SLOUCH, IT VIBRATES. Young and Old, people who want "Look and Feel Better Than Ever"

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Well.ca	https://well.ca/		online marketplace / shop	Wellness Delivered	Canada's largest green & natural selection online shop website: • beauty & skincare • personal care • fitness and protein • medicine and health • home and lifestyle • foods and snacks • vitamins and supplements • green and natural
Wellness living	https://www.wellnessliving.com			The all-in-one business management tool trusted by wellness businesses world wide	
Whoop	https://www.whoop.com/		Daily personalized fitness, sleep, and recovery	Title Description: The World's Most Powerful Fitness Membership. Campaign Headline: KNOW YOURSELF	
WildFIT Quest				A 90-Day Guided Real-Time Coaching Program To Return You To Your Most Natural State of Health	
Wodify				Athlete performance tracking software	
wodify				All-in-one gym management platform	
Workout Trainer, by Skimble	https://www.skimble.com/workouts		Fitness App. We specialize in bodyweight-only high intensity workouts, quick strength building routines, energizing yoga practices, and brutal fitness challenges!	• OWN YOUR WORKOUT. • Fresh, fun workouts - at your fingertips. •	• make maximum progress and get results, wherever you are in your fitness journey. • best move-by-move workouts designed by experts to crush your fitness goals • Skimble leads the mobile fitness movement with dynamic coaching apps for everyone
Yoga on Gaia	https://www.gaia.com/yoga		Online / On-demand video yoga classes	Find Your Yoga	WATCH. TRANSFORM. ... Your video yoga instruction, classes, resources, postures, Expand your mind, nurture you

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Yuzu	yuzuwellness.com		Wellness App; "practice management solution"	The Nutritionist's	automated all that time-consuming • SMART: Yuzu allowing you to • SECURE: Yuzu is built on best • COMPREHENSIVE: Yuzu see • CLIENT CENTRIC: Yuzu is the	A super smart and simple to use practice management solution that helps both you and your clients meet your goals	FOR NUTRITIONALIST • Online Scheduling & Reminders • Charting/EHR • Menu Planning • Telehealth • Billing and invoicing • Electronic claim processing • Secure Messaging • Practitioner Community FOR CLIENT • Mobile App • Easy Food Logging • Total Health Tracking • Personalized Meal Plans • Predictive Weight Forecasting • Client Community	Creating healthier and happier people through intelligent human guidance. ... Yuzu is where Healthy meets Nerdy—we are a team of Dietitians and technology innovators on a mission to blend data with machine learning and a splash of predictive intelligence to serve up a healthier and happier you!		

Market Landscape

[1] Founded in 2001, the company services over 58,000 health and wellness businesses with about 35 million consumers located in over 130 countries and territories