



EST. 2017

# **IMPACT**

**WRAP**

**A PIONEER & LEADER IN  
CONNECTED FITNESS STRIKING**

More info: [GYMS@IMPACTWRAP.COM](mailto:GYMS@IMPACTWRAP.COM)

[www.ImpactWrap.com](http://www.ImpactWrap.com)

[!\[\]\(e3f8612927870f2e0f9f5989e6dd3064\_img.jpg\)](#) [!\[\]\(a86c7d1c9cb81c81614634a31267440d\_img.jpg\)](#) @impactwrap



**“OUR CHURN  
DROPPED BY 63%”**

- Mike Littrel, 5X location owner & coach // X3 Sports, Atlanta

IMPACT SERVERS

3<sup>RD</sup> GENERATION

IMPACT TRACKERS

APPS & EMAIL SUMMARIES



# STAFF EXPERIENCE

## ADMIN

Easy to use

Access on any computer, tablet, or phone

Create & schedule custom workouts

Assign members to bags

See class and member stats



## HARDWARE

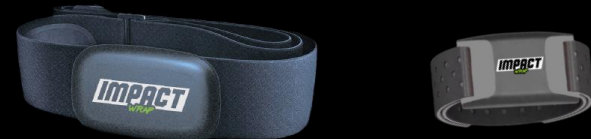
Trackers and servers come plug and play

Servers require ethernet

Trackers easily install on most bags

Optional chest & armband heart rate monitors

Televisions not included



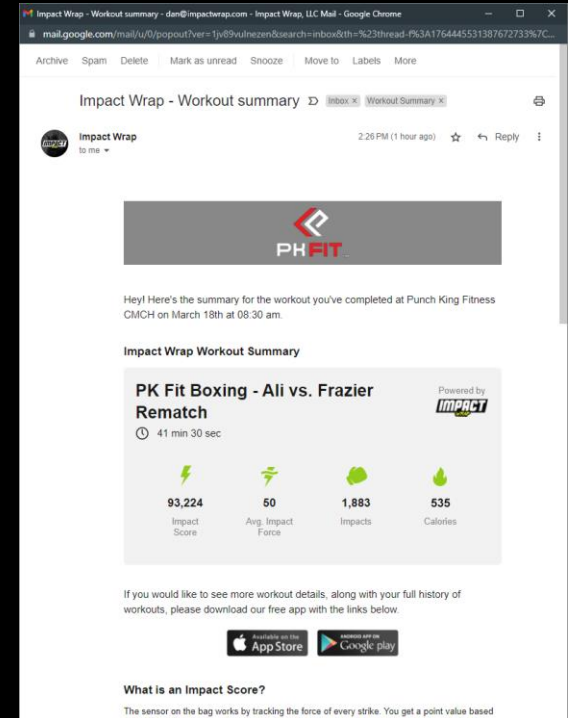
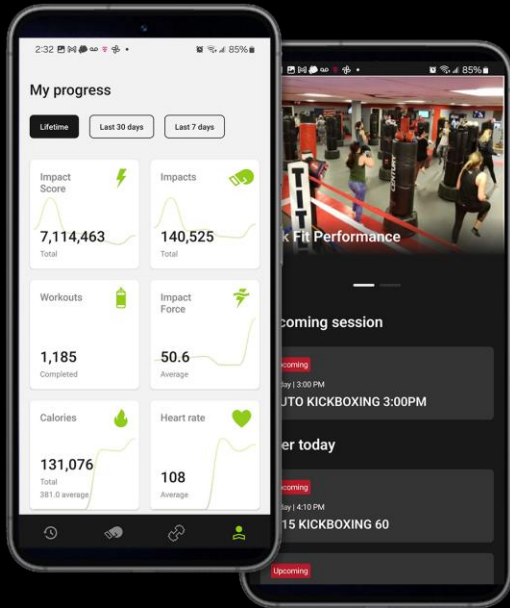
# MEMBER EXPERIENCE

## EMAIL

Sent to member after workout  
Summary of key stats  
65% open rate  
Links to download app  
Definition of metrics

## APPS

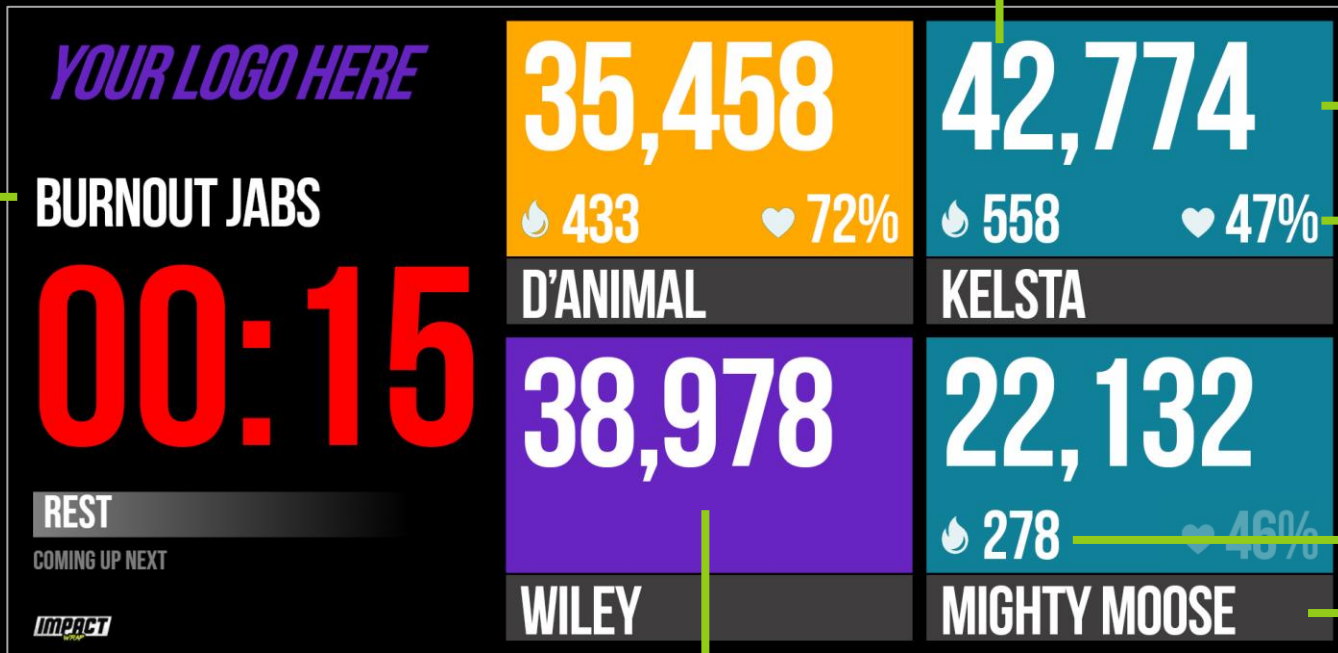
iOS and Android  
Set workout goals  
Join classes  
See bag and workout stats  
Earn achievements  
Monthly leaderboards  
Coach messaging center  
In-app notifications





# DIGITAL WHITEBOARD & LEADERBOARD

Customize TVs with up to 20 different members. Add TVs to scale beyond 20. Optional heart rate and calories.



Impact Score is our proprietary power output metric based on power and number of strikes

Color of tile changes for each HR zone

Percentage of maximum heart rate

Calories burned

Optional fighter nickname

Gym colors for those without heart rate

*YOUR LOGO HERE*

BURNOUT JABS

00:15

REST

COMING UP NEXT

IMPACT

Custom name rounds so members can easily follow along in guided or self-guided classes

# WORKOUT OPTIONS

TVs can also be configured for circuit training stations, videos, static images, or timers.



## IMPACT WRAP WORKOUT

Create bag related workout



## CIRCUIT WORKOUT

CrossFit, AMRAP, ...



## OPEN WORKOUT

Members do their own workout on the bags

TIMER 02:00

MEDICINE BALLS

USER 1 USER 2

KICKBOXING

BURPEES

KETTLEBELLS

USER 1 USER 2

CIRCUIT

01:37

JUMPIN' JACKS



# CLASSES ON TIME, EVERY TIME.

Set auto-start classes & even add 3X more classes with zero labor when combined with our Digital Whiteboard.

☰

Beast Boxing

TODAY

< >

SEPTEMBER 2024

	Sun 1	Mon 2	Tue 3	Wed 4	Thu 5
12:00 AM					
1:00 AM	COMBOS & EXERCISES 12:05 AM - 12:53 AM	COMBOS & EXERCISES 12:05 AM - 12:53 AM	10 ROUND FIGHT 12:00 AM - 12:54 AM	COMBOS & EXERCISES 12:05 AM - 12:53 AM	10 ROUND FIGHT 12:00 AM - 12:54 AM
2:00 AM	10 ROUND FIGHT, CORE, HAND SPEED 1:00 AM - 1:54 AM	Legs & Core Boxing 1:00 AM - 1:54 AM	combos and exercise intervals 1:05 AM - 1:53 AM	Legs & Core Boxing 1:00 AM - 1:54 AM	combos and exercise intervals 1:05 AM - 1:53 AM
3:00 AM	10 round Fight 2:00 AM - 2:54 AM	10 round Fight 2:00 AM - 2:54 AM	basics and group activities 2:00 AM - 2:54 AM	10 round Fight 2:00 AM - 2:54 AM	basics and group activities 2:00 AM - 2:54 AM
4:00 AM	warm up with jump rope 3:05 AM - 3:52 AM	1 & 3 MINUTE BOXING - eXERCISES 3:00 AM - 3:52 AM	exercises and group activities 3:02 AM - 3:52 AM	1 & 3 MINUTE BOXING - eXERCISES 3:00 AM - 3:52 AM	exercises and group activities 3:02 AM - 3:52 AM
5:00 AM	amrap 4:00 AM - 4:53 AM	INDIVIDUAL PUNCHES & GROUP ACT 4:00 AM - 4:53 AM	buck furpees 4:00 AM - 4:52 AM	INDIVIDUAL PUNCHES & GROUP ACT 4:00 AM - 4:52 AM	buck furpees 4:00 AM - 4:52 AM
6:00 AM	3 Round Mix 5:00 AM - 5:47 AM	Basics 5:00 AM - 5:54 AM	10 MIN CIRCUIT 5:00 AM - 5:53 AM	3 Round Mix 5:00 AM - 5:47 AM	Basics 5:00 AM - 5:54 AM
7:00 AM	10 ROUND FIGHT, CORE, HAND SPEED 6:00 AM - 6:54 AM	CARDIO FITNESS BOXING AND CORE 6:00 AM - 6:54 AM	10 ROUND FIGHT, CORE, HAND SPEED 6:00 AM - 6:54 AM	10 min circuit 6:00 AM - 6:53 AM	10 ROUND FIGHT, CORE, HAND SPEED 6:00 AM - 6:54 AM
8:00 AM	Combos & Exercise 7:00 AM - 7:48 AM	Circuit, Combos, & Intervals 7:00 AM - 7:54 AM	5MIN EXERCISE ROUNDS 7:00 AM - 7:48 AM	Combos & Exercise 7:00 AM - 7:48 AM	5MIN EXERCISE ROUNDS 7:00 AM - 7:52 AM
9:00 AM	individual punches, exercise, 30 - 60 sec 8:00 AM - 8:53 AM	10 MIN CIRCUIT 8:00 AM - 8:53 AM	Legs & Core Boxing 8:00 AM - 8:53 AM	10 MIN CIRCUIT 8:00 AM - 8:54 AM	Legs & Core Boxing 8:00 AM - 8:54 AM
10:00 AM	Legs and Core Boxing 9:00 AM - 9:54 AM	10 ROUND FIGHT, CORE, HAND SPEED 9:00 AM - 9:54 AM	CARDIO FITNESS BOXING AND CORE 9:00 AM - 9:54 AM	Legs and Core Boxing 9:00 AM - 9:54 AM	10 ROUND FIGHT, CORE, HAND SPEED 9:00 AM - 9:54 AM
11:00 AM	power hr 10:00 AM - 10:54 AM	Cardio & Core Boxing 10:00 AM - 10:54 AM	individual punches, exercises, and group activities 10:00 AM - 10:53 AM	Cardio & Core Boxing 10:00 AM - 10:54 AM	individual punches, exercises, and group activities 10:00 AM - 10:53 AM
12:00 PM	10 ROUND FIGHT, CORE, HAND SPEED 11:00 AM - 11:54 AM	10 round fight drill 11:00 AM - 11:54 AM	Level Changes & Combos 11:00 AM - 11:52 AM	10 round fight drill 11:00 AM - 11:54 AM	Level Changes & Combos 11:00 AM - 11:52 AM
1:00 PM	Punch/exercise pyramids, 15 sec intervals 12:00 PM - 12:54 PM	10 ROUND FIGHT, CORE, HAND SPEED 12:00 PM - 12:54 PM	10 round 12:00 PM - 12:54 PM	PUNCH EXERCISE PYRAMIDS VERSION 2 12:00 PM - 12:53 PM	10 round 12:00 PM - 12:54 PM
2:00 PM	5 min circuit, combos, 4 min plank 1:00 PM - 1:54 PM	amrap rounds 1:00 PM - 1:53 PM	1 LAP OUTSIDE 1:05 PM - 1:53 PM	amrap rounds 1:05 PM - 1:53 PM	5 min circuit, combos, 4 min plank 1:00 PM - 1:54 PM
	5 min exercise rounds, group activities 2:00 PM - 2:52 PM	CARDIO FITNESS BOXING AND CORE 2:00 PM - 2:54 PM	round roulette 2:00 PM - 2:54 PM	5 min exercise rounds, group activities 2:00 PM - 2:52 PM	round roulette 2:00 PM - 2:54 PM

Calendar > Legs and Core Boxing

START DATE

05/22/2024

START TIME

9:00 AM

INSTRUCTOR

Choose instructor

REPEAT

Forever

Repeat every:

☐ Sunday

☐ Monday

☐ Tuesday

☒ Wednesday

☐ Thursday

☐ Friday

☐ Saturday

☒ Automatically start the countdown at 8:57 AM

WORKOUT TYPE

Change workout

Legs and Core...

SCOREBOARD DISPLAY

During rounds

Scoreboard: ON

Ranking: ON

During rest

Scoreboard: ON

Ranking: ON

WORKOUT SUMMARY

Duration

54:00

Rounds

25

BREAKDOWN

Countdown

03:00







**“ABSOLUTELY THE BEST  
UPGRADE WE’VE MADE SINCE  
OPENING FIVE YEARS AGO.**

Cody Sweet, 2X location owner with 1400 active members  
// Sweet Fitness Kickboxing, California

# THANK YOU!

[gyms@impactwrap.com](mailto:gyms@impactwrap.com)

[ImpactWrap.com](https://ImpactWrap.com)



## IMPACT WRAP STATS

Founded 2017, Philadelphia  
Made in the USA

3 Million completed workouts  
Equivalent to 386 years of platform use  
Almost 300 gyms in 16 time zones

# IMPACT WRAP HEART RATE MONITORS



## IMPACT WRAP CHEST STRAP HRM

- Fits on chest with adjustable strap
- Electrode reader
- Requires moisture/conductive gel to connect
- Not affected by skin color or tattoos
- Replaceable coin battery (CR2032)
- Bluetooth & ANT+
- Can be used with other open sourced apps



## IMPACT WRAP ARMBAND STRAP HRM

- Fits on arm with adjustable strap
- Optical reader
- Does not requires moisture/conductive gel
- Can be affected by skin color and tattoos
- Rechargeable USB battery (adaptor included)
- Bluetooth & ANT+
- Can be used with other open sourced apps



# MY STORY

I'm Dan Fradin, and I've been hitting the heavy bag for 30 years.

In my prime, I was competing with top amateurs and seriously thinking about going pro when I damaged discs in my neck, and I was just in too much pain to continue.

So I switched gears and focused on what I loved most about MMA, which was the incredible workout. And I began studying the science of it with a good friend of mine who had a PhD in bio-informatics.

At the same time, my career as a technologist and marketing executive took off.

But, what I really wanted was a system to help me with my heavy bag training. I looked around and there wasn't anything. I could measure my heartbeat, my running, my walking, my biking...so many things. But I couldn't measure what I wanted to measure, which were my heavy bag workouts.

I knew if I wanted it, other people did too. So I decided to make it myself. And what I couldn't do myself, I found experts to help me. And I made it all happen - the math, the algorithm, the hardware, the social interaction, and the competition.

It took a long time — since 2010 - and hard work to get it right, but when we got it right, I took Impact Wrap to gyms and they loved it because it grew their businesses. Impact Wrap took off so fast that I had trouble keeping up with the demand even today.

Now we have 270+ gyms, in 16 time zones, on 6 continents with many thousands of people using Impact Wrap daily.

