



# STRATEGY OF CLAIMING

Revolutionizing Fitness by Turning Workouts into an Immersive Gaming Experience

A presentation by PWXR B.V. ©2024

## A NEW MARKET

# COMPUTER GAMING IS ABOUT SOCIAL, INTERACTION,

fun & excitement, though not that **physical**





# WHERE IS THE EXERCISE AND **'BODY'** EXPRESSION?

to become a virtual and physical esports hero?

# GAMERS TO BECOME ATHLETES ATHLETES TO BECOME GAMERS

## THE NEXT GENERATION OF GAMING

1. More than 1 in 4 people across the world don't get enough exercise
2. Excessive screen time results a in greater risk of experiencing health issues that are associated with physical inactivity
3. Brands do not want to be affiliated with violent content.
4. There is a strong stigma attached to gamers due to their perceived lack of social activities



the first fully “digitally native” generation **AGE 12 -27**



## The problem:

Consumed by digital technology, Gen Z faces restricted **exercise** and **socializing**. Where can they commune?

## Gen Z: Shaping Tomorrow, Targeting Today:



**Digital Immersion:** Gen Z has grown up in an era dominated by digital technology. They often spend extensive amounts of time on smartphones, computers, and other digital devices, leading to a sedentary lifestyle. This digital immersion can result in less motivation to engage in physical activities.



**Screen Time:** With the proliferation of screens and online entertainment, many Gen Z individuals spend a significant portion of their time-consuming digital content rather than participating in physical activities. This excessive screen time can lead to a lack of exercise and physical movement.



**Limited Outdoor Spaces:** Urbanization and modernization have led to the reduction of open spaces and recreational areas in many communities. Gen Z may have limited access to parks, playgrounds, and other outdoor spaces where they can engage in physical activities and socialize with peers.



**Safety Concerns:** Concerns about safety, particularly in urban areas, may discourage Gen Z from venturing outside to exercise or socialize. Parents may be more protective due to perceived dangers, leading to restricted outdoor activities for this generation.



**Socialization via Digital Platforms:** Gen Z often relies on digital platforms for social interaction and entertainment. While these platforms provide opportunities for connection and communication, they can also contribute to a more sedentary lifestyle as physical gatherings and activities are replaced by online interactions.

# FITNESS

Industry challenges

Social  
isolation

Overemphasis  
on appearance

obsessions

Low  
immersive  
experience

Limited  
competition

No  
connection with  
(exer) gaming

## CONNECT EXISTING

Similar characteristics.

## THE MARKETS:

but no significant overlap.

**PWXR** a pioneer in this market,  
having developed one of the most  
distinctive full-body XR games available today,  
encouraging people to exercise without even noticing

Not embedded  
into complete  
workout

Low  
community  
building aspects

Low  
retention  
Value

Low  
Production  
value

Elementary  
school oriented

Plethora of  
offerors

Industry challenges

# EXERGAME

## **FITNESS** Industry

In terms of revenue, the Health and Fitness Industry market size was valued at around USD 78 Billion in 2021 and is projected to reach USD 125.23 Billion by 2030

## **EXERGAME** Industry

According to the latest research, the global Interactive Fitness market size was valued at USD 6425.05 million in 2022 and is expected to expand at a CAGR of 8.23% during the forecast period, reaching USD 10328.71 million by 2028. Interactive fitness brings gaming technology to the commercial fitness market.



[www.activeesportsarena.com](http://www.activeesportsarena.com) | Enjoy The Full Body XR Competition | Check out the live stream!



# ACTIVE ESPORTS ARENA

## Accomplishments

- The first full body tracked experience without need for suits
- 4 players per round 10 minutes per match
- 6-8 minutes effective gameplay
- Low-cost operations (1fte)
- Dimensions: 8x8 meter
- 12 camera-based tracking system
- AR support
- In-game branding opportunities
- Live streaming
- Multipurpose: gesture analytics
- Hardware agnostic
- Support, update and new content
- Research reports available at request

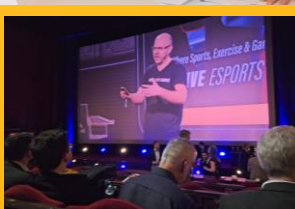
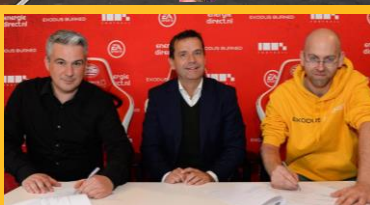
Market ready, fully developed & owned by PWXR b.v.



**TRCK**  
FITNESS REVOLUTION

**PWXR**





# ACTIVE ESports ARENA

- Finalist in the Dutch Innovation Award
- Finalist in the Aurea XR Award
- PSV as official partner
- FNS 6G partner
- GiveMe5 partner

## PRESENTED AT:

- LA Sports Innovation Conference, held at Sofi Stadium in Los Angeles
- Soccerex Americanas in Miami
- World Expo in Dubai
- ISPO in Munich, Germany
- Sport Innovation Congress Vlaanderen in Gent
- Presented at prominent venues including PSV, Feyenoord, Papendal (home-base Dutch Olympics) and the Johan Cruyff Arena.
- Schools: an effective program introducing sports based on (exer)games. (results available at request)



# JOIN OUR NEXT STEP(S):



## Our advantage

Full ownership & control  
of most premium VR  
exergaming content

**ACTIVE ESPORTS ARENA**

## Our next step

Take the lead  
by building up  
a Flagship Center

**INVESTMENT NEED**

## Our end goal

Become the  
preferred alternative  
to current GYM and  
HEALTH clubs.



## Our next step: Opening the 1<sup>st</sup> Center

We have our **Active Esports Arena** product available for individual purchase, but it can also be part of a comprehensive franchise solution. Establishing a flagship center involves setting up an Active Esports Arena as a showcase, which can serve as the beginning of an all-inclusive **franchise**.



# TRCK

## FITNESS REVOLUTION

Where you can belong to a gaming community, a sports group, and a worldwide movement. Where you can spend time in different worlds at one time. A place that makes it easy to do sports every day, compete with others and have fun in different narratives.

**Incl. Bar & Food concept**  
promoting healthy lifestyle

# TRCK

## FITNESS REVOLUTION

**The trck** is a new fitness program this is designed for **Gen-Z**. It focusses on total body workout and lifestyle, and emphasizes speed, strength, response, and balance. It also incorporates XR gaming & fun.

- 1 **Total Body Workout**
- 2 **Lifestyle focus**
- 3 **Speed, Strength, Endurance, Response & Balance**
- 4 **XR gaming**
- 5 **Fun, stimulating, social & competition**



### Total Body Workout

**The TRCK** is a total body workout that helps you burn calories and get in shape.



### Lifestyle focus

**The TRCK** is designed to fit into your lifestyle and help you make healthy choices.



### Speed, Strength, Endurance, Response & Balance

**The TRCK** helps you unlock your potential with total body training.



### XR gaming

**The TRCK** incorporates XR gaming fun to make your workout more enjoyable.



### Fun, stimulating, social & competition

**The TRCK** is a fun and effective way to get into shape and to commune with others.

**The trck:** Revolutionizing Fitness with Immersive XR Workouts. Our concept merges gamified total body workouts with cutting-edge XR technology, allowing members to immerse themselves in virtual worlds, fully represented by their own bodies. This complete immersion encourages users to push their limits, resulting in unprecedented motivation and performance. Experience the future of fitness with **the trck**.

# Flow- based motivation:

A state of being fully immersed and absorbed in an activity

Full immersed exergame reaction training

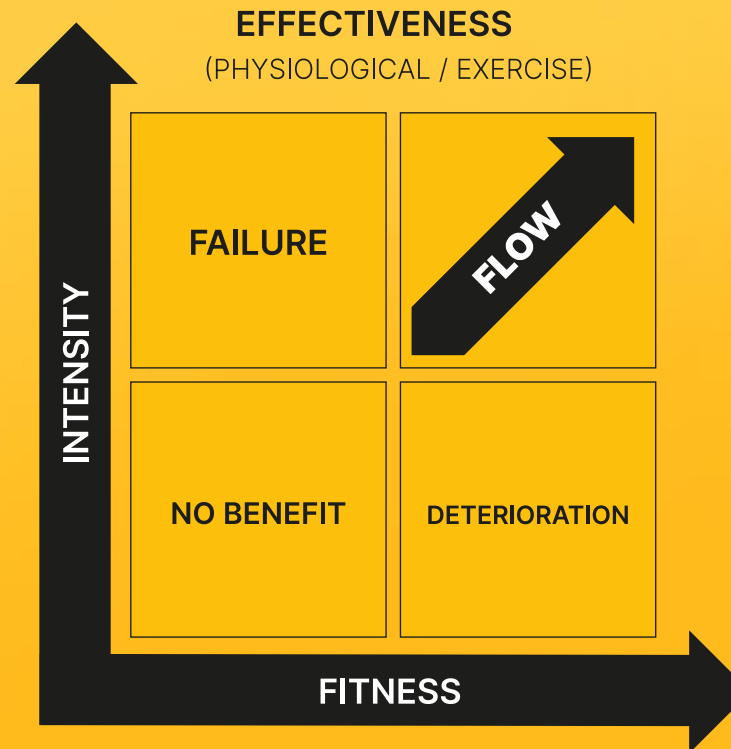
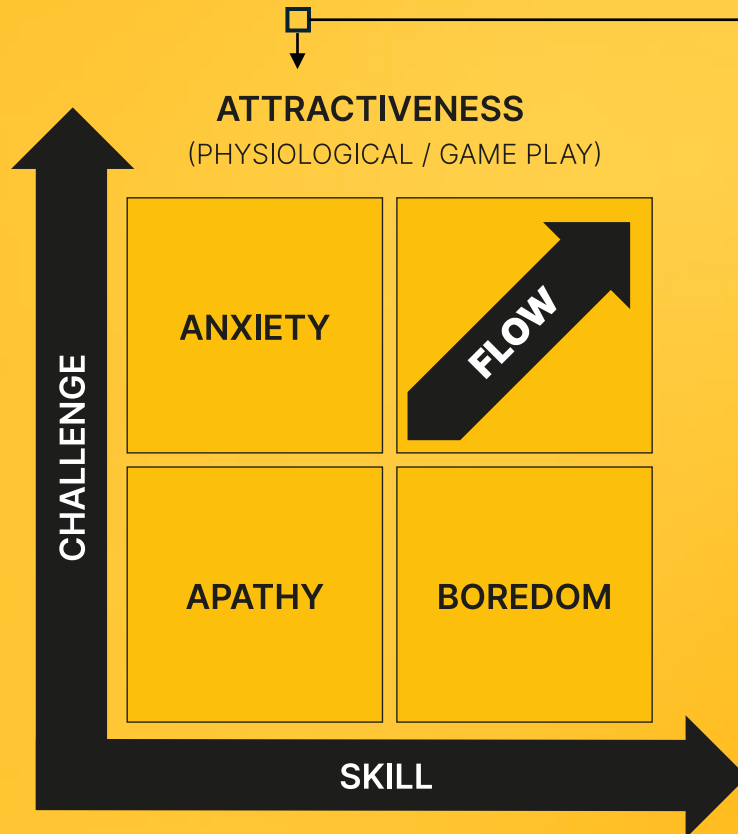
Active Esports Arena

Smart reaction training

BlazePods | SmartGoals

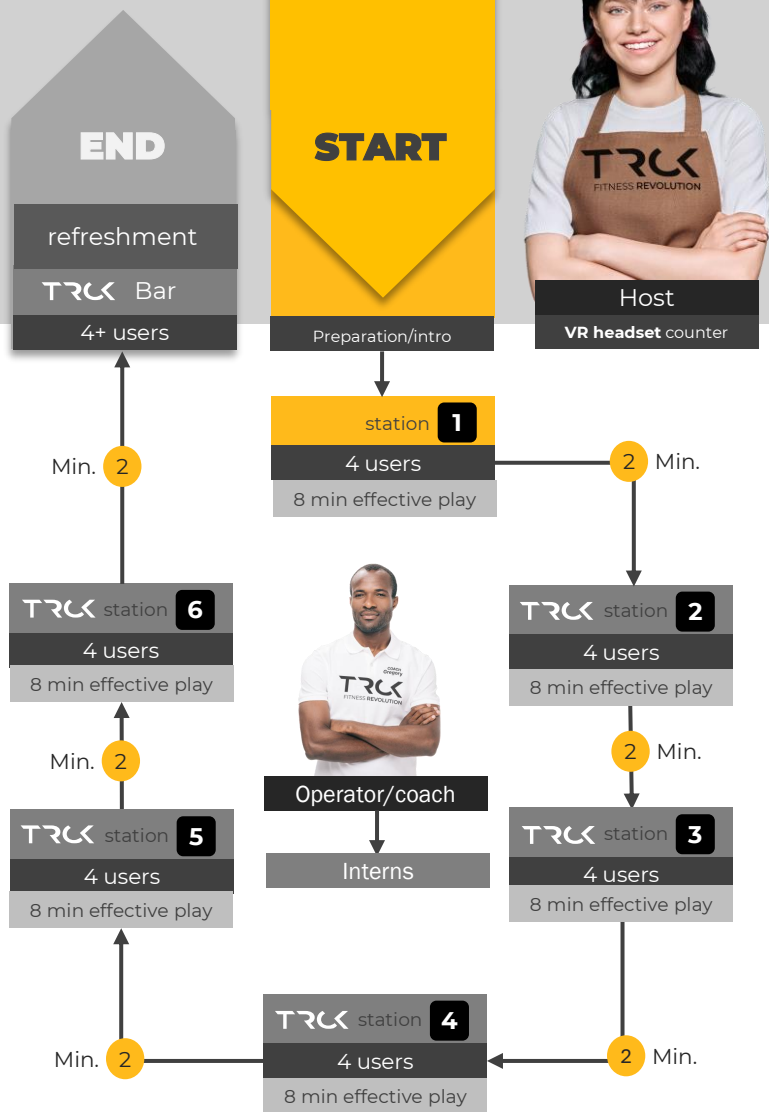
Functional movement patterns  
bodyweight exercises &  
cardiovascular conditioning

Animal flow | bootcamp | etc.



- 1 Clear Goals
- 2 Challenge-Skill Balance
- 3 Immediate Feedback
- 4 Concentration
- 5 Intrinsic Motivation
- 6 Clear and Actionable
- 7 Instructions
- 8 Loss of Self-Consciousness
- 9 Time Distortion
- 10 Balance of Challenge & Skill





Maximum capacity

# 24 active players in 1 hour

Your **60 minutes** to finish your **trck** (10 minutes each)

Starting at 00:00	Starting at 10:00	Starting at 20:00	Starting at 30:00	Starting at 40:00	Starting at 50:00
Round 1	Round 2	Round 3	Round 4	Round 5	Round 6
TRCK station <b>1</b> 4 users	TRCK station <b>1</b> 4 users	TRCK station <b>1</b> 4 users	TRCK station <b>1</b> 4 users	TRCK station <b>1</b> 4 users	TRCK station <b>1</b> 4 users
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TRCK station <b>5</b> 4 users	TRCK station <b>5</b> 4 users	TRCK station <b>5</b> 4 users	TRCK station <b>5</b> 4 users	TRCK station <b>5</b> 4 users	TRCK station <b>5</b> 4 users
TRCK station <b>6</b> 4 users	TRCK station <b>6</b> 4 users	TRCK station <b>6</b> 4 users	TRCK station <b>6</b> 4 users	TRCK station <b>6</b> 4 users	TRCK station <b>6</b> 4 users
Finished at 60:00	Finished at 1:10:00	Finished at 1:20:00	Finished at 1:30:00	Finished at 1:40:00	Finished at 1:50:00

**TRCK**  
FITNESS REVOLUTION

Difficulty settings: Rookie **trck** - Challenger **trck** - Legend **trck**





2

3

**trck**  
**4**

**PRAMA**  
Follow the instructions  
on the control pannel

**3**  
MIN.



Tap as fast as you can with your knees kept up high  
to get the highest score of the day.

Next session / volgende sessie

Romana Mullovich	A
Terry Blake	B
Johan van Oldebarneveld	C
Monia Elkakumi	D

Now active / Nu actief op dit veld:

<b>John de meer</b>	<b>A</b>
<b>Marcus Meijer</b>	<b>B</b>
<b>Feline Mohan</b>	<b>C</b>
<b>Jessica de Jong</b>	<b>D</b>

**TRCK**  
FITNESS REVOLUTION

# TRCK

## FITNESS REVOLUTION

Fewer operational needs | Optimized throughput

# Digitally guide players throughout the entire trck

5

6

## Weekly agenda & Dynamic prices

**Mon Tue Wed Thu Fri Sat Sun**

During the morning to be used by Cross Fit Gym (t.b.d.)

10:00 11:00  
11:00 12:00  
12:00 13:00  
13:00 14:00  
14:00 15:00  
15:00 16:00  
  
16:00 17:00  
17:00 18:00  
18:00 19:00  
19:00 20:02  
20:00 21:00  
21:00 --:--

School competitions & Business outings  
**Center to be fully booked (20+ teams)**

Open walk-in hours

Open walk-in hours

**School competitions & Business outings need to be booked one week upfront.**

### CORE TEAM:

1 Host/Location manager  
1 Coach  
2 Students

During the open walk hours there needs to be a host to welcome the customers that can staff the bar and a coach who can assist players, advice and be the personality that inspires people. Based on the success of the bar, additional students and interns can be attracted.

### Location manager:

- Head of daily operations
- Host who's able to operate as well
- Responsible for marketing
- Responsible for sales

### Coach:

- Operates all the units
- Guides customers through the experiences
- Sets out new trck's
- Maintains relations with customers
- Feeds social media
- Assisted by interns



# Occupancy rate

one hour circuit training						
minutes	10	10	10	10	10	10
programm	Prama Fitness	Embedded Fitness	NextGym	Active Esports Arena	Swift	Embedded Fitness
exercise	cardio	response time	power	power/cardio	cardio	power
capacity	4	4	4	4	4	4

opening hours	
hours per day	5
days per week	7
weeks per year	50

Players Circuit training The Trck						
occupancy rate	station	time per circuit programm	per hour	per day	per week	per year
100%	4	10	24	120	840	42000

## Pricing

Promotional ticket price	€ 15.00	Market introduction
Standard ticket price	€ 22.50	A standardized circuit training incl. 1 Active Esports Arena Match
Standard ticket price at counter	€ 25.00	A standardized circuit training incl. 1 Active Esports Arena Match
Business Outing ticket price standard	€ 35.00	A personal circuit training incl. 1 Active Esports Arena Match + finale for the team
Business Outing ticket price premium	€ 55.00	A personal circuit training incl. 1 Active Esports Arena Match + finale for the team, incl. free non alcohol drinks
School competition ticket price	€ 15.00	A personal circuit training incl. 1 Active Esports Arena Match + Competition

\* Multi-ride pass as a subscription model excluded (e.g. upfront payment for 5 sessions with 1 for free)

# Revenue

Income		Year 1				
Promotional ticket price						
Ticket pricing	€ 15					
Annual turnover at 100% occupation	€ 630,000					
		revenue per year	per year	per month	per week	per day
occupancy rate	4%	€ 25,200	1680	140	33.6	4.8
Standard ticket price						
Ticket pricing	€ 23					
Annual turnover at 100% occupation	€ 945,000					
		revenue per year	per year	per month	per week	per day
occupancy rate	4%	€ 37,800	1680	140	33.6	4.8
Standard ticket price at counter						
Ticket pricing	€ 25					
Annual turnover at 100% occupation	€ 1,050,000					
		revenue per year	per year	per month	per week	per day
occupancy rate	4%	€ 42,000	1680	140	33.6	4.8
Business Outing ticket price standard						
Ticket pricing	€ 35					
Annual turnover at 100% occupation	1470000					
		revenue per year	per year	per month	per week	per day
occupancy rate	4%	€ 73,500	1680	140	33.6	4.8
Business Outing ticket price premium						
Ticket pricing	€ 55					
Annual turnover at 100% occupation	€ 2,310,000					
		revenue per year	per year	per month	per week	per day
occupancy rate	4%	€ 92,400	1680	140	33.6	4.8
School competition ticket price						
Ticket pricing	€ 15					
Annual turnover at 100% occupation	€ 630,000					
		revenue per year	per year	per month	per week	per day
occupancy rate	4%	€ 25,200	1680	140	33.6	4.8
			All tickets			
			per year	per month	per week	per day
			10080	700	202	29
Additional revenue by drinks/food at the bar:						
Revenue based on 1 consumption per visitor:	cost per drink	approx. visitors	total			
* revenue outside terrace not included	€ 3	8400	€ 25,200			
Total estimated occupancy rate	20%	Total Revenue	€ 321,300	Year 1		
			€ 397,425	Year 2		
			€ 432,600	Year 3		
			€ 474,600	Year 4		

# ORIGIN STORY

## SHOWCASE at ISPO Munich



### Peter, Sven & Crew (NL)

Once the system was fully wireless, PWXR was asked by **ISPO** to showcase during the expo '23. ISPO is the biggest int. trade show in the sports industry.



Product & Tech

## CONNECT to the organization



### Marcus Meyer (DE)

Co-organizer at the ISPO (Force of Disruption) & Marketing & Sales expert.

Invited PWXR and shares the ambition to merge XR gaming with fitness into a new concept.

Marketing & Sales

## PARTNER with a new team



### Ralph Scholz (DE)

Former boardmember at McFIT (DE largest fitness chain) & implementation manager.

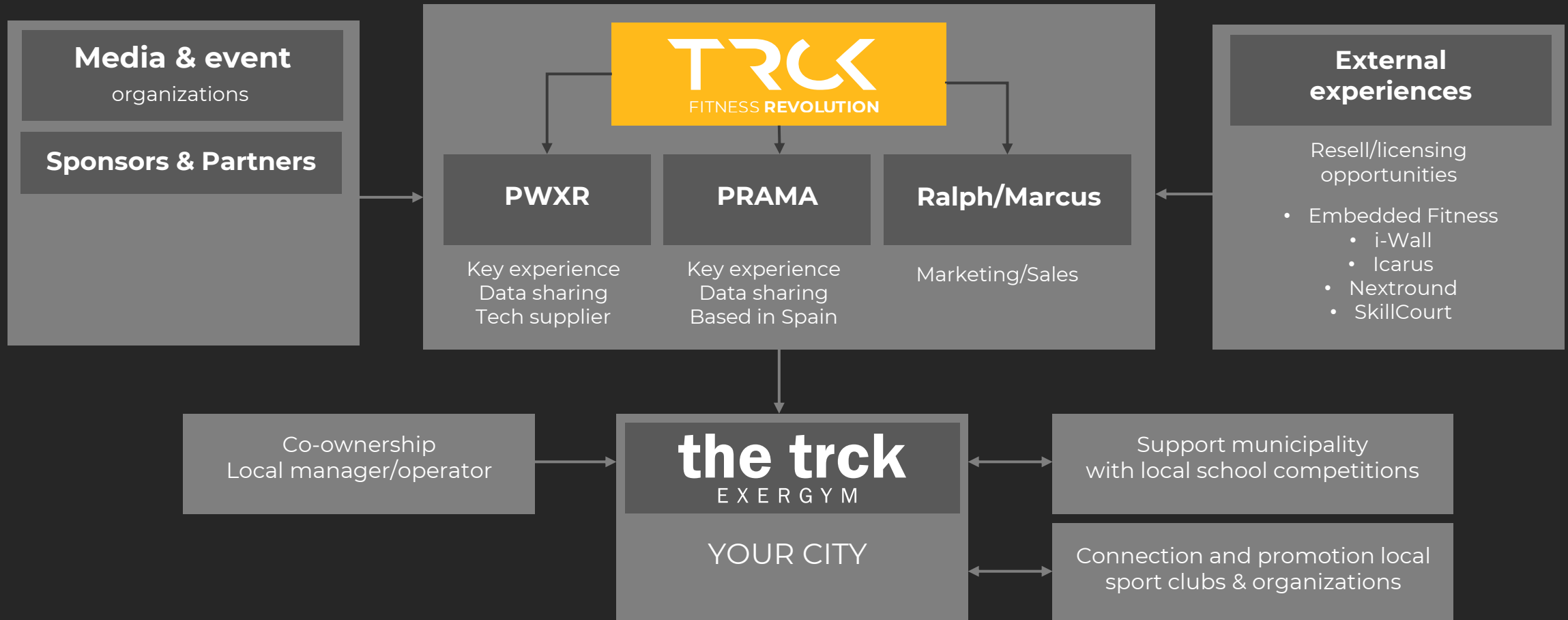
Shares PWXR's ambition to merge XR gaming with fitness. Business Partner with Marcus.

Extention & Implementation

## A NEW INTERNATIONAL CONCEPT

- Build & expand partnership
- 2 weekly progress meetings
- Search investment & partners
- Find locations
- Iterate and improve
- Build a recognizable, stable brand

# Setup future centers







## MAKE COMPETITORS ALLIES

Prama Fitness, Embedded Fitness, ICAROS, i-Wall, SkillCourt, etc.

All connected via **The trck**

Instead of being reactive and waiting for the demand from the industry to further develop, there is now a unique opportunity to take control. By attracting external partners alongside Active Esports Arena, who meet the mission goals of PWXR, a broad network can be established, where the isolated data can be linked together. This is the beginning of the circuit training that forms the foundation of success, with PWXR as its owner.

**Goal: Based on the assessment, the system generates a personalized XR exercise track. For instance, if a user is focusing on improving their response skills, the track may include exercises that emphasize reaction speed.**

### The trck Superventure

- Wide range of exergames (low entry to high-end)
- Personalized tracks
- High throughput
- Community builder

Stand alone centers

### The trck Microventure

- Few low-entry exergames
- Small footprint
- Easy setup & operation
- Minimal staffing
- Low throughput

Holiday parks, hotels, malls & universities

Future opportunity

**TRCK**  
FITNESS REVOLUTION



# Expand with a focus on creating communities

## BALANCE & REVENUE



**2024**

Step **1** Build a flagship store

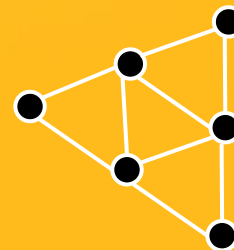
## INCREASE VISABILITY



**2024 - 2025**

Step **2** new country

## BECOME THE BRAND

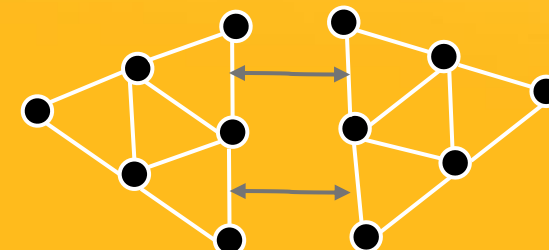


**2025**

Step **3** Continent

**Build a network of partners**

## CLAIM THE MAKET



**2026 - 2027**

Step **4** International

**Market dominance**  
(the #1 exergaming gym)



Expand to the United States at **LA '28** presenting the true gamechanger that sets everything in motion

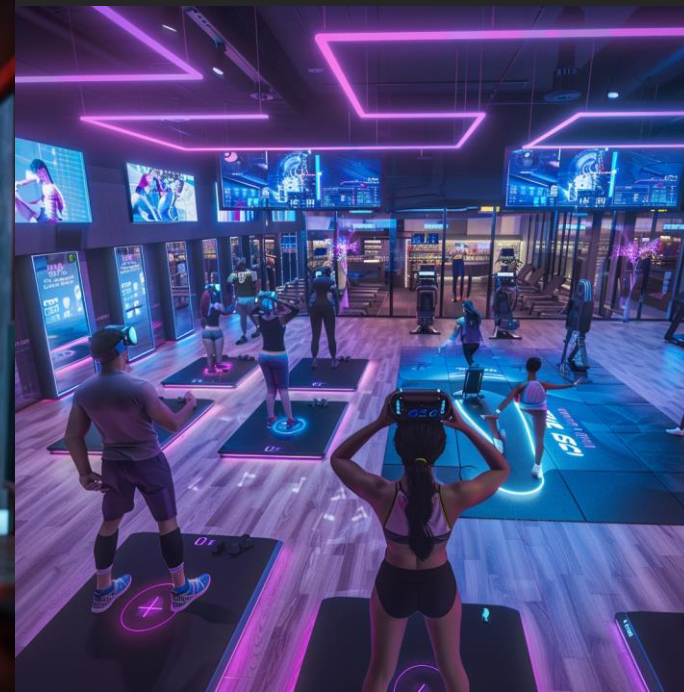


**TRCK**  
FITNESS REVOLUTION

**PWXR**

# TRCK

FITNESS REVOLUTION



More info and videos: [www.pwrx.world](http://www.pwrx.world)

## INVESTMENT NEED: 800K

### PWXR core team:



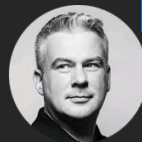
**Peter Kortenhoeven**  
CEO, founder  
co-owner



**Sven Bakkes**  
Strategic & financial  
advisor  
co-owner



**Martijn Kragtwijk**  
Lead developer



**Andy Lurling**  
Strategic advisor  
co-owner



**Pepijn Thijsens**  
Network developer



**Merijn Vogelsang**  
Game developer

### PWXR advisors:



**Criag Allan**  
Founder  
Call of Duty  
XR expert



**Ralph Scholtz**  
Former  
Boardmember  
McFIT



**Marcus Meyer**  
Marketing  
Strategist  
Force of Disruption



**Remo Mombarg**  
Professor Physical  
education and  
Youth Sports



# **Addendum**



# Building the ecosystem:



**Gamification Elements:** Integrate challenges, leaderboards, and rewards for motivation.



**High-Quality Exergames:** Choose visually appealing games with varied activities and difficulty levels.



**Functional Fitness Focus:** Select programs that promote real-life movement patterns like strength, cardio, balance, and flexibility.



**Social Interaction:** Enable multiplayer modes and online communities for collaboration and competition.



**Customization Options:** Allow participants to personalize their experience with adjustable settings and workout choices.



**Wearable Technology Integration:** Use fitness trackers for performance feedback and progress tracking.



**Cross-Training Promotion:** Encourage combining exergaming with other activities for overall fitness.



**Professional Guidance:** Provide expert support for effective workouts and safety assurance.



## Create your own flow

### Mobile platform:

- Choose training:
  - fun
  - Socialize
  - Impact
    - Muscle
    - Endurance
    - Response
    - Balance

Scores, exercises, intensity, feedback, reservations, and socializing all in one convenient app.

### Inspiring instructor/trainer:

#### 1. Expertise and Guidance:

Instructors provide valuable expertise in both gaming and fitness, guiding participants through effective strategies and techniques to excel in **the trck** competitions.

#### 2. Motivation and Inspiration:

Instructors serve as motivators, inspiring individuals to push their limits and achieve their personal best. Their encouragement fosters a supportive and empowering atmosphere, encouraging participants to strive for greatness.

#### 3. Skill Development:

Instructors help individuals develop and refine their skills, offering personalized feedback and tailored training plans to enhance performance and overall athletic ability.

#### 4. Safety and Form:

Instructors prioritize safety and proper form, ensuring that participants engage in **the trck** activities safely and effectively, minimizing the risk of injury and maximizing results.

#### 5. Community Building:

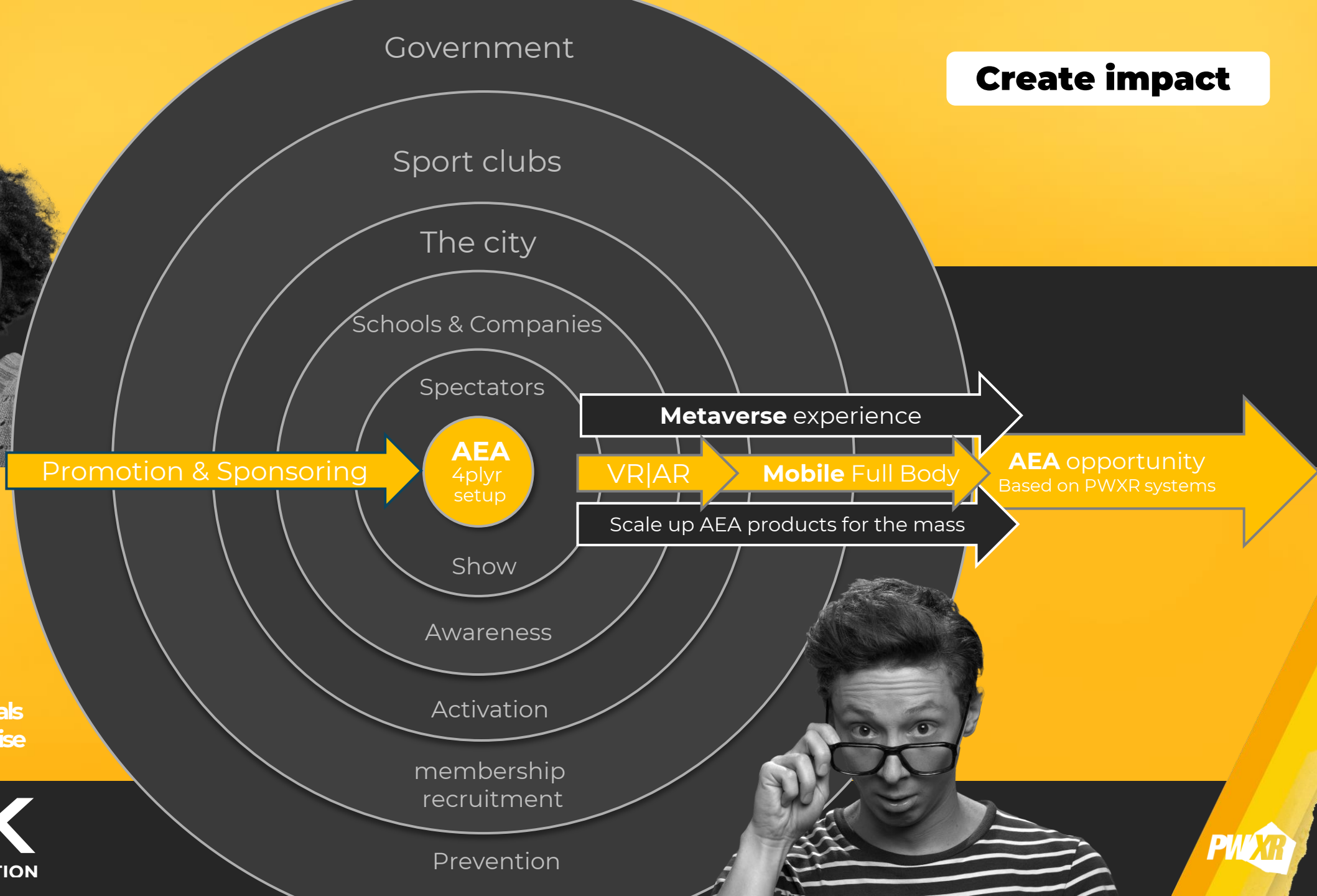
Instructors facilitate community building by fostering connections among participants, creating a sense of camaraderie and teamwork that enhances the overall **the trck** experience.

Overall, having an instructor at **the trck** adds significant value by providing guidance, motivation, skill development, safety, and community support, ultimately contributing to the success and enjoyment of the program.





**Create impact**



Activate GenZ & millennials  
by getting them to exercise



## School competitions

### ON BOARDING

Campaign to let people know Active Esports Arena is in town. Finding the best talents during company outings.

#### PHASE 1

##### THE INTRODUCTION

- Invitation WebApp
- Opportunity to experience Full-Body at home
- Meet your teammate
- Receive playdates
- Create FOMO (Fear Of Missing Out)

#### Week 1

#### PHASE 2

##### THE TRIALS

- 1st XR EXPERIENCE  
Initial assessment by InnoBeweegLab
- (Local) Sports advice from additional partners
- Introduction to a trial lesson
- Other reaction games, for example, response games

#### Interim period

#### PHASE 3

##### THE TRAINING

- Trial lessons offered by local sports clubs
- Earn a digital stamp for the first competition points.

#### Week 3

#### PHASE 4

##### THE COMPETITION

Start of the competition  
Review phase 2 for the first points  
Initial assessment by InnoBeweegLab  
Other reaction games, for example, response games

#### Week 5

#### THE FINALES

AN XR INTERVENTION THAT ENCOURAGES PHYSICAL ACTIVITY & SPORTS

# Customer journey

**1.Awareness:** Customers first become aware of the exergaming platform through various channels such as social media, word of mouth, or marketing campaigns highlighting its gamification elements, high-quality exergames, and functional fitness focus.

**2.Interest:** Intrigued by the concept of combining gaming with fitness, potential customers explore more about the platform's features, such as challenges, leaderboards, and rewards for motivation. They are drawn to the promise of engaging and visually appealing exergames with varied activities and difficulty levels. They are drawn to the idea of integrating exergaming into their routine as a stimulating alternative to traditional exercises, or as a fun and engaging alternative compared to regular gyms.

**3.Consideration:** Customers delve deeper into the platform's offerings, discovering its emphasis on functional fitness and the promotion of real-life movement patterns like strength, cardio, balance, and flexibility. The prospect of social interaction through multiplayer modes and online communities adds to their interest, as does the option for customization to tailor workouts to their preferences.

**4.Decision:** Convinced of the benefits and suitability of the exergaming platform, customers make the decision to sign up. The integration of wearable technology for performance feedback and progress tracking reassures them of the platform's effectiveness in helping them achieve their fitness goals.

**5.Action:** Customers take action by subscribing to the platform and accessing its features. They engage in various exergames, challenges, and workouts, combining them with other activities for cross-training purposes. The multiplayer modes and online communities foster social interaction and collaboration, enhancing their overall experience.

**6.Retention:** The positive experience and results achieved through the platform's exergames and workouts motivate customers to continue their subscription. They appreciate the professional guidance provided by experts, ensuring effective workouts and safety during their sessions.

**7.Advocacy:** Satisfied with their experience, customers become advocates for the exergaming platform, sharing their success stories and recommending it to friends and family. Their testimonials further promote the platform's benefits and encourage others to embark on their own fitness journey with exergaming.



**"Exploring  
uncharted territories  
and empowering  
individuals to  
surpass their limits,  
enabling them to  
elevate themselves."**

Wouter Visser,  
owner of Origin Sport in Delft  
Former top athlete judo & jujitsu