



## FUTURE

Future provides custom fitness programs on your schedule, no matter where you work or how you get active, built by a real coach who you talk to as much or as little as you want - all through your phone. We created Future for Work to partner with forward-thinking organizations who want to offer Future to their teams.

### Why organizations turn to Future

- 01 Situation-proof investing:** Your next wellness investment must reach everyone no matter where they work, and can't be dependent on workplace entry decisions.
- 02 Burnout and fatigue are real:** The last thing tired people need are tons of on-demand videos, making them figure out their fitness and make more decisions.
- 03 Higher expectations:** You're so tired of wasting money on old-fashioned fitness options that go unused by a large percentage of your population.
- 04 Your team is fantastically busy:** They need to focus on being the best at who they are and what they do, not best at making a fitness plan for themselves or keeping themselves motivated.
- 05 Seeking a hiring advantage:** You want to offer a new and exceptional fitness experience that employees and top candidates don't find everywhere, a benefit that makes you stand out.
- 06 Generating inclusivity, culture and care:** Hand-crafted, human-centered benefits are core to who you are.

### Employer client FAQs

- 01 Implementation:** implementing Future is very easy and we can usually be up and running in a matter of a week or two. There is very little time or work required for you to activate and offer Future.
- 02 Marketing & Communications:** in addition to providing a custom landing page, we can work with you to provide turnkey marketing and communication materials.
- 03 Challenges & Events:** we can collaborate to launch new member challenges, workout challenges, and coach Q&A webinars to optimize engagement.
- 04 Wellness Stipends:** we work with many companies who want to make Future a featured option for employees using their wellness stipend or reimbursement. This requires no contracting and no investment from you, and is easy for us to set up.

- 05 **Investment considerations:** Future retails at \$149 per month per member, but we offer special corporate rates and fully, partial, and non-subsidized options. We also offer creative options that provide flexible subsidized timelines (i.e. employer pays for the first three months and employee pays after if they wish to continue) or one-time gifts to employees for holidays or to reward great performers.
- 06 **Flexible investment options:** Future offers a per registered option, or buy seats in bulk, and we typically bill monthly. If per registered, we simply bill back for the actual number of members from your company on Future. **We regularly audit to remove inactive people from your bill.**
- 07 **Auditing:** clients can notify us when employees leave the company and need to be removed from billing. Employees can also cancel anytime right in the app.
- 08 **No minimum commitment:** our contract terms are flexible. We are very open to trials and pilots that require no long-term commitment.
- 09 **Reporting:** monthly reporting on key engagement metrics is available.
- 10 **Employer client sizes:** we work with companies of all sizes and can scale for large organizations.
- 11 **Family members:** we can also offer access to family members of employees.
- 12 **Availability:** today Future is available only in the U.S.
- 13 **Apple Watch:** highly recommended for an optimal experience (**but not required**), and if you don't already have one, we'll send you one.
- 14 **Expertise:** [Chris Sherry](#) has many years of corporate wellness experience and is our Head of Sales, [csherry@future.co](mailto:csherry@future.co). She's here to guide your experience.

## Trends we watch

- 01 Our members work out an average of **16 times per month**. Amazingly, the single most common use case is for members to use Future every single day, to work out and/or text their coach.
- 02 Our members trade **4 texts with their coaches per day**. They talk to a doctor twice per year, and they talk to their coach 1400+ times per year.
- 03 Our coaches are all **Future employees**, and we hire bar-raising coaches. Over 80% of them have trained pro, college, or Olympic athletes.
- 04 As Future has grown, every measure we have has improved with our growth: engagement, retention, NPS. **Our NPS is currently 90**, a nearly unheard of score.
- 05 We're impacting **more than fitness**. Our members report better stress management, getting off insulin, mitigating injuries, sleeping better, eating better, and overcoming chronic disease.
- 06 Our CTO and co-founder was on the original iPhone team and **led the creation of Facetime and iMessage**, so using Future is highly intuitive and enjoyable. 80% of what we build is deeply useful coach technology that helps each coach maximize impact and stay present and in contact with each member in a meaningful way.

Contact Chris Sherry at [csherry@future.co](mailto:csherry@future.co)

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