

A STEP AHEAD™

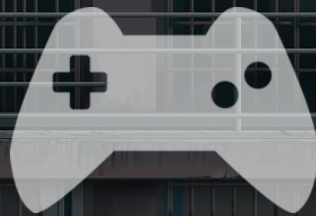
ZOMBIES



POWERED BY

FIX

WHAT WE DO



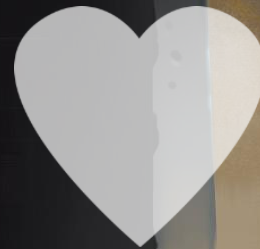
GAME

+



ENGAGEMENT-BASED
BEHAVIOR CHANGE

=



HEALTHIER HUMANS



STORY CHALLENGES



A story-based challenge
focusing on
steps/movement,
enhanced by diet and
exercise.



Play as teams, chased
each day by an advancing
zombie horde.



CAUGHT BY ZOMBIES?

Fall behind and turn into a zombie...
and then chase down and turn your coworkers into zombies!





Health

Zombie Kills

Day 9

Team Avg Steps 22,884

My Steps Today 7,054

Team Score 10,709

Score
Card

The
Story

Your
Steps



BRIDGE PAVILION

OBJECTIVE: GET TO THE SAFEHOUSE

TEAM
GO!



ZOMBIES

RIP
GRAVE
WALKERS

TEAM





THE PRESCRIPTION

📍 **Distance** = Safehouse

🧟 **Pace** = Zombie Speed

🚶 **Bonus Points For:** Exercise, Diet
and Lifestyle

Exercise = How much zombie butt you kick

Diet = How well you resist the zombie plague

A PROVEN ENGINE

 UtiliFIT Microburst Hourly Challenges

 Exercise, Diet and Lifestyle Tracking

 Pedometer Integration



A cartoon illustration of a yellow zombie hand with a blue pedometer band on the wrist. The hand is pointing towards the text. The background is a blurred city street scene with buildings, a car, and a road sign.

PEDOMETER INTEGRATION

A Step Ahead: Zombies integrates with all the most popular activity trackers, including:

Fitbit One

Withings Pulse

Fitbit Flex

Misfit Shine

Fitbit Zip

Misfit Flash

Jawbone

RESULTS

86% Walked more

86% Played our hourly activity game

78% Worked out more often

69% Made healthier lifestyle decisions

64% Had a cleaner diet

75% Challenge customers sign up for another



TESTIMONIALS

“The pacing on the step goals was great, and pushed me to increase my daily average.”

“It motivated me to slowly figure out how to integrate more steps into my day-to-day life, and I’ve been maintaining that higher step count.”

“I loved how it got many coworkers talking and encouraging each other, and I loved that it reminded me to get up and move around often!”

“It was fun! Turning the walking and exercise into a game made me more likely to do it.”

“I am a competitor so it worked great for me! Even when I was tired or disinterested, I did not want to get behind.”



21 POUNDS IN 5 WEEKS



I was hesitant, at first, to sign up for the challenge, but at the last minute I decided to give it a try. Each day I felt challenged to log more steps than I had the previous day. As I began to feel stronger, I also started making changes in my dietary choices, adding more fruits and vegetables and cutting out junk food.

When our Middle School Head, Sheri, and Science Teacher, Rob, went to drill the well in Nicaragua for the "Living Well Project," I gave up all beverages except water for the week. I felt much better without the diet soda and coffee, so I have kept on drinking only water since then. Every day I was excited to see how many miles I had logged, and knowing every 10,000 steps was 5 miles made a very clear picture in my mind of my progress.

It was fun seeing teammates in the hallway and comparing steps, joking with those on other teams as well. As the end of the 5 weeks came to a close I feel great. I have lost a total of 21 pounds as of today, and fully intend to keep it up.

Thanks for being the motivation to jump start my getting back on the right track! ”

- BECKY S.





CONTACT

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Services:

<http://astepaheadchallenge.com>

APPENDIX 1: PRICING

A STEP AHEAD: ZOMBIES PRICE PER PARTICIPANT

PARTICIPANTS

PRICE

<1,000

\$35

1,001-2,500

\$30

2,501-5,000

\$25

5,001-7,500

\$20

7,501-10,000

\$15

10,001+

ASK FOR QUOTE

APPENDIX 2: DEVICES

WE CAN OFFER BULK PRICING ON THE MOST POPULAR ACTIVITY TRACKERS.
CONTACT US TO GET A QUOTE FOR THE BEST POSSIBLE RETAIL DISCOUNT.

DEVICE

RETAIL

MANUAL PEDOMETER

\$15.95

FITBIT ZIP

\$59.95

FITBIT ONE

\$99.95

FITBIT FLEX

\$99.95

MISFIT FLASH

\$49.99

MISFIT SHINE

\$99.99

WITHINGS PULSE O₂

\$119.95

APPENDIX 3: OTHER CHALLENGES

UTILIFIT DESK-BASED CHALLENGES



Office Fitness: Games/activities that are designed to be appropriate for the office environment

Beach Ready: Tone up for the beach with strength/endurance moves that will shift your body into overdrive

Run Away With This 5K: Endurance-based activities help you build up to run/walk a 5K as a group

Woo Sah!: Relax the body and mind with Yoga