MoveSpring

MoveSpring Activity Challenge Platform

We make health and fitness fun for everyone.

1. Why MoveSpring?
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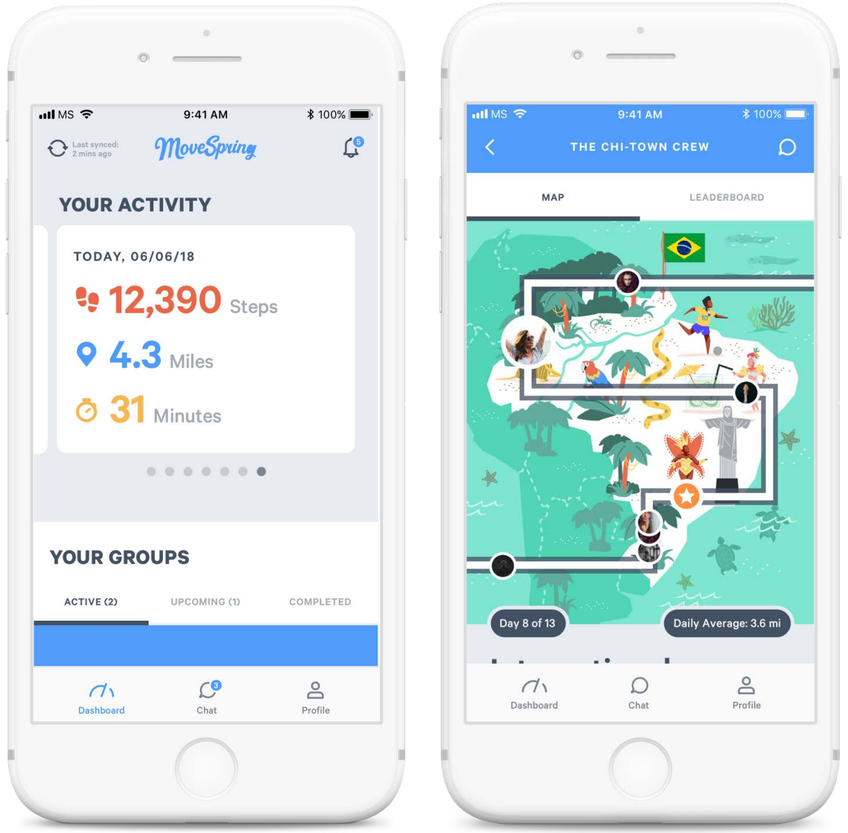


Why MoveSpring?

1,000+ B2B Clients

Founded in 2014, MoveSpring is a thought leader in health activation and engagement. We partner with organizations across the globe to create easy-to-use solutions that admins and users love.

MoveSpring

150,000+

Over 150K challenges have been completed

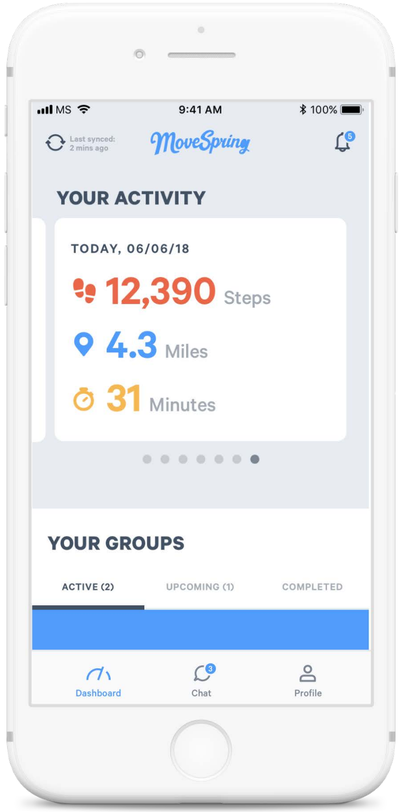
1 Million+

Over one million users on the MoveSpring platform

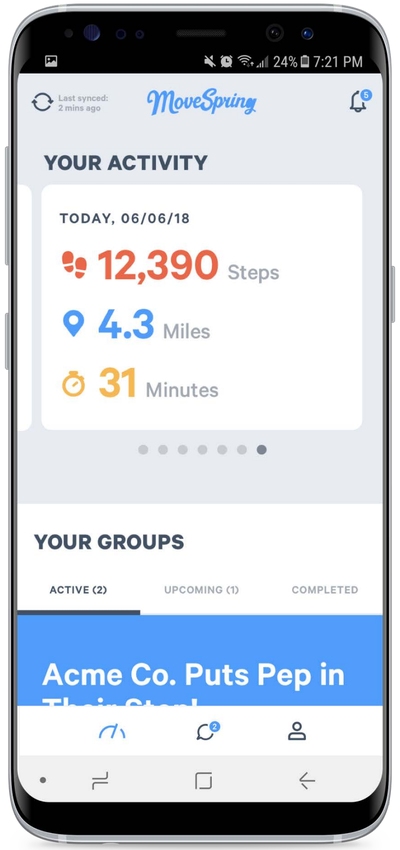
Multiplatform

Optimized user experience on Web Application, iOS native app, and Android Native app

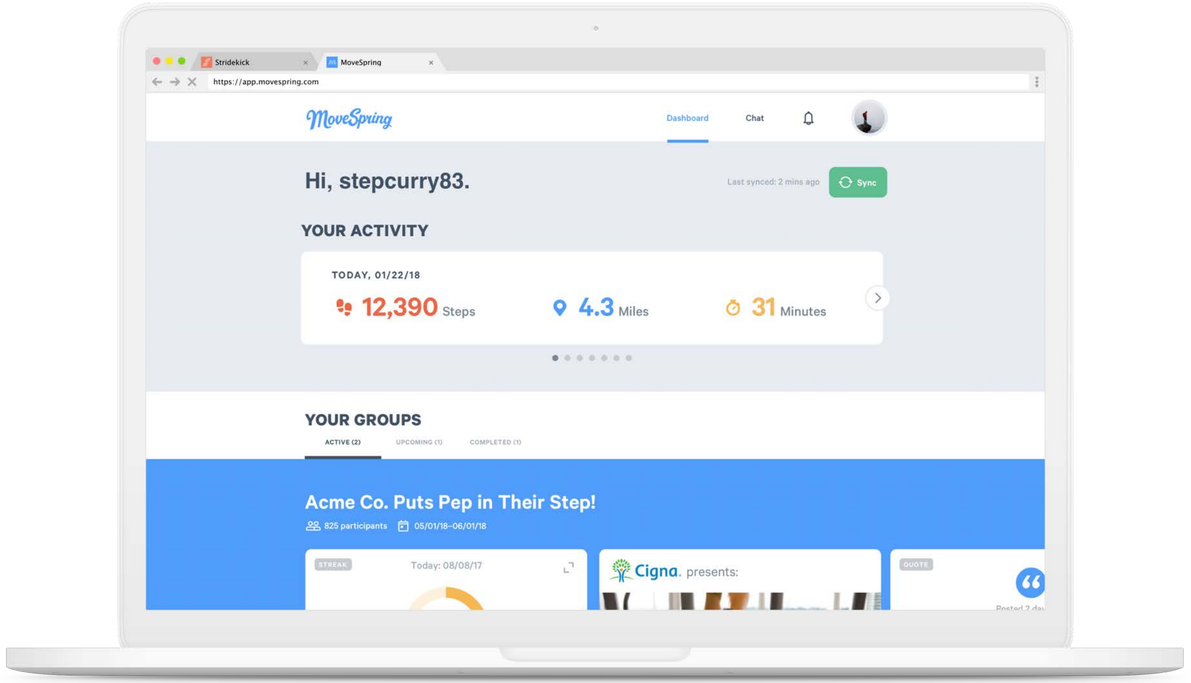
iOS Native App



Android Native App



Web Application - Access via browser



Device Integration Experts

Team of technical experts on wearables and device integrations with the industry leading devices.

All of our integrations are built in-house and are part of our proprietary technology.

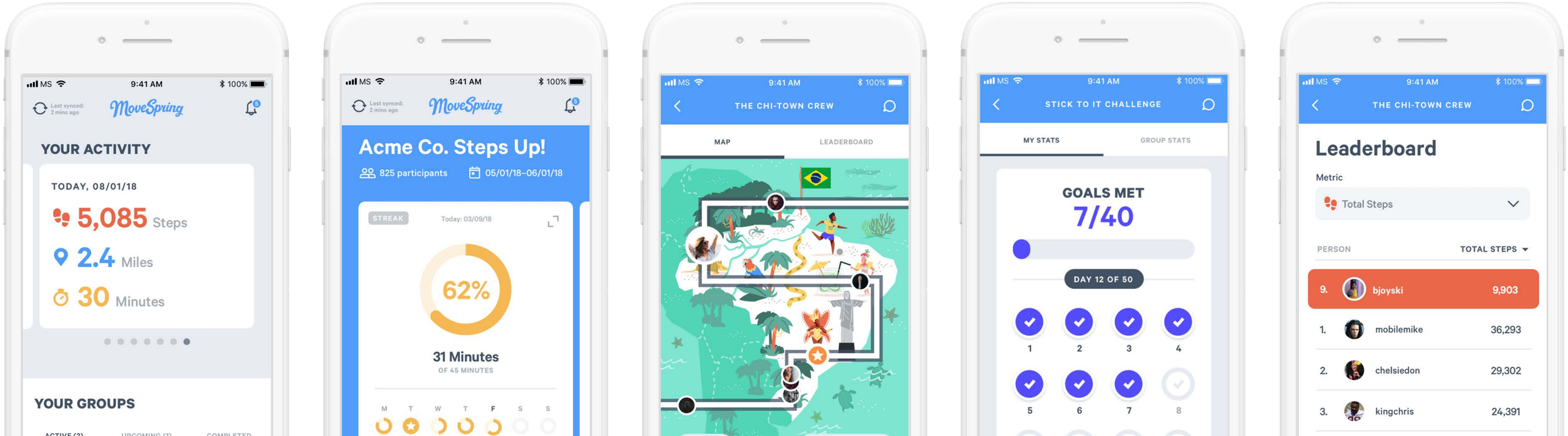
We are **not** built on another platform (i.e. Validic)

fitbit
WATCH
iPhone
Apple Health
Wear OS by Google
android
Google Fit
GARMIN
withings
MISFIT

Connect Polar, Xiaomi, and more through iPhone and Android with Apple Health and Google Fit

Best-in-class user experiences

- Our relentless focus on ease-of-use and a fun customer experience results in high engagement across clients.
- Real-time syncing makes for a responsive and fresh experience every time you open the app.
- Native mobile app is truly mobile, which makes syncing and interacting seamless



End users are our #1 fans

"I'm loving this program. It has gotten me motivated. I'm moving more each day." - UKY user

"I joined MoveSpring as part of the APHA Billion steps challenge. Thanks for helping me reach my goals!" - APHA user

"I never wore my Fitbit before, and have worn it most days of the challenge. I was never aware how inactive I was and wearing my Fitbit made me aware of when I needed to step up my activity." - Clayton Homes user

"I enjoyed the group as it motivated me each day to reach my target goal to ensure we remained near or at the top of the leaderboard." - Work Well NYC user

Challenge Modes

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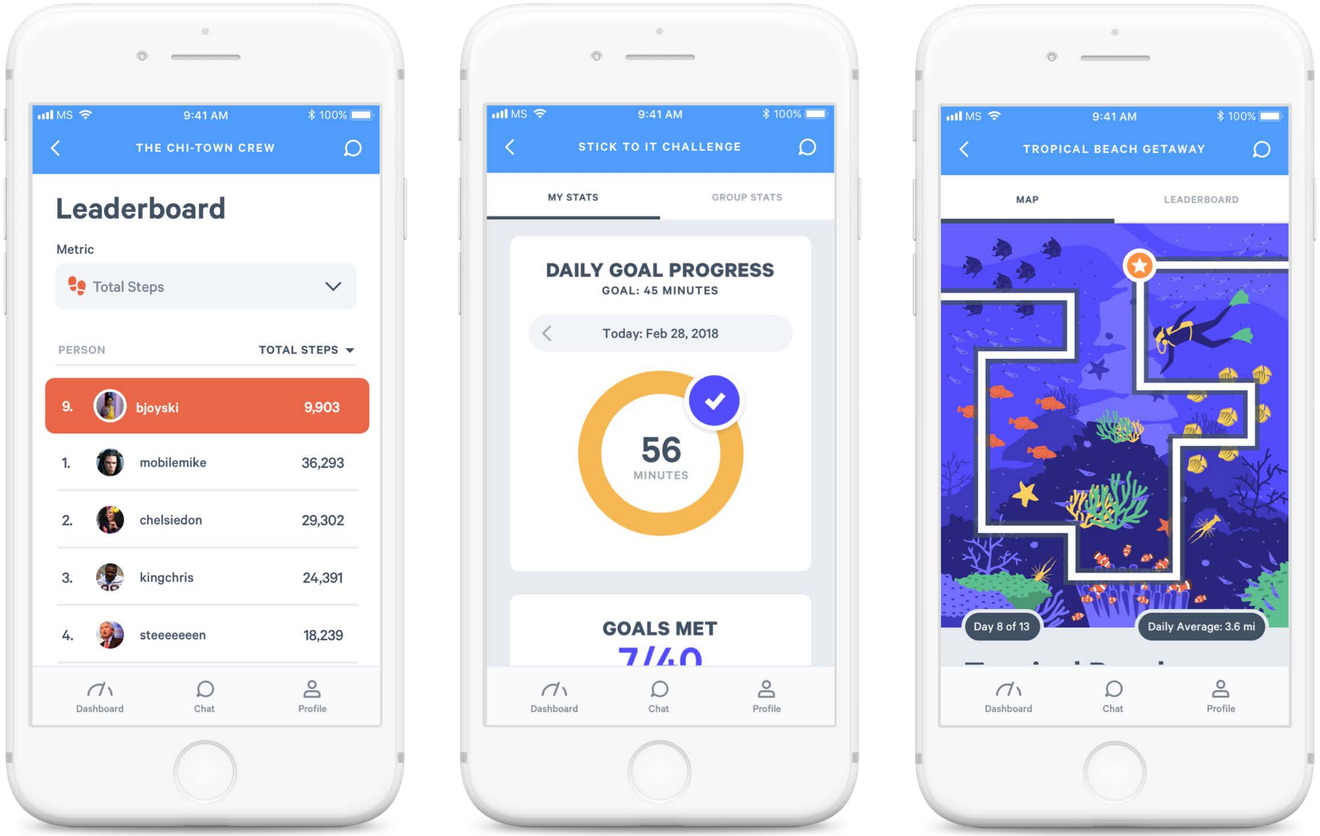
A variety of challenge modes

Our challenges are designed to work for groups of various sizes and activity levels. Our elements of gamification and social motivation keeps users über engaged.



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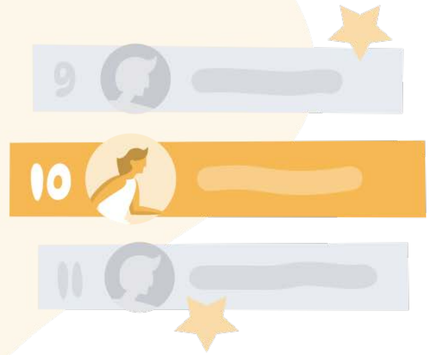
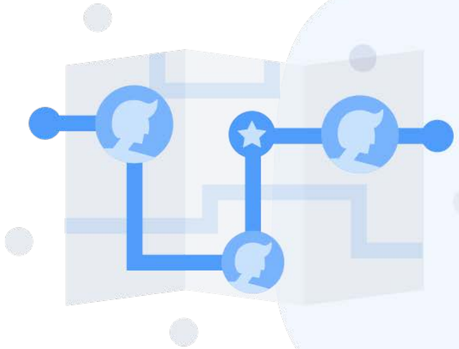
Individual Competitive Challenges

Seeing your name at the top of a leaderboard is motivation enough for some users. These challenge modes are optimal for a competitive group.

LEADERBOARD

This mode allows competitive steppers to achieve ultimate glory by making it to the top of the leaderboard. Participants are ranked from high to low based on their total or average daily activity.





JOURNEY

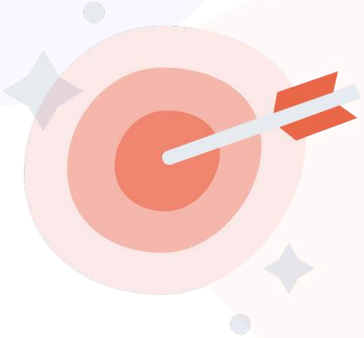
Make your step challenge an adventure. Journey mode takes users through an illustrated, game-like map. Unlock fun surprises and milestones as you move in real-time along the journey path.

Intrinsic Motivation Challenges

Not all participants are marathon runners. For those who are focused on basic fitness, these modes boost healthy habits through fun, easy-to-maintain daily and long-term personal goals.

STICK TO IT!

Participants earn stickers for every day they meet a daily step or active minutes goal. As you meet more goals, you gradually fill in a big, 'ole sticker sheet. Go over the total goal requirement? You earn bonus stickers!



TARGET

Keep your eye on the target by reaching a bigger, individual goal over a longer timeframe. We'll show participants a daily pace to help them stay on track and reach the goal before the challenge end.

STREAK

Set your activity stats on fire with a hot streak. Participants track the number of consecutive days they meet a step or minutes goal. Who will have the longest streak by challenge end?

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Group & Team Challenges

Improve culture and unify participants from different offices, countries, and departments through these collaborative challenge modes.

GROUP JOURNEY

Move as one to reach the finish line of a long distance journey. Group journey combines everyone's movement into one, big distance score. Unlock milestones and new map scenes together for the ultimate group fun.

GROUP TARGET

Ever wonder how long it takes to reach 1 million steps? Now you can find out. Group target combines all participants' steps or minutes into one, big group score. Use this mode to work together to achieve a goal that is larger than life.

GROUP TARGET FUNDRAISER

Step for something bigger than yourself! Participants' activity is combined into one, group score. If the collective goal is met, a donation is made to the cause of your choice! Set the donation amount, donor and recipient.

TEAM LEADERBOARD

Teamwork makes the dream work. Participants join a team and work together to compete for the #1 spot. The team with the highest step or active minutes average wins. Option for users to create their own teams.

Engagement made easy

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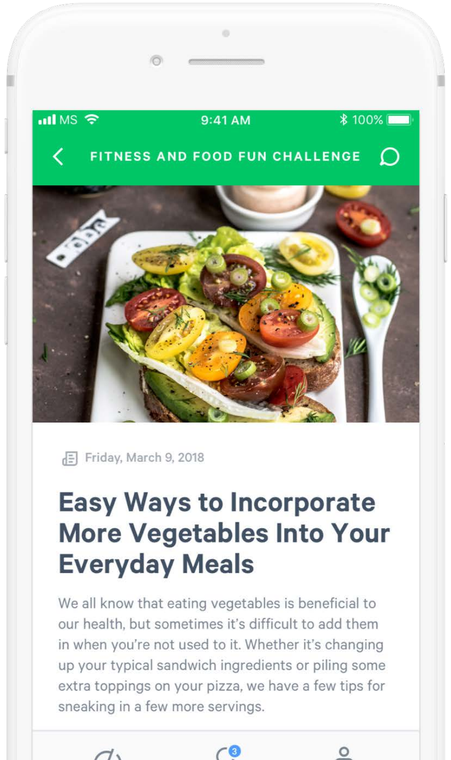
Tools to motivate and inspire

Our engagement tools provide education, insight, and social interaction alongside your challenges.

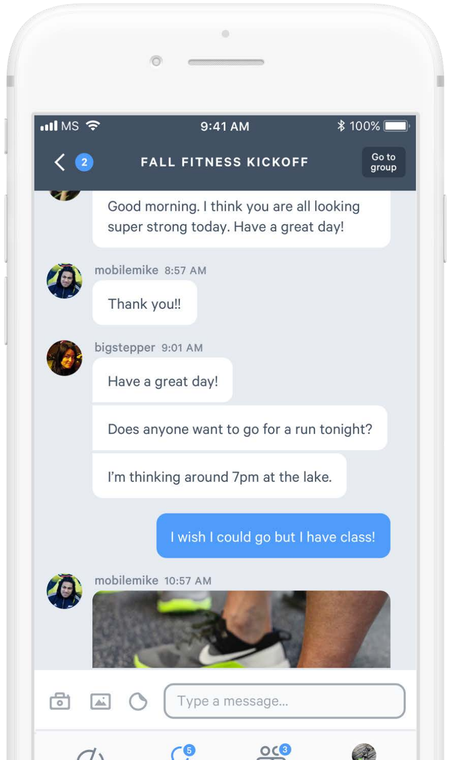
Customizable content

Upload videos, articles, and posts to educate users on a healthy lifestyle, provide announcements, and even promote other wellness benefits.



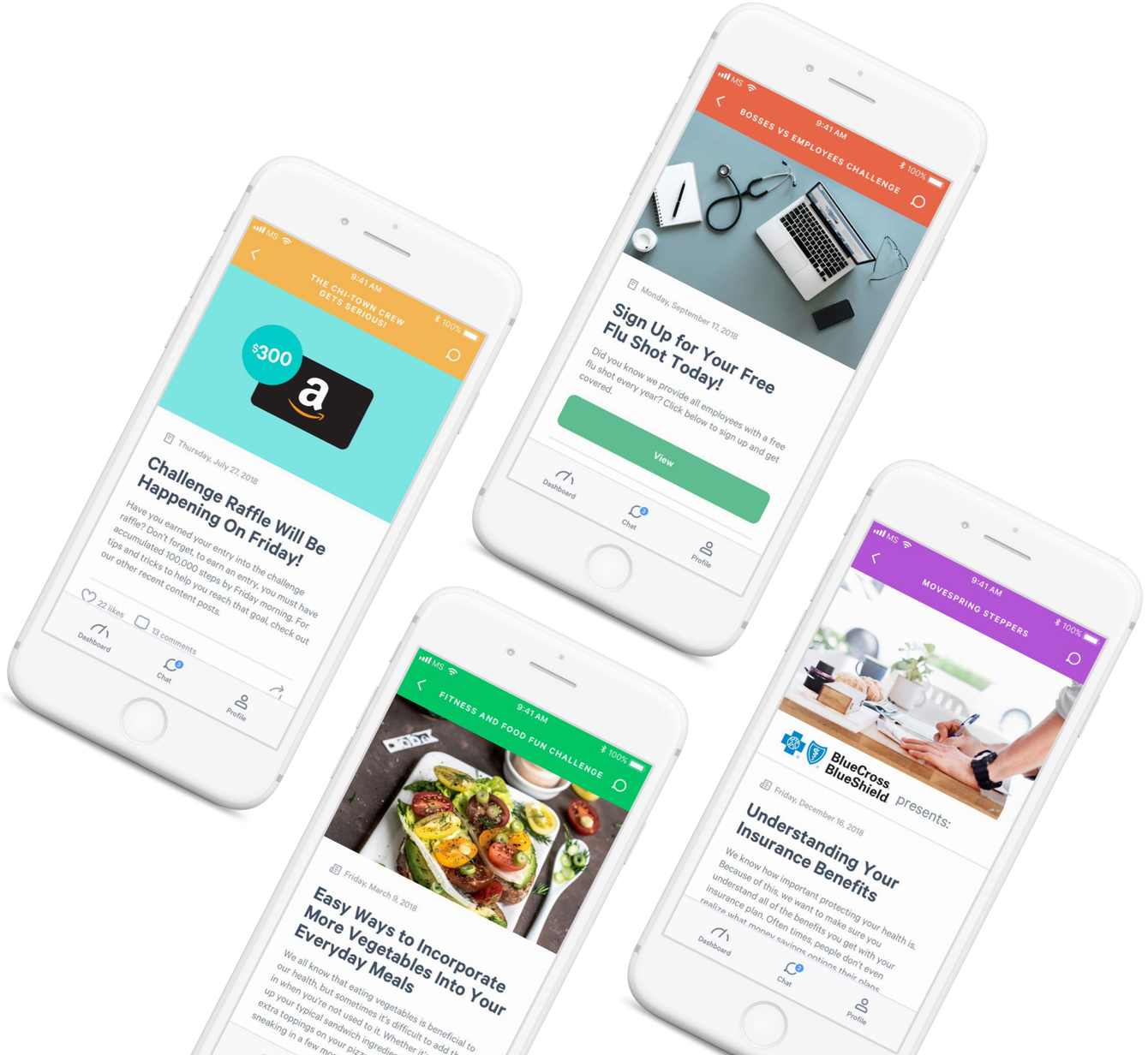
Chat with others

Creating a sense of community and social motivation is key to achieving success and engagement with your activity challenges.



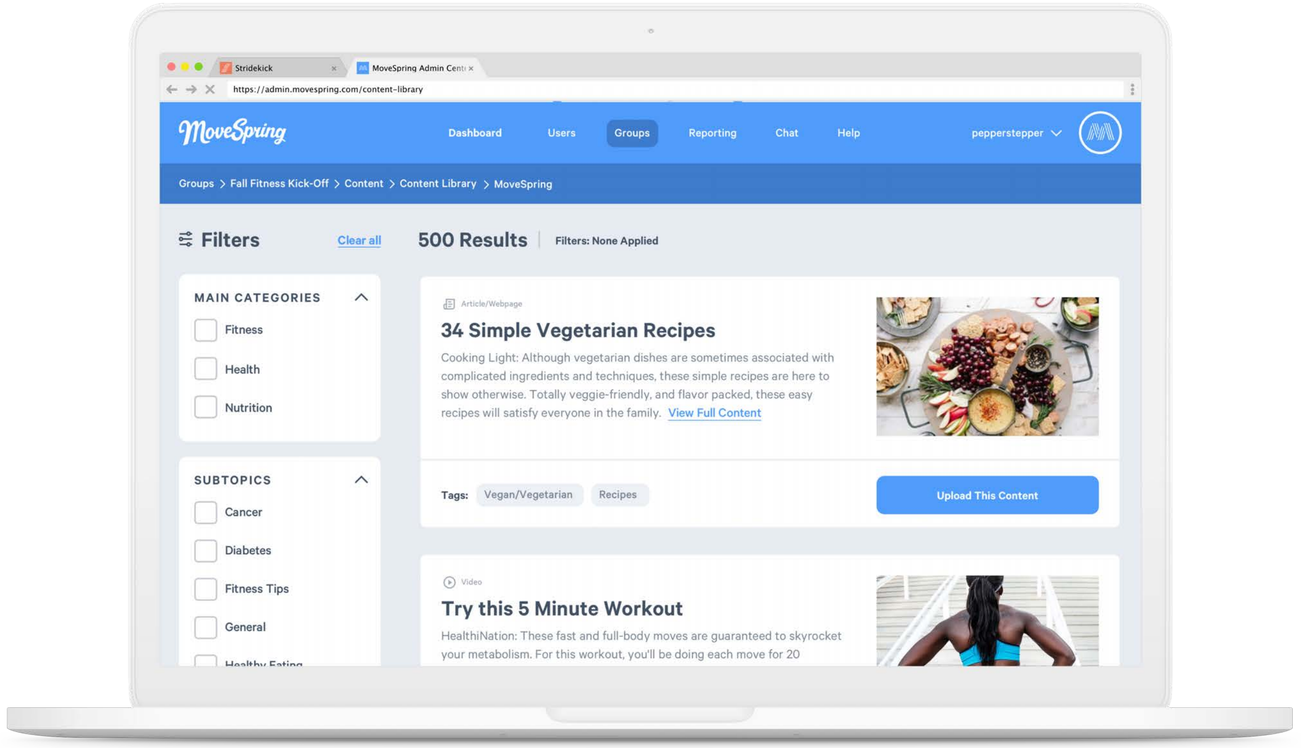
The power of content

Use content for more than sharing articles. Leverage this versatile feature for announcements, benefits promotion, sponsorship opportunity and healthy lifestyle education.



Save time with our content library

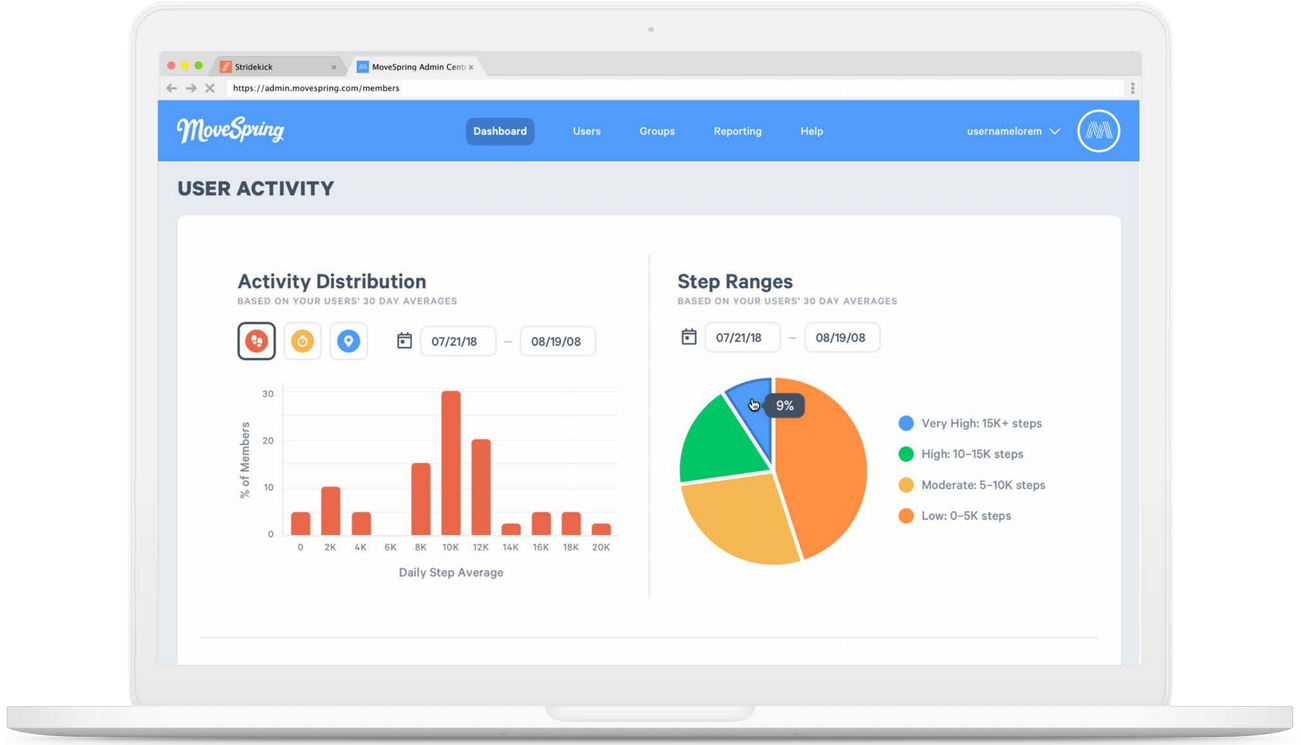
Select from hundreds of curated pieces that fall into three main categories: fitness, nutrition, and health. Each of these categories include subtopics such as exercise videos, mindfulness, diabetes and more.



Admin Center

Create & manage challenges

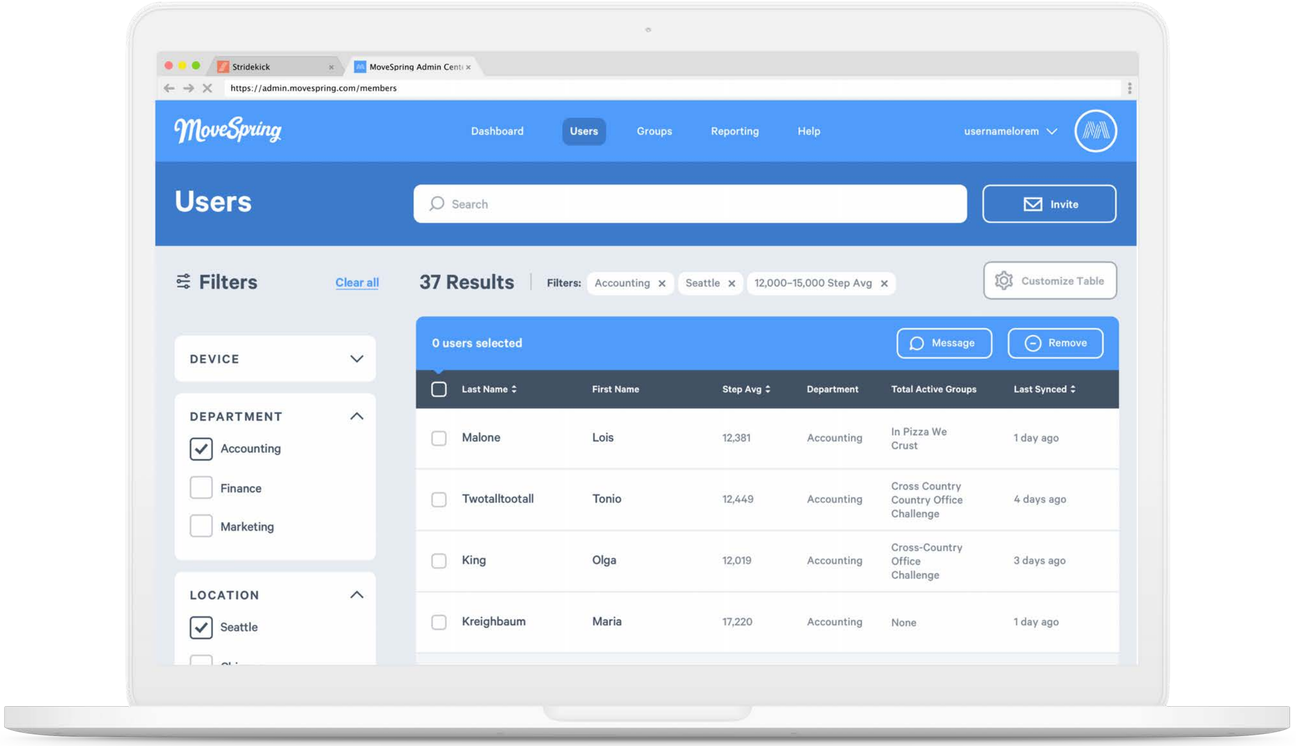
Create a challenge group in less than 60 seconds. Monitor challenge progress, see group analytics, and manage participants.



User management

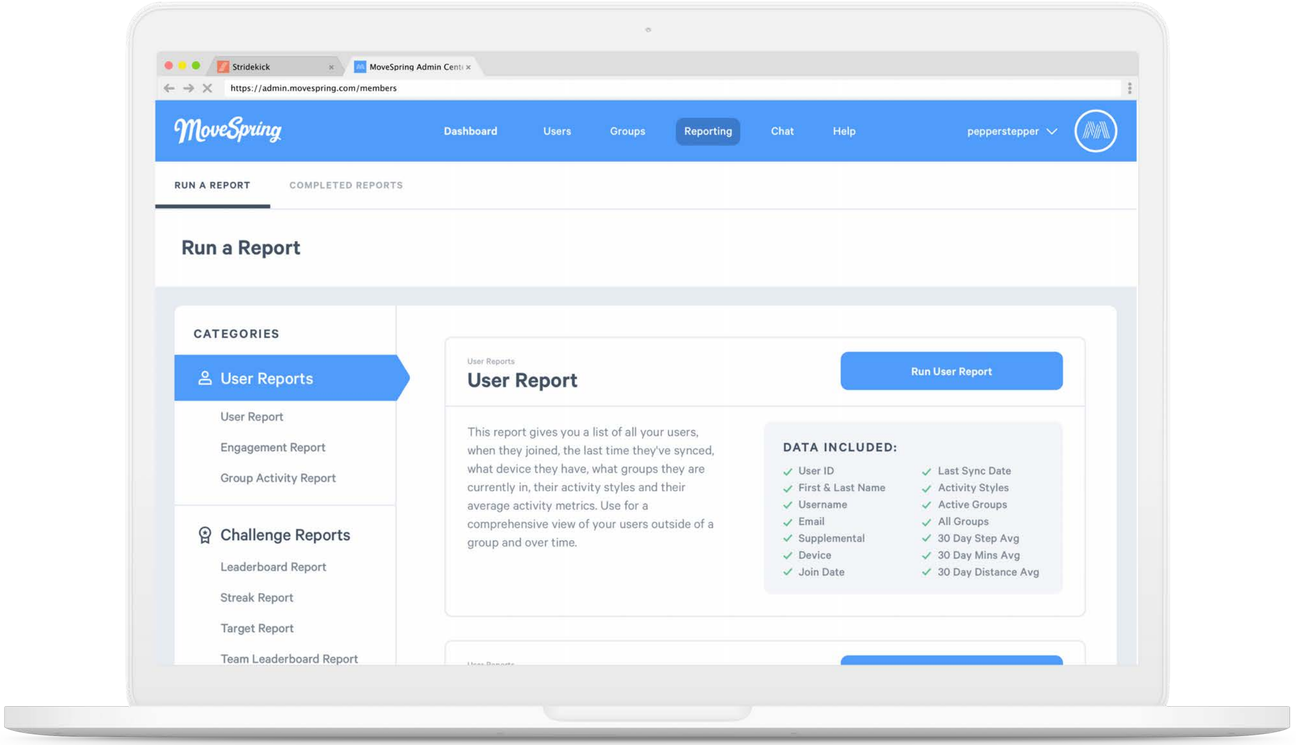
Easily filter, tag and manage users. Quickly identify people who haven't synced, connected a device, or are reporting a low level of activity or engagement.

Option to add supplemental fields to filter and organize users by customizable categories, such as department, location or even conditions.



Reporting & insight

Download .CSV reports to see group performance & engagement, view data on individuals & teams, and track progress over time.



Resources

We have a growing set of admin resources to help you plan challenges and boost participation.

PLAYBOOK
Step-by-step guidance on how to run a year of challenges.

REWARDS STRATEGY
Mini-rewards plan for each MoveSpring challenge type.

SIGN UP TEMPLATES
Easy-to-customize Word templates to hang up around the office.

ACHIEVEMENT GRAPHICS
Highlight participants with eye catching, customizable graphics.

In summary

Make fitness fun at your organization.

- Your employees will love it. We consistently see high user engagement across clients of all sizes and types.
- Save time with our intuitive admin center, easy onboarding and step-by-step resources.
- It’s turnkey - start your program tomorrow, set up a challenge in 60 seconds and easily maintain it.
- Cost efficient pricing - options for every group size and need.

“We loved the platform. Our users had so much fun with the leaderboard. You could almost always hear someone talking about it around the office. We had the best participation we've had thus far! Members even asked if they could continue to host their own challenges throughout the end of the year.” **- HARDEN ADMIN, CLIENT**

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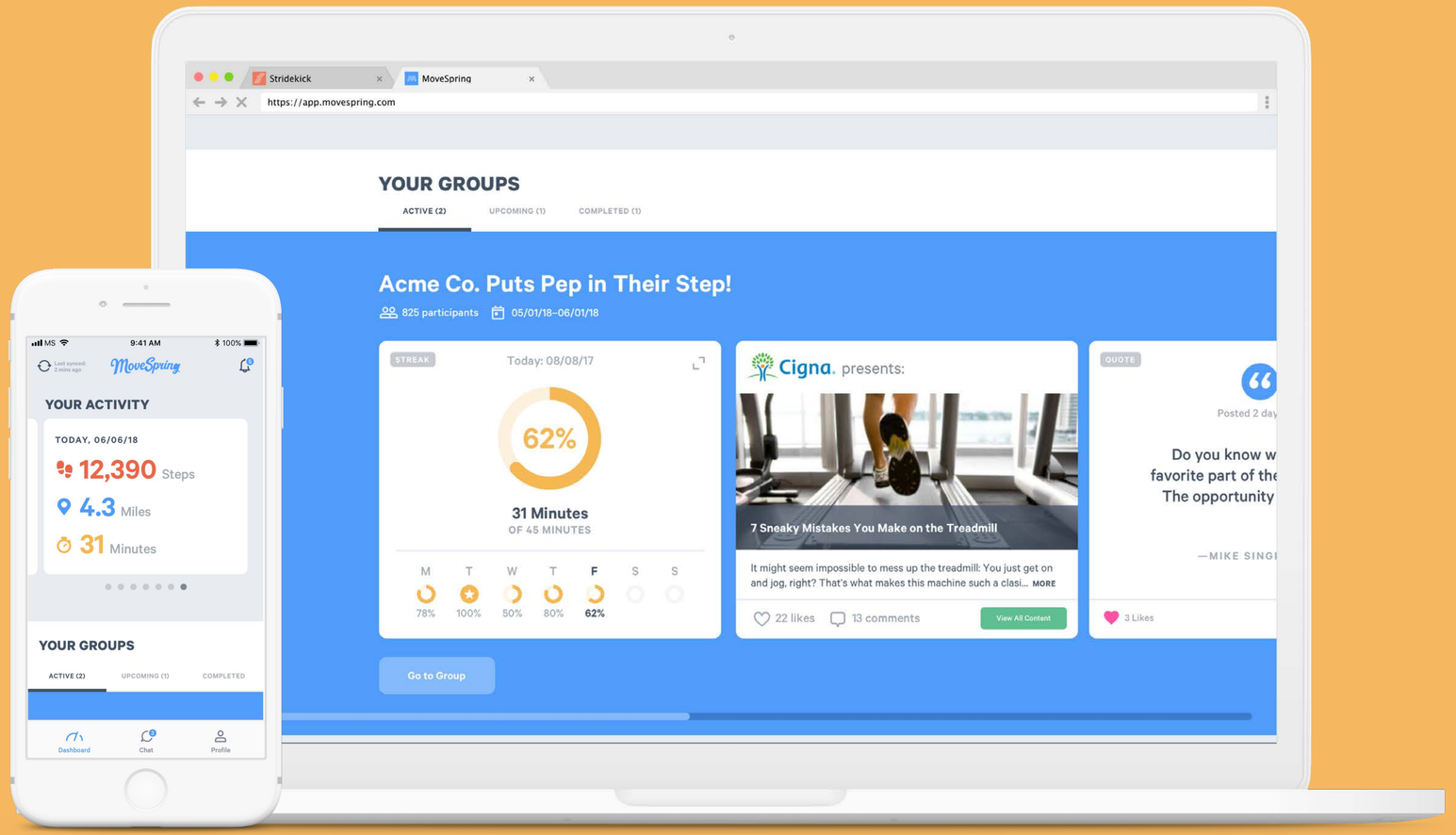
Stridekick
MoveSpring
https://app.movespring.com
YOUR GROUPS
ACTIVE (2)
UPCOMING (1)
COMPLETED (1)
Acme Co. Puts Pep in Their Step!
825 participants
05/01/18–06/01/18
STREAK
Today: 08/08/17
62%
31 Minutes
OF 45 MINUTES
M T W T F S S
78% 100% 50% 80% 62%
Cigna. presents:
7 Sneaky Mistakes You Make on the Treadmill
It might seem impossible to mess up the treadmill: You just get on and jog, right? That's what makes this machine such a clasi... MORE
22 likes
13 comments
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Posted 2 day
Do you know w
favorite part of the
The opportunity
—MIKE SINGE
3 Likes
Go to Group
MS
9:41 AM
100%
MoveSpring
YOUR ACTIVITY
TODAY, 06/06/18
12,390 Steps
4.3 Miles
31 Minutes
YOUR GROUPS
ACTIVE (2)
UPCOMING (1)
COMPLETED
Dashboard
Chat
Profile