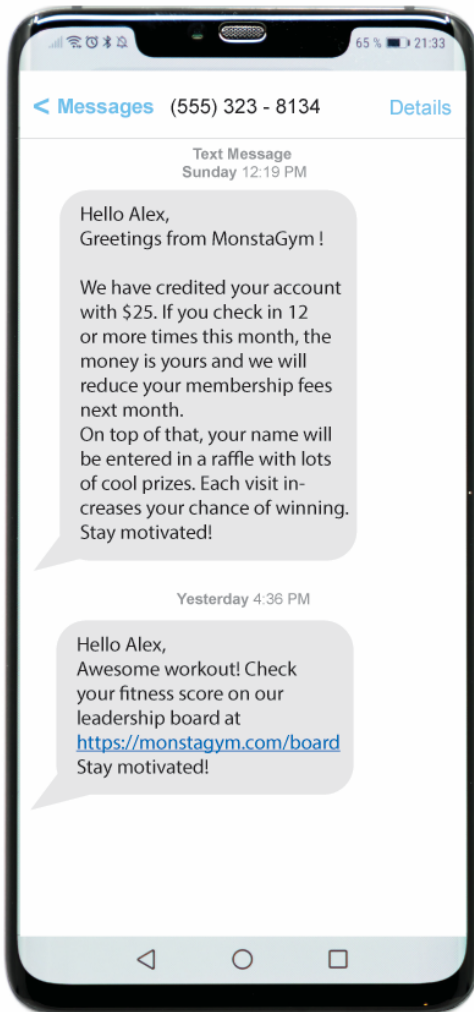


Motivating consumers to make life-style changes by using a portfolio of behavioral principles



Loss Aversion

Pre-paying consumers leads to higher motivation and attendance

Commitment Contract

Offering probabilistic rewards boosts and maintains attendance rates

Gamification

Using reward points and leaderboards provide social currency and visibility

Reminders

Periodic reminders serve as goals and establish habits