



**boddy**

## **Profile**

**Regional **Sales** Representative**

# Profile

Regional Sales  
Representative

## The company:

BODDY is a globally operating B2B Travel-Tech Start Up which was founded in 2017 by Hannes Boller and Sandro Abegg.

BODDY connects the travel and fitness industry. Its partners are well-known online travel agencies (OTAs) while its clients are fitness operators of any type (regular gyms, boutique studios, personal trainers).

BODDY collects data from operators and distributes it to partners, where the offers become visible. By doing so, millions of travelers are able to digitally search, book and pay for the most suitable workout in any given destination, which includes online workouts as well.

It's a win-win-win situation, as the traveler saves time and lives a healthier lifestyle, while fitness operators have access to a much broader client base, and booking platforms unlock a new revenue stream.

## Location:

Headquarters are located in Zurich, Switzerland.

## Perspectives:

Become part of an innovative travel-tech concept at the early stage & join a young and passionate team on their mission to combine two large-scale, high-growth industries: travel and fitness.

You are passionate about sports and you have sales experience in the fitness industry? Over the years you have developed a strong and trusting network of fitness professionals? You are dynamic and a self-starter with an entrepreneurial mindset who would love to become part of an innovative travel-tech start up by joining a young team on the way to international success?

## BODDY is looking for your valuable support!

**Location of Position:** Europe.

**Workplace:** Remote

**Worktype:** Full-time

1

## Your tasks

- Present and educate fitness club owners on how BODDY's services can benefit them
- Sell BODDY's services to fitness clubs in your given territory
- Travel within sales territory to meet prospects and customers
- Conduct calls and face-to-face meetings with customers
- Build and maintain relationships with new and old customers
- Maintain records of all sales leads and/or customer accounts
- Monitor the company's industry competitors, new products, and market conditions
- Hand over new clients to operations for integration

2

## Your profile

- 4+ years of experience in the fitness industry
- Strong network to industry professionals (e.g. studio owners)
- Strong consultative sales skills
- Excellent organizational skills
- Effective communication and negotiation skills
- Detail-oriented

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## What we offer

- Fixed/Commission-based Salary
- Equity Component if it becomes a fulltime and long-term team fit
- Young and dynamic team
- Start Up environment
- Flexible working hours
- Shaping the future of BODDY (e.g. helping to build up a sales team)

# What is BODDY all about

## Fitness Abroad

The craving for travel is unstoppable and at the same time, people live an increasingly healthy lifestyle. As a consequence, millions of travelers want to continue their fitness routine while being abroad. However, more often than not, finding the right offer requires more time than the actual workout itself. At BODDY, we solve this pain for travelers and provide an easy way to digitally search, find, book and pay for the desired workout on their favorite travel booking platform.



1

### Flight

The typical travel journey starts with choosing the flight to the desired destination. Multiple platforms offer services to search, compare and book the most suitable flight.

2

### Accommodation

After the flight is booked, the right accommodation is needed. There are plenty of online travel agencies with millions of offerings, ranging from low budget apartments to luxury business hotels.

3

### Car Rental

After booking the right place to stay, the traveler gets a confirmation by email and is simultaneously asked whether he/she wants to add a rental car.

4

### Experiences

Digital booking platforms started to not only offer hotels, but also include “experiences” in their check-out, where travelers can book activities on demand. Be it a guided tour or a visit to the theme park, the traveler’s journey is almost complete. The missing piece is fitness.

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### Health & Fitness

A traveler typically spends his time working, driving, eating, sightseeing, relaxing, or sleeping. That's all easy to plan, easy to book, and easy to do. The hassle comes with fitness, sports and wellbeing. There is an abundance of offerings and people get lost in the jungle. They are frustrated because finding the right offer consumes more time and energy than the workout itself. Travelers don't want to abstain from physical activity but often struggle to find the best provider when being abroad.

Typically, travelers face several problems when trying to find a suitable workout:

- 1 Jungle of Offers**  
It's hard to find the right health club within the abundance of offerings in a foreign destination.
- 2 Google Search**  
This is frustrating because people still need to check all details on unstandardized websites.
- 3 Hotel Gyms**  
Only few gyms match the needs of a traveler. Usually, there is either a small, a badly equipped, or no gym.
- 4 Concierge**  
The concierge only knows the nearest gyms. And those may not be the best option.
- 5 Pay-per-use**  
There is currently a very limited digital pay-per-use access for travelers.

## How does it work

### Business Model

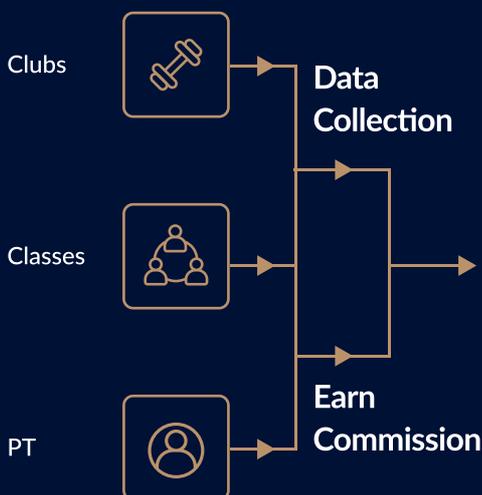
BODDY's business model is similar to a Channel Manager for hotels but dedicated to gyms. We connect the studios, standardize the data and deliver them to our partners, where they become bookable. For every booking, the studio pays a commission, which is then shared between BODDY and its partners.

By integrating fitness offers into booking platforms, customers can book their on-demand workout in their most-wanted studio in any given destination. In light of Covid-19, also virtual offerings are being distributed. For both operators and platforms this means adding an additional revenue stream without cannibalizing existing ones. On top, it will enhance customer experience because fitness has become an integral part of many travelers' itineraries.

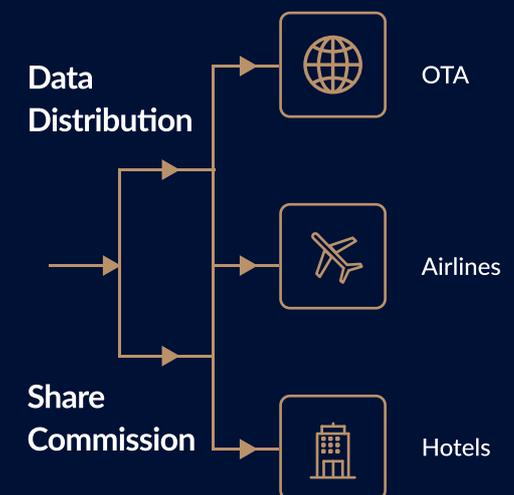
### Integration

As a supply aggregator in the fitness industry, BODDY is connected to an extensive global network of fitness studios. The integration can be done in our partners' platforms checkout, trip-reminder mails or simply in the app. This essentially means that the offers can be displayed on our partners' website through our API (search results - details page - checkout), or BODDY can act as a 3rd party provider in a white-labelling approach.

### Consumers



### Partners



# Every Stakeholder is a Winner

## Partners

OTAs  
Airlines  
Hotels

- New Revenue Stream
- First Mover Advantage
- Enhanced Customer Experience
- No Costs

## Clients

Gyms  
Personal Trainer  
Classes (incl. virtual)

- New Revenue Stream
- Optimized Utilization
- Free Global Marketing
- No Fixed Costs

## Consumers

Travelers  
Expats  
Athletes

- Digital Access to Fitness Offers
- Full Flexibility
- No Subscription
- Only Pay What is Used

## Market Opportunity

Travel touchpoints (OTAs, airlines, hotels, etc.) are expanding into ancillary services such as “experiences”. This industry will reach 200 bn\$ in turnover in the next years. Some platforms now consider integrating the 150 bn\$ fitness industry into their offering. Combining these two large-scale high-growth segments offer a tremendous market opportunity.

## Digitalization



**boddy**

### Global Travel

- Current Market Size 1'600bn \$
- Travel Activities grow to 183bn \$ by 2020
- Fitness Abroad: 3% of all travelers (= base case)

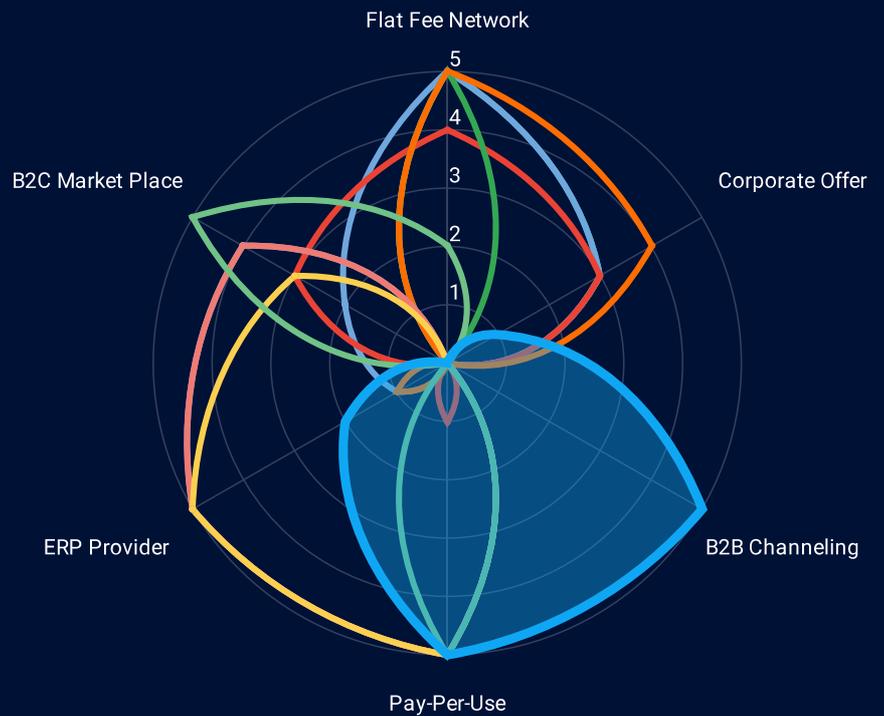
### Fitness Industry

- Current Market Size 94bn \$
- Projected CAGR 7.8% until 2024
- Projected Market Size 147bn \$ by 2024

BODDY is one of the very few travel-tech startups that focus on fitness. As we are a B2B company with a clear focus on facilitating pay-per-use fitness, we are fundamentally different to most competitors.

### Competitive Advantage:

- Pay-Per-Use
- No subscription
- B2B Channeling
- No B2C Marketing
- Travel Focused



**Hannes Boller**  
Co-Founder, CEO



**Sandro Abegg**  
Co-Founder, COO

## Who Are We?

### Our vision

BODDY grants access to a wide range of health & fitness offerings to everyone around the world. In just a few clicks, the best option can be found, booked and paid for.

### Our mission

BODDY digitalizes the health and fitness industry and connects it to global travel. Thanks to cutting-edge technology, we support people globally in pursuing a sustainably healthy lifestyle and contribute to WHO's Global Action Plan 2030.

### Our values

We stand for transparency, innovation and vitality. We aim at facilitating access to information through digitalizing processes, both inside of our organization but also for our clients and their clients. A sound corporate health forms the basis for our mission to foster a sustainably healthy lifestyle all over the world. We achieve this through a rigorous focus on client needs, product quality and the strive for constant optimization.