

Lead Inventors

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Unmet Need

Most corporate wellness programs offer features and apps that are linked indirectly through the program, which leads to syncing multiple apps and devices together.

MadBody is an easy management platform allowing an employer to see the progress of the company wellness program as a whole and to understand the company's savings.

MadBody is a management platform for the employer, while being a full package mobile and web application for the employee to access all fitness and nutritional features directly through this wellness program platform.

Unique Attributes

- MadBody is a full packaged platform with all fitness and nutritional tracking and progress logging capabilities as competitors. APIs for other products will be integrated.
- Employees adapt healthier lifestyles by following MadBody recommendations
- Employees can join challenges, set goals, take assessments and quizzes to collect points towards a reward.
- Healthier lifestyles lead to better work performance, which ultimately results in decreasing health costs for the employer.

Stage of Development

Finalizing and testing the platform. Beta scheduled through Q2 2017.

Sales Strategy

MadBody currently targets private sector companies with 500+ employees. After gaining traction in the private sector, MadBody will direct sales efforts to public companies.

Management believes there is limited direct competition, including NOVU, Welltok and RedBrick Health.

Intellectual Property

Copyrights for in house made videos and images in process. Trademark of name and logo.

References www.madbody.com

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RAMP is an initiative of Saul Ewing LLP designed to provide entrepreneurs the support and practical direction needed to grow and sustain a business in addition to basic legal needs.