



**Complete Transcript: HALO Talks with Taylor Stull**  
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Pete Moore:

I want to thank all of our listeners for several years of dedicated and loyal listening throughout the Halo Talks 400 podcast completed to date. We're going to a thousand by 2024. If you're so inclined, we'd love to have you go to iTunes for us, fill out a review so we can keep this podcast rolling globally. We are now on Chartable's top lists and moving up the charts. Also, if you want to educate yourself in a new year, please go to the [halo academy.com](https://haloacademy.com). Take a look at, we'll be done with 150 executives in the Halo sector to get them smarter, get them added for capital raises, and also more winning. Thanks, have a great season. Let's go.

Pete Moore:

This is Peter on Halo Talks NYC. Have the pleasure bringing to you entrepreneur outta Salt Lake City, Taylor Stahl coming in from flow. Well, you might not have heard the name yet, but you're going to, in the future, we're gonna talk about the gamification of fitness. We're gonna talk about tools that can reunions and reward systems. So Taylor, welcome to your first Halo Talks.

Taylor Stull:

Hey, Pete, thanks for having me on. Glad to be here.

Pete Moore:

Awesome. So you got a background in it too. You've obviously done a lot of, you know, game changing things, the companies you've worked for in the past and, and, you know, put in prominent change, I think in the companies, at least from what I read up on. So what brought you into our industry and, you know, what frustrations are you trying to solve?

Taylor Stull:

Yeah, great question. I mean, at the end of the day, just trying to keep people healthy for their whole life. I think that all of us in the industry recognize that we can make good decisions throughout our life than we're gonna be, you know, have a long, longer, more enriching, more fulfilling lives. And, you know, a big trend is longevity. And so that's really where, what I'm here to, to bring, to market a solution to, you know, contribute to the background on me. I was doing product management primarily with preventative health solutions in New York so your neck of the woods, and kind of saw firsthand, you know, how poor lifestyle decision making, just results in poor clinical outcomes and a lot of burdens on

the individuals and the families. And, you know, really took it upon myself and my own experience going through health challenges and finding lifestyle frameworks that kind of resolve those, those challenges for me. I wanted to pay it forward and, you know, have amazing partners in my business to and to do that.

Pete Moore:

Awesome. So give us a little bit of a window into what the Flow Well System does, how health club or studio can onboard it, and what needs to be done internally versus what you guys do on your end.

Taylor Stull:

Yeah, sure thing. So Flo L is a really aiming to deliver team-based experiences and lifestyle games that help and coaches build and nurture communities amongst their members. And, you know, really nurture active and potential clients to grow, you know, renewals, repeat purchases of personal training and ultimately, you know, long-term revenues.

Pete Moore:

Gotcha. And, and how much is the cost to, to get on board and, and what's, do you manage the reward system? Do you set the, do you set that up? Do they, do they set it up, you know, what's the, what's the rift to get going?

Taylor Stull:

Yeah, for sure, man. So it's really geared towards trainers in that are leaders in the, in the community for, for clubs and in terms of getting up and running, it's 94 bucks per trainer. We basically provide the reward system and the gamification. Really, our intention is to bring members together outside of the club, just given the trends in the industry where, you know, people are expecting to spend some time in some of their workout regimen in the club, and then certainly have their own activities outside of, but what flow well aims to do is to bring back a central point of reference that the club provides, which is our, our gamification engine. Some of the, you know, cool technology that I'm happy to get into and the, the trainer that they may or may not be working with in the club, but trying to drive that, that relationship building, which is key to retention.

Pete Moore:

Got it. You know, when you looked at the industry before you started did you see any, a big white space that needed to be filled? Did you see competitors that were doing things? And it's like, yeah, that's kind of what needs to happen, but you've got like a little bit of a window into like, this is how people actually behave. What was like the trigger point for you as an entrepreneur to say, I'm doing this. I've done enough research to be pseudo dangerous or convince my parents to like, just, I've done my, my diligence here, <laugh>, which I've had to deal with several times, so I'm not coming at you. No,

Taylor Stull:

<Laugh> honestly, it's all, it's been trial and error and, you know, success in learning through failure. And, you know, my partner and I started a started flow, well a year and a half ago, really with the focus on providing administrative solutions for online health and fitness coaches. We built a solution, kind of ran into scaling issues and really had to go back to the drawing board and understand, you know, what does the client and the, and the member, the person who's seeking a healthy lifestyle actually need? And the answer really wasn't you know, more coaching or better programming. It was there were three

things that were consistent across hundreds of interviews that drive, you know, long-term healthy lifestyle decision making, the first being community, the second being fun experiences, and the third being rewards. And so when we went back to operators and to coaches to, you know, ask the question, what are you, what do you have available to you? And what are the tools that you're using to facilitate that experience that you know, your, your members and your consumers are actually telling us? That's what keeps them going and keeps them motivated. And we largely were, you know, encountered with shrugged shoulders. And so that's really what drove the pivot for us. And you know, started us on the path of building a solution that is community-based, team-oriented, providing engaging experiences that, that nurture relationships and offer meaningful rewards in a couple of different ways.

Pete Moore:

Got it. So Taylor, as you look at building a business, you get into the market, you've got something that you believe is gonna be the, the right solution. How do you think about going after, you know, certain accounts and maybe branded accounts and you could say, Hey, I've got the Crunch account, or I've got the Golds Jam or 24 Hour Lifetime. You know, do you think about it as clients beget more clients and, and having a certain type of client kind of sets the tone for your sales process? Or how, how have you thought about targeting and like what a pipeline looks like for entrepreneurs out there that're thinking about starting a business? How do you think about that strategically

Taylor Stull:

Where I learned, and, you know, my journey is, you know, transitioning the approach from a transaction focused sales process where it's just kind of spray and pray and you, you really go after whomever is going to accept your offer to a much more relationship oriented sales process. And it's all about you know, asking questions around you know, what is the pain point? And honestly, what I've found success in is asking what their ideal solution might be with some of those bigger accounts and in getting those decision makers opinion on the core problems that we know members and consumers alike have when it comes to the motivational factors that drive health, healthy lifestyle decision making for the long term. And certainly spending in health and wellness. And it's been super successful for us and, and honestly integral to our product development and market validation just because we are able to collaborate with folks who have, you know, 20, 30 years of industry experience and ultimately build something that we know is gonna not only be right for them, but for their organizations and organizations, you know, like that as we continue to, to scale up.

Pete Moore:

Yeah. So what are some of the early wins that you found on your end where you could say, Hey, we got this personal trainer, they had X number of clients, you know, this is what happened over the first 90 days, or, you know, a challenge that you guys, you know, supported.

Taylor Stull:

Yeah, for sure. So, I mean, to be very transparent, we're super early in the journey and only have about 160 coaches onboarded into our beta platform and be in the, in the app store by the end of the year. And then in terms of, in terms of successes, I'd say that it's been mainly through the what we've been able to, to offer because we, it's, we're relatively new is frankly, community building amongst the, the coaches and having that, that validation of you know, it's been really difficult for these trainers and coaches to kind of have an understanding of the foundations in which they can build community and nurture relationships amongst members and being able to pull people together in that, that are at

different stages of their career to be able to, you know, provide value through mentorship and through advisory and just, you know, open conversations and in groups has been, you know, integral part of what we're building that's, you know, outside of just district software. But we've definitely heard amazing you know, testimony and kudos from the, the customers that are, are on with us. And, you know, certainly looking forward to, you know, having, being able to support those coaches as they, they get into, you know, 30, 60, 90 days with the application to be able to facilitate community and you know, really drive that, those repeat purchases and renewals, that is our main objective.

Pete Moore:

Got it. Do you think that I've been in the industry for 24 years now. You know, a health club kind of used to own the member, if you will. Yeah. And everybody else kind of worked inside of that location to provide programming services to experience for those members. I feel like maybe after Covid two years, maybe a little bit of a stretch of an analogy, you know, maybe the health club is kind of like, you know, Madison Square Garden, and they're like the, they're like the venue. And what happens inside the venue is, you know, I've got different teams that are basically renting out or paying to use my venue. And then basically the relationship with the fan, if you will, or the member is kind of like, I'm a New York Knicks fan and I have my own fan. I'm, I'm the Knicks and I'm my own fan base.

I'm the Rangers, I have my own fan base. You know, do you see, or do you feel because you're, you're, you're living it, that the personal trainer or the group exercise instructor might think, Hey, this is kind of my community and I'm like, it's being hosted inside of your club, but maybe I have more responsibility or more ownership over these specific members, which kind of furthers what you're talking about's, basically like we're taking micro communities based on whatever it is, based on a goal, based on a time, based on an age group, based on an illness that we're trying to eradicate, whatever it is, like they're micro communities inside of it and meaning the owner of that community is the personal trainer, or is the group instructor, or is the program director, do you see any, do you feel that or do you see that? Or am I thinking like that there's something that's changed to me, hasn't?

Taylor Stull:

No, I think that you know, at the core of community, there's kind of three things. It's common purpose, as you mentioned. It's a common place to congregate and communicate, which is likely the studio war, in our case, our, our application and, and community forums that we're building. And then last piece is a leader. And so naturally the individuals who are most passionate, most skilled and trained and most willing to be able to pay you know, share their knowledge forward with interested members they're gonna have a really strong opportunity to influence those members over time. And, and the, the intention for us is to really, you know, create stronger partnerships between trainers and group fitness instructors and coaches and club operators so that, you know, we're all on the same team and, you know, facilitating the all the different pieces that, you know, need to be in place in order for a, a member in this day and ages, you know, healthy lifestyle journey to be fully fulfilled, right.

Both in the gym or the studio and outside of. And that's just integral, I think, for the future. And, you know, we certainly are aiming to bring, to market a solution that, that bridges that gap brings people together in a way that you know, all parties win. Memberships attained relationships are forged with the coaches and trainers to, to add on that additional revenue line. And then also there is supportive opportunity amongst the member population, which is something that we've heard is really missing. You know, people going gyms, they've got their headphones on, people don't talk to each other. It's a, it's a tough thing compared to, I know when you probably start in the industry, you're, you know, high fiving people when they when they finish their exercises. And that's something that, you know, would be

amazing to give back to. And, and I think something the world definitely needs. But being able to provide that hybrid solution that relies on a leader to sort of, you know, pave the way in terms of what that might look like is something that I think club owners and operators can really lean on group fitness and instructors and coaches to really facilitate that opportunity.

Pete Moore:

Gotcha. From, you know, from a standpoint of rewards, we're, we're an investor in a company called Promotion Vault, which does gift card fulfillment on a rewards as a service basis. And they're trying to basically connect direct actions that a member will take and a reward and a validation of that reward. So you're not necessarily giving somebody, you know, cash reward that comes out of the p and I of a, of a club or a studio, but gives them a \$50 discount or \$50 card to Lululemon or Whole Foods, you know, and connect that challenge or that action or fulfillment or result with a reward that doesn't necessarily cost a club dollar for dollar. Do you, are you finding out that the community needs like monetary or financial rewards in, in addition to the answer way benefits of feeling like you brought of, of a community and you actually have friends and you know, you can text with people and you've got relationships you're building. Like, is there, are we in like this capitalist society that everything's gotta have some monetary component to it?

Taylor Stull:

Yep. We sure are <laugh>.

Pete Moore:

Okay. Yeah. Good

Taylor Stull:

To hear. Yeah, that's like I was saying before, I mean, we navigated a pivot of our business by just really going and speaking to the consumer and the member who, you know, has, or, or is looking for a way to live a healthy lifestyle, you know, in, in perpetuity. And the three most important things in order are community fun experiences, which comes through gamification and teams and in rewards. And so that I, it, and what we learned is that if one of those pieces are missing, then there's, there's room for attrition and, and not meeting the needs of the member or client. And so that's really where, you know, our solutions aiming to kind of bring together all three of those to make sure that the, the formula is, is met and we're know there's no missing piece. And there's, there's some creative ways to, to do financial rewards nowadays that don't take you know, a dent outta the p and I.

And I think that what you mentioned in terms of partner partnerships and gift cards and things of that nature is certainly one of them flow well is using a, a, a spinoff of a play to earn model. So we are basically tying, you know, health activity attendance at, at clubs that we track through wearables and integration that then translate into points within our, our gamification engine and can result in the opportunity to win cash rewards through tied to the Ethereum blockchain. And you know, as in addition to other opportunities to redeem points, right? Like I, we have the, the gift card and discount code redemption. Certainly. And then, you know, one of the core pieces for us is that we want to create an emotional relationship with each member not just amongst the, their fellow community members, but also with with flow well as an entity because there needs to be trust there in order for you know, an individual to, you know, share their health and lifestyle goals and data with our application.

And so the way we're doing that is through using that information to power a personalized dynamic character or avatar within flow well and Got it. Yep. So basically it's a mirror of your lifestyle and you

can, as you live your healthy lifestyle that you accrue those points, you can update your we call it wy, your wellness buddy. And you update it. Everybody's got their own you can, you know, get new skin, swag them out, send them on adventures, and continue to accrue those points where those rewards are gonna be, you know, more and more available over time.

Pete Moore:

Got it. Yeah, we should definitely hook you up with promotion ball. They're also inside of 3,500 studios and the health club, so it might be a good combination. Yeah. from a selling standpoint. So I've obviously Ed well, but I'm probably twice your age, I'm assuming, let's just say, or in that neighborhood. So let me ask you this question. And that's a, that's out of respect by the way. You're a young entrepreneur and you're gonna make sure happen and that's awesome and I'm glad we're having this conversation and we can be helpful to you. What are some of the things that you think I think resonate with you that definitely don't? So my point is like, like my nephews on like Fortnite Yeah. You know, my nieces on roadblocks. Yeah. you know, they don't know how to read script, right? Cause they never got taught script.

They only taught how to type and like block, you know, lettering. So I can't write a letter to my nephew in like in script cursive cuz they don't know how to read it. So what are some of the things that you wanna tell somebody who's been in an industry 20, 25 years and say like, look, if you want a cater to me, like, here's certain words they're like, don't use these words. Or like, I don't respond to like this type of offer anymore. Like, give us a little insight into your generation or Yeah, yeah, yeah. Like I know, I know everyone, somebody's like sends me like, oh, that's awesome. That's fire. Like I know what that means. Right. Fire, it's, that's really hot. Right. Okay. My point is like, what are some of the things that like a 40 to 60 year old health club operator would say? Like, Hey, this is a great marketing initiative to go to the younger generation and, and you're like, look dude, this thing like drop like a dead mic on us <laugh>

Pete Moore:

I'm putting on a spot here, but like, there's certain things it's like, dude, like there's zero and free. Like I know it's not zero, I know it's not free call. Bullshit on that is there like, Hey, come in here to have fun. Well, I'm not really here to have fun. I wanna get strong. I wanna take my shirt off. I wanna go to the beach. I wanna go get a d. You know, like what are some of the things that we should know about, be like, dude, treat us this way or else like, we're not listening.

Taylor Stull:

Yeah. I mean, I think at the end of the day when it comes to marketing to health and fitness consumers, whether they're older generation or younger generation, there's some result that we're all looking for. I think that the younger generation is looking sexy is, you know, if we unfortunately sit around and, you know, watch a lot of TV and play some video games and whatever, then you know, we might wanna slim down and, and, you know, six weeks to a six pack kind of deal. Yeah, I think that that, especially now with just sort of the genesis and, you know, maturation of, of social media and sort of falsify, falsified sort of perception of oneself, which sucks that is the case, but

Pete Moore:

It, it's a good way to say it. I love

Taylor Stull:

It and it's it, it is true for, it is true for younger generations that, you know, we're still looking to look good on the outside. Right. And I think that as, as people go through their life, the, the goal of health and fitness just shifts a little bit, right? And it's, it's about longevity. You know, and you, like for me personally, it is about longevity. Like my routine is so diversified. Like, I spend time in the gym, I love to ski. I live in Salt Lake, I'm out in the mountains a lot running and doing a lot of yoga, a lot of meditation, like super well rounded. And I think a lot of people want that. And that is sort of the, the, the shift, which is probably no surprise to you Pete, right? You wanna look like you're, when you're out in, in bars when you're, you know, 18 to probably 26 and then it starts to feed a little bit. But, you know, still definitely a part of the population that's like that.

Pete Moore:

Yeah. I, I feel like people have like Gold's Gym as a, as a as an example. Like they're near and dear to my heart. I did the first, that was part of the team that did the first private equity Gold's Gym deal. Yeah. And they used to have these like 60 90 day body transformation challenges and hundreds of thousands of people would sign up Yeah. To be part of this Gold's Gym, a hundred thousand dollars challenge. And the before and after pictures were just like incredible. Like, you just sell off of those pictures of like, people that actually came here look like that and now they actually look like this. Yeah. You know, and I feel like that there's no reason not to go back to that to of certain populations like, look, yeah, I wanna get off my ass. I've been in in quarantine or pseudo quarantine and my social skills are obviously not what they used to be. Yeah. I might as well look as good as I can or get back into the Guinea.

Taylor Stull:

The other piece of this though, Pete, which I think is super integral to is to mention is that despite everybody wanting to look good, like we're, and I'll make a generalization here, quite lonely. Like, and

Pete Moore:

Yeah,

Taylor Stull:

Totally, bro, there is a, a, you know, flawed perception amongst a lot of health and fitness apps and businesses and whatnot where the, the growth model is like, invite a friend, invite a friend to come participate with me, which is awesome. But when I go went and asked people, you know, do you have a friend to invite to go on your personalized health and fitness journey with you? Largely the answer is no because it's an incre. That's

Pete Moore:

So true. I mean, I've seen

Taylor Stull:

That and

Pete Moore:

I've seen Rick.

Taylor Stull:

Yeah. And so that's, that's one of the things that, you know, we have one of you mentioned Fortnite, one of the creators Fortnite is, is one of the investors in Flo and been incredibly helpful in designing the team-based and community-oriented approach to what we're building. Because at the end of the day, the thing that's probably gonna be most sticky is not so much bring your friends to have fun with you, but I can have fun with strangers who are on the same or similar journeys to me. And that is where, you know, we're kind of coming in with an intention of bringing people together who may not have known each other before.

Pete Moore:

Yeah. No, I think that's really important. I, you know, I never really thought about, well look, I moved out to Manhattan Beach, California from New York a couple, you know, several years ago. And I was like, dude, I can't figure out how to find somebody to play tennis with me. Like when I want to. It's like I should have friends or I should find those people easily. And I just didn't yeah. At the time. And then I, a friend of mine was very had a lot of free time, so it, it's great cause, and I knew him for 20 years, so very easy to, to reconnect with him, to, to be my tennis partner. But the point is like, like there are certain things that, that are a tell of, like, you offer somebody like you a membership and say, Hey, you can bring a friend at any time.

He can do like, hit me, don't put pressure on me. You know, like I'm, you know, like work out, I wanna meet new friends. Yeah. Cuz my old friends would've signed up weird for me. So maybe that's not like Planet Fitness obviously does it as part of their blackard, which is great. But that, that's a great insight. And also I think people need to go back to, you know, you work out and you do strength training, you know, to look a certain way in the mirror and to feel confident and that kind of, you know, is almost like the endorphins that create your confidence in everything else you do. So why run away from that? Yeah. or why say like, we're just trying to help you with your mental health. Well, no, help me where I look in the mirror and that might help me with my mental health at the same time. So let's not bifurcate the table because they're actually highly connected.

Taylor Stull:

Yeah, for sure. I mean, I think that it really just depends on your, your target demographic. Right? And that's something that we definitely have, have learned. And this huge, huge lesson for me at personally as an entrepreneur is just not trying to speak to everybody, right? Like, if your marketing hook is going to, is going to be in the, in the culture of your gym or studio is hey, body transformation, let's shed those pounds and make you ripped and oily and absolutely shining when you go to the beach. Like that's who you need to speak to. But if the idea is, you know, I want to

Pete Moore:

Yeah. Draw a man groomer in there Yeah. Won't rechargeable man,

Taylor Stull:

Then you need to, you need to speak to that. And I think that, you know, a lot of people do fall on either side of the spectrum and it really just depends on who your audience is because I do believe that the relationship piece and making friends and being aligned in the pursuit of, you know, an enriching and fulfilling life that is driven by health and lifestyle, that's something that is gonna appeal to, you know, certainly your demographic, but also mine as well as we continue. Yeah. You know, seek out con

Pete Moore:

Yeah. Look, we can hang out man. Like it's, our demographics aren't like, you know, independent. So we can do a, we could flow well together. You can be

Taylor Stull:

My team man. I would love to team.

Pete Moore:

There you go. Yeah. You said you a leader. You a leader. I will. That's great. Alright man. Well look, welcome to the, please use the term Halo Health active lifestyle afterwards. We hate the word wellness that it's the opposite of illness. So if you're not sick, you're just, okay. We're trying to create the halo effect and the gamification of the halo effect is, is important. I think it's gonna become more and more important and anything we do to help you get the inroads in here let's keep in touch. So flow, well, we'll have on learning from the show notes and keep doing what you're doing and find the special sauce. Cause it sounds like you're, you're onto it and you just gotta, you know, get there and then it's like the aha moment happens and it sounds like you're like on the precipice of that.

Taylor Stull:

Yeah. I'm glad you feel it too, man.

Pete Moore:

Boy, great to talk to man. Thanks for the candor and transparency and you know, it's good talking.