



XEROBURST

/ BRAND BROCHURE

The Gym Opportunity

Most gyms monetise floor space the same way: memberships, personal training, and classes. Revenue per square metre is capped by headcount.

XEROBURST creates a new category inside your facility — **neuro-performance training** — that commands premium pricing, drives new enrolment, and generates revenue from space that is otherwise underutilised.



Three converging trends make this the right moment:

- **Members are demanding more than physical conditioning.** Reaction speed, cognitive fitness, and brain-body performance are mainstream conversations in sport and wellness.
- **Differentiation is harder than ever.** Equipment parity across facilities makes positioning on neuroscience-backed training a genuine competitive edge.
- **Space is underused.** Studio and open-floor zones with low utilisation are candidates for a dedicated XEROBURST performance zone.

XEROBURST turns available floor space into a measurable, recurring revenue stream.


What XEROBURST Does for Your MEMBERS

Members join gyms to improve their physical capability. XEROBURST extends that promise into the domain most training neglects — the neurological layer that determines how well the body actually performs.



Documented performance outcomes for gym-going members:

- **Faster reaction speed** — stimulus-to-response latency reduced with consistent training
- **Improved coordination and movement control** — timing, balance, and sequencing
- **Better cognitive endurance** — sustaining accuracy and focus during physical load
- **Enhanced proprioception** — body awareness, spatial orientation, and movement precision
- **Functional carry-over** — gains that transfer into sport, daily activity, and occupational performance



For the recreational member

A measurably different training experience. XEROBURST sessions provide the novelty, engagement, and data feedback that retain members who plateau on conventional programming.

For the athlete member

A structured neuro-performance protocol that addresses the specific gaps — reaction time, decision speed, movement precision — that physical conditioning alone cannot close.

The Clinical and Scientific Foundation

XEROBURST is not a gamified training novelty. It is a structured neuro-performance system derived from peer-reviewed cognitive-motor science. The evidence base supports its use across performance, rehabilitation, and health contexts.



What the research establishes:

- Structured physical activity with cognitive demands produces significant improvements in executive function, reaction speed, and motor coordination — across healthy, athletic, and clinical populations.
- Visual-motor training improves scanning efficiency, peripheral processing, and stimulus-response accuracy — outcomes that directly benefit both recreational members and sport-specific training.
- Proprioceptive and sensory-motor interventions reduce injury risk by improving joint position sense and neuromuscular control under load.
- Cognitive load training during movement builds the neural endurance required to sustain execution quality under fatigue.

Clinical applicability in gym contexts:

- Post-injury rehabilitation members benefit from structured proprioceptive and motor re-integration protocols on nBASE and nBOARD.
- Older adult members benefit from balance, coordination, and brain stimulation programming that standard gym equipment does not address.
- Members with ADHD or attention difficulties benefit from structured, cognitively engaging movement that improves focus and self-regulation.

Certified XEROBURST trainers deliver all protocols within an evidence-based, professionally supervised framework.

The Commercial Model

XEROBURST integrates into gym operations as a tiered revenue system. Facilities can choose the model that fits their floor plan, member base, and pricing strategy.

REVENUE STREAM	MODEL	INDICATIVE UPLIFT
XEROBURST Zone Add-On	Premium add-on to membership tier	+15–25% per member
Session Packs	Standalone XEROBURST session bundles	New non-member revenue
Small Group Programming	4–8 person coached XEROBURST sessions	High yield per sq. metre
1-to-1 Neuro Performance PT	Premium personal training tier	+30–40% PT rate
Corporate & Academy Contracts	Block bookings from clubs, schools, rehab	Recurring B2B revenue
Member Retention	Novelty, data, progression — reduced churn	Lower attrition cost

Space utilisation model:

A 40–60 sqm dedicated XEROBURST zone supports simultaneous small-group sessions (4–6 participants), individual training, and open-access programming — across all session formats, all day.

Driving Enrolment and Member Retention

XEROBURST creates the conditions for enrolment and retention that generic gym equipment cannot replicate.



Why it drives new enrolment:

- A visible, unique offering that cannot be found in standard gyms — a primary reason prospective members choose one facility over another.
- Reaches new segments: student-athletes, performance-focused adults, rehabilitation clients, and corporate wellness buyers.
- Marketing asset: the neuroscience positioning, equipment visibility, and measurable outcomes create shareable, demonstrable content.

Why it reduces churn:

- Members who plateau on conventional training continue progressing on a XEROBURST programme — a documented driver of long-term retention.
- Data and measurable progression (reaction time, decision accuracy, movement scores) give members a clear reason to stay and track improvement.
- The format is engaging, variable, and social — addressing the motivational decline that precedes most membership cancellations.

THE XEROBURST EQUIPMENT

Gym Configuration

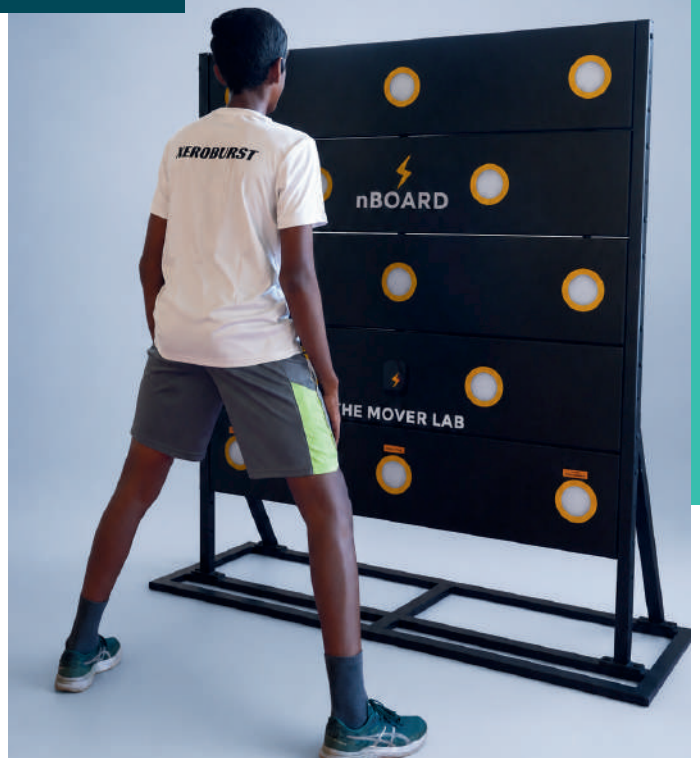


nBASE

Interactive Floor Mat

Illuminated floor zones. Members respond to visual cues with precise, rapid footwork. Low footprint, high versatility. Suitable for individual, partner, and group formats.

Gym applications: warm-up protocols, agility conditioning, rehabilitation, older adult balance programmes.



nBOARD

Interactive Wall Panel

Wall-mounted reactive panel. Members strike activated targets in real time. Requires minimal floor space. High visual impact — a strong facility differentiator.

Gym applications: reaction conditioning, sport-specific upper body training, hand-eye coordination, high-engagement group stations.



nFIELD

Multidirectional Pole System

Stimulus poles deployed across an open floor zone. Full-body reactive movement in all directions. Scalable from individual to group.

Gym applications: athletic conditioning, team training, sport performance programmes, corporate fitness.

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nCOURT

Integrated Performance Environment

All systems combined into a full neuro-performance zone. The complete **Perceive → Decide → Execute** training environment.

Gym applications: premium programming tier, certified PT sessions, institutional and academy partnerships.

Programming Formats for Gym Operators

OPEN ACCESS

Members use XEROBURST equipment independently within a structured protocol framework. Included in premium membership tier.

COACHED SESSIONS

Certified XEROBURST trainer delivers 45–60 min group sessions (4–8 members). Bookable as session packs or membership add-on.

PERSONAL TRAINING

1-to-1 neuro-performance PT. Premium pricing tier. Highest per-session yield for the facility.

REHABILITATION TRACK

Structured protocols for post-injury members and clinical referrals. Positions the gym as a medically credible recovery environment.

YOUTH & ATHLETE TRACK

Dedicated programming for school-age athletes and competitive members. Recruitment channel for academies and sport clubs.

CORPORATE BOOKINGS

Block-booked sessions for corporate wellness, team performance, and executive health programmes.

Member Segments

XEROBURST Serves

RECREATIONAL MEMBERS

Novelty, engagement, measurable progress. Addresses plateau and motivational decline. Strongest retention driver.

ATHLETE MEMBERS

Reaction speed, decision accuracy, movement precision. Fills the gap physical conditioning alone cannot address.

REHABILITATION CLIENTS

Proprioceptive re-integration, motor coordination recovery, balance and neuromuscular control post-injury.

OLDER ADULTS

Balance systems, coordination retention, cognitive stimulation. A growing segment with unmet needs in standard gym programming.

YOUTH & STUDENT-ATHLETES

Sport-specific reaction and cognitive-motor development. High engagement, strong parental sign-on rate.

ADHD & NEURODIVERSE

Structured, engaging movement that improves attention regulation and executive function. Underserved and high-retention segment.

CORPORATE CLIENTS

Executive function, cognitive resilience, team performance. High-value B2B revenue with predictable booking patterns.

Space Utilisation & Layout

XEROBURST is designed to integrate into existing gym floor plans without requiring structural modification. Equipment is modular, repositionable, and scalable to available space.

MINIMUM VIABLE ZONE

nBASE + nBOARD · Approx. 20–30 sqm
Supports individual and pair sessions.

STANDARD GYM ZONE

nBASE + nBOARD + nFIELD · Approx. 40–60 sqm
Full individual and small-group programming.

FULL PERFORMANCE ZONE

nCOURT configuration · 60+ sqm
Complete programme suite, group and elite sessions.

DEDICATED STUDIO

Branded XEROBURST studio within the facility
Highest premium positioning and session capacity.



Trainer Certification for Gym Staff

XEROBURST includes a structured certification pathway for gym trainers, personal trainers, and fitness professionals. Certification enables delivery of all XEROBURST protocols within a gym environment.



The programme covers:

- Neuroscience and cognitive-motor performance foundations
- XEROBURST equipment operation and session design
- Individual assessment and programme adaptation
- Group session delivery and progressive loading
- Clinical application: rehabilitation, older adults, neurodiverse members
- Data tracking, outcome reporting, and member progress communication
- Professional and ethical standards

Certified gym trainers deliver XEROBURST as a premium service tier — increasing their own value to the facility while expanding the range of members they can serve.

Partnership Structure

XEROBURST gym partnerships are structured to minimise operational complexity and maximise commercial return from day one.

EQUIPMENT SUPPLY

Full XEROBURST ecosystem supplied, installed, and commissioned by the XEROBURST team.

TRAINER CERTIFICATION

On-site certification of nominated gym staff. Ongoing support and protocol updates included.

PROGRAMMING SUPPORT

Structured session formats, progression frameworks, and member-facing documentation provided.

BRAND CO-POSITIONING

Gym listed as certified XEROBURST facility. Co-branded marketing materials and digital presence.

PERFORMANCE DATA

Session tracking and member progress data accessible via the XEROBURST platform.

ONGOING SUPPORT

Dedicated account contact. Regular programme review. Priority access to new protocols and equipment.



Why XEROBURST

Why Now?

The fitness industry is saturated at the physical conditioning level. The next competitive frontier is neurological performance — and the facilities that move first will define the category.

- A new, premium revenue stream from existing and new members
- A scientifically credible differentiator no standard gym offers
- Higher member retention through measurable, progressive outcomes
- New member segments: athletes, rehab clients, older adults, corporates
- Full space utilisation — every hour of the zone generates revenue
- Certified delivery — professional, structured, defensible programming

XEROBURST is not a piece of equipment. It is a complete neuro-performance system — and a new business inside your existing facility.



XEROBURST

Training the System Behind
Performance

Neuroscience
Movement Intelligence
Functional Brain Health
Real World Execution

Where **neuroscience** meets
movement.

Get in Touch With Us



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