

SPOTTR

Know who's drifting *before they cancel.*

Built for boutique fitness studios where every coach knows every member by name. Every cancellation is real revenue walking out the door. Spottr spots who's going quiet, 4 to 6 weeks before they leave.

POC Proposal · 90 days

Boutique fitness · 80-250 members

Dina Bosma-Buczynska · March 2026

THE COST OF WAITING

“Replacing one member costs *5 times more* than keeping them.

Your coaches have the opportunity window.

Until now they just didn't have the data.”

BOOTCAMP FINAL PROJECT

Every Monday at 07:00, your coaches receive *this*.

Who is going quiet. What the pattern looks like. A short note on what's worth knowing before you reach out. **Spottr never contacts members. Your coaches do, in their own words.**

At-risk members ranked by churn probability

Plain-English coaching note written for each one

Survey responses surfaced alongside risk score

WATCH flag: still coming in, but unhappy

What the WATCH flag catches: A member who still attends regularly but rates their satisfaction low in a survey. Attendance alone would never flag them. They look fine in the data.

How the survey works: When a class sees fewer check-ins than usual, Spottr automatically sends a short survey to the members who've been attending that class. When the NPS score is lower than 3, their answers show up in Monday's briefing as WATCH. A member can only be surveyed once every 5 weeks, so no one gets flooded.

Spottr Weekly Retention Report (sample data)

3
HIGH

2
MEDIUM

57
OK

1
WATCH

HIGH PRIORITY

Sarah K. HIGH

25 days since last visit · 0.8 sessions/wk · “Dropped from 3× a week to almost nothing. Worth a personal check-in before this gets harder to reverse.”

Emma V. HIGH

18 days since last visit · new member (6 months) · contract ending soon. High-risk window: first impressions are still forming.

David L. HIGH

31 days since last visit · was 4×/week until January. Sharp drop with no survey response.

WATCH: ATTENDING BUT UNHAPPY

Lisa M. WATCH

Still attending 3.5×/wk · rated 2/5 · “Classes are good but I feel my progress has stalled.” → Wants coach check-in: Yes

THE DASHBOARD

One view. Every member. *Revenue at risk.*

The dashboard lives on a browser tab in your studio. Open it before a coaching conversation or a meeting with your owner: instant snapshot of where your studio stands.

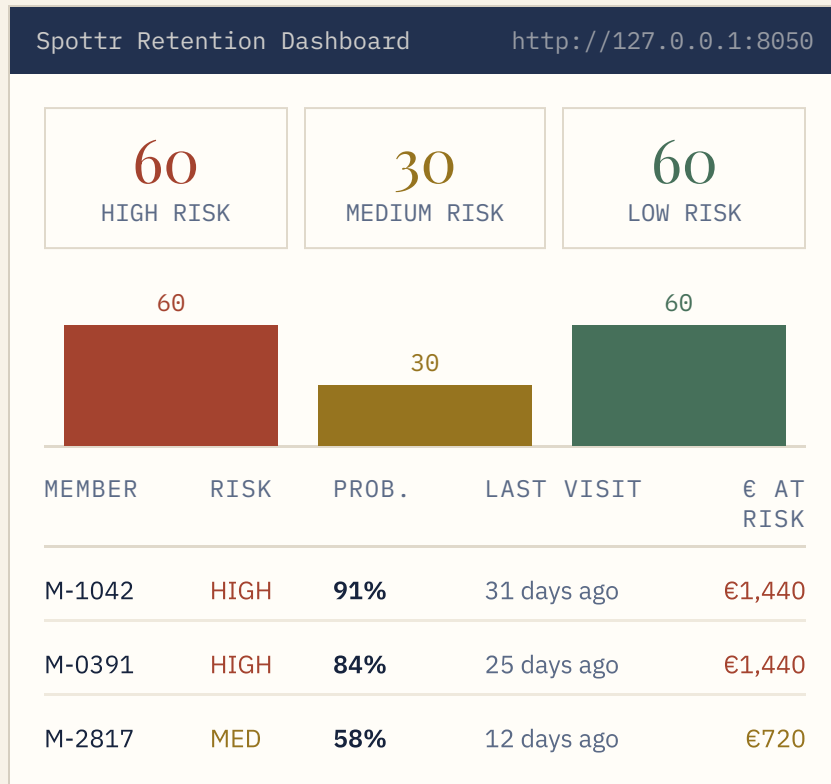
All members colour-coded by risk tier

Revenue at risk, visible as a single number

Priority table: sort by risk, days inactive, revenue

Refreshes automatically before every Monday briefing

No login, no app, no subscription portal. I set it up on your studio computer once. Your coaches bookmark the link.



Members tell you what's wrong. *Automatically.*

When a class starts losing attendees, Spotttr sends a short check-in to the members who've been coming. 60 seconds. Three questions. No login required.

- 1 A drop is detected. Members get a short survey link by email
- 2 Member responds in 60 seconds: rating, feedback, do they want a call?
- 3 Response lands in Monday's briefing next to their risk score
- 4 1st of the month: studio owner gets an overview

5-week cooldown per member. No one gets over-surveyed.

Spotttr Monthly Survey Summary

March 2026 · sample
data

6
RESPONSES

2.6
AVG SAT

4.6
AVG NPS

3
ATTENTION

3 members rated satisfaction 2/5. Consider proactive outreach.
2 members flagged WATCH (attending but unhappy)

MEMBER	SAT	GOAL PROGRESS	FEEDBACK
MX1	2/5	Falling behind	"Busy with work..."
MX3	3/5	On track	—
MX5	2/5	Falling behind	"Not sure this gym..."
MX9	2/5	Falling behind	"Keep skipping, want check-in"
Falling behind			3 members
Getting started			2 members
On track			1 member

Two things AI does, *for your coaches.*

It spots who is actually going quiet

Every check-in is a data point. When visits start to drop, Spotttr notices. Usually weeks before the member says anything.

Trained on 4,000 real cancellations. It knows what leaving looks like. That means when it flagged someone as at risk, they actually ended up leaving.

It writes the coach a short note

For every flagged member; one plain-English note with enough context to make the conversation feel natural.

“Sarah dropped from 3 sessions a week to almost nothing over the past month. Last visit was 25 days ago. A personal check-in about how she's finding the programme (not about attendance) would be a good starting point.”

Runs once a week for the whole studio

Same tone and format every time, no surprises

GDPR taken care of. *Sorted before we start.*

GDPR is the EU law that sets the rules for how businesses collect and store personal data about people. As a studio, your member records fall under it.

Studio owners know GDPR applies to member data. What stops them is having no one to handle it. Spotttr comes with all the paperwork ready. I write what needs to be written, you sign what needs to be signed.

Data Processing Agreement	Pre-written
Member wearable consent form	Pre-written
Privacy notice wording	Exact text provided
EU AI Act classification	Limited risk, no extra obligations
Deletion on member request	Documented, 48h procedure
Human in the loop	AI suggests · coach decides

How member data is protected

Members are tracked by an ID code, never by name

Visit data used under legitimate interest (GDPR Art. 6)

Wearable data: written consent required, workout sessions only

Any member can opt out at any time, handled the same day

All their data deleted within 48 hours of any request

Responsible by design

Spotttr runs once a week for all the members of your studio. Member data never leaves your setup. It spots and suggests. Your coach decides who to contact and what to say.

Not a trial. *A structured proof.*

90 days. Two checkpoints. Real numbers.

WEEK 1

Setup and configuration. First live briefing delivered to coaches.

WEEK 6 – CHECKPOINT 1

Is Spottr flagging the right people?

We look at who actually cancelled. Were the members Spottr flagged more likely to leave than the ones it didn't? If yes, coaches start acting on the briefings. If not, we adjust together before moving on.

If fewer than 5 members cancel in the 6-week window, the sample is too small to be conclusive. The observation is extended by 4 weeks and the check is repeated.

WEEK 13 – CHECKPOINT 2

Are the conversations making a difference?

We compare two groups: flagged members coaches reached out to, and flagged members they didn't. Are the ones who got a personal conversation staying? Both answers decide whether we go further.

A failed POC isn't wasted. It shows exactly what to fix before committing to anything monthly.

What's included in the 90 days

Weekly email briefing, every Monday morning, 90 days

Monthly survey summary, 1st of each month

Retention dashboard set up on studio computer

Event-triggered member satisfaction surveys

All GDPR documentation signed and ready before day 1

Full Week 13 debrief with your real studio numbers

System built and tested: The model, the dashboard, and email workflow shown here are all already live. This is not just a concept. It's running on demo data right now.

WHAT YOU GET

Three things that run themselves. *Zero extra admin.*

Weekly briefing

EVERY MONDAY 07:00

At-risk members ranked by urgency

Coaching note: what to know before you reach out

WATCH flag: attending but unhappy

Survey responses from that week

Monthly summary

1ST OF EVERY MONTH

Average member satisfaction score

NPS (Net Promoter Score)

Goal progress across all members

Every feedback quote from the month

Retention dashboard

ALWAYS ON

All members colour-coded by risk

Revenue at risk in euros

Priority table: sort by urgency

Bookmark it once. Open it like any website.

THE ASK

One studio. 90 days. €2,000.

We run the system on your real members for 90 days and measure what happens. If your coaches start saving cancellations, we continue. If the numbers don't add up, you walk away with a full written report on exactly what we found.

After the 90 days: **€149/month** to keep it running. No long-term contract required.

TO GET STARTED

€2,000

One-time · 90-day
POC

IF IT WORKS

€149

Per month after
POC

IF IT DOESN'T

Walk away

Full report included

What this looks like in your studio

Say you have 150 members at €120/month. If 40% leave this year, that's 60 people walking out the door. That's around €86,400 in revenue you won't see again.

Spottr gives your coaches a heads-up before those decisions are made. Even keeping a handful of those members pays for the whole year.

The 90 days shows you your real number, not an estimate.

What happens next?

We sign a short data contract. You connect your check-in data. Your coaches get their first briefing on Monday morning. Then we watch the numbers together.