

hawqscore

Building healthier and happier teams

We help your employees to optimise their physical and mental wellbeing, across five keys pillars of health; body, mind, movement, nutrition and sleep.



The team



Robbie Johnston

- BSc MBA | HAWQ Co-Founder | Managing Director**
BSc Sport Science, *St Mary's University*
MBA, *Imperial College Business School*
- *Opened multiple London fitness studio locations*
 - *Built over a team of 100+ fitness instructors/teachers*
 - *Personal training, reformer Pilates and Group coaching*
 - *Developed new fitness concepts including TRX and kettlebell functional fitness classes*
 - *Retired rugby player turned Fulham FC supporter*



Livvy Probert

- BA MSc | HAWQ Co-Founder | Head of Science**
BA Physiology, Development and Neuroscience, *University of Cambridge*
MSc Sport and Health Sciences, *University of Exeter*
- *Level 4 qualified Personal Trainer*
 - *Precision Nutrition Level 1*
 - *Designed metabolic health testing protocols for executive clients*
 - *Data enthusiast, leveraging wearable tech*
 - *Keen rugby player, fuelled by homemade baked goods*



Nico Schwandt

- BSc MSc | Exercise Physiologist**
BSc Sports Science and Mathematics, *Loughborough University*
MSc Strength and Conditioning, *Loughborough University*
- *Level 3 qualified Personal Trainer*
 - *Extensive coaching experience, from teenage footballers to post-menopausal women*
 - *Specialist in strength building, fat loss and sports-specific training*
 - *Enjoys working out his body and his mind – loves to lift weights and play chess*



Gillian Carroll

- BSc MSc | HAWQ Co-Founder | Head of Finance and Ops**
BSc Eng, Building Services Engineering, *Technological University Dublin*
MSc Exercise & Health Fitness, *University of Limerick*
Diploma of Nutritional Therapy
Professional Diploma in Accounting

Our advisory board and specialists



Chip Dunn

Investor | Chair of Advisory Board

Over 25 years in principal investing, M&A, family and corporate strategic advisory; particularly focused on solutions to complex situations, whether structural, operational, balance sheet or governance. Currently based in London, UK and Chicago, IL, USA.



Brian Firlit

Senior Advisor

20+ years Consulting, Strategy and Policy. Over 10 Years in Policy at Thomson Reuters. Currently based in Switzerland.



Steve Davies

Senior Advisor | Executive and sleep coach

20 years experience as an investor in public markets. Performance Coach to executives advising from sleep to professional development.



Caroline Davies

Nutritional Therapist

Nutritional Therapy, College of Naturopathic Medicine
Specialisation in post-viral conditions, auto-immunity, gut health and women's health

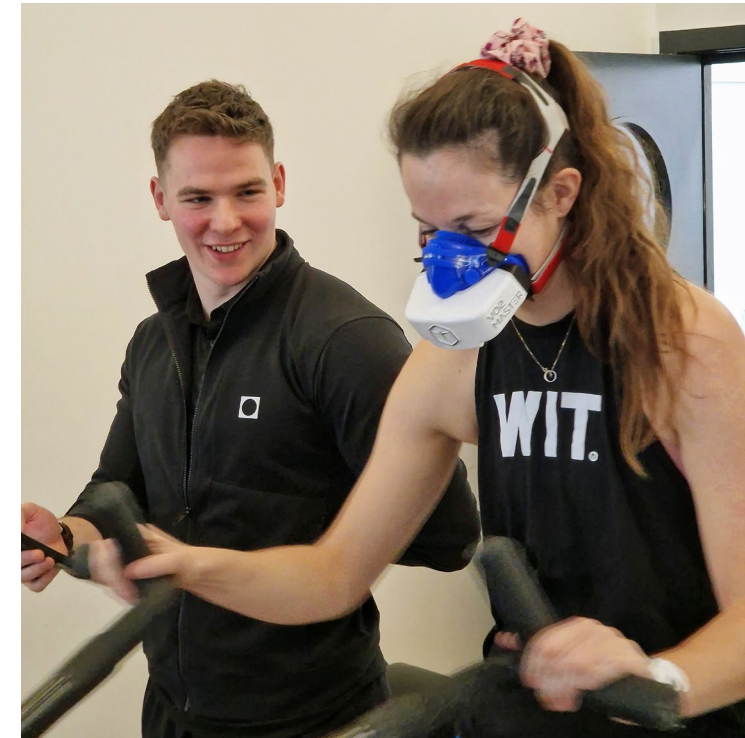


What we offer

We provide health assessments to quantify the health of your team, followed by personalised coaching to improve their health and wellbeing.



hawqscore is a unique snapshot of your health, combined into one powerful health score for you as an individual and team. The score is a motivator and point of reflection allowing a personalised education journey and coaching to support after receiving your score.





Our Health and Wellbeing Assessment

We use the latest gold-standard technology to measure important health metrics and identify potential risk factors.



VO2max

The **strongest independent predictor** of health and life expectancy



Resting heart rate

10bpm increase linked to **10% increased risk of death**



Flexibility

Musculoskeletal issues cause **23% of all working days lost**



Blood pressure

Highest burden on health among risk factors; more so than smoking or obesity



Waist circumference

Associated to a **50% increase in mortality risk**



Balance

Training can **reduce falls by 21%**, reducing risk of injury and decline in quality of life



Fasting blood glucose

Underestimated risk factor for cardiovascular death



Lung function

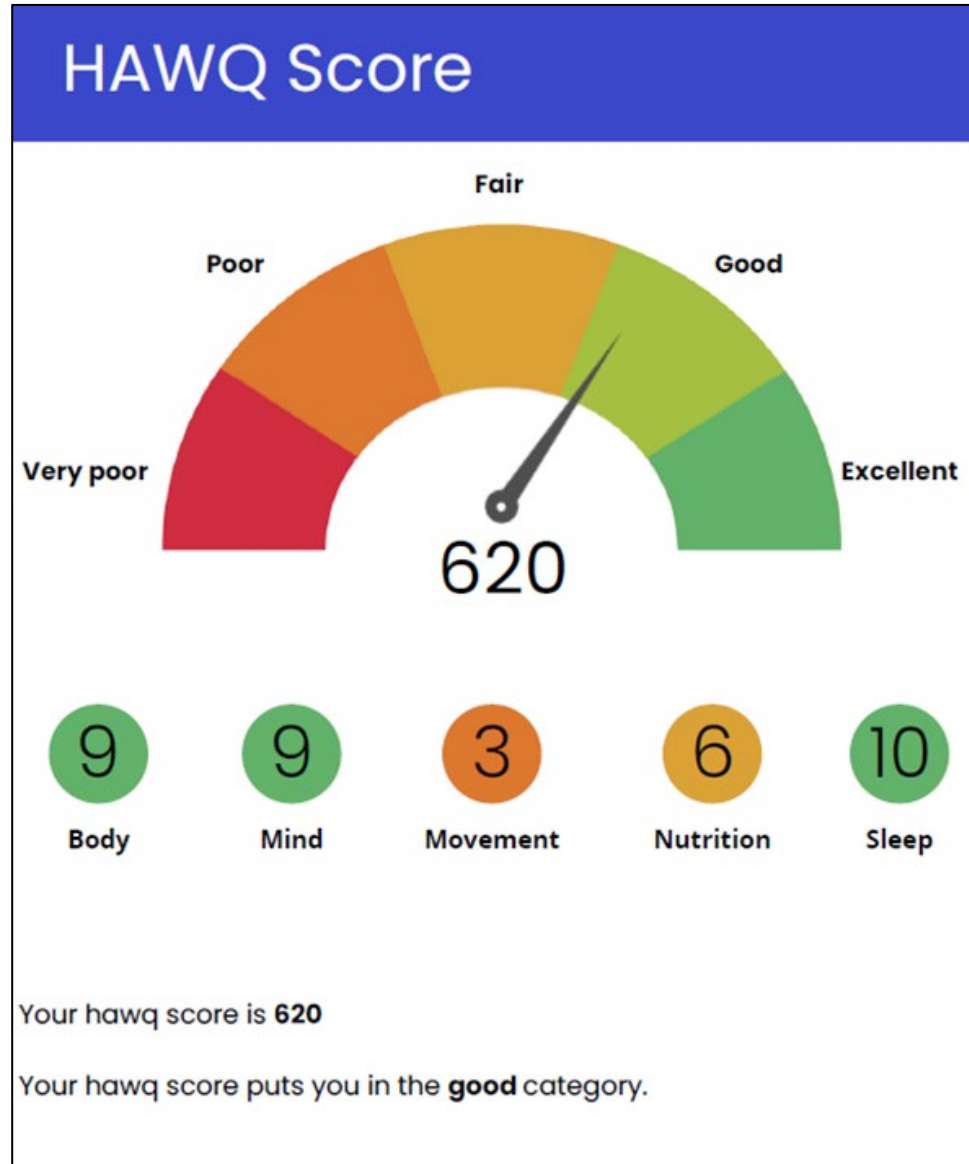
Associated to **44% increased risk of mortality**



Strength

Poor strength **associated to increased mortality risk, physical disability, mobility impairment, falls and reduced quality of life**

Your score



Your personal Health And Wellbeing Qotient, helping you understand and highlight changes in your health and wellbeing

Personalised report, feedback and coaching



My results

Resting heart rate ●
Your **resting heart rate** is **68bpm**. Having a heart rate between 60-80 at rest (you may see it go below 60, particularly overnight) is a good sign of health and fitness. Regular aerobic exercise and managing stress are important for a healthy resting heart rate.

Fasting glucose ●
Your **fasting glucose** is **4.6mmol/L** which is **optimal**. Fasting glucose is an indicator of how our body handles sugar, and is a determinant of diabetes. Regular exercise, daily activity and eating a diet containing whole, unprocessed foods is important.

Waist circumference ●
Your **waist circumference** is **94cm**. This puts you in the **low risk category**. Waist circumference indicates the amount of fat you store around your middle, which increases risk of heart disease and Type 2 diabetes.

Blood pressure ●
Your **blood pressure** is **140/91mmHg** which is **high**. Blood pressure fluctuates on many factors including stress, sleep, activity levels and caffeine. Low intensity steady state exercise, daily activity, a diet high in vegetables and fibre, reducing alcohol intake and quitting smoking will aid blood pressure.

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My results

VO2max ●
Your **VO2max** is **28**, which puts you in the **poor category** for your age and gender. VO2max is the maximal amount of oxygen your body can use during exercise. It is one of the best predictors of health, fitness and longevity. Regular steady state cardio and maximal effort interval sessions will improve VO2max.

Lung capacity ●
Your **forced expired volume (FEV1)** is **122%** of expected. Being below 95% suggests a limitation in your respiratory capacity. Breathwork, such as box breathing and deep breath holds, is important for everyone for improved respiratory function, better sleep and stress management.

Mobility ●
You scored **-17cm**, which is **below average**. Maintaining healthy movement in your joints and muscles minimises injury risk, reduces pain and improves quality of life. Mobility exercises should form part of every exercise session.

Balance ●
You scored **45s with eyes open** and **45s with eyes closed**. This is **above average**. Balance is important to reduce injury risk, falls risk and improved co-ordination. Try standing on one leg whilst you brush your teeth or wait for the kettle to boil.

Strength endurance ●
You scored **12 push ups**, which is **average**. This test is used as an indicator of your strength endurance which is important to reduce injury risk, lower mortality risk and increase quality of life. Aim to complete two muscle strengthen activity sessions each week; go to the gym, yoga, pilates, circuits.

Observations and Recommendations

Breathing

In general your breathing is very good. Your lung capacity is far greater than what is expected. However, during exercise you utilised 68% of this, this can definitely be improved, focus on taking deeper breaths both during exercise and at rest to work on this! Box breathing, performed by breathing in for 3 seconds, holding the breath in for 3 seconds and then repeating for breathing out is a great method to develop this.

Training

Your VO2max score of 28 ml/kg/min is slightly below average. This value can be worked on by completing endurance training at least once a week. In addition, include some training at high intensities, in zones 4 and 5 (see page 7 for these) to become more familiar with pushing your body. If fat burning is a fitness goal then exercise in zone 2 (91-100 bpm) is recommended. Training zones are explained in more detail on page 7. Your balance score was very good, well done! Both strength endurance and flexibility are areas for improvements, include resistance training and mobility exercises within your training to develop these respectively.

Other recommendations

You scored very well in the mind and sleep pillars of health, well done! Continue using the methods that are helping you achieve this! Small changes in your diet can further improve your nutrition score. For example, trying to include a portion of fruit or vegetable with each meal. This will help in all aspects of your health and fitness by increasing physiological function, lowering blood pressure, improving circulation and optimising body composition.

A personalised report for each employee, highlighting strengths, risk factors and tailored recommendations to improve health and reach individual goals

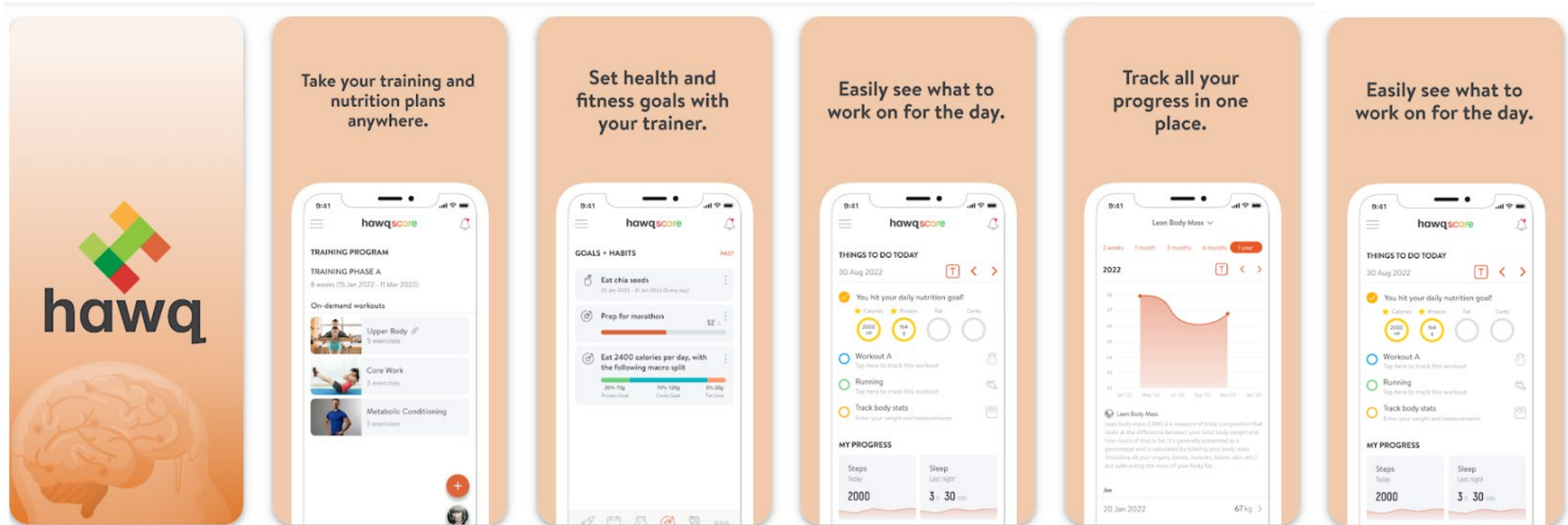


Our iOS and Android app

An online coaching platform, allowing access to coaching from wherever your team may be

Calendar tracking allows coaches to suggest a suitable schedule and employees to track their workouts/activities/habits

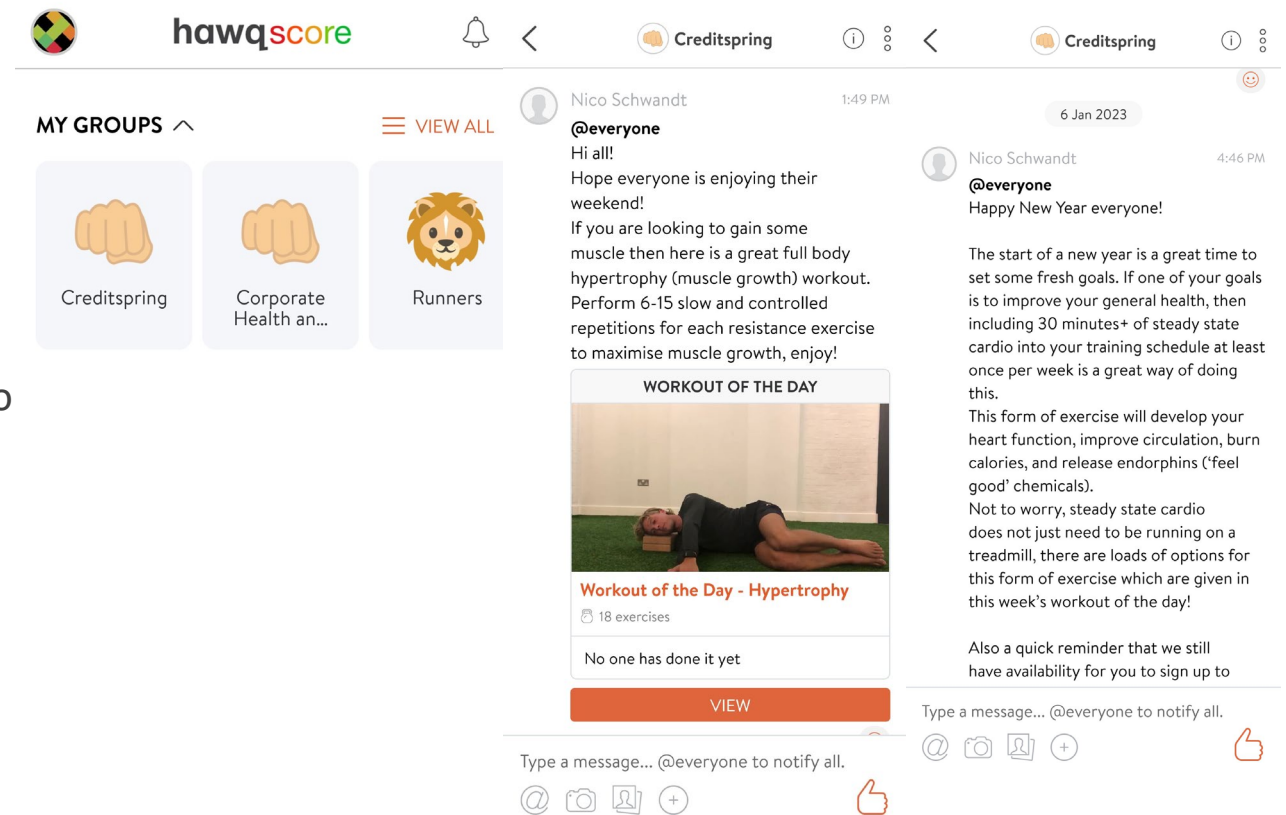
Personalised dashboard with daily tracking of health/wellness related habits and daily reminders of overall goals





Personalised company content – *by HAWQ*

- Dedicated company group for content, targeted to the specific areas of health/wellbeing important to your team including **workouts, recipes, articles, top tips** and other educational content
- **Lunch n Learn webinars** – 45 minutes of company wide health and wellbeing advice
- **Expert Drop-in Sessions**, external specialists from nutrition to sleep, women’s health to physiotherapy. We bring specialists to you and your team can book in **1:1 consultations**
- **Round Table** events, HAWQ health coaches come in to your office and host coffee break discussions on health, an open engaging format to discuss wellbeing with small groups





Outcomes

100% of employees felt we went the extra mile to support them

83% reported a positive impact on their health and wellbeing



Movement

23% increase in number of exercise sessions, 12% increase in daily physical activity levels



Cardiovascular health

50% employees increased their HRV, with an average improvement of 9ms
50% of employees reduced their resting heart rate, with an average 4bpm reduction



Sleep

83% of employees improved at least one sleep variable
66% increased time spent in bed and sleep consistency, with an average increase of 43 minutes in bed



Recovery

83% of employees increased average daily recovery, with an average increase of 12%



What hawq can do for you and your organisation

With consent, we can aggregate and anonymise data to quantify team and/or organisation level health.

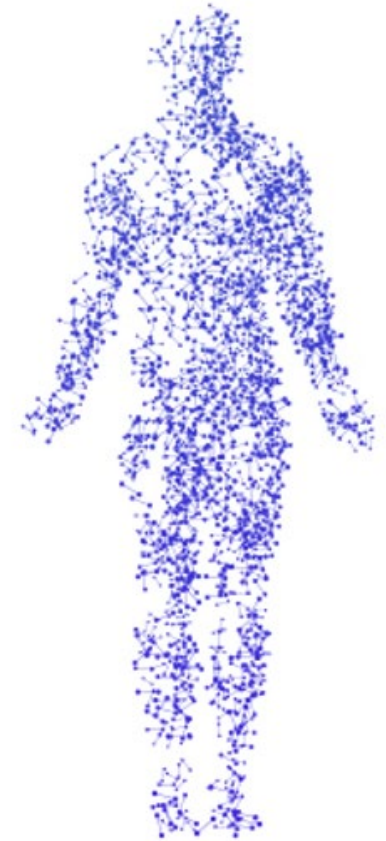
hawqscore helps in the following ways:

- A KPI to better understand your wellbeing investment in your team and to celebrate their success
- To understand the changes in your team/organisation's health over time
- Identify team trends in health and wellbeing
- Find the specific areas of health and wellbeing concerning your team, allowing allocation of time and resources

We can use this data to:

- Inform creation of company wide resources/content provided via our app or team productivity channel
- Bring the team together in engaging and enjoyable ways, such as sports day, alcohol free taste testing and sleep workshops
- Be accountable to your team, as a measure of the success of our health and wellbeing programme

My Score Breakdown





Why employers should take part

For the organisation:

- ✓ An accurate understanding of the **health and wellbeing of your organisation**
- ✓ **Understand your current wellbeing programme** or track progress of HAWQ and its ROI
- ✓ Demonstrate **your support** of your team's wellbeing

Possible benefits:

- Reduce absenteeism and presenteeism
- Boost productivity
- Attract and retain top talent to minimise turnover
- Create a happier, healthier workforce
- Show your employees how much you value them



Why employees should take part

For the individual:

- ✓ **A health assessment**, to help understand how healthy you are
- ✓ A Coach to provide **advice and continued support** based on the results
- ✓ **A personalised app** with workouts, nutrition guidance and habit tracking
- ✓ Helping you to improve your health and wellbeing in a **sustainable way**

What you could learn:

- Strategies to get better sleep
- Foods to boost energy levels
- How to become more physically active
- Breathing techniques to reduce stress
- Improve your cognitive ability
- Advice on training for certain events

Foundation from £68 per person per month and Pro from £124 per person per month

*Based on 25 people

What's provided	Foundation	Pro
hawqscore health assessments for the team	✓	✓
Weekly exercise programmes and challenges curated for the team	✓	✓
Health & wellbeing tips, guidance and advice posted weekly to workplace channel	✓	✓
Twice monthly individual messaging and engagement with team on health and personal wellbeing goals	✓	
60 Minutes per month of 1:1 coaching to support improved health and wellbeing		✓
Six Expert Drop-in clinic sessions p.a. with (Sleep/Nutrition/Physio & more) for 1:1 advice		✓
Six Lunch and Learn webinars p.a. for the whole team on health topics relevant to the firm	✓	✓
Six Round Table with hawq coaches in-person to discuss health as small groups p.a.		✓
Monthly team progress report with account manager and team lead		✓