

EXPERIMENT 003

EXPERIMENT PREVIEW

Venue Type:

Gym

Format:

In-gym social experiment

Participation:

Invite-only / private

Current Phase:

Concept / pilot-ready

Primary Goal:

Create an excuse to approach

PRINCIPLE TAGS:



scarcity



competition



urgency



real-world connection

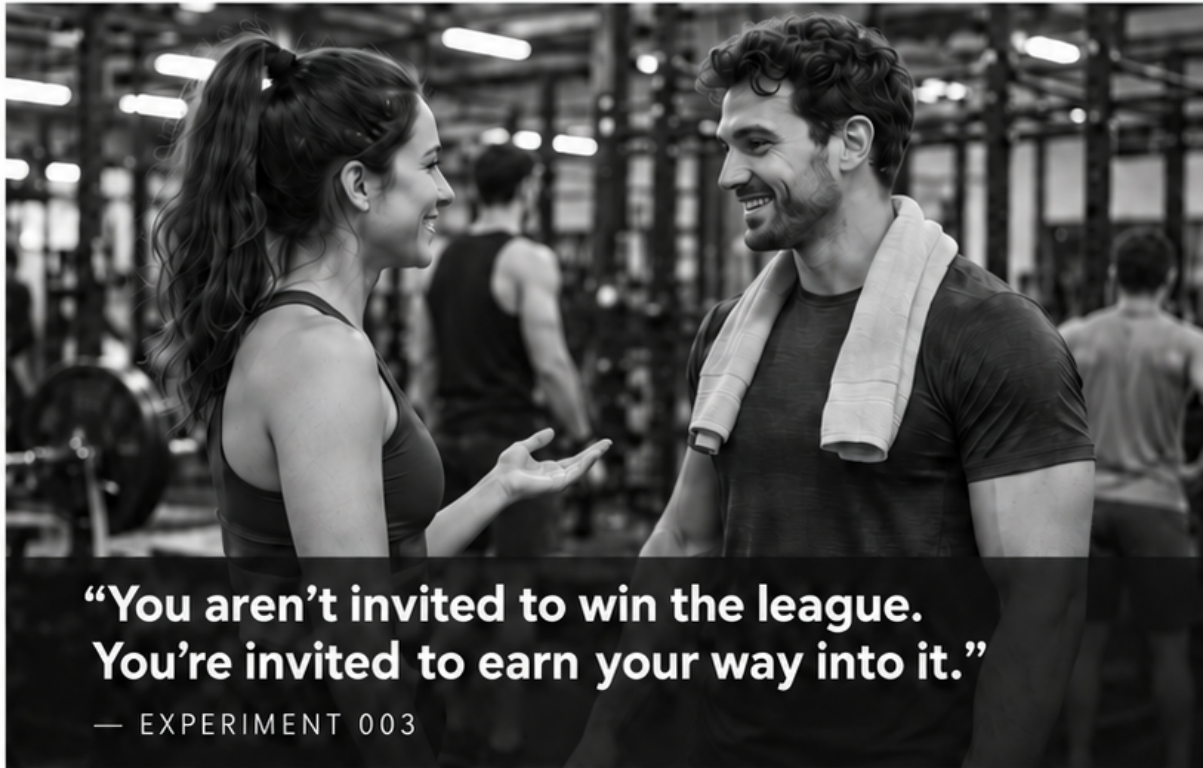
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SMALL EXPERIMENTS
A MORE CONNECTED WORLD

EXPERIMENT PREVIEW

Fitness League

Turning the Gym Into an Invite-Only Social Game



**“You aren’t invited to win the league.
You’re invited to earn your way into it.”**

— EXPERIMENT 003

1 THE CONCEPT

Fitness League explores whether an invite-only social fitness game can give gym members a natural reason to approach one another. Participation begins with a small invitation and turns everyday workouts into a shared challenge with social momentum.

2 THE HYPOTHESIS

Gyms are full of repeated proximity but very little social permission. A limited invitation, shared challenge, and playful sense of advancement may create a more comfortable reason for people to interact.

3 WHAT WE'RE TESTING

Can a scarce invitation and lightweight challenge structure make real-world interaction between gym members more likely?

4 A PARTNER COULD BRING

A gym, fitness community, or wellness partner, access to a real-world setting, staff perspective, and the opportunity to pilot a lightweight social connection concept.

PEOPLE BELONG HERE