



Well Founded Studio Capability Statement

Well Founded is a wellness solutions boutique and consultancy that designs, delivers, and scales high-impact health and performance programs for companies and brands. We combine elite coaching, evidence-based education, and a measurable outcomes platform to improve mobility, reduce pain, and build resilient cultures.

Core Corporate Wellness Offerings

- **Mobility & Office Stretching (C-suite & Teams)**
 - Executive mobility classes tailored to busy schedules
 - Office stretching protocols targeting lower-back pain and postural strain
 - On-site and virtual delivery; English and Arabic
- **Wellness Talks & Workshops**
 - Performance, recovery, stress management, and habit formation
 - **Nutrition Talks:** practical fueling strategies for energy, focus, and metabolic health
- **Program Design & Rollout**
 - Multi-week campaigns, engagement challenges, and manager toolkits
 - Inclusive options for mixed fitness levels and hybrid teams

Measurement & Software Layer

- Lightweight **employee progress dashboard** (web/mobile):
 - Track attendance, session completion, and self-reported pain/function scores
 - Baseline → midpoint → endpoint assessments (e.g., Oswestry/ROL, sit-to-stand, simple mobility screens)
 - Aggregate analytics for HR/leadership with privacy-first design
- **Guarantee Framework** (example structure):
 - Defined KPIs (participation, satisfaction, pain reduction %, MSK sick-day reduction)
 - Quarterly executive report and recommendations
 - Iterate programs based on measured outcomes

Consulting: Wellness Solutions for Growth

For gyms, wellness brands, and corporates seeking to expand—especially into the Middle East—Well Founded is a strategic partner from concept to execution.

- **Market Entry & Expansion (Middle East)**
 - Go-to-market planning, regulatory/context insights
 - Hiring pipelines; localization of products and services
- **Advisory & Partnerships**

- Strategic positioning, pricing, and productization
- **Connections to the right people** across operators, suppliers, venues, and media
- Partnership structuring and collaboration roadmaps
- **Conference & Program Curation**
 - Agenda design, speaker selection, and stage management
 - MC, panel moderation, and keynote delivery

Credibility & Track Record

- **Former Yale Educator**
- **20 years in Education and 9 years of Executive Coaching**
- **Corporate Programs & Talks Delivered For:**
 - Unilever, NielsenIQ, Beco Capital, Standard Chartered Bank
- **Government & Public-Sector Work:**
 - Dubai Police; Abu Dhabi Female Private Guard
- **Professional Affiliations:**
 - Technogym Wellness Expert & Educator
 - Global Wellness Institute Ambassador

- **Founder: Well Founded Studio** — a boutique connecting individuals and brands across the health and wellness space

Media & Speaking

- **Media Appearances:** Discovery Arabia, Sayidaty Magazine, Abu Dhabi TV, Sharjah Radio
- **Stage Roles:** MC, panel moderator, and speaker for Sharjah Government, BioHack Summit, Dubai Active Industry Show

Training Ethos

- Broad, functional approach drawing on **weightlifting, running, sprinting, yoga, and sports.**
- Core belief: *"We don't stop moving because we get old, we get old because we stop moving."*

Example Engagement Models

- **Corporate Mobility Sprint (6–8 weeks)**
 - Kickoff assessments → twice-weekly sessions → micro-learning → dashboard reporting
- **Executive Performance Package**
 - 1:1 mobility + nutrition consults, travel-proof routines, and quarterly labs alignment
- **Brand Expansion Advisory (Middle East)**

- 60-day GTM plan, partnership mapping, and founder coaching
- **Conference Curation**
 - End-to-end track design with on-stage moderation and speaker prep

Why Well Founded

- **Bilingual delivery (English/Arabic)** with regional fluency in the UAE and broader Middle East
- **Measurable outcomes** via a built-in software layer—clear KPIs, real adoption, real impact
- **Elite education pedigree** and frontline coaching experience
- **Deep ecosystem access** for partnerships, hiring, and distribution