PREPARED FOR BECCA MCCARTHY

Evolv's 2027 B2B Growth

Education, live programming and targeted media across fitness, clinical and corporate wellness, built to win partners and support sell-through.

YOUR THREE CHANNELS

01 **Clinicians**
Shows and outlets clinicians trust

02 **Fitness operators**
Series, events and news

03 **Corporate wellness**
Outlets benefits leaders follow

PROPOSED START
January 1, 2027

TERM
Annual engagement

DELIVERED BY
Podcast Collective × Athletech News

WHAT WE HEARD ON NOVEMBER 19

Evolv sells when someone explains it.

"Oh, they have Evolv here."
Not "What's Evolv?"

Becca McCarthy, on what a partner location needs to sound like

EDUCATION CONVERTS

A class plus a conversation with the founder "crushes," because people are genuinely curious.

TRAINERS CARRY IT

Members trust their trainers. One lunch-and-learn with a gym's team could "move all the products."

A DIFFERENT ROUTE

Consumer outlets declined to feature Evolv's products, so Evolv stopped PR. Industry media is the open door.

THE MOMENT

Partners want a GLP-1 answer.
Evolv needs a channel to explain it.

GYMS, CLINICS AND EMPLOYERS

Looking for an answer

GLP-1s are changing what members, patients and employees ask for. Across our podcasts, news and events, more gyms are adding GLP-1 programs.

ONE TEAM

Podcasts, news and events your partners trust

EVOLV

Looking for a channel

Partners carry what their teams can explain. Evolv needs a credible way to educate partners at scale.

[ATN placeholder]

WHERE YOUR NEXT PARTNERS PAY ATTENTION

Your next partners already turn to us.

01 · OWNED **Our stages**	Operators and platform leaders, on Future of Fitness, Athletech Disrupt and the ATN Innovation Summit.	ALREADY THE GLP-1 ROOM EGYM and Playlist's co-founders told Future of Fitness that GLP-1s will hit gyms before AI does. *[ATN to add: episode views · Summit attendance]*
02 · AMPLIFIED **Our newsroom**	Fitness, wellness, longevity and health tech leaders read Athletech News, which already covered Evolv's launch.	A DAILY READ FOR DECISION-MAKERS 100k+ fitness, wellness and health executives get the daily newsletter. *[ATN to add: monthly readers · Operators Room · open rate]*
03 · EARNED **Trusted outlets**	Clinicians, operators and benefits leaders, through outlets they trust. Three bookings a quarter.	WHERE OUR CLIENTS HAVE BEEN FEATURED KevinMD · Fitt Insider · Digital Health Talks · The Health Innovators Show · The Gym Business

RESULTS FROM OUR WORK

We've already turned education into partner demand.

LIVE EDUCATION

80+

ATTENDEES

One operator webinar led to *[ATN: number]* qualified introductions, with inbound inquiries the next day.

EXECUTIVE ROOM

20

EXECUTIVES

Leaders of national gym chains and top boutique brands, at one private dinner.

EARNED PODCASTS

12

LOCATIONS

A franchise asked to carry our client's product after hearing its founder on industry shows.

ATN RESULT

[ ]

METRIC

[ATN to add: a sponsored series such as The Lens, or a Summit partner result: registrations, leads or a renewal]

ONE TEAM ACROSS PODCAST COLLECTIVE, FUTURE OF FITNESS AND ATN

Senior people. The rooms your partners are in.



Eric Malzone

Co-founder & CEO

1,000+ conversations with fitness leaders.



Eddie Hertzman

Founder & CEO, ATN

Built the industry's daily news source.



Shannon Teranishi

Co-founder & CMO

Media strategy and founder positioning.



Leah Lehman

Events & partnerships, ATN

ATN's stages, events and sponsor partnerships.



Dr. Jeremy Koenig

Host, The DNA of Things

Precision health, clinics and aligned capital.

HOW WE WORK WITH YOU

Senior-led. The people on this page run your program, not a junior account team.

A deep bench. A full production team behind every piece.

THE FUTURE OF FITNESS

DISRUPT. by Athletech News

CONFIDENCE FOR EVERY PARTNER

Built so partners feel safe saying yes.

01

One approved story

Evolv signs off on every claim before release, so every partner repeats the same words.

[ATN to add: how operators respond to partnership content]

02

Clear lines for staff

Trainers know what to say about Evolv GLP-1 and Grow, and when to refer to a clinician.

03

Credible context

Sponsored content is clearly labeled and runs on platforms operators already rely on.

[ATN to add: operator trust in ATN, from reader research]

Operators carry what they can explain and stand behind.
This program makes Evolv both.

THE 2027 PROGRAM · EDUCATION, NOT AWARENESS SPEND

One explanation, working in every room.

01 · SPONSORED SERIES

Training in the GLP-1 Era

A labeled trainer and operator series on Future of Fitness or Disrupt.

[ATN to add: past series results]

02 · LIVE EDUCATION

Webinar or roundtable

With you, plus the Innovation Summit or Founders & Funders Day.

[ATN to add: event options and results]

AT THE CENTER

The Evolv explanation

Approved by Evolv before anything publishes

03 · NEWS DISTRIBUTION

Athletech News readers

Email, newsletter and social for the series and event, to 100k+ executives.

[ATN to add: more reach or results]

04 · EARNED PODCASTS

Three bookings a quarter

Shows for clinicians, operators and corporate wellness, with your media kit, each turned into publish-ready clips and articles.

PODCASTS AND THE SERIES

Every interview, prepared and put to work.

BEFORE EVERY RECORDING

01 Host and audience research

02 Talking points for each audience

03 Interview coaching for you

04 Your media kit, sent to every host

05 Scheduling and logistics handled

FROM EACH RECORDED INTERVIEW

3–5 **Edited short-form clips**
Captioned for LinkedIn, partners and sales

3–5 **Ghostwritten LinkedIn posts**
Copy for every clip, ready to post

1 **Thought-leadership article**
Ghostwritten for LinkedIn and Evolv's blog

1 **Search-ready blog page**
Episode video, transcript and Q&A for evolvlife.com

BUILT TO REUSE

Every asset comes with a reuse plan, and series clips carry 12-month paid usage rights.

SEARCH AND AI ANSWERS

AI answers don't need a press pass.

WHAT AI ANSWERS DRAW ON

#1 YouTube mentions are the signal most closely tied to brands appearing in ChatGPT and Google's AI answers.

3× Mentions on other sites track three times more closely with AI visibility than backlinks.

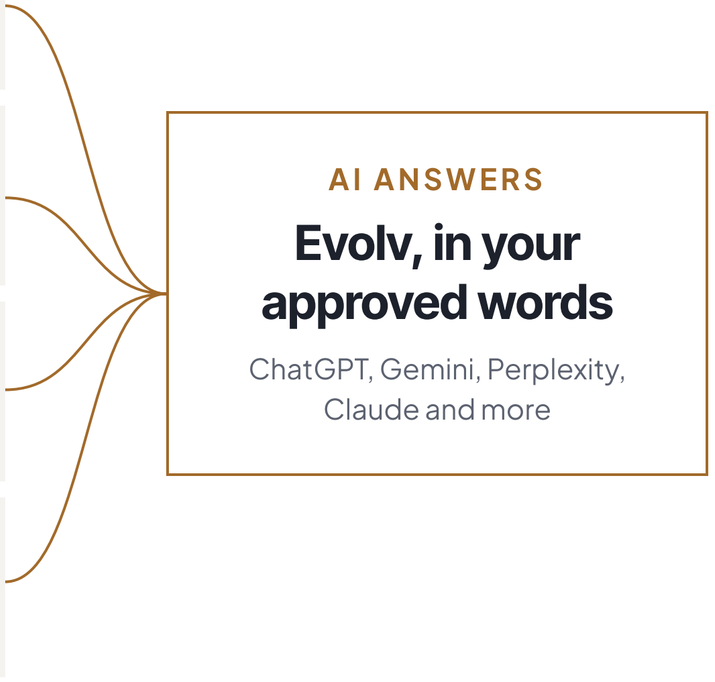
Source: Ahrefs study of 75,000 brands in AI answers, 2025.

01 · YOUTUBE
Every episode we record or book, with Evolv in titles.

02 · PODCAST PAGES
Transcripts, episode pages and every host's website name Evolv.

03 · ATHLETECH NEWS
Articles, newsletters and social mention Evolv by name.

04 · EVOLVLIFE.COM
Blog pages, transcripts and Q&A in Evolv's approved words.



PARTNER ENABLEMENT

Partners can explain Evolv themselves.

01

The session, on demand

A short staff-training cut of the series and live sessions, for every new hire a partner brings on.

→

02

Approved answers

A staff FAQ for Evolv GLP-1 and Grow, cleared by Evolv, with clear lines on when to refer to a clinician.

→

03

Follow-up kit

A one-page explainer, approved language and a simple path for members, patients and employees to learn more or buy.

[ATN to add: partner toolkits ATN has produced for other brands]

You teach once.
Every partner keeps the explanation.

THE PARTNER PATH

From first conversation to selling partner.

01

Reach

Target audiences meet Evolv through our series, events, news and podcasts.

02

Educate

Teams learn the product through the series and live sessions.

03

Inquire

Interested partners ask for a next step, and each inquiry goes to Evolv.

04

Evaluate

Evolv qualifies the opportunity and sets commercial terms.

05

Sell through

Reviewed where participating partners share sales data.

OUR TEAM

Build interest and qualify every inquiry for Evolv.

EVOLV

Pricing, terms and fulfillment.

Where there's a genuine fit, we also make introductions from our own relationships.

YOUR 2027

A program that builds every quarter.

Q1 · BUILD

The foundation

The series, your media kit and first bookings, timed with your Pvolve kickoff.

Q2 · LAUNCH

In front of partners

The series goes live, your first live session runs and partner conversations begin.

[ATN to add: 2027 event dates]

Q3 · EXPAND

More rooms

Presence on an ATN stage and partner reach across all three channels.

[ATN to add: which stage]

Q4 · COMPOUND

Working on its own

Every episode, article and session keeps working in search, AI answers and partner training.

EACH QUARTER

Adds to the last: more partners who understand Evolv, and more of the explanation working without you in the room.

HOW WE MEASURE IT

Measured on what matters to you.

01

What we delivered

Bookings, episodes, live sessions, assets and distribution, counted against the plan.

02

How audiences responded

Attendance, questions and inquiries from target partners.

[ATN to add: engagement metrics ATN can report]

03

What sales data shows

Orders and sell-through from participating partners, where Evolv and its partners share the data.

MID-YEAR

We look at partner interest and sell-through together, and shape the second half around what's working.

SCOPE AND INVESTMENT

One annual program. One team. One price.

2027 ANNUAL PARTNERSHIP

$[TBC]

One combined Podcast Collective × Athletech News investment for the year.

January 1 – December 31, 2027

12	12	1
months	podcast bookings	team

MEDIA AND EVENTS

The sponsored series “Training in the GLP-1 Era,” live education, event presence and Athletech News distribution.

PODCASTS AND CONTENT

12 earned podcast bookings, interview preparation, ready-to-use content and your media kit.

INCLUDED EVERY QUARTER

✓ **Podcasts**
3 earned bookings, each prepared and turned into ready-to-use content.

✓ **Distribution**
[ATN to add: news and event inventory each quarter]

✓ **Education**
Series and live education, with partner enablement materials.

✓ **Reporting**
Monthly reports and a quarterly review with your team.

THE 2027 OUTCOME

“Oh, they have Evolv here.” In every room that matters.

UNDERSTOOD FIRST

Educated partners

Trainers, clinicians and wellness teams learn Evolv before they’re asked to carry it.

PRESENT ALL YEAR

Every channel at once

On our stages, in our newsroom and across the outlets your partners trust.

YOUR TIME, PROTECTED

Ready conversations

We prepare everything. You teach, and meet partners who are ready.

NEXT STEP

Say yes to the direction, and we’ll finalize the investment and begin on January 1.