
BODYROK
STUDIOS

BODYROK

The

BODYROK

Experience



BODYROK

BODYROK is Pilates RE-DESIGNED



Pilates inspired, 45-min, full body, strength training group classes on the custom BODYROK reformer. Our hybrid pilates sequences will have you plank, lunge, squeeze, pike, jump, and push your body – the BODYROK experience is designed to create more energy and increase your metabolism, working for you even after you leave.
COME ROK WITH US!

BODYROK



Founded in 2012, BODYROK is the alternative to traditional Pilates.

BODYROK wants to inspire the human body by delivering ROK. Real results through an Outstanding experience that Keeps them coming back.

ONE CLASS,
ONE STUDIO,
ONE COUNTRY AT A TIME

BODYROK

FOUNDERS



JAKE IRION - CO-FOUNDER

JAKE CO-FOUNDED BODYROK IN 2012 AFTER A SUCCESSFULL CAREER IN REAL ESTATE. HE SCALED THE BUSINESS FROM HIS FIRST LOCATION IN SAN FRANCISCO IN 2012 TO 30+ NATIONWIDE AND RECENTLY BEGAN FRANCHISING TERRITORIES IN 2021.



PHIL PALUMBO - CO-FOUNDER

PHIL CO-FOUNDED BODYROK IN 2012 ALONGSIDE JAKE. HE IS A SERIAL ENTREPRENEUR WITH DECADES OF EXPERIENCE IN OPERATIONS AND FRANCHISING. HIS PORTFOLIO HAS INCLUDED MCDONALDS AND DAVE'S HOT CHICKEN TERRITORIES, AMONG OTHER BRANDS AND BUSINESSES.

THE MOST EFFICIENT & EFFECTIVE WORKOUT OF YOUR LIFE

HARDER, MORE COMPREHENSIVE WORKOUT IN LESS TIME

BODYROK

45 MIN

SOULCYCLE

45-60 MIN

BARRY'S BOOTCAMP

50 MIN

Orangetheory FITNESS

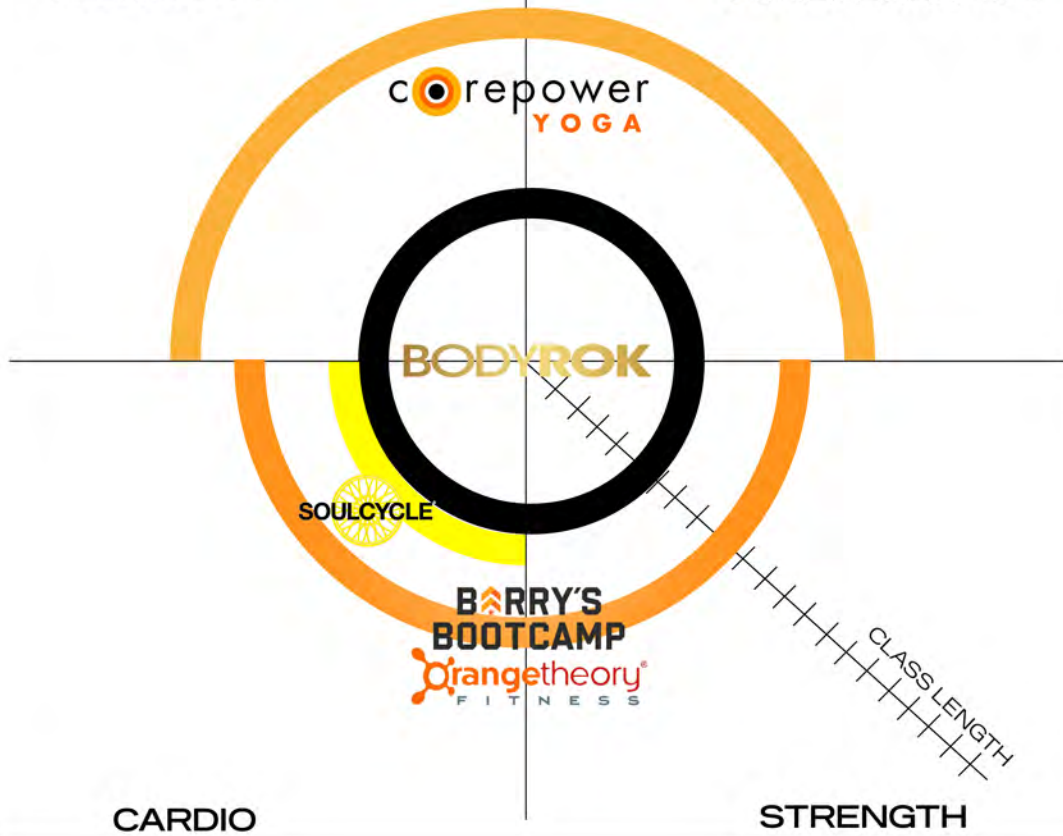
60 MIN

corepower YOGA

60-75 MIN

FLEXIBILITY

CORE/ BALANCE



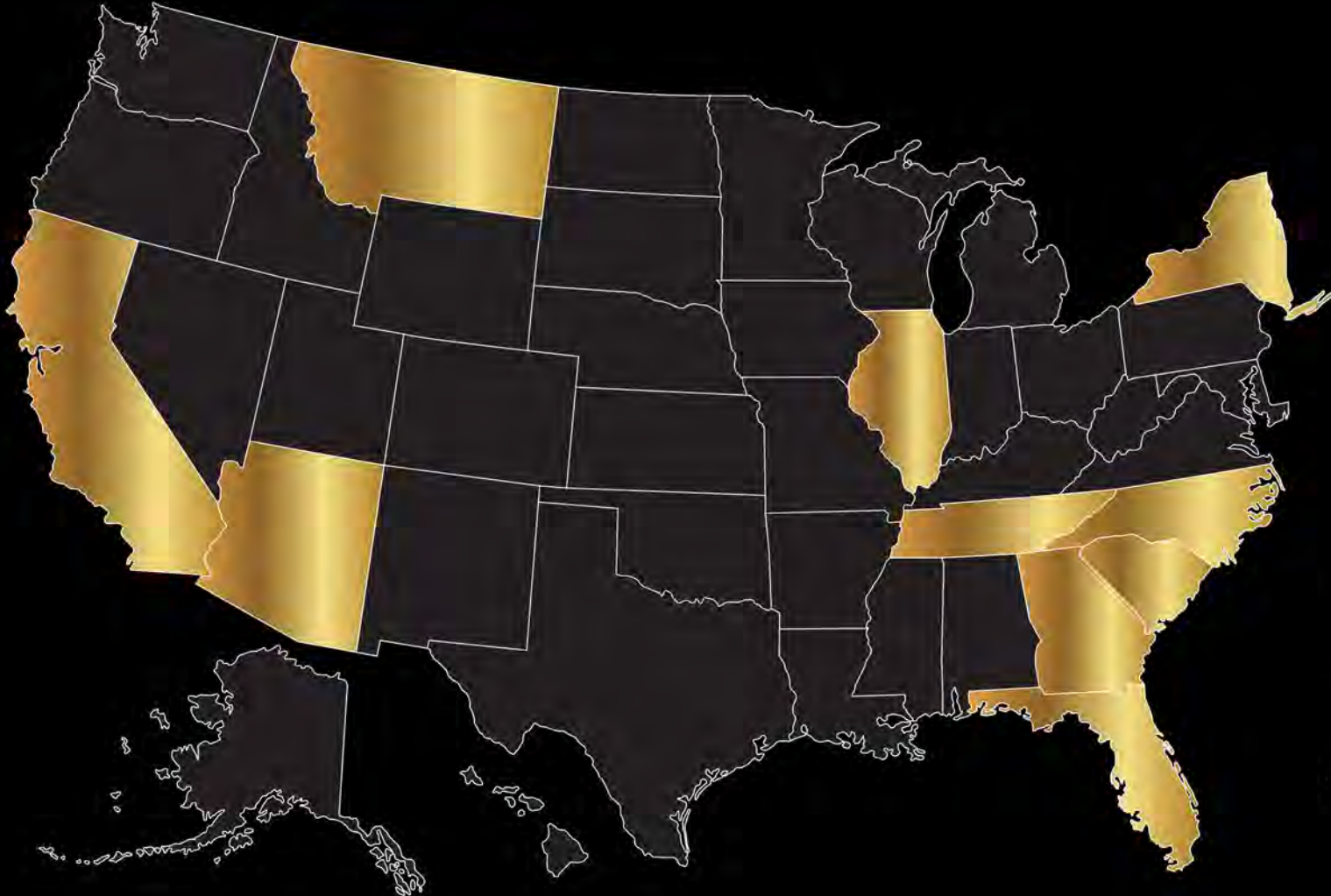
HIGH-INTENSITY, INSTRUCTOR-LED RESISTANCE TRAINING

- 45 MINUTES
- SLOW AND PURPOSEFUL MOVEMENTS
- FOCUS ON LARGE MUSCLE GROUPS
- SHORT TRANSITIONS (NO REST PERIOD)
- WORKING SLOW-TWITCH MUSCLES TO FAILURE

- ✓ STRENGTH
- ✓ MUSCULAR ENDURANCE
- ✓ CARDIO
- ✓ FLEXIBILITY
- ✓ CORE/ BALANCE



BODYROK

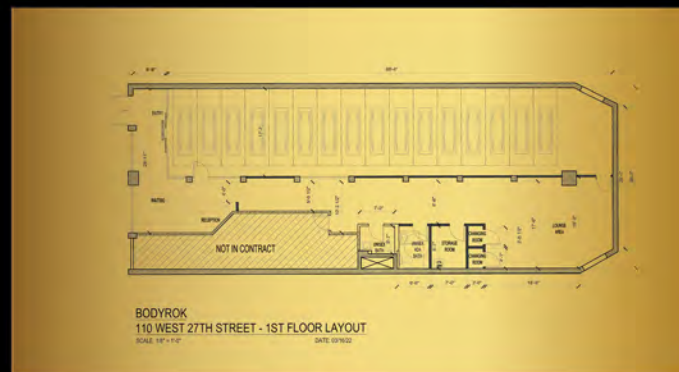
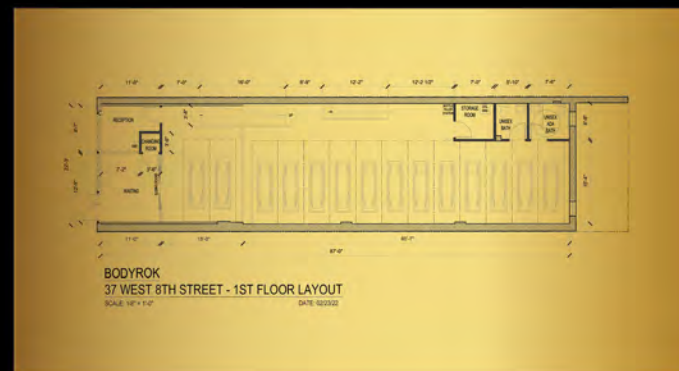


US LOCATIONS

- San Francisco, CA (5)
- New York, NY (6)
- Chicago, IL
- San Diego, CA
- La Jolla, CA
- Encinitas, CA
- Del Mar, CA
- Oakland, CA
- Oakland, CA
- Berkeley, CA
- Alamo, CA
- Marin, CA
- Mill Valley, CA
- Petaluma, CA
- Santa Rosa, CA
- Santa Barbara, CA
- Napa, CA
- Santa Monica, CA
- El Dorado Hills, CA
- Tampa, FL
- St. Petersburg, FL
- Nashville, TN
- Brentwood, TN
- Atlanta, GA
- Charlotte, NC
- Charleston, SC

BODYROK

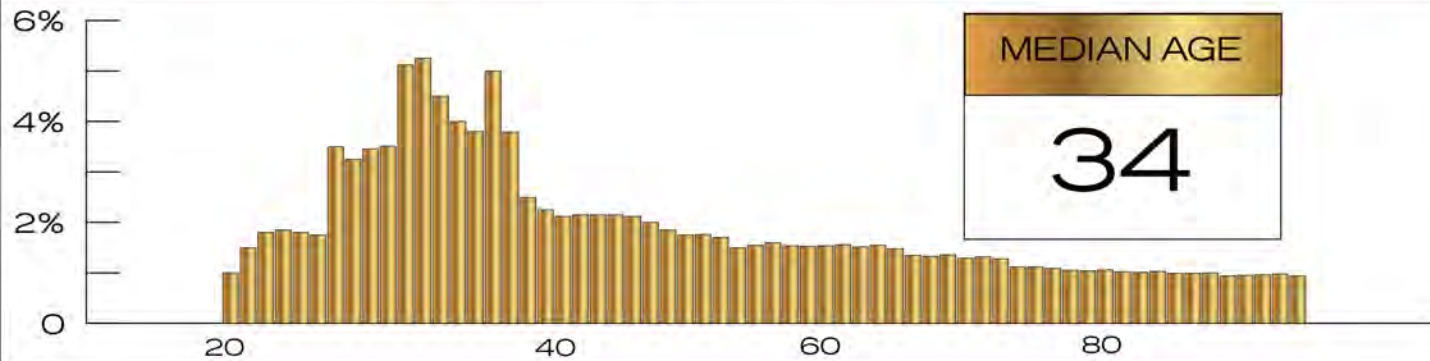
LAYOUT EXAMPLES



BODYROK

NATIONWIDE CLIENT DEMOGRAPHICS

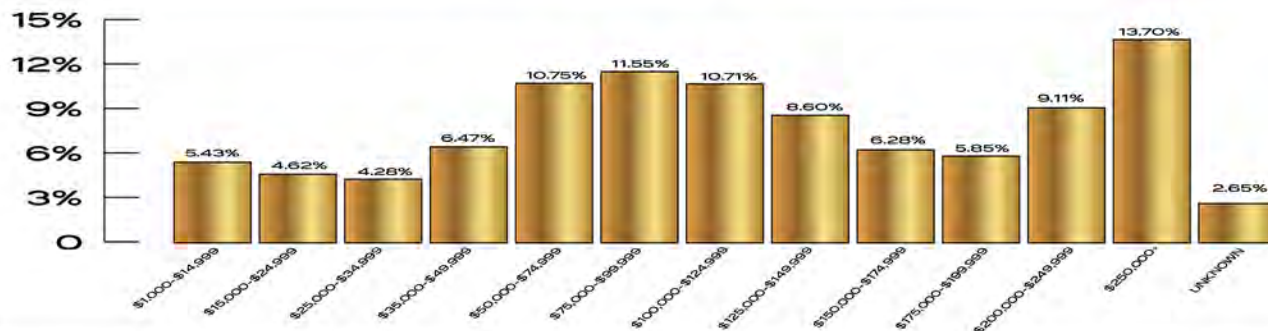
AGE



GENDER



HOUSEHOLD INCOME



MEDIAN DRIVETIME

5
MILES

25
MINUTES

BODYROK

Six Packs & Backs

BODYROK CRUNCHES
SWIMMER
AB ROLLER
CANNON BALL
LOW PLANK
FLOOR LUNGE
RUNNER'S KICK
SIDE LYING LEG PRESS
SEATED LOW ROW
CARRIAGE MERMAID
TWISTED CANNONBALL
SIDE PLANK



FLOOR LUNGE
RUNNER'S KICK
SIDE LYING LEG PRESS
KNEELING HIGH ROW
CARRIAGE MERMAID
TWISTED CANNONBALL
SIDE PLANK
LAT PULL
ROTATOR/FACE PULL
REV LOW PIKE
HIGH PLANK VARIATIONS

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Thank You

CONTACT MARTIN@BODYROK.COM

