

When you're ready to see results



**PushXL**

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# PushXL motivates your athletes to produce greater results!

You want your athletes to get the most out of every workout. When you track their workouts-especially those involving strength training-they're more committed to the program. The more committed they are, the better their results.

## How would you like an easy way to:

- Motivate your athletes
- Improve their performance
- Rank athletes by performance
- Manage your team training more effectively
- Prepare profiles for recruiters
- Save yourself valuable coaching time

You may think that other forms of tracking-like a card-are just fine, but in truth, they're just adequate. And who wants adequate when there are simple, affordable and easy-to-use alternatives that improve performance.

Consider this: with a paper system, it's hard to answer the following types of questions aimed at improved performance:

- What is each athlete's maximum performance for Squats or Bench Press?
- Who is your strongest athlete? Most agile? Most explosive?
- Pound for pound, who is your best athlete?
- Is training building better athletes?

With PushXL, you'll plan, record, and chart every athlete's workouts, allowing you to quickly and easily answer these questions about their performance. PushXL is flexible. You create the workouts. You decide which exercises should be done. You determine if weights, reps, or sets should be automatically changed based on performance goals. When your athletes graduate or leave your program, give them a copy of their workouts. This lets them continue to see results from your coaching and training.

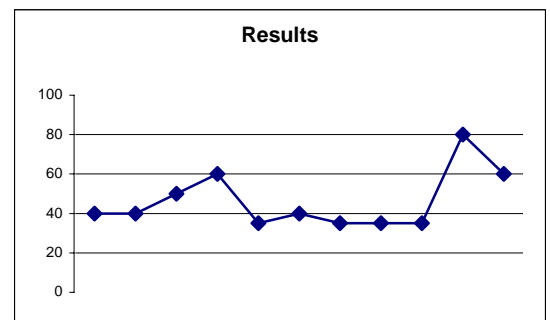
## Get PushXL Today

PushXL is available on a per-student basis and a flat-fee unlimited use basis. Contact Roger Inc. at [info@roger-inc.com](mailto:info@roger-inc.com), or visit our web site at [www.roger-inc.com](http://www.roger-inc.com) for more details.

When you're ready to see results...



**PushXL**





### **PushXL Features:**

- Plan, record, and chart workouts for an individual or a team
- Group athletes by team or position
- Create “template” workouts that can be re-used as often as you like
- Import and export exercises from an Excel spreadsheet
- Import athletes from an Excel spreadsheet
- Two Body Composition calculations
- Automatic increase of programmed weights if goals are achieved, controlled on an exercise-by-exercise basis
- Print reports and charts to show progress
- Record Strength Training and Aerobic workouts
- Exercise rotation suggestions
- Program workouts so that each set uses the same weights and reps, or program each set independently for pyramid routines
- Rank athletes based on performance
- Print profiles of athletes with their best performance for exercises you select

### **Benefits to you:**

- Better workouts in less time
- No need to give receivers and linemen the same workout
- Once a workout is created, it’s always available with a single mouse click
- Customize your copy of PushXL to match your facilities
- One click to set up PushXL for an entire team
- No need to calculate complex formulas
- Avoids plateaus by automatically adjusting weights, reps, and sets. You have control.
- No need to rekey values into a spreadsheet to see how your athletes are doing
- Use PushXL to manage your complete training regimen
- Helps you create variety in the program while working the same muscle groups.
- Simplify the data entry to match your program
- Quickly identify your best performers
- Provide concise, accurate information to parents and recruiters

### **PushXL Customers Include:**

- University of Michigan Dept. Of Recreational Sports, Ann Arbor, Michigan
- Marygrove College, Detroit, Michigan
- Ypsilanti High School, Ypsilanti, Michigan
- Trillium Fitness, Flushing, Michigan

### **PushXL in the News**

The first of the following articles was a feature article on the front page of the Ann Arbor News on April 25, 2002. The second article appeared in the Wall Street Journal on May 7, 2002



## Hard-body software

MBA student at U-M develops platforms to aid athletes, trainers

Thursday, April 25, 2002

**BY SCOTT ANDERSON**  
**News Business Reporter**

John Gary wanted his exercise regimen to be smarter than the dumbbells he was hoisting every day.

A fitness enthusiast and martial arts instructor, Gary was looking for a tool to track his progress in weight training - one that would also give him encouragement or the occasional prodding to work harder.

"I really wanted a way to see how I was doing - if I was getting any better," he said. "There was nothing out there that could tell me that."

So, like many enterprising MBA students at the University of Michigan, Gary decided to launch a company. His start-up, Roger Inc., attempts to fuse the high-tech world of software with the sweaty one of strength endurance.

Gary, 35, has created two software platforms - PushXL for individual athletes and PushAD for coaches or physical trainers planning multiple fitness routines. The PC-based technology breaks down exercise into anaerobic activities, like weight lifting, and aerobic ones, such as running, swimming or cycling.

In weight lifting, the software can be formatted to spotlight certain muscle groups and tailor workouts, while automatically reminding the user which exercises they may have neglected. It also will chart success or setbacks, using line charts and graphs.

"Without my software, they have to do all of this with paper and pencil," Gary said.

But some paper is involved, including printing out a scheduled workout and filling out various values, which need to be entered into the computer later. After all, Gary points out, who wants to haul a computer to the gym?

The traditional notion of exercise is changing almost as quickly as the technology. The old image of a male-dominated, testosterone-drenched weight room is rapidly fading. Greater numbers of women and senior citizens are picking up barbells as the benefits of strength training are shown to combat osteoporosis and contribute to overall fitness.

Likewise, technologies once only available to collegiate athletes or professionals are beginning to filter down to the rest of us. For example, those willing to shell out the dollars can find rowing machines capable of racing each other via the Internet. Underwater music players take some of the drudgery out of long-distance swimming and training watches with global positioning systems help runners find new ground.



Richard Newton, program coordinator for U-M's department of recreational sports, is adopting the Roger software for "Prescription Fit" - a personal training program used by nearly 80 people. He said the technology will allow his team of trainers to shuttle between U-M's three main exercise facilities without reams of paper.

"I needed a centralized way to pull up someone's records, regardless of which building they're working out in," he said.

Newton hopes to dovetail the software with the planned purchase of a "bod pod" - a space capsule-like device that uses air pressure to determine body fat and other fitness assessments. The university hopes to buy the machine sometime this year.

The "football tech" class at Ypsilanti High School - a course for players to hone their skills in the off-season - will use the software to plan and monitor student athletes. If successful, the training software could be expanded to the entire football program in the fall.

"It fine-tunes (the workouts) a little better than if I was doing it by hand," said David Poole, assistant coach and physical education teacher.

Gary sees the technology applied not only in high school or college sports, but by health clubs and physical therapists.

A sales representative for business telephone provider ChoiceOne Communications, Gary has self-financed his company except for a \$5,000 award from U-M's Zell-Lurie Institute for Entrepreneurial Studies. Roger Inc. was one of six grant winners from a field of 24 entrants in a contest to find innovative new companies.

Gary is confident he can get venture capital to grow the company, despite skepticism many investors have toward software firms these days.

"I don't want to waste my time on something that's not going to work, and I wouldn't ask people to waste their money on it, either," he said.

A version of the Roger software can be downloaded from the company's Web site - [www.roger-inc.com](http://www.roger-inc.com) - for \$29.95.

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## **Small Business**

### **Enterprise: Entrepreneurs Test Start-Ups -- On the Side --- With Easy Backing Gone, Many Work Full-Time Jobs To Finance Their Dreams**

**By Jeff Bailey**

05/07/2002

The Wall Street Journal

B6

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"DON'T QUIT your day job" is a saying that is back in fashion among aspiring entrepreneurs, as the supply of start-up financing has tightened across the country.

During the dot-com boom, of course, it seemed anyone with a half-baked business plan could raise a few million dollars, prompting thousands of young professionals to quit their jobs to run speculative start-ups. Now, however, even well-conceived ideas are slow to get financing. So more and more entrepreneurs find themselves working full time for someone else and then squeezing in time to develop a new venture. "Classic bootstrapping," says Mark Rice, dean of Babson College's graduate school of business in Babson Park, Mass., applauding the return to self-reliance. Mr. Rice, 52 years old, started a solar-power venture in the late 1970s while holding down a full-time teaching job. And he is glad he kept the job; the solar business soon dimmed.

New concepts are once again getting tested first and financed second. It makes sense, but it can also make for some awfully long workweeks. John Gary, 36, sleeps about six hours a night, rising at 5 a.m. or so to get in a couple of hours of labor on his start-up, which sells software that allows exercise enthusiasts, personal trainers and coaches to graphically chart and plan workouts. He then heads off to his day job selling Internet access for a telecommunications concern. After a full workday, he heads home for dinner, a visit with his wife and 17-month-old son, and then more work on his start-up.

As an employee, Mr. Gary, who lives in Ann Arbor, Mich., gives himself a B, but hopes his bosses, who know about his venture, would grade him higher. What he really hopes for, however, is about \$500,000 in financing so he can "quit the job I have, go full time, pay myself, get office space and get some help." Given the financing market, though, Mr. Gary is prepared "to nurse along" his company for a while longer.

How does an entrepreneur know it is time to quit the job and devote himself to a new venture? Tom Kinnear, a professor at the University of Michigan's business school and executive director of its Zell Lurie Institute for Entrepreneurial Studies, has a checklist: Co-founders have invested money; angel or other investors are ready to invest; potential customers are ready to buy the product; potential employees are ready to sign on; the product is based on serious intellectual property -- and, it actually works.

If you have all those elements, Mr. Kinnear says, "it's probably time to jump."

Patience is crucial. Dana Powell, 26, is on her third day job -- developing marketing and training programs for a big Chicago law firm, Winston & Strawn -- while pursuing her dream of starting a bridal magazine for black women. Ms. Powell first envisioned her Brides Noir magazine as a 16-year-old heading off to the prom and failing to find gown designs for African-American women.

"They show us in the background, or as a bridesmaid," Ms. Powell says. She told herself then: "When I come out of college, if there's not [such a magazine] available, I'm going to do it."



At the law firm, "I stay late to finish whatever I need to," Ms. Powell says. "And when I leave Winston, Winston leaves my mind," she says.

A partner, Erika Orr, who is 28 and a tax lawyer at Arthur Andersen, occasionally gets a Brides Noir epiphany while at the accounting firm's office. "I call home and leave myself a message on the answering machine so I don't forget," Ms. Orr says. They are hoping to raise \$1 million and publish their first issue later this year.

Even an entire team can bide its time. Eric Sieczka, a partner and six workers all remain employed elsewhere while launching Pixel Velocity Inc., Ann Arbor. The firm developed software that speeds programming of video-processing computer chips, Mr. Sieczka says. He puts in about 50 hours a week at another technology firm he helped found, which is soon to be sold, and 20 to 30 hours at Pixel.

"I take my job in both organizations very seriously," he says. His mind is "very shared. Both companies require those moments -- driving in the car or whatever. That's a problem." Pixel hopes to raise \$3.5 million to \$5 million.

While working a day job, Bob Mazur, 31, developed an all-purpose device for opening medicine bottles and containers. About as big as a computer mouse and made to look like a cat, the PurrFect Opener breaks anticontamination seals, grips and twists child-lock caps, digs out the cotton ball, splits pills in half and busts into other hard-to-open medicine packaging that especially frustrates older people who take many medications.

For a year, Mr. Mazur worked on prototypes and conducted market research, all while working at Visteon Corp., an auto-parts maker in Dearborn, Mich. A year ago, he wasn't quite ready to jump, but Visteon laid him off during some cost-cutting, Mr. Mazur says.

Since then, he has lived on severance, savings and home equity, completing patent research. And now he's ready to start churning out Purrfect Openers, suggested retail price \$5.99 -- a few at a time if he doesn't secure some financing, and by the truckload if money is available.

###





## PushXL Sample Screens-Planning a New Workout

This screen shows the process of planning a workout. First, the body part(s) to be exercised are selected in the Categories section, then individual exercises that match those body parts are selected. Once an exercise is selected, PushXL shows the maximum weight and reps, and the weight and reps from the last time the exercise was performed. You have control over the number of exercises per workout.

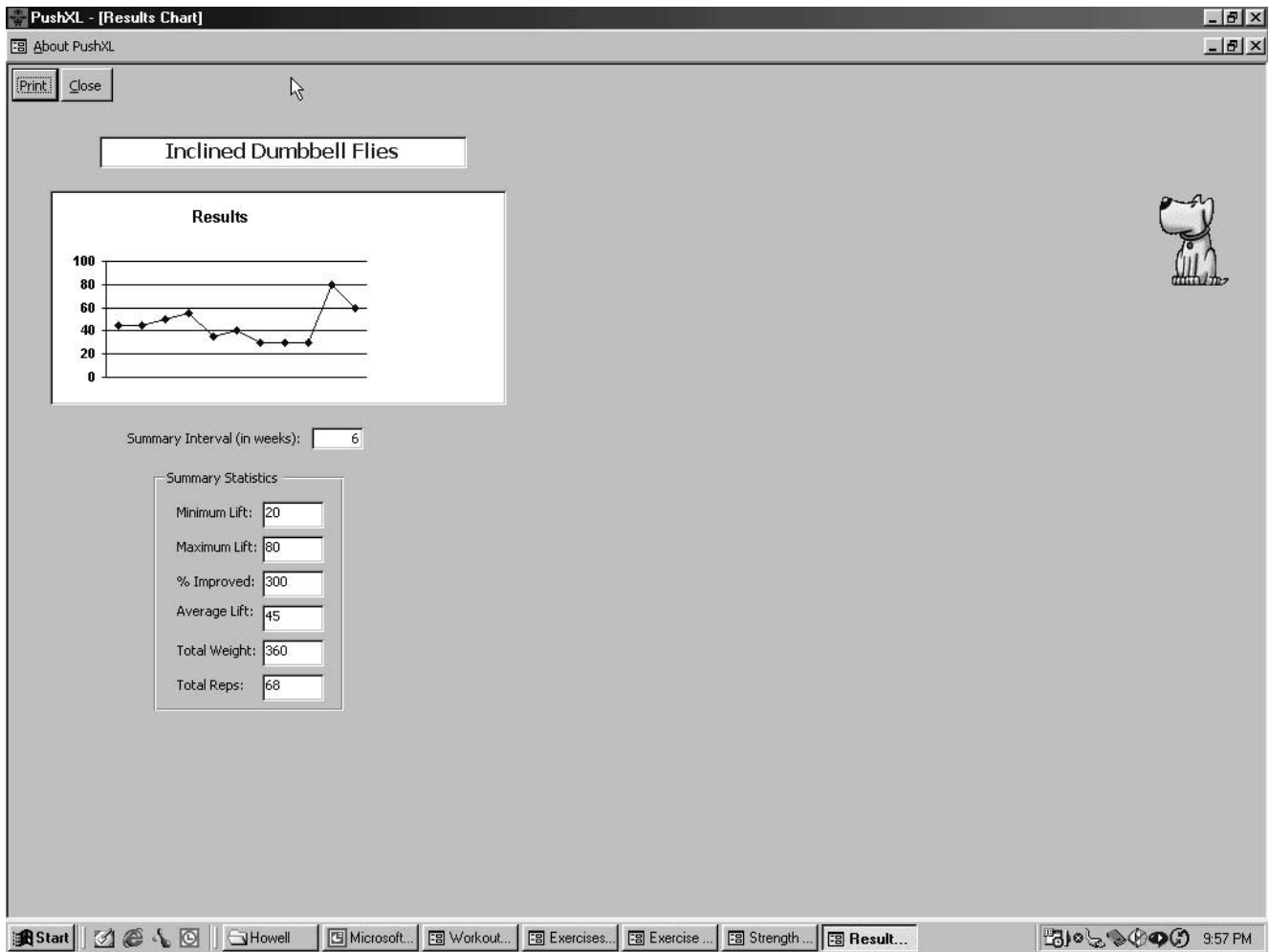
The screenshot shows the 'PushXL - [New Workout : Form]' window. At the top, there are buttons for 'Print Workout', 'Close Workout', 'Save Workout', 'Edit Workout', and 'Define New Exercise'. Below these is a 'Date:' field with '7/2/02' entered. A 'Categories:' section contains checkboxes for 'Abs', 'Back', 'Legs', 'Aerobics', 'Arms', 'Chest' (checked), and 'Shoulders'. A 'Comments:' text area is present with a 'Work Harder!' button. The main area is a table with columns for 'Exercise', 'Max Weight', 'Max Reps', 'Last Weight', and 'Last Reps'. A dropdown menu is open, listing various exercises like 'Declined Dumbbell Press', 'Dips', 'Pushups', etc. The Windows taskbar at the bottom shows the Start button, taskbar, and system tray with the time '9:54 PM'.

Exercise	Max Weight	Max Reps	Last Weight	Last Reps
Declined Dumbbell Press	65	2	34	12
Declined Dumbbell Flies	56	12	56	12
Dumbbell Press	60	2	34	2
Inclined Dumbbell Flies	80	4	60	5



## PushXL Sample Screens-Results Charts

This screen shows the progress that has been made for the selected exercise. The chart shows the maximum weight lifted for each workout. Summary statistics can be calculated for all workouts in the system, or for a specific interval of time.





## PushXL Sample Screens-Rules

This screen shows PushXL's rules configuration. Rules allow you to automatically increase weights, reps, or sets when an athlete reaches a goal. Rules can be controlled on an athlete-by-athlete basis, or can be controlled for groups of athletes with PushAD.

**John Gary PushXL - [Exercise Modifier]**

Close Delete Exercise Define New Exercise See Results

Category: Chest  
Exercise: Bench Press  
Comments:  
Active:  Last Date: 5/30/02

**Strength Training**  
Weight:   
Reps:

**Aerobics**  
Time:   
Distance:   
Calories:   
Laps:

**Exercise Rules:**  Rules are Active

When I get to a weight of  , Reps of  , and  Sets,

Increase my weight by  Percent

Increase my reps by

Increase my sets by:

Look at these workouts:

All workouts in the system  
 Only the last workout

Start | Roger... | Push... | Versio... | Media... | PushXL | 091302 | Uptest | Work... | Exerci... | Exer... | 9:16 AM



## PushXL Sample Screens-PushAD Administrative Console

This screen shows the Administrative Console, PushAD, that allows a coach or trainer to manage workouts for a single individual or an entire team. Players can be grouped by team, position, or whatever other groupings that the coach prefers. Workouts can be tailored to each position. Linemen and receivers no longer have to perform the same routine.

The screenshot shows the PushAD Administrative Console window. The title bar reads "PushAD - [AdminMenu : Form]". Below the title bar is a menu bar with "About PushXL". The main interface is divided into three sections: "Navigation", "Operations", and "Reports".

**Navigation:** Close, Configure, Refresh

**Operations:** Plan a New Workout, Edit a Workout, Post Workout, Delete Workout, Edit Workout Sets, View Exercises, Copy Workout, Publish Workout, New Athlete

**Reports:** Profiles, Pound for Pound, Blue Chip

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Buttons: Select All, Unselect All

Use?	Name
<input type="checkbox"/>	Backs\Bettis Jerome
<input type="checkbox"/>	Backs\Harris Franco
<input type="checkbox"/>	Backs\Hoard Leroy
<input type="checkbox"/>	Backs\Payton Walter
<input type="checkbox"/>	Backs\Sanders Barry
<input type="checkbox"/>	Backs\Smith Emmitt
<input type="checkbox"/>	Backs\Stewart James
<input type="checkbox"/>	Gary John
<input type="checkbox"/>	Linebackers\Cole Robin
<input type="checkbox"/>	Linebackers\Ham Jack
<input type="checkbox"/>	Linebackers\Lambert Jack
<input type="checkbox"/>	Linemen\Furness Steve
<input type="checkbox"/>	Linemen\Green Joe
<input type="checkbox"/>	Linemen\Greenwood LC
<input type="checkbox"/>	Linemen\Ilkin Tunch
<input type="checkbox"/>	Linemen\McDougle Stockar

Date	Category	Comments
1/13/03	Aerobics	
1/13/03	Aerobics	
1/13/03	Aerobics	
1/13/03	Aerobics	
1/13/03	Legs;Chest	Base WO for Blue Chip
1/13/03	Aerobics	
11/20/02	Shoulders;Legs;Chest;Bac	Baseline Workout rules trigger
11/19/02	Shoulders;Legs;Chest;Bac	Baseline Workout
11/19/02	Chest	
11/3/02	Chest	
11/3/02	Arms;Abs	
10/21/02	Legs	Workout 6. Do 8-12 reps
10/21/02	Chest	
10/3/02	Legs	Workout 6. Do 8-12 reps



## **PushXL Sample Reports**

The first Workout Plan, called Print Max, prints the planned workout in the layout shown. This report shows the maximum values ever recorded for each exercise, and the values recorded for the last time that the exercise was performed.

The second Workout Plan, called Print Sets, prints the exact weight and reps for each set in the workout plan. Any comments for an exercise, such as seat settings, will also be printed (not shown).

The third Workout Plan, called Print Like, prints workouts that contain the same exercises over a period of time. Up to 7 workouts can be printed on the same page. You can control how far back PushXL will look for like workouts when generating this report. Any comments for an exercise, such as seat settings, will also be printed (not shown).

The fourth Workout Plan shows an Aerobic printout.

The chart shows the progress for a selected exercise, Inclined Dumbbell Flies. It also shows some statistics that PushXL will calculate. You can control how far back PushXL will look to calculate these statistics.

The final two reports show PushXL's ability to rank athletes based on their performance of strength, speed, and agility drills. These two reports, Pound for Pound, and Blue Chip, can be customized to match the exercises that your program tests.

## The Print Max Workout Plan

# Workout Plan

Friday, June 14, 2002

John Gary

6/8/02

**Category:** Chest

**Stretch:**  Yes  No

	<b>Max Weight</b>	<b>Max Reps</b>	<b>Last Weight</b>	<b>Last Reps</b>
Declined Dumbbell Press	65	2	65	2
Declined Dumbbell Flies	45	1	45	1
Inclined Dumbbell Flies	80	4	45	4
Inclined Dumbbell Press	60	4	60	4
Chest Cable Pulls	100	3	100	3

## The Print Sets Workout Plan

# Workout Plan

Friday, June 14, 2002

John Gary

6/8/02

**Category:** Chest

**Stretch:**  Yes  No

### Weight/Reps

Chest Cable Pulls

80/12 80/12

Declined Dumbbell Flies

40/12 40/12

Declined Dumbbell Press

50/12 50/12

Inclined Dumbbell Flies

30/12 30/12

Inclined Dumbbell Press

40/12 40/12

The Print Like Workout Plan

**Workout Plan**

Friday, June 14, 2002

John Gary

6/8/02

**Category:**

Chest

**Stretch:**  Yes  No

	4/5/02			5/6/02			6/8/02			W R S			W R S			W R S			W R S		
Declined Dumbbell Press	50	12	2	50	12	2	60	8	2												
Declined Dumbbell Flies	40	12	2	45	10	2	50	8	2												
Inclined Dumbbell Press	30	12	2	30	12	2	30	12	2												
Inclined Dumbbell Press	40	12	2	45	12	2	45	12	2												
Chest Cable Pulls	80	12	2	85	12	2	90	12	2												



# The Aerobics Workout Plan

## Workout Plan

Friday, June 14, 2002

John Gary

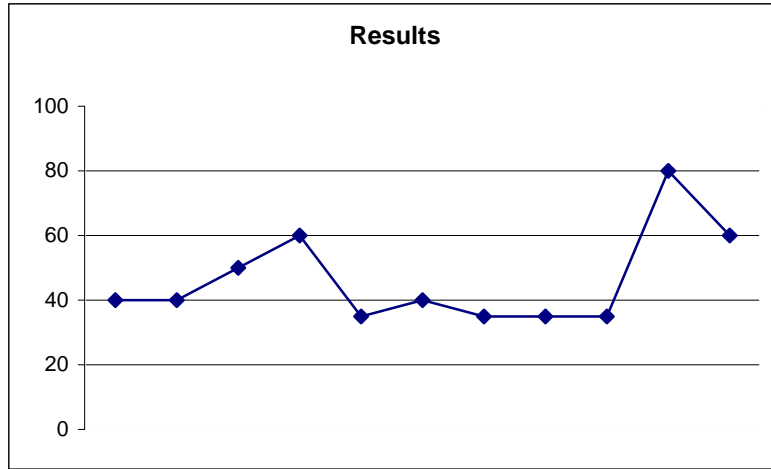
6/8/02

**Category:** Aerobics

**Stretch:**  Yes  No

	<b>Max Time</b>	<b>Max Distance</b>	<b>Last Time</b>	<b>Last Distance</b>
Bicycling	30	8.64	30	8.64

Inclined Dumbbell Flies



Summary Interval (in weeks):

Summary Statistics

Minimum Lift:	<input type="text" value="200"/>
Maximum Lift:	<input type="text" value="80"/>
% Improved:	<input type="text" value="300"/>
Average Lift:	<input type="text" value="45"/>
Total Weight:	<input type="text" value="360"/>
Total Reps:	<input type="text" value="68"/>

## The Pound for Pound Summary Report

PushXL Pound for Pound

14-Jan-03

Athlete	Class	Height	Weight	Weight Rank	Bench Press	Bench Press Rank	Squats	Squats Rank	Strength Sum	Strength Sum Rank	Strength Index	Strength Index Rank	40 Yard Dash	40 Yard Dash Rank	Vertical Leap	Vertical Leap Rank	Speed & Agility Rank Sum	Speed & Agility Rank	Weight Strength Speed Index	Weight Strength Speed Rank
Porcher Robert	Senior	75	270	1	250	2	200	4	450	4	1.67	4	5.05	3	20	4	7	4	8	4
Maddox Tommy	Freshman	71	215	2	240	3	300	3	540	3	2.51	3	5.00	2	24	3	5	2	5	3
Hamm Mia	Sophomore	65	150	3	260	1	400	2	660	2	4.40	2	4.95	1	29	2	3	1	3	1
Kwan Michelle	Junior	63	130	4	220	4	500	1	720	1	5.54	1	5.10	4	32	1	5	2	3	1

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## The Blue Chip Summary Report

PushXL Blue Chip Summary

14-Jan-03

Total Blue Chip Points Available: 800

Athlete	Points
Quarterbacks\Terry Bradshaw	555
Linemen\Porcher Robert	535
Skating\Kerrigan Nancy	527.5
Linemen\McDougle Stockar	510

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