



**GYM**   
**COFFEE**

2017  
**Annual Report**



# 2017 - A Year In Review

A visual stroll through our first year of hard work, endless cups of coffee, thousands of hoodies and meeting an amazing community of people.

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## About Us

“Passionately committed to encourage a community of people to ***Make Life Richer.***”

It's hard to believe it is one year since we launched G+C. It feels like it has gone by in a heartbeat and at the same time, it feels like a lifetime of work since then. Our aim with this review is to share how far we have come and give some insight into the business and where we are going. We are proud of everything we have done this year but we have huge ambitions and this is just the start.

# One Year - Timeline

## Milestones



**18-01-2017**  
The START!



**06-05-2017**  
G+C hits Wellfest



**25-05-2017**  
1st Summer Stretch



**06-07-2017**  
1st Pop-up



**18-01-2017**  
Launched  
G+C Hoodies



**28-04-2017**  
Launched  
G+C Jet Black



**09-05-2017**  
Launched  
G+C Keep Cups



**28-05-2017**  
Launched  
G+C Fleck Lite

## Product Launches



**03-09-2017**  
New Website



**12-10-2017**  
1st Evening Stretch



**21-11-2017**  
US Launch



**30-11-2017**  
1st Retail Space



**04-07-2017**  
Launched  
G+C T-shirts



**11-10-2017**  
Launched New  
G+C Beanies



**12-10-2017**  
Launched  
G+C Coffee



## Men's: Most Popular Grey Fleck Hoodie

Right from the start, the Grey Fleck hoodie has been the men's favourite. We're biased but we think it's because of its distinctive style and makes it a standout hoodie. But hey, don't take our word for it, here are some customer reviews.....

*"Bought the grey hoodie about a month ago...It's a great fit and looks great on...Considering buying the Fleck Blue for summer holidays. Go get one they shred!!!"* - **Ken Binley**

*"Comfortable and warm hoodies! Love my Grey Fleck!"*  
- **Ron Neil**

*"Love theses hoodies, the quality, the colours, the fit and the very fast delivery"* - **Jackie Crowley**



## Women's: Most Popular Pink Fleck Hoodie

Our Pink Fleck hoodie has consistently been our top seller all year, selling out four times. Before you ask, yes they are coming back in and it should be in the next few weeks :)

*"Love my hoody!! Never take it off! Great quality so comfortable! Definitely want more!" - Yvonne Hayes*

*"My most favourite hoodies ever bought, have 2 but I want them all!!"*

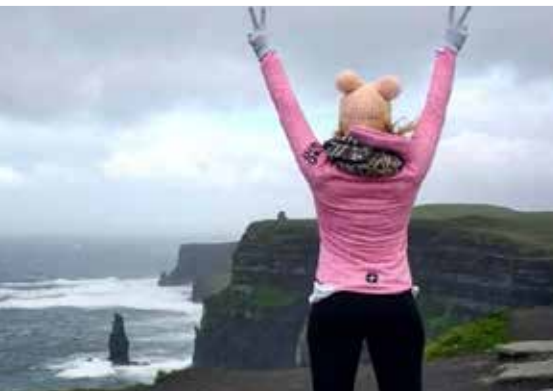
**- Aoife O'Sullivan**

*"I absolutely love my new hoodie, it is so comfy & love the style!"*

**- Edel Mc Namara**

# Community

#PicOfTheWeek





# #HoodiesInTheWild

Thanks to you we have been tagged in 37 countries so far.



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Ireland, England, Scotland, Wales, N Ireland, France, Spain, Portugal, Italy, Bali, Australia, Dubai, China, Egypt, Canada, USA, Nepal, Russia, New Zealand, Greece, Japan, Philippines, Guatemala, Peru, Thailand, South Africa, Ecuador, Columbia, Costa Rica, Nicaragua, Panama, Sri Lanka, Vietnam, Cambodia, Netherlands, Belgium, Germany.

## Most Liked Posts

We still get so excited everytime you guys like our posts. Thanks for all the support!



**6 months in business was a big one!**



**Our first retail space woohoo! Thanks Yoga Dublin!**



**The Bodycoach in our Classic Grey hoodie :)**



**Launching in the US!**

# We are social!

 Twitter

**1,180**

Followers

 Facebook

**5,550**

Followers

 Instagram

**10,000**

Followers

Jan 2017  
10 Followers

Apr 2017  
2000 Followers

May 2017  
3000 Followers

Jul 2017  
4000 Followers

Aug 2017  
5000 Followers

Oct 2017  
7000 Followers

Dec 2017  
9000 Followers

Jan 2018  
10,000 Followers



**341**

 Instagram Posts

 305 Photos

 36 Videos

# Instagram Community Growth



## Collaborations & Events

Collaboration is right at the heart of everything we do at G+C. We don't want to be the most expensive, or the cheapest or the most high tech, we want to be the most collaborative brand. We try to include our community in everything from product design to photo shoots to events and even this report. Thanks to everyone who has helped us throughout the year, we're not sure where we'd be without your support.

One of our own favourites from the year was our Summer Stretch series (our 10 week outdoor exercise series), here are some key stats to summarise. 2018 will see a bigger, better and further reaching Summer Stretch!

OVER  
**1,000**

People Registered for Summer Stretch

**10**

Events, Locations, Instructors

**132**

People at Yoga in Phoenix Park

**100%**

Sunshine for all events\*

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\*Some 100% stats are not 100% accurate!

## Some Input From You

Your feedback has helped us so much in growing Gym+Coffee. Here are the highlights from our latest survey.

### What new product would you like most?

- (1) Jacket
- (2) Tracksuit pants
- (3) Running top

### What new accessory would you like most?

Gearbags

### What location should our Summer Stretch Series visit this year?

Clontarf, Cork, Mayo, New York, San Francisco

### What one thing would you like to see G+C do in 2018?

- "Take over the world"
- "More events"
- "Open up a G+C shop/gym"
- "Expand the product range"
- "Fun events in other countries"

### What is your one goal for 2018?

- "Get fitter"
- "Run a marathon"
- "Buy more Gym+Coffee apparel" :-)



**2,065**

Number of coffees  
Gym+Coffee staff have  
had this year!

## Some Info From Us

Here are some key facts about our business in 2017.

### Most Popular Beansies

It's a draw between wine and grey

### Our Biggest Sales Day

Nov 24th

### Top Counties By Sales

1. Dublin
2. Mayo
3. Cork

### Biggest Order

19 Hoodies (Boom!)

### Top Search Term On Our Website

"Leggings" (we get it!)

### Average Time Per Site Visit

1min 54sec

### Mobile Device Visits

74%

### Average Order Amount

€78



## Your Top Used Emoji's



We love your comments, keep 'em coming!

## Things we are looking forward to this year



**New York Fashion Week**  
Launch Event



**Gym+Coffee**  
Leggings Launch



**Gym+Coffee**  
New Hoodie Colours

And much more to come :-)

Time Spent Trying On Women's Leggings?

**An unusual amount  
for 3 guys!**

Leggings launch coming soon. We're really close :-)

# Our 1 Year Goals Scoresheet



**Make it to one year in business**  
- Done



**Hit 10,000 Instagram followers**  
- Done



**Launch in USA**  
- Done



**Launch leggings**  
- Almost

**Thank You!**

#MakeLifeRicher

**GYM**   
**COFFEE**