

Welcome to Count.It!

Get this online: <https://beta.countit.com/quickstart.pdf>

OVERVIEW

Thanks for joining us! The following guide will provide an overview of Count.It, and get you up in running in minutes. If you have further questions, please don't hesitate to email and/or visit our [Help Center & FAQ page](#).

What is Count It?

Count.It hosts physical activity challenges for teams. The platform works with top tracking devices and apps, converting each person's activity data into a single daily Count.It score. Co-workers push each other to climb each company's leaderboard each month.

What is Count It PRO?

Creating a team on Count.It is **FREE**, and comes with a company leaderboard, full connectivity to all tracking apps and devices, email notifications, and the ability to integrate group messaging tools like Slack. The basic Count.It functionality is great for very small companies, or groups of friends aiming to push each other to be more active.

Companies that wish to implement an effective, ongoing wellness program will want to consider upgrading **Count It PRO**. Count It PRO allows bosses and/or HR managers to create *internal teams*, and to use the platform to implement *individual, team, and company rewards* — many of which Count.It will automatically fulfill. Count It PRO is a powerful, but simple and fun, wellness system, designed expressly for smaller and medium sized companies and organizations.

Companies can upgrade to Count It PRO instantly online, and can cancel at any time. Count It PRO is a monthly subscription with four low cost plans based on the number of team members registered in any given month. A company can upgrade or downgrade their plan to fit their team as it grows. There is no long term contract required.

CHECKLIST: COUNT IT & COUNT IT PRO FEATURES

FEATURE	COUNT IT	COUNT IT PRO
COMPANY LEADERBOARD	✓	✓
ALL CONNECTED DEVICES & APPS	✓	✓
PERSONAL DIARY & NOTIFICATIONS	✓	✓
SLACK & HIPCHAT INTEGRATION	✓	✓
PUBLIC & METRO AREA CHALLENGES	✓	✓
INTERNAL TEAMS: CREATE & MANAGE		✓
GOALS & REWARDS: SETUP & FULFILLMENT		✓
MONTHLY REPORTS		✓

COUNT IT MONTHLY PLANS

SMALL	MEDIUM	LARGE	EXTRA LARGE
Up to 20 Users	Up to 100 Users	Up to 250 Users	Up to 500 Users
\$9 / month	\$49 / month	\$199 / month	\$299 / month

GETTING GOING

STEP 1

Sign Up

You'll want one or more people to be the champions of your Count.It challenge program. If that's you, proceed direct to Count.It, click the [Join for Free](#) button, and follow the prompts!

STEP 2

Add Count.It to Your Slack or Hipchat

Nothing boosts engagement more than inviting the CountItBot to your @channels. Go to the [Count.It Integrations page](#), and follow the prompts.

STEP 3

Set Up Goals and Rewards (PRO Feature)

Count.It can be powered simply by pride and peer pressure, but rewards don't hurt. [Upgrade to PRO](#) to [set goals and rewards](#). These can be changed from month to month, and you can choose automatic gift card rewards, or DIY "fill in the blank" prizes.

STEP 4

Create Teams (PRO Feature)

You may want to create teams to foment rivalry between departments or office locations, or you can allow your co-workers to create their own teams. To do so, go to the [PRO settings Teams page](#).

STEP 5

Invite Your People!

The only thing left is to invite your co-workers! You can do this via the [Count.It invite form](#), or send out an "all hands" email with a link back to [Count.It](#).

EXTRA CREDIT

Buy Devices!

Count.It works with a number of popular third party devices and mobile apps. You can get going immediately simply by using the devices and apps that people already have. Those without can download the [free Moves App](#). If you're a bit more ambitious, subsidizing the purchase of Count.It-compatible wearable devices is a great way to turbo boost your program!

PRO TIP: GETTING DEVICES

Count.It works for anyone with a basic Apple or Android smartphone and a free activity tracking app. Company's DO NOT need to require that their team members have wearable devices. Both of the following apps are free and available at the Apple App Store or the Google Play store:

- [Moves App](#): Good for any iPhone or Android device.
- [Google Fit](#): Good for any Android device.

That said, the market for wearable devices is exploding, and a worn device will generally record more activity than a phone, which is not carried everywhere. At the moment, Fitbit has more than half the market, and a Fitbit is a very reliable choice for anyone considering a purchase. At the same time, devices from Garmin, Misfit and others are increasingly competitive and will work with Count.It.

If a company wishes to kick start their program by helping employees acquire devices, it could either subsidize the purchase of a device or do a bulk purchase. The former has the advantage of being easier to implement, and allows employees to choose their preferred device brand, color, etc. One simple way to do this is via an Amazon gift card. In general, Amazon's prices are as competitive as any direct bulk purchase could be.

PRO TIP: SETTING GOALS & REWARDS

A good wellness program combines an "always on" health incentive with periodic challenges or social events. In traditional programs, a company might combine annual walking challenges with a monthly gym reimbursement benefit. The big events get people started, and the consistent monthly reward helps to build habits.

Count.It makes it easy to achieve both wellness program goals in a single system. In Count.It, the team "Captain," or admin, can set up a monthly individual goal and reward that's available to all. They can also create teams, and set goals and rewards for the top individuals and teams each month — or for the whole company.

The "ideal" goal is a monthly Count.It score of 100, which is the equivalent of averaging 10,000 steps per day. That said, few people actually average 100 — the system average is much closer to 50. We recommend starting with an achievable goal for everyone, with special awards for the very top performers, and optimizing from there. A few typical goal & reward scenarios are suggested below.

Individual:

- **Goal1** : Average Count It Score of 50 or more.
- **Reward**: \$10 Amazon Gift Card.

- **Goal 2**: Leaderboard Top 10
- **Reward**: \$20 Amazon Gift Card

Team

- **Goal**: Top Team or Top 3 Teams
- **Reward**: Company DIY Reward

Company

- **Goal**: Average Count It Score of 50
- **Reward**: Company gives \$\$ to local charity!

PRO TIP: CREATING TEAMS

Each organization configures its teams to fit its structure. In general, small teams of people who work near each other work better, i.e. 10-30 people. The bigger and more dispersed the team, the less people will feel the need to pull their oar.

That said, a challenge that is organized around office locations can be great, or company departments. As important as any particular team configuration, is periodically changing the teams. Count.It allows users to join multiple teams, and for “Captains” to make teams Active and Inactive for any given month/challenge. Captains can also let team members create their own teams. In general, it’s best to mix things up and experiment from month to month to keep things interesting and optimize engagement.

QUESTIONS?

Please contact us at support@countit.com.