

Company Information

Funxtion

Address

Sloterweg 796
1066 CN Amsterdam
The Netherlands

Contact

Email: info@funxtion.com
Phone: +31 (0)20 2135000

Funxtion boilerplate

Funxtion is an Amsterdam-based B2B digital fitness content SaaS platform company that empowers fitness operators worldwide to keep their members engaged at scale with personalised and customisable digital fitness content and omnichannel distribution capabilities.

The company was founded in 2011 by fitness industry experts Ernst de Neef and Mendel Witzhausen. Funxtion currently supports fitness operators in more than 27 countries with its intelligent content Platform and digital delivery solutions.

The Funxtion Platform houses thousands of white-label single exercise videos, virtual classes, workouts and training plans, and allows users to upload their own or third-party content for maximum content freedom and flexibility. Built-in customisation tools make it easy for users to design scalable and personalised content for member retention.

Businesses can integrate their gym management software, member apps and other content streaming devices with the Platform or opt to use Funxtion's member app and in-gym delivery solutions that support omnichannel distribution in the gym, at home and on the go.

Funxtion story

Ernst de Neef and Mendel Witzenhausen were selling fitness equipment in the late 90s when they noticed that every gym operator lamented over the same issue: member retention.

De Neef and Witzenhausen set out to find the major causes of gym membership churn and identified their possible solutions by simply listing the opposite to each problem. Exercising alone versus in a group; an uninspiring environment versus a motivating layout; an excessive amount of workout machines made for bodybuilders versus a variety of functional equipment made for every gym goer.

With this inspiration, they launched Funxtion in 2011. Their concept revolutionized the traditional gym floor space, transforming it into a functional and energising workout experience, including workout programmes and trainer workshops. Funxtion was a success and helped over 300 facilities across the Benelux engage and retain their members using energising and motivating workout experiences.

Yet it wasn't scalable. The digital boom began to disrupt several industries and de Neef and Witzenhausen knew fitness would be next.

So in 2015, Funxtion was one of the first to digitize their solution with the Functional Experience Station (FES) that streamed single exercise video demonstrations, digital workouts, and later virtual group classes from one platform directly to the functional gym floor. In 2020, Funxtion launched a white label member app to support the omnichannel member journey and iterated its in-gym streaming solutions with the creation of the Virtual Player and MultiScreen Solution.

But today, thanks to multiple devices, endless choices and ubiquitous and instantly accessible content, the gym member now has total control. It is no longer enough for gyms to simply offer the same service and advisory they always did – physically or digitally.

Now, Funxtion is on a mission to help gyms remain at the heart of the members' fitness experience. Funxtion's holistic, white label digital fitness content SaaS platform currently enables fitness facilities in 27 countries to personalise the member experience with built-in customisation tools and omnichannel delivery services.

Since receiving Series A equity funding in September 2022, Funxtion has focused on investing in the intelligence of its content platform to help operators scalably engage and retain their members using constantly updated, targeted and hyper-personalised fitness content that amplifies their gym experience, whether that's inside the facility, at home or on the go. And in exchange for adding this value to their lives, gym members are likely to return the favour with their attention, trust and loyalty.

Funxtion's Founders

Ernst de Neef, Co-Founder and CEO at Funxtion

Ernst de Neef is the Chief Executive Officer at Funxtion. He has over 20 years of experience in the fitness industry as a sales manager and successful fitness business consultant offering expert insights and helping gym operators optimise their business performance. In 2011, Ernst co-founded Funxtion with business partner Mendel Witzenhausen. Funxtion is a B2B digital fitness content SaaS platform company that empowers gym operators around the world with the ability to reach, engage and retain their members at scale with personalised and customisable digital fitness experiences in the gym, at home and on the go.

Mendel Witzenhausen, Co-Founder and CPO at Funxtion

Mendel Witzenhausen is the Chief Operating Officer at Funxtion. He was a professional football player for AFC Ajax before embarking on his 20-year career in the fitness industry. Starting out as a major account and sales manager, Mendel went on to lend his visionary insights in various consulting roles, helping gym operators and suppliers around the world to successfully grow their gym businesses. In 2011, Mendel co-founded Funxtion with business partner Ernst de Neef. Funxtion is a B2B digital fitness content SaaS platform company that empowers gym operators around the world with the ability to reach, engage and retain their members at scale with personalised and customisable digital fitness experiences in the gym, at home and on the go.

Contact

General Enquiries

Info@funxtion.com
+31(0)20 213500

Sloterweg 796
1066 CN, Amsterdam
The Netherlands

Co-Founder and CEO: Ernst de Neef
Co-Founder and CPO: Mendel Witzenhausen

Marketing & PR Enquiries

Head of Marketing: Aurore Lavaissiere
Marketing@funxtion.com