

WORKING ON WELLNESS

# AVERAGE AF

## & The WOW Factor

The platform behind Getting Well — the mission, and how it works.

**Jody Lowe**

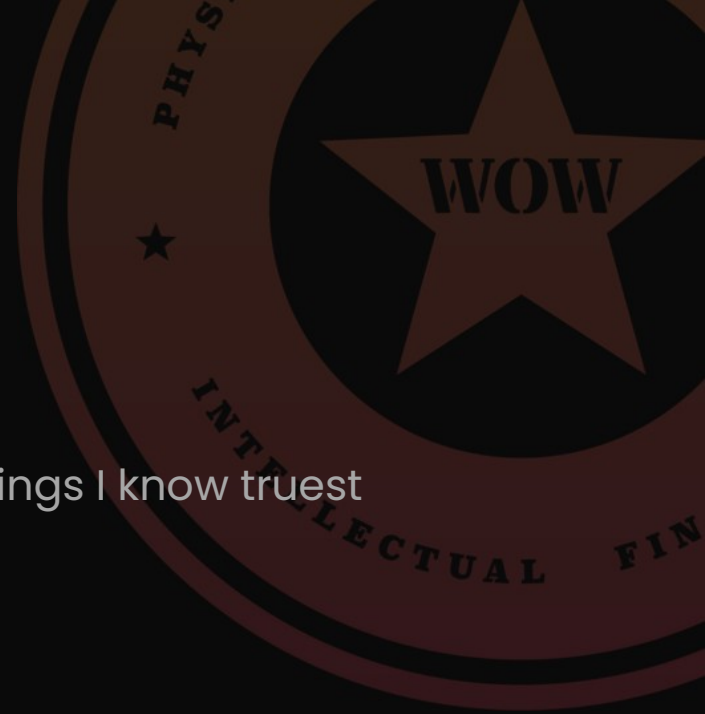
averageaf.com · thewowfactor.earth

# THE MISSION

Average AF and the WOW Factor were built to help our recovery — on the three things I know truest about Aussies:

- 01** We're a bloody resilient bunch.
- 02** We love sport in the sun with our mates and family.
- 03** And we never want to show weakness by asking for help.

*This platform works with all three — not against them.*



# WE'RE ALL IN THIS TOGETHER

No one escapes the effects of poor health and wellness.

Businesses, sporting clubs and whole communities suffer when a nation gets anxious, depressed and isolated.

The only ones who prosper? **Bottle shops, chemists, and the social media machine.** A terrible combination.



# AVERAGE AF

The world got busy — two-income families are the norm, and full-length sport is hard to fit in.

120+ quick, do-anywhere games across five categories. Turn social media into a positive network, and let a mate beating your score be the nudge off the couch.

**Average and Fun. Average and Fierce. Average and Friendly.  
Average and Fantastic.**

Average is a great place to start — or even stay. On your terms.



# FIVE PILLARS

The WOW Factor organises wellness into five pillars — each linking to a real network of local providers:

## SPIRITUAL

Yoga, pilates, meditation, faith

## PHYSICAL

Sport, gyms, massage, physio, chiropractic

## INTELLECTUAL

Training, education, awareness

## FINANCIAL

Advisors, consolidation, brokers, budgeting

## EMOTIONAL

Wellness providers, life coaches, recovery groups

*The app gets you moving — the physical pillar. The WOW Factor carries the other four.*

# THE WOW FACTOR

Working On Wellness — the bridge from the app to the professionals.

We're not the experts. We link every user to the best in each field, and reward the local businesses and providers who show up for the community — especially in the small townships hit hardest.

The more you play, the more points you earn — turned into discounts across the five categories.

***Give a little, get a little. Resilience and delayed gratification, retrained.***



Scan · [thewowfactor.earth](https://thewowfactor.earth)

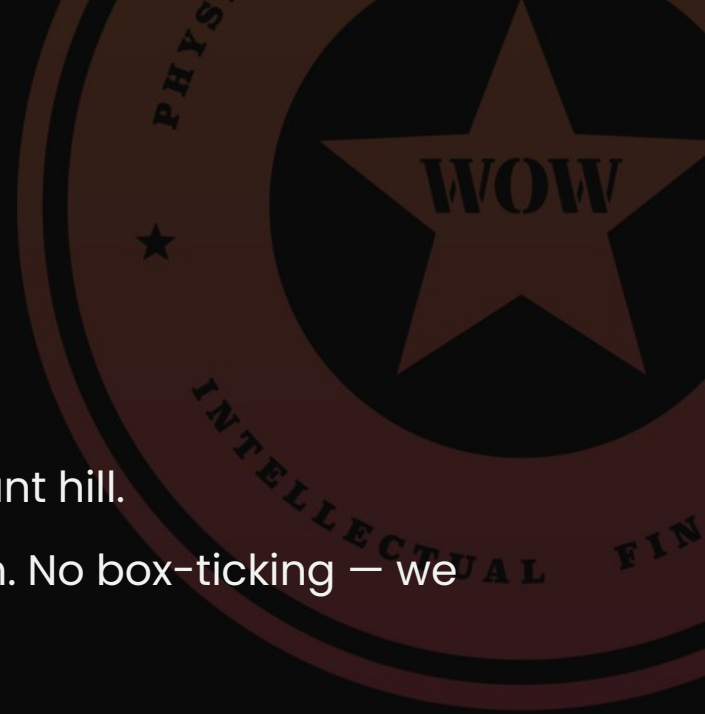
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# BETTER, NOT BEST

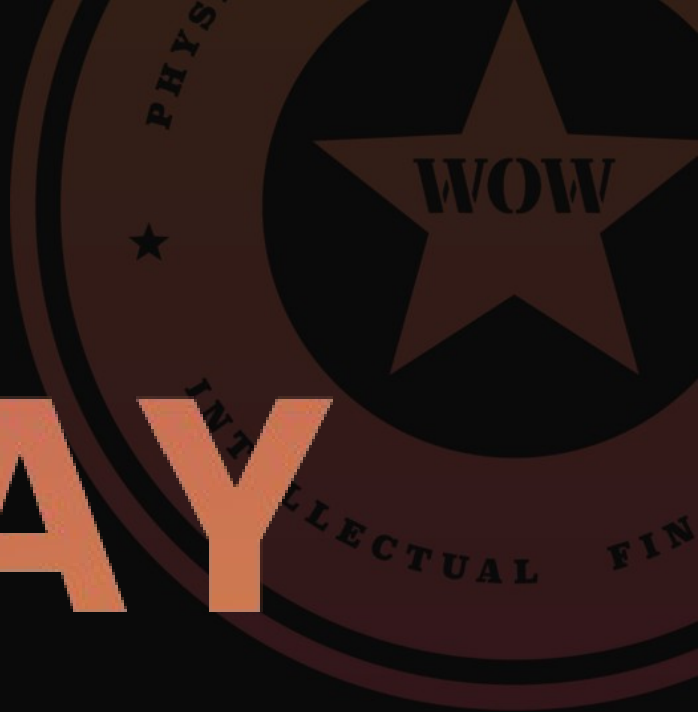
A better-not-best culture — always moving forward, never settling on top of the ant hill.

The app fills your company's wellness gap, or complements what you already run. No box-ticking — we earn the workforce's trust by framing it around what actually works:

- › Friendly competition with mates
- › Social outings not built around alcohol
- › Family and children engagement
- › Restorative “body budget” thinking
- › And a bit of good old Aussie banter



# HOW TO PLAY



A tour of the real app — straight from the screens your crew will see.

YOUR HOSTS

# MEET BAZZA & SALLY



## Meet Bazza & Sally — your Average AF hosts.

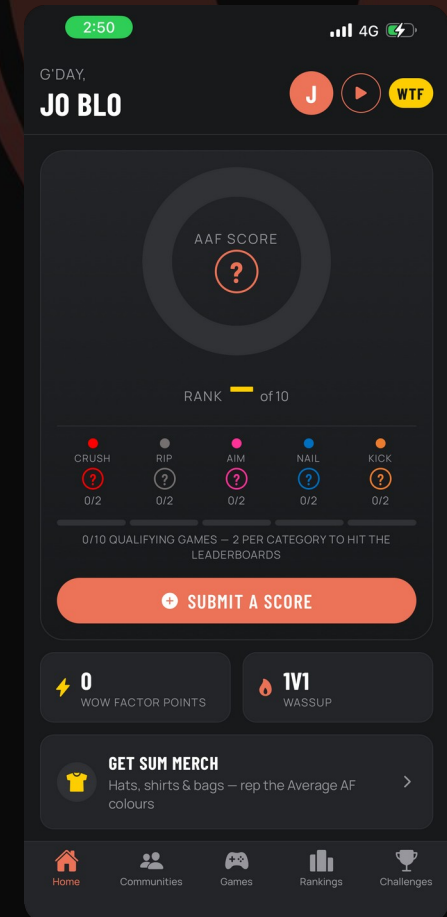
Competitive brother and sister, and the AI voices across the app and both websites. Tap the yellow WTF button on any screen — “What the Factual” — and they’ll sort you out. Every game has a how-to video, too.

*Say g'day.*



# HOME BASE

- › One login — same account on web and mobile.
- › The ring in the middle is your **AAF Score** — your best ten games, two per category. You're chasing 10 qualifying games to hit the leaderboards.
- › **SUBMIT A SCORE**, track your WOW Factor points, and fire off a 1v1 WASSUP.
- › The **Play** button brings up how-to videos on any page; the **WTF** button is where Bazza & Sally answer your questions.
- › Grab some merch while you're there.



# THE GAMES

Five categories — C.R.A.N.K. Each one's a colour, with its own bucket of games:

## CRUSH

· 22 games · complete 2 to qualify

## RIP

· 28 games · complete 2 to qualify

## AIM

· 29 games · complete 2 to qualify

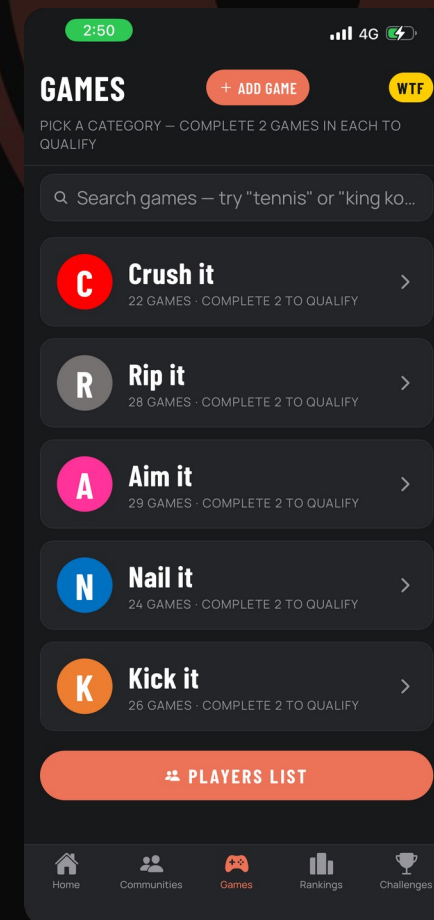
## NAIL

· 24 games · complete 2 to qualify

## KICK

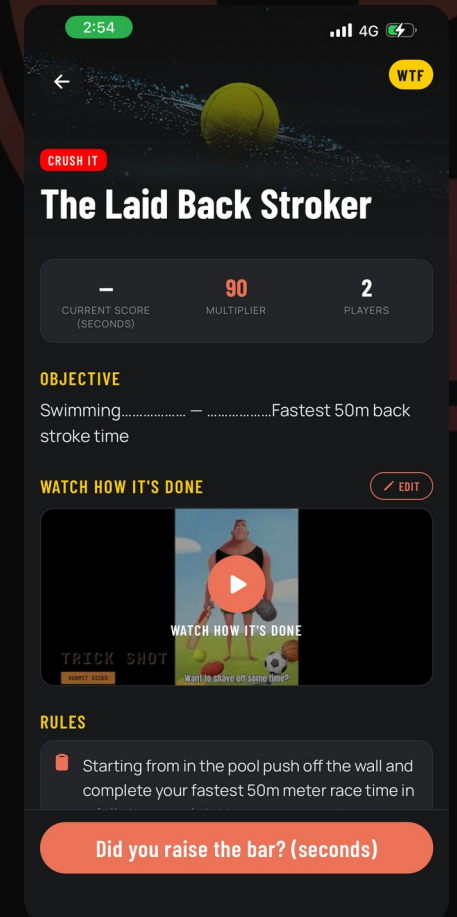
· 26 games · complete 2 to qualify

Each game's multiplier drops as it gets popular — so you're always chasing the harder, unplayed games. Search by name or sport, add your own, or open the Players List to size up a rival.



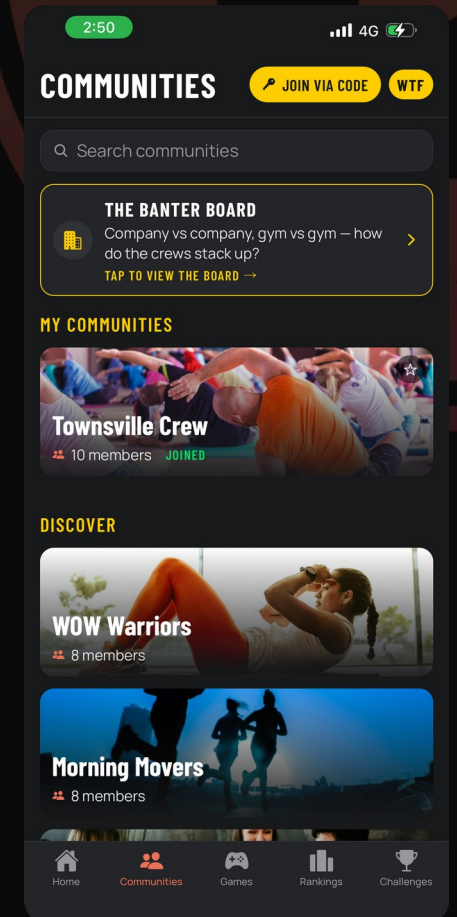
# PLAY & VERIFY

- › Open a game for its objective, rules, multiplier and a “Watch How It's Done” video.
- › Log a score with **“Did you raise the bar?”** — it won't take anything under your best.
- › A playing partner or the venue verifies it; mates get a one-minute window to confirm, so you're there when it lands.
- › **Trick Shot:** film it, post to YouTube with #AverageAF, drop the link in — and shave time or points off your score.



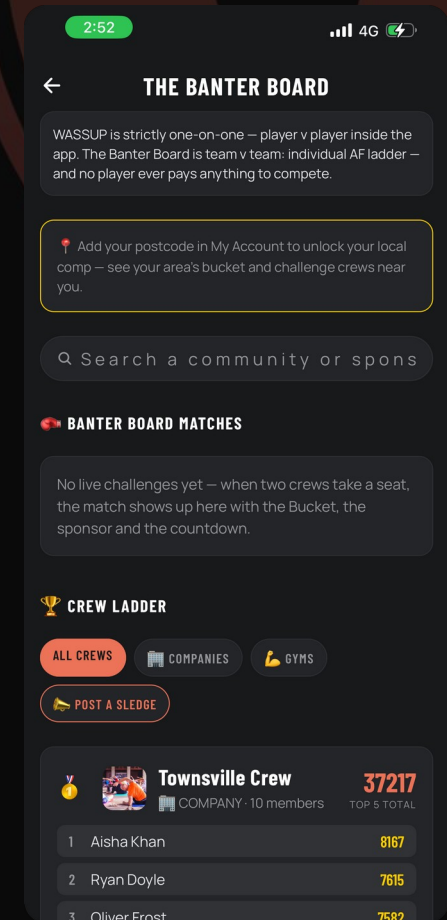
# COMMUNITIES

- › Build or join a community — a **Social Crew**, a **Business**, or a **Gym**.
- › Join by code, or create your own and invite the mates. Crews play for bragging rights.
- › Your workplace comes on board as its own **Business** community — the hook for getting a whole site moving together.
- › Each crew's members and scores roll up into a team total for the Banter Board.



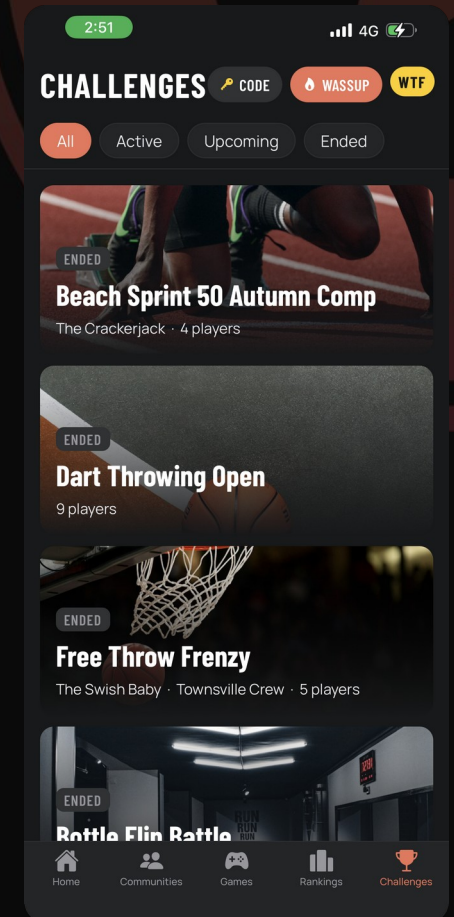
# THE BANTER BOARD

- › Team v team — **company vs company, gym vs gym**. Each crew's top five stack up on the Crew Ladder.
- › When two crews take a seat, the match goes live with the Bucket, the sponsor and a countdown.
- › **No player ever pays anything to compete — the Bucket is sponsor-backed.**
- › Captains post sledges, results and clips to the public noticeboard. Add your postcode to unlock your local comp.



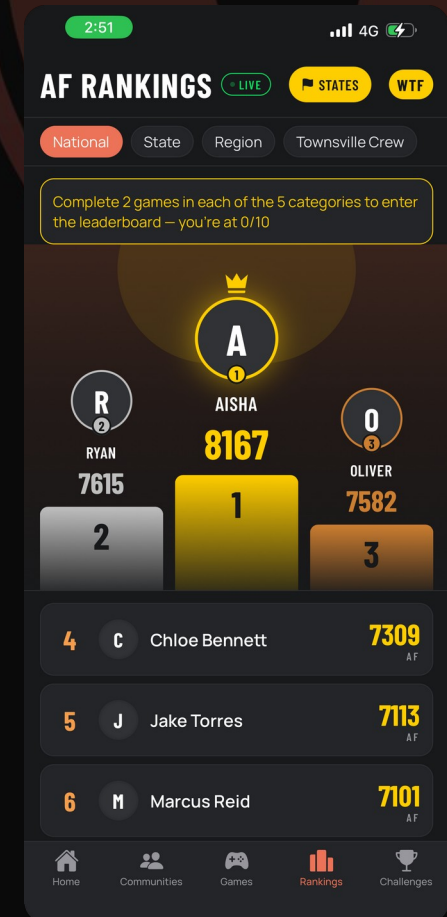
# CHALLENGES & WASSUP

- › Challenges are comps — join one and log your points before it ends. Private ones need an invite code.
- › WASSUP is strictly 1v1 inside the app: take a mate on at a single game, stake your WOW points, winner takes double.
- › String wins together for a streak — enough in a row and it's worth Average AF merch.
- › *WASSUP is player v player; the Banter Board is team v team and no-stake. Two different games.*



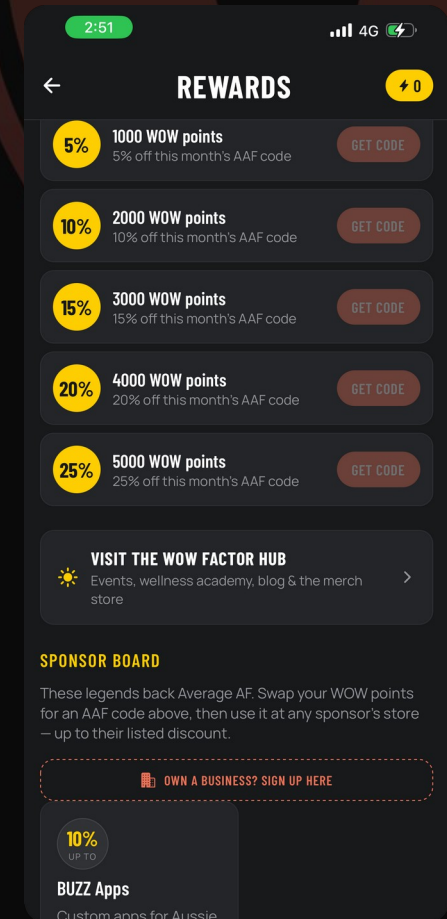
# RANKINGS

- › See where you sit — **National, State, Region or your Community.**
- › Tap any player for their **Player Card**: AF score, category breakdown and best score per game.
- › **State of Origin, AF style**: every six months each state's top ten face off, ranked on their average AF score. Set your state to rep it.



# POINTS & REWARDS

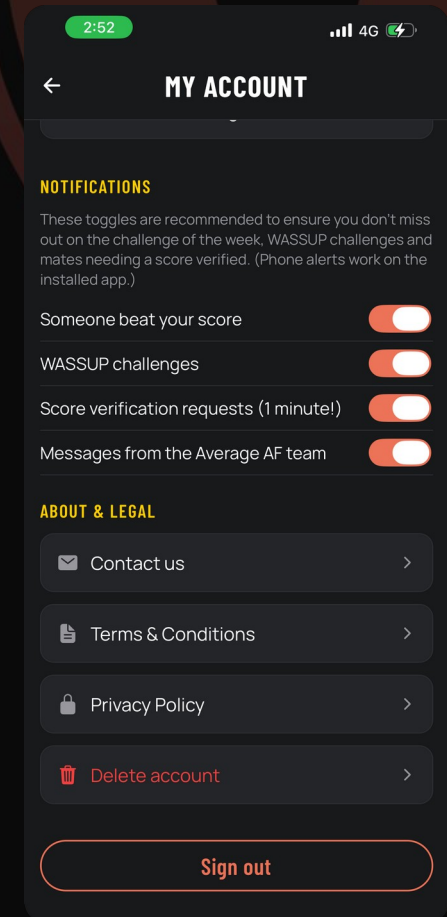
- › Earn WOW Factor points by playing, verifying, and inviting mates (+50 each sign-up).
- › PIF — pay it forward — gift your points to help a mate reach a reward.
- › Swap points for a monthly discount code: 1,000 points = 5% off, rising to 25% at 5,000.
- › **Spend it on the Sponsor Board** — local legends who back Average AF — or the WOW Factor Hub: events, academy, blog and merch.



*General information only — not a substitute for professional advice.*

# YOUR ACCOUNT

- › Your WOW Factor Wallet, rewards and coupons, and your personal invite code all live here.
- › Your AF score breakdown by category, notification toggles, and the legal bits — Terms & Conditions and Privacy Policy.
- › Set your **postcode and state** here to unlock local comps and State of Origin.



# WHAT AAF ARE YOU?

Join us in doing what they say can't be done: getting people back outside. Stopping the scroll. An outdoor community app tied to a strong, positive social network — a happy bunch of active mates having fun in the sun with friends and family.

**It won't be the ultimate answer. But it all helps when you start with the question.**



GET IN TOUCH

# GET STARTED

Average AF — free on the App Store.

The WOW Factor — [thewowfactor.earth](http://thewowfactor.earth).

Bring your workplace, club or community on board as its own crew — and let's get busy getting well.

**[support@averageaf.com](mailto:support@averageaf.com)**

Jody Lowe · Working On Wellness

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