



VO2 & RMR Testing Pricing Playbook (v1.6.1)

Turn your gym into a performance lab—with zero guesswork.

Why Add VO2 & RMR Testing?

Modern members expect data-driven training. Offering metabolic testing transforms your gym from “another fitness center” into a **science-backed performance hub** that commands premium value.

With the VO2 Master Analyzer, you can:

- Offer **on-site VO2 Max** and **Resting Metabolic Rate (RMR)** sport specific testing.
 - Deliver **custom calorie, zone, and fitness performance prescriptions** in minutes.
 - Add **\$3K–\$10K/month in new revenue** from testing and programming upsells.
 - Run tests anywhere—studio, spin bike, treadmill, field—using just your phone and the VO2 Master portable analyzer.
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Example Gym Pricing & ROI

Your VO2 Master investment can pay for itself in 2-3 months depending on your bookings.

Learn what your ROI could look like using our online calculator, [personalize your ROI here](#)

Service	Member Price (Avg.)	Time (min)	Monthly Tests (Typical)	*Revenue / Month
VO2 Max Test	\$149	~30-40	20	\$2,980
RMR Test	\$99	~20-30	20	\$1,980

VO2 Max + RMR Combo	\$199	~45-60	20	\$3,980
			*Potential Monthly Revenue:	\$8,940

**VO2 Master cannot guarantee that you will generate any particular financial performance, revenue, or profit from offering VO2 Master Assessments.*

Simple Setup, Big Impact

What You Get	
VO2 Master Analyzer Testing Kit	✓
VO2 Master Manager App (iOS/Android)	✓
Coaching Dashboard (Data export and summary report)	✓
Test protocols (GXT, RMR, Custom)	✓
1-on-1 Onboarding & Support	✓
Marketing Assets (launch templates, posters, social graphics)	✓

Proven Fitness and Wellness Use Cases

Performance Studios – Offer athlete testing + individualized training plans.

Health, Wellness and Weight Loss – Add RMR and VO2 testing to create precision training for client goals

Personal Trainers – Boost retention by tracking VO2, thresholds, and fat-burning zones.

What Customers Are Saying

See how other fitness experts are transforming client results with VO2 Master.

Discover real success stories and proven outcomes, [read our case studies now](#)

125+ <i>Tests completed in first 6 months</i>	\$25K+ <i>Projected annual revenue from VO2 Master</i>
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“Partnering with VO2 Master has been critical to our growth. Clients love the experience, and the support from the VO2 Master team has been exceptional.”

– Navjot, BioFit Health Lab

100+ <i>Tests completed in first year</i>	\$10K+ <i>Revenue from testing services</i>
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“We’ve seen major improvements in both client results and business growth. Clients are hitting performance goals faster and with less confusion, and our testing services alone have increased monthly revenue significantly.”

– Laura McDonald, MS, ACSM-CEP

Next Step

Bundle Price Example:

- VO2 Master Analyzer Professional Kit (inc. 4 masks and consumables for 150 tests) + Onboarding — **\$7,595 USD**

Optional Add-Ons:

- Additional Masks or Sizes \$135–\$220 USD ea.
- Marketing Launch Kit — included

Annual Service: \$550 USD

Ready to Launch Metabolic Testing at Your Gym?

Schedule a quick strategy call and demo session or request a custom quote:

[Book a Demo](#) | [Request Quote](#)



VO2 Master — the world's first truly portable metabolic analyzer.

Empowering coaches to test indoors or out.

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