



Matt Miller
CEO



Broga is on a mission to make yoga more accessible. Here, Broga Yoga founder and CEO Matt Miller – aka "Miller the Pillar" – tells us how technology is helping him achieve his dream of spreading yoga to the masses.

How do you think technology will affect the Broga experience in the future?

2018 EMDUK group exercise statistics have just been released and show that over 50% of people surveyed who do not currently do some sort of exercise on a weekly basis cite embarrassment, body image, or fear of performance failure as their number one reasons not to become involved in group exercise.

This is especially true with yoga, which is largely considered a "club" of participants who are already good at or have a strong working knowledge of what they are doing.

A virtual class – especially in a dim and experiential room – takes much of that fear away. The 2017-2018 statistics from Broga Virtual in clubs shows that a large percentage of participants do virtual rather than live classes exactly for that reason.

This is important for the club model because yoga participation is by far the fastest growing class type amongst people doing classes generally, and yet it's still not reaching people who are new to group fitness. Virtual is a fantastic entry gateway for the inactive and GroupX-averse yoga market.

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