FrontRack

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Personal-trainer attention, at group-class prices.

Launching with a founding gym in Hong Kong.

What FrontRack is

Gym software tracks who paid and who booked. Coaching apps track what people lifted. FrontRack joins the two, so coaches can put each booking in context and members can see their progress.

Built for strength and conditioning gyms, FrontRack brings bookings, memberships, attendance and training records together.

Founder · Ahmed Benjelloun

Ahmed Benjelloun works in finance in Hong Kong. After losing 40 kg in 18 months, he went on to race HYROX in Taipei, Bangkok and Hong Kong, and complete the 2026 Sydney Marathon. He's now training for the Standard Chartered Hong Kong Marathon.

"I want more people to experience that kind of change. I'm building FrontRack to help coaches give them the attention and encouragement to get there."

Races and next goal

HYROX 2026: Taipei Mixed Doubles · Bangkok Singles · Hong Kong Men's Doubles.

Running: Angkor Wat Half Marathon · UNICEF Hero Run · 2026 Standard Chartered Half Marathon · 2026 Sydney Marathon.

Next: Standard Chartered Hong Kong Marathon.

Founding gym · Hub Athletic and Wellness

Hong Kong. Planned soft launch in November 2026. FrontRack is being built alongside the gym as it prepares to open.

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Product screenshots show the actual app with fictional demo data.