

Maddy Lim, Founder of KpopX Fitness

Maddy Lim is the creator and founder of KpopX Fitness, an innovative award-winning program created to challenge the Dance/Fitness industries.

KpopX Fitness is endorsed by EMDUK – A national governing body for Group Exercises in United Kingdom and an approved educator provider with Aerobics and Fitness Association America (AFAA) and National Academy of Sports Medicine (NASM)

KpopX Fitness is the direct application of Maddy's unique set of skills, experience and background to design commercial music and combine it with an intensive and creative cardio workout without having the song going through remixing (a common practice used to make a pop song suitable for dance fitness classes).

KpopX Fitness is not your traditional dance fitness program. Maddy ensures that it is different by doing the followings

- 1) Unlike typical dance fitness program where moves are 'recycled' again and again regardless of songs being different. Each song in KpopX Fitness is given a unique impression and personality (like a short story) to suit the theme and, at the same time, fulfill the fitness element of intensity. The end results, participants can recognise or name the song based on its signature moves! It is also highly entertaining for participants to experience one "story" after another.
- 2) To make it easy to follow, Maddy ensures majority of the fitness dance moves are executed with using **arms-and-legs only**. A great contrast to many fitness dance where there are many body waves, chest-pumps, isolated body movements etc. End results - first timers can join easily, schools welcome the program due to no-sexy-body-moves. The young and old can join easily too – a new subprogram arises from this aka "KpopX Fitness-Family Bonding".
- 3) As Maddy's background is a Sportswoman and previously has sustained injuries prior to creating fitness dance program, she strongly believes in incorporating Low-impact-High-intensity Interval trainings into the choreographies. That allows for lesser impact on knees & yet enable one to experience a maximum calories burn! (During & after a workout!)

Last but not least, over the years, Maddy observed that the traditional structure of aerobic programs has its flaws, and reinvented the rules (music mapping, basic movement & balancing rules) for instructors' easy learning. She studied, applied and fine-tuned them and now, an experienced instructors can easily learn a piece of KpopX Fitness choreographies in just 10 to 30min!

Do you know?

KpopX Fitness is the first in the world to implement "dance formation" into fitness exercise. No more boring and uninteresting fitness workout. Why spend weeks after weeks learning K-Pop Dance when you can easily master the presentation in few hours and present in Dinner & Dance, Graduation Day etc. No dance background needed!

See it for yourself here >

<https://www.youtube.com/watch?v=fmBBisyLTkk>

About Maddy.

Maddy holds a Bachelor of Science (Psychology) from the University of Southern Queensland and has won a gold medal and Dean's Commendation for Outstanding Achievement as well as a Faculty Prize. As a Veteran curriculum developer for more than a decade, she has worked with established organizations. For 8+ years she worked as a Pre-hospital Paramedic & Mentor, learning pre-hospital medical care.

This unique background gives her a powerful edge of Psychology acumen,, anatomical knowledge, sports excellence & the ability to design a good structure and curriculum make her dance fitness program the success it is today.

From youth to adulthood, she won 8 sportswoman awards. Such as the Singapore Civil Defense Force Sportswomen for 4 consecutive years, she was also the 1st Runner up in "HUSRA Biathlon" and "Hong Kong Cross Country Run World Firefighters' Game"

Maddy Lim now frequently travels and is invited to neighboring countries such as Malaysia, Indonesia and Brunei to give KpopX Fitness previews and instructor courses. KpopX Fitness has been presented at Asia Fitness Conference & Expo 2015 (Bangkok), Sports & fitness Asia 2015 (Singapore), SCOREFIT (Malaysia KL) 2015 & International Fitness & Health Expo (GOIFEX) 2016, USA Highway Radio (Online KpopX Fitness) and International Fitness Showcase (IFS) Blackpool (United Kingdom) on 23 Mar 2018 and with more to come.

Launching KpopX Fitness

In early 2012, Maddy started studying the concept of infusing K-Pop MV moves into fitness (calling it "kpopdanz") and launched her first class in Dec 2012. In June 2013, she set up Dan-Z Fitness Pte Ltd and rebranded as "KpopX Fitness" and the program is a success & demand quickly skyrocketed, spreading like wild fire in local community centres and sports centres. Being a new program, KpopX Fitness generated half a million dollars in revenue in year 2015 and invested 70%-80% into KpopX Trainers' salaries and welfare.

In less than 3 years, the program boomed to island-wide popularity, received multiple awards and the demand extended overseas. Currently, the program is adopted by local government agencies including the Health Promotion Board, People Association and Sports Singapore and quickly became an all-time favourite, a new generation workout.

Maddy Lim didn't stop there. As her program grew internationally and locally, she went on to win the PA Trainer Silver Award 2015 and KpopX Fitness won the best Best Dance Fitness in Shape Magazine's Shape Sports Award 2015. In Singapore, the program stands along international programs, have an astonishing high number of participation. In Sept 2018, Maddy's KpopX Fitness Class has the highest number of signs up amongst all courses/programs in Kreta Ayer Community Centre. A great feat considered she only started running the class for several months only in year 2018.

In 2018, in Johor Bahru, KpopX Fitness is growing rapidly with almost every dance studio embracing the program and Maddy's next focus is to expand the program more in Malaysia and looking to groom more educators in other parts of the world too.