

CAPABILITIES STATEMENT

BODY OPS COACHING LLC

Certified Service-Disabled Veteran-Owned Small Business



Body Ops Coaching LLC delivers live group fitness and wellness instruction to Veteran and military populations, online and on site. Classes are taught in real time by certified instructors, with attendance tracking, monthly de-identified reporting, and documented instructor credentials. Every class is written for mixed-ability groups, with modifications built in rather than requested in advance. All services are non-clinical health education and fitness instruction. They are not medical treatment, physical therapy, or mental health care.

CERTIFICATIONS

Certified by the U.S. Small Business Administration as a **Service-Disabled Veteran-Owned Small Business** and a **Veteran-Owned Small Business**. Certified 10 March 2026, active through 10 March 2029. Verifiable at certify.sba.gov under Unique Entity ID VXV2WZ7YR2L6. Registered and active in the System for Award Management.

CORPORATE DATA

Legal Business Name	Body Ops Coaching LLC
Owner and President	Matt Priess, United States Marine Corps veteran
Address	1359 S 33rd Street, Lincoln, NE 68510
Phone	402-417-4013
Email	matt.bodyops@gmail.com
Website	thebodyops.com
Unique Entity ID	VXV2WZ7YR2L6
Commercial and Government Entity Code	18B04
Business Size	Small business under every registered code
Congressional District	Nebraska-01

NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM CODES

611620	Sports and Recreation Instruction (primary)
713940	Fitness and Recreational Sports Centers
621340	Offices of Physical, Occupational and Speech Therapists, and Audiologists
611430	Professional and Management Development Training
611519	Other Technical and Trade Schools
611699	All Other Miscellaneous Schools and Instruction
621399	Offices of All Other Miscellaneous Health Practitioners
621999	All Other Miscellaneous Ambulatory Health Care Services
812191	Diet and Weight Reducing Centers
541990	All Other Professional, Scientific, and Technical Services

CORE CAPABILITIES

Live online group classes, two-way video. Real-time instruction over two-way video, so the instructor sees participants and can correct form and respond during class. Class types include strength and conditioning, total body circuit training, high intensity interval training, aerobics, functional fitness for adults over 50, range of motion and flexibility, and nutrition and weight management courses. Veterans-only and Women-Veterans-only sessions are scheduled as separate offerings. Day and evening classes, weekdays and weekends. No specialized hardware or proprietary software is required of participants.

On-site group fitness class delivery. Certified instructors delivering scheduled classes at the customer's facility. Equipment setup and breakdown, attendance tracking, and substitute coverage when an instructor is unavailable are included in the class fee, not billed separately.

Instructor and human performance staffing. Credentialed personnel placed at the customer's site or working remotely: group exercise instructors, strength and conditioning coaches, performance specialists, yoga therapists, and nutrition coaches. Credential documentation is provided for each person before their first class. Where a requirement names a credential the standing team does not hold, Body Ops recruits to it and documents it before performance begins.

One-to-one nutrition and lifestyle coaching. Individual, non-clinical coaching on nutrition structure, habit formation, sleep, and recovery, delivered remotely for referred participants. Body Ops manages enrollment, onboarding, delivery, and participant support.

PERFORMANCE COMMITMENTS

Class delivery	100 percent of scheduled classes delivered each month. Missed classes are credited against the invoice.
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Reporting	Monthly de-identified usage reports delivered on schedule, every month.
Platform availability	99 percent or better each month for online delivery.
Instructor qualification	100 percent of instructors certified, with documentation on file before their first class.
Customer response	Inquiries answered within three business days.
Substitute coverage	A qualified substitute is scheduled rather than a class cancelled.

INSTRUCTOR CREDENTIALS

- National Academy of Sports Medicine, Sports Performance Nutritionist
- National Strength and Conditioning Association, Certified Personal Trainer
- EXOS Performance Specialist
- Precision Nutrition Level 1
- Functional Movement Screen Level 1 and Selective Functional Movement Assessment Level 1
- CrossFit Level 2 Trainer
- International Association of Yoga Therapists certified yoga therapist
- Nutrition Coaching Institute certified nutrition coach
- Bachelor's degrees in Exercise Science, Movement Science, Kinesiology, and Human Nutrition Foods and Exercise

Documentation of each instructor's certification is provided at award and refreshed on the schedule the contract requires.

PAST PERFORMANCE AND CAPACITY

- Sixteen years in the fitness and performance industry, nine owning and operating fitness facilities in Lincoln, Nebraska. Body Ops Coaching LLC founded 2021; earlier engagements were delivered by founder Matt Priess through those facilities.
- Prior federal customer: on-site group fitness instruction for Department of Veterans Affairs staff, Lincoln, Nebraska, November 2013 to May 2014.
- Team athletic performance, full competitive rosters: No Coast Women's Roller Derby, 15 to 20 athletes, April 2015 to June 2021, six years with one customer. Lincoln Jr Stars Hockey, 25 to 30 athletes, January 2013 to May 2015. Atlanta Jr Roller Derby, 15 to 20 athletes on site weekly, April 2022 to June 2024.
- Multi-site delivery: youth movement program built and run across seven Lincoln, Nebraska school sites, December 2014 to May 2017.
- Corporate on-site group programs for Union Bank and Trust and B&R Stores, Lincoln, Nebraska.
- Over 5,000 total clients served through group and individual programs. Roughly 60 percent of current clients are Veterans.
- 37 or more classes delivered weekly. 15 or more instructors hired, scheduled, and managed.
- All classes converted to live virtual delivery in 2020 and continued without interruption.

DIFFERENTIATORS

- Veteran-led. Founded and led by a United States Marine Corps veteran, with coaches who choose this population.
- Reliability is priced in, not promised. Missed classes are credited. Late reports are the contractor's problem, not the customer's.
- Low administrative burden. Body Ops manages enrollment, scheduling, credentialing, substitute coverage, and reporting.
- Non-clinical by design. The scope boundary is built into the delivery model, not added as a disclaimer.

COMPLIANCE, PRIVACY, AND RISK CONTROLS

- **Scope of service.** Non-clinical health education and fitness instruction. Not clinical care, not medical treatment, not physical therapy, and not psychotherapy. Classes do not constitute psychological counseling or mental health treatment.
- **Physical safety.** Written standard operating procedures address physical safety during live sessions, for every class type and every ability level.
- **Privacy.** Delivery operates without protected health information. Referrals occur without exchange of protected health or personally identifiable information. Where a contract requires it, Body Ops executes the Business Associate Agreement process.
- **No government system access required.** Delivery is designed to run without network accounts or clinical record system access at the customer.
- **Personnel credentialing.** Where facility or system access is required, Body Ops complies with federal identity credentialing requirements: sponsorship, background investigation and adjudication, and credential issuance.
- **Employment eligibility verification.** Body Ops enrolls in and uses the federal employment eligibility verification system as required.
- **Accessibility.** Body Ops responds to Section 508 information and communication technology accessibility requirements for online delivery.
- **Escalation.** Clinical or urgent medical issues are redirected to the participant's care team or emergency services.
- **Insurance.** Body Ops meets contract-specific insurance requirements and provides certificates of insurance.

POINT OF CONTACT

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1359 S 33rd Street, Lincoln, NE 68510

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