

Direct Competition — Wellness Management

Name	Website	Product-Category	Focus	Tagline	VALUE PROPOSITION (sum of promises / benefits offered; including functional.. emotional and self-expressive benefits.)	WHAT THEY DO (Frame-of-reference: from the audience perspective, what is the biggest challenge they solve for user? sometimes distilled into a "category")	HOW THEY DO IT (the defining thing(s) that the service, product or platform does <u>Differently & Better</u> than anyone else; the "how" that makes them who they are)	PRICING STRUCTURE
Cohere	https://www.cohere.live/	Platform & App	All-In-One Coaching Platform — Coaches, Healers, Teachers, Creators, COnsultants	Simplify Your Online Business. Multiply Your Impact. — The Only Platform You Need To Run Your Service-Based Business	launch, sell, and deliver online services — Only Platform You Need To Run Your Service-Based Business. Create & Launch. Streamline & Deliver. AFFILIATE PARTNERSHIPS.	group courses, 1:1 services, payments, landingpages and websites, memberships, payments, chat & video, community.	Unlimited storage, clients and offers Easy to use High-Vibe Consious Community The Cohere Academy & Accelerator Built-in Video for sessions 1:1 Services and Scheduler Live Group Courses Self- Paced / Ever- green Offers Website Secure Chat Communities Payment and Invoices. PLUS EDUCATION: cohere academy, launch accelerator.	<p>Standard Plan \$83 per month billed annually at \$997 Software only</p> <p>Impact Plus Plan Most Popular \$108 per month billed annually at \$1297 Software & Coaching</p> <p>Accelerate Plan \$166 per month billed annually at \$1997 Expert 1:1 Coaching, Email Marketing Setup, Migration, Access to In-Person Events</p>
Lenus	https://www.lenusehealth.com/	Platform & App	Health & Fitness Coaches, Growth Platform, Coaching Management	Lenus is the partner for growth to the world's best health and fitness coaches.	Get access to all the tools and in-house expertise needed to lift your online coaching business	Dynamic coaching management, Flexible assessment of needs & goals, Swift meal & exercise plan creation, Effective activity & habits tracking, Powerful ways to connect	Your dedicated growth team, Backed by science, experience and expertise. Built for efficiency while enabling tailored coaching ... *Academy: Introducing the world's first education for online coaches*	APPLY for partnership
Virtuagym	https://virtuagym.com/	Platform & App, White label apps, coaching managment, content	Your All-in-One Fitness Software — technology solutions, which empowers BUSINESS, HEALTH PROFESSION ALS and CONSUMERS to create sustainable lifestyle change	The #1 fitness software for businesses and consumers	Boost revenue and retain your members by using our industry-leading fitness software. Personal workout plans and nutrition tracking to help anyone get fit.	for fitness businesses, for corporates, for personal	All-in-One Fitness Software for ... Personal Trainers: Manage, Coach, Grow, Engage , Training schedule, nutrition coaching, fitness coaching app, appointment scheduling, membership management, payment processing, progress tracking, webshop, lead management, online community, challenges/leaderboards, questionirres. + Pro-Content Membership, Custom Mobile App, Video Platform.	Request Your Demo & Pricing

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Ever Fit	https://everfit.io/	Platform & App, White Label	ALL-IN-ONE TRAINING PLATFORM — Personal Training Software for Fitness Professionals	We'll Do the Heavy Lifting to Grow Your Personal Training Business — Keep your clients easily on track with their fitness goals anytime and from anywhere	All the Tools You Need to Coach Your Clients, Build and Deliver Workout Programs in Minutes, Create Habits That Last With Nutrition Coaching, Habit Coaching: Transformation From the Ground Up, Scale Your Fitness Business.	Create Your Custom Fitness App, Custom Onboarding Video for Your New Clients, Design Your Own Splash Screen, Sell your Monthly Subscriptions with our payment solutions.	On-demand Training Solutions Turn your Knowledge into Passive Income with Low-Touch Subscriptions	<p>Starter Individual personal trainers and coaches starting their remote training business.</p> <p>Forever FreeFree Train up to 5 clients</p> <p>—</p> <p>Pro Individual or small teams of fitness professionals looking to build their brand and deliver high-touch training</p> <p>From \$16 /mo Billed Annual 5 clients - \$3.8 / client</p> <p>\$19 5 clients - \$3.8 / client</p> <p>\$29 10 clients - \$2.9 / client</p> <p>...</p> <p>\$220 200 clients - \$1.1 / client</p> <p>\$255 250 clients - \$1.02 / client</p> <p>\$290 300 clients - \$0.97 / client</p> <p>—</p> <p>Studio</p> <p>\$88/mo 50 clients - \$1.75 / client</p> <p>\$113 75 clients - \$1.5 / client</p> <p>\$138 100 clients - \$1.38 / client</p> <p>...</p> <p>\$358</p>

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Nudge Coach	https://nudgecoach.com/	yes		Scale your impact	<ul style="list-style-type: none"> • Scale your impact • Get out of your inbox, and off of that online course platform • Stop chasing client messages all over the internet • Take all the noise of social media out of your coaching group • Accountability is key, spreadsheets are a mess • Nudge is the most engaging way to deliver online coaching programs, right in your own customizable mobile app. No coding. Just coaching. 	<ul style="list-style-type: none"> • create you own coaching app • tracking • goals • cards • messages • goals • sequences • groups 	Manage clients and track progress in one place with \	<p>ANNUALLY</p> <p>Free up to 5 clients \$0</p> <p>—</p> <p>Grow up to 50 clients \$60/mo</p> <p>—</p> <p>Scale up to 100 clients \$999/yr</p> <p>—</p> <p>*White Label optional SSO and more</p> <p>Ask us 12-Month Agreement</p>
Core Health	https://corehealth.global/	Platform & App	Digital Health and Wellness Solutions, for FOR EMPLOYERS, WELLNESS & SERVICE PROVIDERS	Well-being engagement reimaged	Next-level digital health & wellness solutions, advanced wellness platform, Inspiring holistic health engagement & outcomes through technology, Get your wellness expertise in your clients' hands.	CoreHealth's advanced wellness platform is as dynamic as your population. Bring all your wellness programming together on one platform for a unified, seamless experience to drive higher engagement and improved health outcomes. Utilize our suite of optimized solutions designed to support the health journeys of your employees, members, or clients.	Targeted health & well-being assessments, Robust reporting & recommendations, Wellness challenges, Micro-learning programs. Digital coaching tools, Rewards and incentives. Content management.	Book a Demo

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True Coach	https://truecoach.co/	Platform & App	Train Your Clients Online With The #1 Platform Built For Personal Trainers	number one platform for coaches and trainers who want to manage more clients with less admin work	<ul style="list-style-type: none"> • Spend More Time On Coaching Your Clients At Scale • And Less Time On Admin • The All-In-One Platform Built For Fitness Professionals. • Modernize Your Personalized Coaching Business • Connect, Engage, & End Accountability Issues • Effortlessly Track & Measure Client Data • Double Down On Delivery Output & Reclaim Time • Self-Branded Video Exercise Demos 	The All-In-One Platform Built For Fitness Professionals. <ul style="list-style-type: none"> • client engagement • payments • process tracking • program builder • nutrition tracking • team accounts • custom theming • compliance tracking • dashboard 	<ul style="list-style-type: none"> • workout builder • video exercise library • real-time messaging • client management • email notification • progress tracking • program builder • nutrition tracker • team accounts • custom theming • compliance tracking • dashboard 	<p>The Starter Plan \$19.99/month</p> <p>(billed annually 24% SAVING)</p> <p>Up to 5 active clients</p> <p>—</p> <p>The Standard Plan \$52.99/month</p> <p>billed annually</p> <p>17% SAVING Up to 20 active clients TrueCoach Payments</p> <p>—</p> <p>The Pro Plan \$106.99/month</p> <p>billed annually</p> <p>17% SAVING Up to 50 active clients TrueCoach Payments</p>

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Up Coach	https://upcoach.com/	Online Coaching Platform & App	Coaching platform built for coaches by coaches	<ul style="list-style-type: none"> The professional coaching platform to help you deliver transformational results for your clients and team The platform to scale your group, cohort, or 1-on-1 coaching 	<p>EVERYTHING IN ONE-PLACE: COACHING, COURSES, WORKSHEETS & COMMUNITY.</p> <p>All under your own brand. • Easily Build Customized Coaching Programs That Transform Clients Lives (Create to-do's or tasks, Track & Develop Habits, Create Program Templates, Create Program Templates)</p> <ul style="list-style-type: none"> Manage All of Your Clients or Groups In A Single Place (Build & Support Your Community, Create Kanban Engagement Boards, Store Your Clients Documents) Create A Scalable System, So You're Excited To Get More Client (Have a Single Point of Contact, Template Power, Create Custom Reports) Consistently Deliver Remarkable Results With Less Administration And More Satisfied Customers Create your organization now, automate the boring stuff, and focus on what matters. 	<p>Build group coaching programs with agendas, goals, worksheets, community, and client management in one place.</p> <ul style="list-style-type: none"> Courses & training Program builder Agenda & meetings Accountability & encouragement Communication Client management 	<p>COURSES & TRAINING</p> <p>Courses Course automation Interactive worksheets</p> <p>PROGRAM BUILDER</p> <p>1-on-1 programs Group programs Cohort programs Masterminds Sub-programs</p> <p>AGENDAS & MEETINGS</p> <p>Google Calendar Integration Interactive agendas Events calendar</p> <p>ACCOUNTABILITY & ENCOURAGEMENT TOOLS</p> <p>Habit tracker Task management Weekly task planner Smart documents Accountability groups</p> <p>COMMUNICATION</p> <p>Forum & community builder Group chat 1-on-1 chat Admin chat</p> <p>CLIENT MANAGEMENT</p> <p>CRM Reporting & analytics Tasks and habits trackers Client notes section Client engagement tracking Drive Custom client fields Kanban boards</p> <p>BRAND CUSTOMIZATION</p> <p>Brand colors & logo Remove "Powered by upcoach" badge Custom domains</p> <p>ADMIN & INTEGRATION</p> <p>Zapier integration Convertkit integration Public API Storage</p> <p>SUPPORT & TEMPLATES</p> <p>Program templates Agenda templates Business management template</p>	<p>Pro</p> <p>Best for professional coaches and coaching organizations. \$79/month (billed annually = \$948)</p> <p>Add team members (\$29-USD/mo/seat) Unlimited coaching programs Unlimited clients Unlimited courses Brand colors & Logo Weekly task planner Custom domain Support (within 24h on workdays)</p> <p>—</p> <p>Basic</p> <p>Best for professional coaches. \$29/month (billed annually = \$348)</p> <p>Add team members (\$29-USD/mo/seat) Unlimited coaching programs 15 clients Unlimited courses</p>

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Paperbell	https://paperbell.com/	Platform Selling Coaching	Coaching platform for coaches	The Crazy-Simple Way to Sell Your Coaching Online	Turn Your Coaching Skills into Coaching Income	Craft Your Coaching Packages — Craft Your Coaching Packages — Your Clients Pay & Schedule Online	No More Tech Drama: Paperbell Does it All! <ul style="list-style-type: none"> • online payments • Scheduling • offer pages • meeting links • Client Management • contract signing • forms and surveys • client portal • content delivery • group coaching & live classes 	\$47.50 per month, billed yearly (2 months free!) Annual = \$570/yr Scheduling Billing & Payments Group Packages Online Classes Digital Downloads Client Management Automated Messaging File Sharing Contract Signing Client Questionnaires Subscriptions Payment Plans
Quenza	https://quenza.com/	Platform, app, content	Coaching platform of the relationship; engage inspire between sessions	Craft your care, #1 online tool for coaches	Engage clients 10x faster without adjusting your caffeine intake. Scale your coaching practice by engaging your clients on autopilot. Your digital partner.	Engage inspire organize track impress improve.	<ul style="list-style-type: none"> • community • connected, convenient care • Streamline interaction between professionals and clients • Drag and drop your own activities with the activity builder. • Send a fully automated series of activities to your clients with the pathway builder. • Select premade, science-based activities and pathways from the expansion library. • Boost client engagement with the client app. • Track and manage your clients' results. • Save, share and comment on client notes. • Communicate safely with clients and groups. • Coach multiple clients at once with groups. • Keep all your practice documents in one place. • Customize everything with Quenza's white label. 	Lite \$41 / month \$490 / year 15 clients Standard \$74 / month \$890 / year 50 clients MOST POPULAR Unlimited \$124 / month \$1,490 / year 500 clients — Other relevant metrics scaled in each tier of plan: <ul style="list-style-type: none"> • Activities • Pathways • Send credits • activities / month • Expansions • Professional storage • Client storage

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Practice Better	https://practicebetter.io/	Practitioner Platform & App	Practice management for wellness professionals – teams, solo practitioners, new practitioners	powerful practice management software — Manage your practice like a pro.	<ul style="list-style-type: none"> • simpler way of building a practice and managing my clients without burning myself out! • Save hours spent following up with clients to schedule appointments. • Manage your professional recommendations from one secure place. • Automate tasks and cut down on busy work so you can focus on your clients. • Secure, cloud-based practice management designed to save you time and money. • easy to navigate • able to generate my forms and waivers quickly • Fuel Your Growth. Power success for you and your clients. 	<p>PRACTICE MANAGEMENT:</p> <ul style="list-style-type: none"> • Scheduling • Integrations • Charting • Automations • Billing • Protocols • Branding • Reporting <p>CLIENT ENGAGEMENT</p> <ul style="list-style-type: none"> • Client Portal • Group Sessions • Telehealth • Mobile App • Messaging • Journaling • Programs & Courses 	<p>MAKE IT YOUR OWN MOTIVATE AND SUPPORT HERE FOR YOU AND YOUR CLIENTS</p> <ul style="list-style-type: none"> • Accept and track payments with Practice Better Payments • Accept payments with Square® • Secure chat messaging (one-on-one) • Secure chat messaging (group) • Access to thousands of food and supplement products • Nutrition planning • Food + lifestyle journaling • Customizable client view according to their needs and your preferences • Nutrient, water and weight goals + metrics tracking • Fitbit integration for activity and sleep tracking • Fixed date programs • Self paced programs • Email-only programs • Evergreen programs • branding on PDFs, email, portal, personalized URL • integrations 	<p>Starter \$25 CAD/month Free Trial iOS/Android mobile apps 10 clients ...</p> <p>Professional \$59 CAD/month Free Trial Everything in Starter (+) 300 clients ...</p> <p>Plus \$89 CAD/month Free Trial Everything in Professional (+) Unlimited clients ...</p> <p>Team \$145 CAD/month Free Trial Everything in Plus (+) 2 practitioners (up to 100 with add-on) 2 admin users (up to 20 with add-on) ...</p>

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Total Coaching	https://www.totalcoaching.com/	Platform & App	All your FITNESS and COACHING programs delivered directly on your members	Personal Training Software	Coach more clients, with less effort.	<p>TRAINING: Log the fitness activities they do inside or outside the gym. Enter the loads they use during resistance training sessions. Monitor their evolution with graphs and progression bars.</p> <p>NUTRITION: Real-time nutritional analysis of your clients' deficiencies. Group food items and create recipes using the "Fridge feature". Access to foods databases from around the world.</p> <p>COMMUNICAITON: Extremely quick and simple feedback for each done session. All your communication in a single place, thanks to the forum and messaging system. Possibility to build and analyse your own questionnaires such as assessments and interviews</p>	Use our bank of exercises. or Create your own exercises. Build fitness and meal plans online Deliver them to your clients' smartphone Includes a complete training log Includes a 25 000 foods database Includes personal training apps (iOS and Android). Integrate with your website. Save your favorite sessions. Create your own graphs/reports. Put your branding front and centre!	<p>Starter 5 clients 1 trainer \$19 per month</p> <p>— Starter+ 10 clients 1 trainer \$29 per month</p> <p>— Pro 20 clients 3 trainers \$49 per month</p> <p>— Pro+ 50 clients 5 trainers \$69 per month</p> <p>...</p>
Passion.io	https://passion.io/	Platform & App Builder. White label apps for creators	Apps For Coaching Brands Creators Educators	The #1 Mobile App Builder For Creators — Earn More From Courses Content Clients Coaching Customers Courses With Your Own App	Engage Your Users On Your Own Terms — Idea To App—In A Fraction Of The Time And Cost. Everything You Need To Launch And Grow. Unlock New Ways To Monetize And Scale	<p>Create App Builder On-Demand Content Interactive Courses Goal Tracking Quizzes</p> <p>Engage Communities Offline Sync Drip Content Push Notifications Live Streaming</p> <p>Monetize App Monetization Subscriptions Scheduling App Insights Payments</p>	Grow Your Business With An App You Own. Go Live Even Faster. 5-Star Customer Support. Join 11,000 Creators In Passion Academy.	<p>ANNUALY</p> <p>Pro \$97/ mo (Save \$264 / year)</p> <p>Ultimate Most Popular \$239/ mo (Save \$696 / year)</p> <p>Passion Plus *Done for You* Application Only</p> <p>— 3.9% cut on Passion Payments</p>

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Well Tech	https://welltech.com/products/	Fitness Apps Only — similar to future saga personal user.	Individual Apps: for muscle building, fitness, yoga, weight-loss, walking	Health & Fitness Mobile apps				