
HEY COACHY
ELITE COACHING. IN YOUR POCKET. FOR EVERYONE.

#1

Risk factor
for **death** in the US

POOR DIET

is the leading risk factor for death in the US — ahead of smoking.

$192B

PHYSICAL INACTIVITY

drained from the US economy every year in healthcare costs

up to **80%** of chronic diseases like heart disease and Type 2 diabetes are **preventable** through **lifestyle changes**.

Source: The Lancet, Global Burden of Disease Study (2019); IHME, University of Washington)
CDC, "Active People, Healthy Nation" (confirmed by University of Georgia study, 2025)
WHO; peer-reviewed lifestyle-prevention studies

50%

QUIT THE
GYM WITHIN

6 MONTHS



71%

ABANDON
HEALTH APPS
WITHIN

90DAYS

And it's not just people don't try...How many people have we seen going to the gym for years, yet they can't see the result?
Or eating "healthy", yet seeing no real results?



The Holistic Execution Gap



Lack of Personalization



The Motivation Gap

Strain Score

Recovery Score

VO2max

Pulse Ox

HRV

REM

BMR

Sleep Stage



The Comprehension Barrier



$200+/month

Out of reach for 95% of people

The Scalability Paradox



HEY COACHY

ELITE COACHING. IN YOUR POCKET. FOR EVERYONE.

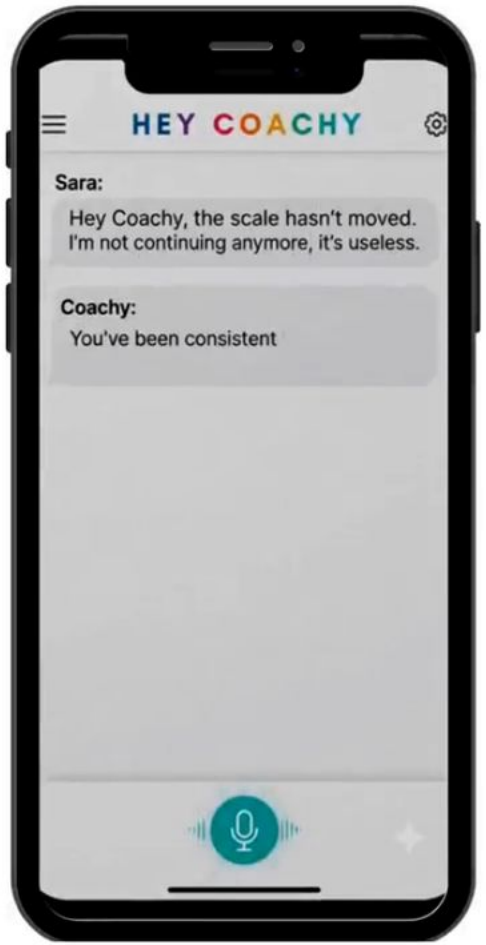
What if the expertise of an Elite Coach could be captured and scaled, and put into the pockets of millions of users for an Affordable price?



Always-On Proactive Engine



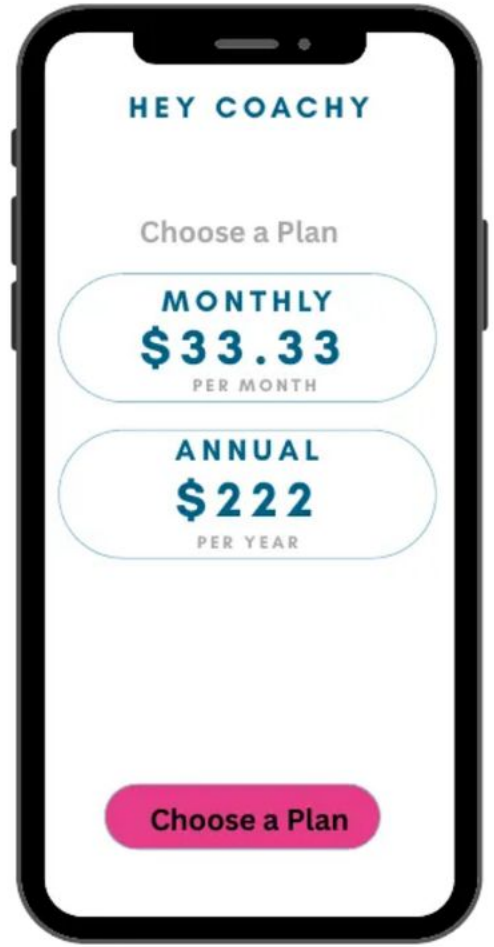
360° Personalization



Behavior-Change Psychology



Device-Agnostic Integration

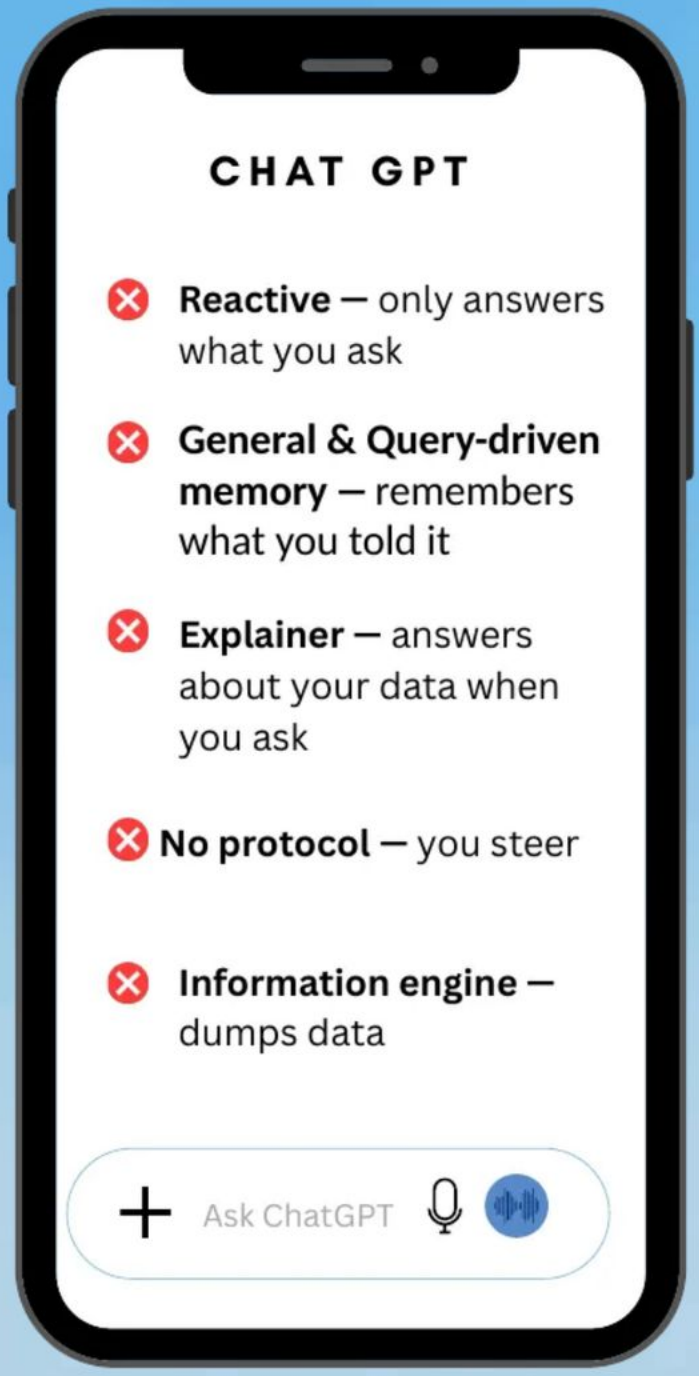


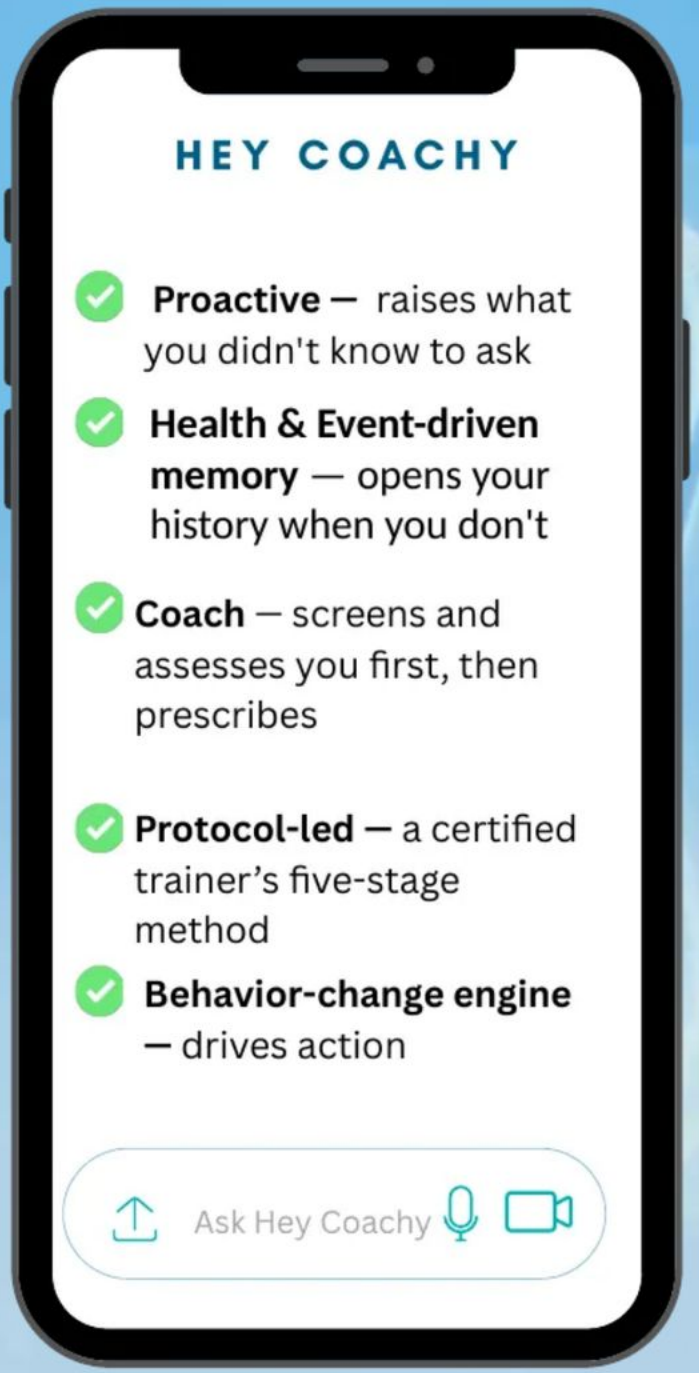
Affordable price for Elite Coach

HEY COACHY

Multimodal Input Voice-First Interaction

WHY NOT JUST USE CHATGPT?





WHY **NOW?**

The Low-Latency Voice AI Revolution

- A new breed of software is possible (10X better)
- Cost to build and distribute collapsing
- voice AI became fast enough to feel truly human

Wearable Ecosystem Has Fully Matured

wearables have evolved from simple step-counters into precise tools and their APIs are now fully open and ready to stream live data.

The Market is Past Data Fatigue

People are tired of staring at sleep graphs and step counts. They don't want more data — they want a layer that tells them "what do I actually do now?"

The Affordability Gap is Wide Open

Elite 360° coaching ($200–400/mo) has always been out of reach for 95% of people. For the first time, we can deliver that quality at $33.33/mo.

CHATGPT HEALTH
Free. Limit: US-only; answers questions, runs no programme.

GOOGLE HEALTH
$9.99/mo. Limit: needs a Fitbit or Pixel Watch; no voice conversation.

APPLE
Limit: AI health coach shelved in 2026; Workout Buddy can't listen.

WHOOP · OURA
Limit: only with their own strap or ring.

THRIVE AI HEALTH
Voice calls, $34.99/mo. Limit: no movement assessment.

VORA
Voice coach, $12.99/mo. Limit: no movement assessment.

NOOM
Limit: tap-and-log curriculum; a telehealth-pharmacy funnel.

GLP-1 DRUGS (INDIRECT)
Limit: half to two-thirds quit within a year.



HEY COACHY runs the whole sequence/protocol:

ASSESS → OBSERVE → DIAGNOSE THE SPECIFIC WEAKNESS → PRESCRIBE AGAINST THAT DIAGNOSIS → BUILD AWARENESS.

WHO WE'RE UP AGAINST?

BUSINESS MODEL

Launch with B2C. Expand into high-value B2B. One product, multiple payers.

B2C

Individual Subscriber

Launch focus: high-ARPU English-speaking markets

First customers: people who train but are stuck, or can't stay consistent

B2B

CORPORATE

Per-employee-per-month enterprise wellness for productivity-focused companies.

INSURERS

Insurers sponsor subscriptions to lower long-term claims through preventive behavior change.

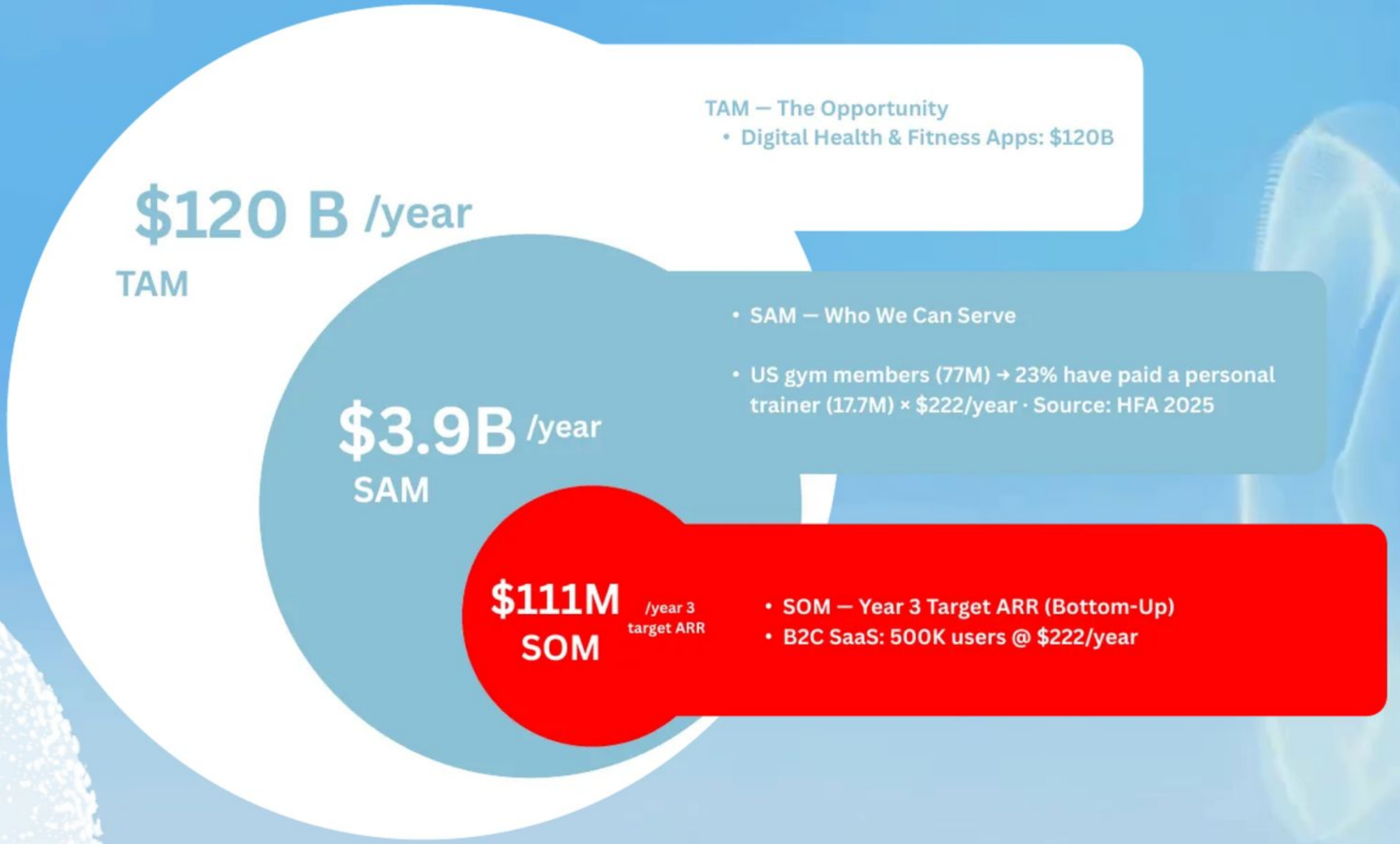
GYMs

Operators use Hey Coachy to fight the 6-month quitting trend and keep members engaged.

SPORT BRANDS

Apparel & equipment partnerships that drive cross-selling and brand reach.

MARKET SIZE

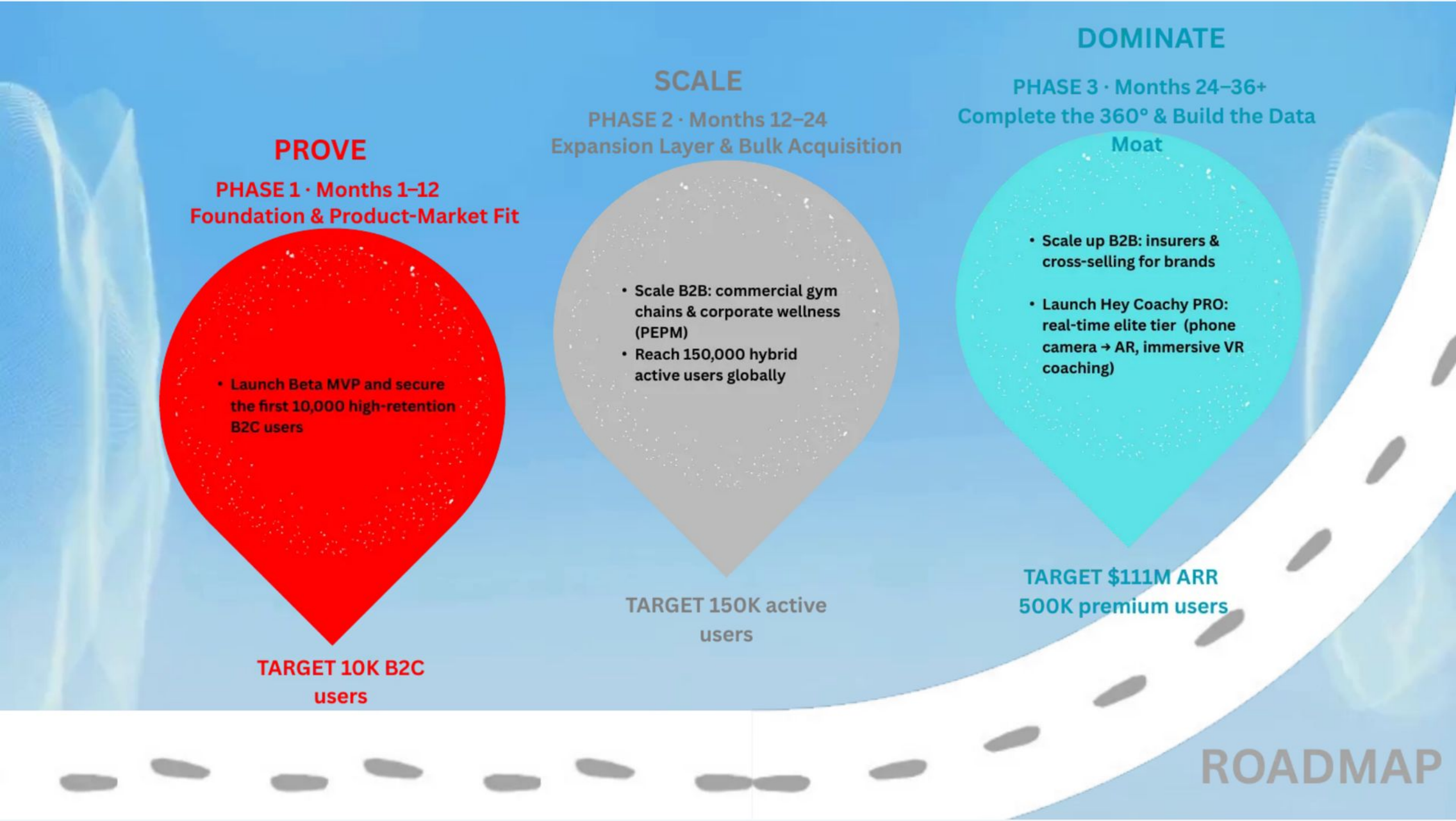

$120 B /year
TAM
TAM — The Opportunity
• Digital Health & Fitness Apps: $120B
$3.9B /year
SAM
• SAM — Who We Can Serve
• US gym members (77M) → 23% have paid a personal trainer (17.7M) × $222/year · Source: HFA 2025
$111M /year 3 target ARR
SOM
• SOM — Year 3 Target ARR (Bottom-Up)
• B2C SaaS: 500K users @ $222/year



INTENT-BASED TARGETING

From Search to Solution: Hooking users instantly with personalized Q&A
Turning high-intent searches into an instant taste of our product!

GO TO MARKET STRATEGY


PROVE
PHASE 1 · Months 1–12
Foundation & Product-Market Fit
• Launch Beta MVP and secure the first 10,000 high-retention B2C users
TARGET 10K B2C users
SCALE
PHASE 2 · Months 12–24
Expansion Layer & Bulk Acquisition
• Scale B2B: commercial gym chains & corporate wellness (PEPM)
• Reach 150,000 hybrid active users globally
TARGET 150K active users
DOMINATE
PHASE 3 · Months 24–36+
Complete the 360° & Build the Data Moat
• Scale up B2B: insurers & cross-selling for brands
• Launch Hey Coachy PRO: real-time elite tier (phone camera → AR, immersive VR coaching)
TARGET $111M ARR
500K premium users
ROADMAP

TRACTION

3

MVP on Web + Android + iOS

private testing · live demo on request

324

waitlist signups

pre-launch, organic

LOI

With SHEMAC Co.

heycoachy.com

WHY US?



Maryam Sinaeenejad

Co-founder & CEO, full-time. ISSA-certified Elite Trainer, Nutritionist & Bodybuilding Specialist. Hands-on client coaching, Engineering Background.



Payam Cheshmehkani

Non-executive co-founder. Engineering Manager, 10+ years. Hands-on sports coaching.

HEY COACHY

ELITE COACHING.

IN YOUR POCKET.

FOR EVERYONE.

Q & A

DON'T TAKE OUR WORD FOR IT. ,MENTORS & INVESTORS ON HEY COACHY — RECORDED LIVE!

"I WOULD LOVE TO CONTINUE TO HEAR MORE ABOUT IT ... I THINK IT'S **UNIQUE.**"

"I LOVE THE WAY IT LOOKS — AND I LOVE THE IDEA."



Bob Upham

ex-Yahoo · ex-Visa · ex-Antler — Asesoria Partners, San Francisco