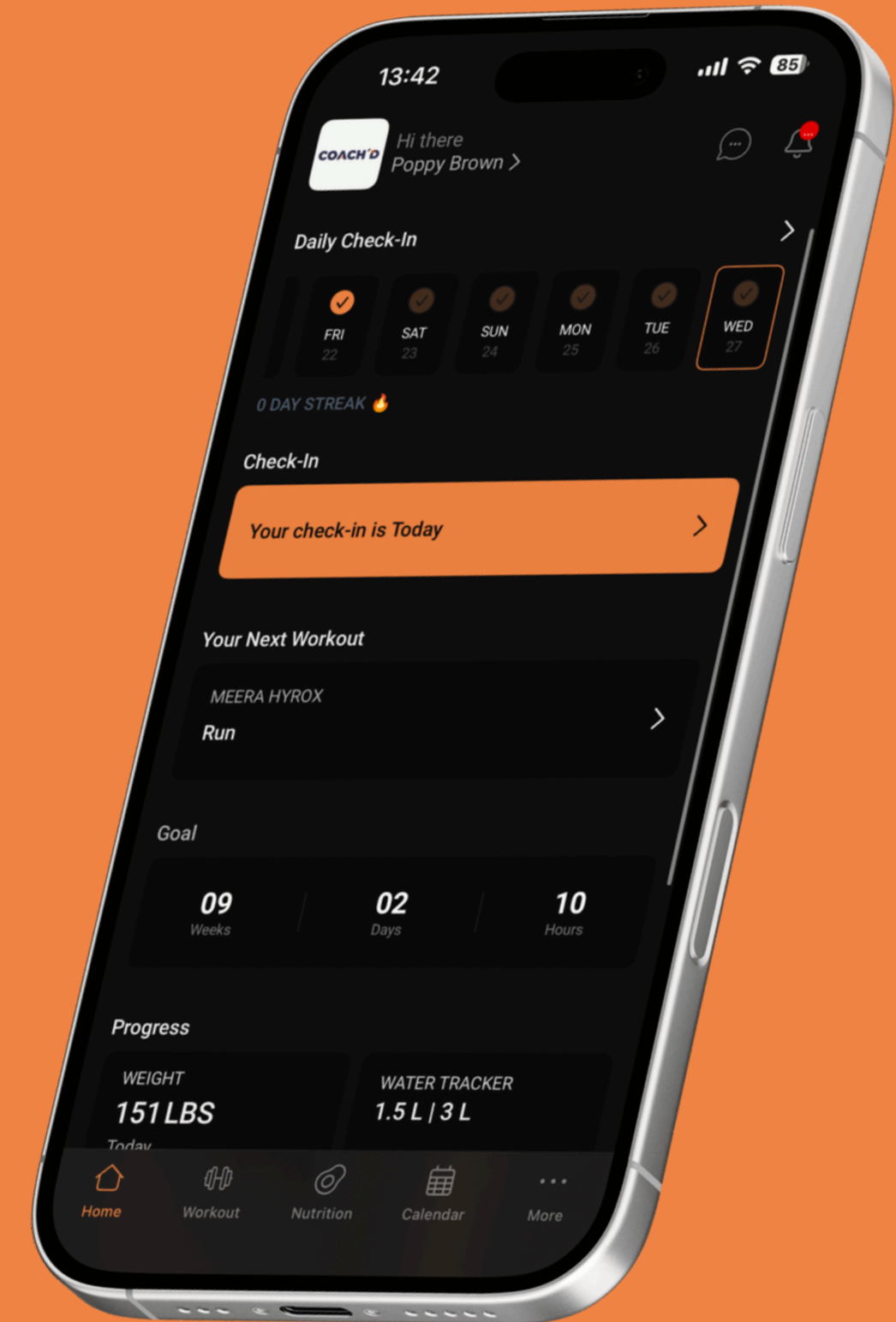




Investing in your peoples health

A partnership proposal to bring expert health & fitness coaching to every employee.



Our story

Built by coaches, Driven by belief

COACH'D was founded by a personal trainer and online coach who saw the same pattern over and over — people who wanted expert support but couldn't justify the cost on their own.

The belief behind COACH'D is simple: great coaching shouldn't be a luxury. By bringing it into the workplace, we can reach the people who need it most — and make it something every employee can actually benefit from.

“Great
coaching
shouldn't be
a luxury.”

We're here to change that.

The Challenge

UK workplace health is under pressure – and employees are feeling it.

150M

Sick days taken
across UK in 2024

£100B

Estimated cost to
UK businesses

40%+

Employees feel
unhealthy at work

Lack of community and connection within the workplace

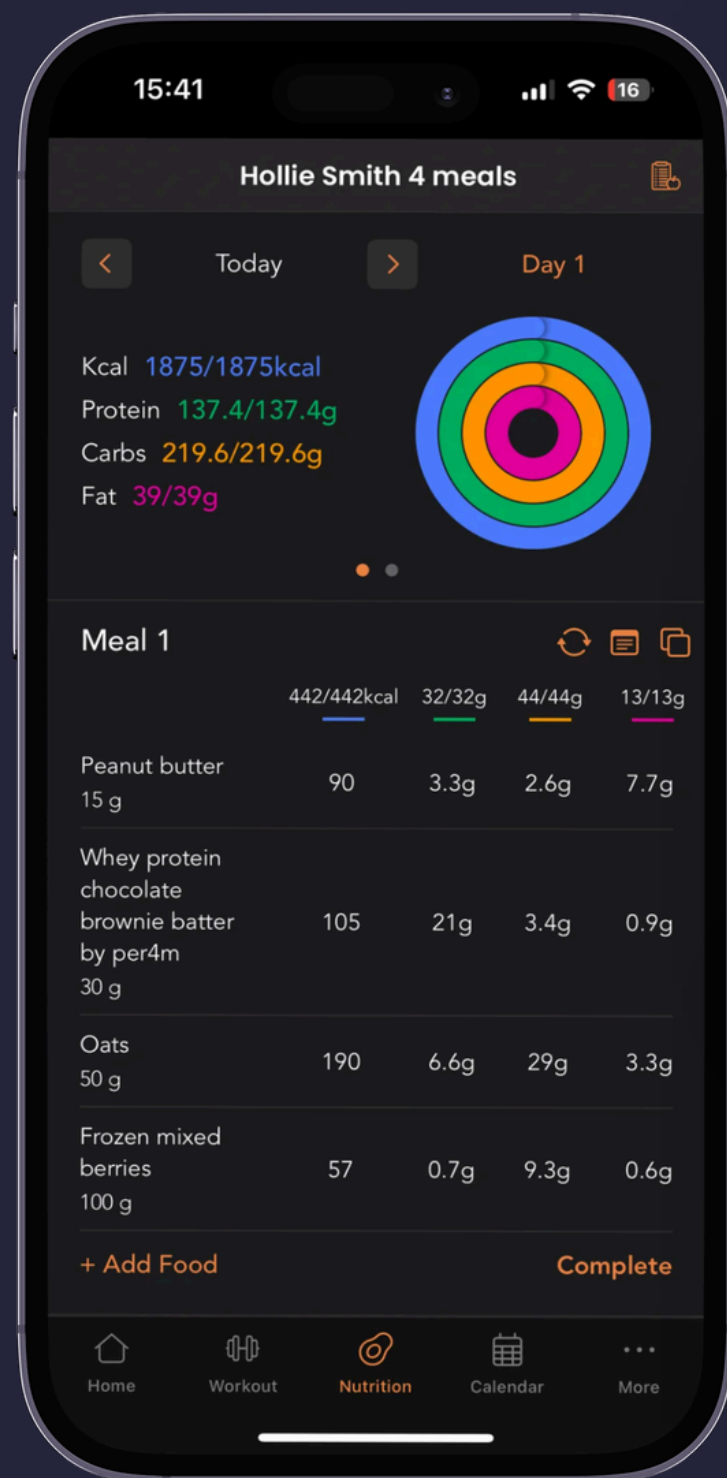
Employee benefits that go unused and fail to add real day-to-day value

1-1 personal training or online coaching is expensive on the open market

Overwhelming health information that isn't tailored to the individual

The Solution

COACH'D gives every employee their own expert health coach — and a full wellness ecosystem.



Dedicated Personal Coach

Every employee gets a specialist coach aligned to their goals

Personalised Workout Plans

Tailored programmes updated bi-weekly based on progress

Custom Nutrition Plans

Practical, sustainable eating plans designed around real life

Company Community Hub

Group chats, competitions and peer support

Weekly Webinars

Time management, posture, guest speakers, women's & men's health

Progress Tracking

Steps, weight, water, optional progress pictures and daily accountability habits

What's Inside the COACH'D World

Unlimited direct messaging with your dedicated specialist coach

Personalised workout & nutrition plans, updated bi-weekly

Bi-weekly check-ins – your coach reviews progress & adjusts support

Daily accountability habits: steps, water, daylight exposure, weight tracking

Support reducing unhelpful habits (smoking, excessive alcohol)

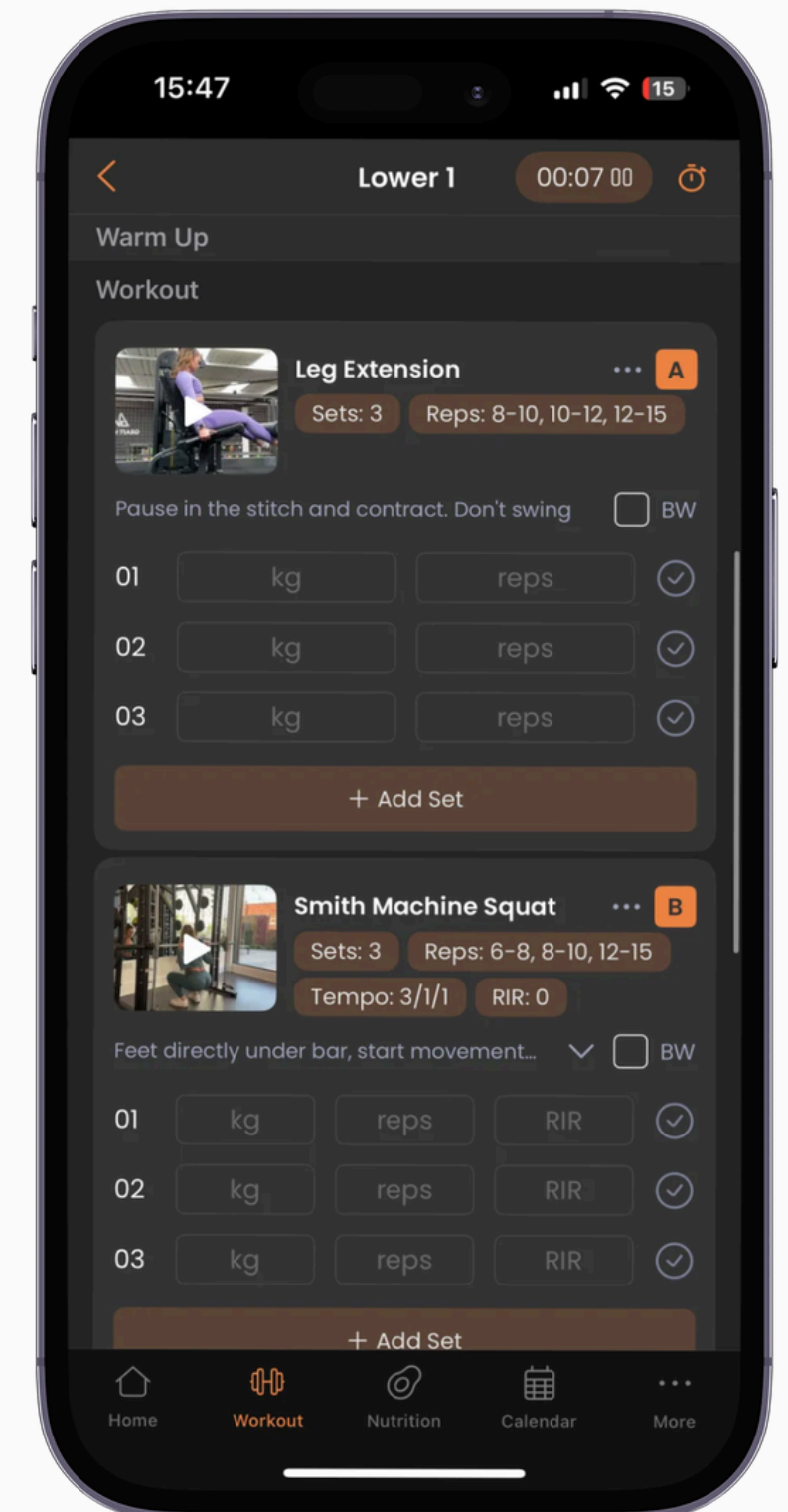
Weekly webinars on time management, posture, guest speakers & more

Educational video library: menstrual health, recipe books, gym confidence

Various group chats – parents, women's only, men's only & more

Company-wide competitions

The COACH'D universe comes to you – no extra effort required



Why COACH'D works where others don't

Gym membership

Generic App

COACH'D

Dedicated coach

✗

✗

✓

Personalised Plan

✗

~

✓

Nutrition support

✗

~

✓

Accountability Check-ins

✗

✗

✓

Works around any schedule

✓

✓

✓

Measurable employee results

✗

✗

✓

Team Building

✗

✗

✓

Getting Started is Simple

We handle everything – all we need from you is a list.

01

Share your team list

Send us an Excel sheet with employee names and email addresses. That's all we need to get started.

02

Employees get invited

Every employee receives a personal email invitation to download and access the COACH'D app.

03

They complete a consultation

Each employee fills in a short form covering their goals, lifestyle, experience, and any barriers.

04

Coaching begins

Their dedicated coach builds a personalised plan and support starts from day one.

No IT setup required. No disruption to your team.

The Impact on Companies

Measurable, meaningful improvements across your business.

Fewer Sick Days

Healthier employees take less time off, directly reducing costs and disruption.

Increased Productivity

Employees with better health and confidence perform at a higher level, every day.

Stronger Culture

Community features build bonds and shared goals across your teams.

Attract & Retain Talent

A stand-out benefit that helps you recruit and keep the best people.

Better Morale

Employees who feel supported are engaged, loyal and more positive at work.

Employees Who Stay

People who feel invested in stay longer – reducing costly staff turnover.