HEALTH AND FITNESS, UNIFIED

MyBodyShield

Workouts, training plans, nutrition, body metrics, recovery and coaching in one record built around your goals.

TRAINING · NUTRITION · RECOVERY · COACHING · CONSENT-SCOPED



Pre-launch. Waitlist open ahead of the 2026 launch. A fitness and wellness platform, not a medical service.

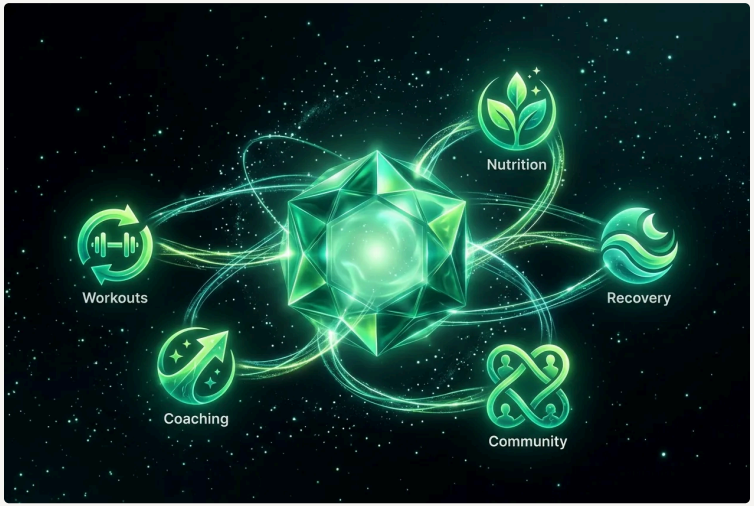
01

The short version

MyBodyShield is one place for everything you train, eat, measure and recover from, so the whole picture finally lines up.

THE PROMISE

Your health record stays yours. Private by default, shared one category at a time, revocable, and exportable in full whenever you ask.



01

Why one record

Most people who want to get fitter end up running four or five apps at once: a workout logger, a calorie counter, a sleep tracker, a notes app for measurements, and a chat thread with a coach who cannot actually see any of it. The numbers never reconcile, the advice stays generic, and motivation leaks out through the gaps between the tools.

MyBodyShield puts training, nutrition, body measurements, recovery and coaching into a single connected record. You set a goal, build a multi-week programme around it, log your sets as you train, log meals against calorie and macro targets, record sleep and a readiness score, and watch trend lines build from what you actually did. When you want a professional involved, you open a coaching relationship and choose, category by category, what they can see.

MyBodyShield is pre-launch and in waitlist mode ahead of a 2026 launch. Everything in this catalogue describes what the platform is built to do and is explicit about what is shipped, what is partial and what is still planned. There are no members, results or outcomes to report yet, and none are implied.

01 In numbers

1

One connected record

Training, nutrition, body metrics, recovery and coaching share a single model instead of five apps that never reconcile.

3

Independent sharing switches

A coach sees your workouts, your body metrics and your nutrition only where you switched that specific category on.

BYOK

Your own AI key

AI features run on the provider key or subscription you supply. Model usage is not resold inside the plan price.

2026

Launch year

The product is in waitlist mode today. Capabilities are labelled shipped, partial or planned throughout.

02 Who it is for

Everyday members

You want one home for workouts, meals, measurements and recovery, built around your goal rather than a template someone else designed.

Beginners who have bounced off fitness apps

You need a starting plan that respects your level, your equipment and the number of days a week you can realistically train, plus logging fast enough that you keep doing it.

Serious and returning athletes

You want periodised programming with build, peak and deload phases, set-by-set logging, personal records and a training history you can actually interrogate.

Coaches and personal trainers

You program against real logged data instead of vague check-ins, review shared sessions, leave feedback in the session thread, and never have to ask a client for screenshots again.

Nutritionists and dietitians

You author calorie and macro targets from a member's goals and body trends, and correct or remove mis-logged meals, without being handed access to their training programming.

Studios, gyms and coaching practices

You run the whole roster from one governed workspace: member groups, role-scoped coach and admin seats, billing and seats in one place, and broadcast to everyone at once.

Corporate wellness programmes

You offer a private, governed health benefit with single sign-on, isolation between organisations and an audit trail, without asking employees to trust a consumer app with their health data.

03 What breaks today

None of the problems below are exotic. They are the ordinary reasons people stop training, coaches waste their evenings, and health data ends up somewhere nobody can reach it.

Your training and your food live in different apps

Nothing lines up. You cannot see whether a stalled month was a training problem or an eating problem, because the two histories never meet.

- Programmes, sessions, meals, macros, measurements and recovery entries all hang off one member record, so a change in one area shows up next to the others.

Nutrition tracking feels like a second job

Logging is tedious, so people quit within a fortnight and the calorie target they set becomes theoretical.

- Meals log in seconds with type, servings, calories and macros, with a barcode scan and food search, favourites for fast re-logging, and a running daily total against your active plan.

Recovery is ignored until it becomes an injury

People train through a run of bad nights, dig a hole, and blame their willpower when progress stops.

- Sleep hours, a self-reported readiness score, soreness, stress and mood are logged as first-class data, and a plain-language guidance card reads them to suggest push, lighten or rest.

Coaching runs on screenshots and spreadsheets

The coach spends the first half of every review reconstructing the last three weeks from whatever the client remembered to send.

- A coaching relationship connects coach and member on the same live record. Shared sessions, metrics and meal logs are already there, and feedback goes in the session's own discussion thread.

03 What breaks today, continued

Sharing with a coach is all or nothing

To get help with your lifting you hand over your weight, your food diary and your sleep as well, with no way to take any of it back.

- Workouts, body metrics and nutrition are three independent switches on the relationship. Turn on what you mean to share, leave the rest off, and end the relationship to stop the share.

Your history is locked inside whichever app you picked

Switching tools means abandoning years of training and body data, so people stay on products they have outgrown.

- One action exports your entire record as CSV or JSON, with optional date and category filters, so your history moves when you do.

Progress is invisible on the days it matters most

The scale is noisy day to day, so a good month feels like a flat week and people stop before the trend shows up.

- Measurements become trend lines with average and range stats, personal records are flagged on the set that earned them, and goal meters climb as you update them.

Getting real recovery data means buying hardware

A strap, a bike or a watch becomes the price of entry, and the data it produces stays inside that vendor's app.

- Everything can be logged by hand from any browser, and readings from the phone's own health store can be brought in as device-sourced recovery logs and body metrics.

04 What you get

The product is built from a small number of parts that all reference the same member. Nothing here is a separate app bolted on later.

GOALS

Typed goals with a baseline and a target

Lose fat, build strength, run further or simply move more, each with a baseline, a current value, a target, a unit and a target date, running from active to achieved. Goals are what the rest of the platform reads from.

PROGRAMMES

Multi-week, periodised training plans

A programme carries its goal type, fitness level, phase (build, peak, deload or maintenance), number of weeks and days per week, plus an optional owning coach. You activate it, train against it, complete it and set up the next block.

WORKOUTS

Workouts, exercises and live sessions

Each workout sits inside a programme with a type, day, week number and an ordered exercise list. Every exercise carries muscle group, target sets, reps, rest, load and form notes. Sessions record what actually happened, set by set.

NUTRITION

Calorie and macro plans with a fast meal diary

A nutrition plan sets calorie, protein, carbohydrate and fat targets over a date range. Meals log with type, servings and macros, can be marked favourite, and roll up into a daily total measured against the active plan.

BODY

Measurements that become trend lines

Weight, body composition, key measurements and resting heart rate, each with a value, unit, the time it was measured, optional notes and an optional progress photo, charted with average and range statistics.

04 What you get, continued

RECOVERY

Sleep, readiness, soreness, stress and mood

Recovery entries capture sleep hours and a normalised score for readiness, soreness, stress or mood, so the plan can be argued with on the days your body disagrees with the calendar.

COACHING

Consent-scoped coaching relationships

A relationship links a coach and a member with a specialty, a status running pending to active to ended, and three sharing switches. Feedback lives in the shared session's own discussion thread.

GOVERNANCE

Roles, audit trail and workspace isolation

Five product roles are seeded into every workspace, every consequential action is recorded with actor and target, and each workspace is strictly isolated from every other one.

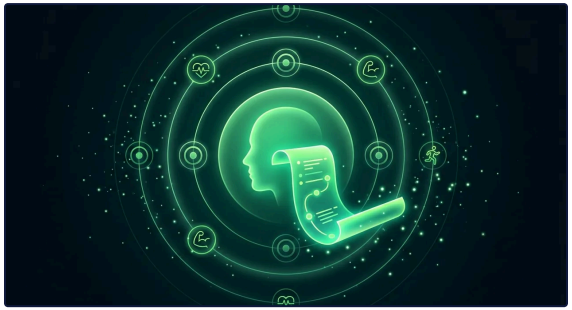
PORTABILITY

Full-record export on demand

A single export produces your complete history across training, nutrition, metrics, recovery and goals as CSV or JSON, with optional date and category filters.

05 Put to work

Sixteen concrete situations, written as scenarios rather than case studies. MyBodyShield is pre-launch, so no real member, coach or result appears anywhere below.

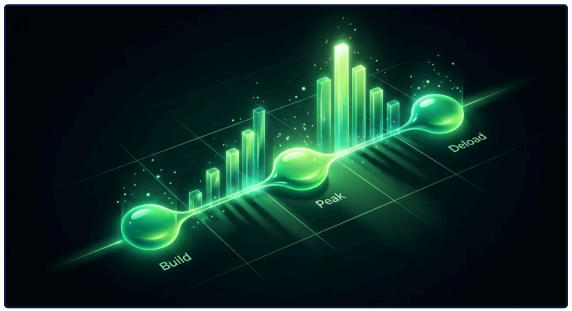


NEW MEMBER

Start with a plan that fits your life, not a template

Getting started captures the things that actually matter: your goal, a training programme set to your fitness level and phase, how many days a week you can realistically train, your daily calorie and macro targets, and your starting measurements. Every other part of the product reads from that profile.

- **The plan fits your week from day one, so following it is a decision you make once rather than every morning.**



GOAL-FOCUSED MEMBER

Train a structured block instead of a pile of workouts

You build a multi-week programme aligned to your goal, set its phase to build, peak, deload or maintenance, lay out its workouts week by week and day by day, then activate it as your live plan. When the block is done you complete it and set up the next phase.

- **Scattered effort turns into a path with a beginning, a middle and a deliberate step down before the next push.**

05 Put to work, continued



HOME EXERCISER

Carry the same session plan to any room or gym

You build each workout from its exercises, giving every movement its muscle group, target sets, reps, load, rest seconds and any form cues worth remembering. When it is time to train you start a live session tied to the programme and log actual sets against those targets.

- **A pair of dumbbells in a living room and a fully kitted gym run the same plan, and both land in the same history.**



CONSISTENT TRAINER

Never lose a session, or the numbers you beat last time

Starting a live session takes a tap. Strength work logs as sets, reps and weights, cardio as distance and time, and a set can be flagged a personal record when it beats a best. Every session lands in a complete history with its total volume.

- **The record that drives your progress is built as a by-product of training, not as homework afterwards.**

05

Put to work, continued



DATA-DRIVEN MEMBER

See the trend the daily scale reading hides

You record weight, a body-fat estimate, key measurements and resting heart rate, optionally with a progress photo. Those points become a trend line with average and range statistics, surfaced on your dashboard next to your training.

- **You judge a programme on its trend rather than on the number that happened to appear this morning.**



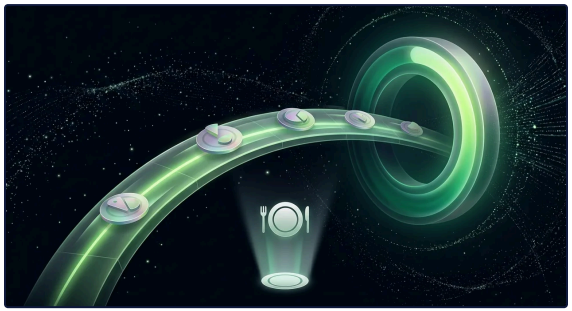
NUTRITION-FOCUSED MEMBER

Set targets your training actually agrees with

You create a nutrition plan and set its calorie and macronutrient targets for your goal over a date range, then edit them whenever your weight or your goal shifts. Because nutrition and training sit in one record, you can see both moving together.

- **Eating becomes a target you steer toward rather than a rulebook you eventually break.**

05 Put to work, continued

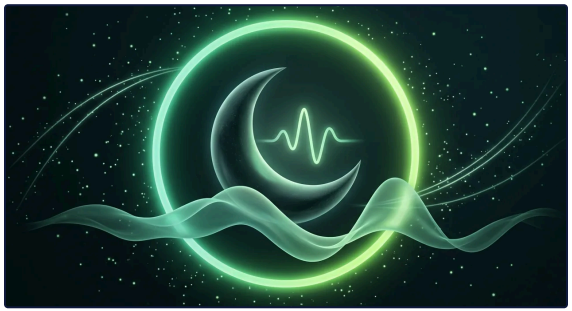


BUSY MEMBER

Log a meal in seconds and adjust before dinner

A meal logs with its type, servings, calories and macros. You can scan or type a barcode and pull the numbers from the food database, or enter a custom food by hand. As the day fills in you see exactly where you stand against your targets, and a filterable history keeps everything you logged.

- **You find out you have protein to spare at lunchtime instead of at midnight.**



RECOVERY-AWARE MEMBER

Know which days to push and which to back off

You log sleep hours and quality plus a daily readiness score, along with soreness, stress and mood. A deterministic guidance card reads your latest readiness, sleep and recent perceived exertion and recommends proceeding, lightening the session, or resting.

- **The decision to take an easy day stops being a guilty guess and becomes a reading you can point at.**

05 Put to work, continued

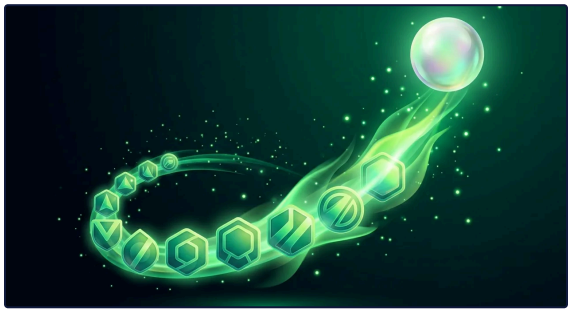


WHOLE-PERSON MEMBER

Keep mood and stress in the same picture as training

Quick mood and stress check-ins log as recovery entries alongside sleep and readiness, building an honest picture of how your mental state tracks with your training over weeks rather than days.

- **A good week stops being mysterious, because you can see the conditions that produced it.**



MOTIVATION SEEKER

Make the wins you earned impossible to miss

The moments worth marking come straight out of your own logs: flag a set as a personal record when it beats a best, watch a goal's progress meter climb as you update it, and mark the goal achieved when it reaches its target.

- **Recognition is tied to something you actually did, which is the only kind that survives a bad week.**

05 Put to work, continued

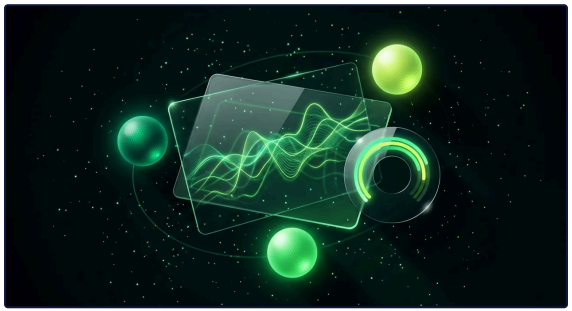


COACH

Coach on live data, inside the boundary the client set

You create a coaching relationship with a member and its share toggles define exactly what is shared. Once accepted you see only those categories, review shared sessions, and leave feedback in each session's discussion thread. The relationship can be paused or ended, and ending it stops the share.

- **Guidance is grounded in what actually happened, and access never quietly exceeds what the member agreed to.**



ANALYTICAL MEMBER

Answer why progress stalled, not just that it did

Your dashboard pulls the headline numbers together: active programmes, sessions this week, goal progress, latest weight, recovery readiness and today's macros. From there you drill into body-composition charts, sleep and readiness trends and goal meters, and export a copy of the underlying data whenever you want.

- **Plan changes are made from evidence rather than from whichever theory you read most recently.**

05 Put to work, continued



PRIVACY-CONSCIOUS MEMBER

Answer who can see my health data, at any moment

Your data is private by default. A coaching relationship's three switches decide what a coach can see, the relationship card spells it out, and ending the relationship revokes it. Every consequential action is checked against your role and lands in an audit trail with actor and target.

- **The question of who can see your record has a specific answer, and so does the question of who has.**



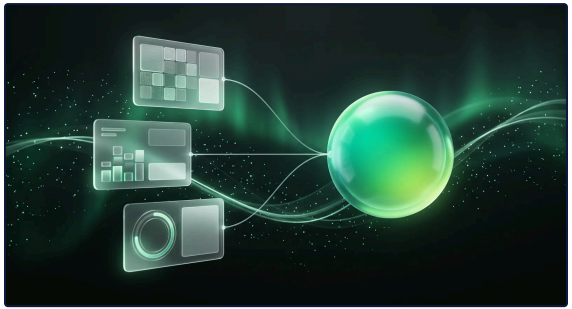
STUDIO OPERATOR

Run a studio or wellness programme in one governed place

Members organise into groups with group-based permissions, roles keep coaches and admins scoped to exactly the access they need, billing, seats and pooled quotas sit in one place, and workspace-level announcements broadcast programme news to everyone at once.

- **An operator gets governance, isolation and billing without building any of it, and deeper programme-management surfaces are on the roadmap.**

05 Put to work, continued

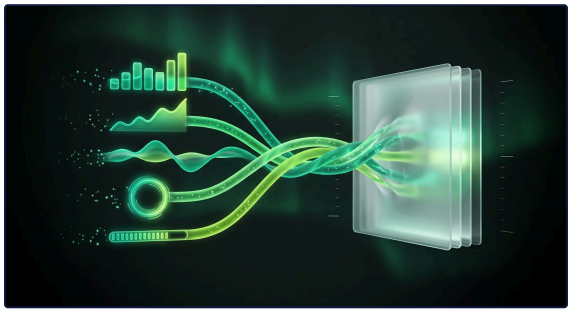


SELF-COACHED MEMBER

Ask about the session already open on your screen

The assistant travels with the app rather than living on its own page, and fifteen screens hand it the record you have open: a programme, a live session, a nutrition plan, a goal, a measurement, a recovery entry or a coaching relationship. Asking why this feels heavier than last week resolves against that session.

- **Questions about this and here stop being ambiguous, and reads stay inside exactly the permissions you already have.**



PERSONAL TRAINER

Walk into a review with the picture already assembled

A fixed review sequence pulls a consented member's recent sessions, then body-metric trends, then recovery entries, then macros against the active plan's targets, then goal progress, and only then reaches the adjustment step. The same order is published as a guided workflow an AI client can run before the session.

- **The conversation starts at what should change rather than at let me find your numbers, with a human still drawing the conclusion.**

06

Built AI-native



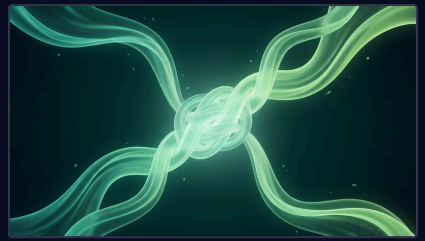
AI that starts inside your record, bounded by the sharing rules you already set

Most fitness products treat AI as a chat box beside the tracker. It has no idea which programme you are running, so it asks you to describe data you already logged, and any answer it gives is only as good as your summary of yourself. MyBodyShield takes the opposite position: because training, nutrition, body metrics, recovery and coaching already share one model, an assistant that can read that model starts with the whole week rather than one app's slice of it.

The boundary is decided below the AI, not inside it. Every member-scoped read either belongs to the calling member or is a consented coach's view, meaning an active relationship where that member switched on the specific category being read. Anything else is answered as if the record does not exist, so an unauthorised caller cannot even learn that it does. The assistant, the agent tools and the screens all traverse the same layer, which is why an AI surface cannot be the thing that widens the boundary.

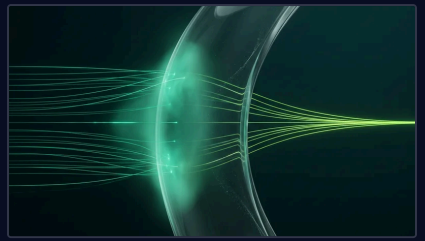
What ships today is the reading half. The assistant is mounted on every screen and knows the record you have open, and the product's actions are published as tools for whichever AI client you already use, working your account under your own permissions. The judgement half is deliberately not claimed: next-session recommendations, automatic nutrition retuning and written progress narratives are specified, not built. That distinction is held consistently through this catalogue.

06 Four principles behind it



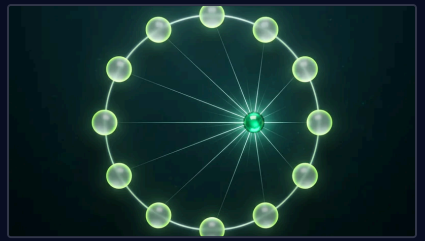
One record for the whole person

Programmes, workouts, sets, meals, macros, weight, sleep and coach sharing sit in one place, so an answer about your week does not have to be stitched together from four exports.



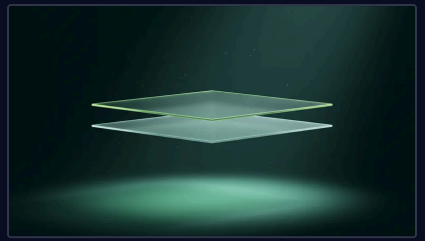
Your sharing rules bind the AI

You choose what a coach sees across workouts, nutrition and body metrics as three separate switches. The assistant and any agent you connect are held to exactly those choices, checked on every read rather than once at login.



Anything you can do, an agent can do

Starting a session, logging a set, recording a weight, logging a meal or moving a goal are all callable by an AI client working as you, under the same permission checks and the same plan limits as a tap.



Advice you approve, never autopilot

Suggestions are yours or your coach's to accept. The product's AI terms state it is general fitness information rather than medical, dietetic or clinical advice, and that your data never trains a model.

06 What the AI can actually do

An assistant on every screen

The assistant floats over the dashboard, a live session, your macros, your trends and your coaching rather than living on its own page.

Shipped. You never leave what you are doing to ask a question about it.

It knows the record you have open

Fifteen screens attach what you are looking at, whether that is a programme, a session, a meal plan, a goal, a measurement, a recovery log or a coaching relationship.

Shipped. This and here resolve against a specific record, with no ids, dates or copy-paste.

The day's macros, already totalled

Calories, protein, carbohydrate and fat for a day come back totalled against the active plan's targets.

Shipped. One authoritative number, so the assistant can never disagree with your own screen.

Your personal record on any lift

The best-ever set on a named exercise, ranked by weight with reps as the tie-breaker, or by reps alone for bodyweight work.

Shipped. The same figure that drives your personal-record flags, and only ever your own lifts.

History across every domain, in one shape

Sessions and sets, weight and composition by measurement type, recovery entries by signal, meals by plan and slot, and goals all read back in a consistent, pageable history.

Shipped. A question spanning your training and your sleep does not need four different lookups.

Push, lighten or rest guidance

A deterministic card combines your latest readiness score, sleep hours and average perceived exertion across recent sessions into a plain-language recommendation.

Partial. The card ships; wiring that signal to advance a programme into its deload phase automatically does not.

Thirty-five tools for your own AI client

Programmes, workouts, sessions and set logging, goals, meal plans, meals, daily macros, body metrics, recovery entries and coaching are all callable over the Model Context Protocol.

Shipped. Connect the AI client you already use once, and it works your account under your login.

Two guided agent workflows

One walks programme design from building the programme through adding workouts and exercises to pairing a macro plan and activating it. The other walks a coaching review across training, body, recovery, macros, goals and adjustment.

Shipped. Your agent follows the order a good coach would, without step-by-step prompting.

06 What the AI can actually do, continued

Confirmation before destructive tools

Archiving a programme and creating or changing a coaching relationship announce themselves as destructive so your AI client stops and asks first.

Partial. Coverage is not complete; deleting a meal log is not flagged yet.

Cross-domain review sequence

The coaching briefing pulls a consented member's sessions, body trend, recovery entries, macros against target and goal progress in a fixed order before any adjustment step.

Shipped as gathering. The judgement layer on top is deliberately not claimed.

Computed trends and consistency

Strength curves, weekly consistency, total training volume and the relationship between body composition and macro adherence.

Planned. These are drawn in the browser today; computing them centrally so an AI answer cites one agreed number is not built.

Next session, with a reason

Reading history, weight trend and recovery signals to say which workout fits today and when to add load.

Planned. Designed and specified, with nothing behind it built yet. Every recommendation will have to cite the entries it came from.

Nutrition targets that follow the trend

Moving calorie and macro targets as your weight trends, proposing a new target and waiting for you or your coach to accept it.

Planned. Today plans are set and edited by hand and nothing recalculates them.

Written progress narrative

A plain-language read of adherence, strength progression, body trend and recovery pattern, each statement pointing back at the entries behind it.

Planned. The raw material is captured and queryable; the aggregation and prose layers are not built.

Deeper fitness vocabulary

A product-specific grounding guide for deload weeks, macro splits, readiness scores and the rest of the training vocabulary.

Planned. Until it lands the assistant is stronger on navigation and product questions than on deep domain reasoning.

A daily AI allowance on your own key

A per-day allowance with tier limits, a hard ceiling, warnings before it and a cap on parallel jobs, treated as health-sensitive.

Partial. The quota is defined and the add-on priced; it is not yet being counted against AI usage.

06 And what keeps it in bounds

Consent is checked in the data layer, on every read

A read is honoured only when it belongs to the calling member, or when an active coaching relationship has the matching category switched on. The check runs on every request, not once at login.

Denial does not leak existence

An unauthorised read answers as if the record does not exist rather than as forbidden, so a workspace member cannot confirm that another member's record is even there.

Permission enforced before the request lands

Every operation carries an access directive that the API edge evaluates before the request reaches product data, and it fails closed. An AI caller gets exactly what a browser gets, never more.

Health values encrypted at rest

Measurements and their units, recovery scores, hours slept, and the free text written against a measurement, session, recovery entry, nutrition plan or goal are stored as authenticated ciphertext and decrypted only for a caller who already passed the access check.

Health fields stripped from the audit log

Every mutation is recorded, but weight, body fat, resting heart rate, sleep hours, recovery and readiness scores, mood, stress, soreness, macro targets and consumed macros, goal baselines and targets, perceived exertion and notes are removed by field name before the entry is written.

Destructive tools must be confirmed

Agent tools that remove or alter records require an explicit confirmation flag before they execute. Coverage across every write is still being completed and is described as partial rather than done.

06 And what keeps it in bounds, continued

Bring your own key, no resold inference

You supply the provider key or subscription. AI model usage is not bundled into plan prices, which keeps the provider relationship, and the billing for it, yours.

Never used to train a model

The AI terms commit that prompts, completions, training and meal logs, body and recovery data and coaching data are never used to train, fine-tune or evaluate a generally available model. The terms are written; the public policy page is not yet live.

Assistive by charter, human in the loop

The AI terms require a qualified human in the loop for anything touching training, nutrition, recovery or health, and state plainly that output is general fitness information rather than medical or dietetic advice.

Metered like every other action

AI operations are defined against a daily allowance with tier limits, warnings before the ceiling and a cap on concurrent jobs, using the same quota machinery that already governs sessions, meals and body metrics.

One boundary, every surface

The assistant, the agent tools and the screens all traverse the same access layer, so there is no side channel and no second copy of your record for AI to read from.

Quality gates before guidance ships

The product's own bar requires a test set for recommendation quality and safety, plus a consent flow covering AI processing separately from coach sharing. Neither exists yet, and the guidance layer is not shipping before they do.

06 Reachable from, and in numbers

REACHABLE FROM

- The in-app assistant, mounted on every screen from dashboard to coaching
- Page context from fifteen screens, so a question inherits the record you have open
- A Model Context Protocol connection for whichever AI client you already use
- Thirty-five agent tools spanning programmes, sessions, sets, goals, meals, macros, metrics, recovery and coaching
- A guided programme-design workflow an agent can run end to end
- A guided coaching-review workflow that gathers the briefing in a fixed order
- Push, lighten or rest guidance cards surfaced from your recovery signals
- An in-app AI section for model choice, provider keys and AI history, currently marked coming soon

IN NUMBERS

- Thirty-five tools are published to the Model Context Protocol server, covering programmes, workouts, sessions, set logging, goals, meal plans, meals, daily macros, body metrics, recovery entries and coaching.
- Two guided agent workflows ship today: designing a programme, and running a coaching review.
- Fifteen screens hand the assistant the specific record you have open.
- Three independent sharing switches decide what any AI surface can read on a coach's behalf: workouts, body metrics and nutrition.
- Nine resource types are permission-checked at the API edge before a request reaches product data.
- Five product roles are seeded into every workspace, one of which is deliberately granted no health resource at all.
- Health-sensitive fields are stripped from the activity log by name before it is written, covering weight, body fat, resting heart rate, sleep, readiness, mood, stress, soreness, macros, goal values, perceived exertion and notes.
- The coaching-review workflow runs five gathering steps before it reaches an adjustment step.

06 The honest gap

The guidance layer is the honest gap on this page. Next-session recommendations, automatic nutrition retuning, automatic deload transitions and written progress narratives are specified and not built, and they depend on a computed trend layer that is also not built. The assistant is mounted and context-aware, but a MyBodyShield-specific grounding guide has not been written, so it is stronger on navigation and product questions than on deep training or nutrition reasoning. The daily AI allowance is defined and priced but not yet counted, in-app model choice and provider-key management are a placeholder marked coming soon, the public AI policy page is not published, destructive-tool flagging does not yet cover every write, and no evaluation set for recommendation quality or safety exists. None of that is scheduled away in this document.

07

Who does what

Five product roles are seeded into every workspace automatically, plus generated presets at organisation and billing level. Roles set a ceiling on what a person could ever see. The member's sharing switches decide what they actually do see.

Member

`It is their health data, and their decision who reads it`

The data subject and the centre of the model. A solo member is fully self-sufficient without any professional involved, and holds the top level on their own programmes and meal diary because archiving their own plan or deleting their own mis-logged meal is their own action.

- Set typed goals and update progress
- Build, follow, complete and archive programmes
- Log sessions, sets, meals and measurements
- Record sleep, readiness, soreness, stress and mood
- Set their own calorie and macro targets
- Open, scope and end a coaching relationship

Coach or personal trainer

`Programming quality and client adherence`

The product's core professional persona. They own programming end to end and can read the goals, metrics, recovery and meal data a member chose to share, but authoring calorie and macro targets is deliberately withheld from them.

- Create, update and archive programmes
- Author workouts and exercises
- Log and review client sessions
- Read shared metrics, recovery and meals
- Leave feedback in the session thread
- Act on their own coaching relationships

Nutrition coach or dietitian

`Targets that follow the member's goals and body trend`

A distinct professional persona from the trainer. They author and activate nutrition plans and can remove a mis-logged meal, and hold no grant at all on programmes, workouts, sessions or recovery, because that omission is the access control.

- Author and activate nutrition plans
- Correct or remove mis-logged meals
- Read goals as an input to targets
- Read body metrics as an input to targets
- Accept, pause or end their relationships

07

Who does what, continued

Practice or studio owner

One accountable seat that can reach the whole product

The widest ceiling in the workspace across programmes, nutrition plans, coaching relationships and member records, so a practice does not have to hand one person a coach seat, a nutritionist seat and a member seat as well.

- Full ceiling on all nine resource types
- Archive any programme in the workspace
- Remove any mis-logged meal entry
- Oversee coaching relationships
- Hold accountability for the roster

Programme reviewer

Whether the programming is any good, not who it is for

A studio lead, curriculum reviewer or junior coach who evaluates how programmes and workouts are designed. It is the only role with no health resource whatsoever, and it has no goal permission, which is what keeps it away from the personal-data export.

- Read programme structure
- Read workout and exercise design
- No access to sessions or goals
- No access to metrics or recovery
- No access to meals or coaching

Membership billing manager

Seats, quotas and what the plan is costing

A generated billing-scope preset rather than a hand-written role, so a finance owner can manage the subscription, seats and add-on capacity without ever being handed a route into member health data.

- Manage the subscription and invoices
- Adjust seats and add-on capacity
- Review quota consumption
- Read billing history
- No access to member health records

08 Under the hood

MyBodyShield is API-first. Every capability, from starting a session to rolling up a day's macros, is a documented operation on a federated GraphQL API, and the web experience is one client of that API rather than a privileged one. That is what lets the same data reach a browser, a mobile shell, an SDK and an AI agent without a second integration surface being invented for each.

The product owns three domains: training (programmes, workouts, exercises, sessions and set-by-set logs), nutrition (calorie and macro plans, the meal diary and the daily roll-up), and wellbeing (goals, body metrics, recovery entries and the coaching relationship). Everything else that a serious product needs, including identity, permissions, billing, files, notifications, tagging, conversations, internationalisation and the audit trail, is inherited from the shared Burdenoff platform rather than rebuilt.

Authorisation is enforced at the API edge, not inside product code. Every query and mutation carries an access directive that the gateway evaluates before the request reaches the service, and it fails closed on a missing permission. Underneath that ceiling, every member-owned read self-scopes to the calling actor and honours an explicit member id only when an active, consented coaching relationship allows it.



THE SPLIT THAT MATTERS

Permission is the ceiling; consent is the gate. A coach's role describes what they could ever see across the workspace. The member's three sharing switches, checked on every single read, decide what they actually see. The two are separate on purpose, so widening a role can never quietly widen access to a specific member's health record.

08 Capability by area

Training model

Multi-week programmes with build, peak, deload and maintenance phases, ordered workouts by week and day, exercises with muscle group, sets, reps, rest, target load and form notes, and sessions that record actual sets, calories burned and perceived exertion.

Nutrition model

Calorie, protein, carbohydrate and fat targets over a date range with an optional owning coach, a meal diary with type, servings and per-entry macros, favourites for fast re-logging, and a daily roll-up measured against the active plan.

Wellbeing model

Typed goals with baseline, current, target, unit and target date; point-in-time body metrics with value, unit, measurement time, notes and an optional progress photo; recovery entries scored across readiness, sleep, soreness, stress and mood.

Consent model

The coaching relationship carries a specialty, a status running pending to active to ended, and three independent boolean sharing switches. Consent is evaluated in the data layer on every read, so the UI, the assistant and agent tools cannot diverge.

Multi-tenancy

Every record carries its workspace, and every write is scoped by workspace and asserts that exactly one row matched. Cross-workspace reads are not expressible through the resolver layer.

Audit and activity

Every mutation is captured with actor, target and result into a searchable, exportable timeline, with health-sensitive fields removed by name before the entry is written.

Quotas and metering

Sessions, meals, body metrics, programmes, storage and API volume are metered against the plan at the action layer, with warnings before the ceiling rather than a silent overage bill afterwards.

Agent surface

The same operations are published as Model Context Protocol tools with two guided workflows, authenticated as the calling user and subject to the identical permission and consent checks as the UI.

08 Standards and integrations

OPEN STANDARDS IT SPEAKS

- GraphQL for every product operation, with cursor-based pagination on list fields
- OpenID Connect single sign-on for enterprise identity
- OAuth 2.0, including device-code login for terminal clients and client credentials for integrations
- Model Context Protocol for AI agent tooling
- TLS 1.2 or higher on public endpoints, with HSTS and modern cipher suites
- AES-256 encryption at rest for primary databases and object storage
- CSV and JSON for full-record export, with date and category filters
- Signed webhooks for event-driven integration (planned)
- Internationalisation with locale-aware dates, numbers and units, and right-to-left support
- Accessibility practice covering keyboard navigation, a command palette, screen-reader semantics and high-contrast themes

PLUGS INTO

- Apple Health and Google Health Connect ingestion through the native mobile bridge, arriving as device-sourced recovery logs and body metrics
- Open Food Facts barcode scanning and food search for meal logging, with manual entry retained for custom foods
- Shared file storage for exercise demonstration media and progress photos, served through signed URLs
- In-app conversations backing coach and member messaging and per-session discussion threads
- Notification delivery across in-app, email and webhook channels with per-member preferences
- Workspace-level announcements for releases, challenges and programme news
- Billing, plans, regional pricing, add-on capacity and usage quotas from the shared platform
- Single sign-on and directory identity for studios and corporate wellness programmes
- Garmin, WHOOP and Oura cloud sync, which remain on the roadmap because they are gated on paid developer-partner agreements
- Zapier and Make apps plus a public partner API and embeddable widgets, all planned rather than shipped

08 How it deploys

Multi-tenant service

The default. Strict per-workspace isolation, regional pricing, and the same governance model whether the workspace is one person or a studio chain.

Dedicated tenant

An Enterprise option on a custom annual contract, with isolated infrastructure and custom domains for organisations that require separation at the infrastructure level.

Self-hosted or air-gapped

An Enterprise option on a custom annual contract for customer-managed deployment where regulation or policy prevents using a hosted service.

Data residency and key control

Residency options and customer-managed encryption keys are available to Enterprise on request, alongside custom retention and compliance packages.

Managed operations

Ongoing operations, monitoring and patching can be handed back to the vendor as a managed service, priced separately from the subscription.

Professional services

Implementation, migration and training engagements start from $2,500 and are quoted per statement of work.

09 Security and trust

MyBodyShield handles special-category health data, so the controls below are not generic SaaS boilerplate. They are the ones that decide whether a body measurement, a sleep score or a food diary stays where its owner put it.

Authorisation at the edge, failing closed

Every query and mutation carries an access directive that the API gateway evaluates against the caller's role before the request reaches product data. A missing permission is a denial at the edge, and a resource a role does not list is denied outright.

Consent checked on every read

Beneath the role ceiling, each member-owned read self-scopes to the calling actor and honours an explicit member id only when an active coaching relationship has the matching category switched on. The check runs per request, not once per session.

Denials that do not leak existence

An unauthorised read is answered as not found rather than forbidden, so a caller cannot use the error to confirm that another member's record exists.

Health values encrypted at rest

Numeric health values and their units, recovery scores, hours slept, goal descriptions and the free text written against measurements, sessions, recovery entries and nutrition plans are stored as authenticated ciphertext and decrypted only on the read path for a caller who passed the access check.

Health fields redacted from the audit log

Every mutation is recorded for accountability, but weight, body fat, resting heart rate, sleep hours, recovery and readiness scores, mood, stress, soreness, macro targets and consumed macros, goal baselines and targets, perceived exertion and notes are stripped by field name first.

09 Security and trust, continued

Encryption in transit

TLS 1.2 or higher on all public endpoints with HSTS and modern cipher suites, and mutual TLS between internal services where supported.

Encryption at rest and key management

AES-256 for primary databases and object storage, with application-layer secrets and signing keys encrypted separately. Keys live in a per-environment managed key service with rotation, and customer-managed keys are available to Enterprise on request.

Least privilege for operators

Single sign-on with mandatory multi-factor authentication for all administrative and cloud access, role-based access with quarterly reviews, just-in-time elevation for production, fully audited break-glass accounts, and no shared accounts.

Tenant isolation enforced in code

Every domain record carries its workspace, every write is scoped by workspace and asserts exactly one matching row, and production personal data is never copied into test or staging environments.

Secure development lifecycle

Code review on every change, static analysis and dependency scanning in the build, secret scanning, container image scanning for vulnerabilities and licence issues, strict input validation and parameterised queries, and query depth and cost limits on the API.

09 Security and trust, continued

Vulnerability management

Continuous scanning of base images and dependencies, with critical findings patched within 7 days, high within 30 and medium within 90, subject to documented operational risk assessment.

Logging, retention and monitoring

Centralised logs, metrics and traces with dashboards and an on-call rotation. Production action logs are retained for at least 180 days for investigation, and customer-visible audit history scales by plan from 7 days to 365.

Backups and disaster recovery

Automated database backups with a rolling 30-day hot tier and up to 90 days cold, multi-zone deployment for production-tier services, and annually reviewed continuity plans. Enterprise recovery objectives are one hour of data loss and eight hours to restore; the standard service targets 24 hours on both.

Incident response and disclosure

Documented playbooks with severity classification and escalation, customer notification within 72 hours of a confirmed personal-data breach, post-incident review tracked to closure, a published security contact and a rewarded coordinated-disclosure programme.

09 Certification status, stated plainly

MyBodyShield holds no security certification today, and says so rather than implying otherwise. The controls above are implemented or being implemented; the attestations that would independently confirm them are targets: SOC 2 Type I in Q4 2026 and Type II in Q2 2027, ISO/IEC 27001 in Q2 2027, and ISO/IEC 27701 in Q3 2027. Indian DPDP Act compliance and GDPR and UK GDPR readiness are launch-ready as self-attestation, with external validation targeted for late 2026. Payment card data is never stored, and the relevant self-assessment covers a tokenised environment. Two things are explicitly out of scope rather than pending: HIPAA, because MyBodyShield is not a covered entity or business associate today and would only revisit this if a healthcare contract required it, and medical-device regulation, because this is a fitness and wellness product and nothing in it is medical, dietetic or clinical advice. Annual third-party penetration testing is a stated target ahead of the first audit window, not a completed cycle. Compliance evidence exports and streaming to a security information and event management system remain on the roadmap.

10

One product, many front doors

The product is one API with several front doors. Some are live, some are specified and sequenced, and the difference is marked on each.

Web application

The full product in the browser: onboarding, goals, programmes, training, nutrition, body metrics, recovery, coaching and analytics. This is the product today and it is in active development ahead of the 2026 launch.

Composed workspace experience

The same experience composed into the shared workspace application shell, so a studio running several products gets one identity, one navigation and one set of permissions across all of them.

Marketing site and documentation

The public product site with features, use cases, services, security and the launch waitlist, plus a documentation site covering product guides, API reference and integration tutorials.

AI agent connection

A Model Context Protocol server publishing 35 tools and two guided workflows across programmes, sessions, sets, goals, meals, macros, metrics, recovery and coaching, so an MCP-capable AI client can work your account under your own login.

Mobile applications

iOS and Android for logging workouts, meals and recovery on the move, with a bridge into the phone's health store. The mobile shell today wraps the same web build; distinct native screens and an offline queue are on the roadmap.

Desktop companion

A planned signed companion for macOS, Linux and Windows, aimed at coaches and power users who want larger dashboards for programme building, roster management and analytics.

10

Front doors on the roadmap

Command-line client

A planned terminal client for automation and scripting against the same API, authenticating through device-code login rather than pasted credentials.

Node and Python SDKs

Planned typed SDKs, promise-based for Node and fully asynchronous for Python, for partners building integrations, automation, analytics workflows and notebooks.

Partner API, webhooks and widgets

A planned scoped partner API with signed webhooks for plan changes, session completion, body-metric thresholds and meal-log updates, plus embeddable widgets so a gym can surface plans and progress on its own site.

Browser and code extensions

Specified extensions for the browser and the code editor, sequenced behind the core surfaces. They are documented in the product specification suite and not yet published.

No-code integrations

Planned Zapier and Make apps so operators can wire the platform to booking systems, CRMs, messaging and email tools without writing code.

Community hub

A planned question-and-answer and challenge space signed in against your workspace identity. Today the social surface is the per-session discussion thread and workspace groups, not a public feed.

11 Plans

Pricing is organisation-priced on the size of the coached member roster, not on how many admins log in. Every plan includes the full platform; the plan decides capacity, history, support and governance. Figures below are the planned launch configuration for the standard global band.

FREE

$0

A solo member, a single coach, or anyone evaluating the platform. No card required and no expiry.

- 15 managed member profiles, 2 coach or admin seats
- 1 workspace and 1 live training programme
- 50 logged sessions and 50 meal logs per month
- 25 AI operations per day on your own key
- 1 GB shared storage, 30-day analytics history
- Community support and one ticket a month

STARTER

$99/mo or $79/mo annual

Independent coaches and micro-studios up to roughly 50 members.

- 50 managed profiles, 5 coach or admin seats
- 5 active programmes and 5 nutrition plans
- 500 sessions and 1,000 meal logs per month
- 250 AI operations per day on your own key
- 25 GB shared storage, 90-day analytics history
- Email support under 48 hours, DPA on request

GROWTH

$399/mo or $319/mo annual

Growing gyms and coaching businesses up to roughly 250 members. Includes a 14-day trial.

- 250 managed profiles, 15 coach or admin seats
- 3 workspaces, 50 active programmes
- 5,000 sessions and 10,000 meal logs per month
- 2,500 AI operations per day on your own key
- 100 GB shared storage, 365-day analytics history
- Priority support under 24 hours, 99.5% uptime commitment

11

Plans for larger rosters

BUSINESS

$999/mo or $799/mo annual

Established gyms and studio chains up to roughly 1,000 members that need an SLA.

- 1,000 managed profiles, 50 coach or admin seats
- 10 workspaces, 500 active programmes
- 50,000 sessions and 100,000 meal logs per month
- 25,000 AI operations per day on your own key
- 1 TB shared storage pool, 730-day analytics history
- Priority support under 8 hours, 99.9% uptime commitment

ENTERPRISE

From $12/active member/mo, or $9 annual at 250+

Health systems, corporate wellness programmes and large coaching networks on an annual contract.

- Custom quotas and unlimited seats and workspaces
- Production single sign-on and directory provisioning
- Audit streaming, data residency and custom retention
- Multi-entity structures for group operators
- Dedicated tenant or self-hosted deployment
- Dedicated support SLA and 99.95% or better uptime target

11

How billing behaves

Add-ons instead of a forced upgrade

Capacity packs raise a single limit without changing plan: 50 more members at $39/mo, 5 more active programmes at $29/mo, 5,000 more sessions at $29/mo, 10,000 more meal logs at $29/mo, 50 GB storage at $15/mo. Feature packs cover AI Pro at $79/mo for 2,500 more daily AI operations, Analytics Pro at $99/mo for 730-day history and custom dashboards, and Audit Standard at $39/mo for 365-day audit history with export. Add-ons require a paid plan.

No silent overage

You are warned at 80% of a limit and blocked at 100% rather than billed for the difference afterwards. Existing data stays accessible when you hit a ceiling, and records that must be retained for legal reasons are always kept and exportable, never removed by a downgrade.

Regional pricing, not a discount

Price follows the billing country or legal entity across four bands. Starter is $99/mo in the standard band, $69 in the second, $49 in the third and $35 in the fourth; in India the published examples are Starter at ₹3,999/mo, Growth at ₹14,999/mo and Business at ₹39,999/mo. Taxes such as GST or VAT are added where required. Verified education and non-profit programmes reach up to 50% off, and startups under three years old can reach 40% off for twelve months on an annual commitment.

AI is never resold in the plan price

AI features run on your own provider key or subscription for 2026, so the model bill stays in your provider relationship and member health data flows through it rather than through a vendor markup. The marketplace, when it opens, takes 5% to 10% on coaching engagements depending on provider tier, and 20% on paid public content with nothing taken on free or tenant-private content.

12

Why teams choose it

One record across domains no competitor connects

Training, nutrition, body metrics, recovery, goals and coaching consent live in a single connected model. The nutrition apps do not do training, the recovery wearables do not do nutrition, and the logbooks do none of the rest.

Per-domain coach consent that can be taken back

Workouts, body metrics and nutrition are three independent switches on a coaching relationship, each revocable, each checked on every read. Consumer fitness apps grant a coach all-or-nothing visibility, or no coaching layer at all.

Your whole record, portable in one action

A single export produces your complete history as CSV or JSON with optional date and category filters. Several of the best-known products in this market offer no full-record export at all.

Enterprise governance a consumer app cannot bolt on

Role-based access, an audit trail, usage quotas, single sign-on and strict isolation between organisations are inherited from the underlying business platform, so a studio or corporate programme gets them on day one rather than never.

Periodised structure, not a logbook

Programmes carry build, peak, deload and maintenance phases with workouts laid out by week and day, and you log set by set against them. The fastest logging apps in the category are deliberately logbook-only.

Why teams choose it, continued

No proprietary hardware required

Recovery, body metrics and workouts are logged from any device with a browser, so nothing depends on owning a particular strap, bike or watch. Readings from the phone's health store can be brought in when you do have a device.

Health data treated as the special category it legally is

Health values are encrypted at rest, health fields are stripped from the activity log by name, and an unauthorised read is answered as if the record does not exist. That is a data-layer decision, not a settings screen.

API-first, so AI is not a bolt-on

Every capability is a documented operation, which is why the same surface reaches a browser, an SDK and 35 agent tools without a separate integration story for each.

Statuses stated plainly, including the unflattering ones

The public product material marks each capability shipped, partial or planned, and names the gaps: the guidance engine, cloud wearable sync, community and native mobile screens. That is the same list you have read in this catalogue.

12

Honest answers to hard questions

You are pre-launch. Why would I commit now?	You should not commit blind, and nothing here claims users, revenue or outcomes because there are none yet. What is real is the model, the consent architecture and the governance, all of which are built and can be evaluated on their merits. The sensible move today is the waitlist and a conversation about your specific roster, not a signature.
The AI guidance you describe is mostly roadmap.	Correct, and we would rather say so than imply otherwise. The reading half is built: an assistant on every screen that knows the record you have open, 35 agent tools, two guided workflows and a deterministic push-lighten-rest card. The judgement half, meaning next-session recommendations, automatic nutrition retuning and written narratives, is specified and not built, and it depends on a computed trend layer that is also not built.
The recovery wearables measure things you only ask people to type in.	True, and their sensor depth is genuinely better. What they do not have is training programming, nutrition, coaching or governance, and their data stays in their app. MyBodyShield logs sleep, readiness, soreness, stress and mood by hand, ingests readings from the phone's health store, and puts all of it next to the training it is supposed to inform. Direct cloud sync with the major strap and ring vendors requires paid partner agreements and remains on the roadmap.
Our members already use a food-tracking app with a far larger database.	Their database is larger and we are not going to pretend otherwise. Meal logging here uses barcode scanning and search against an open food database, with manual entry for anything it does not know. The argument is not database size, it is that your macros sit next to your training, your weight trend and your coach's view instead of in a separate silo.

Honest answers, continued

Health data in someone else's cloud is exactly what we are trying to avoid.

That instinct is right, which is why the boundary is in the data layer rather than in a settings page. Health values are encrypted at rest, health fields are stripped from the activity log, unauthorised reads answer as not found, and consent is re-checked on every read. If that is still not enough, dedicated-tenant, self-hosted and air-gapped deployments with customer-managed keys are Enterprise options.

Do you hold SOC 2 or ISO 27001?

No. Not today, and we will not describe controls as certifications. SOC 2 Type I is targeted for Q4 2026 and Type II for Q2 2027, ISO/IEC 27001 for Q2 2027 and ISO/IEC 27701 for Q3 2027, with an annual third-party penetration test ahead of the first audit window. Data protection readiness under the Indian DPDP Act and GDPR is launch-ready as self-attestation with external validation targeted later.

Is this HIPAA compliant? We are a healthcare organisation.

No, and that is a deliberate scope decision rather than an oversight. MyBodyShield is a fitness and wellness platform, not a covered entity, business associate or medical device, and nothing in it constitutes medical or clinical advice. If a healthcare contract requires a business associate agreement, that is a conversation to have explicitly rather than something to assume from this document.

Honest answers, continued

Community and challenges are a big part of why people stick with fitness apps.

They are, and this is thinner than the leaders in that respect. Today there are workspace groups, in-app conversations and a discussion thread on a shared session. A public feed, challenges and leaderboards are on the roadmap, so if community is your primary reason to buy, this is not yet the strongest option in the market.

What happens to our data if we leave?

You export it. One action produces your complete record as CSV or JSON with optional date and category filters, and data above a reduced limit becomes read-only rather than being deleted. Records you are legally required to retain are always kept and exportable and are never removed by a downgrade.

Our whole roster is on a native app with an Apple Watch face.

Native watch logging is on the roadmap and the mobile shell today wraps the same web build rather than offering distinct native screens with an offline queue. If watch-first logging is non-negotiable for your members this year, wait for that milestone rather than take our word for it.

12

Where it sits against the alternatives

VS NUTRITION AND CALORIE-TRACKING APPS

They own food logging, with far larger databases and broader device integrations, and we will not claim parity on either. What they cannot do is put your macros next to periodised training, a body-composition trend, a recovery signal and a coach who can see exactly the categories you shared, in one record you can export whole.

VS RECOVERY AND READINESS WEARABLES

Their sensor depth on heart-rate variability and sleep staging is genuinely better than anything self-reported, and they require hardware to deliver it. We give you sleep, readiness, soreness, stress and mood without a strap, ingest what your phone's health store already collects, and put those signals next to the training and nutrition they are supposed to change.

VS STRENGTH LOGBOOK APPS

The best of them are faster and cleaner at pure set logging than anything with this much surface area, and they are deliberately built that way. We add periodised programme structure, nutrition, recovery and a consented coaching layer around the same set-by-set logging, which a logbook by definition cannot.

VS BEHAVIOURAL WEIGHT-LOSS PROGRAMMES

Their behavioural curriculum and human accountability are real strengths, and our habit and behavioural-change tooling is on the roadmap rather than shipped. We bring structured training, macro precision, recovery and per-category coach consent that their food-and-lessons model does not attempt.

VS CONNECTED-FITNESS CLASS PLATFORMS

Their instructor-led content and production quality are excellent and we do not compete on content. We give you programmes that progress toward a stated goal on any equipment, with nutrition and recovery in the same record; live and on-demand classes are on our roadmap, not in the product today.

VS ACTIVITY-TRACKING SOCIAL NETWORKS

Their social graph, segments and GPS device support are far ahead of ours, and our community surfaces are the honest gap. What we add is structured plans, nutrition, recovery and coaching that all reference one another instead of a stream of finished activities and encouragement.

START TODAY

Get on the list before the 2026 launch

MyBodyShield is in waitlist mode. The most useful next step is a conversation about your roster, your governance requirements and which of the roadmap items are non-negotiable for you.

- Join the waitlist to be in line for early access and founding-customer pricing.
- Read the feature and use-case pages to see what is shipped, partial and planned, item by item.
- Bring your security and privacy requirements to the security page, then ask about what is not yet certified.
- If you run a studio, practice or wellness programme, get in touch and we will work through your specific setup.

WAITLIST
mybodyshield.com/waitlist

WHAT IS BEING BUILT
mybodyshield.com/features

USE CASES IN DETAIL
mybodyshield.com/use-cases

SECURITY AND PRIVACY
mybodyshield.com/security

TALK TO US
contact@mybodyshield.com

MyBodyShield is a fitness and wellness platform, not a medical service, and nothing here is medical or dietary advice. Pre-launch: prices, quotas and capability statuses describe the planned launch configuration and are subject to change.