



MyBodyShield

MyBodyShield gives coaches, studios and wellness teams one governed record for training, nutrition, body and recovery — with sharing members control.

PARTNER
CHEAT SHEET
MYBODYSHIELD.COM

Training plans

Nutrition

Recovery

Coach consent

Data export

WHAT IT IS

One place for training, nutrition, body metrics, recovery and coaching — with per-domain coach consent members grant and revoke.

30-SECOND PITCH

Most people juggle a workout logger, a calorie counter, a sleep tracker and a coach chat. MyBodyShield holds all four in one record, so guidance reads the whole picture and members control exactly what a coach sees.

PROBLEM WE SOLVE

- Five apps, none of them talk
- Coaching runs on screenshots and spreadsheets
- Recovery ignored until progress stalls
- Health data locked in, not exportable

VALUE PROPOSITION

- One record across training, nutrition, body, recovery
- Coach consent per domain, revocable
- Full history exports as CSV or JSON
- Governance, audit and single sign-on included

IDEAL CUSTOMER

Coaches, studios and corporate wellness teams managing 50 to 1,000 members across training and nutrition

Not a fit: Single-feature buyers wanting only macros or only lifts

WHO YOU ARE TALKING TO

Coach — Coach from data, not screenshots

Studio owner — One governed home for every member

Wellness lead — Employee health without employer surveillance

Serious athlete — A plan that actually progresses

TOP USE CASES

- Periodised plan built around a goal
- Set-by-set logging with personal records
- Macro targets and fast meal logging
- Coaching on a consented, scoped share
- Studio or wellness programme in one workspace

CAPABILITIES

- Periodised programmes
- Set-by-set logging
- Nutrition plans
- Barcode meal logging
- Body metrics
- Recovery logs
- Coach consent toggles
- CSV/JSON export
- In-app AI assistant
- RBAC and audit

PRICING

Free	\$0 forever
Starter	\$99/mo or \$79/mo annual
Growth	\$399/mo or \$319/mo annual
Business	\$999/mo or \$799/mo annual
Enterprise	\$12/active member/mo list; \$9 annual floor

Free tier; \$99-\$999/mo by roster size; Enterprise per member

COMPETITIVE LANDSCAPE

MyFitnessPal — Training, recovery and coaching it never had

WHOOP — Recovery signals without buying a strap

Strong — A logbook cannot grow a coaching layer

Trainerize — Nutrition and recovery in the same record

WHY US

- One record across four health domains
- Per-domain coach consent, revocable and audited
- Whole record exports to CSV or JSON
- No proprietary hardware required

PROOF & CREDIBILITY

- Roles, audit and consent enforced platform-wide
- Health values encrypted; audit strips them
- SOC 2 and ISO 27001 targeted

DEMO

Ask us for a live walkthrough; book Vignesh via the Calendly link

TALKING POINTS

- Consolidates four tools into one bill
- Members decide what a coach sees
- Governance inherited, not bolted on later
- Export everything; no data lock-in

OBJECTION HANDLING

"We already use MyFitnessPal"

Keep logging food; add training, recovery and coaching around it

"You are too early"

Start free, prove it on one cohort, expand later

"Is our health data safe?"

Encrypted values, per-category consent, audit that omits your numbers

DISCOVERY QUESTIONS

- How many apps does a member use?
- How do coaches see client data today?
- Who can see an employee's health data?
- What happens when someone plateaus?
- Could you export everything tomorrow?

SPOT A GOOD OPPORTUNITY

- Stitching a coaching stack together
- Privacy or consent raised early
- 50+ members across several coaches
- Budget for wellness already approved
- Wants only a food database
- Needs a HIPAA business associate agreement

HOW TO INTRODUCE US

"You should talk to MyBodyShield — one governed record for training, nutrition, recovery and coaching. Shall I introduce you?"

LEAD HANDOFF

Email Vignesh the company, roster size, current tools and the problem they named

PARTNER COMMERCIALS

10–15% of first-year net subscription; reseller margin up to 15%

USEFUL LINKS

MyBodyShield website mybodyshield.com

The app app.mybodyshield.com

Documentation docs.mybodyshield.com

Use-case library mybodyshield.com/use-cases

Head-to-head comparisons
mybodyshield.com/vs

TALK TO US

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BOOK A 1-1 CALL

calendly.com/vignesh-burdenoff/1-1

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