



SALES & PARTNER PLAYBOOK

MyBodyShield

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

Training plans

Nutrition

Recovery

Coach consent

Data export

PREPARED BY

Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT

mybodyshield.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1



00 How to use this playbook

Read the cheat sheet before a meeting and this playbook before a first serious conversation. The opportunity signals and discovery questions are the fastest way to work out whether a prospect is real; the objections section is written for the questions that actually come up. Use the product's own words for the features — where something is not yet shipped, this document says so, and so should you.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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01 Product Overview

MYBODYSHIELD.COM

MyBodyShield is a health and fitness platform that holds the whole picture of a person's health in one place: goals, multi-week training programmes, logged sessions set by set, nutrition targets and meal logs, body measurements and progress photos, sleep and recovery entries, and the coaching relationship that ties a member to a professional. Because those domains share one record rather than five apps, a coach reviewing a stalled month can see the training, the food, the weight trend and the sleep together. Sharing is deliberate: a coaching relationship carries three independent switches for workouts, body metrics and nutrition, and the member can turn any of them off. Everything a member logs exports as CSV or JSON in one operation.

CATEGORY

Unified health and fitness platform — serving individual members and athletes, independent coaches and nutritionists, studios and gyms, and corporate wellness programmes.

WHERE IT STANDS TODAY

MyBodyShield is live and open for sign-up on a free plan, and the core of the product — programmes, session logging, nutrition, body metrics, recovery, coaching consent and export — works today. It is early: there are no public reference customers, no published usage figures and no independent security certification yet. Several headline capabilities are honestly marked in progress or planned, including automatic progressive-overload suggestions, cloud wearable connections beyond Apple Health and Google Health Connect, community challenges, and native mobile apps.

HOW CUSTOMERS GET IT

Cloud service, reached from any browser, with sign-up on the free plan and no card required. Regional pricing applies to the customer's verified billing market. Larger buyers can add enforced single sign-on and provisioning, longer audit retention, data-residency arrangements, a dedicated tenant or a self-hosted deployment under an annual contract. Guided implementation, member-data migration, integration work and managed operations are available as paid services.

Web app — the full member and coach experience in the browser

The MyBodyShield experience composed into the wider Burdenoff workspace

Marketing site at mybodyshield.com, including the use-case library and comparisons

Documentation site at docs.mybodyshield.com

A GraphQL API with scoped keys for building your own surfaces

An agent tool surface any Model Context Protocol client can call

Native iOS and Android apps, a desktop companion, Node and Python SDKs and a CLI — planned

02 One-Line Pitch

SAY EXACTLY THIS

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

SHORTER, FOR A CHAT MESSAGE

One record for training, nutrition, body and recovery — sharing the member controls.

THE CATEGORY SENTENCE

MyBodyShield is a unified health and fitness platform for members, coaches, studios and corporate wellness programmes.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most people trying to get fitter run four or five apps that never talk to each other: a workout log, a calorie counter, a sleep tracker, and a chat thread with a coach who cannot see any of it. MyBodyShield puts training, nutrition, body metrics, recovery and coaching in one record. A member grants a coach access to workouts, metrics or nutrition as three separate switches, and can turn any of them off. Coaches work from real data, members keep control, and the whole history exports whenever they want."

IF THEY ARE TECHNICAL

MyBodyShield is an API-first platform: every capability is reachable over a documented GraphQL API, permissions are checked at the edge before a request touches data, and sensitive health values are encrypted at rest and stripped from the activity log. The same governed layer serves the web app, the in-product assistant and an agent tool surface, so an AI client can never see more than the person it is acting for.

IF THEY ARE A BUSINESS BUYER

A studio or wellness programme normally pays for training delivery, a nutrition app, a recovery tracker and a coaching marketplace separately, then reconciles four sets of data by hand. MyBodyShield replaces that stack with one subscription priced on the size of the member roster, and brings single sign-on, role-based access and an audit trail with it. Buyers who care about employee privacy get consent they can point at rather than a policy paragraph.

04 Problem We Solve

These are the binds that make someone open to a conversation. If a prospect describes two or more of them unprompted, you have a real opportunity rather than a polite meeting.

Four apps, none of which reconcile

Who feels it: Members and the coaches trying to help them

What it costs them: Nobody can answer why a month went badly, because the training is in one app, the food in another, the sleep in a third and the measurements in a notes file. Effort goes into re-keying rather than training.

How MyBodyShield answers it: MyBodyShield keeps goals, programmes, sessions, meals, body metrics and recovery in a single record, so a stalled month is read across all four domains on one screen instead of reconstructed from screenshots.

Coaching runs on screenshots and spreadsheets

Who feels it: Independent coaches, nutritionists and studio trainers

What it costs them: A coach spends the first half of every review assembling what the client did, then programmes on a guess. Adherence is invisible until the client quietly stops showing up.

How MyBodyShield answers it: A coaching relationship links coach and member inside the product. The coach reviews the member's actual sessions, leaves feedback in the session's discussion thread, and works from the same logs the member fills in — no export, no chase.

Coach access is all-or-nothing

Who feels it: Privacy-conscious members, HR and wellness leads

What it costs them: A member who wants help with training has to hand over weight and body-fat too. Employers offering coaching hit the same wall and either over-collect or drop the benefit.

How MyBodyShield answers it: Sharing is three independent switches — workouts, body metrics, nutrition — set on the relationship and revocable by ending it. A read the member has not permitted is answered as if the record does not exist, so a coach cannot even confirm it is there.

Recovery is ignored until someone burns out

Who feels it: Serious athletes and the coaches programming for them

What it costs them: Load keeps climbing through a bad fortnight of sleep. Progress stalls, niggles turn into injuries, and the programme gets blamed rather than the fatigue underneath it.

How MyBodyShield answers it: Sleep, readiness, soreness, stress and mood are logged alongside training rather than in a separate app, and a plain-language card reads recent readiness, sleep and effort to say push, lighten or rest.

Health data is locked inside a consumer app

Who feels it: Members, and any organisation with a procurement review

What it costs them: Years of history cannot be moved. Buyers cannot answer a security questionnaire about a consumer app, and members have no way to check who has seen what.

How MyBodyShield answers it: One operation exports the whole record as CSV or JSON with date and category filters. Every consequential action lands in an audit trail, and the sensitive numbers themselves are stripped from that trail by field name.

Studios run their programme on a stack of admin tools

Who feels it: Gym and studio operators, corporate wellness leads

What it costs them: Member management, roles, billing, announcements and analytics each live somewhere different. Onboarding a new coach means five accounts and a spreadsheet of who can see what.

How MyBodyShield answers it: A studio or programme is a workspace. Members go into groups, roles scope coaches and admins to exactly what they need, billing and pooled quotas sit in one place, and workspace-wide announcements reach everyone at once.

AI has been bolted on with its own rules

Who feels it: Security reviewers, privacy officers, wellness buyers

What it costs them: Approving an assistant usually means approving a second copy of the health record somewhere new, with different access rules and no audit.

How MyBodyShield answers it: The assistant and the agent tools traverse the same permission and consent layer as the screens, so they cannot see more than the person they act for. AI processing is a separate consent a member can withdraw, and the terms commit that member data is never used to train a generally available model.

05 Value Proposition

Five things are worth saying in the first ten minutes. Each one is grounded in something the product actually does, not in a promise about the roadmap.

One record instead of four subscriptions

Training, nutrition, body metrics and recovery share a single model, so a change in one shows up next to the others. That is the whole architectural bet: no incumbent stores all four plus coaching consent in one governed record. For a studio it also means one bill and one member list rather than four vendors and a reconciliation job.

Evidence: Programmes, sessions and sets, nutrition plans and meal logs, body metrics, recovery entries and coaching relationships are all first-class parts of the same product, surfaced on one dashboard.

Consent a member can point at

Access is decided per data category, per relationship, on every read — not once at sign-in. A trainer can see workouts but not weight; a nutritionist can see meals but not training history. Ending the relationship ends the share. This is the single feature that most reliably wins a privacy-sensitive room.

Evidence: Three independent sharing switches on every coaching relationship, an unpermitted read answered as not-found, and every grant and change recorded.

The record is portable, by design

One export produces the complete history as CSV or JSON, with date and category filters. Most competitors export one domain at best, and two of the best-known ones offer no full-record export at all. For a buyer worried about lock-in, this closes the argument early rather than late.

Evidence: Full-record export in both formats is a shipped capability with filters, available to the member who owns the data.

Enterprise governance without an enterprise project

Role-based access, an audit trail, workspace isolation, usage quotas, single sign-on and multi-language support come from the underlying Burdenoff platform rather than being rebuilt. A solo member and a large corporate wellness programme run in the same product, so nobody re-platforms when the pilot succeeds.

Evidence: Five product roles — practice owner, coach, nutrition coach, member and programme reviewer — are seeded into every workspace, and every operation is permission-checked before it reaches data.

No hardware to buy, no hardware to justify

Recovery, readiness, sleep and body measurements are logged in the app on any device with a browser, so value does not depend on issuing every member a strap or a bike. Where a member already owns a wearable, Apple Health and Google Health Connect readings are being brought in through the mobile bridge.

Evidence: Recovery logging covers sleep, readiness, soreness, stress and mood without any connected device, and programmes work with barbell, dumbbell, machine or bodyweight equipment.

06 Ideal Customer Profile

An independent coaching practice, boutique studio chain or corporate wellness programme with roughly 50 to 1,000 active members, several coaches, and someone who already worries about who can see members' health data.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Independent coaches and nutritionists	1 to 5 coaches, 10 to 100 clients	They deliver programmes over spreadsheets and chat today, have no view of adherence, and pay per client for a delivery tool that covers only training. A plan builder, client roster and consented data share replaces two or three tools at a flat monthly price.
Boutique studios, gyms and small chains	50 to 1,000 active members, 5 to 50 staff	Member management, coach roles, billing, announcements and analytics live in different systems. Priced on roster size rather than admin seats, so adding coaches does not raise the bill inside a tier.
Corporate wellness programmes	250 to several thousand employees	They need a benefit their people will actually use, and a privacy story that survives a works council or a security review. Per-category consent, single sign-on, audit and data-residency options answer the questions that usually stall these deals.
Serious athletes and self-coached members	Individuals, entering on the free plan	Periodised build, peak and deload structure with set-by-set logging and previous-session numbers, plus nutrition and recovery in the same record. They are the bottom-up route into coaches and studios.
Health-tech and wellness integrators	Consultancies and managed-service firms	The GraphQL API, scoped keys and agent tool surface let them connect MyBodyShield to their clients' systems and deliver their own services around it, so it is more than a closed app to resell.

GEOGRAPHIES

Sold globally with regional price bands: Band A covers the US, EU, UK, Canada, Australia, Japan, Korea and Singapore; Band B the Gulf, Eastern Europe, Taiwan and Hong Kong; Band C Latin America, South East Asia, Turkey and South Africa; Band D India and much of South Asia and Africa. Interface and formatting are multi-language, and the strongest early pull is in English-speaking markets and India.

NOT A FIT – DO NOT CHASE

- Someone who only wants a food database. MyFitnessPal's crowdsourced catalogue is far deeper, and if calorie logging is the entire job, they will be happier and cheaper there.
- Someone who only wants a fast gym logbook and nothing else. Strong does that beautifully for a few pounds a month and MyBodyShield will look like overkill.
- A US healthcare provider that needs a signed business associate agreement under HIPAA. MyBodyShield is a fitness and wellness product, not a covered entity, and that is deliberately out of scope today.
- Anyone expecting clinical, diagnostic or dietetic advice, or a regulated medical device. Nothing in the product is medical advice and it is not certified as a medical device.
- A buyer whose whole requirement is live instructor-led class content. Classes are on the roadmap, not shipped, and Peloton wins that comparison outright.
- An organisation that requires Garmin, WHOOP or Oura cloud sync on day one. Those connections need vendor partner agreements and are not available yet.

07 Buyer Personas

Six people show up in these conversations. They ask different questions, and the opening line that works on one lands flat with another.

Independent coach or personal trainer

WHAT THEY WANT

Take on more clients without more admin, prove that the programme is working, and keep clients from quietly drifting away.

Open with: How much of a client review do you spend just working out what they actually did?

They will ask: Can I build the programme and see whether they followed it, without asking them to use a second app?

WHAT FRUSTRATES THEM

Programmes go out as spreadsheets and messages, adherence is invisible, and every review starts by piecing together what the client actually did.

Nutritionist or dietitian

WHAT THEY WANT

Set calorie and macro targets from real goals and body trends, and correct mis-logged meals without touching anyone's training.

Open with: Would you set macros differently if you could see their training week and their sleep next to the meal log?

They will ask: Can I see food and metrics without being given access to everything else?

WHAT FRUSTRATES THEM

Nutrition sits in a consumer app that shows food and nothing else, so targets are set blind to training load and sleep.

Studio or practice owner

WHAT THEY WANT

Run the whole programme in one place, keep coaches scoped to their own clients, and grow the roster without the tooling bill growing with it.

Open with: How many separate accounts does a new coach need before they can take their first client?

They will ask: What does this cost when we double the roster, and who can see what?

WHAT FRUSTRATES THEM

Member management, roles, billing and announcements are spread across systems, and onboarding a coach means provisioning them in all of them.

Corporate wellness or HR lead

WHAT THEY WANT

Offer a benefit people use, show engagement, and get through the privacy review without a fight.

WHAT FRUSTRATES THEM

Employees will not log health data into something the employer might read, and the security questionnaire kills consumer apps immediately.

Open with: What happens in your privacy review when someone asks whether the employer can see an employee's weight?

They will ask: Who can see individual health data, and can an employee take it back?

Security or privacy reviewer

WHAT THEY WANT

Confirm that special-category data is handled properly, that access is enforced consistently, and that AI has not opened a side door.

WHAT FRUSTRATES THEM

Consumer fitness apps have no enterprise layer, no audit worth the name, and an assistant that quietly copies the record somewhere new.

Open with: Would you like to see where the consent check actually happens, rather than what the policy page says?

They will ask: What certifications do you hold today, and what is the retention and export story?

Serious athlete or self-coached member

WHAT THEY WANT

Follow a plan that progresses, beat previous numbers, and understand why a block worked or did not.

WHAT FRUSTRATES THEM

Random sessions produce random results; the logbook has the lifts but nothing about food or sleep, so a plateau has no explanation.

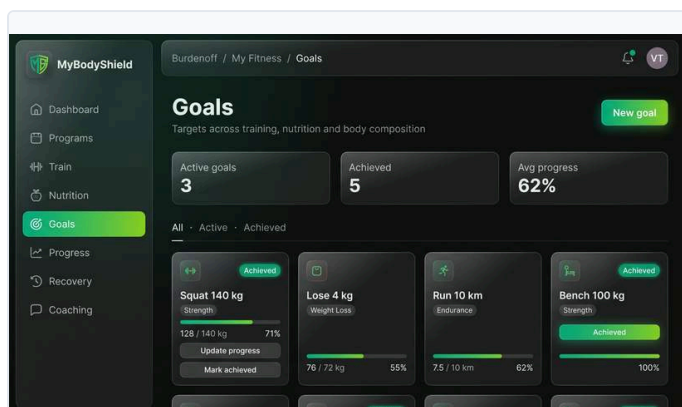
Open with: When your progress stalls, can you tell whether it was the training, the food or the sleep?

They will ask: Does it handle proper periodisation, and can I get my history out again?

08 Top Use Cases

13 SCENARIOS

Thirteen concrete situations, each one a scene a partner can describe from memory. Pick the two closest to the prospect's own words rather than working through the list.



A MEMBER JOINING, OR A COACH ONBOARDING A NEW CLIENT

Start with a plan built around the person, not a template

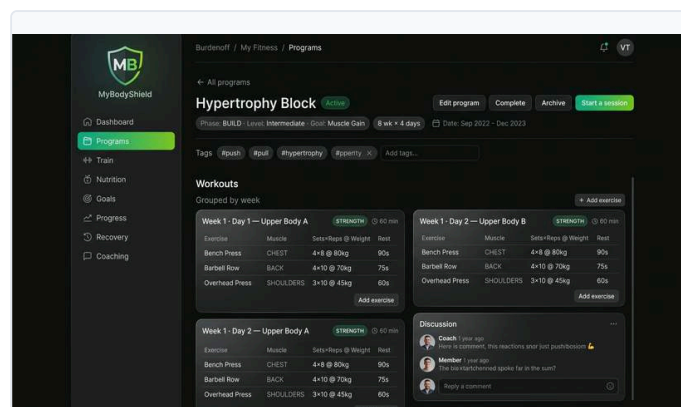
THE SITUATION

They have bounced off several apps because the starting programme assumed a gym, five free evenings and a body that has never been injured. Nothing fitted, so nothing stuck.

WHAT HAPPENS WITH MYBODYSHIELD

Getting started captures the goal with its baseline, current and target values, a programme set to fitness level, phase and realistic days per week, the daily calorie and macro targets, and the starting body measurements. Everything downstream reads from that profile.

The first week is a plan that fits the person's actual life, so there is something to be consistent with.



SERIOUS ATHLETES AND THE COACHES PROGRAMMING FOR THEM

Follow a periodised plan instead of a pile of sessions

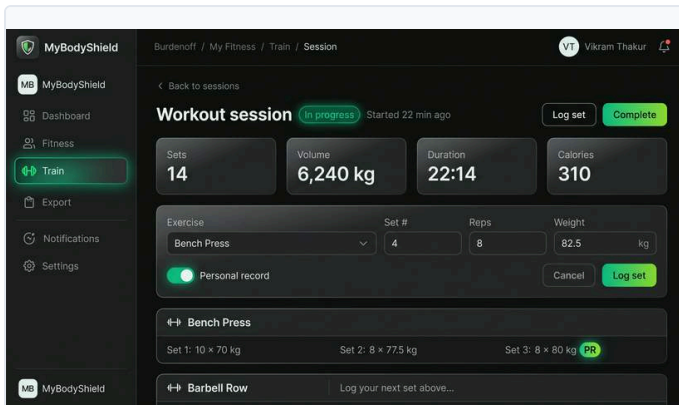
THE SITUATION

Training is a list of workouts with no arc. Effort is high, structure is absent, and progress flattens without anyone being able to say why.

WHAT HAPPENS WITH MYBODYSHIELD

A programme runs multi-week with build, peak, deload and maintenance phases, holding the workouts inside it and the exercises inside those — muscle group, sets, reps, rest, target load and instructions. It advances as sessions are logged.

A plan that goes somewhere, with the phase visible so nobody wonders why this week is lighter.



ANY MEMBER TRAINING IN A GYM OR AT HOME

Log every set without slowing the session down

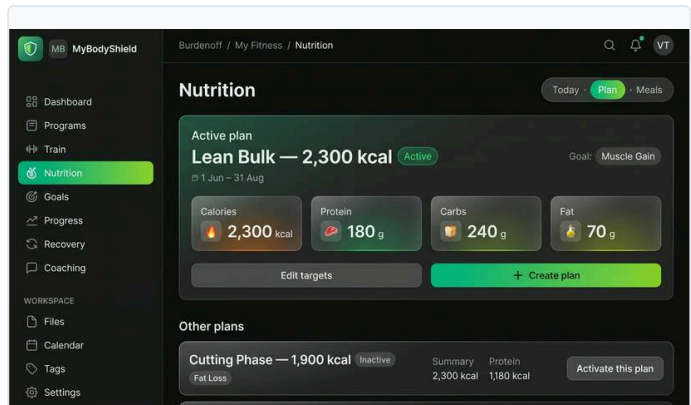
THE SITUATION

Sets get remembered wrongly or written in a notes app, so last session's numbers are never to hand when it matters — at the moment of deciding whether to add weight.

WHAT HAPPENS WITH MYBODYSHIELD

A live session records each set as it happens: reps and load for strength work, distance and time for cardio, with a set flagged when it beats a previous best. Completed sessions land in a full history with total volume.

Progressive overload becomes a decision made on evidence rather than memory.



MEMBERS CHANGING BODY COMPOSITION; NUTRITIONISTS

Set nutrition targets from the goal, not from a generic calculator

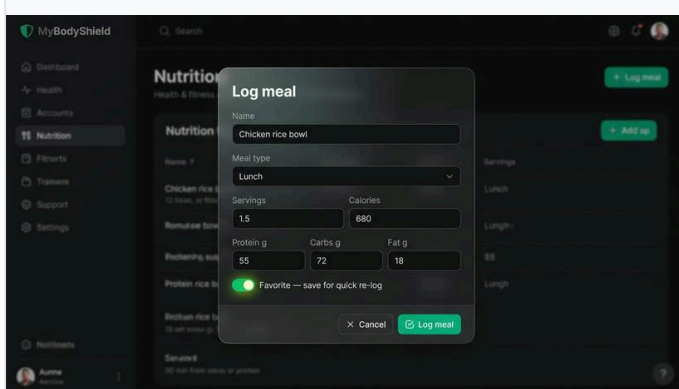
THE SITUATION

Calorie and macro targets come from a one-off calculation done months ago, disconnected from the training the person is now doing or the weight they are now at.

WHAT HAPPENS WITH MYBODYSHIELD

A nutrition plan sets calorie, protein, carbohydrate and fat targets from the member's goal and body metrics, over a date range, with an owning coach where one is involved. It is edited as the picture changes.

Targets that keep matching reality instead of drifting away from it.



BUSY MEMBERS WHO HAVE ABANDONED FOOD DIARIES BEFORE

Log a meal in seconds, including by barcode

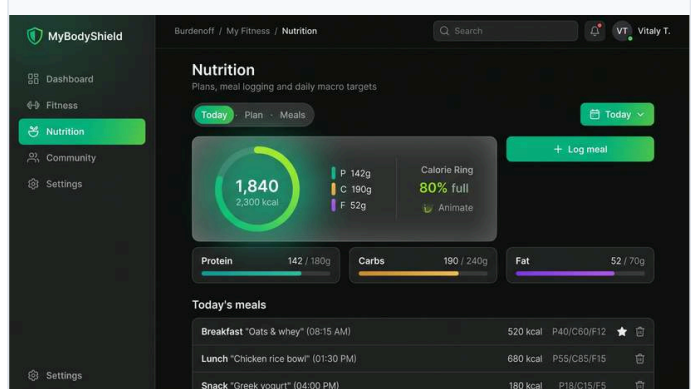
THE SITUATION

Logging food is the first habit to break, because typing out every ingredient after a long day is more effort than the information is worth.

WHAT HAPPENS WITH MYBODYSHIELD

A meal is logged by scanning or typing a barcode and pulling calories and macros from the Open Food Facts database, by searching it, or by entering a custom food. Favourites make repeat meals a single tap.

The diary survives past week two, which is the only thing that makes it useful.



MEMBERS WITH A BODY-COMPOSITION GOAL

See the day's macros before dinner, not after

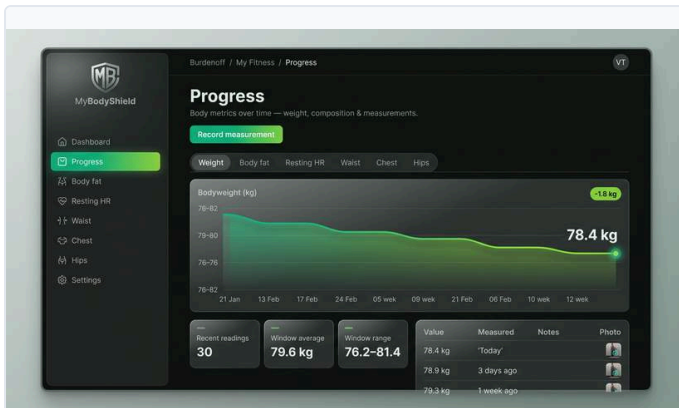
THE SITUATION

The daily total only becomes visible at the end of the day, by which time nothing can be done about it. Adjustment is always retrospective.

WHAT HAPPENS WITH MYBODYSHIELD

The day's logs roll up against the active plan's targets, so protein, carbohydrate, fat and calories consumed sit next to what was planned, live through the day.

Adjustments happen while there is still a meal left to adjust.



ANYONE WHOSE PROGRESS IS SLOW ENOUGH TO BE DISCOURAGING

Track the trend rather than the daily scale

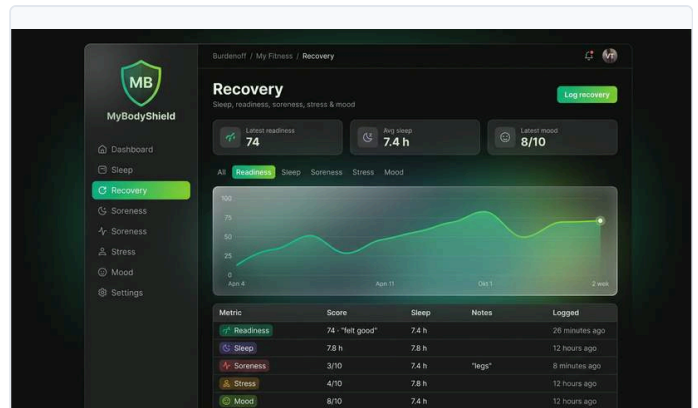
THE SITUATION

Weight moves two kilos in a day for reasons that have nothing to do with fat, and a bad morning reading undoes a good fortnight of motivation.

WHAT HAPPENS WITH MYBODYSHIELD

Weight, body composition, key measurements and resting heart rate are recorded with units, timestamps, notes and an optional progress photo, and drawn as trend lines with averages and ranges.

A flat week stops being discouraging when the month is clearly heading the right way.



ATHLETES AND COACHES MANAGING TRAINING LOAD

Decide whether to push or rest on something better than mood

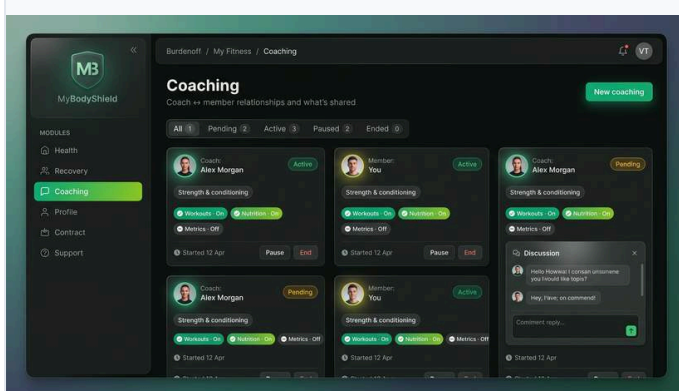
THE SITUATION

Load keeps climbing through a fortnight of bad sleep, and the resulting stall gets blamed on the programme rather than on fatigue.

WHAT HAPPENS WITH MYBODYSHIELD

Sleep hours, readiness, soreness, stress and mood are logged alongside training. A plain-language card reads recent readiness, sleep and effort to say push, lighten or rest, with the reasoning shown.

Deload decisions get made a week earlier, before a niggle becomes an injury.



INDEPENDENT COACHES AND STUDIO TRAINERS

Coach from the member's real data, on a share they granted

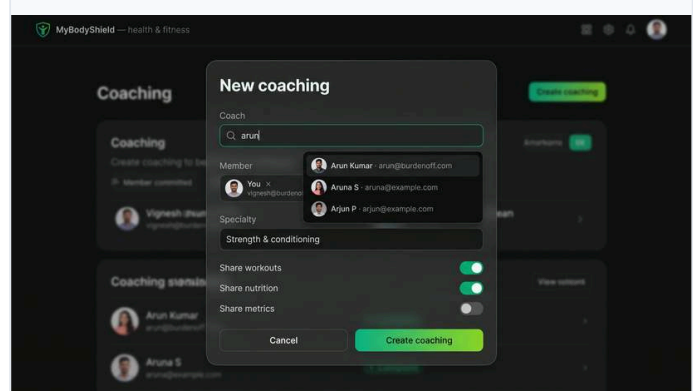
THE SITUATION

Every review starts with reconstruction: chasing screenshots, guessing at adherence, and programming for a fortnight the coach never actually saw.

WHAT HAPPENS WITH MYBODYSHIELD

A coaching relationship links coach and member with the sharing switches set at creation. Once accepted, the coach reviews the shared sessions, leaves feedback in each session's discussion thread, and adjusts the programme or the targets in place.

The review starts at 'what should change', not at 'what did you do'.



PRIVACY-CONSCIOUS MEMBERS; ANYONE IN A CORPORATE PROGRAMME

Grant a coach exactly what you meant to grant

THE SITUATION

Getting help with training normally means handing over weight, body fat and everything else as well, because access is all-or-nothing.

WHAT HAPPENS WITH MYBODYSHIELD

Workouts, body metrics and nutrition are three independent switches on the relationship. A read outside them is answered as if the record does not exist, and ending the relationship ends the share. Health values are encrypted at rest and stripped from the audit trail.

Members share what they intended, and can answer 'who can see my data' in one look.



STUDIO AND GYM OPERATORS, CORPORATE WELLNESS LEADS

Run a studio or wellness programme in one governed workspace

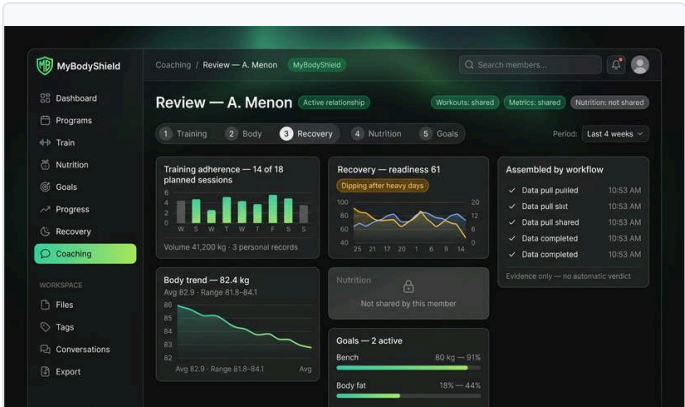
THE SITUATION

Member lists, coach permissions, billing, announcements and analytics are spread across systems, and onboarding a coach means five accounts and a note about who should see what.

WHAT HAPPENS WITH MYBODYSHIELD

Members go into groups for teams, cohorts or programmes. Roles scope coaches, nutritionists and reviewers to exactly the resources they need. Billing, seats and pooled quotas sit in one place, and workspace announcements reach everyone at once.

The programme runs from one place, and a new coach is productive the same day.



COACHES RUNNING REGULAR CLIENT REVIEWS

Walk into a coaching review already briefed

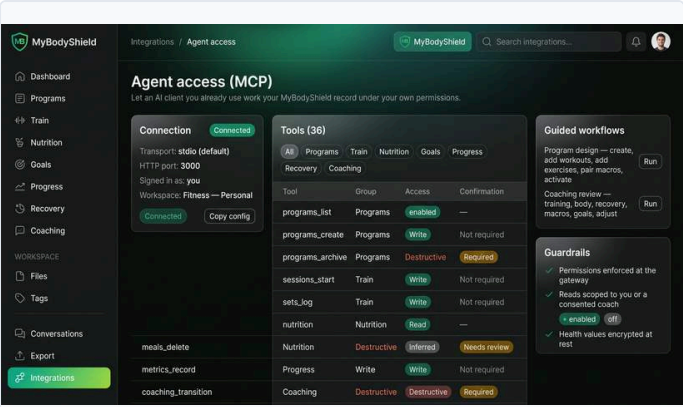
THE SITUATION

The unglamorous half of coaching is assembly — reconstructing four domains across several weeks and holding it all in your head before you can say anything useful.

WHAT HAPPENS WITH MYBODYSHIELD

A fixed review sequence gathers training against plan, then body-composition trend, then sleep and readiness, then macros against targets, then goal progress — and only then the adjustment. The same sequence is published as a guided workflow an AI client can walk before the session.

The coach spends the hour on judgement rather than on gathering.



TECHNICAL MEMBERS, INTEGRATORS, STUDIOS BUILDING AN OFFERING

Point your own AI client at your record, under your permissions

THE SITUATION

Assistants bolted onto fitness apps usually mean a second copy of the health record somewhere new, with its own access rules and no audit.

WHAT HAPPENS WITH MYBODYSHIELD

Programmes, workouts, sessions and set logging, goals, nutrition plans, meals, daily macros, body metrics, recovery entries and coaching are all callable as tools from a Model Context Protocol client, working under the same login and permissions as the screens. Risky tools announce themselves so the client can ask first.

Automation without widening the boundary — an agent gets exactly what a browser gets.

09 Product Capabilities

Grouped as a buyer would ask about them. Anything not marked shipped is genuinely not there yet — say so, because being caught overselling costs more than the feature was worth.

Training and programming

Structured, multi-week plans with set-by-set logging underneath them.

Periodised programmes

Multi-week plans with build, peak, deload and maintenance phases, carrying goal type, fitness level and days per week, plus create, update, transition and archive.

Workouts and exercises

Workouts sit inside a programme with type, week number, day and duration; exercises carry muscle group, sets, reps, rest seconds, target load, instructions and an optional demonstration video or image.

Live session logging

Start a session, record each set as it happens, flag a personal record, and complete it. Previous-session numbers are there when you need them.

Training history and personal records

Every completed session is retained with total volume and stats, feeding streaks, personal-record flags and the progress views.

Progressive-overload guidance engine in progress

Phases exist and history is captured, but the piece that automatically recommends the next session's load and reps is still being built. Progression is member- or coach-driven today.

Live and on-demand classes planned

Scheduled live sessions and an on-demand library across formats. Not built — this is the comparison Peloton wins today.

Nutrition

Goal-derived targets with a food diary fast enough to keep up with.

Goal-based nutrition plans

Calorie, protein, carbohydrate and fat targets derived from the member's goal and body metrics, over a date range, with an optional owning coach.

Meal logging with barcode and search

Scan or type a barcode, search the Open Food Facts database, or enter a custom food. Favourites make repeat meals fast.

Daily macro rollup

The day's logs total against the active plan's targets, live, so adjustment happens before the last meal rather than after it.

Nutrition targets that follow the trend automatically

planned

Retuning targets as weight and goals move is done deliberately today; doing it automatically from the body-metric trend is planned.

Body, recovery and wellbeing

The signals that explain why a training block worked, kept in the same record as the training.

Body metrics and progress photos

Weight, body composition, measurements and resting heart rate with units, timestamps and notes, plus optional progress photos held in durable storage with signed-link access.

Trend charts and aggregate stats

Scattered measurements become smooth trend lines with averages and ranges, surfaced next to training on the dashboard.

Recovery logging

Sleep hours, readiness, soreness, stress and mood, with a score and notes, captured over time and readable alongside sessions.

Push, lighten or rest guidance in progress

A rule-based card combines recent readiness, sleep hours and average effort into plain-language advice. Wiring that signal to automatically advance a programme phase is not done.

Apple Health and Google Health Connect ingestion

in progress

Readings pushed in from the device bridge as recovery logs and body metrics. Arriving with the native mobile apps rather than available on the web today.

Garmin, WHOOP and Oura cloud sync planned

These require paid vendor partner agreements before they can be configured, and are not available.

Coaching and consent

The privacy spine of the product, and the feature most likely to win a careful buyer.

Per-category sharing switches

Workouts, body metrics and nutrition are three independent, revocable switches on the coaching relationship, checked on every read rather than once at sign-in.

Relationship lifecycle

Create, accept, pause and end a coaching relationship. Ending it stops the share, and every transition is recorded.

Session feedback and messaging

Coaches leave feedback in a session's discussion thread, and member-to-coach conversation stays inside the product rather than in personal channels.

Product role catalogue

Practice owner, coach, nutrition coach, member and programme reviewer are seeded into every workspace, each scoped across the nine resource types the product enforces.

Coach marketplace planned

Discovery, specialty matching and verified credentials at scale. The relationship and the scoped share work today; browsing and matching do not.

Analytics and data ownership

Reading the record, and being able to take it away.

Dashboard and progress views

Active programmes, sessions this week, goal progress, latest weight, recovery readiness and today's macros in one place, with drill-down into body, recovery and goal trends.

Full-record export

One operation exports the whole history as CSV or JSON, with entity-type and date-range filters.

Personal records and milestones

Personal-record flags, streaks and goal achievements drawn from logged activity rather than from self-report.

Cross-domain computed trends planned

Correlating training volume with sleep, nutrition and composition — reading the four domains against each other automatically — is planned, not built.

AI assistance

An assistant and an agent surface that inherit the same permissions as the screens.

Page-aware in-app assistant

Present across the product and handed the record you have open — a programme, a live session, a nutrition plan, a goal, a metric, a recovery entry — so a question resolves against it rather than a guess.

Agent tool surface

Programmes, sessions, set logging, goals, meal plans, meals, macros, body metrics, recovery and coaching are callable from a Model Context Protocol client under your own login and permissions.

Guided agent workflows

Two published sequences: one walks programme design end to end, the other walks a coaching review across training, body, recovery, macros and goals.

Bring-your-own-key metering

You hold the provider relationship — Anthropic, OpenAI or Google — and a daily operation allowance with a hard ceiling is enforced, with warnings as you approach it. Rule-based guidance keeps working when the ceiling is reached.

Confirmation before destructive tool calls in progress

Archiving a programme and changing a coaching connection announce themselves so a client can stop and ask. Coverage is not complete — deleting a meal log is not flagged yet.

Written progress narrative planned

A plain-language read of what changed and why, cited back to the entries it came from. The raw data is queryable; the aggregation and prose layers are not built.

Deeper fitness vocabulary planned

The assistant is currently stronger at navigation and platform questions than at deep reasoning about training and nutrition specifics.

Governance, security and administration

The layer that gets a wellness programme through procurement.

Permission checks before data is touched

Every operation is permission-checked at the edge and fails closed. An unlisted resource is denied outright rather than defaulting open.

Encrypted health values

Measurements and units, recovery and readiness scores, sleep hours, macro figures, goal baselines and free-text notes are stored as authenticated ciphertext and decrypted only for a caller who passed the access check.

Audit trail without the numbers

Every consequential action is recorded with actor, target and result, while weight, body fat, resting heart rate, sleep, readiness, mood, soreness, macros and notes are stripped by field name before the log.

Workspace isolation and single sign-on

Strict per-workspace boundaries with role-based access, plus single sign-on at the platform edge for studios and corporate programmes.

Usage quotas without surprise bills

Sessions, meal logs and body-metric records are metered against the plan, with a warning at eighty per cent and a block at the limit rather than silent overage billing.

Separate, withdrawable AI consent

AI reads of health data are gated by an explicit in-app consent, independent of coach sharing, and the terms commit that member data is never used to train a generally available model.

Compliance evidence export and audit streaming planned

Streaming the audit trail to a customer's own security tooling and packaged compliance evidence are enterprise options still being built.

10 Pricing & Plans

Priced on the size of the member roster being managed — members and athletes — not on how many coaches or admins log in, so adding staff inside a tier does not raise the bill. Every tier includes the full member and coach feature surface; tiers differ by active coached members, coach seats, programme and session quotas, analytics and audit retention, governance depth and support. Prices below are Band A list; Bands B, C and D apply to other billing markets. AI runs on the customer's own provider key, so model usage is never resold inside the plan price.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 forever No card required	A solo athlete, a single coach, or a studio evaluating the platform	15 active coached members, 2 coach or admin seats, 1 workspace; 1 active programme, 50 logged sessions a month, 50 meal logs a month; 1 GB shared storage, 2 integrations, 30-day analytics and 7-day audit retention; Community support, best-effort availability
Starter	\$99/mo or \$79/mo annual India: ₹3,999/mo or ₹3,199/mo annual	Independent coaches and micro-studios up to roughly 50 members	50 active coached members, 5 coach or admin seats; 5 active programmes, 500 sessions a month, 1,000 meal logs a month; 25 GB shared storage, 10 integrations, 90-day analytics and 30-day audit retention; Email support under 48 hours
Growth	\$399/mo or \$319/mo annual India: ₹14,999/mo or ₹11,999/mo annual; 14-day trial	Growing gyms and coaching businesses up to roughly 250 members	250 active coached members, 15 coach or admin seats, 3 workspaces; 50 active programmes, 5,000 sessions a month, 10,000 meal logs a month; 100 GB shared storage, 50 integrations, 365-day analytics and 180-day audit retention; Priority support under 24 hours, 99.5% availability commitment
Business	\$999/mo or \$799/mo annual India: ₹39,999/mo or ₹31,999/mo annual	Established gyms, studio chains and coaching teams up to roughly 1,000 members	1,000 active coached members, 50 coach or admin seats, 10 workspaces; 500 active programmes, 50,000 sessions a month, 100,000 meal logs a month; 1 TB shared storage, 250 integrations, 730-day analytics and 365-day audit retention; Priority support under 8 hours, 99.9% availability commitment
Enterprise	From \$12/active member/mo list; \$9 annual floor Annual contract; Band B from \$8, Band C from \$6, Band D from \$4 per active member per month	Health systems, corporate wellness programmes and large gym or franchise networks	Custom member, seat, programme and session quotas; unlimited workspaces; Enforced single sign-on and provisioning, access review, audit streaming; Data residency, customer-managed keys and private networking options; Dedicated tenant, self-hosted or air-gapped deployment; Dedicated support with an SLA from 99.95%

Add-ons

ADD-ON	PRICE
Member Pack (50 more active coached members)	\$39/mo
Program Pack (5 more concurrent active programmes)	\$29/mo
Session Pack (5,000 more logged sessions a month)	\$29/mo
Coach Seat Pack (100 more coach seats)	\$49/mo
Meal Log Pack (10,000 more meal logs a month)	\$29/mo
Storage Pack (50 GB more shared storage)	\$15/mo

ADD-ON	PRICE
API Pack (100,000 more shared API requests a day)	\$19/mo
AI Pro (2,500 more bring-your-own-key AI operations a day, priority queue)	\$79/mo
Analytics Pro (730-day retention, custom dashboards)	\$99/mo
Support Hours (5-hour block, 30-day validity)	\$750 one-time

WHAT TO TELL A PROSPECT ABOUT PRICE

- Regional bands are the customer's normal market price for their verified billing country, not a discount — Band A is the US, EU, UK, Canada, Australia, Japan, Korea and Singapore; Band D includes India.
- The coaching marketplace charges coaches a 6% to 10% take rate banded by coach tier, against the 20% to 35% typical of standalone coaching marketplaces. Paid content splits 80% to the author.
- No silent overage billing: a warning arrives at 80% of a quota and the action is blocked at 100%, so the bill never arrives as a surprise.
- Thirty-day money-back on a first purchase of Starter, Growth or Business. Taxes are added at checkout.
- Dedicated tenant, self-hosting, air-gapped deployment, compliance packages and managed services are quoted per customer; professional services start at \$2,500.
- Prices here are the planned launch configuration and are subject to change — always confirm the current quote with us before repeating a number to a customer.

11 Competitive Landscape

Every one of these is genuinely better than MyBodyShield at the thing it was built for. The argument is never that they are bad; it is that each owns one domain and none connects four, and that none offers per-category consent the member controls.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
MyFitnessPal	The dominant nutrition logger, built around a crowdsourced food database of over fourteen million items, with barcode, photo and voice logging.	Food-database breadth is not close. Their catalogue, their device integrations and their \$79.99 annual price make them the right answer for someone whose entire requirement is calorie and macro logging.	Training, body metrics and recovery sit in the same record as the food, so a stalled cut can be read against the training week and the sleep. Structured periodised programmes, a coaching layer with per-category consent, and full CSV and JSON export of everything — with no advertising and no sale of personal health data.
WHOOP	A recovery wearable with best-in-class heart-rate-variability and sleep analysis, sold as an annual membership from \$199 to \$359 including the strap.	Sensor-grade recovery science, continuous monitoring and cleared medical features on their top device. Nothing logged by hand matches a strap measuring you all night, and their AI advisor turns that data into guidance.	No hardware to buy or issue, and recovery sits next to real periodised training and nutrition rather than in a scores-only silo. Coach access is scoped and revocable per category, and the record exports in full — where WHOOP offers no full-record export.
Strong	A fast, minimalist gym logbook for strength athletes, with excellent Apple Watch support, at \$4.99 a month or \$29.99 a year.	The cleanest set-by-set logging experience available, a generous free tier with unlimited history, and a price that is hard to argue with. For a lifter who wants only a logbook, it is the better product.	Set-by-set logging plus build, peak and deload programme structure, unlimited programmes rather than a three-routine free cap, and nutrition, recovery and body metrics in the same record. A logbook cannot grow a coaching layer with consent and audit.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Noom	A psychology-led weight-loss programme built on cognitive behavioural lessons, a colour-coded food system and human coaching, with a corporate offering.	The behavioural curriculum is real intellectual property and it addresses the part of weight loss that tracking does not. Their coaching relationships and their corporate programme are more mature than ours.	Structured training and recovery, not lessons and step counting, with nutrition in the same record. Their coaching model requires broad visibility; ours is three switches the member sets and can end. A behavioural curriculum is on our roadmap, not shipped — say so.
Freeletics	An AI bodyweight and high-intensity training coach that generates and adapts programmes from self-reported difficulty, with a strong community.	Excellent calisthenics and bodyweight programming with no equipment needed, an adaptive coach that has been refined for years, and an active community feed with challenges. Their adaptation is ahead of ours today.	Programmes across barbell, dumbbell, machine and bodyweight rather than bodyweight-first. Nutrition and recovery are part of the same record instead of a paid add-on, human coaching sits on top with audited consent, and governance scales from solo member to enterprise.
Strava	The largest social network for athletes, dominant in GPS activity tracking, segments and peer motivation for runners and cyclists.	The social graph is the product and it is enormous. Segment leaderboards, broad GPS device support and community motivation are things we do not have and will not match soon — our community surfaces are roadmap.	Structured periodised plans rather than activity logs and kudos, with nutrition, body metrics and recovery in one record. Human coaching with scoped, revocable, audited sharing, and a full CSV and JSON export where theirs is limited to activity data.
Peloton	A connected-fitness content platform with high-production instructor-led cycling, running, strength and yoga classes, on hardware and in an app from \$12.99 a month.	Class content and instructor quality are outstanding, and the energy of a live class is a motivator no plan builder replicates. If the requirement is class content, they win it outright — ours is roadmap.	Periodised programmes that progress toward a goal rather than a class catalogue, with no required hardware and any equipment supported. Nutrition, body metrics and recovery are tracked alongside, and studios get workspace governance and scoped coach consent.
Trainerize and TrueCoach	Established coach-facing delivery tools for programme assignment, client check-ins and messaging, typically priced per active client per month.	They are mature, coach-first products with years of workflow refinement, deep exercise libraries, established habits among trainers, and a lower per-client price when programme delivery is genuinely all that is needed.	Nutrition, body metrics and recovery live in the same record as the programme rather than in separate subscriptions the coach reconciles. Flat tier pricing on roster size instead of linear per-client growth, per-category member consent with audit, and full-record export.

THE POSITIONING LINE TO HOLD

Every incumbent owns one domain and is structurally absent from the rest; MyBodyShield is the one record where training, nutrition, body and recovery meet, with coach access the member grants and revokes.

12 Why Us / Differentiators

If you remember six things about why someone would choose MyBodyShield over a better-known name, make it these.

One record across four domains

Training, nutrition, body metrics and recovery share a single model, and coaching consent is part of it. No incumbent stores all of that together — each of them owns one domain and treats the rest as somebody else's problem. This is architectural, so it is not something a competitor adds in a release.

Per-category consent, checked on every read

Workouts, body metrics and nutrition are three independent, revocable switches on a coaching relationship. The check happens on every read rather than once at sign-in, and a read outside the grant is answered as if the record does not exist — so an unauthorised caller cannot even confirm it is there.

The whole record exports, in two formats

One operation produces the full history as CSV or JSON with date and category filters. Most competitors export a single domain if they export at all, and two of the best-known offer no full-record export. It removes the lock-in objection before a prospect has to raise it.

Governance inherited, not bolted on

Role-based access, workspace isolation, audit, usage quotas, single sign-on, multi-language support and billing come from the underlying Burdenoff platform. A consumer fitness app has none of this layer; a studio-management tool has scheduling and billing but not unified health data.

AI that cannot widen the boundary

The assistant and the agent tool surface traverse the same permission and consent layer as the screens, so an AI client sees exactly what the person it acts for sees. AI processing is a separate consent that can be withdrawn, models run on the customer's own provider key, and the terms commit that member data never trains a generally available model.

No hardware in the way

Recovery, readiness, sleep and body measurements are logged in-app on any device, and programmes work with a barbell, a set of dumbbells, a machine or nothing at all. Value does not depend on issuing every member a strap or a bike, which matters enormously for a corporate rollout.

One ladder from solo member to enterprise

The same product serves an individual on the free plan, a coaching practice, a studio chain and a corporate wellness programme — different workspaces and role mixes, not different products. Nobody re-platforms when a pilot succeeds.

13 Customer Proof & Credibility

There are no customer references to lean on, so credibility has to come from what the product demonstrably does and how carefully it handles data. Offer a walkthrough of the consent model and the export rather than a reference call — for this category, showing the mechanism is more persuasive than a logo would be.

CONSENT ENFORCED IN THE DATA LAYER, NOT THE INTERFACE

Every member-owned read self-scopes to the caller, and an explicit member identifier is only honoured when an active relationship with the matching category switch exists. Otherwise the answer is not-found, so existence itself is not disclosed.

HEALTH VALUES ENCRYPTED, AND KEPT OUT OF THE AUDIT TRAIL

Measurements and units, recovery and readiness scores, sleep hours, macros, goal baselines and free-text notes are stored as authenticated ciphertext. The activity log records what happened and by whom, with those fields stripped by name — accountability without a second plaintext copy.

A SEEDED ROLE CATALOGUE, NOT AD-HOC PERMISSIONS

Practice owner, coach, nutrition coach, member and programme reviewer are created in every workspace automatically, each scoped across the nine resource types the product enforces. A resource a role does not list is denied outright.

DATA PORTABILITY AS A SHIPPED FEATURE

Full-record export in CSV and JSON with entity and date filters is available now, not promised. It is the fastest way to defuse a lock-in objection in the room.

A PUBLISHED CERTIFICATION ROADMAP WITH HONEST SCOPE

SOC 2 Type I and Type II, ISO 27001 and ISO 27701 are targeted with dated milestones; GDPR, UK GDPR, India's DPDP Act, US state privacy and PCI scope are addressed by self-attestation at launch. HIPAA and medical-device certification are explicitly out of scope, and the roadmap says so rather than implying coverage.

PLATFORM DEPTH BEHIND A YOUNG PRODUCT

Identity, authorisation, audit, billing, notifications, file storage, internationalisation, accessibility and support are shared services used across the wider Burdenoff platform, so they did not have to be rebuilt here and are not first-version code.

DOCUMENTED, HONEST CAPABILITY STATUS

The public site marks every capability shipped, in progress or planned, including the gaps — no automatic overload engine, no cloud wearable connections beyond Apple Health and Health Connect, no community challenges, no native mobile yet. A prospect can verify what we say against our own pages.

Be straight about this. MyBodyShield is early. It is live and anyone can sign up on the free plan, but there are no public reference customers, no published usage or outcome figures, no independent security certification yet, and no testimonials — and you should say all of that plainly rather than let a prospect discover it. Several capabilities a competitor already has are honestly marked in progress or planned: automatic progressive-overload suggestions, cloud wearable connections to Garmin, WHOOP and Oura, community challenges, live classes, a coach marketplace, and native mobile apps. What a prospect should weigh instead is whether the unified record and the per-category consent model solve a problem their current tools structurally cannot, how much a free-plan pilot with one cohort would cost them to try, and how easily they could take their data out again — which, given full CSV and JSON export, is the cheapest exit in the category.

14 Demo Information

You are not expected to demonstrate the product. Show the public pages, get the prospect interested, and hand over for a live walkthrough. If you do want to show something yourself, the free plan is the honest way to do it.

HOW TO GET A DEMO

Anyone can sign up on the free plan at app.mybodyshield.com with no card. For a guided walkthrough with a prospect present, book time with Vignesh on the Calendly link and we will run it. Do not create accounts on a prospect's behalf or load their data.

Runs about Ten minutes for the public pages, twenty-five to thirty for a guided walkthrough with questions.

WHERE TO LOOK

- **Product site** — <https://mybodyshield.com>
- **Sign in or start free** — <https://app.mybodyshield.com>
- **Use-case library** — <https://mybodyshield.com/use-cases>
- **Head-to-head comparisons** — <https://mybodyshield.com/vs>
- **Security and data handling** — <https://mybodyshield.com/security>
- **Book a walkthrough with Vignesh** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

- 1 The dashboard, with programme, sessions, goal progress, latest weight, readiness and today's macros together**
This is the whole point in one screen. Four things that normally live in four apps, in one view — which is what makes it possible to explain a bad month rather than just notice one.
- 2 A programme with its build, peak and deload phases and the workouts inside it**
Random sessions produce random results. A programme here has an arc, and the phase is visible, so nobody wonders why this week is lighter.
- 3 A live session logging sets, with previous numbers to hand and a personal record flagged**
Logging has to be fast enough to survive a real training session. Last time's numbers are right there at the moment you decide whether to add weight.
- 4 The nutrition day rolling up against the plan's targets**
You see where the day stands while there is still a meal left to change. Barcode and search come from an open food database, and custom foods are always available.
- 5 The recovery page with sleep, readiness, soreness, stress and mood, and the push-or-rest card**
Recovery is a first-class signal, not a separate app. The card reads recent readiness, sleep and effort and says push, lighten or rest — and it shows why.
- 6 A coaching relationship with the three sharing switches**
This is the feature to watch a privacy-minded buyer react to. Workouts, metrics and nutrition are three separate grants, checked on every read, and ending the relationship ends the share.
- 7 The export, choosing CSV or JSON with filters**
The whole record, in one operation, in either format. If they ever want to leave, this is how — which is usually the fastest way to end a lock-in conversation.
- 8 The comparison pages on the public site**
We publish where each competitor beats us. Read the concessions out loud — it is the reason the rest of the page gets believed.

15 Sales Talking Points

Nine lines that hold up under pressure. They are short on purpose; each one is a door into a longer conversation rather than a claim to defend on its own.

Four apps become one record, and one bill.

It is the shortest statement of the whole product, and it lands with both a member and a finance-minded operator. For a studio it also carries the commercial argument: a stacked best-of-breed set of tools costs far more per member than a flat tier.

The member decides what the coach sees, category by category.

Nobody else in this market offers it. A trainer can see workouts without weight; a nutritionist can see meals without training history. In a privacy-sensitive room this is the moment the conversation changes tone.

You can take everything with you, today.

Lock-in is the objection that kills long deals late. Answering it early — full record, CSV or JSON, one operation — makes the rest of the conversation cheaper for everyone.

Recovery is in the same picture as the training.

It is the domain most often missing, and the one that explains stalls. Coaches recognise the problem immediately, and it is the natural bridge into the recovery-aware guidance still being built.

No strap, no bike, no hardware budget.

Wearable-based programmes die on procurement and on issuing devices. This removes a whole category of cost and logistics from a corporate wellness rollout.

The same product serves one person or ten thousand.

Buyers who have been burned by outgrowing a tool care about this. A solo member, a practice, a studio chain and a corporate programme are workspaces with different role mixes, not different products.

AI here sees exactly what you see, and nothing more.

It converts the standard AI objection into a differentiator. The assistant and the agent tools go through the same permission layer as the screens, and AI processing is a consent that can be withdrawn.

Priced on the roster, not on admin seats.

Studio operators expect to be punished for adding coaches. Being told that adding staff inside a tier costs nothing usually gets a visible reaction.

We publish where the competition beats us.

The comparison pages concede food-database breadth to MyFitnessPal, sensor science to WHOOP, class content to Peloton and social graph to Strava. Saying it first is what makes the rest credible.

The hard ones are here on purpose. Answer them straight and short — an honest limitation, admitted quickly, is worth more than a clever deflection.

"We already use MyFitnessPal and a workout app. Why change?"

You probably should not stop logging food in a tool that works. The question is what happens when someone plateaus — today the training is in one app, the food in another, and nobody can line them up. This is about the answer to that question, not about beating anyone at calorie logging.

PROOF · We concede food-database breadth to MyFitnessPal in writing on our own comparison page. What we add is training, body metrics, recovery and coaching in the same record, with export in both directions.

"You are very early. What if you are not around in two years?"

Fair, and we will not argue you out of it. Two things reduce the risk: start on the free plan with one cohort so the trial costs nothing, and check the exit before you commit — the entire record leaves as CSV or JSON in one operation. It is the cheapest exit in this category.

PROOF · Free tier with real capability, and a shipped full-record export in two formats with filters. There are no reference customers yet and we say so.

"This is more expensive than the apps our members already pay for."

Per person it is usually the other way round once you count what the studio is stacking. Programme delivery, a nutrition app, a recovery tracker and a coaching marketplace typically total somewhere between \$30 and \$60 per active member per month. Growth at \$399 for up to 250 members is a flat fee against that.

PROOF · Published tiers: Free, \$99, \$399 and \$999 a month by roster size, with Enterprise from \$9 per active member per month on an annual contract. Marketplace take rate is 6% to 10% against the 20% to 35% typical elsewhere.

"Why would we not just build this ourselves, or extend what we have?"

The tracking is the easy part. What takes the time is per-category consent enforced on every read, encrypted health values, an audit trail that deliberately omits the numbers, role-based access, single sign-on and quota enforcement — and then keeping all of it correct. That is the part you would be buying.

PROOF · Five seeded roles across nine enforced resource types, consent checked in the data layer rather than the interface, and sensitive fields stripped from the audit log by name.

"Our people will not put health data into an employer-provided app."

They are right to be careful, and the answer is not a policy paragraph. Data is private by default, a coach sees only the categories the individual switched on, ending the relationship ends the share, and the audit trail records what happened without recording their numbers. Show them the switches.

PROOF · Three independent, revocable sharing switches per relationship, unpermitted reads answered as not-found, and health values encrypted at rest and redacted from the activity log.

"What certifications do you hold? We need SOC 2."

None today, and we will not pretend otherwise. SOC 2 Type I and Type II, ISO 27001 and ISO 27701 are on a dated roadmap; GDPR, UK GDPR, DPDP and PCI scope are handled by self-attestation now. If a signed report is a hard gate, we are early for you — tell us and we will say so.

PROOF · A published certification roadmap with target dates, owners and an explicit note that nothing is claimed as held. HIPAA and medical-device certification are stated as out of scope.

"Our members already own Garmins and Ouras. Does it sync?"

Not those two yet, and not WHOOP — they need vendor partner agreements we have not completed. Apple Health and Google Health Connect readings come in through the mobile bridge, and everything else is logged in-app, which works but is manual. If automatic sync from those three is a must-have, we are not ready.

PROOF · Our own site marks Garmin, WHOOP and Oura sync as roadmap and explains why. Recovery logging covers sleep, readiness, soreness, stress and mood without any device.

"You are a small company. Who supports us when something breaks?"

Support is tiered with the plan — email under 48 hours on Starter, priority under 24 on Growth, under 8 on Business, and a dedicated arrangement with an SLA on Enterprise. Blocks of support hours and a retainer are available, and implementation and managed operations can be bought as services.

PROOF · Published support tiers and availability commitments of 99.5% on Growth, 99.9% on Business and from 99.95% on Enterprise, plus support-hour add-ons from \$750.

"Can it give members actual coaching advice, like the AI apps do?"

Partly, and it is worth being precise. It reads your record with you and produces rule-based push-lighten-rest guidance. What it does not do yet is compute your next session's load automatically or write a progress narrative — those are being built. And nothing here is medical or dietetic advice.

PROOF · The overload engine is marked in progress and the written progress narrative planned, on our own pages. The AI terms state plainly that the assistant is assistive rather than autonomous.

"If we put AI near health data, where does that data end up?"

Nowhere new. The assistant and the agent tools go through the same permission and consent layer as the screens, so they cannot see more than the person they act for. You supply your own provider key, usage is metered against a daily allowance, and the terms commit that member data never trains a generally available model.

PROOF · AI processing is a separate, withdrawable consent independent of coach sharing, and every AI read is audit-logged without the sensitive values.

"Our coaches will not change tools. Adoption will fail."

That is the real risk, more than any feature gap. It is why the pilot should be one coach and one cohort on the free plan, not a rollout. If the coach's review time drops because they stop reconstructing what the client did, the rest follows; if it does not, you have lost nothing.

PROOF · Free plan covers 15 active coached members and 2 coach seats with the full feature surface, and paid implementation and coach-enablement services exist if the rollout needs help.

"We are a healthcare provider. Can you sign a business associate agreement?"

No, and I would rather tell you now than three meetings in. MyBodyShield is a fitness and wellness platform and is deliberately not positioned as a covered entity or business associate. If the requirement is clinical, this is the wrong product for you today.

PROOF · HIPAA and ISO 13485 are both marked explicitly out of scope on the certification roadmap, to be revisited only if a contract requires them.

17 Discovery / Qualification Questions

Ask four or five of these, not all twelve. The point is to find out whether the prospect owns a problem MyBodyShield is structurally good at, and to hear it in their own words so we can pick the conversation up where you left it.

ASK THIS	LISTEN FOR
How many separate apps does one of your members or clients end up using in a week?	Four or five named tools is the strongest signal there is. One tool, used happily, usually means there is no problem to sell into.
When a coach sits down for a client review, how long before they can say something useful?	Any mention of screenshots, spreadsheets, chasing or reconstructing. If reviews are already effortless, they have solved this some other way.
How does a coach see a client's data today, and who decided what they can see?	All-or-nothing access, shared logins, or 'they just send it to me'. If they have ever had an awkward conversation about it, that is the opening.
What happens when someone's progress stalls — how do you work out why?	Guesswork, or reading one domain in isolation. Someone who says they cannot tell whether it was the training, the food or the sleep has just described the product.
How many active members are you managing, and across how many coaches?	Roster size maps directly to a tier. Fifty to a thousand across several coaches is the sweet spot; under fifteen sits on the free plan.
Does anything you use today track sleep or recovery, and does it reach the coach?	A recovery gap, or a wearable whose data never leaves the member's phone. Also flags whether Garmin, WHOOP or Oura sync will be a blocker.
If you switched tools tomorrow, could you take your members' history with you?	Hesitation, or 'probably not'. Someone who has been burned by lock-in will engage with the export story immediately.

ASK THIS

Who reviews a tool like this before you can buy it, and what do they usually ask?

LISTEN FOR

A named security or privacy reviewer, a works council, or a procurement process. It tells you whether the governance story is a differentiator or an obstacle.

Is a signed SOC 2 report or a business associate agreement a hard requirement?

A firm yes means walk away politely now. A 'we would like to see a roadmap' means the certification plan is enough.

What are you paying, in total, across all the tools this would replace?

A stacked number per active member. That figure is the entire commercial argument and it is far better coming from them than from us.

If you ran a pilot, whose cohort would it be and what would make it a success?

A named coach and a stated measure means a real buyer. Vagueness here usually means there is no internal sponsor yet.

Is anyone asking you to add AI to this, and what worries you about it?

Either enthusiasm — where the agent surface and bring-your-own-key model are strong — or fear, where the consent boundary is the answer. Both are useful.

18 How to Identify a Good Opportunity

A quick triage before you spend real time. Green signals mean introduce us; amber means keep talking but do not promise anything; red means say so kindly and move on.

STRONG SIGNAL — PURSUE

- They describe stitching together a training tool, a nutrition app and a recovery tracker, and reconciling them by hand.
- A coach or manager complains that reviews start with reconstructing what the client actually did.
- Privacy or consent comes up unprompted — who can see an employee's or a client's health data.
- Roughly 50 to 1,000 active members across more than one coach, and the roster is growing.
- There is an approved wellness or coaching budget, and a named person accountable for the programme.
- They already worry about lock-in, or have been burned moving off a previous tool.

Introduce us straight away.

WORTH A CONVERSATION

- A single coach with a handful of clients — real, but the free plan covers them and revenue is small.
- Interested in the platform but the must-have is Garmin, WHOOP or Oura sync, which is not available yet.
- A corporate buyer with an enthusiastic wellness lead but no security reviewer engaged yet — the review will decide it.
- Wants live class content as a core part of the offer, where we are honestly behind.
- Curious about the AI capabilities but has no budget or sponsor behind the interest.
- Evaluating in a market where the regional band, tax treatment or payment method still needs checking.

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- The requirement is a food database and nothing else — send them to MyFitnessPal and keep the relationship.
- A US healthcare provider or insurer that needs a HIPAA business associate agreement.
- They expect clinical, diagnostic or dietetic advice, or a regulated medical device.
- A hard gate on a signed SOC 2 report or an ISO certificate before any pilot can begin.
- The whole requirement is class content or a social feed, both of which are roadmap for us.
- No named owner, no budget and no problem they can describe without prompting.

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Ask: 'When one of your members stalls, can you tell whether it was the training, the food or the sleep — and how long does it take you to find out?' If they cannot answer, or the answer involves opening three apps, you have a real opportunity. If they answer confidently in one sentence, they have already solved this and you should move on.

19 How to Introduce Us

Keep it short and keep it honest. You are making an introduction, not selling — the job is to name the problem in their words and get a conversation booked. Never promise a feature; if you are unsure whether something is shipped, say you will check.

IN CONVERSATION

"Most people trying to get fitter run four apps that never talk to each other — the workout log, the calorie counter, the sleep tracker and the coach chat. MyBodyShield puts all four in one record, and the member decides which parts a coach can see, one category at a time, and can switch any of them off. It sounded like your coaches spend half a review just working out what the client actually did. Worth twenty minutes with the people who built it?' Then offer the introduction and stop talking."

EMAIL – SUBJECT: ONE RECORD FOR TRAINING, NUTRITION AND RECOVERY – WORTH A LOOK?

Hi [Name],

After our conversation about [the problem they described], I thought of MyBodyShield.

It is a health and fitness platform that keeps training programmes, nutrition, body metrics, recovery and coaching in one record instead of four apps. The part I think matters for you: a member grants a coach access to workouts, body metrics and nutrition as three separate switches, and can turn any of them off — so coaching runs on real data without anyone over-sharing.

It is early. There is a free plan you can try with one cohort, and the whole record exports as CSV or JSON if it does not work out.

Happy to introduce you to Vignesh, who leads it — vignesh@burdenoff.com, or book directly: <https://calendly.com/vignesh-burdenoff/1-1>

Best,
[Your name]

SHORT MESSAGE / LINKEDIN

Short message: 'You mentioned your coaches lose half of every review reconstructing what the client did. MyBodyShield keeps training, nutrition, body metrics and recovery in one record, with per-category coach access the member controls. Early product, free plan to try. Want an introduction?'

WARM THREE-WAY INTRODUCTION

Copy Vignesh (vignesh@burdenoff.com) and the prospect on one email. Two lines on who they are and what problem they described, one line on why you thought of MyBodyShield, then hand over. Add their roster size and current tools if you know them — it saves a discovery call. Vignesh can also be reached on +91-7358445777.

Please do not: Do not claim customers, member numbers or outcomes. There are none to claim, and it is the fastest way to lose the prospect's trust and ours.; Do not promise Garmin, WHOOP or Oura sync, live classes, a coach marketplace, native mobile apps or automatic overload progression — those are roadmap, not shipped.; Do not quote a price beyond the published tiers, and never quote a discount or a regional band. Every quote is approved by us before it reaches a customer.; Do not describe anything in the product as medical, dietetic or clinical advice, and never suggest it is HIPAA-covered or a medical device.; Do not create an account on a prospect's behalf or load their members' data — health data is theirs to enter under their own consent.

20 Lead Handoff Process

Once the prospect is interested, hand over cleanly. Register the opportunity before the introduction, not after — retrospective registration is not accepted, and it is the only thing that protects your commission.

1 Register the opportunity first

Email Vignesh at vignesh@burdenoff.com with the company, the contact and what you have discussed, before the introduction goes out. Approved registration is protected for 90 days, extendable once by another 90 if there is active progress.

2 Make the introduction

One email copying the prospect and Vignesh, with two lines of context and the problem in the prospect's own words. Or book directly at <https://calendly.com/vignesh-burdenoff/1-1> — the phone route is +91-7358445777.

3 Sit in on the first call if you can

You keep the relationship and you hear what actually matters to them. Twenty to thirty minutes covering the unified record, the consent model, pricing against their roster, and what is honestly not built yet.

4 Let us run the evaluation

We handle the pilot setup, security questionnaire, any data-residency or deployment questions, and the quote. You stay copied and we tell you where it stands rather than leaving you to chase.

5 Agree who does what if it closes

Some partners simply introduce; others deliver implementation, migration or coach enablement as their own paid engagement. Settle that before the quote, because it changes which commission programme applies.

6 Stay involved through the first renewal

Renewal commission only applies where a partner has an approved renewal or customer-success role. If you want that, say so at registration rather than at renewal time.

SEND US THIS — IT IS ALL WE NEED

- Company name, what they do, and roughly how many active members or clients they manage
- The contact's name, role and preferred way of being reached
- The problem in their own words — the sentence that made you think of MyBodyShield
- What they use today across training, nutrition, recovery and coaching, and roughly what it costs them
- Whether there is a budget and a named owner, or whether this is still exploratory
- Any hard requirements you already know about: certifications, data residency, single sign-on, specific wearables
- Their billing country, which determines the regional price band
- Timing — when they would want to run a pilot, and anything driving that date

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registered opportunity within one working day and aim to have the first call booked inside three. If a prospect asks something you cannot answer, send it over rather than guessing — we will come back to you the same day where we can.

Deal registration: Registration must happen before commission eligibility starts, and there is no retroactive registration. An approved registration is protected for 90 days, with one 90-day extension possible where there is active progress. If we already had an active opportunity with that account, there is no commission unless you bring a new buying centre or materially expand the scope. Where two partners claim the same deal, the first approved registration with real contribution takes priority, and any split needs written approval. We may ask the customer to confirm your involvement.

21 Partner / Referral Commercials

Partners are paid on collected net revenue, not list price and not contract value. If a customer is billed at a regional band, the commission is calculated from that billed amount rather than Band A — the regional price is a normal market price, not a discount that reduces eligibility. Taxes, refunds, chargebacks, credits, payment fees, marketplace publisher payouts, customer cloud costs and AI provider costs are all excluded before the calculation.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net subscription	0% unless separately approved · 3% of first-year collected net add-ons, capped at \$10,000
Consulting Partner	Introduction plus evaluation support	12% of first-year collected net subscription	0–3% if active in the success plan · 3% of first-year collected net add-ons, capped at \$15,000
Implementation Partner	Introduction plus implementation delivery	15% of first-year collected net subscription	3–5% if active in the renewal success plan · 5% of first-year collected net add-ons, capped at \$25,000
Authorised Reseller	Approved resale with first-line commercial ownership	Up to 15% reseller margin on the approved quote	Up to 8% if the account stays active and supported · Up to 5% on dedicated tenant or managed services, only where approved
Managed Service or Strategic Partner	Managed or bundled offering under the MyBodyShield name, or repeat enterprise pipeline	Custom	Custom · Custom

THE RULES THAT MATTER

- Register before the introduction. There is no retroactive registration, and an approved registration is protected for 90 days with one possible 90-day extension.
- Larger deals earn an additional incentive on first-year net subscription: 1% capped at \$2,500 from \$100,000, 2% capped at \$7,500 from \$250,000, and 3% capped at \$25,000 from \$500,000 — only where the deal was registered before procurement and the partner materially helped.
- Partner and affiliate rewards do not stack. A customer is attributed to one programme unless we approve a written exception.
- Dedicated tenant, self-hosted, air-gapped, compliance and managed-service packages carry heavy delivery effort, so partner economics on them are lower and must be approved in the quote.
- Marketplace take-rate and content-publisher revenue are not partner-commissionable — they follow the separate marketplace publisher programme.
- We control final pricing, discounting, contract terms and commission eligibility. Reseller margin combined with any customer discount must not push our net realisation below the Enterprise regional floor.
- Services you contract directly with the customer — implementation, migration, coach enablement — are yours to keep, provided they do not conflict with our contract with that customer.
- Do not promise features, compliance status, discounts or timelines without our written approval, and no side letters or off-contract promises.

GETTING PAID

Commission is paid 15 days after successful realisation of revenue, on collected net revenue only, once settlement, refund, cancellation, fraud, tax and payout-document checks clear. Multi-year deals pay as customer cash is collected rather than on total contract value unless separately approved. Refunds, chargebacks and customer credits reduce or reverse commission, deducted from future payouts where necessary. Partners handle their own invoicing and tax compliance; we withhold and report where the law requires it. Payment currency follows the partner agreement.

These are the standard MyBodyShield partner programme terms as currently published, and they are pre-launch planning figures. They are not an offer. The terms that apply to you are those in your signed partner agreement, and the terms that apply to a customer are those in the quote we issue and they accept.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If MyBodyShield is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
MyBodyShield website	https://mybodyshield.com	The product story, features, use cases and pricing — the page to send first.
The app	https://app.mybodyshield.com	Where a prospect signs up on the free plan. No card required.
Documentation	https://docs.mybodyshield.com	Product guides, API reference and integration material for a technical evaluator.
Use-case library	https://mybodyshield.com/use-cases	Twenty-four scenarios written as illustrative stories, each marked for what is shipped and what is not.
Head-to-head comparisons	https://mybodyshield.com/vs	Where each competitor beats us, in writing. Send it before a prospect finds the comparison themselves.
Security and data handling	https://mybodyshield.com/security	For the privacy or security reviewer who will decide a corporate deal.
AI in MyBodyShield	https://mybodyshield.com/ai	The assistant, the agent tools, the consent boundary and the bring-your-own-key position.
Services and enablement	https://mybodyshield.com/services	Implementation, member-data migration, integrations, coach enablement and managed operations.
Book a call with Vignesh	https://calendly.com/vignesh-burdenoff/1-1	The fastest handover. Send it to the prospect or book it yourself with them on the call.
Email Vignesh T.V.	mailto:vignesh@burdenoff.com	Deal registration, quotes and anything you cannot answer. Also on +91-7358445777.
All Burdenoff products	https://burdenoff.com/products	The wider portfolio, if a prospect's need turns out to sit somewhere other than fitness.

WHAT YOU CAN SHARE, AND WITH WHOM

- Share freely: anything published on mybodyshield.com — the product pages, use-case library, comparison pages, security page and services page — plus the MyBodyShield name and logo used as-is to identify the product.
- Prospects only, not public: this playbook, the cheat sheet, screenshots you take during a walkthrough, and any pricing detail beyond the published tiers. Send them to a named prospect, not to a mailing list or a public post.
- Needs our written approval before it goes anywhere: any quote or discount, any custom pricing, any statement about a certification or compliance status, any roadmap date, and any use of the MyBodyShield name in your own marketing, a press release or a partner page.
- Never share: anything presented as a customer reference, member outcome, usage figure or testimonial. None exist, and inventing one ends the partnership.
- If you want to write about MyBodyShield — a blog post, a webinar, a conference talk — send us the draft first. We will usually say yes quickly, and we would rather help than correct it afterwards.

24 Product Mockups — Complete Visual Appendix

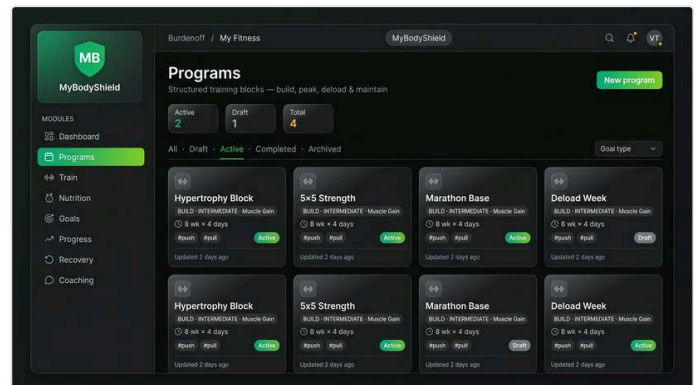
47 SCREENS

Every screen in the MyBodyShield design set — 47 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

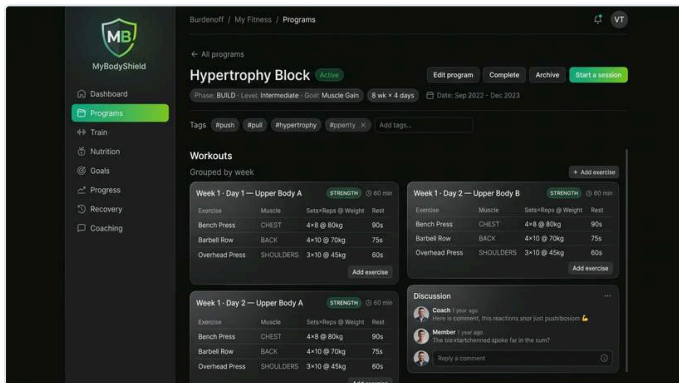
PRODUCT SCREENS • 27 SCREENS



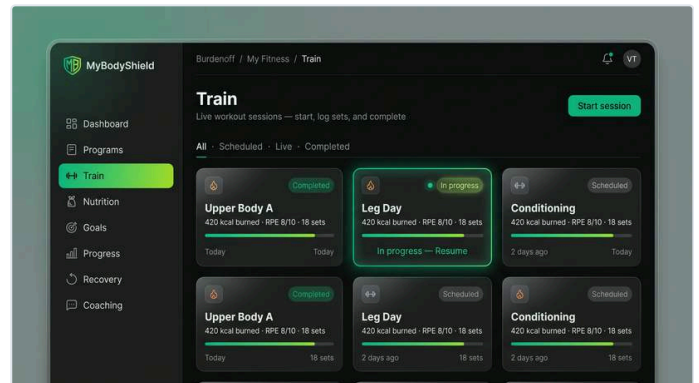
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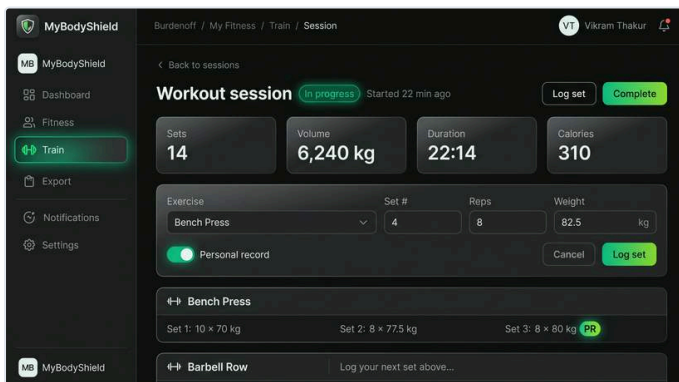
002 Programs List



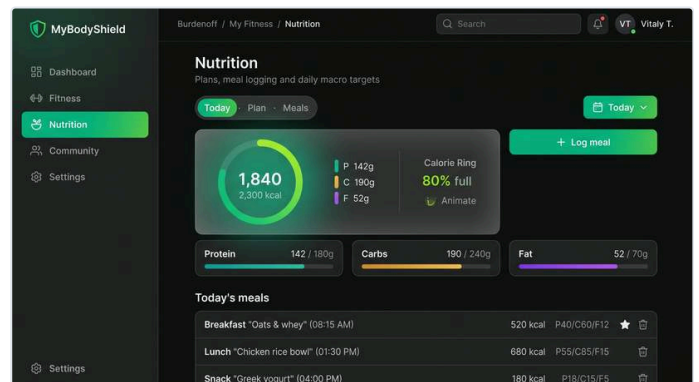
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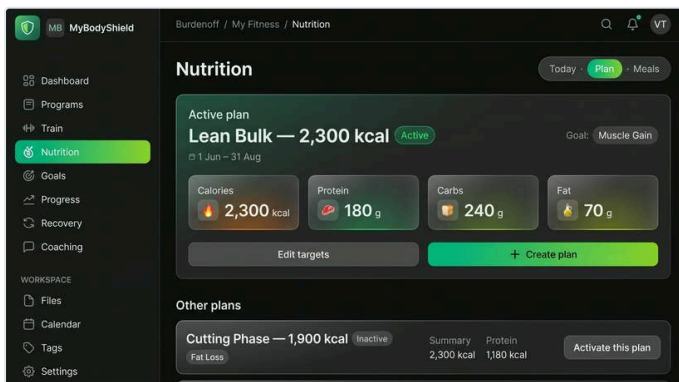
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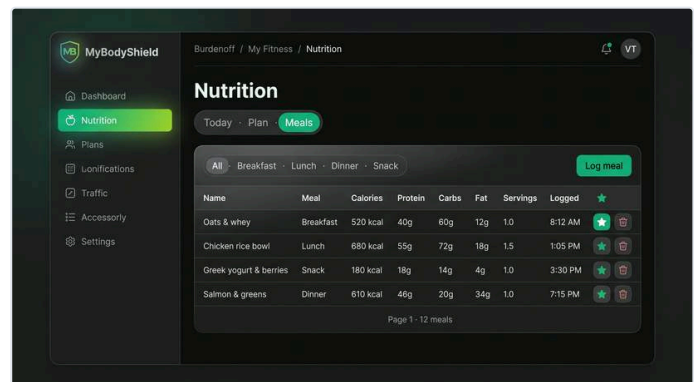
005 Session Live Logging



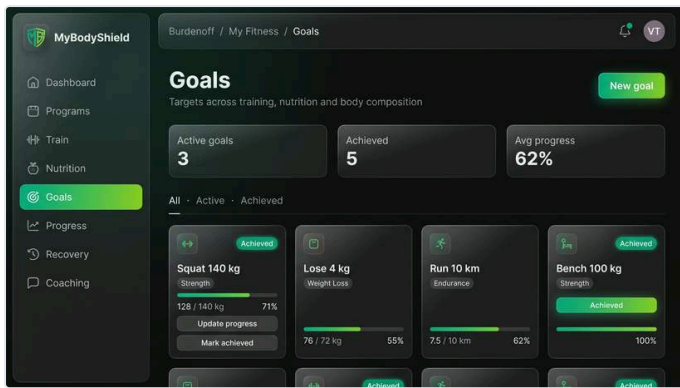
006 Nutrition Today



007 Nutrition Plan



008 Nutrition Meals



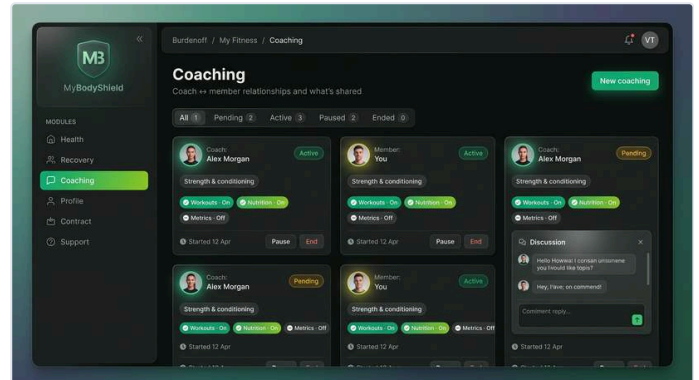
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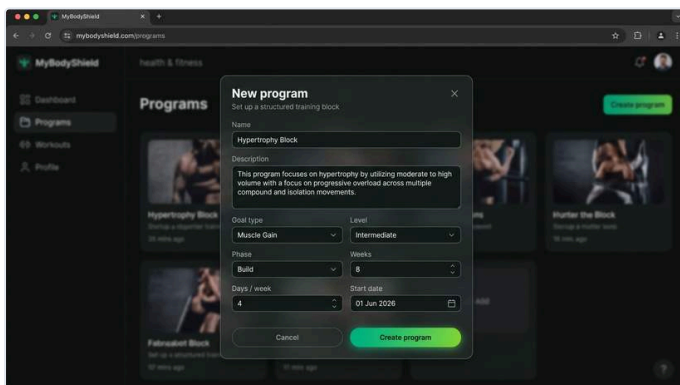
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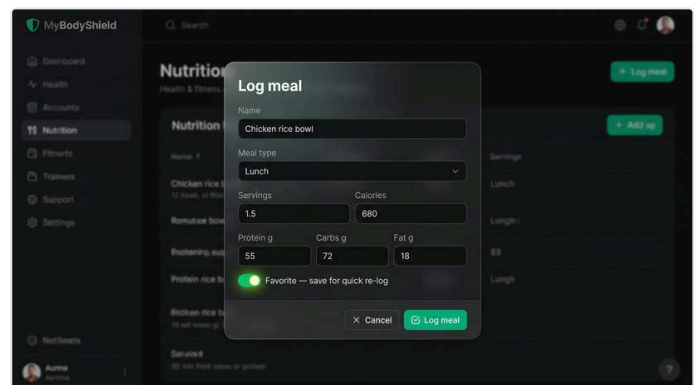
011 Recovery



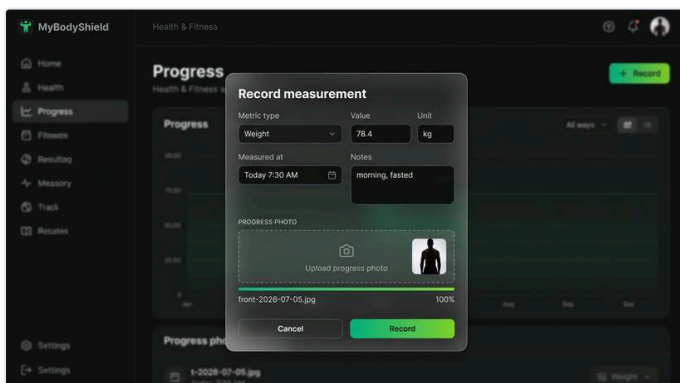
012 Coaching



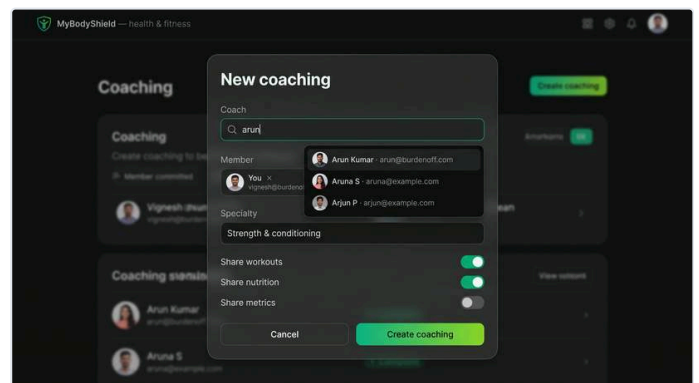
013 New Program Dialog



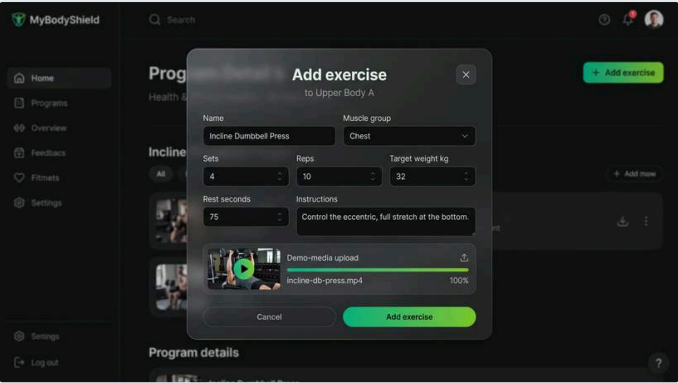
014 Log Meal Dialog



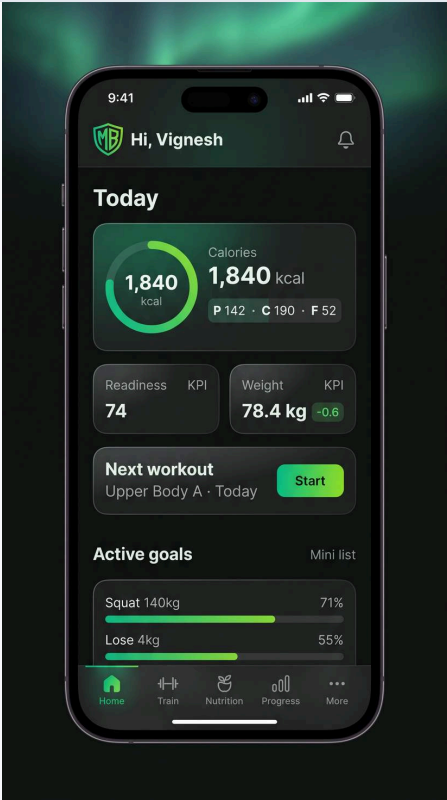
015 Record Measurement Photo



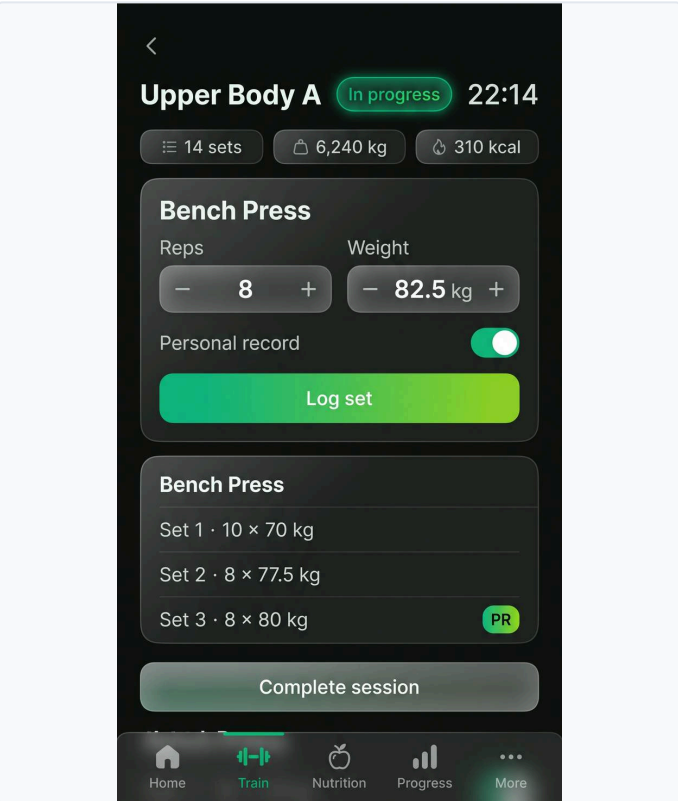
016 New Coaching Picker



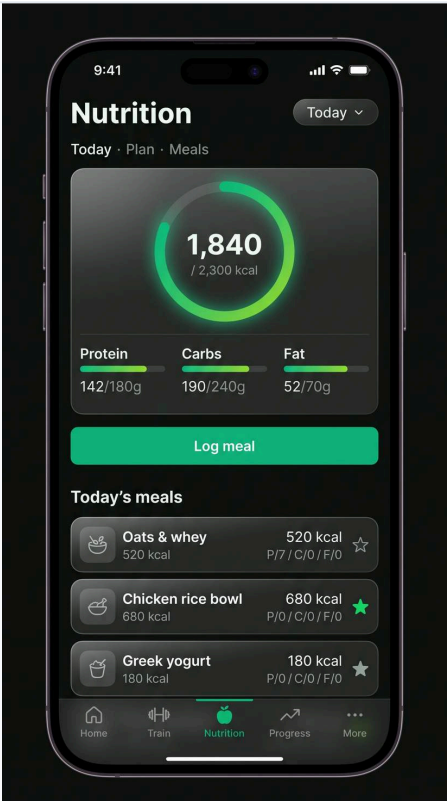
017 Add Exercise Dialog



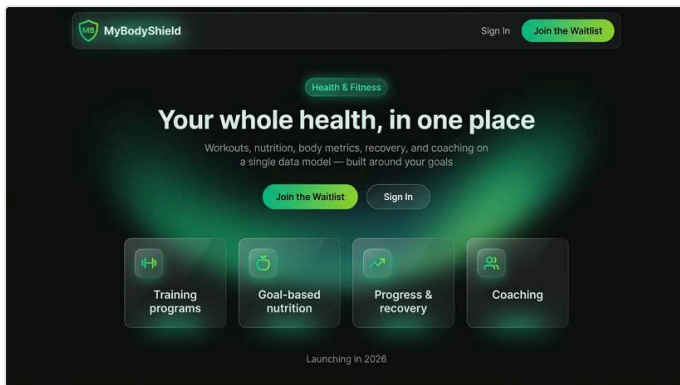
018 Mobile Dashboard



019 Mobile Workout Logging



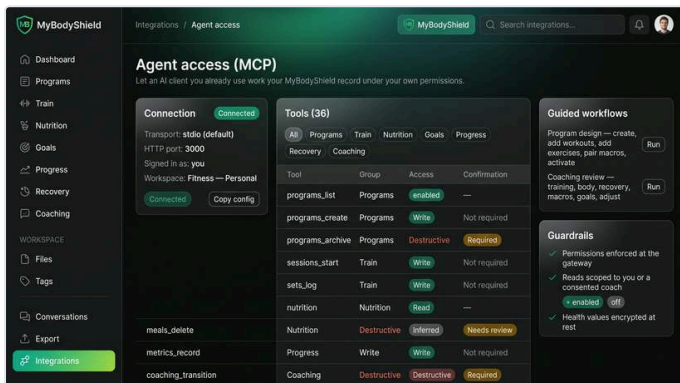
020 Mobile Nutrition Log



021 Landing



022 AI Assistant In Context



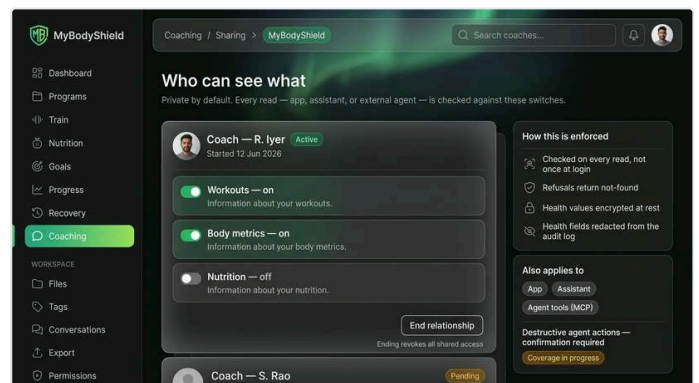
023 AI Agent MCP Tools



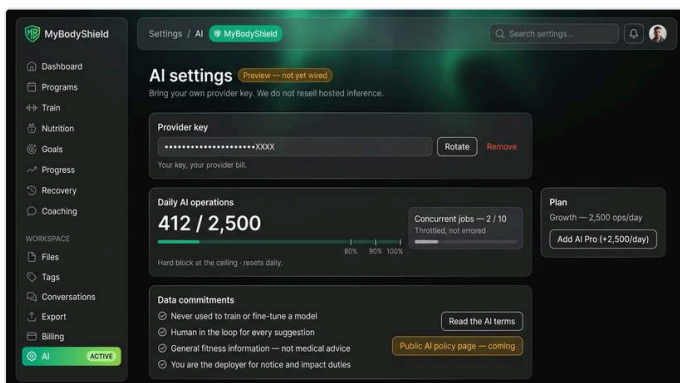
024 AI Coach Review Briefing



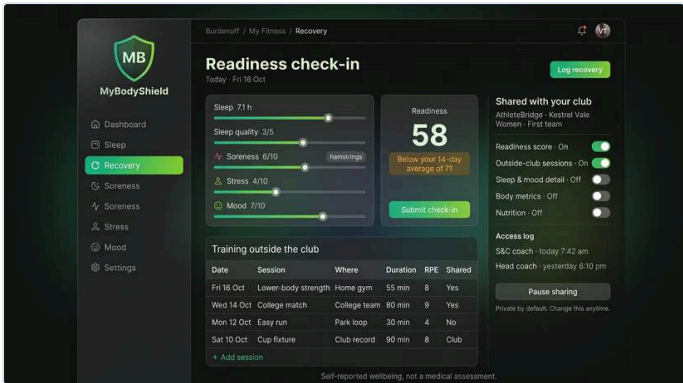
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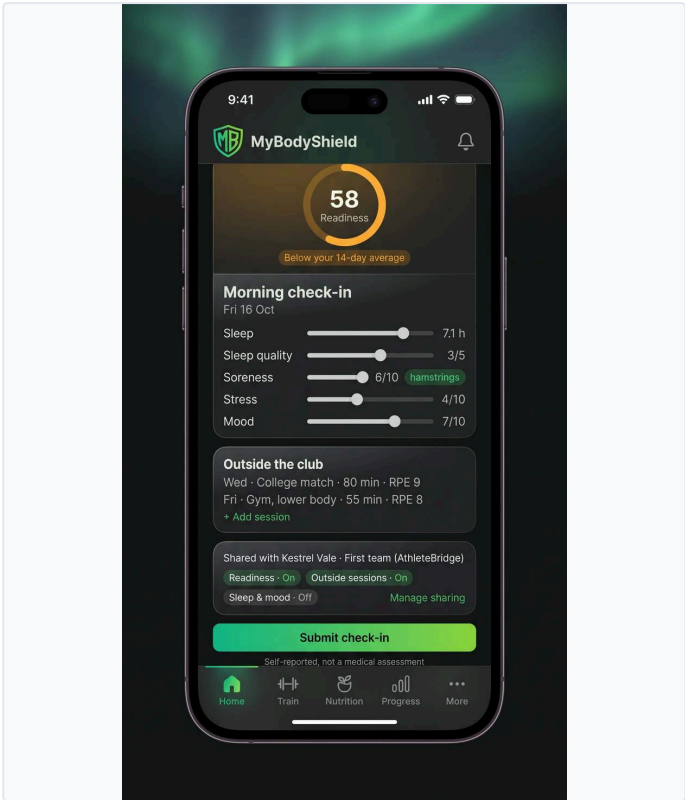
026 AI Consent Boundary



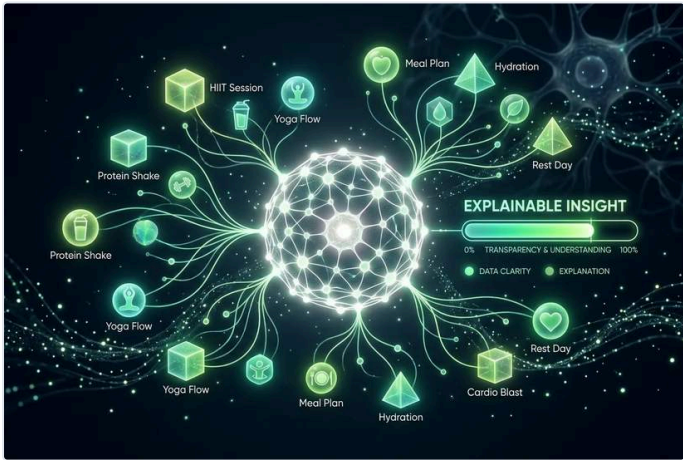
027 AI Byok Metering



028 Squad Readiness Check In And Club Sharing 1 Check In And Sharing



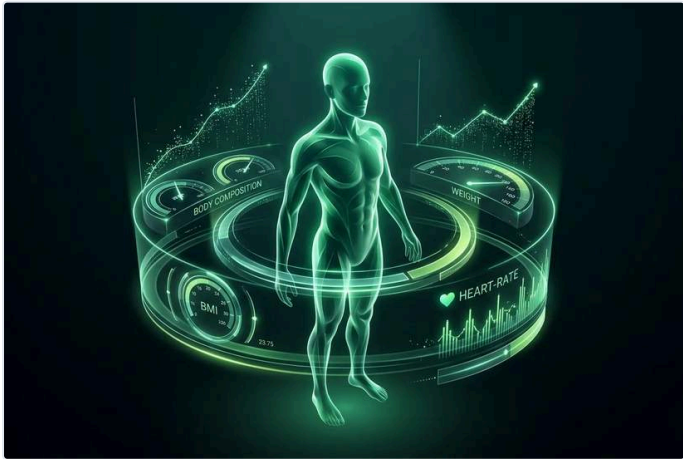
029 Squad Readiness Check In And Club Sharing 2 Morning Check In



030 Uc AI Coaching Recommendations



031 Uc Analytics Insights



032 Uc Body Metrics Tracking



033 Uc Coach Marketplace



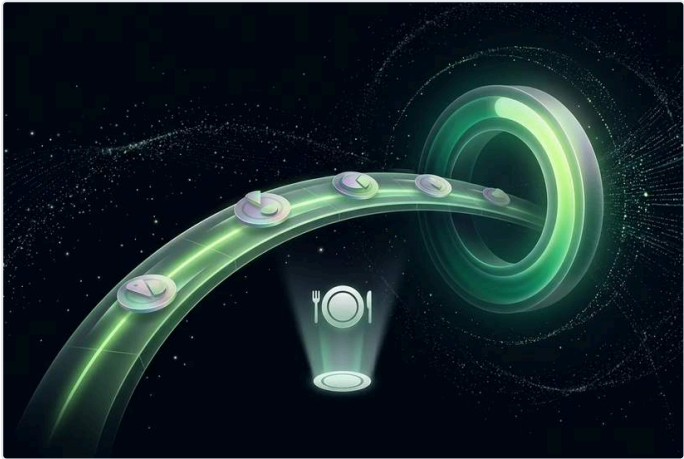
034 Uc Fitness Community



035 Uc Guided Workouts



036 Uc Live Classes



037 Uc Meal Logging



038 Uc Nutrition Planning



039 Uc Personalized Onboarding



040 Uc Progress Milestones



041 Uc Recovery Sleep



042 Uc Roles RBAC Administration



043 Uc Training Plans



044 Uc Wellness Mindfulness



045 Uc Workout Logging



046 Use Case Coach Client Management



047 Use Case Studio Team Management



Found someone who needs MyBodyShield?

You do not need to close anything or run a technical evaluation. If you can spot a coach, studio or wellness team stitching four tools together, name the problem and make the introduction — we will take it from there and keep you in the loop.

EMAIL OR CALL

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

ALL BURDENOFF PRODUCTS

<https://burdenoff.com/products>



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