



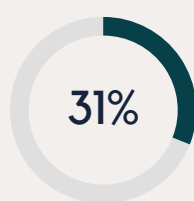
SportsCove Survey

65-70%



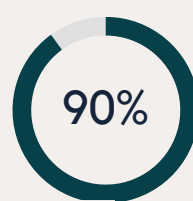
Sports and Fitness coaches who have engaged either in-person or virtual coaching

New clients



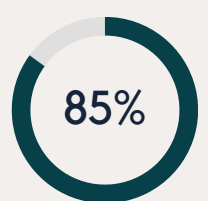
Get more than 1-3 new students a month

Marketing challenges



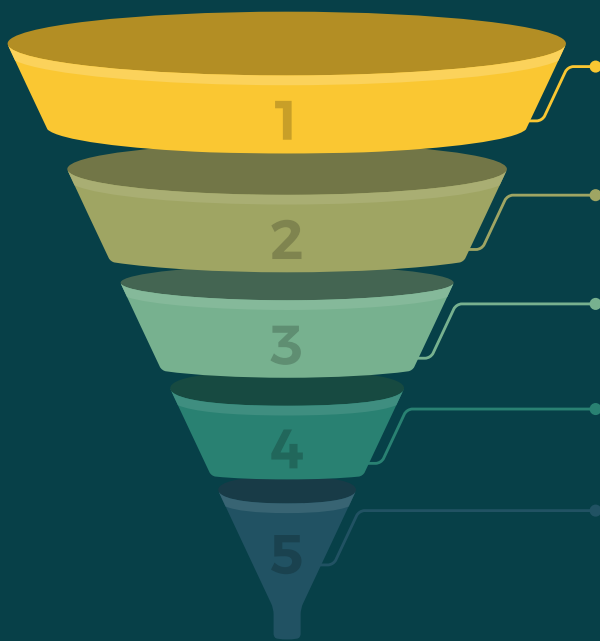
Location constraints impede new clients

Inconsistent client flow



Seasonal clients, relocating clients, COVID19 impact

Sports and Fitness Enthusiasts



88% prefer live learning format are preferred way to engage in sports training

80% prefer access to offline content

77% prefer personalized feedback from coaches

75% express willingness to learn cross-continently

69% find cost of coaching high in today's times

Ideal Solution?



"My ideal app would allow me to conduct one-hour sessions, give feedback easily, and track my learners' performance. A response system where learners can share their challenges with me would be great, too"



"My ideal sports coaching app would include integrated tools like timers, workout tracking, and analytics. It would also offer features to enhance engagement, such as interactive elements and real-time feedback. Additionally, the app should provide opportunities for brand building and exposure."



"The app should include posture tracking to ensure users maintain proper form. A progress evaluation system, like video feedback where users can send recordings to their coaches, would be helpful. Certifications are important, so the app should follow international standards. A community feature for learners to share progress and stay motivated is also essential. "

Data from from **200 survey responses** received by ConsultCraft Inc for users in India and North America. Primary respondents are sports professionals and enthusiasts with background in sports coaching, or interest in learning sports.