

Two Athletes

Coached

Not Coached?

Who will win?

*It doesn't matter because you won't find a professional athlete without a coach.



Our Playbook

Our Playbook is at heart and soul of My Business Coach

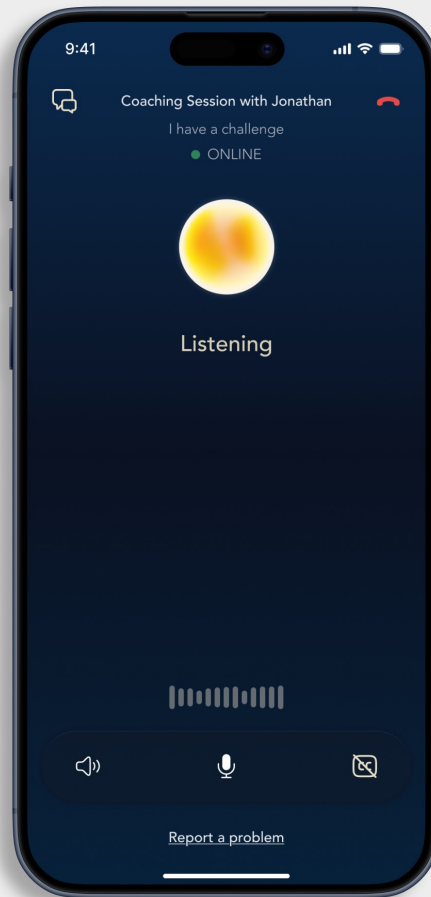
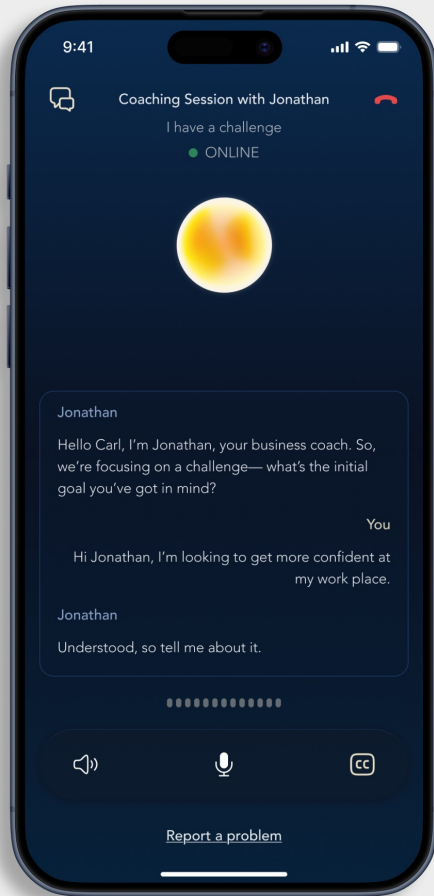
*It was written by coaches.
Not techs.*

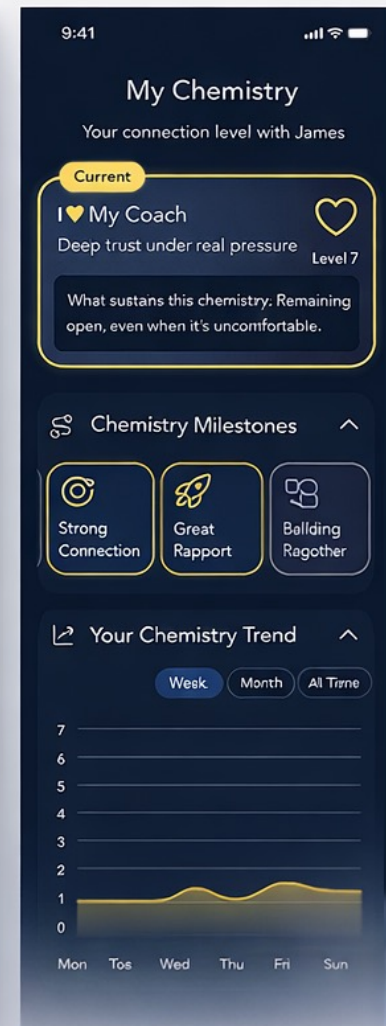
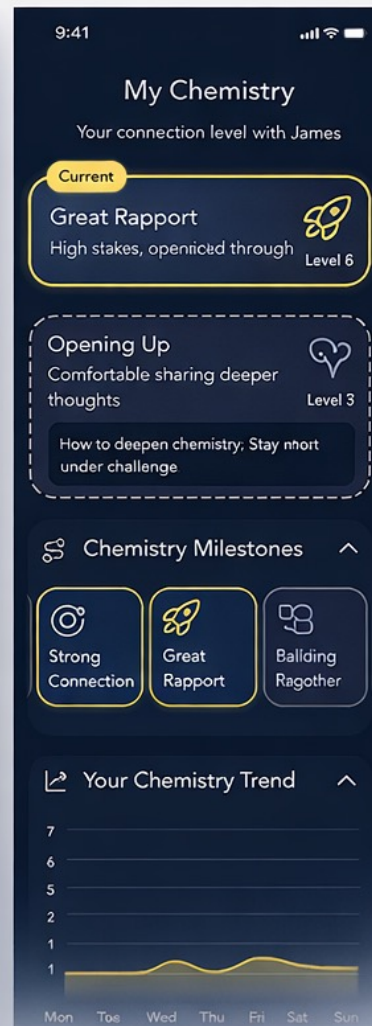
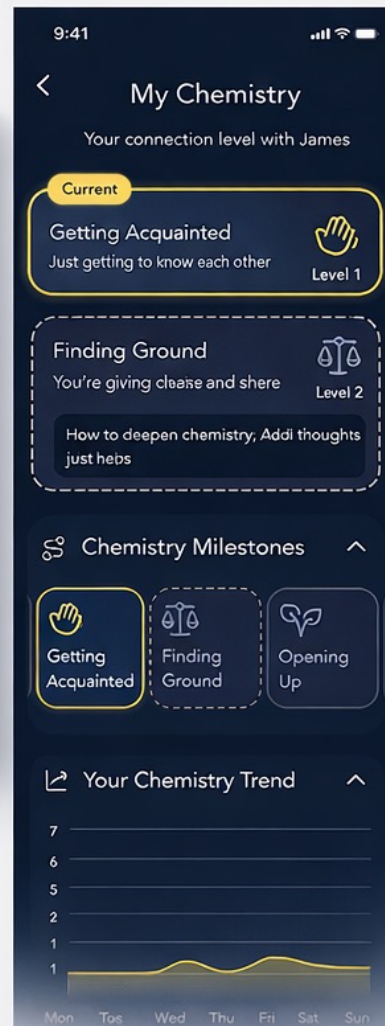
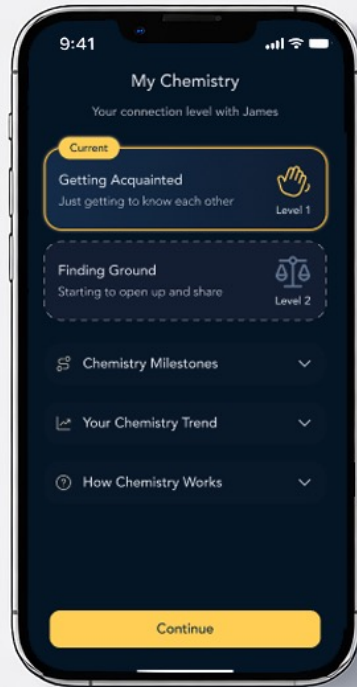
Over 1,000 page, took 18 months to write and built on many lifetimes of coaching experience.

The result?

MBC achieves ICF MCC level, which requires humans to have 2,500 hours of coaching (According to 5 MCC Coaches).









COMPONENT 1

Psychological Safety Check-in

Opens every session by gauging emotional state before diving into content — creating permission to be honest.

| "How are you feeling right now, on a scale of 1–10?"



COMPONENT 2

Deep Open Questioning

Goes beneath the surface — not asking what the problem is, but what's really driving it.

| "What do you think is really stopping you?"



COMPONENT 3

Validation

Acknowledges the emotional courage it takes to share vulnerability — before moving on.

| "That takes courage to say."



COMPONENT 4

Language & Tone Pattern Recognition

Detects shifts in energy, tone, and language — and reflects the back to create insight.

| "I notice you seemed more energised just then."



COMPONENT 5

Goal-Focused Close & Accountability

Ends with a concrete, self-chosen action — never advice. Ownership stays with the coachee.

| "What's one small thing you could do today?"



Hi Sarah, before we dive in — how are you feeling right now, on a scale of 1–10?

About a 6. I've got a big presentation next week and I keep avoiding it.

Thanks for being honest. What do you think is really stopping you from starting?

If I'm honest... I think I'm scared it won't be good enough.

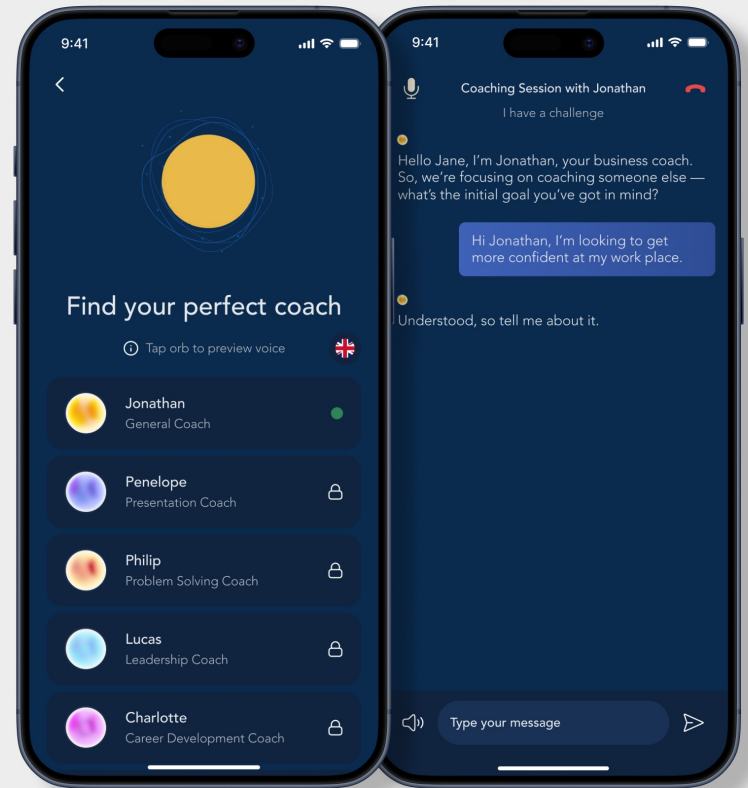
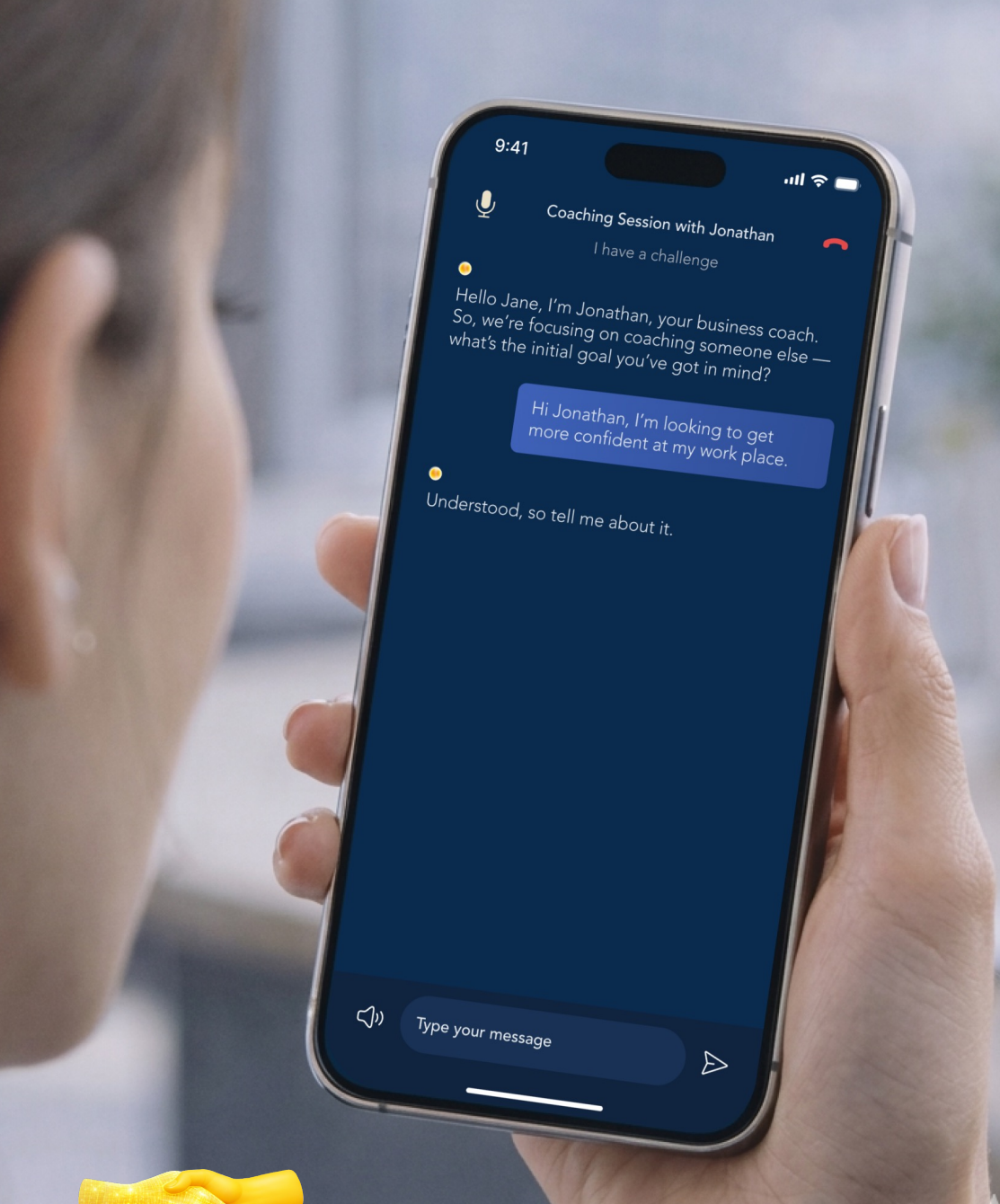
That takes courage to say. When you picture it going really well — what does that look like for you?

My director trusts my judgment. I feel confident walking out of the room.

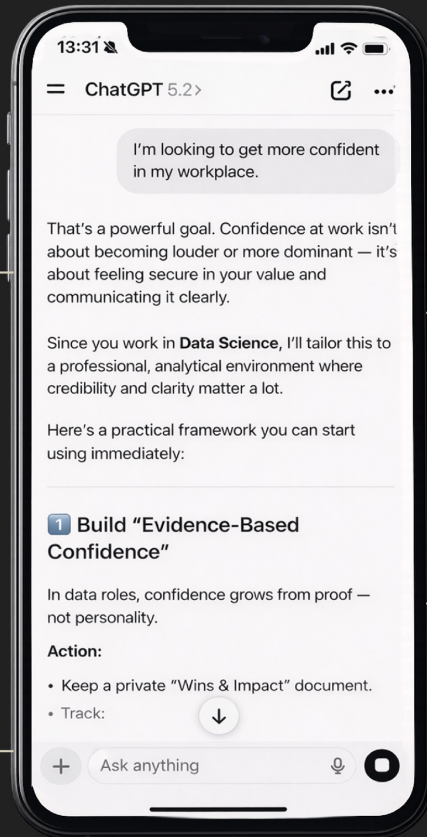
I notice you seemed more energised just then. What's one small thing you could do today to move toward that?

I could just open the document and write the first slide.





General AI Chatbots



Long & Undefined Responses

Low User Input, High AI Output

No Defined Reflection Framework

Multiple Questions in Every Response

*Based on actual conversations



My Business Coach

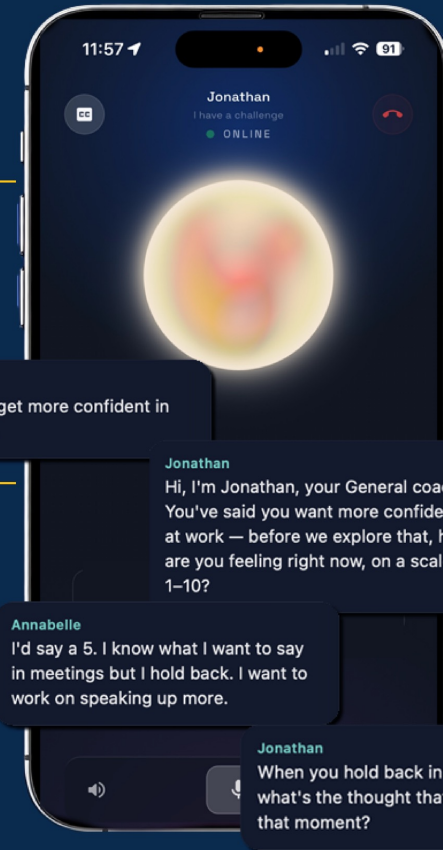
Creating Space for Reflection

Trusted Coaching Frameworks

User-led Sessions

Powerful & Targeted Questions

Precise & Clear Responses



Real Time Monitoring – How We Track App Performance

Our live infrastructure dashboard gives us real-time visibility into every response time, system health and conversation quality metric.

Avg. turns per conversation



Conversation quality metrics let us continuously improve the coaching engine.

Usage and cost tracking ensures performance stays consistent as your team grows.

Avg. conversation duration

Real-time conversation latency



Why My Business Coach?

A deeper, more human AI coaching experience built for real-world growth.

	My Business Coach	BetterUp Grow	CoachHub AIMY	Ezra Cai
Chemistry Engine	✓	✗	✗	✗
Expert Coaches (8)	✓	✗	✗	✗
Voice Coaching	✓	✓	✓	✗
MCC-Level Coaching	✓	✗	✓	✗
Safety & Ethics Built-in	✓	✓	✓	✗
Company-Aligned Coach	✓	✓	✓	✗
Custom Coach	✓	✓	✓	✗
Mobile App	✓	✓	✗	✗
Continuous Improvement Brain	✓	✗	✗	✗
PRICE	£5.00	£££	£££	£££

My Business Coach is a 100% digital, as is Rocky.ai.

All other 'coaches' are human with AI managing with admin.



One of 3 Companies to Trial

What you get

An -80% cost reduction.

From £5 per employee per month to £1 per employee per month.
Invoiced and paid before we begin.

Three months only.

A *minimum of 1,000 employees* and up to a maximum of 2,000 employees.



What we get

An understanding of how our product works before we move to stage 3 of launching to the wider market.

A close working relationship with trial companies where you will share what you hear about the App.

To *test roll-out initiatives* in your company.

