

The AI Business Coaching App





My Business Coach

mybusinesscoach.app

AI Coaching Powered By Chemistry

Because Without it, You're Just
Talking

Two Athletes

Coached

Not Coached?

Who will win?

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



Two Line Managers

Coached

Not Coached

Who will **deliver more?**

*You know the answer, but one in two corporate line managers doesn't have a coach.



**120 Million
Corporate
Line
Managers**

60M

Only 50%
receive
coaching
of some
sort

Let's **level the
playing field**

Our Mission is to provide **affordable coaching to the **60 million corporate line managers** who are being disadvantaged.**

We will enable them to **be the very best version of themselves through digital coaching.**



What's Stopping Companies from Coaching?

Barriers

Solutions

Limited Access

\$7bn wasted because human coaches are a bottleneck

Immediate Scalability

Digital coaching is available 24/7

High Costs

Human coaches are expensive, and training line managers in coaching is expensive

Low Cost

At £5 per user per month, it is very affordable

Poor ROI

The returns are limited by the bottleneck of availability

Results Measured

Using Kirkpatrick's 4 levels of learning evaluation, see at any point, how your line managers are performing



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).





Voice Coaching, Like Human Coaching

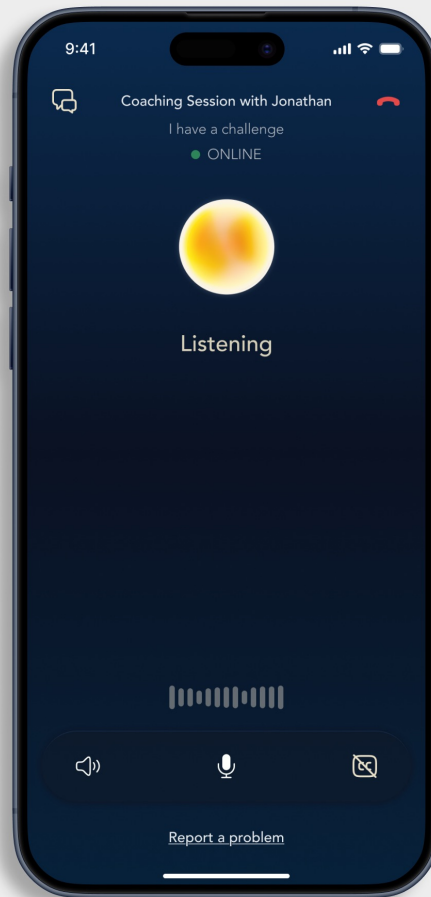
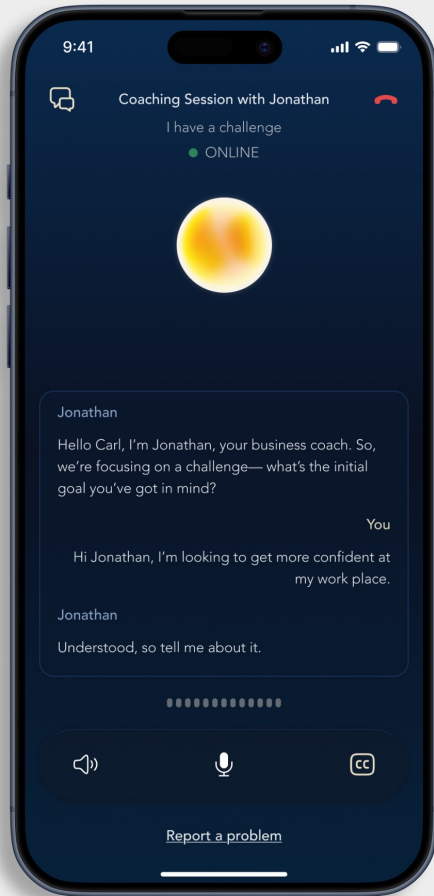
This is one of the 4 features that makes My Business Coach different to everything else available on the market.

When you're in a session, it's voice-driven. Just you and your coach.

No over-the-top user interface. No finicky controls. Nothing in between you and your discoveries.

Enhanced by voice recognition technology, My Business Coach is the **only AI Coach that can hear your tone, pacing, and emotion**, bringing AI closer to a human conversation than ever before.





Specialists built for real solutions.

Leadership, confidence, career-development and more.



Penelope
Presentation Coach



Philip
Problem Solving Coach



Lucas
Leadership Coach



Charlotte
Career Development Coach

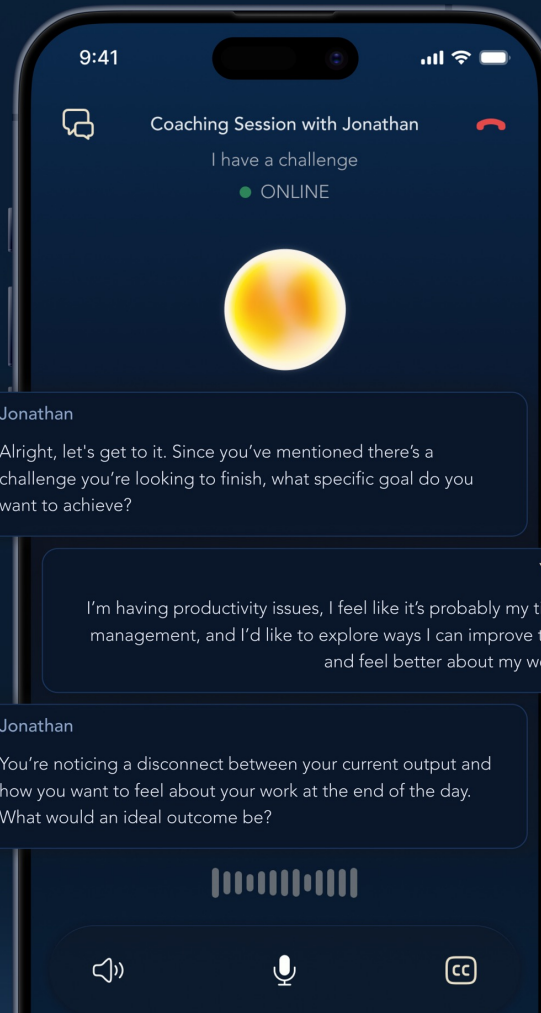


Switch whenever you need.

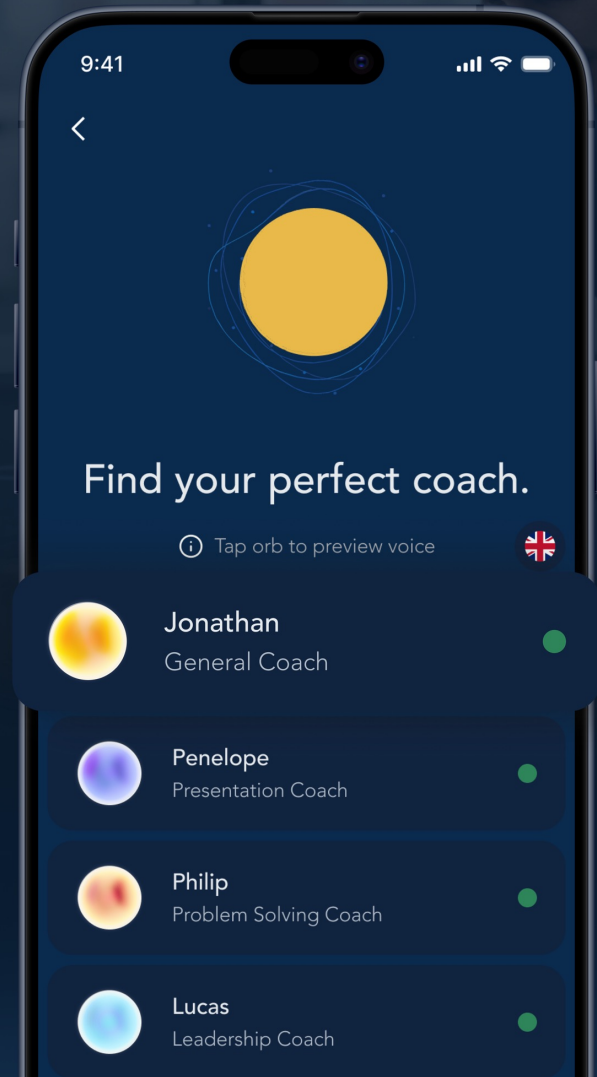


A space to reflect.

Structured coaching conversations that bring clarity and action.



Find the right coach for each moment



2 My Chemistry

This is the second of the 4 features that makes My Business Coach different.

As you move along your coaching journey, My Chemistry will show you which of the 7 levels of chemistry you have together achieved so far.

At the end of each session, your coach asks for feedback. It receives your notes and improves itself in your next session.

The only digital coach that **gets you**.



Current

I ♥ My Coach

Deep trust under real pressure

Level 7

What sustains this chemistry: Remaining open, even when it's uncomfortable

Great Rapport

High stakes, openly worked through

Level 6

Strong Connection

You're trusting your coach's guidance — that matters

Level 5

Building Together

Context, emotion, and intent align — this is progress!

Level 4

Opening Up

You're beginning to express feelings — good work!

Level 3

Finding Ground

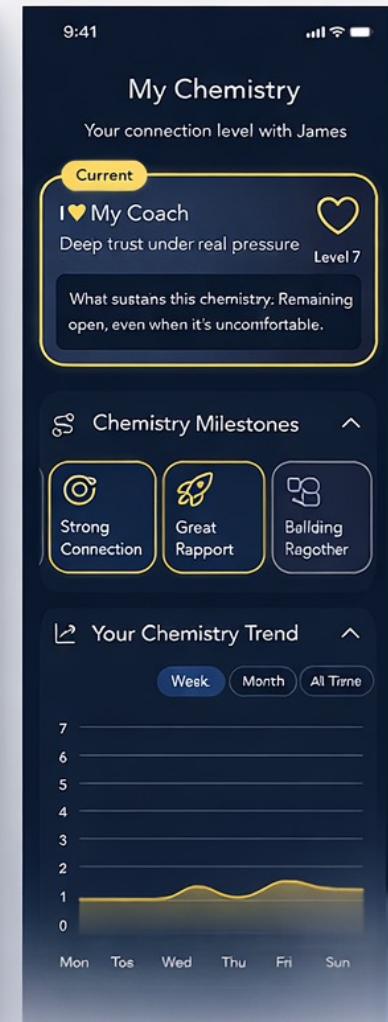
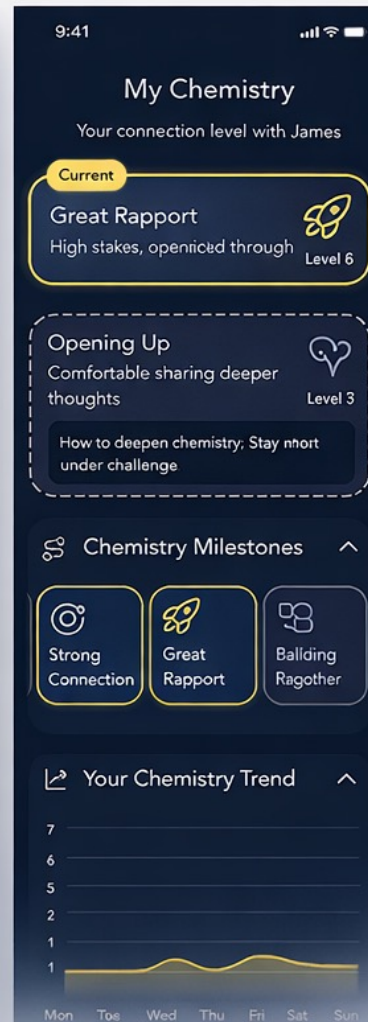
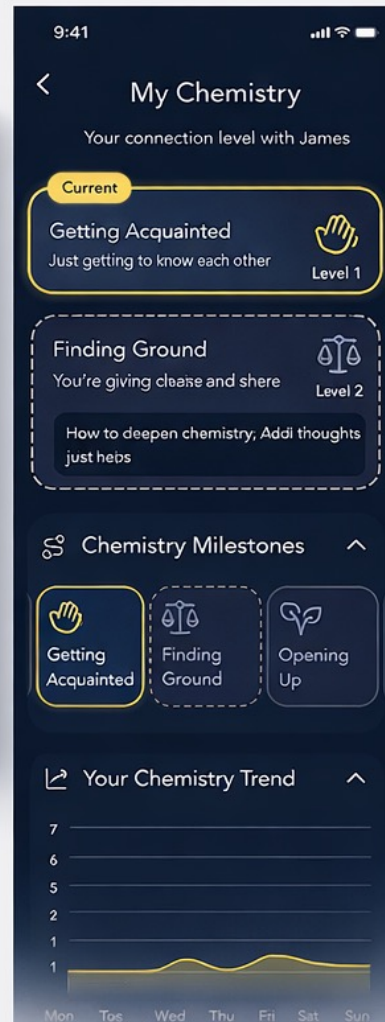
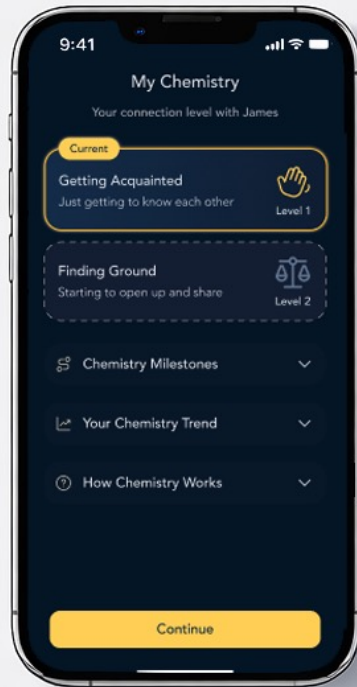
You're giving clearer situation detail — this helps

Level 2

Getting Acquainted

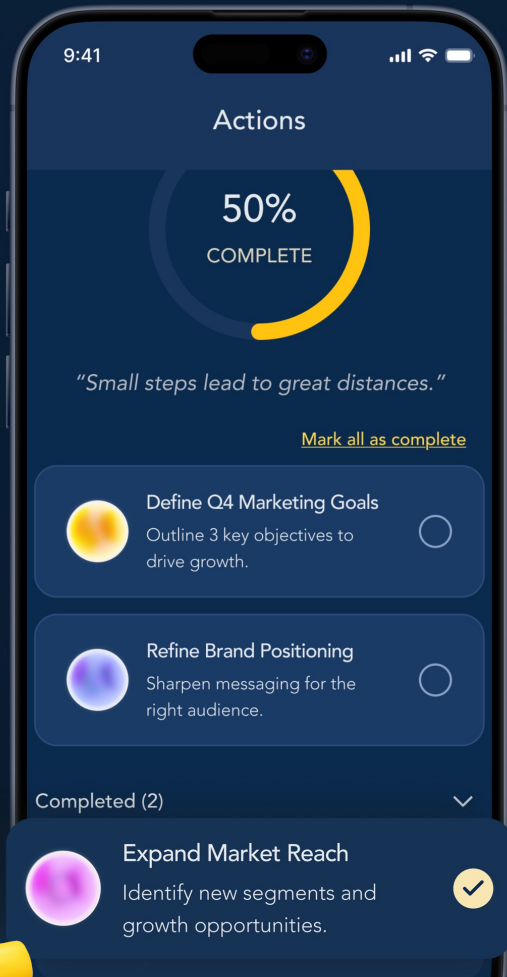
You're sharing surface-level context — good place to start!

Level 1

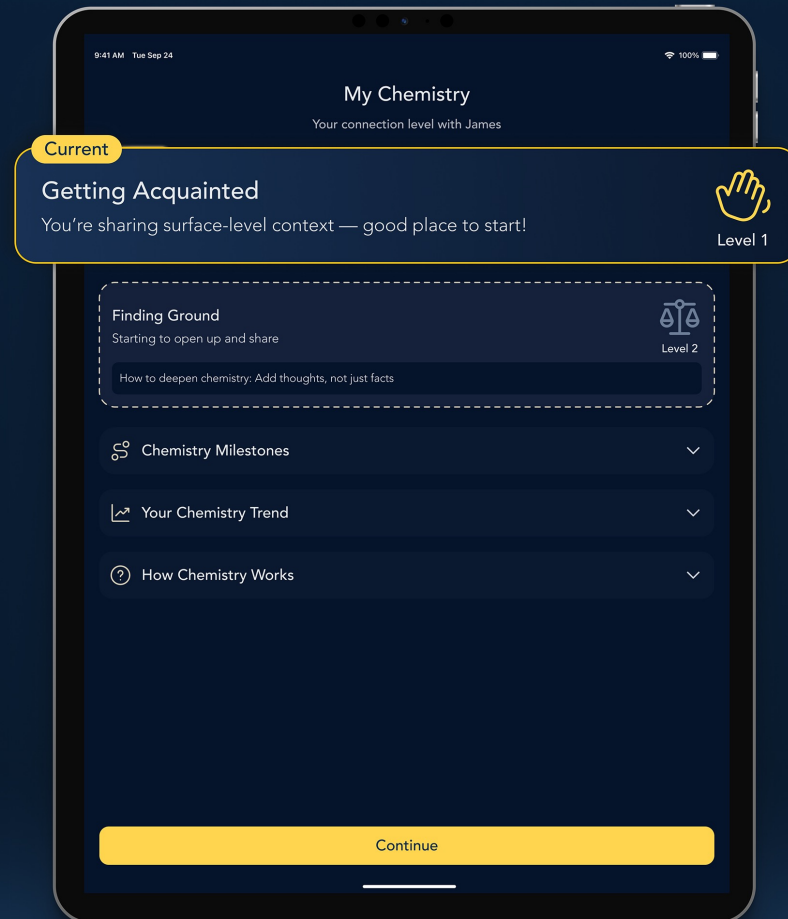


Turn insight into action.

Simple steps from every session
that build real progress.



Coaching that grows with you.



Your coach gets better the
more you use it, leading to deeper
and more effective conversations.

3 Quality Coaching Conversations

This is the third of the 4 features:

We have deconstructed a human conversation into 72 components. From psychological safety, to pausing, to red flag protocols.

We measure and target each component to create our 'My Conversation Blueprint'.

Proudly, we believe this is our KFC recipe equivalent- secret and protected!





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.

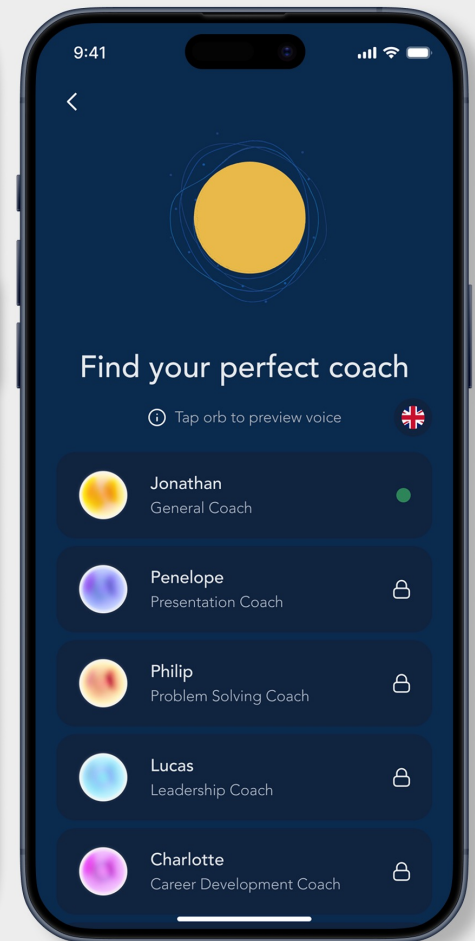
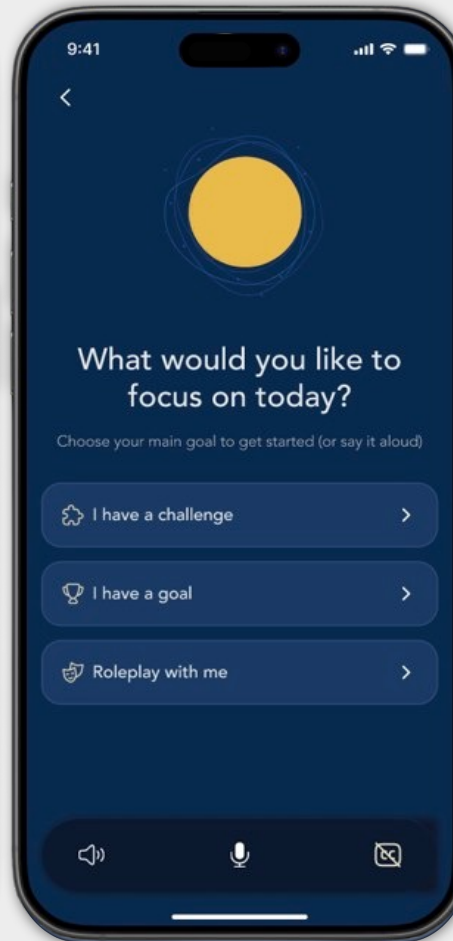
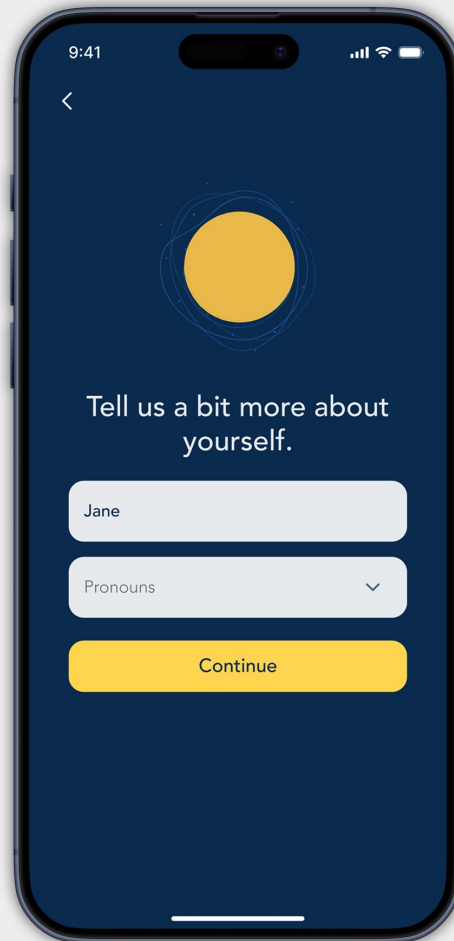
That takes courage to say. When you picture it going really well — what does that look like for you?

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.



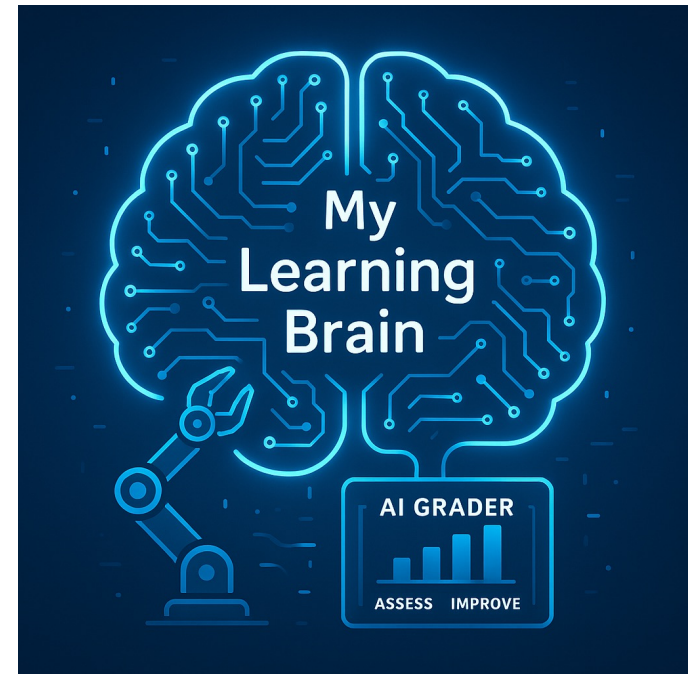


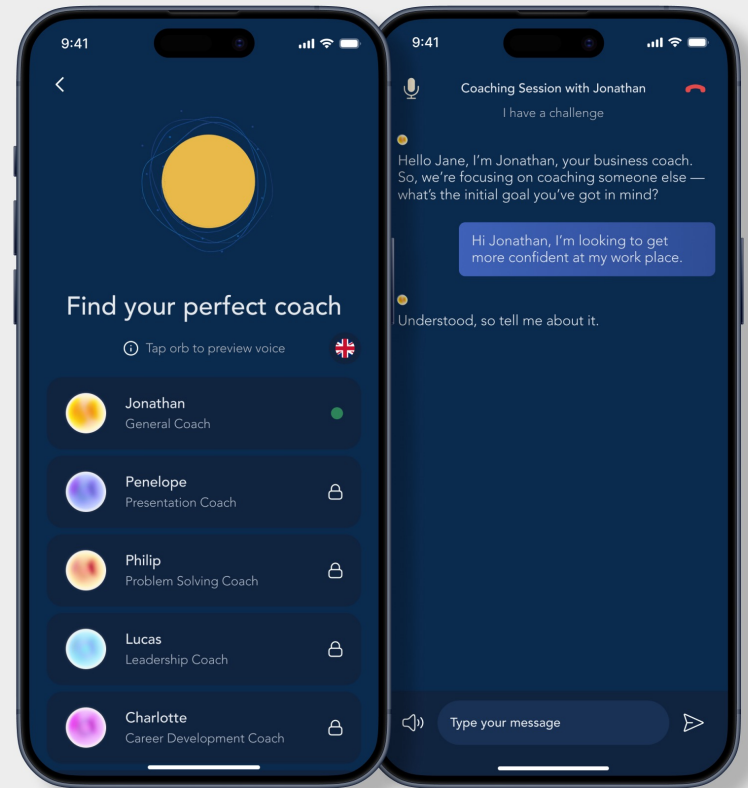
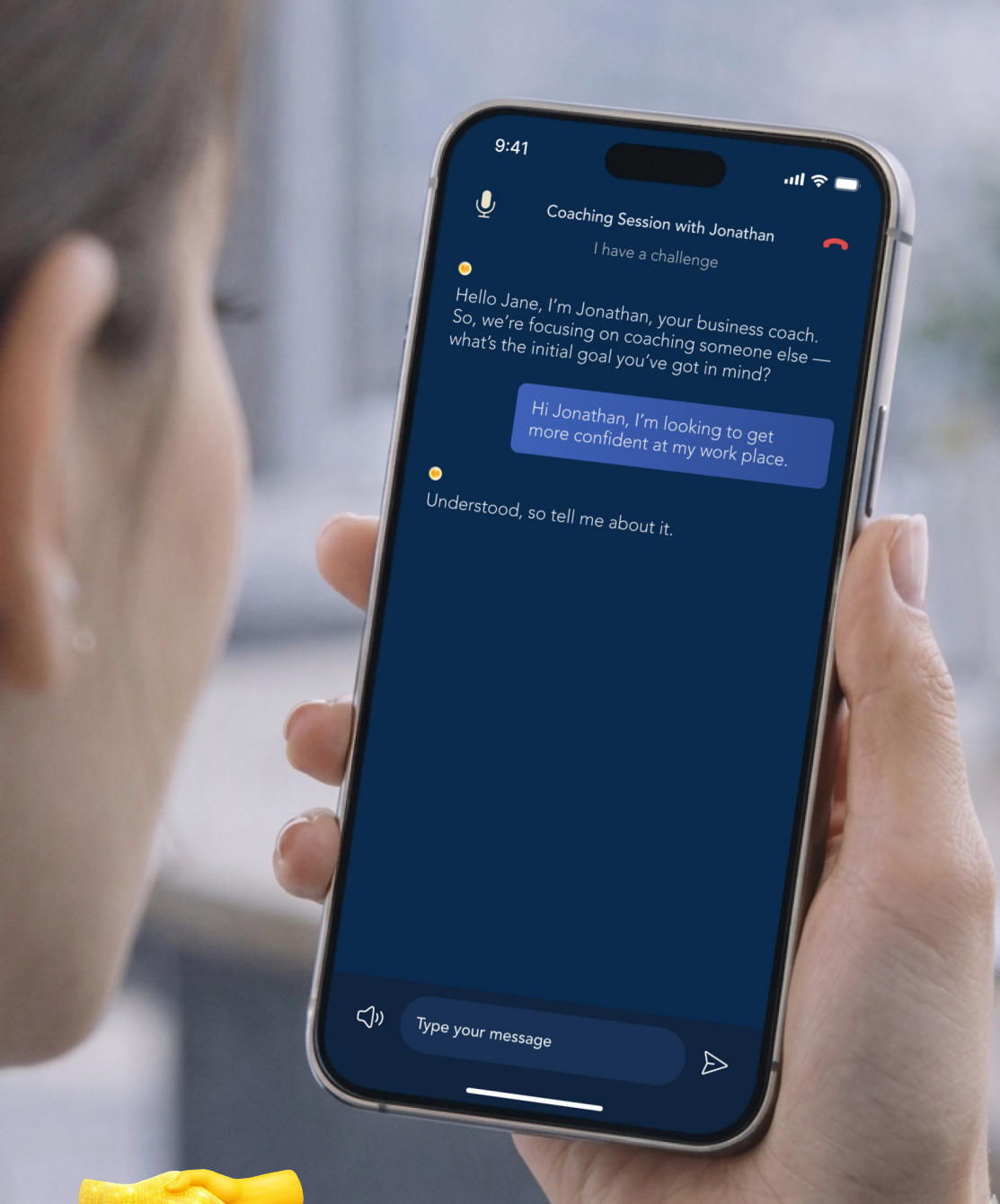
4 Always Learning and Improving

This is the fourth of the 4 features:

'My Learning Brain' is always assessing the quality of the conversations, the user's pathways, and generating insights.

Each week the brain delivers insights, which we assess and choose which ones are implemented to constantly improve the experience for the user.

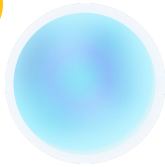




Higher Productivity, Better Presentations and Winning Negotiations

My Business Coach has 3 coaches that are specialists in the top 3 skills that people need:

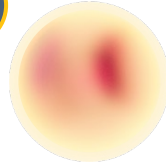
1



Lucas
Leadership Coach

Enabling your leaders to get the absolute most from their people. Stopping the 'Peter Principle' from happening.

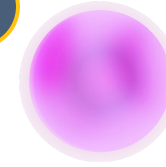
2



Penelope
Presenting Coach

Helping people to stop delivering boring presentations and instead create & deliver engaging presentations that connect with their audience.

3



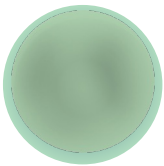
Nicholas
Negotiating Coach

Supporting your people to win more negotiations and significantly improve the bottom line.



Plus, Four Situation Coaches

4



Deborah
Difficult
Conversation
Coach

'Hey Coach, I need some help with a difficult conversation I have coming later this week'. The coach then role plays the scenario, offers feedback and asks questions.

5



Catherine
Confidence
Coach

Helping people to stop delivering boring presentations and instead create & deliver engaging presentations that connect with their audience.

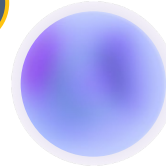
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Charlotte
Career
Coach

Supporting your people to win more negotiations and significantly improve the bottom line.

7



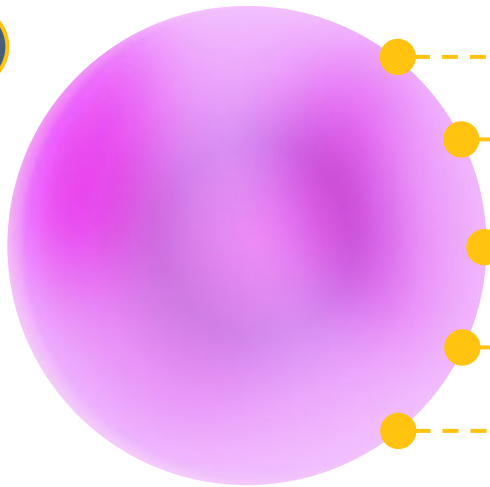
Philip
Problem-Solving
Coach

Helping people to stop delivering boring presentations and instead create & deliver engaging presentations that connect with their audience.



Your Custom Coach

8



Custom Coach

Tailor your coaching experience to match exactly what you need in the moment. Using three intuitive sliders, you can dial up the challenge to push yourself harder, adjust the level of praise to keep you motivated, and adjust the empathy level, to feel as supported as you need.

< My Coach

Tailor Your Growth

Customize how your AI coach interacts with you to best suit your growth style.

✦ Praise

Low Medium High

🔥 Challenge

Low Medium High

📋 Structure

Low Medium High

🕒 Pacing

Slow Moderate Fast

🔔 Accountability

Low Medium High

Save Preferences

Changes will take effect in your next session.



Plus, a 9th Coach <Your Company Coach>

9

We create a playbook of your business. Your DNA, ethos, values, annual reports, key articles, and videos.

Then, we use this playbook to create your very own Coach based on who you are.

Your coach. Someone who gets your business and the people who work in it.

The <Your Company here> Coach.



Why AI Coaching?

Gartner

Gartner research shows manager-coaches drive **40% higher engagement**, 26% better performance, and 20% improved retention.

MIT MANAGEMENT SLOAN SCHOOL

MIT Sloan reports peer coaching **increases top performance by 67%** and 5-year retention by 50%.

icf International Coaching Federation

ICF research finds 90% of organisations agree managers need coaching skills, yet **only 27% of employees receive professional coaching**.

According to BetterUp Labs research, AI coaching users were **11x more likely to reach high optimism** and **9.5x more successful** at eliminating stress vs. ChatGPT alone.

According to a 10-month trial published in PLoS ONE, AI chatbot coaches matched human coaches in goal attainment, **doubling success rates** vs. control groups.

ICF accredited coaches cost companies \$28,000 per 6-month engagement on average, making scalable AI coaching a **high-impact, low-risk alternative** with comparable outcomes.



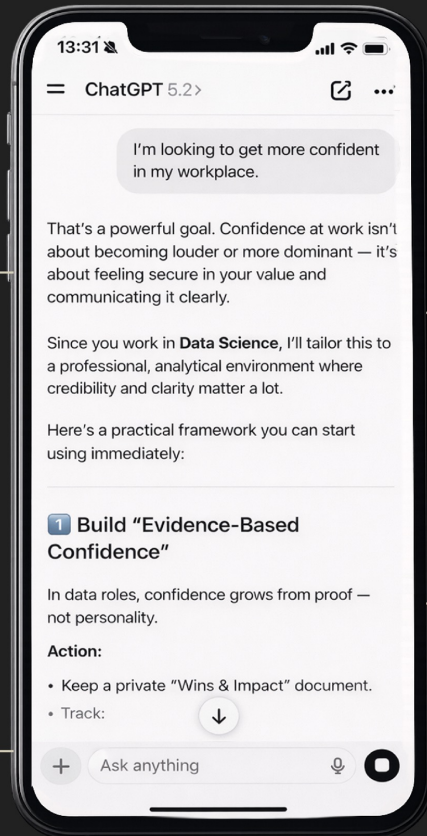
Calculating Your Return on Investment



We use Kirkpatrick's 4-level training evaluation method by asking for one thing the user has found. This gives you a constant chain of evidence.



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

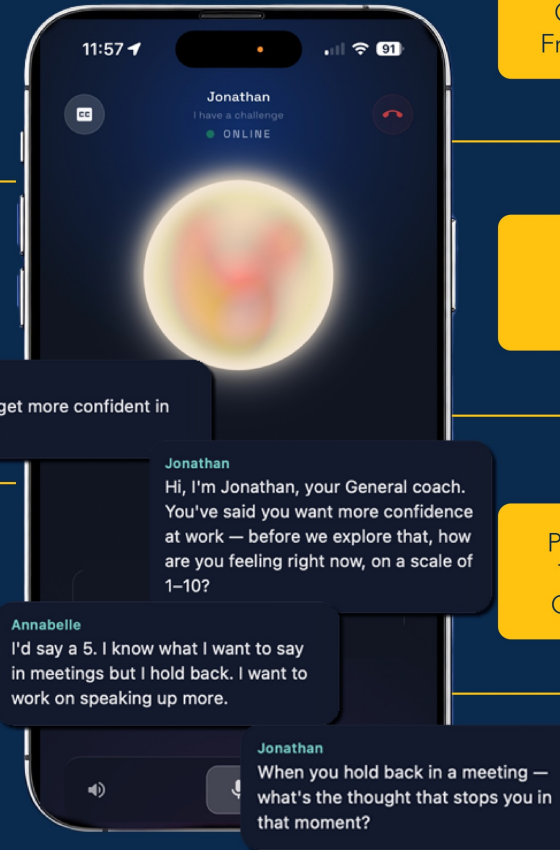
Creating Space for Reflection

Trusted Coaching Frameworks

User-led Sessions

Precise & Clear Responses

Powerful & Targeted Questions



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



- Dashboard
- SEAT MANAGEMENT
 - Seats
 - Seat Automation
- REPORTS
 - Insights

Insights

AI-generated from coaching activity · March 2025

Your enterprise dashboard shows real results like negotiation wins and improved management conversations without any manual reporting.

ACTIVE USERS

24

of 30 licensed seats

SESSIONS THIS MONTH

187

↑ 34% vs last month

AVG SESSION LENGTH

18 min

Target: 15 min

REPORTED OUTCOMES

41

Positive results logged

Key insights this month

Your team are talking more about confidence than any other topic this month

63 sessions · up 41% from February

8 people successfully won client negotiations after coaching conversations in the last 30 days

Post-session feedback · Sales & Account teams

5 managers reported improved 1:1 conversations with direct reports after leadership sessions

People managers · avg 3.2 sessions each

Engagement peaks **Tuesdays & Wednesdays** — 58% of all sessions occur mid-week

Consider nudges for Monday low-engagement days

92% of users rated their last coaching session 4 stars or above

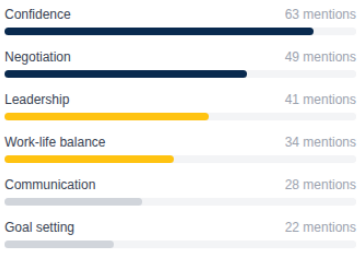
142 post-session ratings · NPS equivalent: +67

6 users have not started a session — licences at risk of going unused

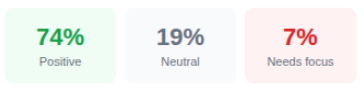
Seats assigned 18+ days ago · targeted nudge recommended

Topic trends are revealed showing, for example, confidence issues, capability gaps or stressed teams.

Top coaching topics



User sentiment



Most common phrase: "felt heard and challenged"

Sessions per week — last 30 days



ROI SIGNAL

Based on reported outcomes and industry benchmarks, engagement this month aligns with organisations reporting a **15–25% improvement** in performance conversations within 90 days.

Methodology available on request

Your leadership team can get the evidence they need to justify investments in, for example, training.



Prototype User Feedback

DIAGEO

"I appreciated that he focused on coaching rather than simply giving me the answers- it made the session feel more authentic and gave the impression of real expertise.

When I did ask for help or suggestions, I liked that he took the time to probe before offering an answer, rather than jumping straight in."

- Sergio Di Meo

Global Head of Commercial Capability at Diageo



"The App was so impressive that I had to stop as I was laughing so much with the realisation that this...

...COULD ACTUALLY WORK...

...with the right people having the right conversations!! OMG!!"

- Clare Walker

Coaching & Mentoring Lead at Vodafone
(ICF PCC, EMCC Senior Practitioner)



Prototype User Feedback



"Demonstrates high competence in what I would call 'PCC level clean coaching' – very good short summaries of what I've said and then leading to an appropriate question. Very impressive indeed."

- Tim Sigellar

Independent Professional Certified Coach



"Enormously surprised how it was able to deal with deep reflections. The task focus was really helpful as it helped me put intent into action with excellent questions which brought insight quickly."

The experience felt weirdly real and genuine. Generally, it was excellent and brought real value very quickly."

- Karen Muir

Independent Master Certified Coach



20 Features of MBC

Expert Coaching



Trained on ICF's
October 2025 Core
Competencies



7 Expert Coaches
Including Leadership,
Negotiation &
Presentation



Influenced by 50+
Years of Coaching
Experience



Built on MCC-level
Coaching Mastery

Intuitive User Experience



Interactive Orb
Navigation



Structured Coaching
Induction



Gamified Streaks &
Momentum



Global Coaching
Community (Coming
Soon)



Voice-first Coaching
Experience

Built to Drive Change



AI-created Actions
That Drive Real-world
Growth



Fully Customisable My
Coach System
(Coming Soon)



Human-like Pausing &
Silence for Deep
Reflection



Smart Role-play With
Tone Guidance



The Only App that
Tracks Chemistry With
Your Coach



Company-aligned
Custom Coaches

Designed to Just Work



Supported on All iOS &
Android Devices



Ethics, Safety & Red-
flag Protocols



Zero Data Risk Design



Rigorously Human & AI
Tested



Multi-language
Support



Community Orb
coming soon



Private. Safe. Secure.



Conversation transcripts are never shared with third parties, used to train external models, or shown to line managers.



Penetration testing, endpoint hardening, WAF/DDoS protection and least privilege access controls are actively being implemented.



ISO 27001 certification is in progress – ISMS foundations are in place, and we are working towards full compliance.



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.



Choose Your Growth Path

AI-powered coaching tailored to your business needs



My Business Coach Guest

Try our AI coaching platform with limited access

Free

FEATURES INCLUDE

- ✓ 30 Minutes per month
- ✓ 1 Generalist Coach
- ✗ Chemistry Engine
- ✗ Action tracking
- ✗ Streaks
- ✗ Performance insights
- ✗ View/ track past sessions
- ✗ Full coaching induction
- ✗ Data controls
- ✓ Multi-language Support

[Get Started Free](#)

MOST POPULAR

My Business Coach Standard

Full access to our GROW Model coaching methodology

5.00 per user, per month
(\$£€)

FEATURES INCLUDE

- ✓ 120 Minutes per month
- ✓ 8 Expert Coaches
- ✓ Customisable 'My Coach'
- ✓ Company Coach (Enterprise only)
- ✓ Chemistry Engine
- ✓ Action tracking
- ✓ Streaks
- ✓ Performance insights
- ✓ View/ track past sessions
- ✓ Full coaching induction
- ✓ Data controls
- ✓ Multi-language preferences

[Start Coaching](#)

My Business Coach Unlimited

Unlimited coaching with multiple expert personas

10.00 per user, per month
(\$£€)

FEATURES INCLUDE

- ✓ Unlimited Minutes per month*
- ✓ 8 Expert Coaches
- ✓ Customisable 'My Coach'
- ✓ Company Coach (Enterprise only)
- ✓ Chemistry Engine
- ✓ Action tracking
- ✓ Streaks
- ✓ Performance insights
- ✓ View/ track past sessions
- ✓ Full coaching induction
- ✓ Data controls
- ✓ Multi-language Support

[Go Unlimited](#)

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.



Roll-Out Initiatives



A one-minute video on the internal communications board about the App.



A fifteen-minute webinar showing how people can benefit from the App for leaders.



A fifteen-minute webinar showing how people can benefit from the App for employees.



Lanyards/passes/etc. What is appropriate in your business.



Exclusive 1:1 10-minute sessions with top leaders.



Create an ambassador group of enthusiasts to understand the product better.



Micro stories shared internally of successes.



How to videos posted internally.



A 30-second video from a top leader that has used the App.



Your ideas!



Where Next?

Head to: mybusinesscoach.app/get-in-touch/

How to Get in Touch Today

Get in touch with us to enquire about helping your people to be the very best version of themselves, to ask a question, report an app bug or simply talk to us about AI coaching.

We aim to respond to all requests within 24 hours.

Check out our list of [Frequently Asked Questions](#) for further information.

Contact Us

Name *

Email *

Message

Submit



