

The AI Business Coaching App





My Business Coach

mybusinesscoach.app

AI Coaching Powered By Chemistry

Because Without it, You're Just Talking

A full-page background image of two male sprinters in starting blocks on a blue track. The athlete on the left is wearing a blue shirt and black shorts, while the one on the right is in a black singlet and shorts. They are both in a low starting crouch. The scene is set outdoors with a stadium and a bright sun in the background, creating a lens flare effect.

Coached

Two Athletes

Not Coached?

Who will win?

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



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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.



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What's Stopping Companies from Coaching?

Barriers

Limited Access

\$7bn wasted because human coaches are a bottleneck

High Costs

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

Poor ROI

The returns are limited by the bottleneck of availability

Solutions

Immediate Scalability

Digital coaching is available 24/7

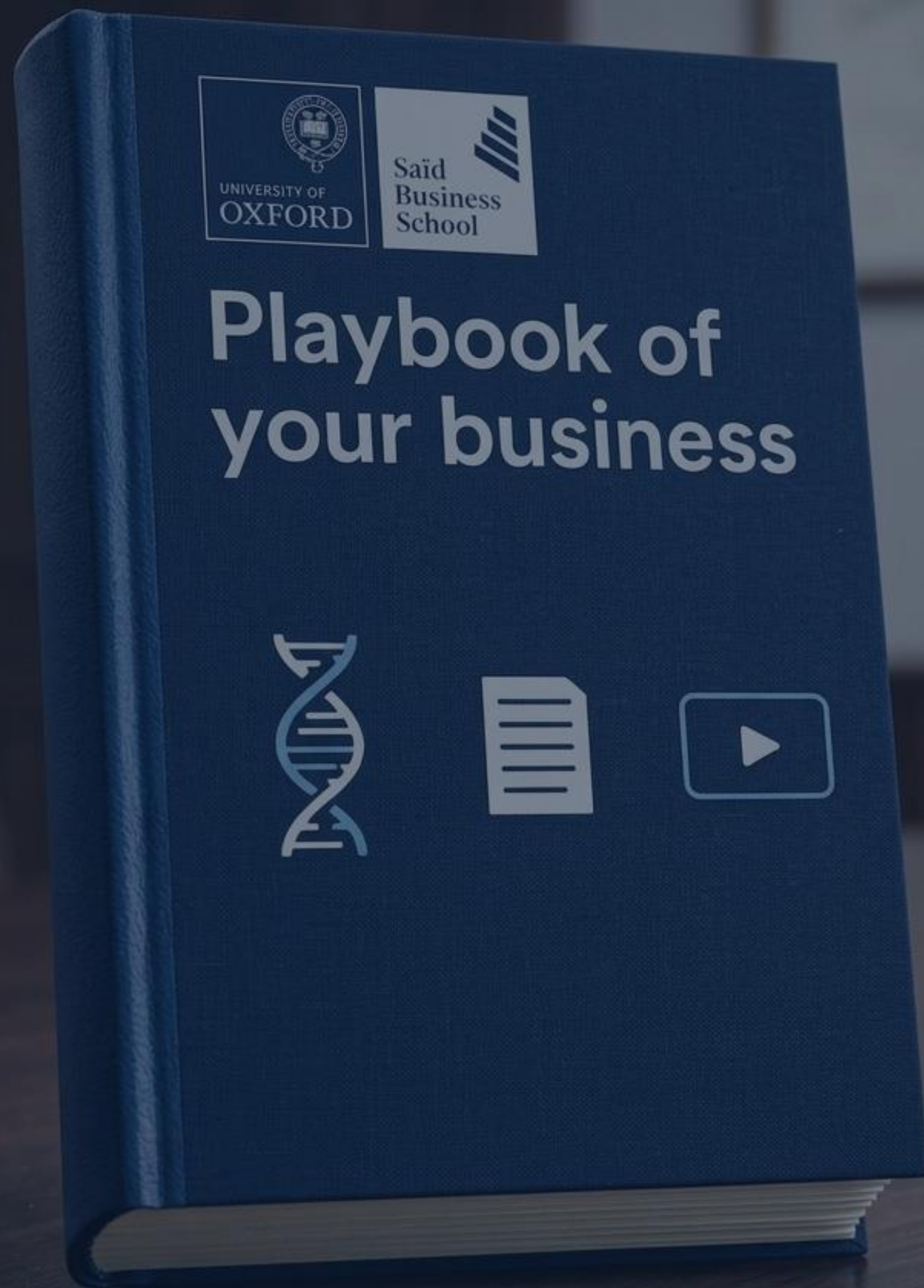
Low Cost

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

Result 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).



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1

Voice Coaching, Like Human Coaching

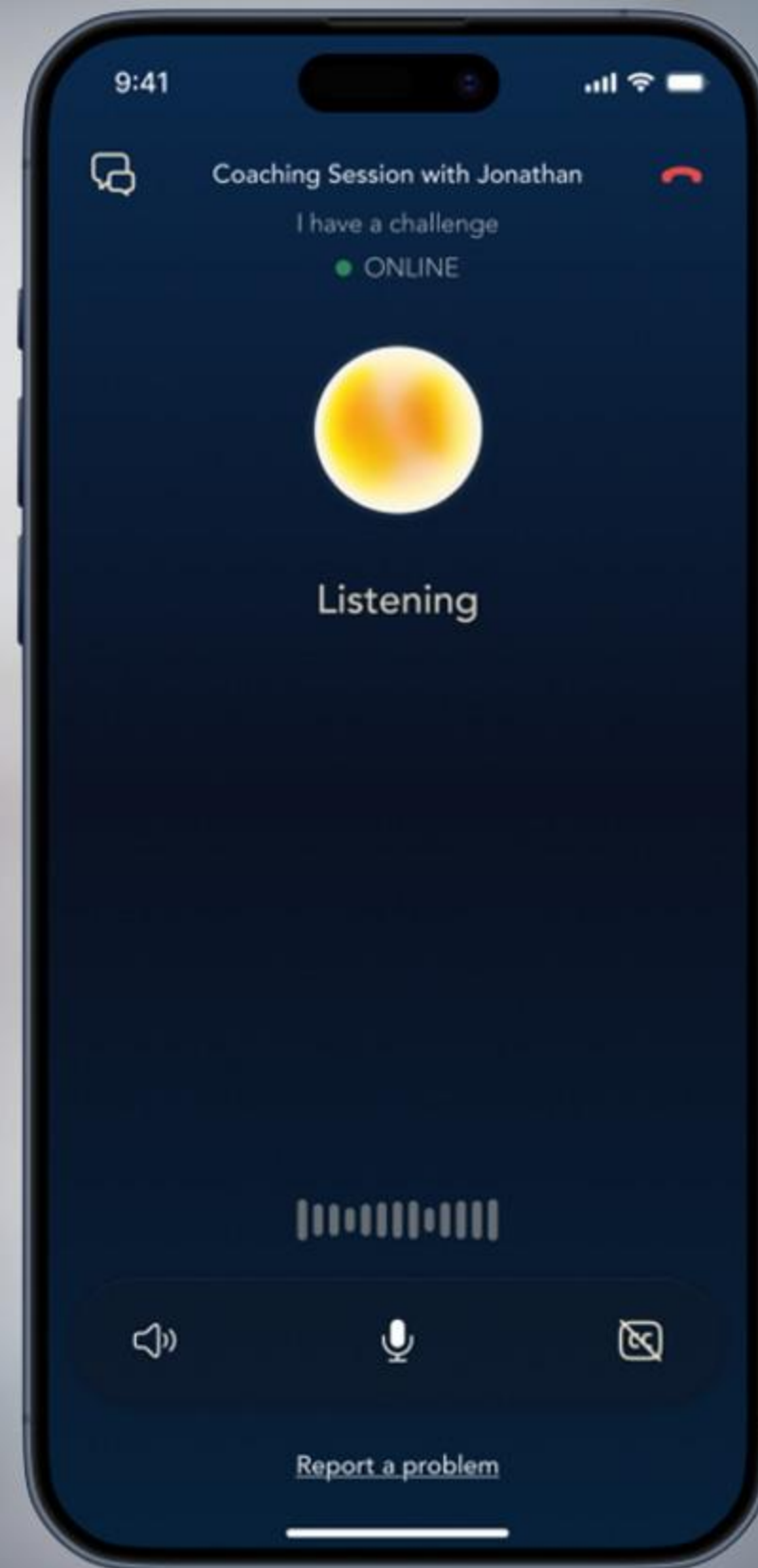
This is one of the 4 features that makes My Business Coach different to everything else available on the market.

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.



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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.



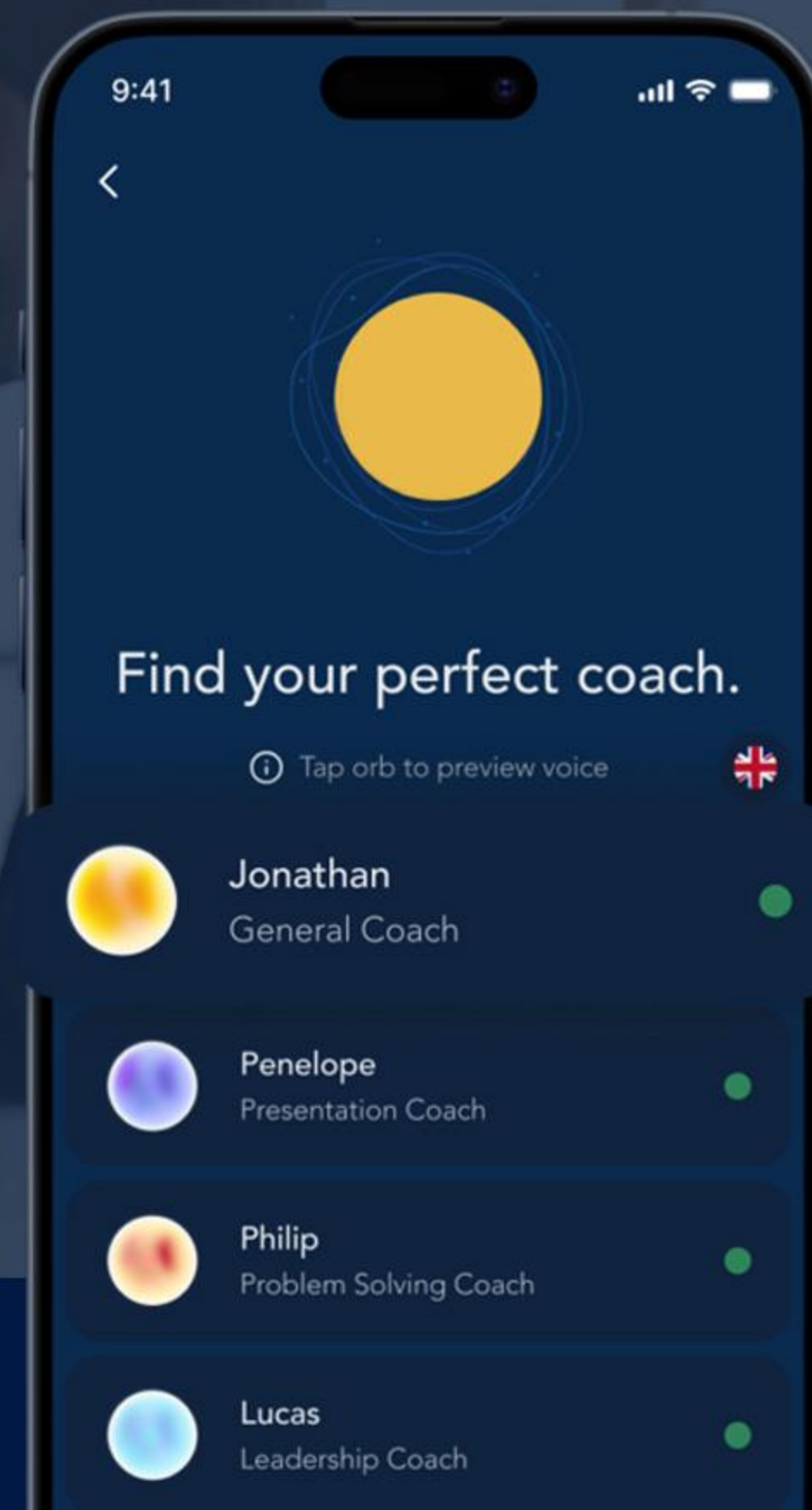
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A space to reflect.

Structured coaching conversations
that bring clarity and action.



Find the right coach for each moment.



2 My Chemistry Engine

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

As you move along your coaching journey, the Chemistry Engine® will report to you on 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

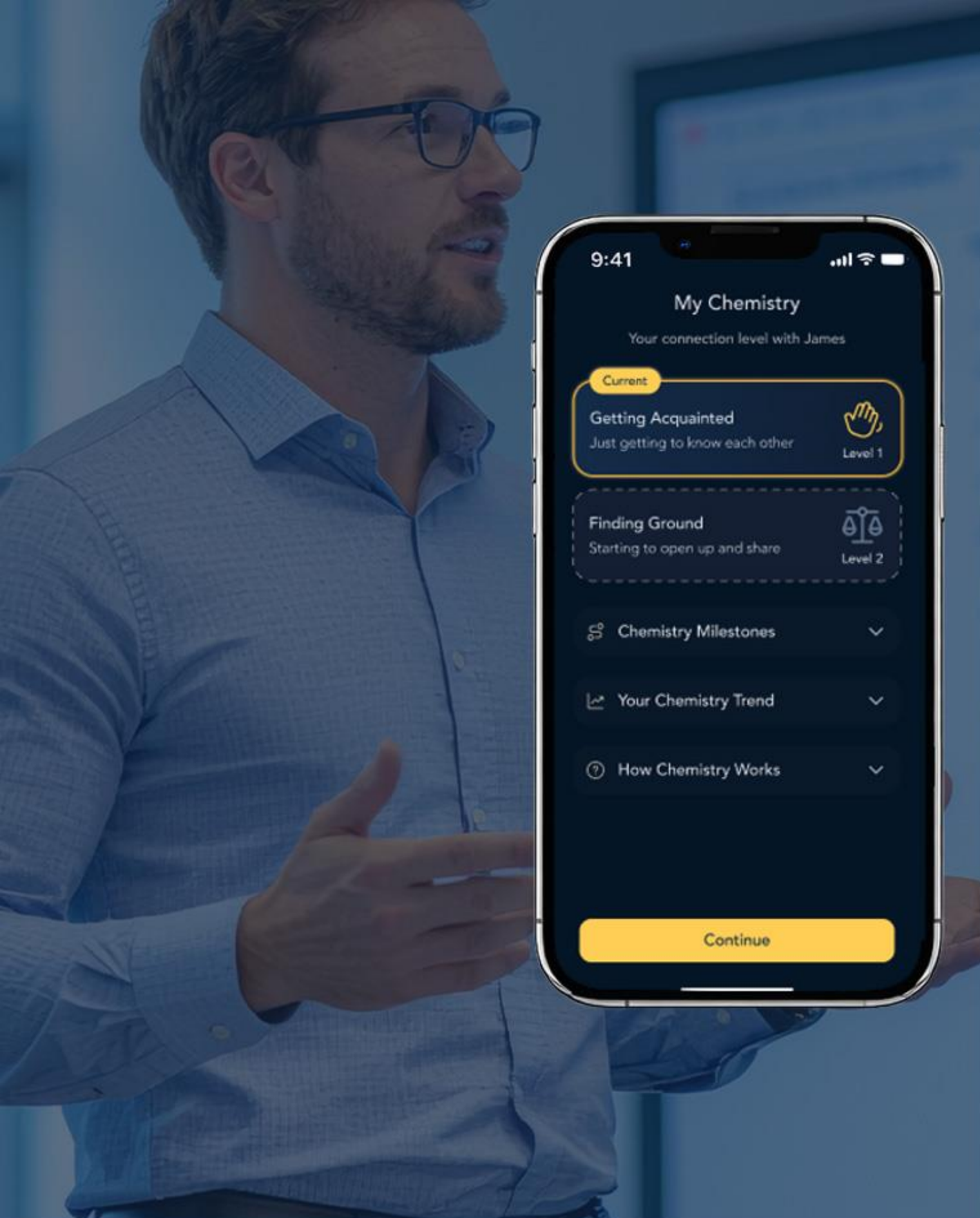
You're sharing surface-level context — good place to start!



Level 1



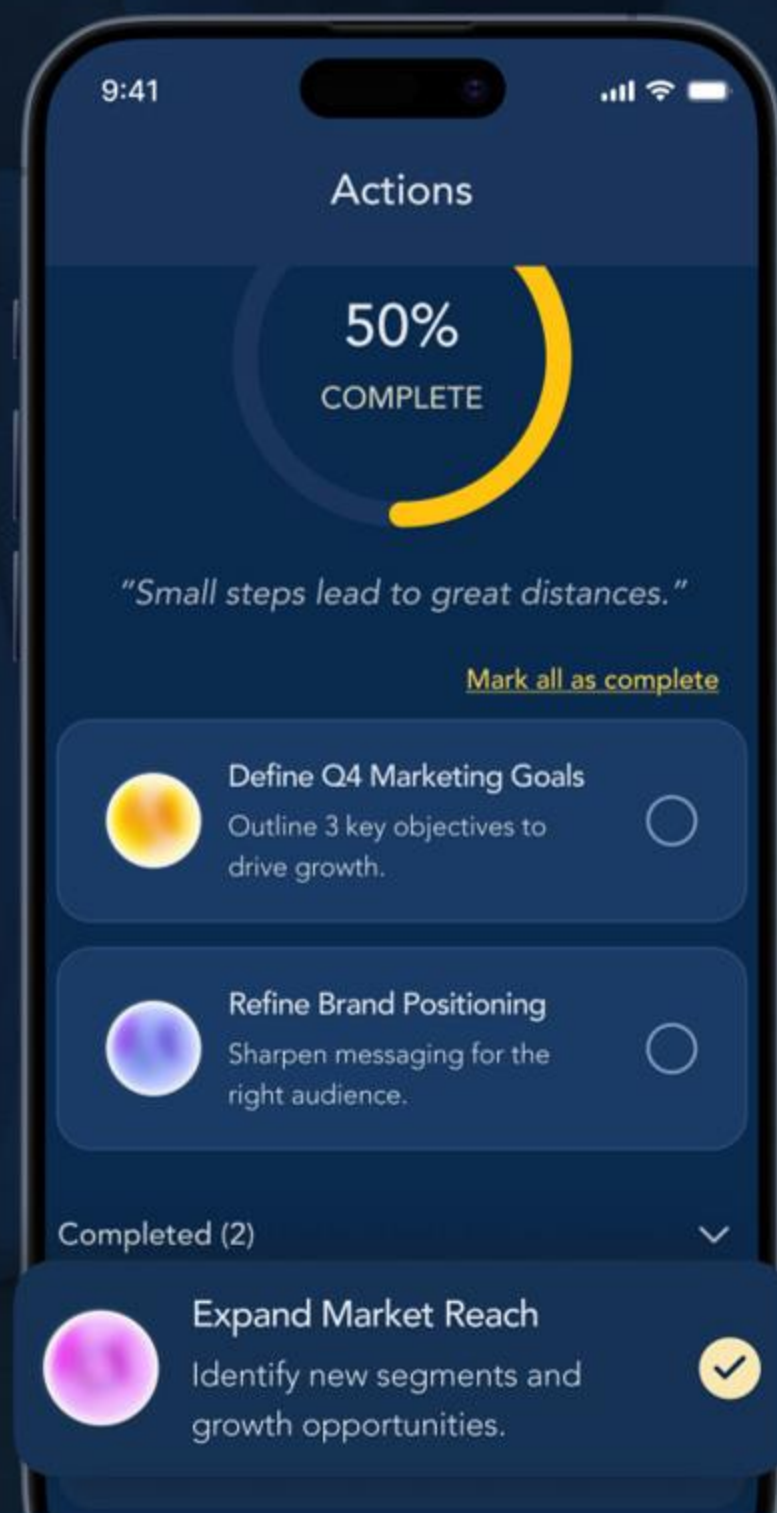
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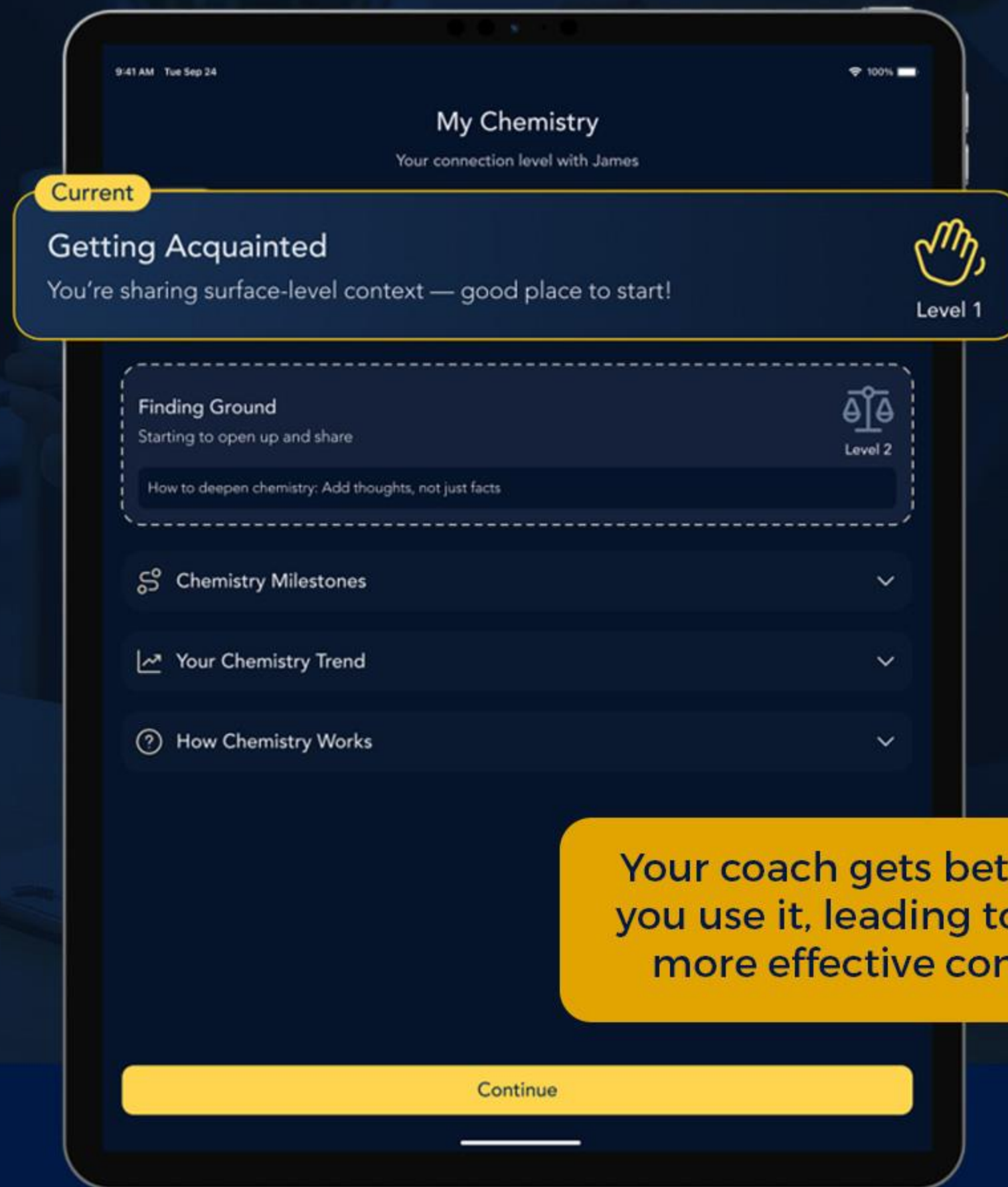
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Turn insights into action.

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.



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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 them 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?

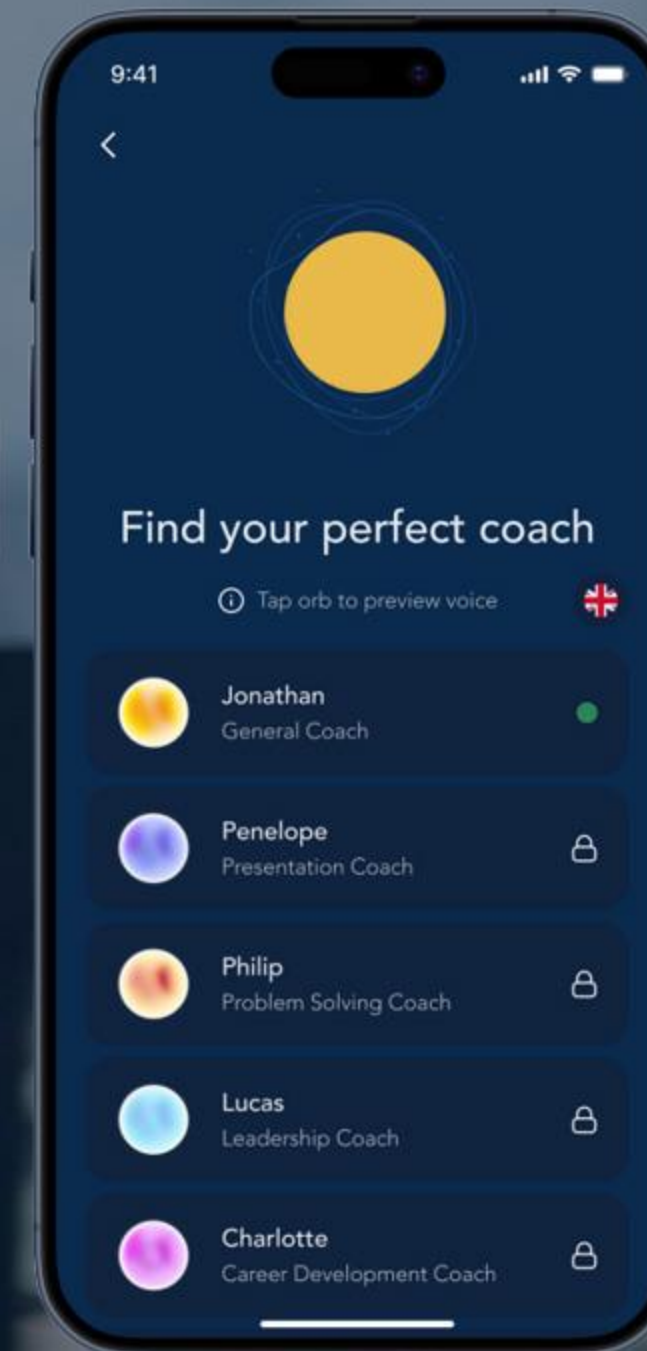
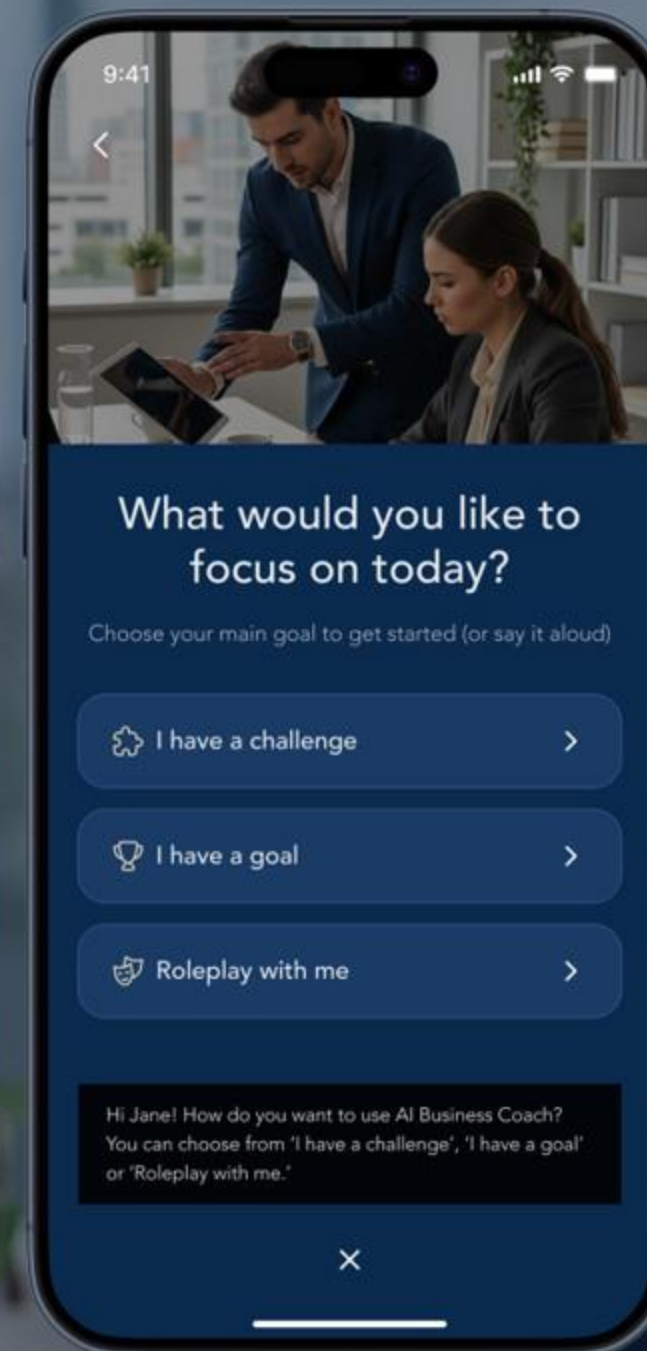
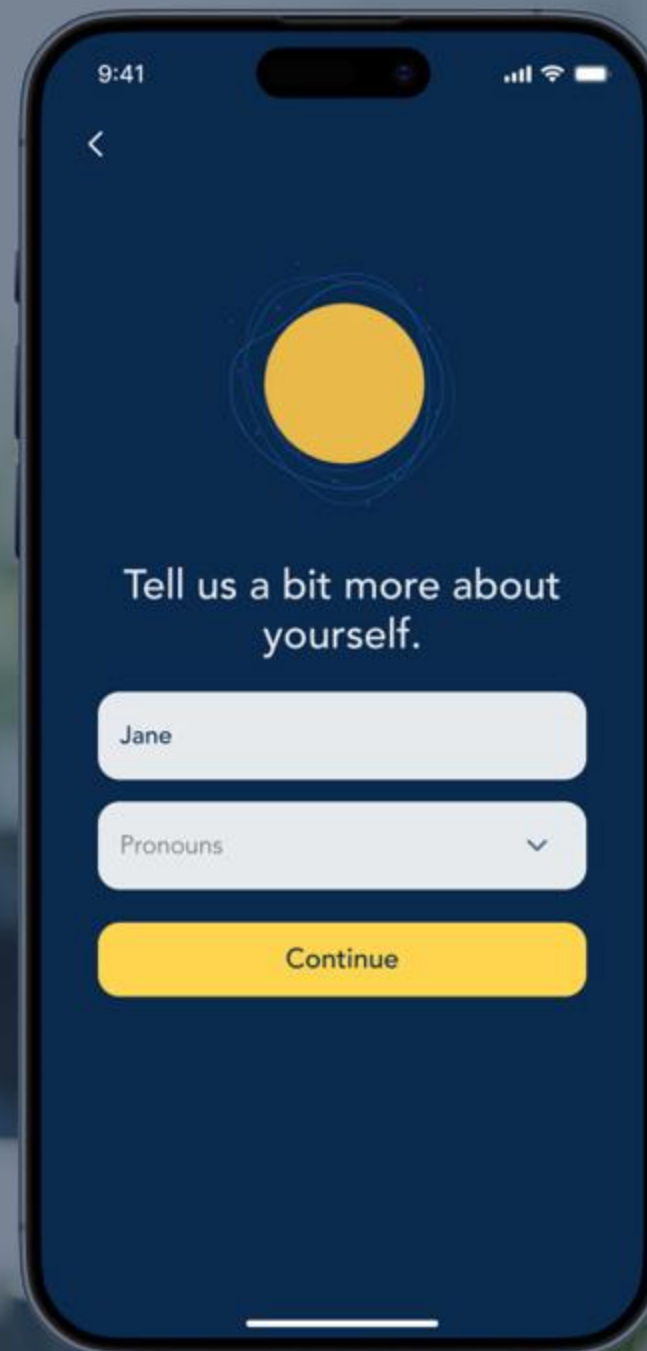
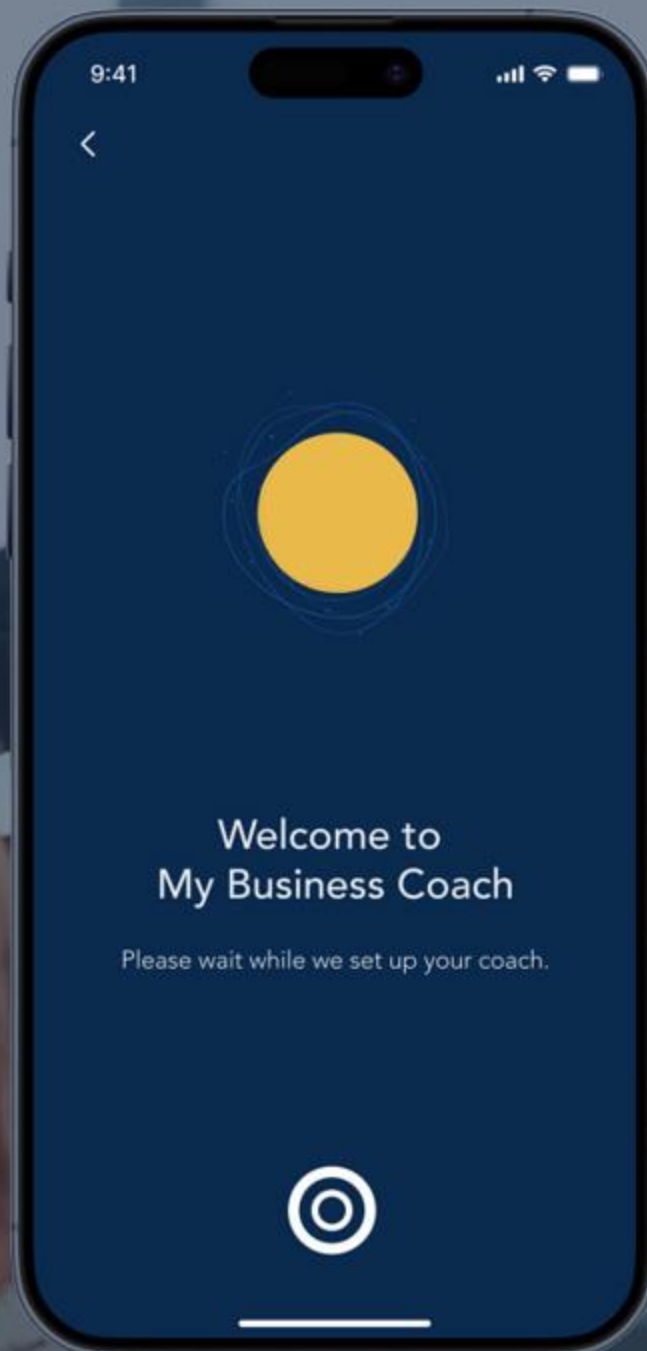
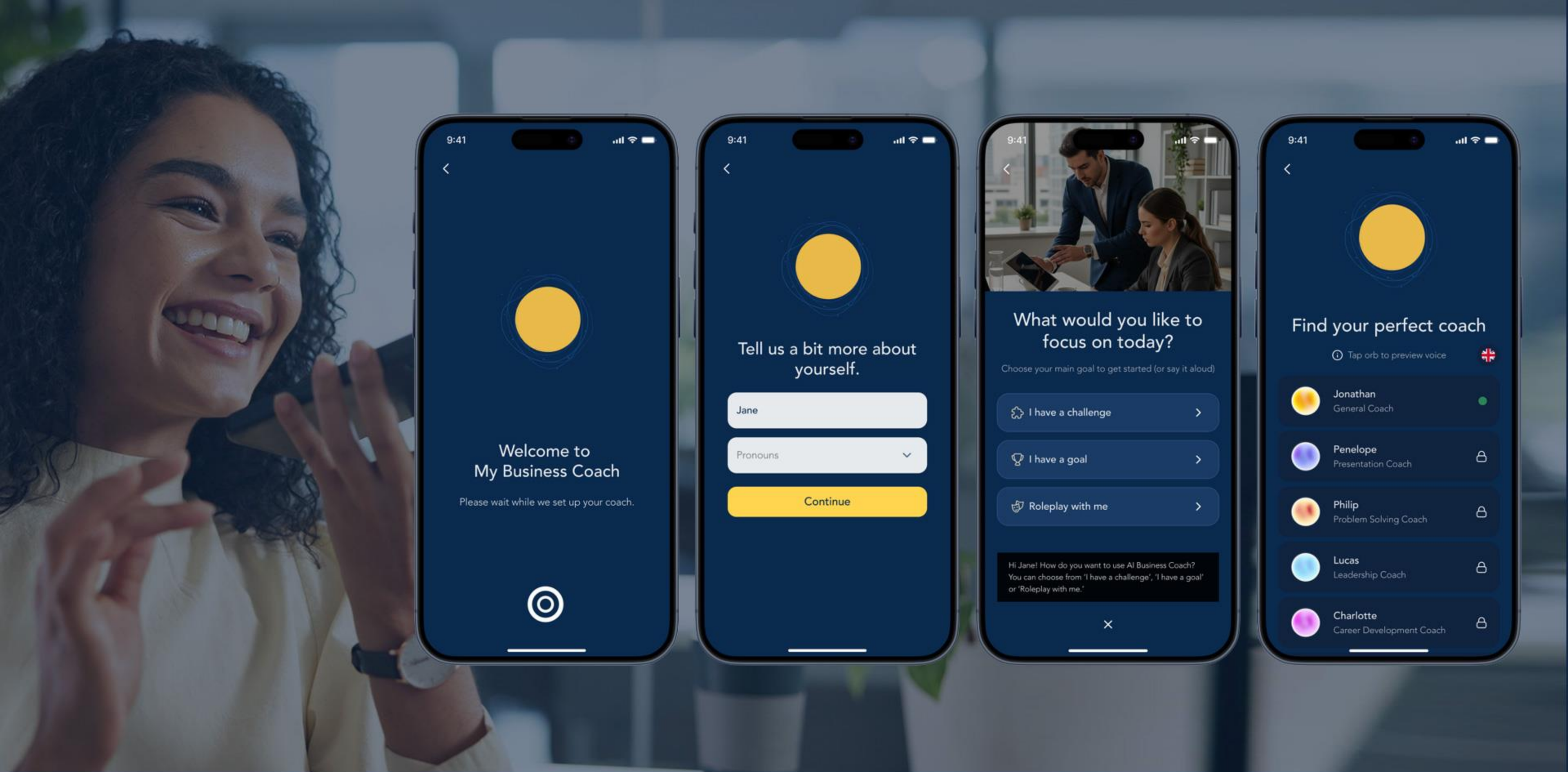
My director trusts my judgment. I feel confident walking out of the room.

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

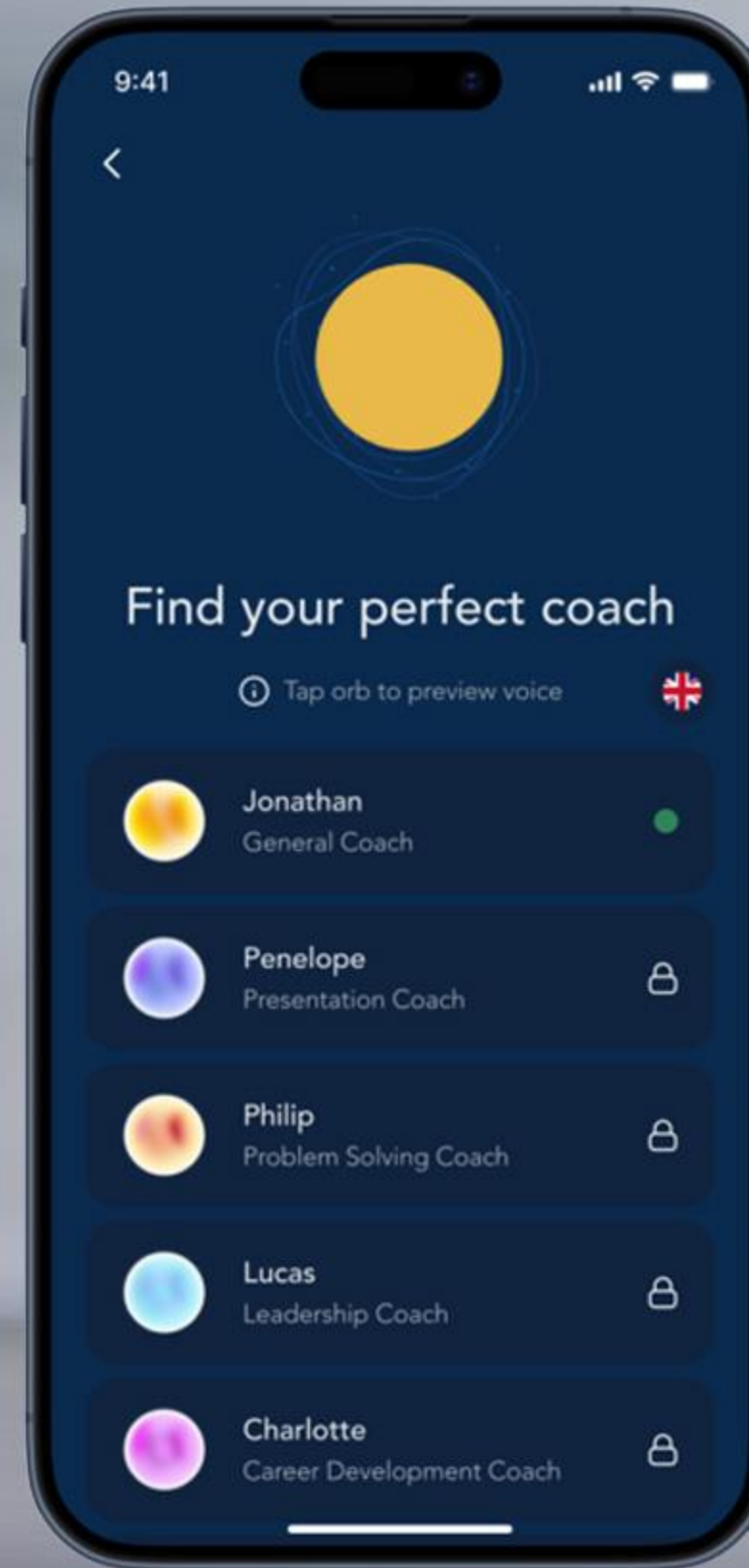
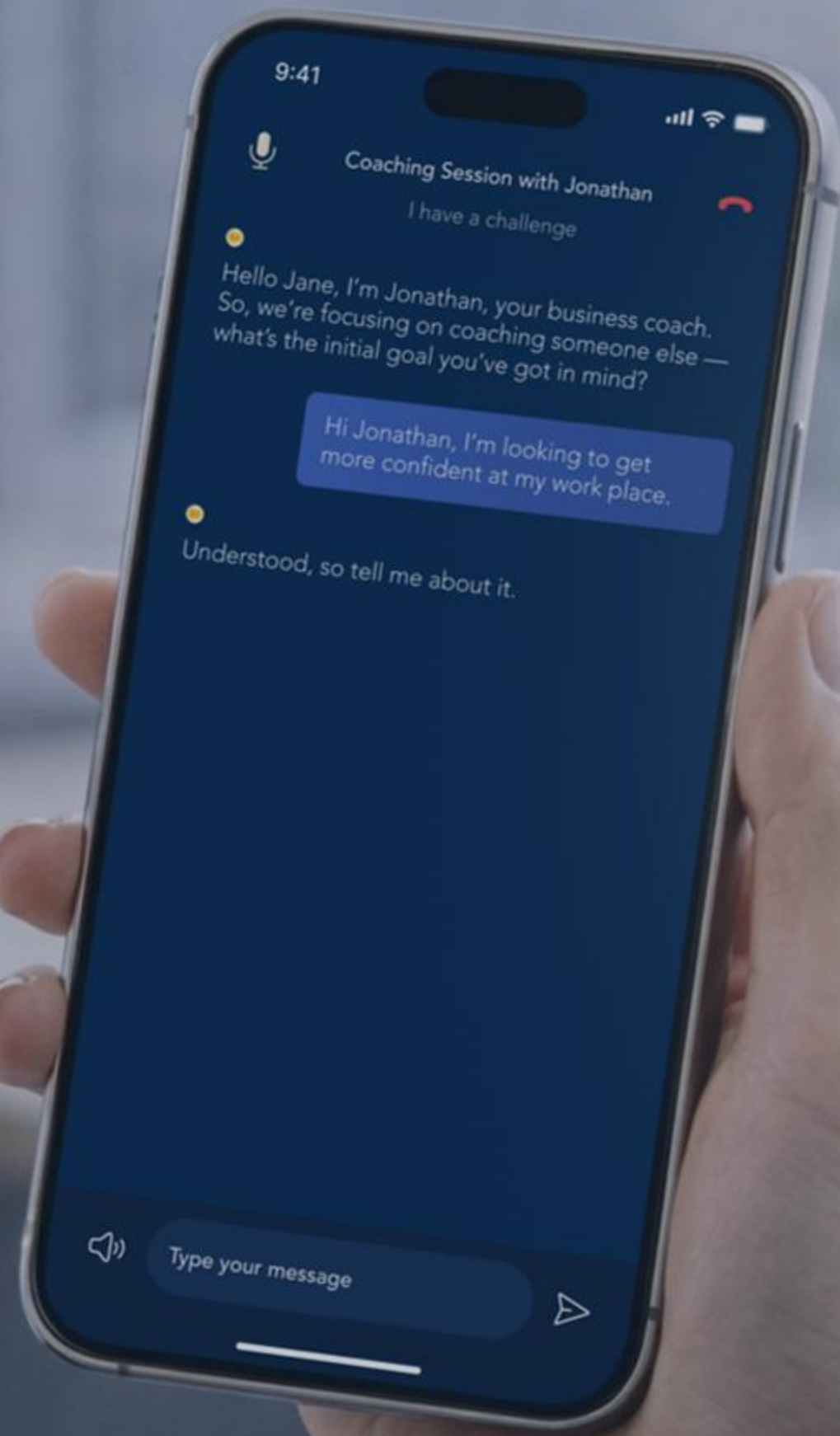
I could just open the document and write the first slide.



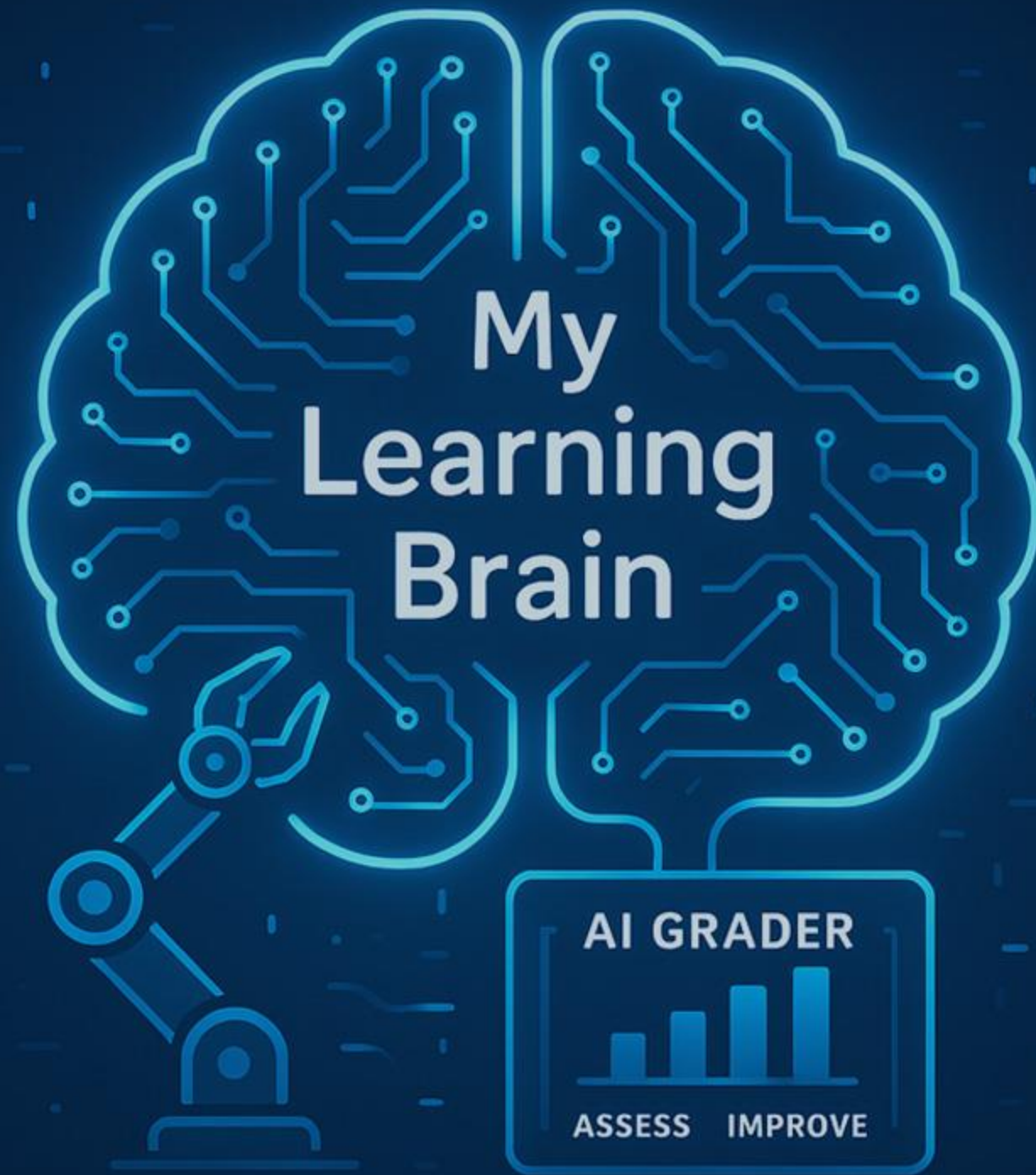
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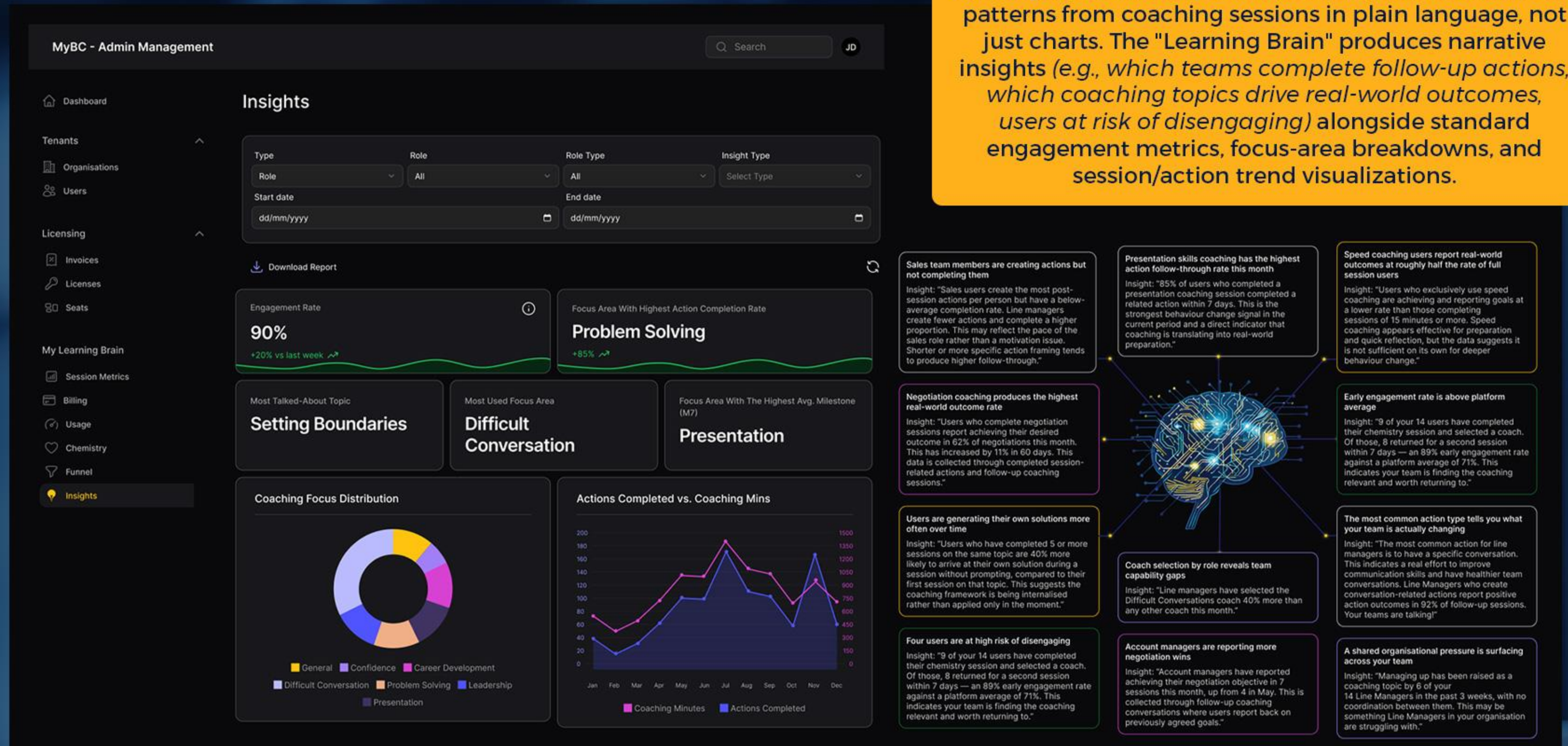
4 My Learning Brain

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.





An AI-generated analytics view that surfaces behavioral patterns from coaching sessions in plain language, not just charts. The "Learning Brain" produces narrative insights (e.g., *which teams complete follow-up actions, which coaching topics drive real-world outcomes, users at risk of disengaging*) alongside standard engagement metrics, focus-area breakdowns, and session/action trend visualizations.



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Higher Productivity, Better Presentations and Winning Negotiations

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



Lucas
Leadership Coach

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



Penelope
Presenting Coach

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



Nicholas
Negotiating Coach

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



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Source: <https://coachingfederation.org/blog/coaching-statistics-the-roi-of-coaching-in-2024/>

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.

6

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.



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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.



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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

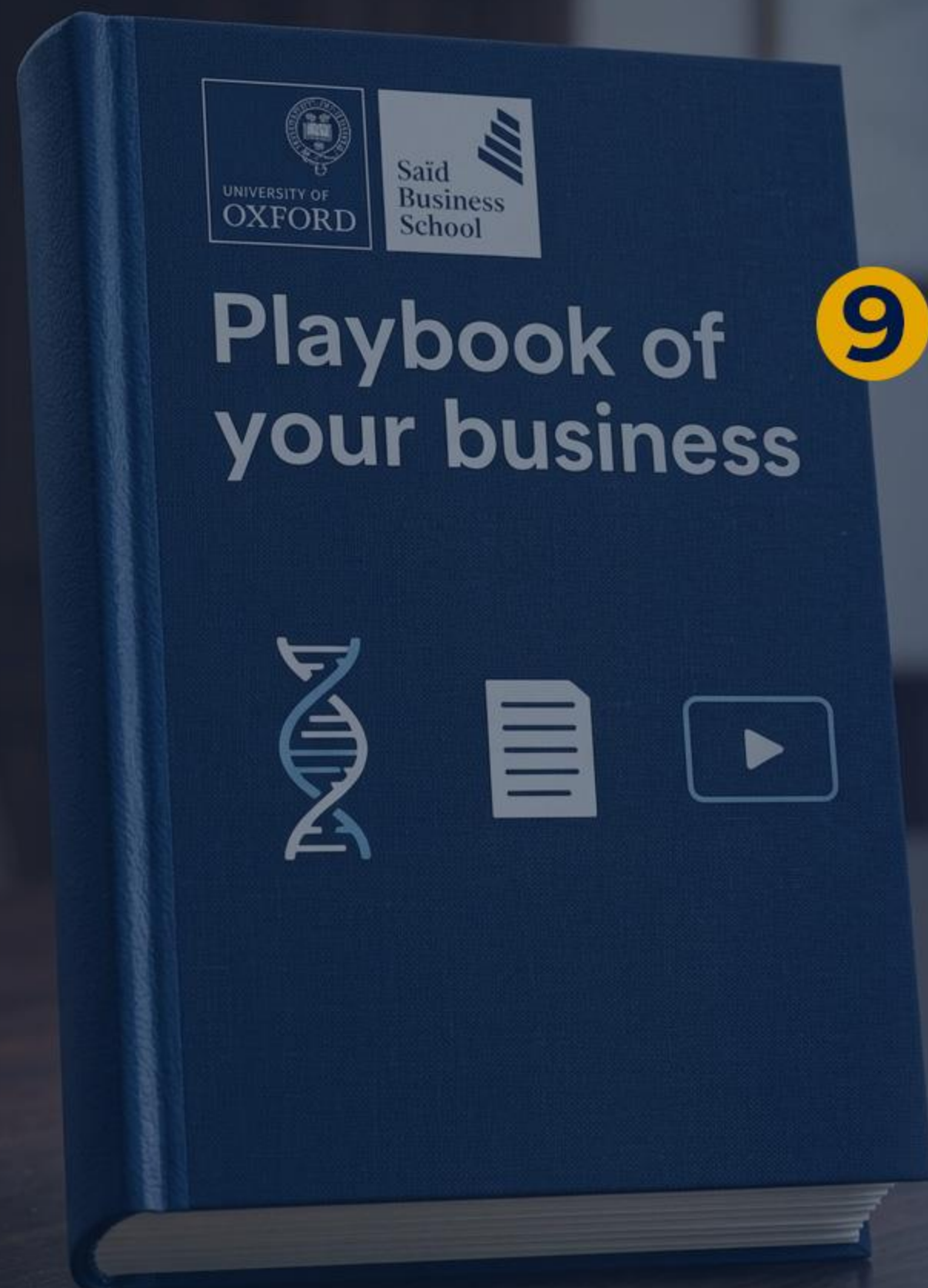
Low

Medium

High

Save Preferences

Changes will take effect in your next session.



Plus, a 9th Coach <Your Company Coach>

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.



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Calculating Your Return on Investment

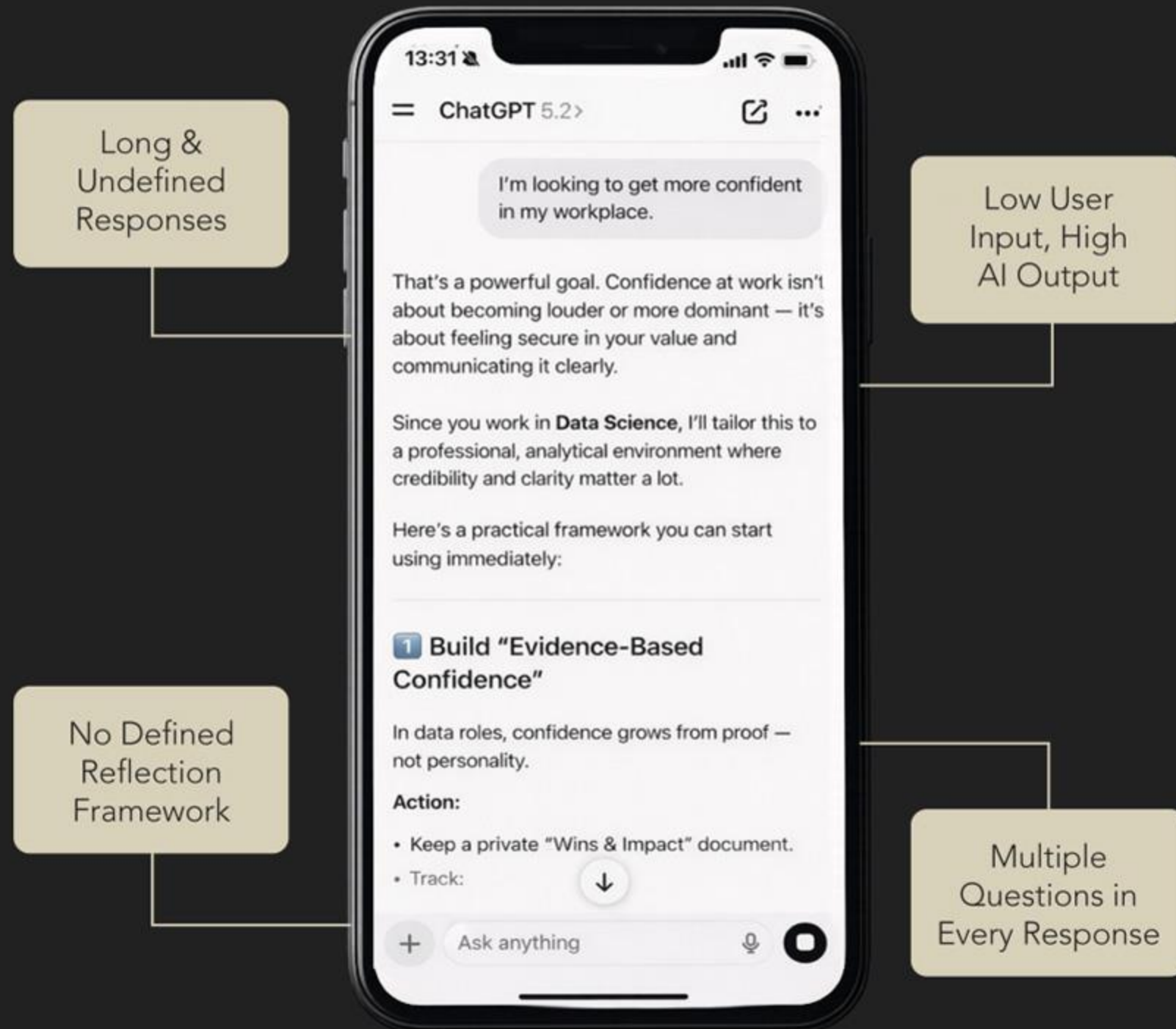


We use Kirkpatrick's 4-level training evaluation method by asking for one thing the user has found. This gives you a constant chain of evidence.



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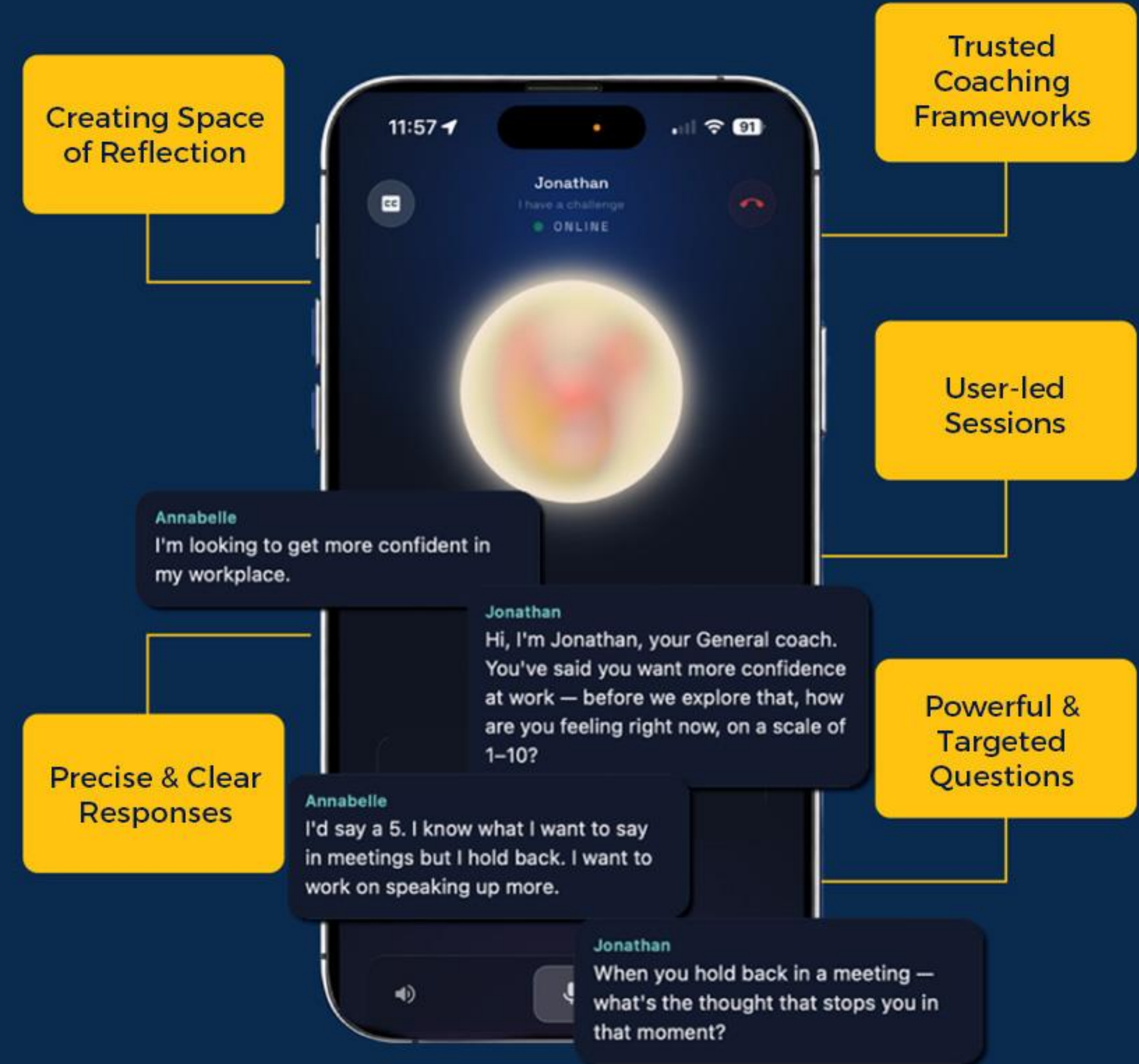
General AI Chatbots



*Based on actual conversations



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Prototype User Feedback



"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)



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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



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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



Community Orb
coming soon

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



Human-like Pausing &
Silence for Deep
Reflection



The Only App that
Tracks Chemistry With
Your Coach



Fully Customisable My
Coach System
(Coming Soon)



Smart Role-play With
Tone Guidance



Company-aligned
Custom Coaches

Designed to Just Work



Supported on All iOS &
Android Devices



Zero Data Risk Design



Ethics, Safety & Red-
flag Protocols



Rigorously Human & AI
Tested



Support for 40+
Languages



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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.



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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

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



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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



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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.

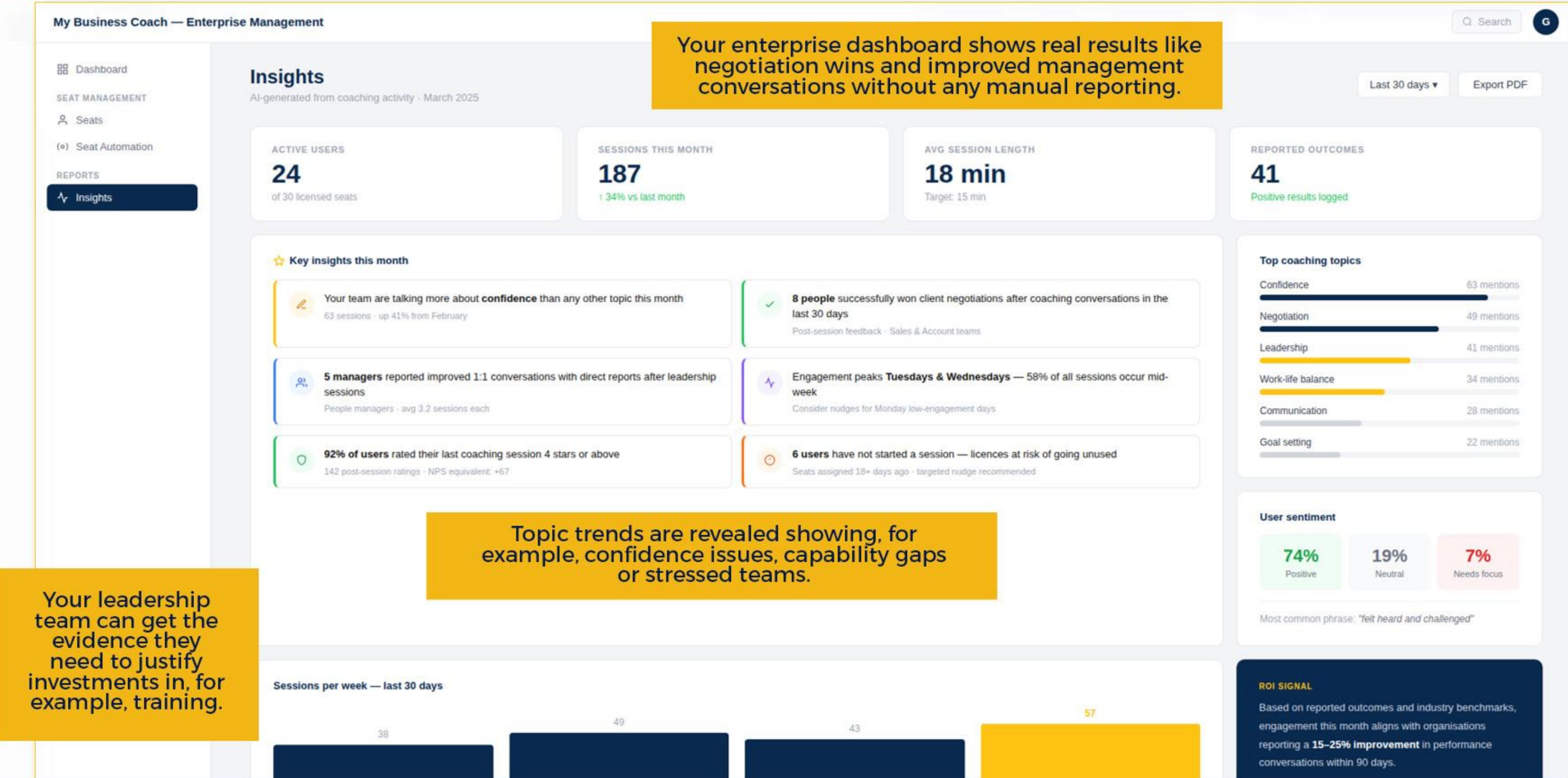


Usage and cost tracking ensures performance stays consistent as your team grows.



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Enterprise Dashboard – Your Insights Overview



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

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



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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.

