


REFYUEL

PROPOSAL · COACH OS, FOR PERSONAL TRAINERS AND COACHES

# Your coaching business, in one place.

**Coach OS** is Refyuel's website for personal trainers and online coaches. Plan, check in and get paid in one place, while your clients follow your plan in **Health OS**, our free app. Free to start.

**Proposal**
refyuel.com/coach

**November 2026**
Founding Coaches offer open

A NOTE FROM OUR FOUNDER

# Fitness should feel simple.

Thank you for taking the time to read this.

Refyuel began with a simple frustration. Getting fitter had become complicated: one app for workouts, another for food, a third for habits, and coaches holding it all together with spreadsheets and screenshots.

So we built Coach OS: one place to plan, check in, chat and get paid, connected to a free app your clients will enjoy using. It is made for personal trainers and online coaches who would rather spend their time coaching than chasing.

We are an Australian business, and we are building Refyuel carefully and honestly. No ads. No hype. No false promises.

Everyone has a reason to train. We call it your why. The pages that follow show how Refyuel helps you act on it.

**Anand**
Founder, Refyuel

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## You're the Y in REFYUEL. Your why. Your way.

THIS PROPOSAL IN ONE MINUTE

### What Refyuel is
A free fitness app and a coach website that work together.

### Who it is for
Anyone who trains, and the coaches who help them.

### What to do next
Try it free. The last page shows you how.



01 REFYUEL AT A GLANCE

# One free app. One coach website. One connection.

Refyuel is the brand. Health OS is our free app for anyone who trains. Coach OS is our website for the coaches who help them.

**7,000+**
exercises in the library, with how-to guidance

**3,700+**
Australian foods in the food database

**1,000+**
Indian foods, from everyday home cooking

**7**
countries where the app is free to download

**2**
products that work as one: Health OS and Coach OS

**0**
ads in the app, and no data sold to anyone

02 THE CHALLENGE

# Fitness is harder than it should be.

People want to get fitter. Coaches want to help them. Too often, the tools get in the way.

FOR PEOPLE WHO TRAIN

### Too many apps. Too little progress.

- Workouts in one app, food in another, habits in a third
- Tracking starts to feel like a chore
- Motivation fades after a few weeks
- Progress is hard to see, so it is easy to stop

FOR COACHES

### Too much admin. Too little coaching.

- Plans kept in spreadsheets and PDFs
- Client updates arrive as screenshots and messages
- Evenings spent on invoices and follow-ups
- Little view of what clients do between sessions

> **The problem is not effort. It is that nothing is connected.**

WHAT THAT COSTS

**Lost momentum**
When tracking is hard work, people quietly stop.

**Lost time**
Coaches spend hours on admin they are not paid for.

**Lost sight**
Neither side can see the full picture of progress.

03 OUR SOLUTION

# Two products that work as one.

A free app for the person who trains, a simple website for their coach, and a link between them.



HEALTH OS

## The free fitness app

For anyone who trains. Track workouts, meals and daily habits on your phone, and see your progress in one place. Free, with no ads. No coach needed.

COACH OS

## The website for coaches

For personal trainers and online coaches. Write plans, check in with clients, chat and send invoices from one place. Free to start.

HOW IT WORKS: COACH IT. TRACK IT. REFYUEL.

**1**

### The coach sets the plan

Written in Coach OS and shared with an invite link or QR code.

**2**

### The client follows it

In Health OS: train, log meals and tick off daily habits.

**3**

### Both see the progress

The coach checks in each week and replies in the same app.

No coach? Health OS works perfectly well on its own.

## One plan. One app. One shared view of progress.

04 WHO IT'S FOR

# Find your starting point.

Refyuel is built for everyone who trains, and everyone who helps them. Here is where you fit.

| IF YOU ARE | START WITH | WHAT YOU GET |
|---|---|---|
| **New to exercise** | **Health OS** | One simple place to start, with no pressure. |
| **A regular gym-goer or runner** | **Health OS** | Workouts, food and progress together, not in three apps. |
| **Training for a sport** | **Health OS** | Sport sessions, gym training and food side by side. |
| **Working with a coach** | **Health OS, with your coach's invite** | Your coach's plan in your pocket, and their support each week. |
| **A personal trainer or online coach** | **Coach OS** | Clients, plans, check-ins and invoices in one place. |
| **A gym, studio or partner** | **A conversation with us** | A free app to offer your members and coaches. |

## BUILT AROUND FOUR PILLARS

### Energy
Sleep, steps and water: the everyday basics.

### Fitness
Training with good form and steady progress.

### Mindset
Small habits, done consistently.

### Nutrition
Real food from the kitchens people cook in.

> **R is Refuel. Y is Yourself. What's your why?**

05 COACH OS · THE WEBSITE FOR COACHES

# Less admin. More coaching.

Run your whole coaching business from one place, while your clients use Health OS for free.



### Every client in one place

See each person's training, food, habits and progress on one page.

### Plans in minutes

Write workout and meal plans once, reuse them and send them in one tap.

### Check-ins, your way

Ask your own weekly questions. Every answer lands in one inbox.

### Enquiries become clients

A simple sign-up form for new enquiries, in the same inbox.

### Always in touch

Chat with each client in the app they already use, or message everyone at once.

### Paid properly

Send proper tax invoices and keep track of who has paid.

### Your brand first

On the top plan, clients see your own logo and colours.

### A library, ready to use

7,000+ exercises and deep food data, plus anything you add yourself.

## Spend your time coaching, not chasing.

06 PLANS AND GETTING STARTED

# Start free. Grow when you're ready.

Three simple plans that grow with your business. Your clients never pay for the app.

### Free

To get started

- Your first clients
- Plans and check-ins
- Chat with each client
- No card needed

### Starter

For growing coaches

- More clients
- Client invoices
- Message all clients at once
- Client progress reports

### Pro

For established businesses

- Room for a full roster
- Unlimited plans
- Your own logo and colours
- A business overview

Current pricing for your country is at refyuel.com/pricing.

FOUNDING COACHES OFFER OPEN

**Founding Coaches: the first 10 new coaches get 3 months free, then 50% off Coach Pro locked for life, a Founding Coach badge and a direct line to Anand.**

## MOVING OVER IS SIMPLE

**1**

### Sign up free

No card needed. Build your first plan.

**2**

### Invite your clients

One link each. They join in a couple of minutes.

**3**

### Coach from day one

Book a free 15-minute call and we set it up with you.

## WORKS FOR EVERY COACHING STYLE

Gym-floor PTs · Online coaches · Hybrid coaching · Small PT studios

07 HEALTH OS · THE FREE FITNESS APP

# Everything you track, in one place.

Free on iPhone and Android, with no ads. From your first workout to your next personal best.



### Training made simple
Follow a ready-made plan or build your own. Log each set, rest on a timer and watch how-to videos.

### Eating well, made easy
Search a food or scan its barcode. See calories and protein at a glance.

### Habits that stick
Small daily habits and streaks that reward showing up, not being perfect.

### Progress you can see
Your weight trend, personal bests and milestones in one view.

### Daily tips from RY
RY, the app's built-in guide, gives a short daily briefing based on what you log.

### A friendly community
Share a win and cheer others on. You choose what you share.

### Your coach, in your pocket
Join your coach with a link, follow their plan and chat in the app.

### Private by design
Lock the app with Face ID or a PIN. Connect steps and sleep if you wish.

## Showing up beats being perfect.

08 AN EXAMPLE WEEK

# What a week with Refyuel looks like.

An illustration of how a client and a coach might use Refyuel together. One week, no spreadsheets and no screenshots.

| | THE CLIENT, IN HEALTH OS | THE COACH, IN COACH OS |
|---|---|---|
| **Mon** | Opens the app to find this week's plan waiting. | Sends the new plan in one tap. |
| **Tue** | Logs a gym session. A personal best is celebrated. | Sees the session appear, without asking. |
| **Wed** | Scans lunch and checks protein for the day. | Spots a low-protein day and sends a tip. |
| **Thu** | Keeps a habit streak alive on a rest day. | Reviews all clients on one screen. |
| **Fri** | Answers the weekly check-in in two minutes. | Reads every check-in in one inbox. |
| **Sat** | Shares a win with the community. | Replies with feedback in the app. |
| **Sun** | Looks back at a full week of progress. | Sends the invoice and plans next week. |

## THE RESULT

### Less effort
Tracking takes seconds, so it is easier to keep going.

### More coaching
Less admin and more time with clients.

### One shared view
Coach and client see the same progress.

09 WHAT'S NEXT, AND WHY YOU CAN TRUST US

# Built carefully. Growing steadily.

COMING TO HEALTH OS

## For everyone who trains

- Log a meal by taking a photo
- A 21-day new-year challenge: Y Starts With You
- Follow friends in the community
- An optional upgrade for people who want more

COMING TO COACH OS

## For coaches

- Clients pay by card, including repeat payments
- Progress photos, compared week to week
- Public coach profiles and referrals
- RY as an AI guide, and more languages

These are plans, not promises. Timing may change.

WHY YOU CAN TRUST US

**Private by design**
You choose what to share with a coach or the community.

**Never sold**
We do not sell your data, or your clients' data, to anyone.

**No ads**
Nothing in the app competes for your attention.

**Yours to delete**
You can delete your account whenever you like.

**Stored securely**
On servers in Sydney, Australia.

**Honest by design**
No promises of health results. Refyuel supports your training; it does not replace a health professional.

REFYUEL



OUR PROMISE

# DON'T JUST REFUEL. REFYUEL. Y STARTS WITH YOU.

NEXT STEP

## A 15-minute look. We set up your first plan together.

Start free, with no card needed. Scan the code to see Coach OS and claim a Founding Coaches spot while they last.

**Anand, founder · support@refyuelapp.com · refyuel.com/coach**

Your clients download Health OS for free on iPhone and Android.

refyuel.com/coach

Refyuel is operated by Refyuel Innovations (ABN 50 306 322 750), an Australian business based in Sydney. Refyuel supports training and healthy habits and is not medical advice.