

REFYUEL

PROPOSAL · OVERVIEW

Your fitness. Your coaching. Your progress.

Refyuel is an Australian fitness business. We make a **free fitness app** for anyone who trains, and a **simple website for the coaches** who help them. This proposal explains what Refyuel is, who it is for, and how to get started.

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 one calm, connected place: a free app for anyone who trains, and a simple website for the coaches who help them. This proposal introduces both, and shows how gyms, studios and partners can bring them to their own communities.

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 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.

06 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.

07 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.

08 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.

GET IN TOUCH

Let's bring Refyuel to your community.

Gyms, studios, coaches and partners: we would love to talk. Scan the code or write to us, and we will arrange a short call.

Anand, founder · support@refyuelapp.com · refyuel.com

Train? Download Health OS for free. Coach? Start free at refyuel.com/coach.

refyuel.com

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.