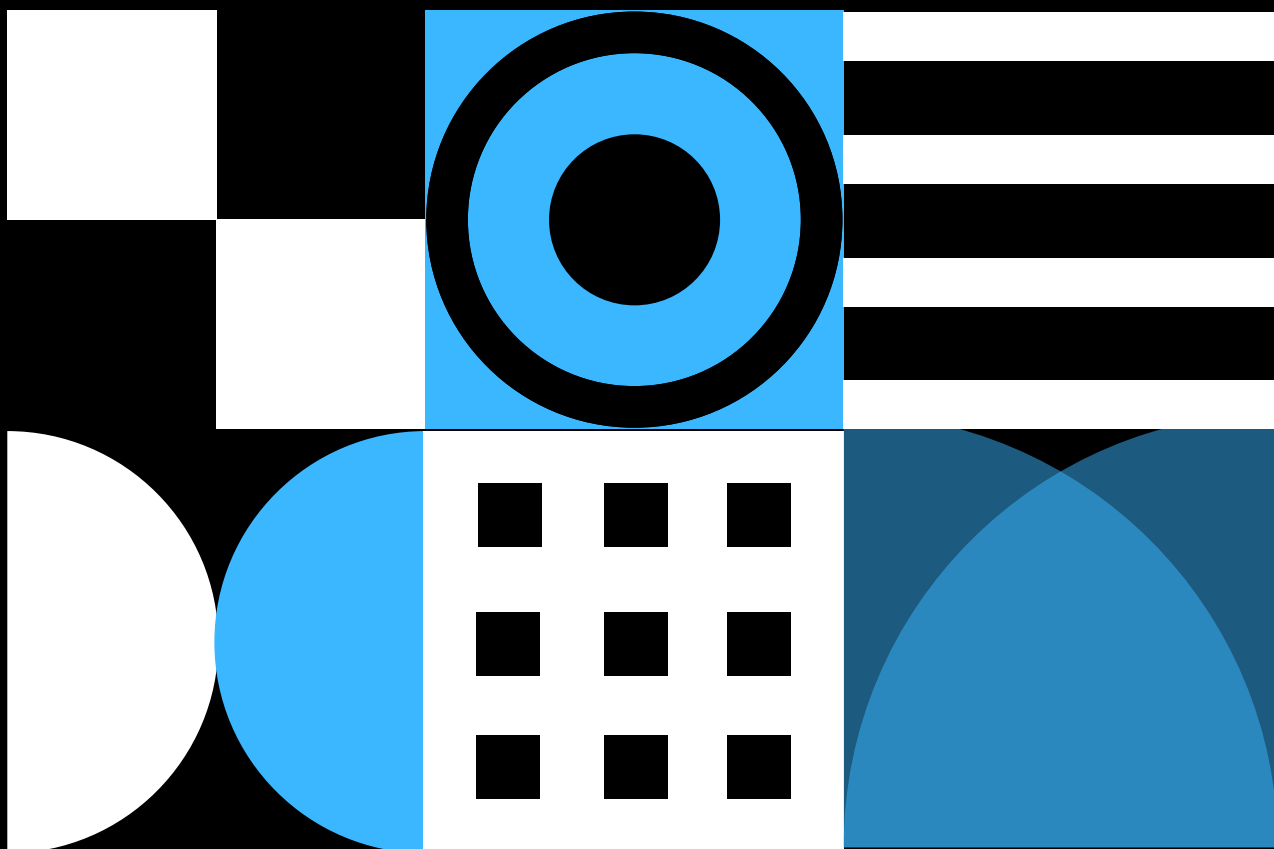


Pitch Deck

CoachMatch 2025



Business Information

Business Name: CoachMatch

Year of Operation: 2025

Address: Św. Urszuli Ledóchowskiej 2, 02-972 Warsaw, Poland

Website: www.treernow.pl

Email Address: info@treernow.pl

Phone Number: +48 501 399 000

Instagram: [@treernow](https://www.instagram.com/treernow)

TikTok: [@treernow](https://www.tiktok.com/@treernow)

Summary

TrenerNow - A Comprehensive Digital Sports Coaching Platform:

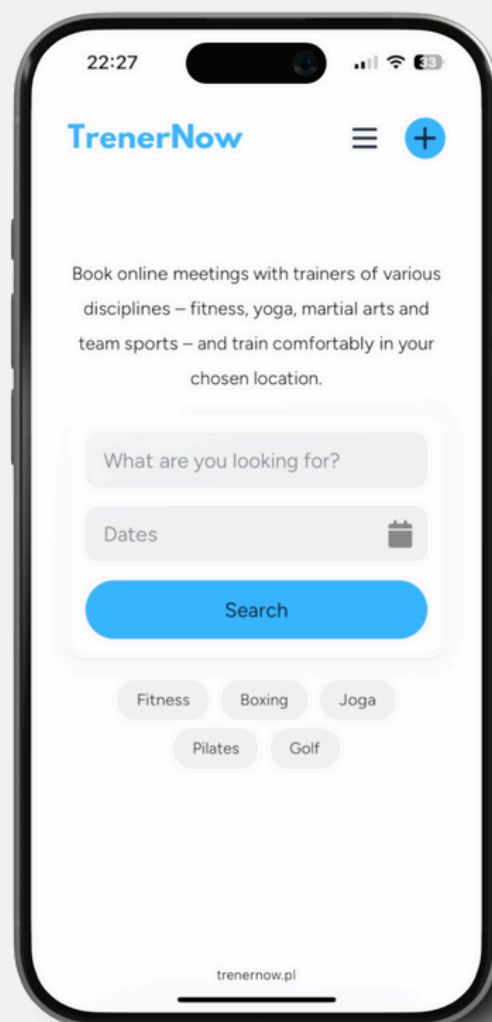
Globally, we operate under the name CoachMatch, while in Poland we are known as TrenerNow. TrenerNow is an online platform that connects clients with qualified sports coaches across a variety of disciplines. Through a responsive website and a mobile app, users can browse trainer profiles, read reviews, and book sessions through an interactive platform, while coaches manage availability and track earnings on a simple dashboard. The service eliminates the inconvenience of traditional gym bookings by offering transparent pricing and seamless scheduling.

Confronting Time Scarcity and the Health Decline:

TrenerNow addresses the growing challenges of time management and the alarming rise in obesity and declining public health by offering a streamlined way to integrate professional training into busy lives. Many people struggle to find the time and reliable information needed to book qualified coaches, leading to sporadic exercise habits and suboptimal health outcomes. Our platform solves this by allowing users to quickly browse vetted trainers, view ratings and reviews, and reserve sessions all in one place.

Strategic Growth Framework and Sustainable Monetization Model:

To encourage rapid adoption, TrenerNow offers trainers a zero-cost entry period until we reach a predefined threshold of active users; after that point, coaches may opt for an 8 % commission per booking or a flat monthly subscription, while clients never pay any fees. Early marketing efforts, focused on social media channels and local partnerships, are designed to build momentum and awareness. With KRS registration imminent, we will soon finalize our banking and operational infrastructure, rapidly gaining both trainers and clients, and execute our growth strategy across Poland, setting the stage for broader regional and worldwide expansion.



Innovation

Origins of CoachMatch

The idea to establish CoachMatch was born in September 2024 during a Business Management class. We discussed everyday challenges that take up our precious time, noticing that many large corporations succeed by offering products or services that simplify life. One example is the Uber app, which lets users quickly find a taxi, saving time that would otherwise be wasted. During the discussion, many of us observed how time-consuming it can be to schedule a gym session. We collectively agreed that this was a real problem worth solving. With our supervisor's support, we decided to create a platform enabling quick and convenient booking of sessions with qualified trainers. Initially planning a global launch under the name "Coach Match," we eventually chose to stay on the Polish market, where we had greater familiarity and could grow faster by rebranding in Poland as "TrenerNow."

Business Objective

Our main goal, formulated according to the SMART method, was to achieve a profitability ratio above 7% within the first six months of operation and to acquire at least 1,000 active users on our website. Unfortunately, just one month after launching, we had to revise our business assumptions due to problems of opening a parents' council sub-account, which we planned to use for the project's payment system. Since the school does not have a parents' council, we could not use that channel. Accordingly, our new objective became creating a fully functional prototype website and app, ready for presentation at the end of the competition. We aimed for our platform to be aesthetically pleasing, intuitive, and to streamline the booking process for users.

Sustainable Actions by CoachMatch

CoachMatch integrates environmental and social sustainability: together with [Stripe Climate](#), we donate 5% of revenues from all earnings from the website to organizations like PHLair and CO280, which remove CO₂ through electrochemical pH cycles.



This offsets and exceeds our carbon footprint while making professional trainers accessible regardless of location or skill level. Furthermore, we pursued this idea due to the visible degradation of health of the whole society. According to [WHO](#), 39% of adults worldwide are overweight and 13% obese. In Poland, 23% of adults are affected, and childhood rates have risen by 10% over the last 20 years. CoachMatch promotes a healthy lifestyle through an easy booking tool. Additionally, we organize school workshops on sports and health, offering our school community special discounts to foster healthy habits and improve quality of life. We partnered with a Polish foundation, [Fundacja Kinematograf](#) to improve cultural accessibility - audio description, subtitles for the deaf, and PJM translation. We are optimizing our site for rapid content access, simplified menus, intuitive interface, and responsive mobile design. Special attention is on accessibility for the visually impaired and deaf, following the foundation's guidelines. We aim for full WCAG compliance and maximum user satisfaction.

Business Offer

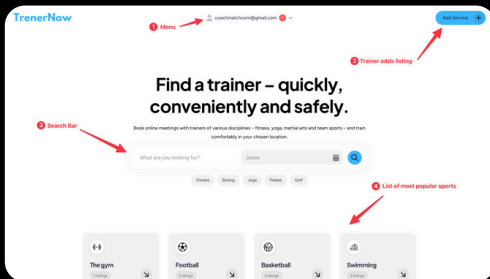
01 | Users can:

- Book sessions with trainers in 32 different disciplines, such as football and tennis.
- Use an intuitive interface available on phone, tablet, or computer.
- Communicate with trainers via a built-in chat.
- View reviews of specific trainers through a rating system.
- Easily select preferred disciplines and price ranges using filters.
- Review their booked sessions in a clear, integrated calendar.

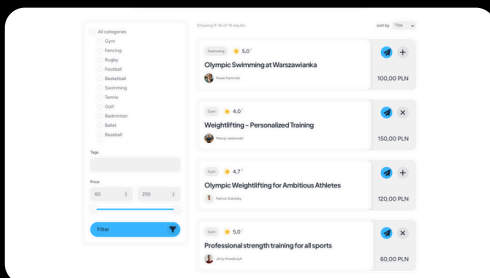
02 | Trainers can:

- Quickly create and add new services.
- Check earnings analytics via a financial dashboard.
- Access the platform on various devices - computer, tablet, and phone.
- Communicate with clients through the built-in chat.
- View their schedule through the integrated calendar.
- Mark unavailable dates and times directly in the calendar.

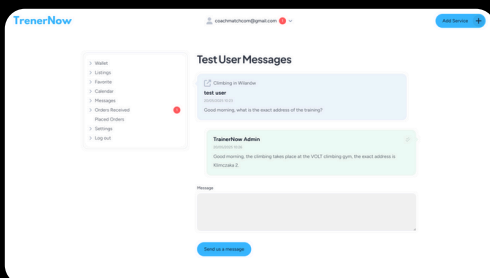
Home Page



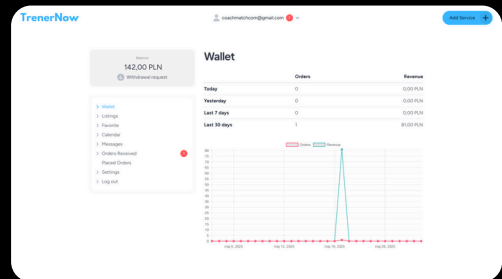
Browsing Listings



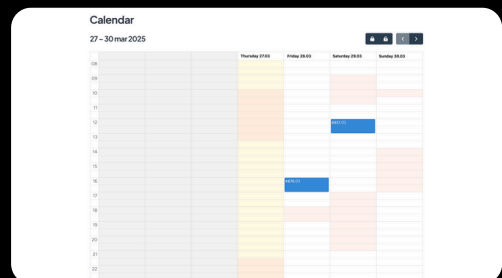
Built-in Chat



Financial Analytics



Built-in Calendar



New Listing Form

Market and Competition

Target Market

Before commencing operational activities, we analyzed Poland's fitness and coaching services market to understand potential clients needs and tailor CoachMatch features accordingly to their requirements. We initiated our research by analyzing the market statistics of the Polish fitness industry. The data and the evaluation process was based on industry reports, national fitness activity statistics, and trends in search engines and social media. We then conducted brief interviews and surveys across various age groups and backgrounds, among both active athletes and newcomers to physical activity. We decided to use age groups for our target market since they could be measured and seen in the analytics of social media platforms and allow for targeted advertisements. From these insights, we identified three key target groups:

1

Active individuals aged 15-30: Regular exercisers seeking personalized approaches, from amateurs aiming to improve fitness to athletes with specific goals. They need quick access to trainers who tailor plans to their individual needs and lifestyles.

2

Individuals aged 35-60: People returning to activity after a long break or beginning their fitness journey. They prioritize improving health and well-being in a safe, supportive environment. Limited time makes quick trainer matching essential (e.g., yoga, stretching, rehabilitation), without the necessity for long searches and comparisons of offers.

We subdivide this group into:

- Beginners and returnees (0-6 months): Safe introduction and motivating support.
- Regular amateurs (6-24 months): Customized plans and practical guidance.
- Advanced enthusiasts (2-5 years): Advanced programs and progress monitoring.
- Competitive and professional athletes (>5 years): Periodization, data analysis, and expert support.
- Rehabilitation clients: Physiotherapy and manual therapy for safe recovery.

3

Parents seeking trainers for children and youth: Looking to support their kids' sporting passions (e.g., football, tennis, athletics). They value finding competent, vetted trainers who ensure safety, proper instruction, and a fun learning atmosphere.

To meet each group's needs, TrenerNow offers a wide range of trainers and specialists, from strength training and team sports to yoga and rehabilitation, enabling every user to find support aligned with their goals, expertise level, and lifestyle.

CoachMatch in Comparison with Competition

TrenerNow stands out with an intuitive platform that accelerates trainer discovery. Our is simple, easy to use which ensures that it suits every target group. Furthermore we offer a free service until 500 clients, minimizing risk for trainers. Competitors include apps and sites like Booksy, Baza Trenerów, and Trenello. Unlike Trenello and Baza Trenerów, we enable direct session booking, reducing search time. Our competition also can be regarded as individual trainers also but TrenerNow's advantage is a broader selection categorized to each person's needs. Clients don't need to browse the internet, can easily switch trainers, and try new disciplines. Our booking and rating system guarantees transaction security, unlike gym chains. We also surpass individual gyms by offering full flexibility - clients choose trainers anywhere, anytime, without subscriptions.

Price Comparison with Competition

Service	CoachMatch	Ti Health Club	Booksy
For Trainer	0 zł	50% of Earnings	135 zł per month
For Clients	0 zł	200 zł per Month	0 zł

Marketing Strategy

We commenced marketing actions after New Year when most people begin exercising - focusing on our three target groups. We promote the platform intensively on social media (Instagram, TikTok, X), particularly among 15-30 year-olds. By June 2nd, we achieved 100,000 TikTok views and over 2,000 likes.

We publish:

- Short tutorial videos showcasing the platform.
- Educational posts on healthy lifestyles and training.
- Explainer videos demonstrating platform features.
- We plan collaborations with fitness influencers.

To reach older demographics (parents and 35-45 year-olds) and (45-60) we distributed flyers in shopping malls, building customer trust.

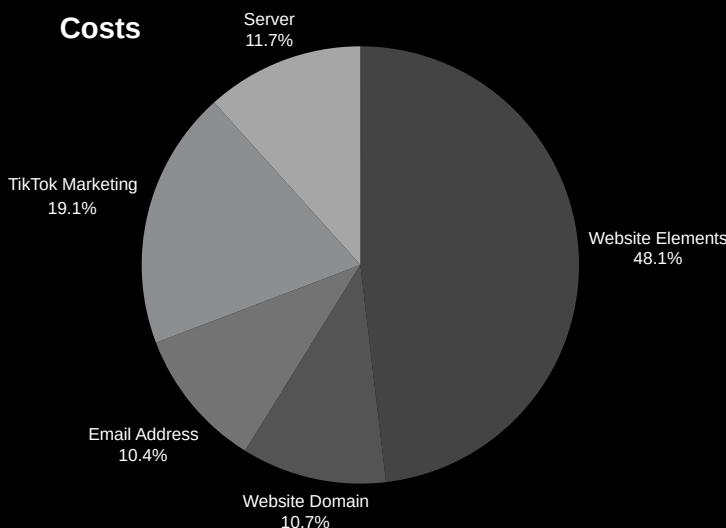
The screenshot displays the TrenerNow website interface. At the top, there are navigation tabs: 'Kontakt', 'Recenzje', 'Trenerow.pl', 'Jak to działa', 'Dla Trenera', and 'Dla Klienta'. Below 'Kontakt', there is a phone number (+48 690 909 503), an email address (info@trenerow.pl), a website URL (trenerow.pl), and a QR code. The 'Recenzje' section features two testimonials from Mikoloz Kowalak and Mikoloz Nowak, praising the platform's intuitive reservation system. The 'Jak to działa' section lists key features: searching for trainers online, checking availability in seconds, booking without phone calls, and receiving reminders. The 'Dla Trenera' section highlights benefits like quick profile completion, analytics, advertising offers, and professional profiles. The 'Dla Klienta' section lists benefits such as finding trainers quickly, booking directly from the app, checking reviews, and receiving a 10% discount on the first session.

Finances

Current Operations & Financial Goals

At the sole beginning we planned a mobile app, but a quote from Qarbon IT - ranging from 150,000 to 450,000 PLN , forced us to reconsider due to budget constraints. We explored more cost-effective options. We checked the offers on platforms like Fiverr, however, the available services were limited to very basic functions and did not meet our expectations. After exploring further options by a series of trial and error, we decided to build a fully customized website ourselves for just 460 PLN. As a result, we not only gained full control over the project, but also significantly reduced costs. We allocated the remaining budget to marketing on TikTok, Instagram, and Facebook to reach as many potential users as possible.

Costs



Financial Results

During the competition, we secured a 10,000 PLN sponsorship from Power Boats Poland, a distributor of luxury sail and motor yachts from prestigious manufacturers worldwide. Under the agreement, CoachMatch received funding in exchange for permanent logo placement on our homepage after launch. Thanks to this support, even with our revised prototype goal, we generated real revenue and achieved a profitability ratio well above 7 (700%):

$$ROE = \frac{9015.39}{600} \times 100 = 1503\%$$

Through flexible planning and strategic budgeting, CoachMatch achieved key milestones while maintaining strong financial efficiency. Our approach has laid the groundwork for continued growth and future development.

Financial Projections

Year	Quarter	Avg Coaches	Sub Coaches (70%)	Comm Coaches (30%)	Sub Revenue (zł)	Comm Revenue (zł)	Total Revenue (zł)	Costs (zł)	Profit (zł)
1	Q1	32.5	22.75	9.75	4 783	4 550	9 333	3 100	6 233
1	Q2	59	41.3	17.7	8 682	8 253	16 935	4 000	12 935
1	Q3	96	67.2	28.8	14 112	13 416	27 528	5 000	22 528
1	Q4	157.5	110.3	47.3	23 097	22 034	45 131	6 500	38 631
2	Q1	222	155.4	66.6	32 676	31 019	63 695	8 000	55 695
2	Q2	277	193.9	83.1	40 686	38 695	79 381	9 000	70 381
2	Q3	331.5	232	99.5	48 720	46 379	95 099	10 500	84 599
2	Q4	382.5	267.75	114.75	56 198	53 466	109 664	12 000	97 664
3	Q1	434	303.8	130.2	63 804	60 674	124 478	13 500	110 978
3	Q2	490	343	147	72 030	68 274	140 304	15 000	125 304
3	Q3	535	374.5	160.5	78 735	74 613	153 348	16 000	137 348
3	Q4	565.5	395	170.5	82 950	78 583	161 533	17 000	144 533

Coach Growth:

- Coach numbers grow steadily from around 30 in Q1 Year 1 to over 560 by Q4 Year 3. Values like 32.5 or 157.5 represent quarterly averages. These are used to reflect smooth, ongoing growth over time.

Revenue Structure

- We estimate that around 70% of coaches will use our subscription offer, paying 70 zł/month.
- The other 30% of coaches will pay 8% commission on an average of 17.5 bookings/month, priced at 175 zł per session. Stripe fees (~2%) are deducted from the commission-based revenue.

Expenses:

- Costs include marketing, server maintenance, customer support, and other operational needs. These scale proportionally with user growth, ensuring the model reflects real-world business scaling.

Profitability:

- As the user base and engagement grow, revenues increase faster than costs. The result is steady profit growth quarter over quarter, supporting long-term business viability.
-

Management & Collaboration

Experience and Skills

Each team member contributed essential skills:

- **CEO Jakub Darowski** demonstrated leadership - he organized meetings and motivated the team. His experience included a near-win in the school council election and captaining the school math competition team.
- **CFO Szymon Krzowski** brought financial and economic expertise, supported negotiations with early-stage investors, and managed expenses. He had previously founded successful ventures, making profits.
- **CMO Franciszek Józefczuk** combined marketing and programming - he was crucial in building the website and led marketing strategy. He participated in C++ and AI clubs and completed external IT projects.
- **COO Nikodem Frelek** used AI to sort files and streamline work. He created interactive charity and educational AI games at school.

Crisis Situations & Challenges

We encountered several obstacles that taught us valuable lessons. Without a dedicated developer, we built the site ourselves. A rejection from potential investor Smok VC was a setback, however ultimately it improved our pitch and communication since in preparation we trained using an AI pitching model. Our biggest hurdle involved the school's payment integration: we planned to link to a parents' council sub-account, but the school lacks such a council which left us without a bank account significantly impacting our plans and goals. We could not make any legal agreements due to the lack of a legal entity. Additionally, insufficient support from the school stalled decisions. In response, we adjusted our model to launch a fully functional website prototype without payments, ready for activation once our LLC's KRS approval allows us to open a corporate account and begin professional operations.

Advisor Support

- **Marcin Iwiński**, co-founder and major shareholder of CD Projekt S.A., shared insights on optimal funding sizes and sponsorship acquisition, helping us optimize our budget and resource allocation. His support allowed us to optimize the budget and efficiently allocate resources. In addition, his experience helped us create a sustainable site, taking care of every aspect of it.
 - **Attorneys Jakub Salwa and Weronika Sawik** drafted contracts with trainers and clients, securing interests on all sides and ensuring compliance. Thanks to their advice, we avoided legal pitfalls, which allowed us to conduct our business in compliance with the regulations.
 - **Adam Małaczek**, CEO of Moderna Holding, introduced us to sales, marketing, and investment management. His project development and corporate group experience streamlined our processes and prepared the platform for market launch.
-

Applying Experiences

Accomplishing the Business Objective

The implementation of the CoachMatch project allowed us to gain valuable experience in programming and web design. The ability to create and manage the website has proven to be particularly useful in today's internet age, when most activities are done via mobile devices. In addition, we gained practical experience in running marketing campaigns on social media, such as Instagram and TikTok, which allowed us to deepen our understanding of mechanisms responsible for promotion in the digital environment. One month after launching, our original business goal changed significantly due to issues with our mini-enterprise's bank account. We quickly refocused efforts on developing a fully functional, customer-facing website prototype. In the end, we achieved this revised objective, and the refined prototype now provides a solid foundation for CoachMatch's future expansion, growth, and robust business development efforts.

Future Potential of CoachMatch

During early stages of development, we attracted attention from early-stage funds Smok Ventures and ABAN.VC, confirming our potential beyond the competition. Furthermore, the feedback of Funds and sponsor interest validated our business model and market demand, leading to partnership inquiries. Power Boats Poland supported us financially in exchange for ongoing logo exposure. After the competition, our parents established the company so we could continue operations legally; once we will become of age, we will assume full control. This structure enables platform launch, financial operations, and partner collaborations. With quick deployment and growing investor interest, CoachMatch is well-positioned to become Poland's leading coaching service. Our long-term roadmap includes expansion into online sports and educational offerings, such as tutoring and specialized courses.

Applying Learned Insights

Throughout the whole project we met with many consultants in order to earn important experience which we can use in the future. An example of this is a meeting we had with Accenture. This meeting helped us recognize the importance of understanding the target market of coaches that our services are directed to. We distinguished three groups:

- Established Coaches with Full Schedules - Coaches with openings can list gaps on TrenerNow, attracting last-minute bookings to fill slots via real-time reservations and boost revenue.
 - Aspiring Coaches Without Licenses or Clientele - New or unaccredited coaches showcase credentials, offer discounts, gather reviews, and build trust -attracting clients and moving toward certification.
 - Gyms Managing Multiple Trainers in One Database - Gyms centralize trainer availability, specializations, and rates on TrenerNow, eliminating manual scheduling and double-bookings; owners control visibility and pricing.
-

Post-Polish Finals Actions

Ever since we won the Polish competition, we have continued work on launching and refining CoachMatch's core components. This includes finalizing the mobile app, completing our corporate formation, and engaging with industry partners to support our growth. Below is a summary of these post-finals activities.

Mobile App Development and Features

We finalized the TrenerNow mobile app and are awaiting App Store and Google Play approval. Using Cordova ensured a consistent interface between web and mobile, with a unified backend for seamless coach-client interaction. The app offers registration, secure login, profile management, calendar-based booking, encrypted payments, push notifications, and in-app chat. After thorough testing and bug fixes, we're ready to launch on iOS and Android with analytics-driven updates.

Legal Entity Formation

We established a limited liability company under parental power of attorney, with the Shareholders' Agreement signed and under KRS review. Notarized Articles of Association, officer declarations, and power-of-attorney forms, along with NIP and REGON applications, have been submitted. Once KRS registers the company, we will open a corporate bank account and complete ZUS registration. External counsel has ensured full compliance with Polish corporate, tax, and social security regulations, enabling TrenerNow to commence operations.

Meeting with Accenture

After reaching the competition finals, our team participated in a strategic meeting with Accenture at their Warsaw headquarters to discuss our Junior Achievement business. During the session, we presented our business model, market analysis, and growth strategy to Accenture consultants. They provided detailed feedback on product-market fit, scalability, and operational efficiencies, highlighting areas for improvement such as refining our value proposition and optimizing user acquisition channels. Because of these meetings we were able to adjust our business goals according to their suggestions.

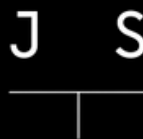
Acknowledgements

We would like to express our sincere gratitude to the following individuals and organizations whose guidance, support, and contributions were invaluable in the preparation of this project:

1. Project Supervisor - Alicja Staśkiewicz
2. Organizing School - Akademeia High School
3. Competition Organizers & Supporters - JA Europe
4. CD Projekt - Marcin Iwiński (Co-founder)
5. Moderna Holding - Adam Małaczek (Board Chairman)
6. Legal Counsel - Jakub Salwa (Name Partner), Weronika Sawik
7. Investor - Power Boats Poland



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