



-exoft
MEMBER OF EUVIC GROUP

PROPOSAL FOR KIRA MAHAL

MotivatePT Project



Introduction & Strategic Intent

MotivatePT shows clear market demand through high client retention and a trust-based matching model.

Now, there is **an opportunity to scale the platform**.

As-is challenges of the platform:

- **Increases risks**, such as client poaching, unverifiable sessions, and blind spots in trainer behaviour
- Functions primarily as **a billing tool**
- Doesn't support management of workouts, schedules, communication, and progress

Our goals for the project:

- Re-architect MotivatePT as a **scalable mobile-first platform**
- Enable **measurable growth** (5,000–10,000+ sessions per month to start with)
- Expand the functionality for better user engagement

Milestones for Product Delivery

Milestone 1 – Architecture & Product Alignment

OBJECTIVE: Establish mobile architecture for cross-platform performance, backend integration, and future feature expansions without major reworks. Lay the foundation for long-term growth.

Mobile platform re-architecture

- Flutter app with **modular architecture**, role-based user experience, and scalable navigation structure
- Environment setup (development, staging, production)
- Application initialization flows, including splash screen, authentication checks, routing, and error handling
- **Security implementation**, covering token handling, secure storage, and mobile-safe authentication flows
- Refactoring of existing backend services & API

Client & trainer functionality implementation

- Multi-role authentication, registration flows, profile management, push notifications
- Trainer **availability and capacity management**
- Client calendar, **scheduling, booking, rescheduling**, and cancellation flows
- Stripe payment integration, including subscriptions, blocks, add-on credits, receipts, and billing notifications

Milestone 1 – Architecture & Product Alignment

DELIVERABLES

- A cohesive mobile **UI/UX design**, including user flows, wireframes, and high-fidelity screens for both client and trainer experiences
- A clear and reusable design system (components, typography, colours, spacing, and interaction patterns)
- Production-ready **mobile application** covering all core client and trainer workflows
- **Backend services** aligned and optimized for mobile usage
- Clear technical documentation and handover materials
- Stable, extensible base for iterative feature delivery in subsequent phases

TIMELINE AND COST

3 months

\$47,640

Milestone 2 – Communication, Trust & Anti-Poaching Controls

OBJECTIVE: Eliminate off-platform communication by bringing it into a controlled environment. Off-platform messaging currently removes MotivatePT from critical client journey stages.

KEY CAPABILITIES & FEATURES

- In-app **messaging** (client ↔ trainer), embedded directly within the MotivatePT mobile application
- Message history with **admin visibility**, available for QA, safeguarding, dispute resolution, and operational oversight
- Read receipts, attachments, and smart notifications, ensuring **critical communication** is seen and acted upon
- Elimination of WhatsApp and personal contact, reducing the risk of client poaching and protecting revenue

Milestone 2 – Communication, Trust & Anti-Poaching Controls

DELIVERABLES

- An in-app **chat system** that is fully integrated into the mobile application, supports message history & attachments (images, videos, documents)
- Intelligent controls to reduce client poaching. Removal of personal contact sharing, with optional **detection of phone numbers and external links** in messages
- Searchable **message history**, admin-level visibility, and structured communication data for monitoring, issue resolution, and higher service standards

TIMELINE AND COST

1 month

\$14,592

Milestone 3 – Sessions, Verification & Video Infrastructure

OBJECTIVE: Prevent fraudulent session logging by verifying time, presence, and participation while standardizing session quality across online and in-person training.

KEY CAPABILITIES & FEATURES

- Embedded, platform-owned **video calls**, replacing personal Zoom links
- Session recording, quality review, and training libraries (potential)
- Online **session tracking & validation** of trainer and client join and leave times
- Total session duration tracking, no-shows, and early exits
- In-person sessions with a verifiable timestamp when training begins
- **Geolocation integration** for proximity checks (potential)
- Session logs and timestamps, **client feedback and ratings**, trainer responses, generated during each session

Milestone 3 – Sessions, Verification & Video Infrastructure

DELIVERABLES

- A reliable, auditable **record of all sessions** (online and in-person) that supports accurate billing, fair trainer compensation, and confident reporting
- **Elimination of false logging** & enforcement of minimum delivery standards
- Consistent session data enables **data-driven trainer management** (performance trends, client satisfaction patterns, early detection of quality issues, informed coaching, and support for trainers)

TIMELINE AND COST

1.5 months | \$21,888

Milestone 4 – Admin Intelligence, Matching & Operational Control

OBJECTIVE: Reduce admin workload while preserving human-led matching, improving outcomes, and enabling scalable growth with real-time visibility.

KEY CAPABILITIES & FEATURES

Semi-Automated Client-Trainer Matching	Admin Dashboard with Data & Stats	Operational Alerts & Safeguards
<p>Intelligent matching suggestions based on:</p> <ul style="list-style-type: none">Client goals, life stage, satisfactionTrainer availability & experience <p>Smart warnings and flags for trainer overload risk, logistics conflicts</p> <p>Admin-controlled overrides</p>	<ul style="list-style-type: none">Clean, executive-level dashboardsFilters by time periods, trainer cohort, and client segmentExportable reports for internal use	<ul style="list-style-type: none">Trainers with declining ratingsClients at risk of churnCapacity mismatches (too many leads, too few trainers)Repeated late starts or session irregularities
<p>Business value: speed up matching, reduce individual judgment, and improve success rate.</p>	<p>Business value: back decisions by data, detect issues early, and identify patterns</p>	<p>Business value: enforce standards, reduce reputational and financial risk</p>

Milestone 4 – Admin Intelligence, Matching & Operational Control

DELIVERABLES

- Admin-only matching interface with **intelligent suggestions** that support faster, more consistent client–trainer pairing
- Configurable **matching rules** & thresholds that allow the platform to adapt matching logic to business priorities
- Analytics dashboards with **core KPIs** to give admins clear visibility into sessions, trainer performance, client engagement
- **Operational alerting** framework to flag risks, anomalies, and issues before they impact user experience
- Documentation and training for the admin team to ensure confident platform adoption

TIMELINE AND COST

1 month

\$9,120

Milestone 5 – Quality, Analytics & Store Launch

OBJECTIVE: Ensure the apps are stable, secure, and ready for release on the App Store and Google Play.

KEY ACTIVITIES

Automated Testing (Unit, Integration, UI)	Performance Optimization	Analytics & Event Tracking	Apple App Store & Google Play Release
<ul style="list-style-type: none">Ensure that core functionality behaves as expected across devices and updatesValidate business logicConfirm correct interaction with backend servicesProtect critical user journeys such as login, booking, messaging, and payments	<ul style="list-style-type: none">Ensure fast startup timesProvide smooth navigation and transitionsEnable efficient data loading and cachingProvide stable behaviour under poor network conditions	<ul style="list-style-type: none">Provide visibility into how users interact with the appGive insights into key actions (onboarding completion, booking behaviour, messaging engagement, session attendance, and churn signals)	<ul style="list-style-type: none">Cover activities required to successfully publish the apps (app signing and certificates; store listings, screenshots, and metadata; privacy disclosures and compliance checks; beta testing and staged rollouts)

Milestone 5 – Quality, Analytics & Store Launch

DELIVERABLES

- iOS and Android applications that **meet all store requirements** and are approved for public distribution, with stable builds ready for ongoing iteration
- A foundational monitoring and analytics setup that allows the team to **track application health**, usage patterns, and early issues from day one
- A production-grade mobile platform that is **stable, observable**, and **ready to support real users**, forming a strong base for post-launch enhancements

TIMELINE AND COST

2 weeks

\$5,760

TOTAL ESTIMATED EFFORT

5 months

\$99,000

Delivery Team Composition & Technology Stack

Delivery Team Composition

To ensure high-quality delivery and strategic ownership, we propose a cross-functional team:

Core Team	Fractional CTO/Technical Lead	<ul style="list-style-type: none">• Technical ownership, alignment with business goals• Risk management, scalability planning• Direct counterpart to MotivatePT's leadership
	Senior Mobile Engineer (Flutter)	<ul style="list-style-type: none">• Cross-platform iOS & Android development• Performance optimization, offline handling, and store readiness
	Backend Engineer	<ul style="list-style-type: none">• API design, integrations• Session verification logic• Payments, messaging, video, analytics, data integrity, security
	Product Designer (UX/UI)	<ul style="list-style-type: none">• Mobile-first experience design• Engagement, habit-forming flows, and accessibility
	QA Engineer	<ul style="list-style-type: none">• Functional, regression, and edge-case testing• Payment, scheduling, and verification scenarios• Release validation for Apple App Store and Google Play

Delivery Team Composition

Extra Roles (on demand)	DevOps/ Cloud Expert	<ul style="list-style-type: none">• Environment setup (dev/staging/prod)• Monitoring, logging, and release pipelines
•	Data & Analytics Specialist	<ul style="list-style-type: none">• KPI dashboards• Retention, conversion, and performance metrics



Technology Stack

The proposed stack prioritizes **scalability, maintainability, and speed of iteration**, while reducing vendor lock-in and single-developer risk.

- Mobile Development: **Flutter** (iOS & Android), **Bloc** (state management)
- Backend & APIs: **Node.js** / **TypeScript**
- Messaging & Real-time Updates: Firebase (Cloud Firestore/Messaging)
- Video & Sessions: **Twilio**, **Agora** (or equivalent)
- Payments: **Stripe**
- Analytics & Monitoring: **Firebase** Analytics
- Security & Compliance: Secure token storage, encrypted data at rest and in transit, GDPR-compliance, role-based access control
- Infrastructure & DevOps: **AWS**, separate dev/staging/production environments

Post-Release Product Support

Post-Release Support & Continuous Improvement

OBJECTIVE: Ensure stable operations, protect critical flows, manage requests, and maintain quality as usage grows.

ENGAGEMENT STRUCTURE

- Model: Time & materials-based model, work allocation **based on MotivatePT's needs**
- Availability: **pre-agreed working hours**, on demand – syncs for app performance reviews, regular estimates & updates
- Team: Experts who designed and built the platform (to ensure fast onboarding, consistent architecture, and fast issue resolution)

SCOPE OF POST-RELEASE SUPPORT

- Operational support: app monitoring, incident resolution, bug fixing, root cause analysis, performance optimization
- Product enhancements: UX refinements, feature request handling
- Tech maintenance: dependency & security updated, backend & API maintenance, infrastructure optimization

Hourly Rates by Role

Role	Description	Rate
Fractional CTO/Technical Lead	Tech ownership, architecture, product-tech alignment, risk management	Free of charge
Senior Mobile Engineer (Flutter)	iOS & Android development, performance, platform integrations	\$40 / hour
Backend Engineer	APIs, integrations, data integrity, security	\$40 / hour
QA Engineer	Functional, regression, and release testing	\$30 / hour
Project Manager	Coordination, planning, dependency tracking	\$30 / hour

Ideas for Potential Enhancements: Extra Features & AI

Ideas for Product Enhancements

Functionality	Example	Value
Session progress & outcome tracking	Monthly progress snapshot, % of completed sessions	Longer user retention and their stronger emotional bond
Between-sessions touchpoints	Daily movement/water reminders	Habit formation, daily interaction with customers
Streaks	“You trained 3 weeks in a row”	More sessions completed
User milestones	First month completed, 10th session, 6-month mark	Emotional attachment from users
Referrals	Shareable achievements, based on milestones and streaks (on social media)	Organic growth, network effects

Potentials for AI Enablement

Functionality	Example	Value
AI-assisted client engagement	Context-aware prompts (labelled as non-medical) based on client goals, life stage	<ul style="list-style-type: none"> • Daily engagement • Increased perceived care and • Reduced drop-off between sessions
AI-enhanced support to save trainer time	AI gives suggestions for drafting workout notes. Trainer remains the final author	<ul style="list-style-type: none"> • Saves trainer time • Improves consistency and quality
Intelligent matching & admin decisioning	Risk flags (likely mismatch, retention risk, trainer overload), matching suggestions	<ul style="list-style-type: none"> • Higher first-match success • Reduced churn • Admin efficiency without losing human judgment
Churn prediction & retention intelligence	Early warning when a client is likely to disengage based on session patterns, schedule changes, etc.	<ul style="list-style-type: none"> • Protects recurring revenue • Enables proactive retention • Improves LTV without discounts

Technical Architecture (for AI)

AI STACK (ILLUSTRATIVE)

- **LLM Provider:** OpenAI/Azure OpenAI/Anthropic (final choice based on compliance & cost)
- API-Driven AI Services
- Prompt templates with strict output schemas
- **Role-based AI access**
- Feature-level kill switches

DATA HANDLING & PRIVACY

- **No raw video/audio processed** unless explicitly approved
- PII minimization
- **GDPR-compliant** processing
- Clear audit logs of AI interactions
- Client opt-in where appropriate



LET'S CREATE FUTURE TOGETHER



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