



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, satisfaction • Trainer 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 dashboards • Filters by time periods, trainer cohort, and client segment • Exportable reports for internal use 	<ul style="list-style-type: none"> • Trainers with declining ratings • Clients at risk of churn • Capacity 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 updates Validate business logic Confirm correct interaction with backend services Protect critical user journeys such as login, booking, messaging, and payments 	<ul style="list-style-type: none"> Ensure fast startup times Provide smooth navigation and transitions Enable efficient data loading and caching Provide stable behaviour under poor network conditions 	<ul style="list-style-type: none"> Provide visibility into how users interact with the app Give 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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