



The operating system for modern gyms.

An AI-native platform that turns gym data into retention, revenue and operational efficiency — built for chains that want to compete on member experience.

THE PROBLEM WE SOLVE

Most gyms run on a stack of disconnected tools. Member data sits in one CRM, training plans in another, classes are scheduled by hand, and coaches operate without insight into who is at risk of leaving. The result is predictable: avoidable churn, underused capacity, and revenue left on the table every single month.

WHAT KOACHY DOES

Koachy unifies operations, coaching and member intelligence into a single platform. Three AI modules work together to turn raw activity data into clear, automated decisions:

Personalised training

An AI engine that recommends and adapts training plans to each member's goals, history and biometric signals — not generic templates.

Smart engagement

A gamification layer that drives consistent attendance through personalised challenges, rewards and social mechanics.

Class optimisation

Algorithms that maximise class occupancy and instructor allocation by predicting demand from real attendance data.

OUTCOMES FOR GYM OPERATORS

- Reduce member churn by acting on disengagement signals before cancellation.
- Lift class participation among active members — from a typical 38% to a target of 50%.
- Free up coach and manager time by automating the repetitive decisions they make today.
- Replace fragmented tools with a single source of truth for the entire operation.

WHY KOACHY, WHY NOW

Built with real gyms

Co-developed and tested with real gym chains in real-world usage environments — not a lab prototype.

European and GDPR-first

Designed with data anonymisation and privacy controls from day one. EU infrastructure, EU rules.

AI-native, not bolted-on

Three proprietary AI modules at the core of the product, not a generic chatbot stitched onto a CRM.

Backed by science

Research partnership with Instituto Pedro Nunes and the University of Coimbra (Sport Sciences Faculty).

WHERE WE ARE

Koachy is being developed under a 3-year R&D programme funded by Portugal 2030 (Operation 17343, ~€1M total budget), led by Deemaze with the Instituto Pedro Nunes, the University of Coimbra and the gym operator PHIVE as the pilot customer. AI modules and platform components are in active development; a structured pilot will run in real gym environments before commercial launch.

BUSINESS MODEL

SaaS, modular, pay-as-you-grow. Activate only the modules that fit your operation. Indicative pricing from €200 per gym/month (entry) to €700+ per gym/month (full suite), with custom pricing for large chains.

WHAT WE'RE LOOKING FOR

We are partnering with a small number of forward-thinking gym operators to co-shape the product, get early access to AI modules, and lock in preferential pricing before commercial launch. If that sounds like your operation, let's talk.