

## GOQii launches the first Coach Marketplace model - Connects Fitness enthusiasts with the best Coaches in the world

- Targets onboarding 10000 coaches in the next 18-24 months -
- Onboard now is Satyajit Chaurasia, a renowned celebrity Bollywood coach as the first pro-coach under the new Marketplace Model -
- Entering new markets globally -

**New Delhi, March 2, 2015:** Keeping its commitment to offer solutions that help individuals make a permanent shift to a healthier lifestyle, GOQii, today launched the world's first 'Coach' marketplace model to connect fitness enthusiasts with the world's best Coaches using their wearable devices and fitness data. The marketplace model will revolutionize fitness coaching by empowering a coach based anywhere in India or abroad to offer services to users irrespective of their location. Coaches work on a revenue share and engagement model with GOQii and can make considerable amounts of additional income using the GOQii platform. Independent coaches will need to take tests based on a GOQii-prescribed curriculum and will be certified on completion to provide services on the platform.

Satyajit Chaurasia, a renowned Bollywood celebrity coach (famous for training Aamir Khan in Ghajini), has become the first independent pro coach to join GOQii under the marketplace model. By 2016, GOQii targets to get 10,000 independent coaches on board

The GOQii Ecosystem offers a unique combination of wearable technology, coaching counsel and the ability to support a cause that matters to users. It is about bringing seamless lifestyle changes that help the body, mind and soul.

GOQii launched commercial operations in India mid-last year, and has close to 10,000 paying users in less than a year. It is expanding operations to the US, South East Asia and Middle East markets in Q1 2015.

According to **Vishal Gondal, GOQii's founder and CEO**, *"Fitness and awareness towards health & wellness is gaining momentum globally. It started in the West a few years back but is gaining significant traction in India too. Technology coupled with coaching is empowering people to stay fit and overcome the traditional hurdles of time of day or location. Add to that the opportunity to do good Karma for society and we are seeing a different level of motivation among GOQii users."*

He added, *"With the Coach Marketplace model we intend to bring world class coaches onto the platform and offers users the opportunity to choose who they want to be coached by. We are happy to have Satya on board as the first independent coach and already are seeing strong demand from our users for his services."*

### **GOQii ECOSYSTEM** **COMPRISES OF:**

- **GOQii Band:**  
Measure your activity and sleep
- **App:**  
Track your nutrition, lifestyle and karma
- **Coach:**  
Your personal guide to healthier living and goal reinforcement
- **Experts:**  
Passionate minds designing GOQii Life
- **Karma:**  
Live healthy, earn karma points, donate



The unique GOQii proposition includes a wearable technology device, guidance from global experts, coaching counsel and the ability to support a cause that matters to users. The wearable band comes for free and users can choose a coaching subscription offer for three, six or a yearly subscription **at INR 3,999, INR 6,999 and INR 11,999 respectively**. Based on the goals defined by the user, he/she is matched with a coach based on their specific needs. As the users start achieving their fitness goals they earn Karma points, which they can donate to support a cause of their choice with GOQii's partner Oxfam. GOQii Donor Partners will donate money to Oxfam based on the Karma points.

GOQii is platform agnostic and users can give their coaches access to their fitness data using the GOQii band and also interoperate with various bands and fitness Apps. GOQii has integrated with Fitbit, Jawbone, Misfit Shine, Runkeeper, Strava, MapMyFitness, Garmin, Nike and other popular fitness bands and devices. GOQii is also going to be integrated with the Apple iHealth platform and Apple Watch

### **About GOQii**

GOQii is headquartered in California with offices in Mumbai and Shenzhen. It is dedicated to enabling a permanent shift to a healthier lifestyle with the combination of advanced wearable technology, the world's leading experts, coaches and karma. GOQii focuses on sustained engagement & goal reinforcement and offers a complete ecosystem as a single integrated solution, which is a powerful combination of technology and human connection. GOQii is a collaboration of some of the world's leading experts and an amazing management team who are driven by a passion for healthy sustainable living, and who believe that all of us contain boundless potential. GOQii's goal is to enable millions of people across the world to "be the force" by helping them to unleash their untapped potential.

GOQii is backed by leading angel investors: Amit Singhal (Google), Anil Godhwani (Habitera), Bharat Vasan (MyBasis), Dr. Shriram Nene, Esther Dyson, Goutam Godhwani (Simply Hired), Kanwaljit Bombra (Dell), Madhuri Dixit-Nene (Bollywood Actress), Mahesh Samat (Epic), Mike McNamara (Flextronics), Prashant Gulati(TiE), Sanjay Parthasarthy (Indix), Sanjay Vaswani, Steve Luczo (Segate), Taher Khorakiwala, Neeraj Arora (WhatsApp), Marco Argenti (Amazon), Deepak Shahadpuri (DSGS), Rajan Anandan (Google), S. Somasager (Microsoft) and Vijay Vashee (Microsoft).

For any information please contact:

**Sayanti Ganguli**

Six Degrees PR

[syantig@sixdegreespr.co.in](mailto:syantig@sixdegreespr.co.in)

+919811819469

**#BETHEFORCE**