

1. Competitive audit goal(s)

Discover market fit and minimum requirements for a VR-supported Life Coaching App

2. Who are your key competitors? (Description)

- Coach hub- direct
- Elopage- direct
- Mentortools- direct
- Eat-Move Feel- indirect
- Mein Life Coach.com- indirect

3. What are the type and quality of competitors' products? (Description)

Coach hub offers the most similar product since its major goal is to match the right coach with the right coachee. Hereby they use very sophisticated methods like AI. Coach hub receives excellent recommendations online, so they can be considered as the benchmark competitor here.

Elopage offers a great tool to market your own online courses inkl. A payment system. Elopage can perfectly be used to identify how to provide added value to the coaches by making their administration work easier, so coaches can focus on their coachees instead of the background work.

Mentortools offers as well a platform to market online courses. They are great in providing customization tools, so the course really provides the look and feel of a selfmade platform. At the same time they provide marketing service, like newsletters and social media marketing. Once again this will help to reduce background work for the coaches.

The two indirect competitors Eat-Move Feel, and meinflifecoach.com are small individually owned companies working locally or serving a very small, but promising niche. While Eat-Move-Feel provides insightful blog articles and videos about healthy food, wellbeing and sports, they also offer a nice enough APP for all people that want to reduce wait or gain more wellbeing. Eat-Move-Feel creates a great connection with their audience through the tone of voice in their articles.



Part 2 - Competitive Audit Report

Google UX Design Certificate

Meinlifecoach.com is a local life coach with a great website to market his services. Although very self-centered, it can serve as a great example how to create an image page for a life-coach.

4. How do competitors position themselves in the market? (Description)

The competitors position in the market is very different. While coach hub promises to combine a sophisticated technologie with human coaching expertise and a great customer experience, Elopape and Mentortools rather see them self as software as a service provider. Eat-Move-Feel is rather an influencer then a pure service provider, and meinlifecoach.com only provides personal coaching without technical solutions.

5. How do competitors talk about themselves? (Description)

All competitors support their marketing with benefit statements as well as facts and figures about themselves.

The tone of voice varies from sales-orientated to businesslike and emotional, depending an the competitors main target group.

Coach hub presents as well a lot of scientific proves to convince potential clients.

6. Competitors' strengths (List)

Coach hub:

- Sophisticated technology in use
- large, however well select amount of coaches to choose from
- AI supported matching of coaches and coachees

Elopape:

- hosting and front-end for online courses
- integrated registration and payment system

Mentortools:

- own Videoserver
- Marketingsupport

Eat-Move-Feel:



- very empathetic approach towards its audience
- App availability
- combination of healthy food, sports and wellbeing
- great pictures & text. Great social media channels

Meinlifecoach.com:

- well designed image website
- large offer of coaching topics

7. Competitors' weaknesses (List)

Coach hub:

- Very business like tone of voice- not really empathetic
- Unstructured website
- Uses a lot of business terms that are hard to understand

Elopage:

- Pure technical solution
- No solution for one-on-one or personal appointments
- Also no integration with video call

Mentortools:

- Pure technical solution
- No solution for one-on-one or personal appointments
- Also no integration with video call
- Website does not appear very professional

Eat-Move Feel.

- Mainly influencer blog
- App seems to be copied from well known templates

Meinlifecoach.com:

- Very selfcentered
- Only local personal coach



8. Gaps (List)

- Matchmaking via AI/ online solution (Coach hub)
- Large enough coach selection and individual coach presentation (Coach hub)
- Customizable webspace per coach to present their offering (Mentortools/ Coach hub)
- Scientific approach/ Facts & figures about coaching benefits (all)
- Marketing support (Mentortools)
- Payment functionality (Elopape)

9. Opportunities (List)

- Empathetic tone of voice, customer centered webdesign
- App with videocall integration creating a atmosphere of comfort
- Supporting online courses for knowledge transfer
- Marketing initiatives to promote the APP itself through social media
- Integrated payment functionalities
- Scientifically proven methods library for coaches
- Training courses for coaches

