

Whitelabeling as path to growth

Client

MyCoach

Department

Cloudfive mobile app
whitelabeling software

Team

Brett Samson - VP
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Launch

March 2015

Overview

Back in 2015, personal trainer and gym owner Kane Sivesind created MyCoach, a mobile app version of his Coach Catalyst software, to help give his personal training clients individualized attention and hold them accountable.

Soon, Kane saw that other gyms and personal trainers had a need for an app similar to his, and he started to sell his app to other businesses. Users were generally pleased with the available features and functionality, but gyms wanted more customization at a price they could afford.

To meet this demand from his clients, Kane signed with Ten Forward's mobile app whitelabeling software, Cloudfive, ensuring his business would continue to grow sustainably.



The Challenge

Kane knew there was a market to make his app more customizable for each client organization. He'd heard that feedback time and again from current and potential clients.

Standing in his way were a few key stumbling blocks.

Time

The more businesses who signed up for MyCoach, the harder it was to keep up with client requests, updates and setup.

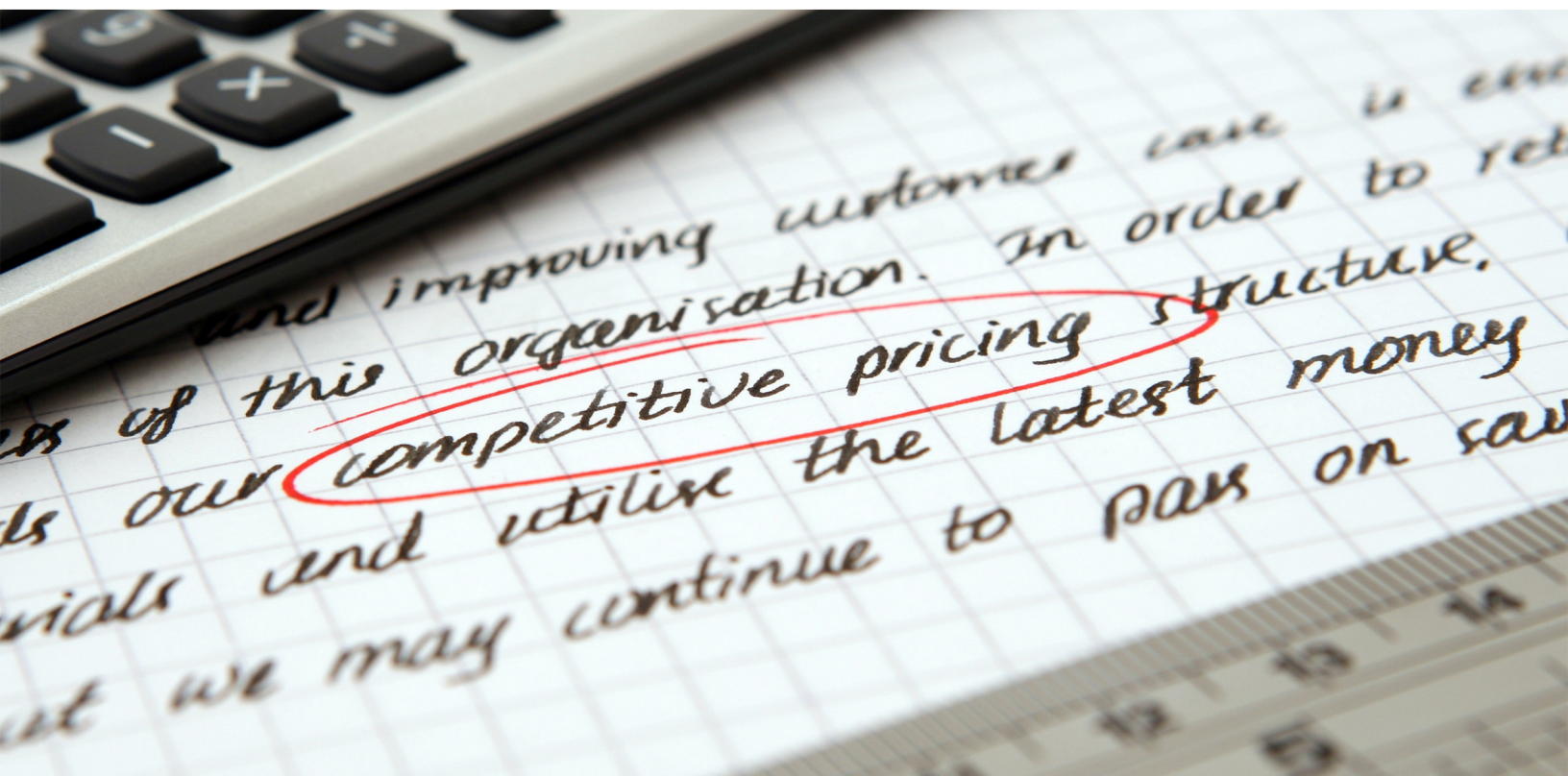
It takes hours of developer time to set up a new whitelabeled app in the Google Play and App stores, and as his cadre of clients increased, the amount of time spent updating each app and keeping track of client branding and customization details became untenable..

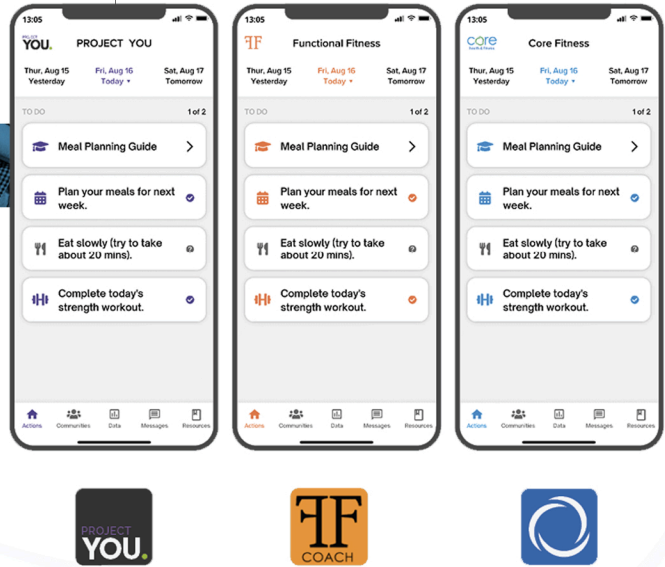
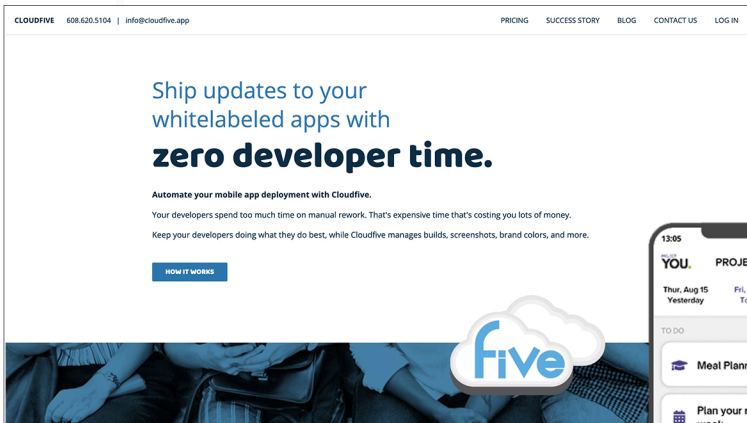
Budget

The second problem: his small business clients had specific needs, but limited budgets.

Kane's clients enjoyed the features of MyCoach, but many wanted more prominent branding and increased customization..

In order to support all his client's needs and continue to grow his business, Kane realized he needed a user-friendly template that gyms could easily customize to fit their needs at an affordable price.





Trusting a proven process

Solution

With Cloudfive, Kane was able to whitelabel his app and immediately reduce or eliminate those pain points.

Cloudfive enabled him to add Google Play and App Store accounts, company logos, and login information for each of his clients.

After the initial onboarding, he can now ship updates to all his apps with zero developer time, and Cloudfive manages builds, screenshots, brand colors, and more for all of them.

Results

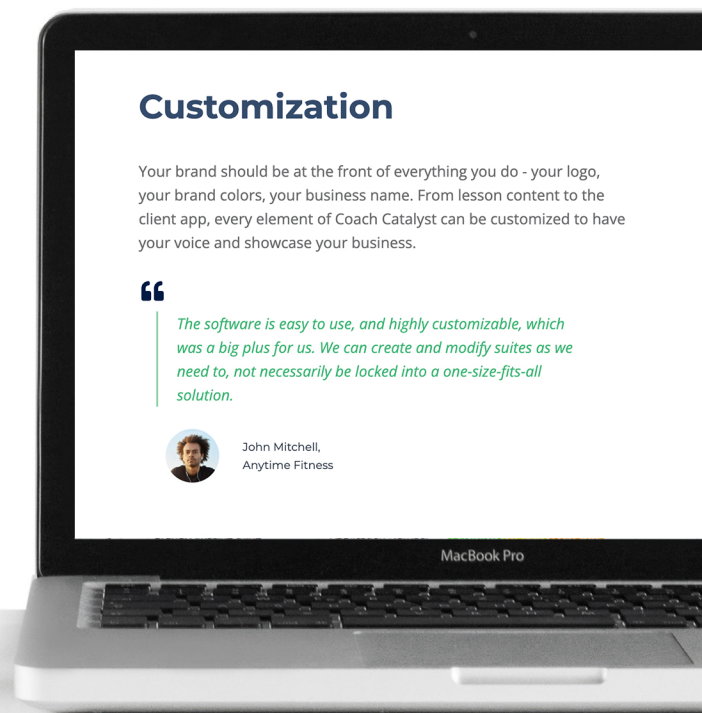
Cloudfive allowed Kane to take on more clients, keep costs low, drastically increase customization, and optimize onboarding and updates.

Instead of a gym being forced to pay \$40,000 for a branded mobile app, the integration of Cloudfive allows Kane's clients to receive the same high-quality, customized experience for their users for only \$50 a month.

The business has since expanded from the original target audience of personal trainers and gym owners to life coaches, nutrition coaches and business coaches.

And their clients *love it*.

A highly successful integration



Partnering in success.

“Being able to offer our customers their own branded app has been a complete gamechanger for us.

What used to cost someone thousands of dollars, we can now provide them with a few clicks. It not only helps create even better customers who are more bought into our platform and stick with us longer but it also gives us an expansion revenue option that wasn't available before.

If you're looking for the easiest way to create an additional revenue stream, elate your customers and build a lasting relationship with them, Cloudfive is the answer.”

Kane Sivesind
MyCoach

A large, stylized graphic consisting of a teal rounded square with a white border. Inside the square, the number '10' is written in a large, white, sans-serif font. The background of the entire page is white, and the teal graphic is positioned at the bottom, partially overlapping the text above.

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