

# AIRCOACH

FOUNDED BY : GONCALO MENDES AND LUCAS SANTOS

## Overview

AIRCOACH, a marketplace platform for private coaching helps you as a coach to showcase your work. Grow your client base. Easily track and schedule your bookings. Track your clients' progress. Build your own training plans.

And for clients to find the coach they need. In-person and online sessions. Organized bookings and session records. Keep track of your progress. Use video training plans on your own



## Background

Entrepreneurs **Lucas Santos** and **Goncalo Mendes** met on the soccer team and have been roommates for four years. Originally from Brazil, Santos is graduating with a Business Administration degree, while Mendes, originally from Portugal, has a B.S. in Electrical Engineering and an M.A. in computer science.

Santos is a coach himself, and when COVID-19 stopped sports last year, he and Mendes realized that coaching relied too heavily on social media and word of mouth. "We connected the dots," says Santos. "And began planning this platform for private coaching." The two friends gave their presentation to the State of CT Collegiate Business Plan Competition judges, who were impressed by how far along the project was and awarded them first prize in the "pre-venture personal" category.

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### INFORMATION ABOUT AIRCOACH



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