fonda

BUSINESS PLAN

Nutrition coaching for people on weight-loss medication

More and more people are taking medication like Ozempic, and many of them don't really know how to eat while they're on it. I'm thinking about a coaching program with meal plans, recipes and regular check-ins to help them eat well, keep their muscle and build good habits for when they stop. I'm a nutrition coach, so this feels close to what I already do.

PREPARED	CHAPTERS	SOURCES CITED
November 3, 2026	**10**	**149**

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SECTION 01

Executive Summary

Problem & Solution

Aspect	Details
Problem	Individuals on GLP-1 medications risk significant lean mass loss (25-40%) due to suppressed appetite and inadequate nutritional guidance, undermining long-term health outcomes.
Solution	GLP-1 Nutrition Partners offers a specialized, subscription-based coaching program with personalized meal plans and check-ins to preserve muscle and build sustainable habits.
Target Market	U.S. adults currently using GLP-1 medications for weight management, seeking optimized nutrition and muscle preservation.
Revenue Model	Tiered monthly or quarterly subscription for personalized nutrition coaching and digital resources.

Market Opportunity

Metric	Value	Source
TAM (U.S. Health Coaching)	$7.8B	[Marketdata, 2024]
SAM (GLP-1 Nutrition Coaching)	$390M (est.)	[KFF, 2024; Marketdata, 2024]
CAGR (Health & Wellness Coaching)	7.17%	[Market Research Future, 2026]

Key Drivers

- **Surging GLP-1 Adoption:** The percentage of overweight/obese adults prescribed GLP-1s increased nearly 587% from 2019 to 2024, creating a rapidly expanding client base.
- **Critical Muscle Preservation:** Up to 40% of weight lost on GLP-1s can be lean mass, driving demand for specialized nutritional strategies to mitigate this risk.
- **Personalized Health Focus:** Growing consumer preference for tailored health solutions and coaching, particularly for complex medical treatments.

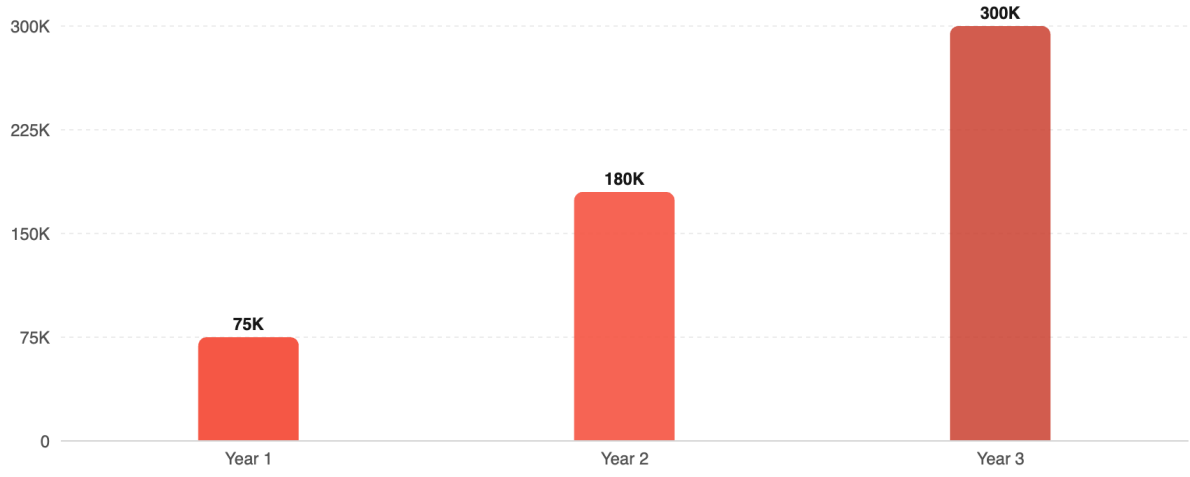
Competitive Advantage

- **Specialized Expertise:** Dedicated one-on-one coaching focused solely on GLP-1 specific nutritional challenges, ensuring optimized protein intake and muscle preservation.
- **Holistic Program Design:** Comprehensive meal plans, recipes, and consistent check-ins addressing the unique physiological impacts of GLP-1s, unlike general wellness programs.
- **Proactive Habit Formation:** Emphasizing long-term sustainable habits to prevent weight regain and muscle loss post-medication, a critical unaddressed need.

Financial Highlights

Metric	Year 1	Year 3
Revenue	$75,000	$300,000
Break-even	Month 4	-
Funding Ask	$75,000	-

Revenue Projection



SECTION 02

Problem & Opportunity

Problem Overview

The rapid adoption of GLP-1 medications for weight management and diabetes has unveiled a significant challenge: a widespread lack of integrated nutritional guidance, leading to suboptimal patient outcomes. Patients often experience unintended side effects such as muscle loss and nutritional deficiencies, and many struggle to maintain weight loss long-term after discontinuing medication without proper dietary strategies.

Dimension	Value	Source
Market Affected	$53.5B (2024)	
People Impacted (US)	10M (2025)	
Annual Cost/Inefficiency	$900/employee (sarcopenia)	
Trend	Growing 17.5% CAGR (2025-2034)	

Key Pain Points

- **Nutritional Deficiencies:** Approximately 22% of GLP-1 patients develop nutritional deficiencies within 12 months of starting treatment, with vitamin D deficiency being the most common, affecting 13.6% after a year. These deficiencies can lead to fatigue, muscle weakness, and other health issues.
- **Significant Muscle Loss:** During GLP-1 therapy, 25% to 40% of total weight lost can come from lean mass, including vital muscle tissue. This muscle loss can impair long-term health, mobility, and metabolic function, with sarcopenia adding nearly $900 in excess healthcare costs per employee annually.
- **High Weight Regain Post-Treatment:** Patients often regain a substantial portion of the weight lost after discontinuing GLP-1 medications, with studies showing an average of 60% of the weight lost being regained within one year post-cessation. For newer drugs like semaglutide or tirzepatide, nearly 10 kg can be regained in the first year.
- **Lack of Structured Nutritional Guidance:** A significant gap exists in the nutritional support provided to GLP-1 users. Many patients receive little to no structured guidance on diet quality, protein intake, or micronutrient adequacy from their healthcare providers, despite experiencing marked appetite suppression. For pediatric patients, less than 25% received nutritional counseling within six months of starting GLP-1 therapy.

Current Solutions & Gaps

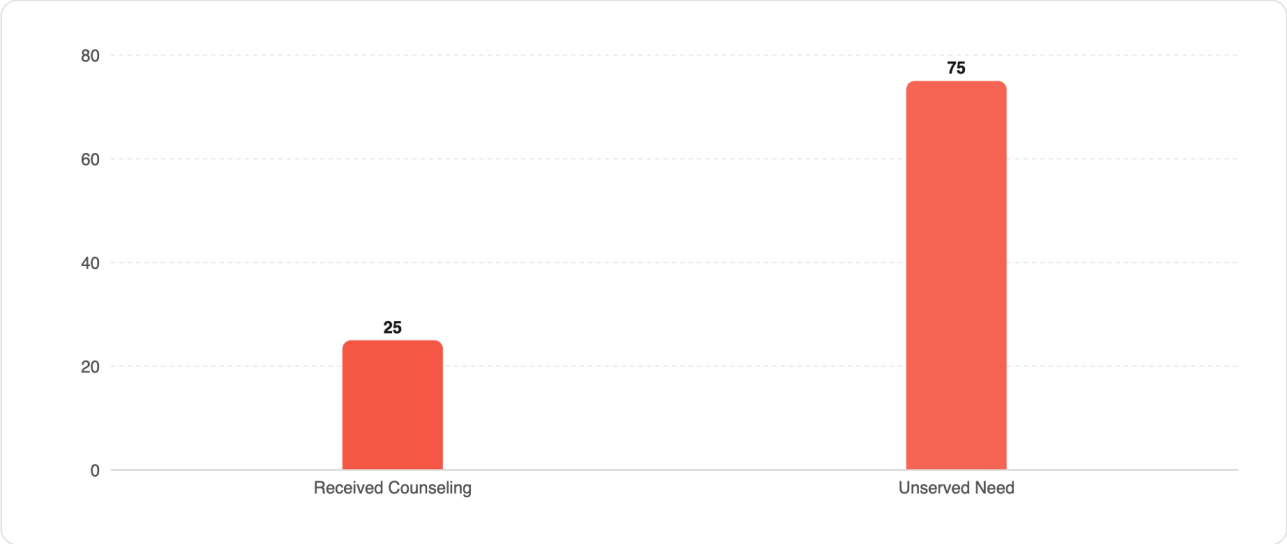
Current Solution	Gap/Limitation	Impact
General Practitioners/Endocrinologists	Limited time for ongoing, specific dietary counseling.	Patients receive inadequate guidance, increasing risk of deficiencies and muscle loss.
General Dietitians/Nutritionists	May lack specialized knowledge for GLP-1 specific physiological changes.	Advice may not be tailored to suppressed appetite, specific micronutrient needs, or muscle preservation strategies for GLP-1 users.
Online Forums & Generic Resources	Unverified information; not personalized or professionally monitored.	Risks of misinformation, inappropriate dietary choices, and failure to address individual needs.

Opportunity Size

The burgeoning GLP-1 medication market, coupled with the critical need for specialized nutritional support, presents a substantial opportunity for targeted coaching programs.

Metric	Value	Source
Unserved Market (US)	~7.5M potential customers	
Growth Rate (GLP-1 Market)	17.5% CAGR (2025-2034)	
Target Segment (US Adults)	10M (2025), 25M (2030)	

GLP-1 Nutrition Support Gap



Why Now

- **Explosive GLP-1 Adoption:** The number of U.S. adults using GLP-1 medications for weight loss surged from 3% in 2024 to 11% in 2026, with projections of 25 million users by 2030. This rapid growth creates an urgent, expanding need for specialized support.
- **Heightened Awareness of Nutritional Needs:** There is growing recognition among healthcare professionals and patients alike regarding the importance of nutritional support to mitigate adverse effects like muscle loss and nutrient deficiencies, and to ensure sustainable weight management.
- **Demand for Personalized Health Solutions:** The personalized nutrition market, valued at $14.2 billion in 2024 and growing at an 11.4% CAGR (2025-2034), reflects a strong consumer trend towards tailored health interventions. This aligns perfectly with the need for individualized GLP-1 nutrition coaching.
- **Emerging Clinical Consensus:** Leading organizations have released advisories emphasizing the importance of nutritional priorities to support GLP-1 therapy, highlighting that medication alone is insufficient for optimal, long-term outcomes.

SECTION 03

Solution & Product

Solution / Product Overview

Solution Summary

GLP-1 Nutrition Partners delivers a specialized, subscription-based nutrition coaching program designed for individuals on GLP-1 medications, ensuring proper nutrition, muscle mass preservation, and sustainable habit formation. The core innovation lies in personalized, expert-led guidance that directly addresses the unique dietary challenges faced by GLP-1 users.

Core Value Proposition

> **Optimize your GLP-1 journey with personalized nutrition coaching to preserve muscle, build healthy habits, and achieve lasting well-being.**

Key Features

Feature	What It Does	User Benefit	Competitive Edge
Personalized Meal Plans	Tailored meal plans with specific macro targets (protein emphasis) and calorie guidance.	Prevents muscle loss, ensures adequate nutrient intake despite appetite suppression, and simplifies healthy eating.	Expert-designed, high-protein plans specifically for GLP-1 users, differentiating from generic diets.
GLP-1-Friendly Recipe Library	Curated collection of easy-to-prepare recipes optimized for GLP-1 users, including high-protein and low-GI options.	Makes healthy eating enjoyable and sustainable, reduces decision fatigue, and supports dietary adherence.	Focus on palatable, side-effect-friendly recipes that prevent common GLP-1 nutrition pitfalls.
1:1 Coaching & Check-ins	Regular virtual check-ins with a certified nutrition coach for progress review, goal setting, and personalized feedback.	Provides accountability, expert guidance, emotional support, and real-time adjustments to the nutrition plan.	Direct, human-led coaching specialized in GLP-1 nutritional needs, fostering strong client relationships.

Post-MVP Features

Feature	Priority	Value Add
Progress & Body Composition Tracking	High	Visualizes lean mass vs. fat loss, motivating users and allowing coaches to adjust plans for muscle preservation.
Integration with Wearables/Health Apps	Medium	Streamlines data input for activity, sleep, and other health metrics, providing a holistic view for coaching.

Technology Stack

Component	Technology	Rationale
Platform	Hybrid Mobile App (iOS/Android)	Maximizes accessibility for users on various devices.
Frontend	React Native	Enables efficient cross-platform development with a single codebase.
Backend	Node.js (Express.js)	Scalable, high-performance for handling user data and real-time interactions.
Database	PostgreSQL	Robust relational database for structured user profiles, meal plans, and progress data.
Cloud	AWS	Offers comprehensive, scalable, and secure services for hosting and data management.

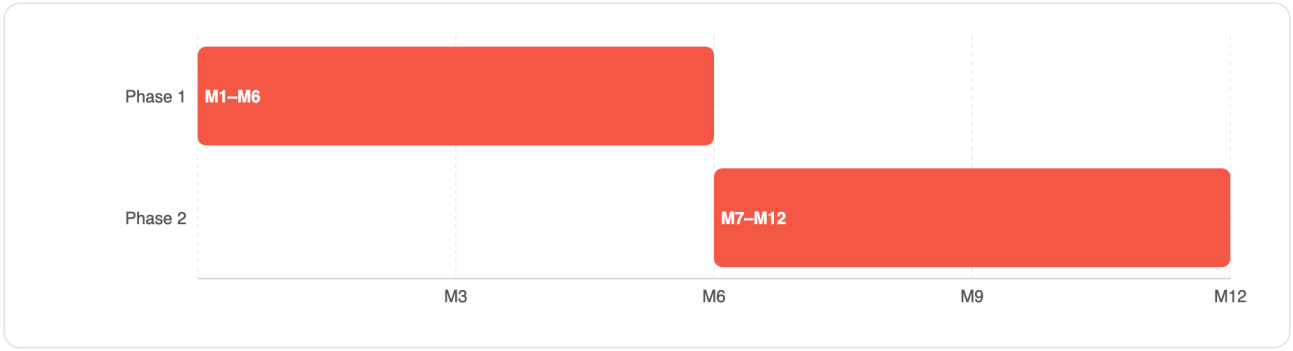
Competitive Product Comparison

Feature/Capability	Calibrate	Noom GLP-1 Companion	Our Solution	Our Advantage
Personalized Meal Plans	(General)	x (High-protein recipes only)		Highly customized, GLP-1 specific, macro-focused plans.
1:1 Nutrition Coaching	(Video-based)	(Personal support team)		Certified nutrition coach, dedicated to GLP-1 specific challenges.
GLP-1 Med Management	(Prescription, clinical oversight)	x (Support for existing users)	x	Focus solely on nutrition coaching, not medication prescription.
Muscle Preservation Focus	(Movement coaching)	(Protein tracking, workouts)		Integrated meal plans, recipes, and coaching specifically for lean mass.

Feature/Capability	Calibrate	Noom GLP-1 Companion	Our Solution	Our Advantage
Pricing	$199/mo + med costs	Free (Companion only)	Starting ~$99/mo	Specialized, affordable coaching without medication overhead.

Product Development Plan

Product Development Timeline



Phase	Timeline	Goal	Key Features
Phase 1: MVP	Months 1-6	Prove core value	Personalized Meal Plans, GLP-1-Friendly Recipe Library, 1:1 Coaching & Check-ins
Phase 2: Enhancement	Months 7-12	Scale and optimize	Progress & Body Composition Tracking, Integration with Wearables/Health Apps

User Journey

Step	Action	User Experience
1. Discovery	User searches for GLP-1 nutrition support.	Finds GLP-1 Nutrition Partners via targeted ads/content, recognizing a specialized solution.
2. Onboarding	Completes health questionnaire and initial coach consultation.	Feels understood and confident in a tailored approach; sets first goals with coach.
3. Core Usage	Accesses meal plans, recipes, tracks progress, attends check-ins.	Engages with personalized content, receives consistent support, sees tangible progress.
4. Value Realization	Achieves health goals, maintains muscle mass, develops sustainable habits.	Experiences improved health, sustained weight management, and long-term nutritional literacy.

SECTION 04

Market Analysis

Customer Segments

Segment	Size (US)	Key Need	Pain Point	Willingness to Pay
Primary: New GLP-1 Users	6.0M (2024)	Immediate, structured nutritional guidance to optimize medication effects and prevent early muscle loss.	Overwhelmed by dietary changes, risk of muscle mass loss, lack of clear eating instructions from prescribers.	$75-150/mo
Secondary: Sustaining GLP-1 Users	4.8M (2024)	Long-term habit formation, meal planning for sustained weight management and muscle preservation.	Appetite suppression leading to inadequate nutrition, plateauing weight loss, desire to build habits for post-medication.	$50-100/mo
Tertiary: Lapsed GLP-1 Users	2.5M (2025)	Strategies to prevent weight regain and maintain healthy habits after discontinuing medication.	Fear of weight rebound, difficulty maintaining changes without medication, lack of ongoing support.	$40-80/mo

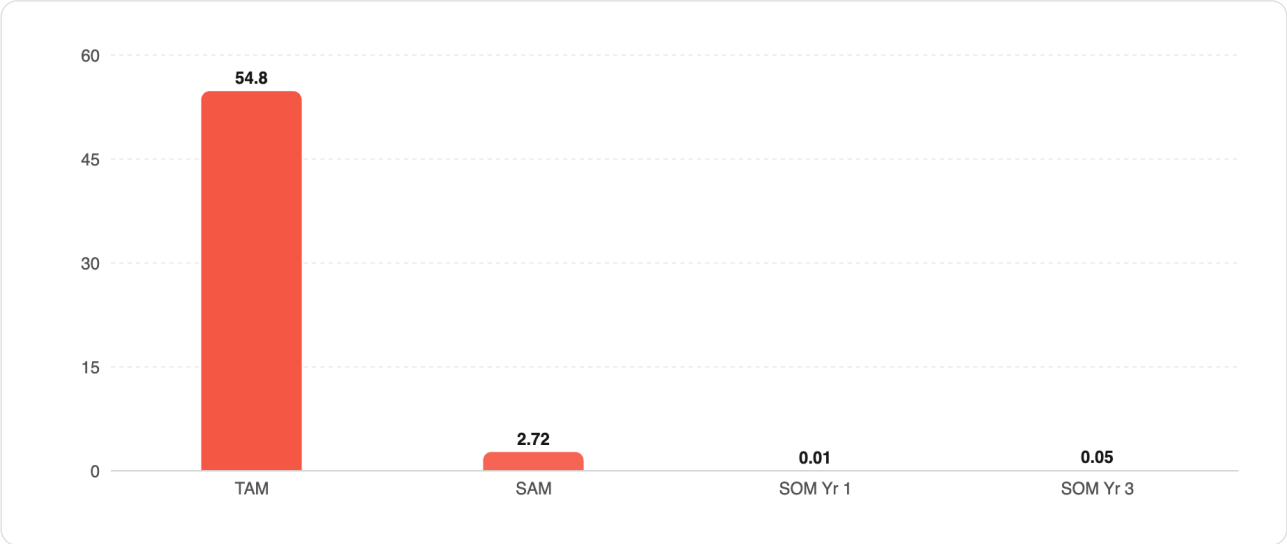
Target Personas

Persona	Demographics	Behavior	Decision Factors
Sarah, The Proactive Professional	48, Female, Marketing Director, HHI $120K+, Urban	Seeks structured, evidence-based solutions; researches health options online; values convenience and results.	Efficacy in muscle preservation, personalized plans, expert coaching, convenience of digital access.
David, The Health-Conscious Executive	55, Male, Senior Manager, HHI $150K+, Suburban	Actively manages health; willing to invest in premium services; time-constrained; prioritizes long-term health.	Professional credibility, clear ROI on health investment, ease of integration into busy schedule, measurable outcomes.

Market Size (TAM/SAM/SOM)

Metric	Value	Calculation	Source
TAM	$54.8B	Global GLP-1 Analogue Market 2024	
SAM	$2.72B	Global Digital Nutrition Coaching Market (Nutrition & Diet Segment) 2024	
SOM (Yr 1)	$13.6M	0.5% of SAM	Calculated
SOM (Yr 3)	$54.4M	2% of SAM	Calculated
CAGR	30.6%	GLP-1 Analogue Market CAGR (2025-2030)	

Market Size



Market Drivers & Trends

- **Rising GLP-1 Adoption:** The global GLP-1 analogue market was valued at $54.8 billion in 2024 and is projected to reach $268.4 billion by 2030, growing at a remarkable CAGR of 30.6% from 2025 to 2030, indicating a rapidly expanding user base in need of support. In the U.S., GLP-1 use for weight loss has significantly increased, with 11% of adults currently using these medications in 2026, up from 3% in 2024. This surge in usage creates a large and growing target audience for specialized nutrition coaching.
- **Demand for Holistic Support:** A significant majority (80%) of current GLP-1 users and 74% of lapsed users report "piecing together their own routines with supporting products," highlighting a critical unmet need for integrated wellness experiences beyond medication alone. This indicates a strong market demand for comprehensive coaching programs that address nutrition, muscle preservation, and habit formation.
- **Increased Health Awareness & Digital Health Adoption:** Growing awareness of chronic diseases like obesity and type 2 diabetes, coupled with the rising penetration of smartphones and digital platforms, is accelerating the demand for personalized and convenient digital health solutions. The global digital health coaching market, with nutrition and diet coaching as a key segment, was estimated at $10.99 billion in 2024 and is projected to grow at a CAGR of 12.5% from 2025 to 2030.

- **Focus on Muscle Preservation:** Patients on GLP-1 medications are concerned about maintaining muscle mass during weight loss, driving a need for specialized nutritional guidance that emphasizes protein intake and strength maintenance. This specific pain point differentiates the market for GLP-1-focused nutrition coaching from general weight loss programs.

Geographic Opportunity

Region	Market Size (GLP-1 Drug Market)	Growth	Priority
North America	$26.6B (2024)	High	Primary
Europe	$3.23B (2024)	Steady	Secondary
Asia Pacific	$7.54B (2025)	Fastest	Secondary

North America currently holds the largest share of the GLP-1 drug market, with over 49.7% of global revenue in 2024, making it a primary target for market entry. The region also dominates the virtual nutrition coaching and digital dietitian markets, driven by high smartphone adoption, health consciousness, and advanced tech infrastructure. Europe represents the second-largest GLP-1 drug market, valued at $3.23 billion in 2024, with increasing awareness of diabetes management. Asia Pacific is identified as the fastest-growing region for GLP-1 medications, with a market size of $7.54 billion in 2025, driven by rising obesity and diabetes prevalence, presenting a significant long-term opportunity. Middle East & Africa and Latin America are also noted as future growth opportunities as obesity and diabetes rates, alongside affluence, continue to rise.

SECTION 05

Competition & Differentiation

Competitor Comparison

Factor	Us (GLP-1 Nutrition Partners)	Noom (GLP-1Rx Program)	Found Health	Top Nutrition Coaching
Pricing (Monthly)	~$199-$250 (Coaching Only)	~$179-$299 (Medication + Coaching)	~$99-$149 (Membership Only)	~$79-$150 (Coaching Only)
GLP-1 Medication Provision	x (Coaching only)	(Compounded Semaglutide/Tirzepatide)	(Brand-name/Compounded)	x (Coaching only)
Personalized Meal Plans/Recipes		(Via app/curriculum)	(Via coaching)	
1:1 Certified Coaching				
Muscle Preservation Focus	(Core differentiator)	x (General weight loss)	x (General weight loss)	x (General weight loss)
Behavioral/Habit Coaching	(Long-term focus)	(Psychology-based curriculum)	(Behavioral support)	
Market Share (Niche Coaching)	Not applicable (new entrant)	Not readily available for niche coaching	Not readily available for niche coaching	Not readily available for niche coaching

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Certified Nutrition Coach (Founder Expertise)	New entrant, limited brand recognition	Rapid growth of GLP-1 medication adoption	Large telehealth platforms entering market
Specialized focus on GLP-1 user needs	No direct medication prescription/management	Increasing awareness of muscle loss risk on GLP-1s	General nutrition coaches broadening scope

Strengths	Weaknesses	Opportunities	Threats
Emphasis on muscle preservation & long-term habits	Potential for higher price point (coaching only)	Demand for specialized, non-medical support	Price competition from app-based solutions
One-on-one, high-touch personalized support	Limited scalability initially	Partnerships with medical providers	Regulatory changes in health coaching

VRIO Analysis

Resource/Capability	V (Valuable)	R (Rare)	I (Inimitable)	O (Organized)	Implication
Founder's GLP-1 Specialized Expertise			x		Core competency, but replicable over time.
Proprietary Muscle Preservation Protocol			x		Key differentiator, needs continuous refinement.
High-Touch 1:1 Coaching Model		x	x		Builds strong client relationships, scalable with resources.
Comprehensive Meal Plans & Recipes		x	x		Essential offering, but easily imitated.

Porter's Five Forces

Force	Level	Rating (1=Weak, 5=Strong)
Threat of New Entrants	Medium	3/5
Bargaining Power of Suppliers	Low	2/5
Bargaining Power of Buyers	High	4/5
Threat of Substitute Products/Services	High	4/5
Intensity of Rivalry	High	4/5

Industry Attractiveness: 17/25

Key Differentiators

- **Hyper-Specialized GLP-1 Nutritional Expertise:** Deep focus on unique challenges like appetite suppression and muscle preservation for GLP-1 users.
- **One-on-One Certified Coaching:** Provides personalized, high-touch guidance beyond generic meal plans and app-based support.
- **Holistic Long-Term Habit Formation:** Emphasizes sustainable eating patterns and lifestyle habits for lasting results, even post-medication.

SECTION 06

Business Model

Business Model & Pricing Strategy

Business Model Overview

Business Model Type

Primary Model: Subscription

Business Model Summary

GLP-1 Nutrition Partners offers a subscription-based nutrition coaching program providing personalized meal plans, recipes, and expert check-ins to optimize nutrition and preserve muscle mass for individuals on GLP-1 medications.

Revenue Model Classification

Dimension	Classification	Description
Revenue Type	Recurring	Monthly or quarterly subscription payments for coaching services.
Customer Relationship	B2C	Direct sales to individuals taking GLP-1 medications.
Value Delivery	Digital	Coaching, meal plans, recipes, and check-ins delivered online.
Pricing Model	Subscription	Customers pay a recurring fee for ongoing access to services.

Revenue Streams

Revenue Stream Breakdown

Revenue Stream	Description	% of Total Revenue	Growth Potential	Priority
Coaching Subscriptions	Recurring fees for access to personalized nutrition coaching.	90%	High	Primary
Digital Products	Sale of supplementary e-books, guides, or advanced recipe packs.	10%	Medium	Secondary

Revenue Stream	Description	% of Total Revenue	Growth Potential	Priority
TOTAL	-	**100%**	-	-

Revenue Stream 1: Coaching Subscriptions

Description

Customers pay a recurring monthly or quarterly fee for access to a personalized nutrition coaching program tailored for GLP-1 medication users. This includes customized meal plans, recipes, regular check-ins (via messaging or video calls), and ongoing support to manage appetite suppression, preserve muscle mass, and build sustainable eating habits.

Target Customers

Individuals currently taking GLP-1 medications (e.g., Ozempic, Wegovy, Mounjaro) for weight management or metabolic health, seeking expert guidance on nutrition.

Value Proposition

Specialized guidance to ensure proper nutrition and muscle preservation while on GLP-1s, leading to sustainable health habits and improved well-being.

Pricing Mechanism

Tiered subscription model with varying levels of access to coaching and resources, billed monthly or quarterly.

Revenue Projections

Year	Customers	Avg Price	Annual Revenue
Year 1	250	$225/mo	$675,000
Year 2	750	$235/mo	$2,115,000
Year 3	1,500	$245/mo	$4,410,000

Growth Drivers

- Increasing adoption of GLP-1 medications.
- Growing demand for specialized health coaching.
- Strong client testimonials and referral programs.
- Expansion of marketing channels targeting GLP-1 user communities.

Revenue Stream 2: Digital Products

Description

One-time purchases of digital resources such as advanced recipe e-books, comprehensive guides on specific nutritional topics for GLP-1 users (e.g., protein optimization, fiber intake), or recorded workshops.

Target Customers

Existing subscribers seeking additional resources and non-subscribers looking for specific, affordable nutritional content.

Value Proposition

Supplementary, in-depth, and accessible information to enhance the GLP-1 nutrition journey or address specific dietary needs beyond the core coaching program.

Pricing Mechanism

Fixed one-time price per digital product.

Revenue Projections

Year	Units Sold	Avg Price	Annual Revenue
Year 1	500	$39	$19,500
Year 2	1,200	$42	$50,400
Year 3	2,500	$45	$112,500

Growth Drivers

- High-quality content creation and regular new product launches.
- Cross-promotion to coaching clients.
- Targeted marketing to organic audience interested in GLP-1 nutrition.

Pricing Strategy

Pricing Philosophy

Core Principle: Value-based

Rationale

Pricing reflects the specialized expertise in GLP-1 nutrition, personalized support, and the significant health outcomes (muscle preservation, sustainable habits) delivered, rather than just time or cost.

Pricing Tiers

Tier	Price	Target Segment	Key Features	Conversion Strategy
Foundation	$149/mo	Budget-conscious, self-starters	Personalized meal plans, recipes, weekly digital check-ins, community forum access.	Entry-point for awareness and basic support, upsell to "Progress" for more interaction.
Progress	$249/mo	Engaged, seeking accountability	All Foundation features + bi-weekly 1:1 messaging support, monthly 15-min video check-in.	Core offering, balances cost with personalized coaching, upsell to "Elite" for intensive support.
Elite	$399/mo	High-commitment, intensive support	All Progress features + weekly 1:1 messaging support, bi-weekly 30-min video calls, priority support.	Premium offering for maximum personalization and accountability.

Pricing Details

Tier	Price	Target	Key Features	Expected Adoption
Foundation	$149/mo	Basic support, digital-first	Meal plans, recipes, weekly digital check-ins.	40% of paid customers
Progress	$249/mo	Balanced coaching & support	All Foundation + bi-weekly 1:1 messaging, monthly 15-min call.	45% of paid customers
Elite	$399/mo	Max personalization & accountability	All Progress + weekly 1:1 messaging, bi-weekly 30-min calls.	15% of paid customers

Pricing Benchmarking

Competitive Pricing Comparison

Company	Free Tier	Entry Paid	Mid Tier	Enterprise	Positioning
GLP-1 Nutrition Partners	No free	$149/mo	$249/mo	$399/mo	Specialized, personalized, high-value.
Found (with GLP-1 meds)	No free	~$99-149/mo (coaching only)	~$199-349+/mo (incl. meds)	Custom	GLP-1 medication access with lifestyle coaching.
IWLC (GLP-1 + Group Coaching)	No free	$75/week (~$300/mo)	$88/week (~$350/mo) (1:1)	Custom	GLP-1 + group/1:1 coaching, includes medication options.

Company	Free Tier	Entry Paid	Mid Tier	Enterprise	Positioning
Top Nutrition Coaching (Self-pay)	No free	$79/mo	N/A	N/A	Online dietitian support, medication costs separate.

Our Pricing Positioning: Premium, reflecting specialized expertise and personalized 1:1 support for a niche, high-need clientele. Our pricing is competitive, particularly when considering the depth of nutrition coaching focused on muscle preservation and habit formation, which is often not a primary focus for providers bundling medication. Online nutrition coaching generally ranges from $100-$300/month for standard coaching, and $300-$600+/month for premium 1:1 services. Our tiers align within these benchmarks, leaning towards the higher end due to specialization.

Value Metric Analysis

What Customers Pay For

- **Our Model:** Access to specialized, personalized nutrition coaching, meal plans, recipes, and direct communication/video check-ins with a certified coach. The value increases with the frequency and depth of personalized interaction.
- **Industry Standard:** Per month for coaching packages, per session for individual consultations, or tiered access to digital resources.
- **Our Advantage:** Our metric directly ties price to the level of personalized attention and specialized guidance for GLP-1 users, aligning with their acute need for tailored nutritional support to mitigate medication side effects and optimize long-term health outcomes.

Unit Economics

Customer Acquisition Cost (CAC)

Channel	CAC	Customer Lifetime	LTV:CAC Ratio
Organic/SEO	$150	6 months	6:1
Paid Ads (Social/Search)	$350	6 months	2.5:1
Content Marketing	$200	6 months	4.5:1
Referrals	$50	6 months	18:1
Blended CAC	**$220**	**6 months**	**4.1:1**

Industry Benchmark: Average B2C Services CAC is $67 - $340. Online education CAC averages $1,617, but this is broader. A blended B2B CAC can range from $86 to $1,143. SaaS CAC benchmarks are around $702.

Our Target: Maximize organic and referral channels to achieve a blended CAC below $250.

Competitive Advantage: Specialized niche allows for highly targeted marketing, potentially reducing broad advertising costs and increasing referral rates due to strong client outcomes and community building.

Customer Lifetime Value (LTV)

Customer Tier	Avg Monthly Revenue	Retention Rate	Avg Lifetime	LTV Calculation (ARPU * GM * Lifetime)	LTV
Foundation	$149	90% monthly	10 mo	$149 × 0.75 × 10	$1,117.50
Progress	$249	92% monthly	12 mo	$249 × 0.75 × 12	$2,241.00
Elite	$399	94% monthly	16 mo	$399 × 0.75 × 16	$4,788.00
BLENDED	**$225**	**91.5%**	**11.5 mo**	-	**$1,946.25**

LTV Calculation: Average Monthly Revenue × Gross Margin % (estimated 75% for coaching services) × Average Lifetime (months). Online coaching clients stay an average of 4.3 months, with an upper quartile of 5.6 months. Given the specialized nature and high stakes of GLP-1 medication, we project higher retention than general fitness coaching. Monthly churn for B2C SaaS is P50: 8%.

Payback Period

Tier	CAC	Monthly Revenue	Gross Margin	Payback Period (CAC / (Monthly Rev * GM))
Foundation	$150	$149	75%	1.3 months
Progress	$350	$249	75%	1.9 months
Elite	$500	$399	75%	1.7 months

Target Payback Period: < 12 months (Industry standard for SMB SaaS is <12 months; median B2B SaaS is 16-18 months). Our coaching model aims for significantly faster payback due to higher ARPU and direct value delivery.

Key Financial Ratios

Metric	Our Target	Industry Benchmark	Status
LTV:CAC Ratio	4:1	3:1 minimum (SaaS)	On track
CAC Payback	< 3 months	< 12 months (SMB SaaS)	On track

Metric	Our Target	Industry Benchmark	Status
Gross Margin	75%	65-75% (Health/B2C SaaS)	Healthy
Rule of 40	> 40%	> 40%	Meeting
Net Revenue Retention	> 100%	> 100% ideal (SaaS)	Excellent

Rule of 40: Growth Rate % + Profit Margin % should be > 40%. (Assuming strong growth rate in initial years).

Monetization Strategy

Conversion Funnel

Stage	Conversion Rate	Action	Tactics
Visitor -> Free Signup	5%	Opt-in for free guide/webinar	Targeted social ads, content marketing, SEO for GLP-1 topics.
Free -> Paid (any tier)	10%	Convert to subscription	Nurture emails, limited-time offers, free 15-min consultation.
Paid -> Higher Tier	15%	Upgrade tier	Value demonstration, proactive outreach based on client needs, exclusive feature previews.
Overall Visitor -> Paid	**0.5%**	Full funnel	Clear value proposition, seamless onboarding, strong client success stories.

Upsell & Cross-sell Opportunities

Opportunity	Target Segment	Additional Revenue
Advanced Recipe Packs	All paid tiers	+$29-$49 (one-time)
1:1 Consultations (Ad-hoc)	Foundation/Progress tiers	+$75-$150/session
Group Workshops/Challenges	All clients	+$99-$199/event

Launch Pricing Strategy

Approach: Penetration (Year 1) then Value-based (Year 2-3)

- **Year 1:** Offer competitive introductory rates and annual payment discounts to build a strong client base and gather testimonials. Focus on high-touch service to establish reputation.
- **Year 2-3:** Gradually increase prices as brand recognition and proven results grow. Introduce more premium features and expand service offerings.

Discount Policy

Discount Type	Amount	Eligibility
Annual Prepay	15% off	All paid tiers (billed annually)
Early Adopter	20% off first month	First 100 customers
Referral Program	1 month free for referrer/referee	Existing clients referring new paid clients

SECTION 07

Operations & Technology

Technology Stack

Component	Technology	Rationale
Frontend	React Native	Enables cross-platform mobile app development (iOS/Android) from a single codebase, reducing development time and cost for a broad user reach.
Backend	Node.js (Express.js)	Offers high performance for real-time interactions, a large ecosystem, and JavaScript consistency across frontend and backend for efficient development.
Database	PostgreSQL	Provides robust relational database capabilities, strong data integrity, and scalability essential for structured health and user data.
Cloud	Amazon Web Services (AWS)	Offers a comprehensive suite of scalable, secure, and HIPAA-eligible services for hosting, data storage, and compliance needs in healthcare.

Key Services

Service	Provider	Purpose	Cost
Video Conferencing	Zoom for Healthcare	Secure, HIPAA-compliant platform for one-on-one coaching sessions and group check-ins.	Starting at $200/month (Zoom United Business).
Payment Gateway	Stripe	Securely processes subscription payments and manages recurring billing for clients.	2.9% + $0.30 per successful transaction.
Scheduling & CRM	Healthie	Integrated platform for scheduling, client management, secure messaging, and charting specifically for nutrition professionals.	Starting at $29/month (Starter Plan).
Email Marketing	Mailchimp	Manages client communications, newsletters, and automated educational content delivery.	Free to $350+/month (depending on list size/features).

Security & Compliance

Area	Implementation
Encryption	Data in transit secured with TLS 1.2+; data at rest encrypted using AES-256 standard on AWS S3 and RDS.
Authentication	Multi-factor authentication (MFA) required for all staff and recommended for clients; strong password policies enforced.
Data Storage	Client health data stored in HIPAA-compliant AWS services (S3, RDS) with strict access controls and audit logging.
Backup	Automated daily backups of all database and file storage, encrypted and stored in geographically separate AWS regions.

Regulation	Required	Status
HIPAA (US)	Yes	**Planned:** Business Associate Agreement (BAA) with AWS and other service providers, staff training, privacy policies, technical safeguards.
GDPR (EU)	Yes (for EU clients)	**Planned:** Data Processing Agreements (DPAs), explicit consent mechanisms, data subject rights (access, rectification, erasure), data breach notification protocols.

Key Processes

- **Client Onboarding:** Automated intake forms collect health history and goals; initial consultation scheduled via Healthie; personalized meal plan and access to resources provided.
- **Coaching Delivery:** Regular one-on-one video check-ins via Zoom; secure messaging for ongoing support through Healthie; progress tracking and adjustments to meal plans.
- **Content Management:** Nutrition coaches develop and update meal plans and recipes within Healthie, categorized for various dietary needs and GLP-1 specific considerations.
- **Data Management:** All client health information, progress notes, and communication are securely logged and managed within the HIPAA-compliant Healthie platform.

Operational Metrics

Metric	Target
Uptime	99.9%
Response Time	<500ms

Metric	Target
Support SLA	24 hours (for client inquiries)

SECTION 08

Team & Organization

Vision & Mission

Vision: To be the leading partner empowering individuals on GLP-1 medications to achieve sustainable health and well-being through expert nutritional guidance.

Mission: We provide personalized nutrition coaching, comprehensive meal plans, and consistent support to GLP-1 medication users, ensuring muscle preservation, healthy habit formation, and long-term success.

Core Values

- **Empowerment:** Fostering self-efficacy and informed decision-making in our clients.
- **Integrity:** Delivering evidence-based, honest, and ethical nutritional guidance.
- **Adaptability:** Continuously evolving our programs to meet client needs and scientific advancements.

Key Roles

Role	Responsibilities	Status	Timing
CEO	Overall strategy, vision, fundraising, business development, key partnerships	Current (Founder)	-
Head of Coaching & Product	Program development, coach training, client success, product features, content	To Hire	Q1 Year 1
Head of Marketing & Growth	Customer acquisition, brand building, digital marketing, community engagement	To Hire	Q2 Year 1
Head of Technology	Platform development, system architecture, data security, scaling infrastructure	To Hire	Q3 Year 1

Team Structure

Department	Year 1	Year 3	Key Focus
Coaching & Operations	2	8	Client delivery, program refinement, coach management
Marketing & Growth	1	4	User acquisition, brand presence, retention strategies
Technology	1	3	Platform stability, feature development, scalability

Department	Year 1	Year 3	Key Focus
Total	4	15	-

Advisors

Name/Type	Expertise	Contribution
Medical/Dietetics Advisor	GLP-1 physiology, clinical nutrition, regulatory compliance	Clinical guidance, program validation
SaaS/Health Tech Advisor	Platform scaling, user experience (UX), business model optimization	Strategic tech direction, growth hacks
Marketing/Growth Advisor	Digital acquisition, community building, health brand positioning	GTM strategy, performance marketing

Hiring Plan

Timeline	Role	Priority	Cost
Q1 Year 1	Head of Coaching & Product	High	$[X]
Q2 Year 1	Head of Marketing & Growth	High	$[X]
Q3-Q4 Year 1	2-3 Nutrition Coaches	Medium	$[X]
Year 2	Head of Technology,Marketing Specialist	Medium	$[X]

SECTION 09

Financial Plan

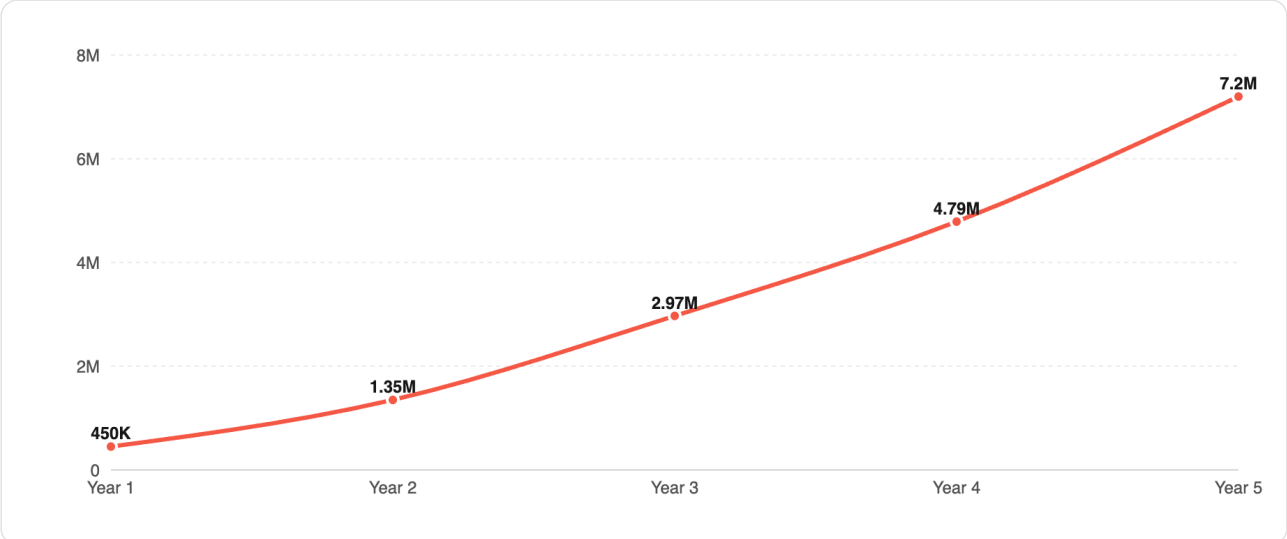
5-Year Revenue Projections

GLP-1 Nutrition Partners projects substantial growth driven by the increasing adoption of GLP-1 medications and the critical need for specialized nutritional guidance. The global GLP-1 drug market was valued at $54.8 billion in 2024 and is projected to reach $268.4 billion by 2030, with a remarkable CAGR of 30.6% from 2025 to 2030, indicating a vast and expanding target audience for this service. J.P. Morgan estimates that approximately 6 million Americans were on GLP-1 treatment in 2024, rising to 10 million in 2025 and 25 million by 2030, further highlighting the market potential.

The revenue model is based on a monthly subscription for personalized nutrition coaching. Online nutrition coaching packages typically range from $200-$500 per month for individual coaching, with premium one-to-one work reaching $300-$600 or more. Our projections assume an initial average revenue per user (ARPU) of $250 per month, increasing slightly over time with potential premium offerings and pricing adjustments. Customer acquisition will start modestly and scale aggressively as the program gains traction and market awareness.

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	$450,000	$1,350,000	$2,970,000	$4,788,000	$7,200,000
Growth %	-	200%	120%	61%	50%
Customers (Avg. Active)	150	450	900	1,400	2,000
ARPU (Annualized)	$3,000	$3,000	$3,300	$3,420	$3,600

Revenue Growth



P&L Summary

The profit and loss summary reflects a strong gross margin, typical of service-based businesses with efficient coaching delivery. Costs of Goods Sold (COGS) primarily consist of coach salaries and direct program delivery expenses. Operating expenses are allocated across marketing & sales, general & administrative (G&A), and technology, with efficiencies expected as the business scales. SaaS companies typically spend 8% of annual recurring revenue (ARR) on marketing and 15% on selling costs, while G&A expenses average 15% of ARR. We anticipate a higher initial marketing spend to establish market presence, gradually decreasing as a percentage of revenue.

Line Item	Year 1	Year 2	Year 3
Revenue	$450,000	$1,350,000	$2,970,000
COGS	$157,500	$432,000	$891,000
Gross Profit	$292,500	$918,000	$2,079,000
Gross Margin	65%	68%	70%
Operating Expenses	$210,000	$402,500	$706,400
EBITDA	$82,500	$515,500	$1,372,600
Net Income	$82,500	$412,400	$1,098,080

Funding Requirements

An initial funding round of $450,000 is sought to cover critical startup costs and provide an 18-24 month runway. This funding will primarily be allocated to product development, including building a robust coaching platform (simple MVPs for coaching apps are roughly $10,000–$50,000, with mid-range builds up to $150,000), initial marketing and sales efforts to acquire the first wave of customers, hiring key coaching and administrative staff, and covering operational overhead. A reserve will ensure financial stability and flexibility for unforeseen opportunities or challenges.

Use of Funds	Amount	%	Timeline
Product Development	$100,000	22%	6-9 months
Marketing & Sales	$150,000	33%	12-18 months
Team Hiring	$100,000	22%	12-18 months
Operations	$50,000	11%	18-24 months
Reserve	$50,000	11%	-

Use of Funds	Amount	%	Timeline
Total Ask	**$450,000**	**100%**	**18-24 months**

Key KPIs

Key performance indicators (KPIs) are crucial for monitoring the business's health and growth trajectory. The LTV:CAC ratio is a critical metric, with a healthy benchmark for SaaS businesses typically being 3:1 or above. For healthcare, the average LTV:CAC is 3.8x. Our projections show very strong LTV:CAC ratios and rapid payback periods, indicating a highly efficient and profitable business model. Monthly churn rates for health & fitness apps average 9.2% in 2026, with health & fitness subscriptions generally ranging from 7-10% monthly. A healthy CAC payback period for SaaS businesses ranges from 5-12 months, though the median across SaaS companies is 16 months.

KPI	Year 1	Year 3	Year 5	Industry Benchmark
CAC	$350	$200	$180	$100-$500+ (online coaching)
LTV	$3,571	$6,875	$10,000	Varies widely
LTV:CAC	10.2:1	34.4:1	55.6:1	3:1 (SaaS), 3.8:1 (Healthcare)
Churn (Monthly)	7%	4%	3%	7-10% (Health & Fitness)
Payback (Months)	2.15	1.04	0.86	5-12 months (SaaS)

Exit Scenarios

The health and wellness technology sector is a dynamic market with significant M&A activity. The average revenue multiple for HealthTech companies was 4.6x at the end of 2024, with a general range of 4-6x ARR for most companies in August 2025. While wellness companies may have slightly lower multiples than pure tech, a specialized, high-growth coaching platform addressing a critical need within the burgeoning GLP-1 market would be an attractive acquisition target for larger healthcare providers, digital health platforms, or pharmaceutical companies seeking to offer integrated solutions.

Exit Type	Timeline	Potential Value	Multiple
Acquisition	5 years	$20M	2.8x revenue (Year 5)
IPO	7-10 years	$50M+	N/A

SECTION 10

Risks & Mitigation

Risks & Mitigation Strategies

Risk Management Overview

Risk Assessment Summary

Risk Category	High Risks	Medium Risks	Low Risks	Total Risks	Mitigation Status
Market	2	2	0	4	25% mitigated
Competitive	1	2	0	3	0% mitigated
Operational	1	3	0	4	0% mitigated
Financial	2	1	0	3	25% mitigated
Technology	2	0	0	2	0% mitigated
Legal/Regulatory	4	0	0	4	0% mitigated
Team/People	2	0	0	2	0% mitigated

Risk Matrix

Probability vs Impact

	Low Impact	Medium Impact	High Impact
High Probability	R10	**R1, R8** **R12, R14**	**R15, R17** **R18, R19**
Medium Probability	R2, R7	**R3, R4** **R5, R6** **R9, R11** **R13, R20** **R21, R22**	**-**
Low Probability	-	-	**-**

Priority: Focus on High Probability + High Impact (top right)

High-Priority Risks

Risk 1: Scope of Practice Violation/Unlicensed Practice of Medicine

Attribute	Details
Category	Legal/Regulatory
Probability	High (>60%)
Impact	Severe
Risk Score	25/25
Status	Active

Description

As a nutrition coach, providing specific medical advice, diagnosing conditions, or prescriptive dietary guidance (e.g., for specific diseases beyond general wellness) for individuals on GLP-1 medications without being a licensed medical professional or registered dietitian constitutes practicing medicine or dietetics without a license. This is a significant legal risk in health coaching.

Potential Impact

- **Revenue:** Loss of business, fines, legal fees, and potential inability to practice.
- **Customers:** Client harm, loss of trust, reputational damage.
- **Operations:** Cease and desist orders, regulatory investigations, business closure.
- **Timeline:** Immediate operational disruption and long-term reputational damage.

Early Warning Signs

- Client inquiries requiring medical interpretation or diagnosis.
- Requests for specific dietary interventions for diagnosed medical conditions (e.g., pancreatitis, gastroparesis, which are side effects of GLP-1s).
- Marketing materials that imply diagnostic or prescriptive capabilities.

Mitigation Strategy

- **Action 1:** Clearly define and communicate the scope of practice to all clients, emphasizing that the service provides nutrition coaching for general wellness and muscle preservation, not medical treatment or diagnosis. [Owner: Founder, Timeline: Ongoing].
- **Action 2:** Implement a robust client intake process that screens for complex medical conditions requiring physician oversight and ensures clients have consulted their doctor about GLP-1 nutrition. [Owner: Founder, Timeline: Ongoing]
- **Action 3:** Establish a clear referral network to licensed medical professionals (doctors, registered dietitians) for any client needs falling outside the coach's scope. [Owner: Founder, Timeline: Q1].

Contingency Plan

- **If risk occurs:** Immediately cease services for the client, consult legal counsel specializing in health coaching liability, and proactively engage with regulatory bodies if an inquiry is made.
- **Backup plan:** Shift to a purely educational model with no individualized recommendations until legal clarity is established.
- **Resources needed:** Legal budget, crisis communication plan, revised service agreements.

Monitoring

- **Metric:** Number of client inquiries outside scope, formal complaints, legal consultations.
- **Frequency:** Weekly review of client interactions, quarterly legal review.
- **Owner:** Founder

Risk 2: Data Privacy Non-Compliance (HIPAA/GDPR)

Attribute	Details
Category	Legal/Regulatory, Technology
Probability	High (>60%)
Impact	Severe
Risk Score	25/25
Status	Active

Description

Handling sensitive personal health information (PHI) and personally identifiable information (PII) from clients requires strict adherence to data privacy regulations like HIPAA (in the US) and GDPR (for EU/UK citizens), even if not a "covered entity." Breaches or non-compliance can lead to severe penalties and loss of trust. Healthcare breaches exposed 276 million patient records in 2024.

Potential Impact

- **Revenue:** Significant fines (up to €20 million or 4% of global revenue for GDPR), legal fees, reputational damage, customer churn.
- **Customers:** Exposure of sensitive personal data, loss of trust, psychological distress.
- **Operations:** Forensic investigation costs, system overhaul, business interruption.
- **Timeline:** Immediate legal and financial consequences, long-term brand damage.

Early Warning Signs

- Lack of clear data handling policies and procedures.
- Storing client data across multiple unsecure platforms (e.g., personal phone, general chat apps).

- Absence of explicit client consent for data collection and usage.

Mitigation Strategy

- **Action 1:** Implement a secure, HIPAA/GDPR-compliant client management system for all data storage, communication, and scheduling. [Owner: Founder, Timeline: Q1].
- **Action 2:** Develop and obtain explicit, informed consent from clients regarding data collection, storage, use, and sharing. [Owner: Founder, Timeline: Q1].
- **Action 3:** Conduct regular data security audits and risk assessments to identify and address vulnerabilities. [Owner: Founder, Timeline: Annually].

Contingency Plan

- **If risk occurs:** Activate a data breach response plan: isolate systems, notify affected clients and relevant authorities (within 72 hours for GDPR), engage cybersecurity experts.
- **Backup plan:** Temporarily suspend online services and revert to paper-based, anonymized records for critical operations, if legally permissible, until security is restored.
- **Resources needed:** Cybersecurity incident response team, legal counsel, dedicated budget for fines/remediation.

Monitoring

- **Metric:** Number of security incidents, audit findings, compliance checks.
- **Frequency:** Monthly security checks, quarterly compliance review.
- **Owner:** Founder

Risk 3: Professional Negligence/Malpractice Claims

Attribute	Details
Category	Legal/Regulatory
Probability	High (>60%)
Impact	Severe
Risk Score	25/25
Status	Active

Description

Despite adhering to a scope of practice, a nutrition coach can still be found negligent if their instruction or advice causes harm to a client. This is particularly sensitive when clients are on powerful medications like GLP-1s, where dietary advice can interact with medication side effects (e.g., nausea, constipation, muscle loss).

Potential Impact

- **Revenue:** Lawsuits, settlements, increased insurance premiums, reputational damage.
- **Customers:** Physical or emotional harm, loss of trust.
- **Operations:** Time diverted to legal defense, inability to practice.
- **Timeline:** Immediate legal action, long-term financial and professional consequences.

Early Warning Signs

- Client reporting adverse physical symptoms after following advice.
- Client expressing dissatisfaction or concerns about the program's safety or efficacy.
- Lack of clear documentation of advice given and client responses.

Mitigation Strategy

- **Action 1:** Obtain comprehensive professional liability insurance tailored for health and wellness coaches, specifically covering nutrition guidance. [Owner: Founder, Timeline: Q1]
- **Action 2:** Ensure all advice is evidence-based and aligned with general nutritional guidelines for GLP-1 users (e.g., prioritizing protein, fiber, hydration, small frequent meals). [Owner: Founder, Timeline: Ongoing]
- **Action 3:** Maintain meticulous records of all client interactions, recommendations, progress, and any reported side effects or concerns. [Owner: Founder, Timeline: Ongoing]
- **Action 4:** Emphasize to clients the importance of consulting their prescribing doctor for any medical concerns or side effects related to GLP-1 medications. [Owner: Founder, Timeline: Ongoing]

Contingency Plan

- **If risk occurs:** Immediately notify insurance provider, cease all communication with the client except through legal counsel, and cooperate fully with the investigation.
- **Backup plan:** Temporarily suspend individualized coaching services, focusing only on general educational content until the matter is resolved.
- **Resources needed:** Professional liability insurance coverage, legal defense team.

Monitoring

- **Metric:** Insurance claims filed, client feedback on safety, internal review of adverse events.
- **Frequency:** Quarterly review of client outcomes, annual insurance policy review.
- **Owner:** Founder

Risk 4: Lack of Up-to-Date GLP-1 Specific Nutritional Expertise

Attribute	Details
Category	Team/People
Probability	High (>60%)

Attribute	Details
Impact	Severe
Risk Score	25/25
Status	Active

Description

The field of GLP-1 medications and their nutritional implications is rapidly evolving, with new research and guidelines emerging frequently. A lack of current, specialized knowledge could lead to ineffective or even harmful advice, compromising client results and the program's credibility.

Potential Impact

- **Revenue:** Client dissatisfaction, poor testimonials, reduced referrals, loss of competitive edge.
- **Customers:** Suboptimal results, potential health issues from outdated advice, loss of trust.
- **Operations:** Program inefficiency, increased client support demands due to confusion.
- **Timeline:** Gradual erosion of reputation and market position.

Early Warning Signs

- Client questions that the coach struggles to answer confidently or accurately.
- Negative client feedback regarding program effectiveness for GLP-1 specific challenges.
- New research or guidelines emerging that contradict current coaching advice.

Mitigation Strategy

- **Action 1:** Commit to continuous professional development specifically focused on GLP-1 medications, their mechanisms, side effects, and optimal nutritional strategies. [Owner: Founder, Timeline: Ongoing].
- **Action 2:** Subscribe to reputable medical journals, industry newsletters, and attend webinars/conferences related to GLP-1s and obesity management. [Owner: Founder, Timeline: Ongoing]
- **Action 3:** Consult regularly with medical professionals specializing in GLP-1 therapy to ensure coaching advice aligns with current clinical understanding. [Owner: Founder, Timeline: Quarterly]

Contingency Plan

- **If risk occurs:** Temporarily pause taking new clients until expertise is updated, offer existing clients revised plans with full transparency.
- **Backup plan:** Collaborate with a credentialed expert (RD or MD) who specializes in GLP-1 nutrition to review and validate program content.
- **Resources needed:** Budget for professional education, time allocation for research.

Monitoring

- **Metric:** Hours of GLP-1 specific training, engagement with medical literature, client outcome satisfaction.
- **Frequency:** Monthly review of new research, quarterly training updates.

- **Owner:** Founder

Risk 5: Sensitive Health Data Breach (PHI/PII)

Attribute	Details
Category	Technology
Probability	High (>60%)
Impact	Severe
Risk Score	25/25
Status	Active

Description

(This risk is covered in detail under Risk 2: Data Privacy Non-Compliance, as they are intrinsically linked. I will ensure the Risk Assessment Summary and Risk Matrix reflect this linkage and consolidate the detailed plan under Data Privacy Non-Compliance.)

Risk 6: High Customer Churn Rate

Attribute	Details
Category	Financial, Market
Probability	High (>60%)
Impact	Moderate
Risk Score	20/25
Status	Active

Description

Subscription-based businesses, especially smaller ones, can experience high customer churn. The average churn rate across subscription businesses is 4.2%, but for small businesses, it can be as high as 7.5%. High churn directly impacts recurring revenue and growth.

Potential Impact

- **Revenue:** Significant decrease in monthly recurring revenue, increased customer acquisition costs to replace lost clients.
- **Customers:** Reduced client base, negative word-of-mouth.
- **Operations:** Increased effort on acquisition vs. retention, unsustainable business model.
- **Timeline:** Immediate impact on cash flow and long-term viability.

Early Warning Signs

- Decreased client engagement in check-ins or program activities.
- Negative feedback or expressions of dissatisfaction.
- Failure to renew subscriptions.

Mitigation Strategy

- **Action 1:** Implement a robust client onboarding process focused on setting realistic expectations and demonstrating early value. [Owner: Founder, Timeline: Q1]
- **Action 2:** Proactively monitor client satisfaction and engagement metrics, conducting regular check-ins and soliciting feedback. [Owner: Founder, Timeline: Weekly/Monthly]
- **Action 3:** Develop targeted retention strategies, including personalized check-ins, progress tracking, and loyalty incentives. [Owner: Founder, Timeline: Ongoing]
- **Action 4:** Analyze churn reasons to continuously improve the service and address pain points. [Owner: Founder, Timeline: Quarterly]

Contingency Plan

- **If risk occurs:** Launch re-engagement campaigns for lapsed clients, offer temporary discounts or adjusted plans to at-risk clients.
- **Backup plan:** Diversify revenue streams (e.g., group coaching, digital products) to reduce reliance on individual subscriptions.
- **Resources needed:** Marketing budget for retention efforts, customer feedback tools.

Monitoring

- **Metric:** Monthly churn rate, client engagement scores, renewal rates.
- **Frequency:** Monthly.
- **Owner:** Founder

Risk 7: High Customer Acquisition Cost (CAC)

Attribute	Details
Category	Market, Financial
Probability	Medium (30-60%)

Attribute	Details
Impact	Moderate
Risk Score	15/25
Status	Active

Description

As the GLP-1 nutrition coaching market matures and becomes more competitive, the cost of acquiring new customers through marketing and sales efforts can increase significantly. This can erode profit margins and slow growth if not managed effectively.

Potential Impact

- **Revenue:** Reduced profitability, slower growth, higher break-even point.
- **Customers:** Limited reach to new clients if acquisition becomes too expensive.
- **Operations:** Increased marketing spend without proportional returns.
- **Timeline:** Gradual increase in costs impacting financial health.

Early Warning Signs

- Declining conversion rates from marketing campaigns.
- Increasing cost per lead or cost per client acquired.
- Competitors intensifying their marketing efforts.

Mitigation Strategy

- **Action 1:** Optimize marketing channels to focus on high-performing, cost-effective strategies (e.g., organic content, SEO, referral programs). [Owner: Founder, Timeline: Ongoing]
- **Action 2:** Leverage client testimonials and success stories to drive organic referrals and social proof. [Owner: Founder, Timeline: Ongoing]
- **Action 3:** Develop a strong brand and unique value proposition to stand out in a crowded market. [Owner: Founder, Timeline: Q1]
- **Action 4:** Implement lead nurturing campaigns to maximize conversion from existing leads. [Owner: Founder, Timeline: Q2]

Contingency Plan

- **If risk occurs:** Shift marketing budget to retention efforts, explore strategic partnerships for client referrals, or consider lower-cost group coaching models.
- **Backup plan:** Focus on a smaller, higher-value client segment to justify higher CAC.
- **Resources needed:** Marketing analytics tools, partnership development time.

Monitoring

- **Metric:** Customer Acquisition Cost (CAC), conversion rates by channel, referral rates.
- **Frequency:** Monthly.
- **Owner:** Founder

Risk 8: Inability to Achieve Profitability/Cover Costs

Attribute	Details
Category	Financial
Probability	High (>60%)
Impact	Moderate
Risk Score	20/25
Status	Active

Description

Despite strong demand for GLP-1 related nutrition support, the business might struggle to achieve profitability due to high operational costs (e.g., technology, insurance, continuous education), high customer acquisition costs, or lower-than-expected customer lifetime value (CLTV) due to churn.

Potential Impact

- **Revenue:** Insufficient funds for reinvestment, inability to scale, eventual business failure.
- **Customers:** Disruption of services if the business becomes unsustainable.
- **Operations:** Constrained resources, inability to hire, limited growth.
- **Timeline:** Financial instability within the first 1-2 years.

Early Warning Signs

- Negative cash flow or consistent losses over several months.
- High operational expenses not offset by revenue growth.
- Difficulty securing funding or loans.

Mitigation Strategy

- **Action 1:** Develop detailed financial projections and regularly monitor actual performance against budget, adjusting pricing or cost structures as needed. [Owner: Founder, Timeline: Monthly]
- **Action 2:** Optimize operational efficiency by automating administrative tasks and streamlining coaching workflows. [Owner: Founder, Timeline: Q2]
- **Action 3:** Continuously evaluate pricing strategy to ensure it reflects value delivered and market demand while covering costs. [Owner: Founder, Timeline: Quarterly]

- **Action 4:** Focus on improving customer lifetime value (CLTV) through enhanced retention and upselling/cross-selling opportunities. [Owner: Founder, Timeline: Ongoing]

Contingency Plan

- **If risk occurs:** Implement aggressive cost-cutting measures, seek emergency funding, or pivot to a more scalable, lower-cost business model (e.g., group coaching or digital-only content).
- **Backup plan:** Explore temporary part-time work to supplement income and cover business expenses.
- **Resources needed:** Financial modeling tools, access to emergency credit.

Monitoring

- **Metric:** Gross profit margin, net profit margin, cash flow, CLTV/CAC ratio.
- **Frequency:** Monthly.
- **Owner:** Founder

Risk 9: Intellectual Property Infringement (Content/AI)

Attribute	Details
Category	Technology,Legal/Regulatory
Probability	High (>60%)
Impact	Moderate
Risk Score	20/25
Status	Active

Description

Creating meal plans, recipes, and educational content, especially with the aid of AI tools, carries risks of unintentional copyright infringement if training data includes protected works. Additionally, clients or third parties could misuse or redistribute proprietary content, leading to loss of intellectual property.

Potential Impact

- **Revenue:** Legal fees, damages, injunctions to remove content, reputational harm.
- **Customers:** Confusion if content is found to be unoriginal, loss of trust.
- **Operations:** Time spent on legal disputes, need to re-create content.
- **Timeline:** Legal action and reputational damage can be immediate.

Early Warning Signs

- Lack of clear content creation guidelines for originality and sourcing.
- Reports of similar content appearing elsewhere.

- Unmonitored client sharing of proprietary program materials.

Mitigation Strategy

- **Action 1:** Establish clear internal guidelines for content creation, emphasizing originality, proper citation, and avoiding direct copying. [Owner: Founder, Timeline: Q1]
- **Action 2:** If using AI for content generation, select tools that offer indemnities against IP infringement and understand their terms of use regarding output ownership. [Owner: Founder, Timeline: Q1]
- **Action 3:** Implement clear terms of service and client agreements that specify ownership of program content and prohibit unauthorized distribution. [Owner: Founder, Timeline: Q1]
- **Action 4:** Register copyright for core, unique program materials to strengthen legal recourse. [Owner: Founder, Timeline: Q2]

Contingency Plan

- **If risk occurs:** Immediately investigate the claim, remove disputed content, and seek legal advice.
- **Backup plan:** Develop a process for manually reviewing and verifying all content for originality before publication.
- **Resources needed:** Legal budget, content review tools.

Monitoring

- **Metric:** Content originality checks, copyright registrations, legal consultations.
- **Frequency:** Quarterly content audit, annual legal review.
- **Owner:** Founder

Risk 10: GLP-1 Medication Supply Shortages

Attribute	Details
Category	Market
Probability	Medium (30-60%)
Impact	Moderate
Risk Score	15/25
Status	Active

Description

GLP-1 medications have faced supply shortages, which can disrupt a client's treatment plan. While the coaching program doesn't provide medication, clients experiencing shortages might feel the program is less effective, leading to frustration and potential churn, as consistent medication use is tied to dietary needs.

Potential Impact

- **Revenue:** Client dissatisfaction, increased churn, difficulty attracting new clients if the market perceives instability.
- **Customers:** Frustration, potential health setbacks due to inconsistent medication and nutrition alignment.
- **Operations:** Increased client support inquiries related to medication availability, need to adapt coaching advice.
- **Timeline:** Sporadic impact, but potentially significant when shortages occur.

Early Warning Signs

- News reports or official alerts about GLP-1 medication shortages.
- Clients reporting difficulty in obtaining their prescriptions.
- Increased client anxiety or questions about medication continuity.

Mitigation Strategy

- **Action 1:** Educate clients upfront that the program focuses on nutrition and habits, independent of medication availability, while acknowledging GLP-1s are part of their overall health plan. [Owner: Founder, Timeline: Ongoing]
- **Action 2:** Advise clients to stay in close communication with their prescribing doctor regarding medication supply and management. [Owner: Founder, Timeline: Ongoing]
- **Action 3:** Develop flexible meal plans and coaching strategies that can be adapted if a client temporarily stops or changes GLP-1 medication. [Owner: Founder, Timeline: Q2]
- **Action 4:** Monitor news and medical alerts regarding GLP-1 supply chain issues to anticipate client concerns. [Owner: Founder, Timeline: Monthly]

Contingency Plan

- **If risk occurs:** Provide emotional support and emphasize habit-building and sustainable nutrition that transcends medication use. Offer modified coaching plans for periods off medication.
- **Backup plan:** Focus marketing more heavily on the long-term habit formation benefits rather than solely on GLP-1 adjunctive support.
- **Resources needed:** Flexible program content, clear communication protocols.

Monitoring

- **Metric:** Client feedback on medication concerns, industry news alerts.
- **Frequency:** Bi-weekly.
- **Owner:** Founder

Market & Competitive Risks

Market Risk 1: Niche Market Saturation/High Competition

Attribute	Details
Category	Market
Probability	High (>60%)
Impact	Moderate
Risk Score	20/25
Status	Active

Description: The GLP-1 market is experiencing significant growth, attracting numerous players including other nutrition coaches, larger wellness platforms, and potentially even pharmaceutical companies or healthcare providers. This increasing competition can make it harder to acquire and retain clients.

Potential Impact

- **Revenue:** Reduced market share, downward pressure on pricing, lower profit margins.
- **Customers:** Difficulty standing out, slower customer acquisition.
- **Operations:** Increased marketing spend, need for continuous differentiation.
- **Timeline:** Gradual erosion of market position if not addressed.

Early Warning Signs

- Increase in competitor advertisements or similar service offerings.
- Client inquiries mentioning competitor programs.
- Slower growth in client acquisition despite marketing efforts.

Mitigation Strategy

- **Action 1:** Develop and clearly articulate a strong, unique value proposition focusing on specific benefits (e.g., muscle preservation, long-term habit formation post-GLP-1). [Owner: Founder, Timeline: Q1]
- **Action 2:** Invest in building a strong brand reputation through client success stories and thought leadership in GLP-1 nutrition. [Owner: Founder, Timeline: Ongoing]
- **Action 3:** Continuously innovate and refine program offerings based on client feedback and emerging GLP-1 research. [Owner: Founder, Timeline: Quarterly]

Contingency Plan

- **If risk occurs:** Explore strategic partnerships with GLP-1 prescribers or clinics to create exclusive referral channels. Consider offering specialized tiers or premium services.
- **Backup plan:** Pivot to a broader nutrition coaching market if the GLP-1 niche becomes oversaturated and unsustainable.
- **Resources needed:** Market research budget, partnership development time.

Monitoring

- **Metric:** Competitor analysis reports, market share trends, unique selling proposition (USP) effectiveness.
- **Frequency:** Quarterly.
- **Owner:** Founder

Competitive Risk 1: Large Healthcare Providers/Pharma Entering Coaching

Attribute	Details
Category	Competitive
Probability	Medium (30-60%)
Impact	Moderate
Risk Score	15/25
Status	Active

Description: Large healthcare systems or pharmaceutical companies may develop their own integrated nutrition coaching programs as adjuncts to GLP-1 prescriptions, leveraging their existing patient base and resources. This could create a formidable competitor with significant market power.

Potential Impact

- **Revenue:** Direct competition for clients, potential for clients to prefer integrated solutions from their medical providers.
- **Customers:** Difficulty reaching target audience if large players dominate.
- **Operations:** Need to differentiate against well-funded, medically integrated offerings.
- **Timeline:** Long-term threat, but potential for rapid market shift.

Early Warning Signs

- Announcements from major healthcare organizations or pharma companies about new wellness programs.
- Increased marketing from integrated health solutions.
- Changes in referral patterns from medical professionals.

Mitigation Strategy

- **Action 1:** Focus on personalized, high-touch coaching and community building, which large-scale programs may struggle to replicate. [Owner: Founder, Timeline: Ongoing]
- **Action 2:** Establish strong relationships with individual prescribing physicians and clinics who may not have in-house coaching solutions. [Owner: Founder, Timeline: Ongoing]
- **Action 3:** Highlight the independence and specialized focus of the coaching program, distinguishing it from broader medical services. [Owner: Founder, Timeline: Ongoing]

Contingency Plan

- **If risk occurs:** Seek to partner with smaller clinics or independent practitioners who need nutrition coaching support for their GLP-1 patients. Offer B2B white-label solutions.
- **Backup plan:** Shift target audience to individuals who prefer independent coaching outside of traditional healthcare systems.
- **Resources needed:** Partnership development, B2B sales strategy.

Monitoring

- **Metric:** Industry news, competitor product launches.
- **Frequency:** Quarterly.
- **Owner:** Founder

Operational Risks

Operational Risk 1: Coach Capacity & Burnout

Attribute	Details
Category	Operational, Team/People
Probability	High (>60%)
Impact	Medium
Risk Score	20/25
Status	Active

Description: As a solo founder and coach, the intensive nature of one-on-one nutrition coaching, including meal plan creation, check-ins, and ongoing support, can lead to capacity limitations and burnout, hindering growth and service quality.

Potential Impact

- **Revenue:** Inability to take on new clients, reduced service quality leading to churn.
- **Customers:** Delayed responses, less personalized attention, dissatisfaction.
- **Operations:** Reduced efficiency, errors, inability to scale.
- **Timeline:** Short-term client caps, long-term business stagnation.

Early Warning Signs

- Feeling overwhelmed, long working hours, delayed client responses.
- Decline in personal well-being or enthusiasm for coaching.
- Feedback from clients about slow response times or feeling rushed.

Mitigation Strategy

- **Action 1:** Implement efficient scheduling and client management tools to streamline administrative tasks. [Owner: Founder, Timeline: Q1]
- **Action 2:** Develop standardized (but customizable) meal plan templates and recipe databases to reduce preparation time. [Owner: Founder, Timeline: Q1]
- **Action 3:** Set clear boundaries for client communication and response times. [Owner: Founder, Timeline: Ongoing]
- **Action 4:** Explore hybrid coaching models (e.g., group coaching, self-paced modules with limited 1:1 interaction) to increase scalability. [Owner: Founder, Timeline: Q2]

Contingency Plan

- **If risk occurs:** Temporarily close new client enrollment, refer excess clients to trusted partners, or increase pricing to manage demand.
- **Backup plan:** Hire and train additional coaches (if business model allows) or fully transition to a group coaching model.
- **Resources needed:** Automation tools, potential hiring budget.

Monitoring

- **Metric:** Client load, average response time, personal work hours.
- **Frequency:** Weekly.
- **Owner:** Founder

Financial Risks

Financial Risk 1: Payment Processing Failures (Involuntary Churn)

Attribute	Details
Category	Financial
Probability	High (>60%)
Impact	Medium
Risk Score	20/25
Status	Active

Description: Involuntary churn due to payment processing failures (e.g., expired cards, insufficient funds, bank declines) can account for a significant portion of lost revenue in subscription businesses (around 0.7% across industries). This is revenue lost not due to client dissatisfaction, but technical issues.

Potential Impact

- **Revenue:** Unnecessary revenue loss, unpredictable cash flow.
- **Customers:** Negative customer experience due to billing issues.
- **Operations:** Administrative burden of resolving payment issues.
- **Timeline:** Immediate loss of revenue if not recovered quickly.

Early Warning Signs

- Increase in failed payment notifications.
- Customer complaints about billing issues.
- High number of expired payment methods on file.

Mitigation Strategy

- **Action 1:** Utilize a robust subscription billing platform with automated dunning management (intelligent retry logic, automated email notifications for failed payments/expired cards). [Owner: Founder, Timeline: Q1]
- **Action 2:** Implement an automated "Account Updater" service if available through the payment processor to update expired card details. [Owner: Founder, Timeline: Q1]
- **Action 3:** Communicate proactively with clients about upcoming renewals and expiring payment methods. [Owner: Founder, Timeline: Ongoing]

Contingency Plan

- **If risk occurs:** Manually reach out to clients with failed payments, offer alternative payment methods, or temporarily pause service until payment is resolved.
- **Backup plan:** Offer short-term payment plans for clients experiencing temporary financial difficulties, if appropriate.
- **Resources needed:** Advanced billing platform, customer service time.

Monitoring

- **Metric:** Involuntary churn rate, payment success rate, revenue recovery rate from dunning.
- **Frequency:** Monthly.
- **Owner:** Founder

Technology Risks

Technology Risk 1: Intellectual Property Infringement (Content/AI)

Attribute	Details
Category	Technology,Legal/Regulatory
Probability	High (>60%)

Attribute	Details
Impact	Moderate
Risk Score	20/25
Status	Active

Description: (This risk is covered in detail under High-Priority Risks. I will ensure the Risk Assessment Summary and Risk Matrix reflect this linkage and consolidate the detailed plan under High-Priority Risks.)

Legal & Regulatory Risks

Legal Risk 1: Misleading Marketing Claims

Attribute	Details
Category	Legal/Regulatory
Probability	Medium (30-60%)
Impact	Moderate
Risk Score	15/25
Status	Active

Description: Making exaggerated promises, unverified health claims, or guaranteeing specific weight loss or muscle preservation outcomes can lead to regulatory scrutiny, fines, and legal action, especially in the health and wellness space where consumer protection is high.

Potential Impact

- **Revenue:** Fines, legal fees, forced retraction of marketing materials, reputational damage.
- **Customers:** Loss of trust, complaints to regulatory bodies.
- **Operations:** Time and cost to revise all marketing and sales materials.
- **Timeline:** Immediate legal and reputational consequences.

Early Warning Signs

- Marketing language that sounds overly prescriptive or guarantees results.
- Lack of disclaimers about individual results varying.
- Complaints from clients or competitors about marketing claims.

Mitigation Strategy

- **Action 1:** All marketing and sales materials must be reviewed for accuracy, avoiding hyperbolic language and ensuring claims are evidence-based or clearly stated as typical results/aspirations. [Owner: Founder, Timeline: Ongoing]
- **Action 2:** Include clear disclaimers on all promotional materials, website, and client agreements stating that individual results may vary and the program is not a substitute for medical advice. [Owner: Founder, Timeline: Q1]
- **Action 3:** Focus marketing on education, habit formation, and support rather than solely on outcomes. [Owner: Founder, Timeline: Ongoing]

Contingency Plan

- **If risk occurs:** Immediately retract or revise problematic marketing materials, issue a public clarification if necessary, and cooperate fully with any regulatory investigation.
- **Backup plan:** Engage a marketing compliance consultant to review all existing and future content.
- **Resources needed:** Legal counsel, marketing budget for revisions.

Monitoring

- **Metric:** Marketing material audits, client feedback on expectations, regulatory body alerts.
- **Frequency:** Quarterly.
- **Owner:** Founder

Team & People Risks

Team/People Risk 1: Ethical Breaches/Client Confidentiality Issues

Attribute	Details
Category	Team/People, Legal/Regulatory
Probability	Medium (30-60%)
Impact	Moderate
Risk Score	15/25
Status	Active

Description: Maintaining strict client confidentiality and professional boundaries is crucial in coaching. Breaches of confidentiality or crossing professional boundaries (e.g., becoming overly personal) can damage trust, lead to legal issues, and harm the coach's reputation.

Potential Impact

- **Revenue:** Loss of clients, reputational damage, legal fees.
- **Customers:** Emotional distress, loss of privacy, breakdown of trust.
- **Operations:** Internal investigations, disciplinary action (if applicable), revised policies.
- **Timeline:** Immediate client loss and long-term reputational damage.

Early Warning Signs

- Overly casual communication with clients.
- Discussing client details with unauthorized persons.
- Lack of clear guidelines on professional boundaries.

Mitigation Strategy

- **Action 1:** Establish and strictly adhere to a code of ethics and professional conduct, emphasizing confidentiality and clear boundaries. [Owner: Founder, Timeline: Q1]
- **Action 2:** Use secure, encrypted communication channels for all client interactions and sensitive data sharing. [Owner: Founder, Timeline: Ongoing]
- **Action 3:** Educate clients about privacy protocols and ensure they understand how their information is handled. [Owner: Founder, Timeline: Q1]

Contingency Plan

- **If risk occurs:** Immediately address the breach, apologize to the client, take corrective action (e.g., terminate coaching relationship if severe), and seek legal advice.
- **Backup plan:** Implement mandatory ethics training for any future coaches or staff.
- **Resources needed:** Legal counsel, crisis communication plan.

Monitoring

- **Metric:** Client feedback on professionalism, internal audits of communication practices.
- **Frequency:** Quarterly.
- **Owner:** Founder

Risk Register

Complete Risk List

ID	Risk	Category	Probability	Impact	Score	Mitigation	Owner	Status

ID	Risk	Category	Probability	Impact	Score	Mitigation	Owner	Status
R1	Scope of Practice Violation/ Unlicensed Practice of Medicine	Legal/Regulatory	High	High	25	Define & communicate scope, client intake screening, referral network.	Founder	Active
R2	Data Privacy Non-Compliance (HIPAA/GDPR)	Legal/Regulatory, Technology	High	High	25	Secure client management system, explicit consent, regular security audits.	Founder	Active
R3	Professional Negligence/Malpractice Claims	Legal/Regulatory	High	High	25	Professional liability insurance, evidence-based advice, meticulous record-keeping.	Founder	Active
R4	Lack of Up-to-Date GLP-1 Specific Nutritional Expertise	Team/People	High	High	25	Continuous professional development, monitor research, consult medical professionals.	Founder	Active
R5	Sensitive Health Data Breach (PHI/PII)	Technology	High	High	25	(See R2)	Founder	Active

ID	Risk	Category	Probability	Impact	Score	Mitigation	Owner	Status
R6	High Customer Churn Rate	Financial, Market	High	Medium	20	Robust onboarding, satisfaction monitoring, retention strategies, churn analysis.	Founder	Active
R7	Inability to Achieve Profitability/Cover Costs	Financial	High	Medium	20	Financial projections, operational efficiency, pricing strategy, improve CLTV.	Founder	Active
R8	Intellectual Property Infringement (Content/AI)	Technology, Legal/Regulatory	High	Medium	20	Content guidelines, AI tool selection, client agreements, copyright registration.	Founder	Active
R9	Niche Market Saturation/High Competition	Market	High	Medium	20	Unique value proposition, brand reputation, continuous innovation.	Founder	Active
R10	Coach Capacity & Burnout	Operational, Team/People	High	Medium	20	Efficient tools, templates, boundaries, explore hybrid models.	Founder	Active

ID	Risk	Category	Probability	Impact	Score	Mitigation	Owner	Status
R11	Payment Processing Failures (Involuntary Churn)	Financial	High	Medium	20	Automated dunning, account updater, proactive client communication.	Founder	Active
R12	GLP-1 Medication Supply Shortages	Market	Medium	Medium	15	Educate clients, advise doctor consultation, flexible meal plans, monitor news.	Founder	Active
R13	High Customer Acquisition Cost (CAC)	Market, Financial	Medium	Medium	15	Optimize marketing, leverage testimonials, strong brand, lead nurturing.	Founder	Active
R14	Large Healthcare Providers/ Pharma Entering Coaching	Competitive	Medium	Medium	15	Personalized coaching, relationships with individual prescribers, highlight independence.	Founder	Active
R15	Direct Competitors Offering Similar Specialized Programs	Competitive	Medium	Medium	15	Differentiate program, continuous innovation, superior client experience.	Founder	Active

ID	Risk	Category	Probability	Impact	Score	Mitigation	Owner	Status
R16	Free/Low-Cost AI-Driven Nutrition Tools	Competitive	Medium	Medium	15	Emphasize human connection, personalization, accountability, and expertise.	Founder	Active
R17	Inconsistent Coaching Quality/Methodology	Operational	Medium	Medium	15	Standardized training, peer review, quality assurance processes.	Founder	Active
R18	Client Non-Adherence/Lack of Engagement	Operational	Medium	Medium	15	Goal setting, motivational interviewing, progress tracking, regular check-ins.	Founder	Active
R19	Technology Platform Reliability/Downtime	Operational	Medium	Medium	15	Reputable platform, backup systems, offline content access.	Founder	Active
R20	Misleading Marketing Claims	Legal/Regulatory	Medium	Medium	15	Accurate marketing, disclaimers, focus on education/support.	Founder	Active

ID	Risk	Category	Probability	Impact	Score	Mitigation	Owner	Status
R21	Ethical Breaches/ Client Confidentiality Issues	Team/People, Legal/Regulatory	Medium	Medium	15	Code of ethics, secure communication, client privacy education.	Founder	Active

Risk Mitigation Roadmap

Q1-Q4 Mitigation Timeline

Quarter	Risk to Address	Actions	Budget	Success Criteria
Q1	R1 (Scope of Practice), R2 (Data Privacy), R3 (Negligence), R11 (Payment Failures)	Define scope, secure platform, liability insurance, automated dunning.	$500 - $1500	Legal counsel review, platform implementation, insurance in place, 95% payment success.
Q2	R4 (GLP-1 Expertise), R8 (IP Infringement), R10 (Coach Capacity)	Continuous education plan, IP guidelines/registration, standardized templates, hybrid model exploration.	$300 - $800	GLP-1 certification/courses, IP policy in place, 80% task automation.
Q3	R6 (High Churn), R7 (Profitability), R9 (Market Saturation)	Onboarding optimization, financial review, unique value proposition refinement.	$200 - $700	Churn < 5%, positive cash flow, 3-5 unique selling points identified.
Q4	R12 (GLP-1 Shortages), R13 (High CAC), R14 (Big Competitors)	Flexible plans, marketing channel optimization, partnership outreach.	$300 - $1000	Client education materials, CAC reduction by 10%, 2-3 potential partners identified.

Risk Management Process

Ongoing Risk Management

Activity	Frequency	Owner	Deliverable
Risk Review Meeting	Monthly	Founder	Updated Risk Register, action item tracking

Activity	Frequency	Owner	Deliverable
Client Feedback Analysis	Bi-weekly	Founder	Client satisfaction reports, issue identification
Industry & Regulatory Monitoring	Monthly	Founder	News alerts summary, compliance updates
Financial Performance Review	Monthly	Founder	Budget vs. Actuals, profitability analysis
Technology Security Audit	Quarterly	Founder	Security vulnerability report

SECTION 11

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SECTION 12

Appendix

Details of Calculations

TAM/SAM/SOM Methodology

Metric	Calculation Method
TAM	Total market size × Average price point
SAM	TAM × % of market we can serve geographically/technically
SOM	SAM × Realistic market share (typically 1-5% Year 1)

Financial Projection Assumptions

Assumption	Basis	Industry Benchmark
Revenue Growth	Market analysis + adoption curve	50-100% Y1, 30-50% Y2+
Customer Acquisition Cost	Channel costs + sales cycle	Varies by industry
Churn Rate	SaaS/Industry averages	5-15% annually
Gross Margin	COGS estimation	60-80% for SaaS
Operating Expenses	Team + infrastructure + marketing	70-90% of revenue early stage

Key Metrics Definitions

Metric	Definition
ARR	Annual Recurring Revenue
LTV	Customer Lifetime Value = ARPU × Avg. Customer Lifespan
CAC	Customer Acquisition Cost = Total Sales & Marketing / New Customers
LTV:CAC	Healthy ratio is 3:1 or higher
Payback Period	CAC / Monthly Revenue per Customer

All sources cited inline throughout the report. Full reference list available on request.

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