

LIFECOACH

LEARN WHAT SCHOOL WILL NEVER TEACH YOU ABOUT REAL LIFE

ONE LINER

LifeCoach is a gamified educational app that teaches young people all the real-life skills school never did – from how to nourish your body to how to manage your wealth.

IDENTIFIED PROBLEM

Schools prepare students for exams, not for life. Most young adults leave education without knowing how to manage money, maintain a healthy lifestyle, understand taxes, or even handle emotions and relationships. This lack of practical education causes anxiety, dependence, and poor decision-making in adulthood.

THE MARKET

There are over 1.5 billion students worldwide learning the same outdated subjects, often forgetting what they study because it's not practical, concrete, or applicable in real life. Besides, there is a growing social awareness that emotional intelligence, real-life skills, and understanding one's body and health are essential to future success and live happily and longer.

COMPETITOR ANALYSIS

It already exists application for some specific learning like :

- **Duolingo, Khan Academy** → Focus on languages or academics only.
- **Mindvalley, Headspace** → Focus on personal growth, not basic life skills.
- **FinMentor, Lemonade Finance** → Specialized, not holistic.

Where as **LifeCoach** stands out by offering an all-in-one ecosystem combining education, gamification, and mentorship.

BUSINESS MODEL

B2B model: subscriptions for schools and institutions to provide LifeCoach as a complementary educational tool.

B2C model - Freemium access: basic life skills lessons for free, premium features unlocked via subscription.

Physical game kits: optional add-on for classrooms, workshops, or family activities.

Partnership materials: sports accessories, cooking boxes, first aid kit, etc with brands' partner with same values.

Future expansion: certified LifeCoach programs for teachers and youth mentors.

OUR SOLUTION

LifeCoach is a personalized learning app designed to teach the essential life skills that traditional education forgets.

It adapts to the user's age, needs, and progress, offering engaging lessons and challenges on:

Nutrition & Health - How to feed and move your body

Finance & Taxes - How to manage your money

Professional life - CV, job search, payslip

Home & Daily Life - How to educate your children

First Aid & Safety - How to rescue someone

Personal development & relationships - Knowing yourself is the most important thing, how to behave with others and understand them

Mind & Energy - Keep being motivate, challenge yourself, meditate

Languages, Travel & Culture - Speak with foreign people, discover new cultures

And much more...

Each topic unlocks progressively, like in a game, to help users grow step by step into confident, independent adults. Besides, optional physical games (board or card games) make learning fun for families and classrooms.

CORPORATE COMPETITIVENESS

Holistic approach – combines practical, emotional, and spiritual education in one app.

Adaptive learning system – content unlocks gradually based on age and experience.

Gamified engagement – levels, missions, and badges make learning fun.

Community & mentoring – users can connect, share, and learn from one another.

Scalable model – expansion to schools, parents, and partner institutions.

DREAM TEAM IN PROGRESS...

Marine DURAND (CU08IC), student driven by **one mission**: to reinvent education by teaching what truly matters & currently seeking **passionate collaborators** to join the journey and help shape the learning experiences of tomorrow.