WISER APP

### PREPARED BY

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Overview

The WISER App will allow coaches and clients to seamlessly share progress on goals, strategy and action steps created through the WISER method. This is based on the WISER Goalbook, currently in a Google Sheet format. Please see this [explanation video](https://drive.google.com/file/d/1q2r2WacS27dY2K3ENO6oA2rm00RJ5lKy/view?usp=sharing).

**UNIQUE VALUE PROPOSITION WORKSHEET**

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| --- | --- |
| Product Name | WISER App |
| Due Date | Nov. 1st |
| Point of Contact (Core Team) | Project Owners Naokimi Ushiroda  Project Manager Justin Okamoto  Design Team: Justin Okamoto  Stakeholders: Naokimi Ushiroda  Customers: Coaches and Clients of WISER Coaches |

Unique Value Proposition

1. **What Product or Service is your company selling?**

A revolutionary App focused on Life Organization, Personal Empowerment, and, Coaching and Accountability. With this App, you can track your actions, stay motivated, and achieve your goals through a wide range of empowering videos and a streamlined way of connecting with your coach. WISER App brings coaches and clients in one place where they can connect, grow, and reach their goals..

1. **What is the end benefit of using it?**

An App that will help people stay organized, productive, and motivated all while having access to an empowering content that will enable them to achieve the Psychology of Success.

1. **Who is the target audience for this?**

Achievement and growth-oriented people, between 20 to 40 years of age.

1. **What makes this offer unique and different?**

**• Headline.**

What is the end-benefit you're

offering, in 1 short sentence. Can mention

the product and/or the customer. This is the

attention grabber.

1. Turn your smartphone into your Personal Coach
2. Need a Coach? Tap the App
3. Turn your To-Do list into Want-To-Do list
4. WISER App will not just help you stay organized and productive but will also keep you inspired until you reach your goal
5. Inspiration, Empowerment, and Accountability. WISER App will help you reach your goal.

**• Sub-headline**

or a 2-3 sentence paragraph .

A specific explanation of what you do/offer,

for whom and why is it useful.

WISER App is for achievement and growth-oriented people who want to stay productive, organized, and inspired while working their way to success. An App that includes an Action Tracker, Empowering Content, and allows Coaching and Accountability. All of these while also being an effective business tool for Coaches and those aspiring to be one.

**• 3 bullet points.**

List the key benefits or

features (Unique Value Proposition

boosters)

* You will not be reminded to do your task, WISER App will inspire you to do it
* Feeling a bit down? Tap the App and find inspiring videos. Not enough? Connect with your Coach right through the App
* Start a digital training, become a Coach and touch other people’s lives

# Get things done, together.

Let’s track your actions and keep you motivated.

Let’s watch Exclusive Empowering videos.

Let’s connect with a Coach.

Let’s start a business.

Anytime, Anywhere!

# Achieve your biggest goals with one App

Stay organized, productive, and motivated.

Access empowering videos and digital training.

On top of that, WISER App connects Clients and Coaches anytime, anywhere.

# One App for all your Goals

WISER App will turn your To-Do List into Want-To-Do List keeping you organized, productive, and motivated.

One App that:

✔ includes an Action Tracker

✔ features Empowering Content,

✔ allows Coaching and Accountability.

All of these while also being an effective business tool for Coaches and those aspiring to be one.

Features

## Life Organization

* Action Tracker / Calendar Integration / Reminders
  + Ability to track the actions that you’re taking towards your goals.
  + Any action steps you set, will go automatically in your Google Calendar or iCal.
  + Includes a pop-up reminder that doesn’t just tell you what to do but reminds you of your goals and Who you are for taking these actions - not your typical To-Do reminder but a reminder that inspires

## Personal Empowerment

* Empowering Content
  + Video courses on how to use the App in the most effective way
  + Daily inspirations, coaching videos and digital trainings essential in building up the Psychology of Success
  + Exclusive videos about the WISER Goal Setting method
  + Receive and accept invitations to various online live events

## Coaching and Accountability

* Connect with Accountability Partners
  + Capability to share your Action Tracker to someone who is also using the App by assigning them as your Accountability Partner
  + Creates an opportunity to remind and support each other in achieving your goals
  + Capability to create Groups for specific goals where people can easily share ideas and insights
* Connect with a Coach
  + Clients can connect with their Coach via chat at a minimum rate, and/or phone call/video call in a very streamlined way
* Business Tools for Coaches
  + A business suite for Coaches to develop their coaching business by setting a business goal, and by planning and creating strategies
  + Ability to create a unique profile with specific fee structure
  + Ability to easily track clients’ information, goals, and their progress
  + Finance and Statistics feature to track earnings

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| --- | --- | --- |
| **WISER Lite** | **WISER Pro** | **WISER Coach** |
| FREE | $120 - $240 / year | $299 / year + Referral Fee + Processing Fee |
| With Ads | Ad Free | Ad Free |
| WISER Method Only | All Videos and Content | All Videos and Content |
| Limited Features | Full Features | Full Features + Coach Business and Marketing |

Phases

## Phase I - Development

Duration: 4 months (September - December)

* Launch a KickStarter
* Start developing the App with basic features such as WISER goals and Execution Log (Lite version)
* Launch a browser-based App and conducts tests with the Test Group

## Phase II - Launch

Duration: 6 months (January - June)

* Develop both Pro and Coach version with the following features: Content Library, Connect with a Coach, Connect with a Client, Finance and Statistics
* Conduct WISER Coach training
* Create online Coaching training
* Market through SNS, PodCasts, Affiliates etc.

## Phase III - Updating and Expansion

Duration: 6 months (June - December)

* Add features to Pro and Coach version
* Market through SNS, PodCasts, Affiliates, etc.
* Develop partnerships with more Coaching Trainers