

# Platform Comparison

Current Setup vs. New Custom Platform

Atletas World



## Executive Summary

Current Setup

Squarespace + Acuity Scheduling

Proposed Platform

Custom Django Application

**Bottom Line:** The new platform will save money, provide better insights, offer superior client experience, and position Atletas World for scalable growth.



## Side-by-Side Comparison

Feature	Current	New Platform
Monthly Cost	\$39-110/month	<b>\$20-50/month</b>
Ownership	Rent/lease	<b>Own 100%</b>
Analytics	✗ None	✓ Full Business Intelligence
Client Portal	✗ None	✓ Complete Account System
Coach Dashboard	✗ External Acuity	✓ Full Portal with Assessments
Player Assessments	✗ None	✓ 5-Category Rating System
Parent Notifications	✗ Manual Email	✓ In-App Messaging
Payment Tracking	⚠ Limited	✓ Full Revenue Analytics
Review System	✗ None	✓ Automated with Ratings
Mobile App	✗ Not Possible	✓ iOS/Android Ready
Custom Features	✗ Template Locked	✓ Add Anything Anytime

Feature	Current	New Platform
Data Export	⚠️ Limited	✓ Full Data Ownership

## 💰 Cost Analysis (12 Months)

### Current Setup

Squarespace: \$276 - \$396/year

Acuity Scheduling: \$732/year

**\$1,008 - \$1,128/year**

### New Platform

Cloud Hosting: \$360/year

Domain & SSL: \$12/year

Email Service: \$180/year

**\$552/year**

**SAVE \$456 - \$576 per year**

Plus: You own everything. No vendor lock-in.



## What You're Missing Right Now

### Business Intelligence

- Revenue analytics by program/coach
- Client growth trends
- Program performance metrics
- Predictive analytics

### Client Experience

- Personal account dashboard
- Session history & progress
- Review & feedback system
- Mobile app access (future)

### Coach Portal (BUILT)

- Dashboard with today's sessions
- View all trained players
- Set availability & schedule
- Player assessments (5 categories)
- Notify parents directly
- Track attendance

### Financial Management

- Integrated Stripe payments
- Automatic invoicing
- Tax reporting exports
- Failed payment recovery



## Features Roadmap

## Phase 1: MVP (Months 1-3)

- All current Squarespace features
- Payment processing (Stripe)
- Basic analytics dashboard
- Integrated scheduling
- Client accounts
- Coach management

## Phase 2: Enhanced (Months 4-6)

- Advanced analytics
- Email automation
- Progress reports
- Google Calendar sync
- Review system
- Performance tracking

## Phase 3: Future

-  Mobile apps (iOS + Android)
-  Video library
-  Equipment marketplace
-  WhatsApp/Discord messaging
-  Nutrition tracking
-  Multi-location support



## Decision Framework

**Choose Custom Platform If:**

- You want to own your business software
- You're tired of paying monthly fees forever
- You need better business insights
- You want to scale and grow
- You value flexibility and customization
- You want professional client experience

**Stay with Current If:**

- ! You're satisfied with zero analytics
- ! You don't need client accounts
- ! You're okay with rising costs
- ! You don't plan to grow
- ! You love managing multiple platforms

## Ready to Transform Atletas World?

A modern, data-driven training platform that grows with you

[View Live Demo](#)

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