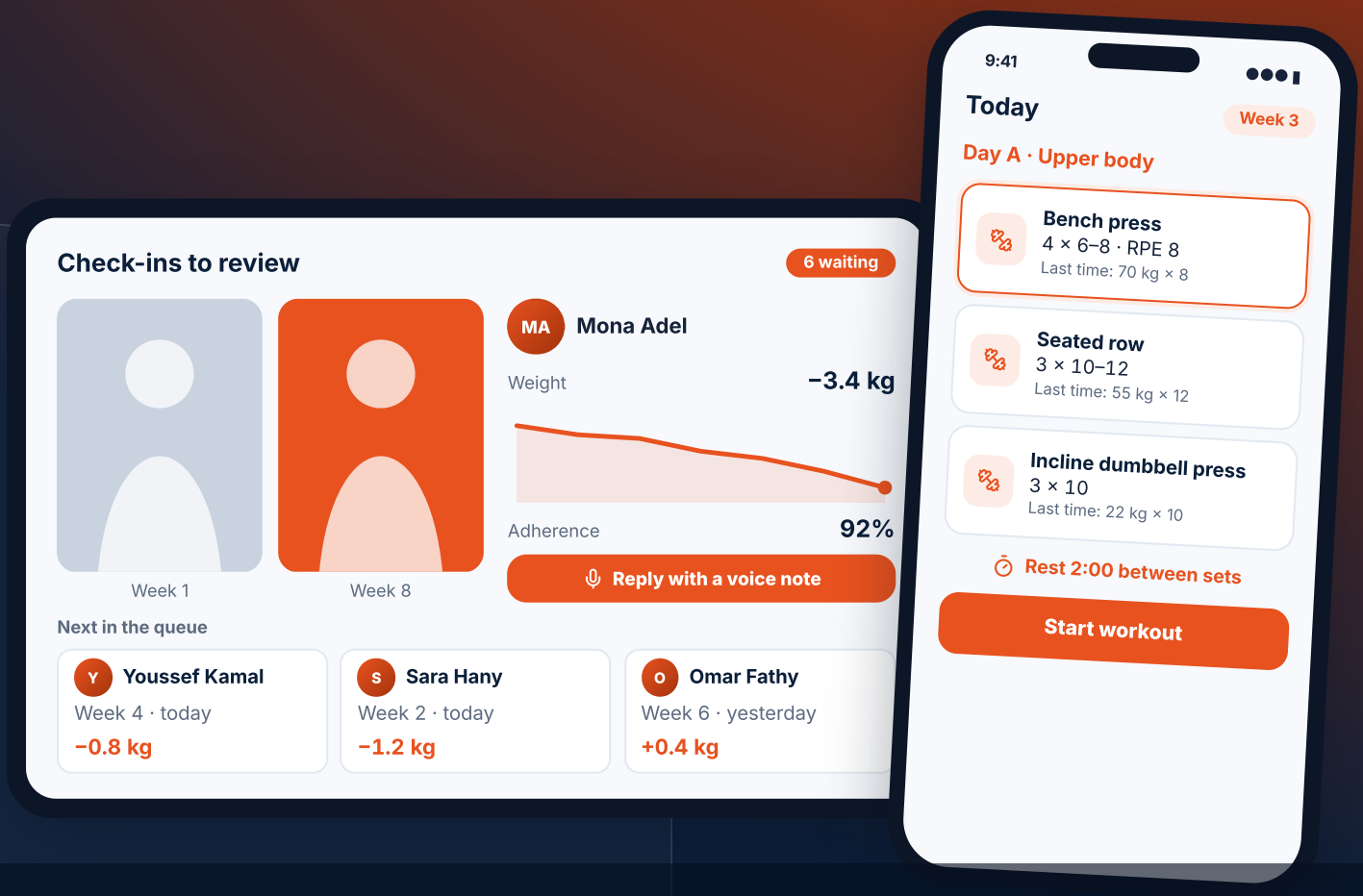
Qowa

Early access · Now inviting coaches

FOR COACHES & PERSONAL TRAINERS

Coach more people. Chase fewer messages.

Programs, nutrition plans, weekly check-ins, chat and payments in one app — in Arabic and English, priced in Egyptian pounds.



- Program builder & Arabic exercise library
- Check-ins with side-by-side photos
- InstaPay, wallets & cash tracked

WHY QOWA

Your coaching business, out of WhatsApp.

Most online coaches run on WhatsApp, Google Sheets and PDF meal plans. It works — until you have thirty clients.

Sound familiar?

- Programs live in PDFs and spreadsheets that clients lose or never open.
- Check-in day means scrolling through chats for photos, weights and excuses.
- You can't tell at a glance who is following the plan and who has gone quiet.
- InstaPay screenshots get lost and renewals slip by without anyone noticing.
- Global apps are priced in dollars and don't speak Arabic.

With Qowa

- Build a program once, save it as a template, assign it in a minute.
- Check-ins arrive in one queue, with photos side by side and trends drawn for you.
- Each client's page shows adherence, PRs, weight trend and renewal date.
- Every payment is recorded with its proof; you see who owes and who renews this week.
- Arabic and English, priced in Egyptian pounds, with a free plan to start.

Our aim: your weekly check-ins done in a fraction of the time — so you can take on more clients without giving up your weekends.

Made for

Online coaches

Training and nutrition for clients anywhere.

Personal trainers

Programs between in-gym sessions; session scheduling is coming soon.

Coaching teams

Several coaches under one brand; team tools are coming soon.

FEATURES · PART 1

Programs and nutrition, built fast

Everything you need to write great programs and meal plans — and to get clients to actually follow them.

Program builder
Weeks, days, supersets and circuits; sets, reps, load, %1RM, RPE, tempo and rest. Duplicate and edit in bulk.

Arabic exercise library
About 300 exercises with Arabic and English names, coaching cues and demo videos — plus your own.

Templates
Save your best programs as templates and assign them with a start date in a minute.

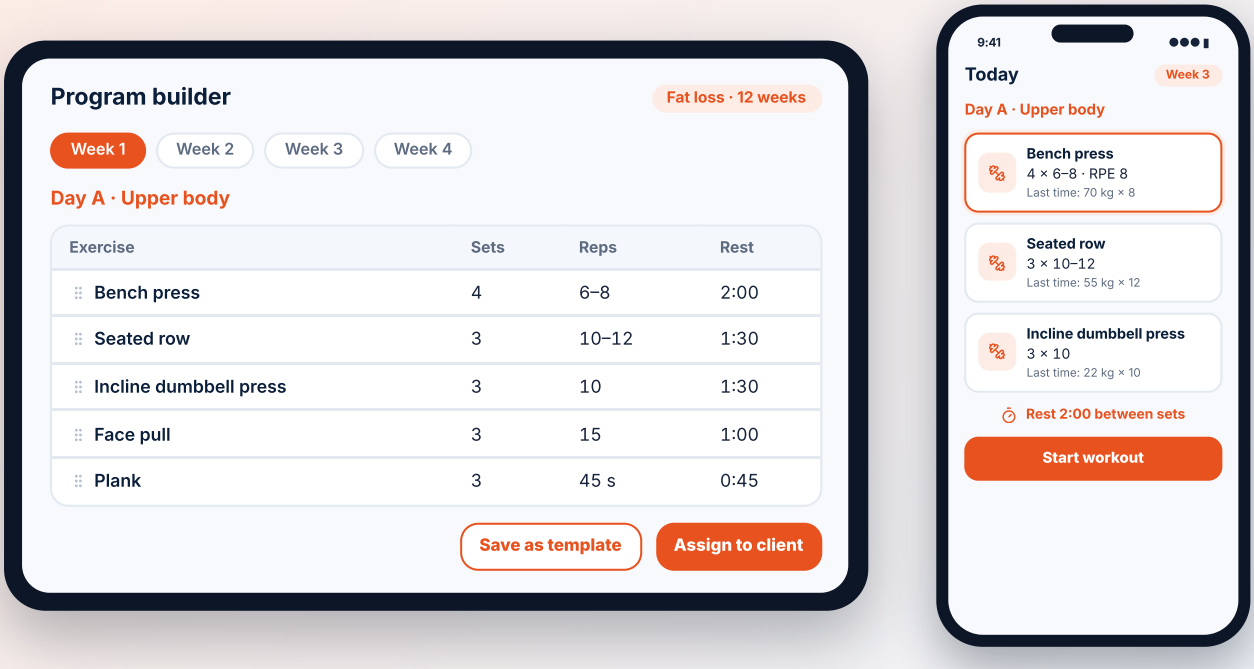
Nutrition plans
Calorie and macro targets, meal plans with alternatives and Egyptian foods, and a printable PDF.

Intake forms
Goals, training history, injuries, readiness questions and food dislikes — before you write a single set.

Client app
Clients see today's workout, log every set (even offline), watch the demos and follow their meals.

Your coach page
A public page with your packages and a "Request coaching" button; every request lands in your leads list to follow up until they sign up.

Easy client invites
Invite by link, QR code or WhatsApp, or import your client list from a spreadsheet.



Your program builder · the client's "Today" screen

FEATURES · PART 2

Check-ins, chat and getting paid

The weekly loop that keeps clients on track — and keeps your income on track too.

Weekly check-ins
Weight, measurements, photos, adherence, sleep and stress, on the schedule you set.

Review queue
All check-ins in one place, photos side by side, trends drawn — reply with text or a voice note.

Client 360°
Adherence, volume, PRs, weight trend, photos, notes, payments and renewal date on one screen.

Chat built for coaching
Text, photos, voice notes and short videos, linked to the workout you are talking about.

Packages
Price, duration and what is included: programs, nutrition, check-in frequency, calls. Pause and renew.

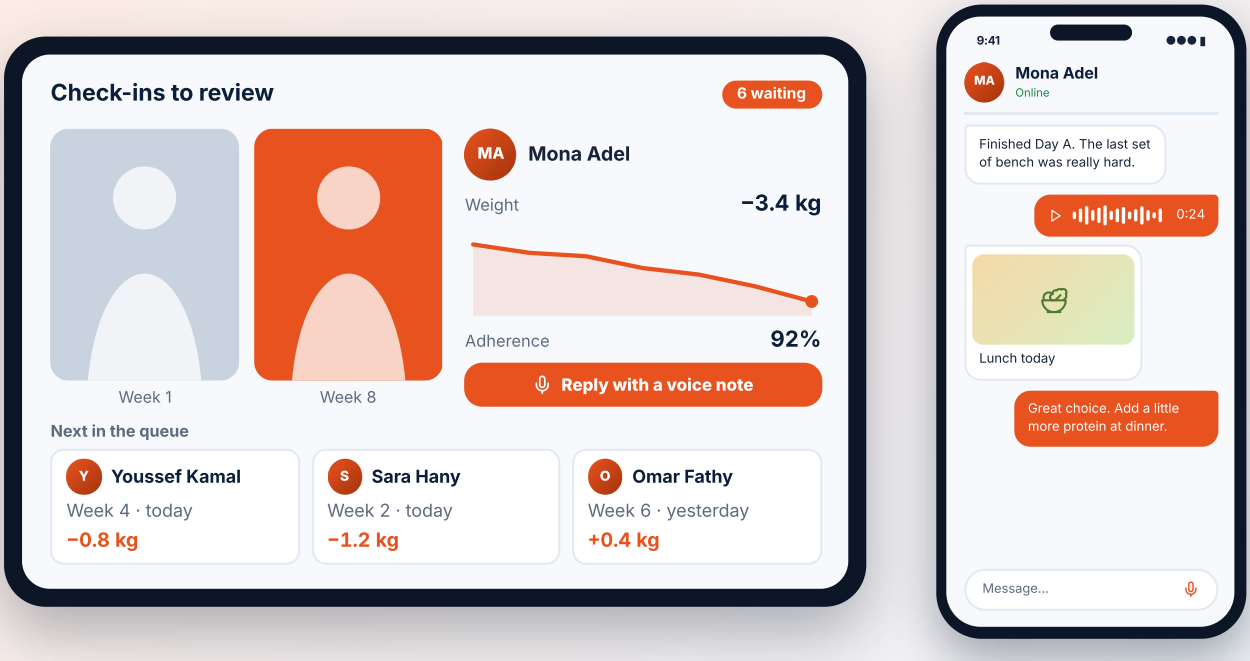
Payments & renewals
Record cash, InstaPay and wallet payments with proof; clients get renewal reminders.

Business dashboard
Active clients, income, renewals due and how quickly you answer check-ins.

Reminders
Clients are reminded when a check-in is due or a workout is waiting.

Coming soon — Scheduling & calendar sync · Automations · Card payments via your own gateway · Team tools

On the roadmap — Listing in the Qowa marketplace · Video consults · AI drafting assistant



Check-in review on the web · voice-note replies in the chat

GETTING STARTED

Designed to get your first client set up in 30 minutes

1

Create your business

Name, specialties, logo and your first package.

2

Invite your clients

Send a WhatsApp link or import your list.

3

Assign a program

From a template or from scratch, with a start date.

4

Review and get paid

Check-ins every week, renewals tracked for you.

Get paid the way your clients pay

- InstaPay (reference + screenshot)
- Mobile wallets
- Cash
- Bank transfer
- Card links via your own gateway — coming soon

Built to be trusted

Arabic and English

Right-to-left Arabic throughout; you and each client choose your own language.

Client consent built in

Clients approve what you can see — which makes it easier for them to say yes to you.

Secure by default

Encrypted data, private progress photos and two-step sign-in for your account.

Safety screening

Intake forms include a readiness questionnaire and injury history before training starts.

Questions coaches ask

Does Qowa take a cut of my income?

No. Payments from your own clients go straight to you; you pay a flat monthly plan. A 10% commission will apply only to clients who find you through the Qowa marketplace (on the roadmap), for their first 12 months.

Do my clients pay for the app?

No. The client app is free for them.

What happens when a client leaves?

They keep their own logs and a read-only copy of the programs they paid for. Your templates, videos and private notes stay yours.

Can I bring my current clients?

Yes. Invite them with a WhatsApp link or a QR code, or import your list from a spreadsheet.

PLANS

Start free. Grow when you are ready.

Prices in EGP per month, VAT included. Yearly plans get two months free. Try Pro free for 14 days — no card needed.

Free

0 EGP / month

Up to 3 active clients

- Programs & check-ins
- Chat with clients
- Coach page (Qowa branding)

Starter

349 EGP / month

Up to 15 active clients

- Everything in Free
- Nutrition plans
- Packages & payment tracking
- Intake forms

Recommended

Pro

799 EGP / month

Up to 50 active clients, +10 EGP per extra client

- Everything in Starter
- Business dashboard
- Your logo & colours
- Leads from your coach page
- Scheduling & automations (soon)
- Card payments via your gateway (soon)

Team

1,999

EGP / month

3 coaches · 150 active clients

- Everything in Pro
- +399 EGP per extra coach
- Client assignment & shared templates (soon)
- Roles & coach quality metrics (soon)

Every plan includes

- Arabic & English
- Free client app (iPhone & Android)
- Arabic exercise library
- Offline logging for clients
- Two-step sign-in
- Free updates

Founding coaches offer

40% off your first 12 months — for the first 200 coaches, in return for feedback calls and a short case study.

Join the first 200 coaches

Start on the free plan, or try Pro for 14 days. Import your client list from a spreadsheet and start coaching in Qowa the same day.

+20 155 544 0882 support@qowa.app

Start free →

qowa.app

Early-access brochure. Features marked “Coming soon” or “On the roadmap” are planned and not available yet. An active client is one with an active coaching package during the month; archived clients are free. Prices in EGP including VAT; features and prices may change before launch.