



Skills coaching

Coachbit offers a coaching program to help kids and teens build life-changing habits and skills.

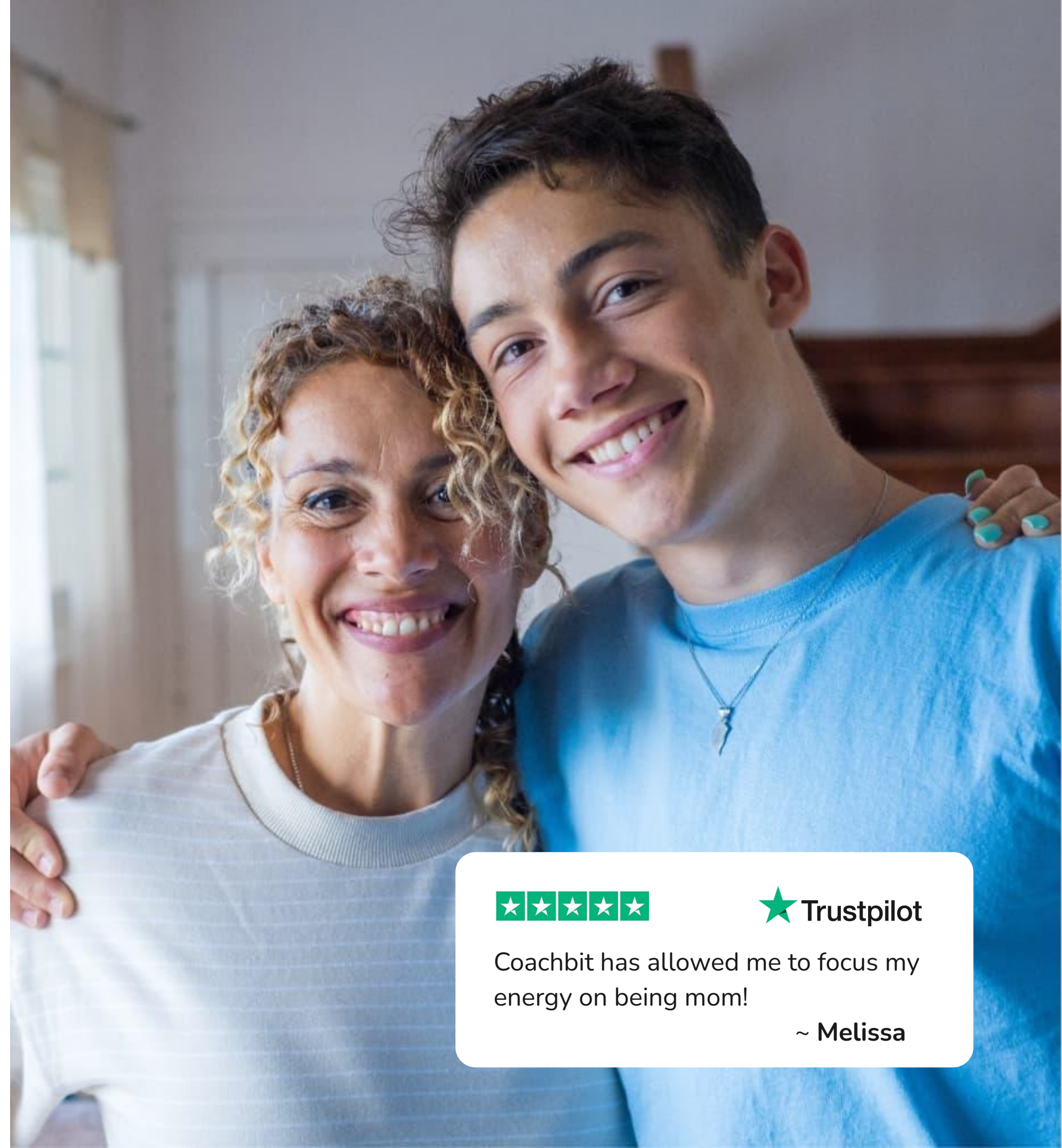
Academic coaching

Executive functioning

Study skills

Life coaching

ADHD



★ Trustpilot

Coachbit has allowed me to focus my energy on being mom!

~ Melissa

A letter from our founder

In my 12th Grade, my parents realized, to their horror, I had no idea how to study. They enrolled me in a 5-day study-skills workshop and a speed reading course.

There was so much information to remember. The skills were hard to implement on my own. A few weeks later I gave up and reverted to my bad habits: turning in work late, cramming for tests the night before, etc.

12th Grade was almost over and I needed to catch up fast. My parents spent a small fortune on private tutors and I managed to graduate well enough to scrape into Engineering. The victory was short lived and soon those same problems caught up with me.

What worked in High School was no longer working in College. Rote memorization and last minute cramming wasn't cutting it. I wasn't coping.

So for the first time in my life, I started learning *how* to learn, how to manage my time, structure my day to be productive and build habits.

Not only did these skills help me graduate near the top of my class, they've continued to help me in life. They've helped me build a few companies (and deal with the failure of one), manage a growing workload while maintaining a healthy work-life balance.

With each discovery of an invaluable habit, tool or method, I kept lamenting, **"if only I had learned this at school!"** This became the impetus for Coachbit.

Nick Miller

CEO of Coachbit



School teaches you what to learn, not how to learn

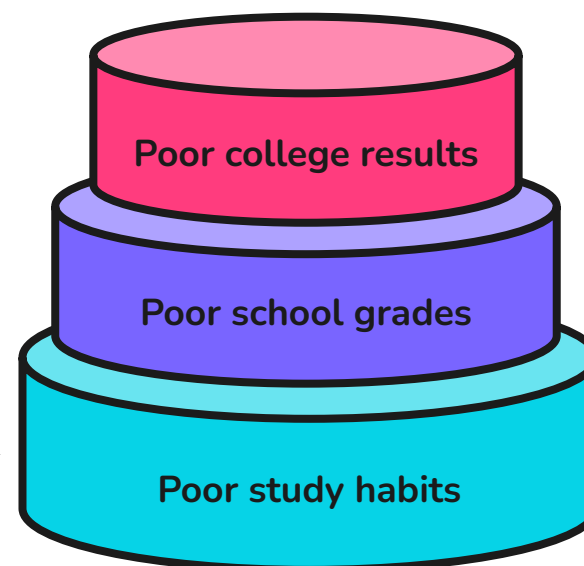
At school, the concepts within each subject build upon each other - like building a wall - brick by brick. All students develop gaps in this wall. These gaps cause downstream problems. With extra effort these gaps can be plugged.

Getting someone to change their behavior is a whole other problem. Reading about the piano will never make you a good player. Knowing you need to do sit-ups won't give you the abs (sadly). Knowing you need to study won't make you a good student. You need help with the how - the implementation.

You don't need more information.
You need to change your behavior.
Changing behavior is hard!



The root cause →



**The more we pile on,
the less they learn.**

– Dr. Etta Kralovec



Changing behavior is hard!

This is because new behaviors are quickly abandoned.
(How are those New Year's resolutions going?)

Coachbit is able to drive sustained behavior change, because it has been designed from the ground up using four key elements from behavioral science:

- 1) **Habits** - a habit-based curriculum
- 2) **Daily** - daily accountability with a human coach
- 3) **Systems** - tools to implement and measure learning
- 4) **Incentives** - goals and rewards that drive motivation

Next, let's look at each of these four key elements.



Success is the product of daily habits, not once in a lifetime transformations.

– James Clear, Atomic Habits



 **Trustpilot**

Our son started with Coachbit as an awkward eleventh grader with pretty significant executive functioning and ADHD issues. He was having a really hard time managing the various responsibilities in his life, and his motivation and confidence were plummeting as a result. In his first semester with Coachbit, his grades improved from B's and C's to almost all A's!

~ Shaniek Maynarda

2. Daily accountability with a human coach

Why daily?

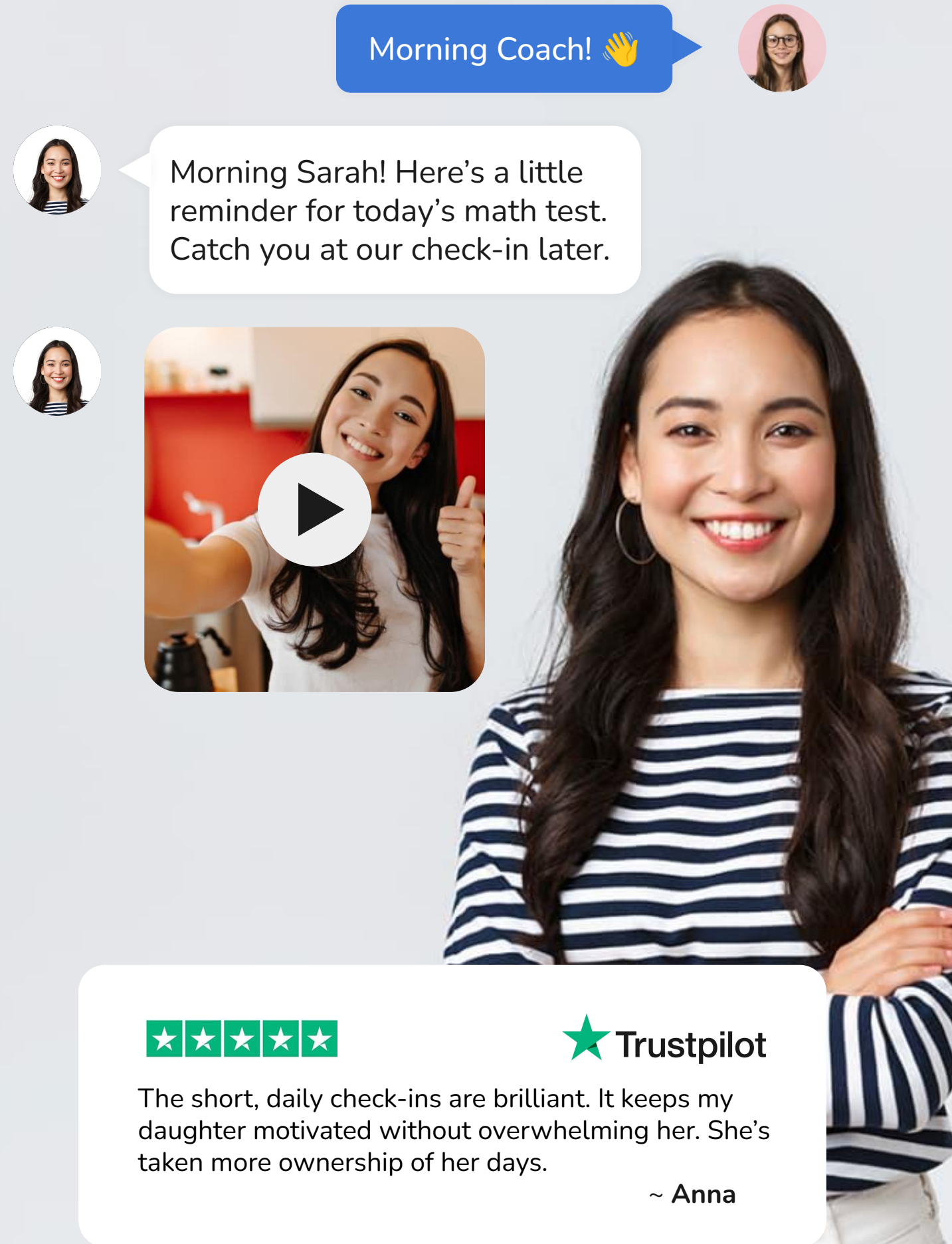
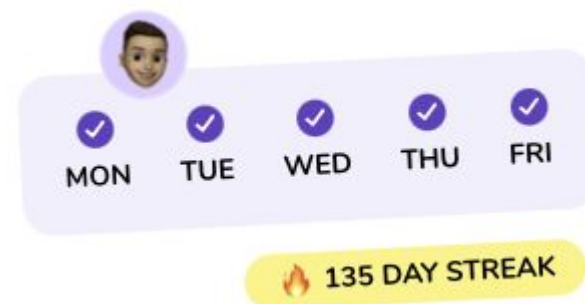
“Habits are the compound interest of self-improvement.” (James Clear, Atomic Habit). Consistent, tiny steps every day will win over bigger changes weekly.

Why human accountability?

We are relationally wired. Who you learn from matters more than what you learn. Most kids respond well to a positive role model (who isn't a parent).

How does accountability work?

Everything we teach has a measurable behavior. Each day your child will have to “prove” they're doing the habits. Remember, ingrained habits are automatic behaviors so it's always manageable – even in busy periods.



3. Tools to implement and measure learning



The Coachbit app

Available on iOS and Android

The Coachbit app provides a safe ecosystem with two crucial functions:

Gives your child tools to implement what they learn

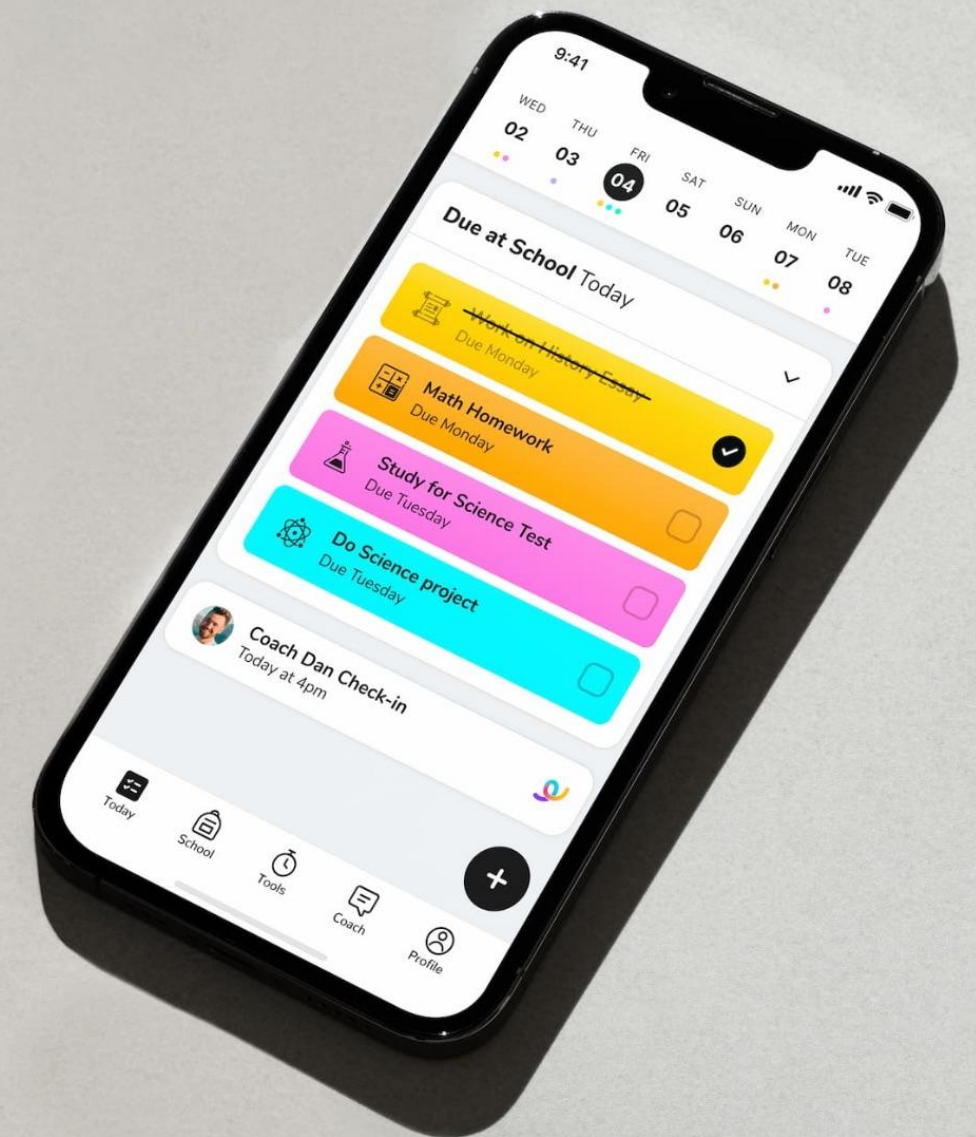
Your child doesn't need more information, they need tools and systems to help them be successful. The app has a habit tracker, homework/task-management system, notepad, focus timer, flashcard system and reward system. We're building new tools all the time.

Allows the coach (and parent) to track their progress

The data from the app's tools tell a story of how your child is implementing what they learn. Coaches use this data to carefully guide your child through the many obstacles they'll face in implementing what they learn.

If you want better results, then forget about setting goals. Focus on your system instead.

– James Clear, Atomic Habits



4. Incentives that drive motivation

By carefully considering the impact of incentives, we've created a reward system designed to nurture positive behaviors and encourage engagement.

How your child earns rewards:



1. Achieve weekly goals

Each week, your child has a habit completion goal set in the app. Success hinges on consistently checking off habits and nailing prove-its.



2. Earn Gritcoin

Achieving weekly goals earns your child Gritcoin, our virtual currency symbolizing hard work, persistence, and achievement. Show Grit, get coin!

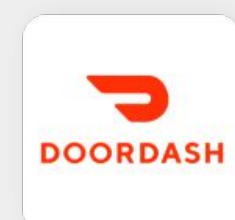
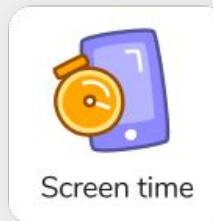
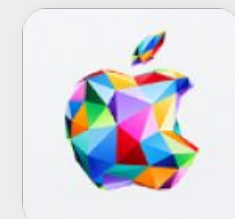
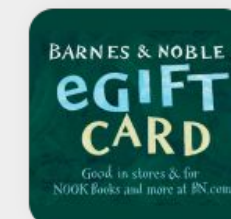
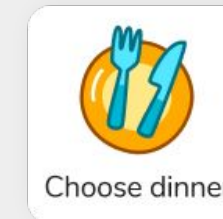


3. Redeem rewards

With Gritcoin, your child can celebrate all the hard work by choosing from an array of exciting rewards, such as gift cards, coach rewards, or parent rewards.







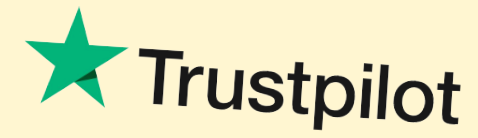
Rewards for every child



Who are the coaches?

All our coaches:

-  Work full-time or half-time for Coachbit
-  Undergo constant training
-  Have passed a background check
-  Are part of a supervised team



We hire coaches our own kids would love!

ole

★★★★★ Gaia is amazing!

great

★★★★★ Wayne embodies the role of big brother

adhd, g well.

★★★★★ Nathaniel is encouraging and full of enthusiasm.

★★★★★ Coach Kate has helped our daughter regain her love for learning

l
y

★★★★★ Dean has been phenomenal and we are already seeing a difference.

★★★★★ My son's coach (Rivo) was persistent even in times when I was beginning to lose hope

★★★★★ Coach Julie has been great! She's really connecting with my son and he is responding very positively

★★★★★ Can't speak highly enough of Melissa and Coachbit.

★★★★★ Rob is fantastic!

★★★★★ Thank you so much coach Duncan and the Coachbit

Get Started in 3 Steps

- 1 Register your child**
- 2 Confirm your coach**
- 3 Be a parent again**



Have more questions? Schedule a call.
coachbit.com/call

self
Level-up your ~~game~~ character

