

my-itrainer.com factfile: updated August 2007

About the business

- ✓ my-itrainer.com is an exciting online personal training business launched in January 2007 by husband and wife team Ketan Shah and Sheila Mistry
- ✓ The website address is www.my-itrainer.com
- ✓ It operates across the UK from a base in London
- ✓ The idea is simple. Clients enter personal info and their fitness goals to buy a personalised training programme. They can do it in their own home, or anywhere they are near a computer
- ✓ An experienced personal trainer builds an individual workout programme for each client. This means they benefit from expert help to achieve their goals without the expense or hassle of visiting a gym
- ✓ Clients also get a customised menu plan with links to healthy & tasty Waitrose recipes
- ✓ The site supplies and demonstrates personalised training programmes using an animated demonstrator called SADI (Show And Do It)
- ✓ SADI took 18 months to develop and is the first online fitness demonstrator of her kind. She is powered by an extensive exercise library
- ✓ Clients pay no joining or cancellation fee. They can enjoy a personalised fitness programme for £19.99 a month, or an intensive 12 week programme for £54.99
- ✓ My-itrainer is also available as a tool for gyms and health clubs to use to improve client retention, keep in touch with clients between visits, and track client progress.

About the people

- ✓ The business was conceived and set up by husband and wife Ketan Shah and Sheila Mistry, who are both experienced personal trainers
- ✓ They have owned and run a personal training studio in London since 2000
- ✓ 39-year-old Sheila Mistry has been in health and sport her entire adult life. She has qualifications in Pilates and personal training. In 1997 she helped the Sports Council develop a fitness video to promote physical exercise to Asian women
- ✓ 39-year-old Ketan Shah has been a general sports coach for adults and children, and is a qualified personal trainer and sports therapist. He worked for Holmes Places in London for two years before starting the personal training business with Sheila

Full press resources including images, logos and screenshots, are available.

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