

Mara.

Performance under *pressure*.

AI PERFORMANCE AND COMMUNICATION COACH. EVIDENCE BASED. DATA DRIVEN.

The first AI coaching platform that genuinely watches, listens, and reads you. Live video and audio analysis on your own device, built on eighteen years of somatic coaching methodology.

Five rooms. Three complete curricula. Six scored dimensions. Real coaching. Not a scorecard.

18

YEARS OF PROPRIETARY IP

6

DIMENSIONS SCORED EVERY
SESSION

132

GUIDED COURSE SESSIONS
AND LESSONS

100%

PRIVATE · YOUR SESSIONS
STAY YOURS

The gap is not just skill. *It is nervous system.*

Every other AI coaching tool has a microphone and a transcript. Mara has a camera, a live audio feed, a posture analysis layer, and eighteen years of somatic coaching methodology. She is the first AI platform that genuinely watches you: reading your body signals, your vocal energy, your self soothing gestures, and your facial presentation in real time, while coaching you through a structured session.

The most expensive problem in any senior career is not just skill. It is the gap between what you are capable of when calm and what you can access when the room turns. Mara closes that gap at the level it was formed.

01 · SOMATIC FOUNDATION

State, then technique.

Mara works at the level where performance actually breaks: the nervous system response that fires when stakes rise. Every other coaching product trains technique on top of an unregulated state. Mara regulates the state first, then layers technique on top. That is why the work transfers into the real room.

02 · PERSONALISATION

A different session for every person.

Mara reads you from the first three exchanges: block type, register, processing channel, where the body holds tension, the language you use to describe yourself. She coaches a fundamentally different session for every person, recalibrating turn by turn, every session.

03 · COMPOUNDING VALUE

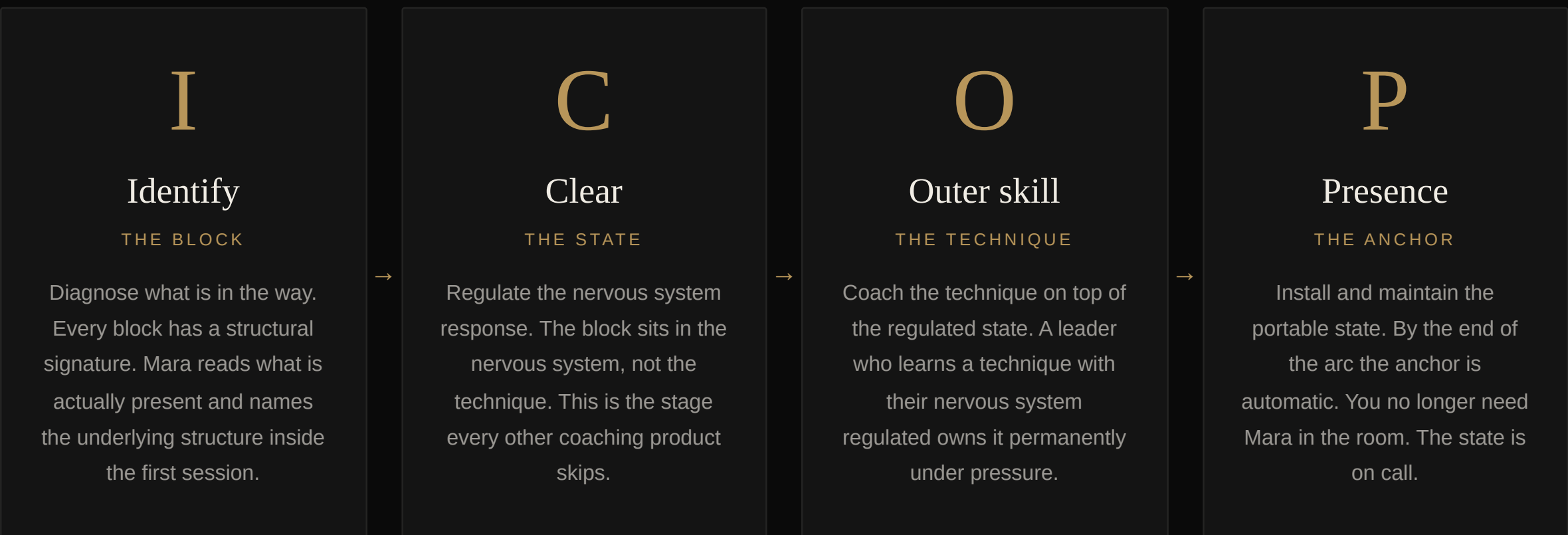
More irreplaceable every month.

The recordings library, the journal, the scored progression, the goals and the diary accumulate value the longer you use the platform. By month six you have built a documented performance record you cannot replicate anywhere else.

"Mara is the first and only AI coaching platform that watches the body, works the nervous system underneath the skill, and measures the movement. No other tool in this category does all three. Most do none."

The ICOP *Method.*

ICOP is the four stage somatic coaching arc that takes you from block identification through deep inner clearing to performance state embedding and permanent maintenance. Developed by Jade Matthew across eighteen years of professional performance, psychology and executive coaching practice. The only complete somatic coaching methodology available at scale.



THE METHOD BEHIND MARA WAS BUILT IN REAL ROOMS.

JADE MATTHEW HAS WORKED WITH LEADERS AT NETFLIX · DEUTSCHE BANK · CHANNEL 4 · VODAFONE · HILTON · SKY · BBC · HBO · AUDIBLE

Five rooms. *One coach who reads the room.*

Mara is built as a set of rooms, each one a complete shift in how she behaves. The pressure, the register, the techniques and the language all calibrate to what the moment is for. Every session is private, scored where scoring belongs, and saved to your own dashboard.

ROOM ONE

Coaching Room

Executive coaching on the situation you are actually working on. Articulation, storytelling, presence, speaking up, holding the room, the conversation you have been circling for weeks. The call without booking the call.

- Five coaching levels, unlocked by demonstrated readiness, not time or payment
- The Room Read: what your audience was thinking at the key moments
- The Power Line: your single strongest sentence, quoted back, coached to lead with it
- The Killer Question: the question you most fear, coached through, then asked

MARA

*"You softened where you used to overqualify.
The pause before the ask was new. Hold that
pause."*

Practise Room

Rehearse your pitch, presentation or public speaking with the camera and microphone on. Mara watches the delivery, scores it across six dimensions, and coaches your next delivery. Every take is saved to your own recordings library, and your first recording is archived permanently: the baseline you will measure everything against.

- Live video and audio analysis: posture, gesture, eye contact, vocal energy, pace
- Six scored dimensions every session, each with one specific observation and one technique
- Side by side comparison of any two recordings: week one next to now
- Calibrated pressure: sceptical audiences, interruptions, the question you did not want

MARA

"Walk me through the slide that costs you the most. Not the data. The slide where you start to lose the room."

Off the Record

A private space for difficult conversations, decisions, and the things you cannot say out loud anywhere else. Built on the same psychology a senior executive would receive in a top tier consulting room. Nothing said here contributes to scoring, dashboards or any record outside the room. Shred the conversation any time.

- Sit with it: a witness when you need to be heard, not solved
- Think it through: a thinking partner, slow and disinterested
- Rehearse it: a full roleplay of the hard conversation
- Name what is happening: the shape of the thing, given back

MARA

"What is this conversation actually for? We need to know what you are carrying."

ROOM FOUR

Breathing

Two to twenty minute guided reset patterns, grounded in the physiology of the threat state. For the carpark before the meeting. For between calls. For the day that has already gone wrong. The fastest route from activation back to authority.

- Patterns calibrated to the time you actually have
- Physiological, not aspirational: breath, jaw, shoulders, ground
- Schedule calm into your week alongside your goals and events

"Four counts in. Hold four. Six out. The room can wait ninety seconds for the version of you that should walk into it."

LIVE DEMO · THE 4 · 4 · 6 RESET

4

READY

Three rounds is one reset. Try one now.

ROOM FIVE

Mindset

A ten minute pre performance warm up for the moments that are already in the diary. Voice, body and attention brought into one place before you walk in. The professional ritual most senior people never had, on demand.

- Guided sequence: ground, breath, voice, intention
- Voice exercises from eighteen years of professional performance
- Built to run ten minutes before the real thing
- Ends with your anchor: the physical cue installed in your coaching sessions

"Press your thumb and finger together. Feel this moment of being grounded. That is your state. It travels with you."

LIVE DEMO · THE WARM UP SEQUENCE

- i Ground. Feet flat. Weight settled. Find the floor before you find the words.
- ii Breath. Low and slow. The out breath longer than the in.
- iii Voice. Wake the instrument: hum, release, range.
- iv Intention. One sentence. What does this room need from you?

VOICE EXERCISES · TOUCH ONE

THE HUM

THE SIREN

LIP TRILL

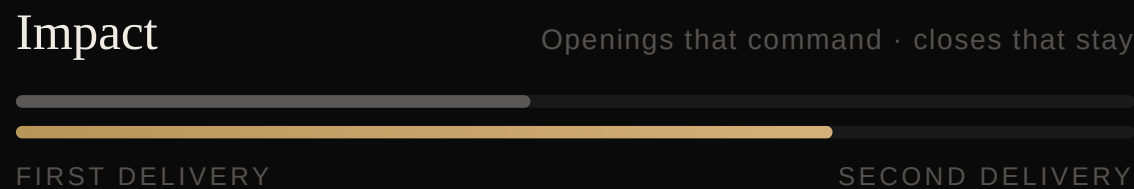
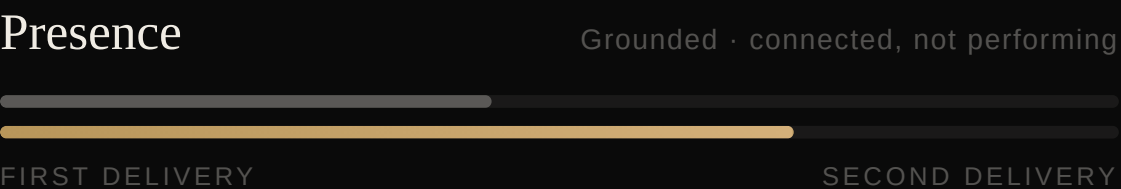
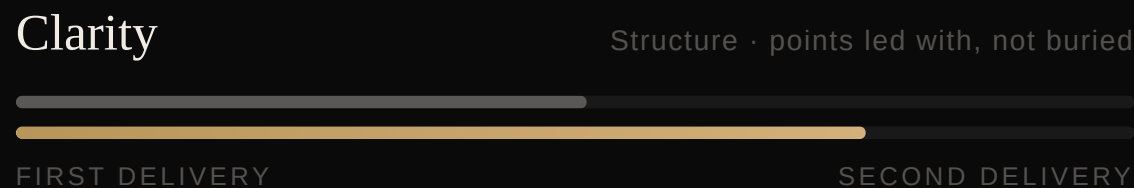
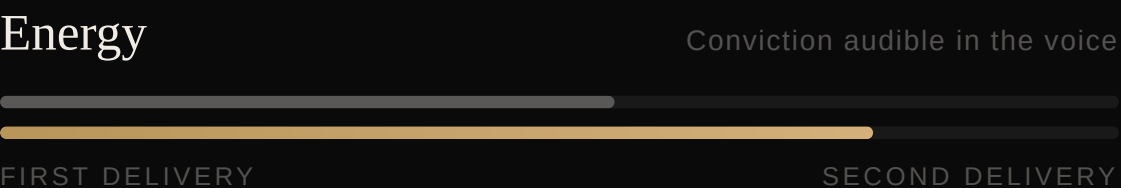
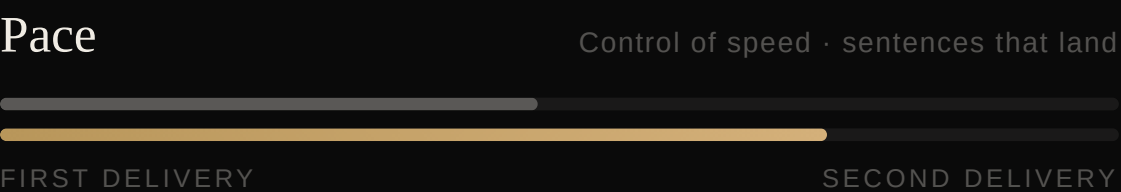
PROJECTION

Each exercise is guided by Mara in the room, calibrated to the moment you are warming up for.

The complete sixteen session ICOP arc, delivered inside the platform: from block identification to a permanently installed performance state, with practice and reflection built in between sessions. The signature curriculum of Session.

Six dimensions. *Measured every session.*

Every scored session in the Practise Room is measured across the same six dimensions. Each score arrives with a specific observation from that session and one technique to shift it. Below: a real pattern, the first delivery of a session against the second, after Mara has coached the recovery.



The movement between the two deliveries is not effort. It is regulation. Between them sits a physical reset: breath, body, ground, voice. The nervous system is shifted, and what emerges is not a better performance of a technique. It is you, without the interference. You watch both recordings back and see it with your own eyes.

Three complete curricula. *Taught by Mara.*

Alongside the rooms, Mara teaches. Each course is a structured curriculum of short guided sessions, written by Jade Matthew and delivered in Mara's voice: she teaches, she asks, and she closes every lesson with a line you carry into the day. One active course thread sits on your home screen. Mara routes you. You never get lost in a library.

COURSE ONE

Be Heard.

The workplace course

Fifty six guided sessions on communication in the working world: reading the room, the art of listening, saying the hard thing, staying steady when it gets heated, rupture and repair. Five minutes a session. Calibrated to your seniority and your block type.

56

GUIDED
SESSIONS

12

MODULES

5

MINUTES A
SESSION

COURSE TWO

Performance.

Presence, connection and live performance

Sixty lessons across fourteen modules: orientation, presence, connection, truth, story, the line, and on into the full craft of performing under observation. The complete curriculum behind eighteen years of professional performance work, taught one lesson at a time.

60

LESSONS

14

MODULES

1

LESSON AT
A TIME

COURSE THREE · THE SIGNATURE

The Programme.

The ICOP Method, in sequence

The signature work of Session: sixteen sessions across ninety days, the complete ICOP arc delivered by Mara. Identify the block, clear it, coach the outer skill, install the anchor. Mara opens each session by referencing the last. Continuity is built in.

16

SESSIONS

4

STAGES

90

DAYS

In development: Behaviour and Relationships, and Confidence. The catalogue grows. The door stays the same: one Courses room, one active thread, Mara deciding what serves your work next.

Everything earned. *Nothing manufactured.*

You open the app and see something useful in five seconds. Sessions, your arc, free text goals, the diary, your recordings library, and a coaching journal written in Mara's voice. No streaks. No badges. No hype.

Welcome back, Sarah.

Your arc is in rhythm. Six sessions in the last fourteen days. Series B pitch in 21 days.

MARA NOTICED

Your confidence score climbed three points this month. The cofounder conversation is the next edge. It keeps appearing in your avoidance pattern.

DAY 1

DAY 45

TODAY

13

SESSIONS

2.4×

PER WEEK

+38%

VS INTAKE

76

FORM SCORE

YOUR GOALS · FREE TEXT

Land Series B without reading the deck

60% · Target Wed 28 May · 3 of 5 prep sessions complete

Have the cofounder conversation

30% · Still avoiding · last rehearsal 4 days ago

COACHING JOURNAL · PULL QUOTES

YESTERDAY · SERIES B PREP

"You softened on the slide where you used to overqualify. The pause before the ask was new. Hold that pause."

2 DAYS · HARD CONVERSATION, COFOUNDER

"You named the thing you have been avoiding. The conversation has not happened yet, but you are now someone who can have it."

Behind the dashboard sits the recordings library: every take saved, your first ever recording permanently archived, and any two recordings comparable side by side. Who you were in week one, next to who you are now. Objective video evidence of change.

Off the Record. *Nothing leaves the room.*

The room a senior leader walks into when therapy is too revealing, coaching is too political, and there is nowhere left to put what they are actually carrying.

"Mara holds it. Quietly. Privately."

PSYCHOLOGY · BUILT IN

- NLP and hypnotic language. Patterning and state shifts, calibrated to you.
- Parts work and schema. Recognises the inner critic, the protector, the wound.
- Somatic regulation. Nervous system first. The body before the mind.
- Attachment and CBT. Relational patterns, reframed without smoothing the truth.

FOUR REGISTERS · ONE ROOM

- Sit with it. A witness when you need to be heard, not solved.
- Think it through. A thinking partner, slow and disinterested.
- Rehearse it. A full roleplay of the hard conversation.
- Name what is happening. The shape of the thing, given back.

The privacy contract is absolute. Nothing said in Off the Record contributes to scoring, dashboards, reports, or any record outside the room. Shred any conversation, any time, permanently. Mara is a performance coach, not a clinician: she names her scope honestly and points you to the right kind of help if a conversation needs it.

YOU

I need to tell one of my directors that he is not getting the promotion. He has been waiting two years for it. I keep moving the meeting.

MARA · OFF THE RECORD

You have moved it three times now, so let us be honest about what is being protected. Before we touch how you say it: what is the one sentence you have been avoiding saying? Not the diplomatic version. The true one.

YOU

That he is excellent at the work he has now, and I do not see him leading the team. And that I should have told him a year ago.

MARA · OFF THE RECORD

There it is. Two sentences, and the second one is yours to own, not his to carry. The conversation you have been dreading is the one where you hide that. The one you can actually have starts with it. When you are ready, we rehearse it: I will be him, and he will not make it easy. Nothing we say here leaves this room.

No hype. No "crush it." *Honest, specific, direct.*

Mara never hypes. Every observation is earned by what she has seen and heard. Below: a verbatim opening for a user preparing a Series B pitch.

MARA

Sarah. Your Series B is in 21 days. We will not pretend that is not in the room. Today we work on the moment the lead investor pushes back on the model. Walk me through the slide that costs you the most. Not the data. The slide where you start to lose the room.

SARAH

Slide eleven. The unit economics. The CAC payback question always derails me.

MARA

Good. Specific. You will deliver slide eleven once, exactly as you would in the room. I will not interrupt. After that I become your toughest investor. Same slide. Different version of the same room. Stand up. Camera on. Begin when you are ready.

WHAT NEVER CHANGES

- Mara never hypes. No "you've got this." No manufactured enthusiasm.
- Mara never preaches. An observation is made once, precisely, and left with you.
- Mara never softens the truth to manage the relationship. The relationship is built on the truth being reliable.
- Mara never speaks in technical metrics. She tells you what the room felt, not what the software measured.
- Mara remembers. Your patterns, your goals, your upcoming moments, your last edge. Every session starts where the work actually is.

The others are scoreboards. *Mara is a coach.*

Most AI speech tools are language models with a microphone. They transcribe and count: filler words, pace, the number of times you said "um." That is pattern recognition on a transcript. None of them are watching you. None of them work the nervous system. None of them have a method.

TOOL	WHAT IT ACTUALLY DOES	PRICE	THE GAP
Yoodli · Poised · Speeko	Language model plus microphone. Transcribes, counts filler words and pace. No camera, no body signals, no method.	£15-25 /seat/mo	<i>Tells you what happened. Does not change anything.</i>
Orai	Speech pattern recognition with gamified repetition drills. No live video, no posture analysis, no coaching arc.	£10-20 /seat/mo	<i>Practice without a coach. No nervous system work.</i>
BetterUp · CoachHub	Human coaches by video call, matched by algorithm. No on device measurement, no signal data, no programme arc.	£5k-12k /seat/yr	<i>Human warmth, no measurement. Many times the cost.</i>
Live executive coach	One to one coaching, usually fortnightly. Relationship driven, no data, availability limited to the booked hour.	£750-1,000 /hr	<i>Excellent, and absent at the moment of need.</i>
Mara	Watches the body, hears the voice, works the nervous system underneath the skill, coaches live, and measures the movement across six dimensions. Available at midnight before the board meeting.	£29 /mo	<i>Real coaching. Not a scorecard.</i>

FEATURE BY FEATURE · WHAT THE SOFTWARE IS ACTUALLY DOING

CAPABILITY	YOODLI · POISED	ORAI	BUNCH · VALENCE	BETTERUP · COACHHUB	LIVE COACH	WORKSHOP	MARA
Records and analyses voice in real time	✓	✓	✗	✗	✗	✗	✓
Records and analyses body and posture	✗	✗	✗	✗	✗	✗	✓
Analyses facial and self soothing gestures	✗	✗	✗	✗	✗	✗	✓
Tracks vocal energy variation, not just pace	✗	✗	✗	✗	◦	✗	✓
Live coached session, not just feedback after	✗	✗	◦	✓	✓	◦	✓
Works the nervous system, not just the skill	✗	✗	✗	✗	◦	✗	✓
Structured courses and a programme arc	✗	✗	◦	◦	✗	✗	✓
Installs a physical anchor for the real room	✗	✗	✗	✗	◦	✗	✓
Scores six performance dimensions per session	◦	✗	✗	✗	✗	✗	✓
Tracks score progression across sessions	◦	✗	✗	✗	✗	✗	✓
Cohort level reporting for HR and L&D	✗	✗	◦	✗	✗	✗	✓
Board reportable performance data	✗	✗	✗	✗	✗	✗	✓
ESL specific coaching dimensions	✗	✗	✗	✗	◦	✗	✓
No raw audio or video leaves the device	✗	✓	✗	✗	✗	✗	✓
No human coach overhead in the cost	✓	✓	✓	✗	✗	✗	✓
Available 24/7, unlimited sessions	✓	✓	◦	✗	✗	✗	✓

✓ yes ✗ no ◦ partial or limited

One subscription. *Everything.*

FOR YOU · INDIVIDUAL

£29 / month

UNLIMITED SESSIONS · CANCEL ANY TIME

Full access to Mara: all five rooms, all three curricula, every scenario. The complete dashboard, the arc, the recordings library, the journal, the diary. Practise as often as you need to. No usage limit. No commitment beyond the month.

START YOUR SUBSCRIPTION →

A single hour with a senior executive coach costs £750 to £1,000. Mara is £29 a month, and she is there at midnight before the board meeting.

BEFORE YOU DECIDE

Try Mara free. Fifteen minutes. No signup.

Open the taster, pick a scenario, and run a live coaching session with Mara. Scored across six dimensions. Real coaching, real pressure. No card. No commitment. You decide in the room, the way you decide everything else.

TRY MARA · 15 MINUTES →

For teams and organisations, ask for the corporate brochure: cohort licensing, the L&D portal, and the 90 day pilot.

READY WHEN YOU ARE

The room is coming either way. *Walk in regulated.*

Your next high stakes moment is already in the diary. The question is which version of you walks into it.

TRY MARA · 15 MINUTES FREE →

START YOUR SUBSCRIPTION

SESSION

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