

VIDEO (1min):

In the video please introduce yourselves, explain what you're doing and why, and tell us anything else you want to about the founders or the project.

Hi, I'm Catherine Franklin, a product person turned chief of staff, most recently to the CEO of Getty Images.

Through my own journey to be healthier, happier, and more healed – I realized that figuring out who to trust or how to start was often harder than doing the work itself... requiring you to piece together clues, answers, and experts through different platforms, resources, and content types.

Meanwhile, a lot of these health and wellness experts are solopreneurs, people who are trying – and struggling – to make full time incomes working for themselves. Competing on Google and Meta is expensive, ineffective, and confusing, so these experts are instead taking on the burden of having to create content daily – part of the deal if you want the algorithm to reach new customers and drive sales.

Clip:

https://www.tiktok.com/@debbiecarlosstudio/video/7218550931829591342?_t=8bFPtb0Ugig&_r=1

Revenue for these coaches is unpredictable and at the mercy of these social media companies, as is the often untimely exposure to expertise and information for consumers. And if you scroll past, it's almost impossible to ever find that content or expert again.

Therefore, I recently quit my job to build Sister Sister, an online marketplace for consumers to find experts, book time, and pay for digital resources, and for experts to generate income and get back to focusing on doing what they do best.

What is your company going to make? Please describe your product and what it does or will do.

Sister Sister is an online marketplace for women to book services and buy digital products from health and wellness experts, and for health and wellness experts to reach new clients and expand their businesses.

“Health and wellness” and “experts” are both loosely defined, with the former including areas such as mental, physical, emotional, and socio-economic wellbeing, and the latter defined as any solopreneur helping to improve the lives of their clients such as coaches, instructors, nutritionists, nurse practitioners, therapists, healers, etc.

The coaching industry in particular has experienced rapid growth in recent years with coaches regularly creating new titles and offerings to meet growing demands (e.g. Sex & Intimacy Coach, Hormone & Prenatal Coach, Accountability Coach). These new professions don't naturally fit into the existing platforms, systems, and coaching verticals (Health, Life, and Career) created by an industry that favors licensed practitioners. Therefore, we believe there is a huge opportunity to focus early attention on targeting and building for coaches on the supply side.

The MVP will launch on Monday, May 8th with features that let consumers:

- Easily search for coaches and practitioners based on their needs and preferences, such as location, price, availability, and specialty.
- View coach and practitioner profiles, including their bio, certifications, testimonials, and ratings, and choose the one that best fits their needs.
- Book and pay for coaching sessions and digital products through the platform, using a secure and seamless payment system.
- Access expert-led content, including blog posts, courses, and webinars.
- Leave reviews and ratings for coaches and practitioners, to help other users make informed decisions.

And with features that enable experts to:

- Create accounts, track commissions, and be paid out through the payment system.
- Create listings for digital products and services, with the ability to sync their availability with external ICS calendars.
- Maintain succinct profiles that easily explain what they do.
- Contribute as subject matter experts and build leader eminence.

Until Sister Sister is able to build its own tech for community development on both sides of the marketplace, we will use the app Geneva to do so.

I've internalized the concepts of "shoot first, aim later" and "building the plane as I fly," so although I could speak to my strategy and ambitions past the MVP launch, I'm aware that the Sister Sister of today might look drastically different from the one tomorrow.

Who writes code, or does other technical work on your product? Was any of it done by a non-founder? Please explain.

Finding a technical solution for an MVP that didn't require a lot of tech lift or capital was one of my biggest wins thus far. I found and purchased a Wordpress plugin called HivePress that is high fidelity and suitable enough for an MVP. I'm having to make some code customizations but am doing so myself.

Are you looking for a cofounder?

I have been operating independently up to this point but am definitely interested in having one. I believe that I can go much further – faster – with a partner. Once I launch the MVP, I plan to focus more of my time on finding a complementary co-founder, but have recently created a profile and listing in YC's co-founder matching portal.

How far along are you?

I spent months conducting qualitative and quantitative user/market research to validate hypotheses and inform the MVP. The MVP will launch on May 8th with the aforementioned features to a small batch of 6 coaches who have already agreed to onboard at launch. Simultaneously, I have been building a database of over 200+ qualified coaches who are of the same archetype who I will outreach to post launch to further build out the supply side before focusing efforts on building demand, which I will do through leveraging my 24k TikTok followers.

How long have each of you been working on this? How much of that has been full-time?

Please explain.

I've been thinking about and researching the creator economy for over a year while working at Getty Images. Before having a crystallized idea, I decided to leave Getty this past September so that I could think about nothing else except this space.

By January of this year, I had the idea for Sister Sister. I spent January to February validating the idea and growing confident in the direction, February to March figuring out the tech, and now am in the final stages of dotting i's and crossing t's for the MVP launch.

I'm quite aware of the amount of learning and challenges that lay ahead of me, but I deeply believe that the process *is* the reward, and there's no better partner to share that process with than YC.

Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?

Helping people is core to who I am, and all I've ever wanted to do is help improve the lives of other women. Sister Sister is an opportunity to do so and to do so at scale – to help women improve their lives through accessing the right expertise and resources, and to help support the women who have dedicated their professional lives to the same mission.

I'm not only passionate about the idea but also have the expertise necessary to make it successful, as I spent the last 3.5 years as Chief of Staff reporting directly to the CEO of Getty Images, the largest marketplace for visual assets in the world.

It's a huge business opportunity, as consumers are increasingly prioritizing their health and wellness and are willing to spend money on products and services that can help them achieve their goals. [According to Vision Research Report](#), the health and wellness market size was

valued at USD \$4.92 trillion in 2022 and is expected to reach \$13.89 trillion by 2032, expanding at a CAGR of 10.93% from 2023 to 2032.

Digital wellness products and services are significant drivers behind this growth. The market for digital products, including online courses, coaching programs, and e-books, is also growing rapidly. According to [Straits Research](#), the global e-learning market was worth USD \$215 billion in 2021, and is estimated to reach an expected value of USD \$645 billion by 2030 at a CAGR of 13% during the forecast period 2022–2030.

The market for health and wellness coaching services in particular is experiencing tremendous growth as well, as more and more people recognize the benefits of working with trained professionals to address specific challenges and achieve personal growth. According to [Precedence Research](#), the global health coach market size was estimated at USD \$14.48 billion in 2021 and is predicted to hit over USD \$25.95 billion by 2030, growing at a CAGR of 6.7% during the forecast period 2022 to 2030.

Yet despite industry growth, many of these solopreneur coaches struggle to make full time incomes. Most rely solely on social media algorithms, specifically TikTok's, to acquire new customers at slow and unpredictable rates. While each coach has created an individual website, very few are SEO optimized, something especially hard to do when the coaching industry contains an expanding vocabulary of words and definitions used to describe the subjective value each coach individually offers. Paid ads are not only costly and complicated for these solopreneurs, but also come across as “sale-sy and untrustworthy” to the consumer. While word of mouth and creating content are preferable to trying to compete on Google or Meta, coaches are still vulnerable to unpredictable revenue, content creation burnout, and changing social media algorithms and regulations. These coaches are the middle class of the creator economy being left behind, and desperately need a more reliable solution for additional income.

I have personally experienced the consumer pain points of having to piece together trusted experts and resources from fragmented places during my own health and wellness journey. Finding coaches, deciphering the nuanced value they provide, and feeling confident and trusting enough to make a purchase are all significant challenges within the industry today despite the proliferation of products and services.

The convenience of accessing high-quality coaching services and digital products through a single platform, the range of options and competitive pricing, and features like reviews, advanced search functionality, and direct payments, not only build consumer trust but also ensure a positive user experience that does not exist today.

Who are your competitors? What do you understand about your business that they don't?

At

- E.g. ChatGPT

ChatGPT3 let's you ask for guidance on anything, including health and wellness, making sure however, to begin every response with "As an AI language model, I cannot provide a [fill in the blank] as it is important to discuss this with a healthcare professional" before it launches into its guidance or recommendation. It often will recommend specific coaches or health providers in its answer such as "If you are diagnosed with PCOS, a hormone coach can work with you to develop a treatment plan that is tailored to your individual needs." While AI is an incredibly useful tool for information and planning which Sister Sister will certainly leverage, humans (at least as of today) will always be better at holding other humans accountable – a critical component of achieving health and wellness goals.

Listings directories/marketplaces for solopreneurs:

- E.g. Fiverr, Upwork, Thumbtack

These marketplaces help people find cheaper talent and more so focus on freelancers whereas Sister Sister helps people find quality expertise and focuses on solopreneurs in the health and wellness space. Whereas some might look to include more lifestyle services, I believe it's odd and uncomfortable to have a Trauma Coach sitting adjacent to a graphic design freelancer.

Listings directories/marketplaces for health and wellness:

- E.g. BetterUp, Noomii, Psychology Today, ZocDoc, MindBody

These aren't modern consumer brands in the health and wellness space. These work with larger businesses and clinics instead of with solopreneurs and individuals, and focus on booking appointments instead of including a variety of digital products.

Companies competing in the creator tech stack:

- E.g. course creation (Kajabi, Podia), community building (Circle, Mighty Networks), selling digital products (Patreon, Shopify, Instagram), creating a modern profile (LinkTree, StanStore)

These companies are competing to improve the solopreneur experience but aren't focused on the health and wellness space. Many experts use a combination of these platforms, which will only help to inform our product/tech roadmap in the future.

How do or will you make money? How much could you make?

Initially, the online marketplace will generate revenue by charging coaches a 20% commission on the appointments and digital products they sell through the platform. We wanted to create a revenue projection that was both realistic and achievable based on industry benchmarks and coaching market data.

	Year 1	Year 2	Year 3	Year 4	Year 5
Coaches	500	1000	2500	5000	10,000
Average Annual Revenue Per Coach	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Gross Sales	\$2,500,000	\$5,000,000	\$12,500,000	\$25,000,000	\$50,000,000
Commission Revenue	\$500,000	\$1,000,000	\$2,500,000	\$5,000,000	\$10,000,000

While it is possible for some coaches/practitioners to generate significantly more than \$5,000 in revenue per year, we wanted to be conservative in our estimate and ensure that the revenue projections were achievable even for coaches/practitioners with lower levels of demand.

Here's how \$5,000 of annual revenue per coach could be broken down into achievable sales goals:

Appointments	
Price per appointment	\$100
Appointments per year	30
	<i>\$3,000</i>
Digital Products	
Price per digital product	\$25
Digital product sold per year	80
	<i>\$2,000</i>
<i>Annual Revenue Per Coach</i>	<i>\$5,000</i>

The above revenue projections are based solely on a commission-based model. The plan ultimately, however, is to test into different additional revenue streams including but not limited to:

- A membership/subscription model on either or both sides of the marketplace
- Charging vendors to create profiles and/or list on the platform
- Charging vendors to have featured listings (i.e. appearing higher in the search rankings)
- On-platform advertising

Overall, the online marketplace for health and wellness coaches presents a significant market opportunity with the potential to generate substantial revenue and provide a valuable solution for both coaches and consumers.