

# COVERNINJA

## Cover Ninja is launching a new smartphone app that allows operators to organise stress-free staff cover and gives freelance instructors a platform that they can use to gain more work

Currently being developed by co-founders Claudia Newland and Nicola Addison and their team, Cover Ninja is a digital solution that manages group exercise class cover. On average 15% of a fitness venue's studio timetable per week will require a cover instructor. That's around 280,000 classes each month in the UK that need last minute emergency or pre-arranged cover.

Cover Ninja is a platform that connects fitness venues requiring cover instructors with a community of qualified, validated fitness instructors. Using technology, the app sources the most appropriate cover instructor for the class using its smart filter process; a clever algorithm that uses criteria set by the venue to match the best available candidate. Cover Ninja doesn't stop at class cover. It will update management softwares, it can generate downloadable invoices and eventually, it will become a platform where instructors can receive straightforward payment of classes covered.

Whilst it is often the job of the timetabled instructor to find cover when they can't teach their class, the ultimate responsibility falls on the venue, who need to step in to

avoid class cancellations and unhappy members. The beauty of Cover Ninja is that no matter who posts the cover (the instructor or the venue) the app is pre-set with the venues preferences. This ensures that every instructor chosen for cover has all the correct qualifications, insurance and prerequisites that the venue requires. Control is given back to the venue.

Venues can use Cover Ninja to source and manage cover instructors from their existing cover list or they can benefit from the vast Cover Ninja database of qualified instructors to increase their resource and exposure. Instructors can use Cover Ninja as a platform to gain work and experience within the industry and the peer rating system allows them to develop a widened profile and industry network.

With both Founders, Newland and Addison, heavily involved in the fitness industry as both instructors and operators, they have experienced the stress that comes along with managing group exercise class cover first-hand and worked hard to create a solution that not only benefits the instructors, but the venues as well.

From the early concept stages the app has been heavily backed and supported by key fitness operators and has been shaped and moulded with the help of studio coordinators and instructors. The business is backed by investors that have founded huge, key leisure brands and together with the Cover Ninja Founders with their combined pool of knowledge and experience in the industry, they are a force to be reckoned with.

### Newland says:

"The industry has been crying out for years for a more efficient way of managing group exercise class cover. It's a known, long standing problem for instructors and venues alike. We are excited that Cover Ninja will not only enhance efficiency but will go on to improve member experience and help raise the standard of group exercise".

Sales channels are established with leading UK leisure brands and Cover Ninja is fast approaching its Pilot scheme ahead of the official launch early next year. Since launching the website, Cover Ninja has received fantastic support from instructors as well as operators with a large number of people signed up as early adopters to the app.

