CycleSync

Hormone-aware training + productivity guidance for women. Sport science finally caught up to the fact that menstrual cycle phases affect exercise + cognitive performance + recovery — most apps still pretend it doesn't. $7/month.

Category	Set 6 · Consumer & Family
Customer	Women athletes + serious recreational athletes + professionals wanting cycle-aware workout + productivity guidance
Monetisation	$7/mo Solo · $14/mo Pro (advanced + integration with wearables) · ■399-799/mo India tier
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

CycleSync provides hormone-aware training + productivity guidance for women based on the menstrual-cycle phase + estrogen + progesterone fluctuations + their measurable effects on exercise performance + recovery + cognitive function. The wedge: sports science research since ~2018 has firmly established cycle-phase effects on training adaptation, injury risk, recovery, and cognitive performance; mainstream fitness apps (Strava, Apple Fitness, MyFitnessPal, Nike Training Club) ignore this entirely. The opportunity is to serve women who want training + life-planning that respects this physiology.

Per-user product: connect cycle tracking (manual or via wearable) + workout history; receive daily guidance on training intensity recommendations (push harder in follicular vs. luteal phase), recovery emphasis (focus on sleep + nutrition in late-luteal), cognitive-load matching (schedule deep-work in early-follicular when verbal fluency peaks; schedule routine work in luteal when distractibility increases), nutrition adjustments (iron + magnesium higher in menstrual phase).

Year-1 target: 8,000 paying subscribers globally generating ■2.6 crore annual revenue against ■42 lakh costs. Cash-positive month 3. The wedge against generic fitness apps is gender-specific physiology depth; the wedge against general cycle-tracking apps (Flo, Clue) is the actionable training + productivity guidance built on the tracking.

The Problem

Sports science research has accumulated substantial evidence that menstrual cycle phases affect training response, injury risk, and recovery in women athletes. Yet ~95% of fitness apps + training programs treat training as gender-neutral, applying men-derived protocols + ignoring the additional physiological signal women have access to. Result: women athletes train sub-optimally; women miss timing-sensitive training opportunities (e.g., strength gains are higher in early-follicular phase); women experience preventable injury risk (ACL injury rates are 4-8x higher in late-luteal phase due to ligament-laxity changes).

The same gap exists in productivity + cognitive guidance. Verbal fluency, mathematical performance, mood regulation, attention all measurably vary across cycle phase. Most productivity apps + life-planning tools ignore this entirely.

Existing cycle-tracking apps (Flo, Clue, Natural Cycles) excel at tracking + prediction but provide minimal actionable guidance beyond fertility-aware reminders. The gap: a product that connects cycle data to training + productivity decisions with structured daily guidance.

The Solution

CycleSync's flow. Connect cycle tracking (manual log or import from existing apps + wearable cycle-tracking from Apple Watch + Oura + Whoop + Garmin); connect training data (Strava + Garmin + Apple Health + Whoop). CycleSync provides daily guidance: today's cycle phase + recommended training intensity + cognitive-load alignment + nutrition emphasis + recovery focus.

Per-phase guidance examples. Menstrual phase: low-intensity active recovery + iron-rich nutrition emphasis + extra sleep + gentle mobility. Follicular phase: peak strength + high-intensity tolerance + cognitive verbal-fluency window + protein-emphasis. Ovulation: peak coordination + sport-specific skill work. Early-luteal: continued high training capacity + thermoregulation awareness. Late-luteal: increased injury risk awareness + lower-impact alternatives + magnesium + carbohydrate emphasis + emphasise sleep.

Weekly + monthly views show cycle-and-training pattern over time + identify patterns specific to user (some users are unusually high-performing in luteal; others are very phase-sensitive). Personalisation deepens over months.

Three structural differences from generic apps + general cycle trackers. First, training-guidance integration (Flo / Clue track; CycleSync acts on the tracking). Second, gender-specific sports-science depth (men-derived training protocols don't apply). Third, productivity + cognitive guidance beyond just exercise.

Pro tier ($14/mo) adds: advanced wearable integration with deeper biometric analysis (HRV + temperature shifts to refine phase prediction), personalised insights based on user's specific responsiveness patterns, integration with menstrual-cycle-specific supplementation tracking.

Market Opportunity

Addressable women globally with menstrual cycles + active fitness / professional engagement: hundreds of millions. Willingness-to-pay realistic segment: ~30-50M women who would pay $7-14/mo for cycle-aware training + life guidance.

At blended ARPU of $108/year, SAM is $3-5B globally. Realistic 4-year capture: 0.02-0.08% = $600k-4M ARR.

Adjacent expansion. Year 2: perimenopause variant (women 45-55 with declining + erratic cycles). Pregnancy + postpartum variant (cycle-paused but training-guidance still relevant). Year 3: clinical-partnership tier with women's health clinics + sports-medicine doctors.

Target Customer

Primary persona: a 31-year-old triathlete in Bengaluru training 12-15 hours/week with persistent fatigue. Suspects cycle-phase mismatch with training but lacks structured guidance. Will pay $7/mo Solo after trial.

Secondary persona: a 35-year-old endurance athlete (marathon + ultra) in London serious about performance optimisation. Will pay $14/mo Pro tier with Whoop integration.

Tertiary persona: a 28-year-old working professional in Pune managing demanding cognitive workload + general fitness. Will pay $7/mo Solo for cognitive + productivity guidance alongside training.

Product

Onboarding: cycle status (last period date + typical cycle length + variability), training context (sport + goals + weekly hours), wearable connections (optional).

Daily guidance: today's cycle phase + training intensity recommendation + cognitive-load alignment + nutrition emphasis + recovery focus.

Weekly + monthly views: cycle + training pattern over time, personal-pattern identification.

Workout-specific guidance: 'today is good for strength training' / 'today suggests easy aerobic' / 'today is high injury-risk for plyometrics'.

Productivity guidance: cognitive-load alignment + meeting-scheduling suggestions + deep-work windows.

Nutrition guidance: cycle-phase-specific nutrient emphasis (iron in menstrual, protein in follicular, magnesium in late-luteal).

Pro tier additions: deep wearable integration (HRV + temperature for refined phase prediction), advanced personalisation based on response patterns, supplementation tracking integration.

Technical Architecture

Frontend: Next.js + Tailwind + React Native mobile.

Backend: Python on Hetzner cloud, Postgres on Neon.

AI: GPT-4o for daily guidance generation (~$0.15/user/mo). Custom rule engine for cycle-phase logic + personalisation.

Wearable integrations: Apple Health + Google Fit + Oura + Whoop + Garmin.

Payments: Stripe + Razorpay.

Business Model & Unit Economics

Two tiers. Solo ($7/mo or $69/yr) — daily guidance + tracking. Pro ($14/mo or $139/yr) — wearable integration + advanced personalisation + supplementation.

Conversion: 14-day trial converts at 18%. Distribution: 70% Solo, 30% Pro. Monthly churn under 5%.

Gross margin: 87%. Major cost: AI inference + infrastructure.

LTV: $84 × 18 mo = $151 (Solo); $168 × 24 mo = $403 (Pro).

Unit Economics (Year-1 base case)

Year-1 paying subscribers (target)	8,000
Blended ARPU	$92/year
Year-1 revenue	$310,000 (~■2.6 crore)
Gross margin	87%
CAC	$26
Payback	3.4 months
Year-1 all-in costs	~■42 lakh
Year-1 net contribution	~■1.8 crore

Go-to-Market

Channel 1 — Women's sports + fitness community (40%): Bumble Women in Sports, Strava women's segments, women's-specific fitness creators.

Channel 2 — Content + SEO (30%): substantive content on cycle-aware training research + practical guidance.

Channel 3 — Sports-science + women's-health expert partnerships (20%).

Channel 4 — Paid acquisition (10%).

Roadmap (first 12 months)

- Month 1-3: MVP with daily guidance + Solo tier. 400 subscribers.
- Month 4-5: Pro tier with wearable integration, 1,500 subscribers.
- Month 6-8: Productivity + cognitive guidance modules, 3,800 subscribers.
- Month 9-10: Personalisation deepening + supplementation integration, 6,000 subscribers.
- Month 11-12: 8,000 subscribers, ■2.6 crore annualised.

Key Risks

- Cycle-data sensitivity: highly personal data. Mitigated by privacy-first architecture + clear data-use policy + no third-party sharing.
- Sports-science research evolving: cycle-phase guidance is an emerging field; recommendations may change. Mitigated by transparent science-based positioning + quarterly research updates.
- Flo / Clue adding training guidance — possible. Mitigated by training + productivity integration depth that requires investment beyond cycle-tracking.

- Slow conversion in cycle-tracking-fatigued segment: many women have tried multiple cycle apps. Mitigated by clear differentiation (action not tracking).
- Hormonal contraception users: cycle-tracking and phase-guidance work differently for women on hormonal birth control. Mitigated by separate guidance track for HC users.