Training Club

Items Flagged for Human Review (2)

HIGH   **key_risks** : The claimed "working prototype" cannot be verified through any external source. Website (trainingclub.app) has DNS failure, GitHub repo dormant since Aug 2025, LinkedIn lists project as ended Sep 2025, no App Store listing exists, and Training Club is absent from Shayne's design portfolio.

Attempted: Fetched trainingclub.app (DNS failure, no Wayback archive), checked GitHub repo j-rockwell/tc2 (last push Aug 2025), searched App Store, reviewed both founders' portfolios and LinkedIn profiles.
Suggested action: Request a live demo, screen recording, or TestFlight link from the applicants before scheduling an interview. If the prototype cannot be demonstrated, reassess whether this is an active venture.

MEDIUM   **founder_profiles** : Shayne La Rocque is a former D3 employee (left January 2026, ~2 months before application). Application does not disclose this relationship. D3 may or may not have a policy governing former staff applications — this needs verification to ensure process integrity.

Attempted: Researched Shayne's personal site (/history, /works), ZoomInfo, web search. Confirmed via human observer that Shayne left D3 in January 2026.
Suggested action: Check if D3 has a conflict-of-interest or cooling-off policy for former employees applying to the incubator. If no policy exists, consider whether one is needed. This does not disqualify the application but should be documented.

Provide Additional Context

Address any or all of the 2 open flag(s) above, or add any other notes, corrections, or context. The AI will use your input to update the relevant sections.

> Provide clarifications, corrections, or additional context...

Submit

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Synthesis

Overall Confidence: 0.55 / 1.0 — Moderate-Low

What This Startup Does

Training Club is a consumer mobile app that aims to unify workout logging, nutrition tracking, and social accountability into a single platform. Its core feature, "Jam Sessions," enables real-time shared workout experiences between friends — similar to Spotify's collaborative listening — where users see each other's live progress, react in the moment, and finish together even across distances. The app is designed to be movement-agnostic: any activity counts, from running to lifting to yoga to walking a dog. 📄 solution

Why It Matters (and Why It's Complicated)

The problem is real: fitness tracking is fragmented across siloed apps, and most social fitness features rely on asynchronous leaderboards rather than genuine accountability. Exercise science supports the value of workout partners as motivators. The "Jam Sessions" concept is a creative, somewhat differentiated take in a space where most apps use activity feeds and challenges rather than synchronous shared experiences.

However, the competitive landscape is **extremely crowded** — GymRats, Motion, Workout Buddy, Fitness Pact, Fito, and Squaddy all target the social fitness space, on top of established giants like Strava, Nike Training Club, and Peloton. The "Training Club" name itself collides directly with Nike Training Club, creating severe brand, trademark, and discoverability risks. [source: competitive analysis]

Key Concerns

1. **The product appears dormant.** Despite claims of a "working prototype" used daily, the website doesn't exist, the GitHub repo hasn't been updated in 6+ months, and one founder lists the project as ended on LinkedIn. [source: multiple — see Key Risks]

2. **Very low commitment.** Both founders work full-time elsewhere, with a combined commitment of 10–30 hrs/week. Neither is at the 20+ hrs threshold the rubric looks for. 📄 founders

3. **Geographic split with immigration barrier.** The engineering co-founder is in Las

Vegas with no Canadian status, meaning D3 would effectively serve one founder. 📄 founders

4. **Former D3 employee applying.** Shayne La Rocque left D3 in January 2026, two months before applying. Not a disqualifier, but raises questions about what incremental value D3 can offer and whether the application process is equitable. 🔗 source

What's Genuinely Strong

- Clear, well-articulated problem statement with identifiable target users
- Complementary founder skills (design + engineering) with a long-standing personal relationship
- The Jam Sessions concept is creative and addresses a real gap in synchronous social fitness
- Both founders have verifiable professional track records in their respective domains
- Shayne's deep familiarity with D3's ecosystem could accelerate engagement

Recommendation: **Request More Information Before Interview**

The brief cannot confidently recommend an interview invite because the core claim — that a working prototype exists — is unverifiable and contradicted by external signals. Before scheduling a panel interview, ops should:

1. **Request a live demo or screen recording** of the current prototype
2. **Clarify the project's active status** — is this being revived or is it genuinely ongoing?
3. **Confirm D3's policy on former employee applications** and remote co-founder participation

If the prototype is real and current, this application has merit for **Systems Mapping or early Validation** in the **High Tech stream** — the problem is real, the team is complementary, and the concept has a creative angle. If the product is dormant and this is a speculative application, D3's resources would be better directed elsewhere.

Program fit if accepted: High Tech stream → Systems Mapping (given time constraints) or Validation (if prototype is confirmed functional and hours increase).

Founder Profiles

Founder Profiles

Shayne La Rocque — Product & Design (Co-founder)

Stated role: Senior Product Designer (full-time) / Co-founder, Training Club **Hours committed:** 10–20 hrs/week | **Canada status:** Canadian citizen or Permanent resident ✅

Background: Shayne is a Montreal-based UX designer and creative technologist. He holds a BFA in Computation Arts from Concordia University (2021–2024) with an exchange semester in Interaction Design at Strate School of Design, Paris (2024). 🔗 source

Notable D3 connection: Shayne is a **former District 3 employee**, having worked there in progressively senior roles from 2022 through January 2026 — roughly two months before this application was submitted [source: human observer confirmation]. His D3 roles included Alan Shepherd Summer Resident Consultant (2022), Data, Systems & Automations Coordinator (2022–2023), and User Experience & Systems Designer (2023–2026) 🔗 source . His portfolio features D3 projects: rebuilding D3's website post-rebrand, automating D3's founder survey system, and building a room booking system 🔗 source . This is not a conflict of interest, but it means Shayne has deep insider knowledge of D3's programs, culture, and evaluation process.

Experience claim discrepancy: The application states "6+ years of experience designing consumer mobile apps." Shayne graduated from Concordia in 2024 and his documented work history begins with a D3 consultancy in 2022 — suggesting closer to 3–4 years of professional experience, not 6+ 🔗 source . This may count informal/student work, but the claim is notably inflated relative to verifiable history.

Technical skills: React, Next.js, TypeScript, Figma, UX design, systems design 🔗 source . His GitHub repos show web development projects (Apps Script room booking, email signature generator, AI date planner for Concordia's TAG research lab) but nothing related to Training Club 🔗 source .

Credibility signals: ✅Concordia graduate with international design education; ✅Shipped real products at D3 (website rebuild, automation systems); ✅Deep startup ecosystem exposure from D3 work.

Gaps: ⚠️No public evidence of consumer mobile app design (the claimed core competency); ⚠️No Training Club design work visible in portfolio; ⚠️Experience claim appears overstated.

John Rockwell — Engineering (Co-founder)

Stated role: Software Engineer (full-time) / Co-founder, Training Club **Hours committed:** Less than 10 hrs/week | **Canada status:** None of the above ⚠️

Background: John is a software engineer based in **Las Vegas, Nevada, USA** 🔗 source . He attended College of the Desert (2016–2018) 🔗 source and holds a DevOps Engineering Foundation certification (2022) 🔗 source .

Professional experience: John works as a **Senior Software Engineer at Wesco** (since ~Oct 2022), where he leads development on a multi-brand eCommerce platform supporting 25+ brands, using TypeScript, JavaScript, Cloudflare Workers, and Adobe Magento [source: WebSearch results for "John Rockwell software engineer Wesco Las Vegas"]. Previously, he was at Credit One Bank where he progressed from Graphic Designer to Senior Web Developer in 3 years, working with Adobe, American Express, and Credit Karma on marketing funnels 🔗 source . His LinkedIn describes him as a "Software Engineer of 7 years" 🔗 source .

Training Club development: John built the Training Club prototype, listed on LinkedIn as a project from **Oct 2021 – Sep 2025** (notably listed as completed/past) 🔗 source . The tech stack includes Swift, SwiftUI, Python, WebSockets, Redis PubSub, MongoDB, and FastAPI. His GitHub repo (`tc2`) was created July 2025 with the last push in **August 2025** — over 6 months of inactivity 🔗 source .

Personal interests: Motorsport and powerlifting — the latter directly relevant to the fitness domain [source: WebSearch results].

Credibility signals: ✅Demonstrable full-stack engineering career; ✅Built the prototype with real-time WebSocket infrastructure; ✅Shipped production apps at scale (Wesco eCommerce platform).

Gaps: ⚠️**No Canadian status** — based in Las Vegas, NV with "None of the above" selected. This doesn't disqualify the team (Shayne is Canadian), but John cannot physically participate in Quebec-based programming; ⚠️Less than 10 hours/week commitment; ⚠️Training Club project appears dormant on LinkedIn and GitHub (ended Sep 2025, last code push Aug 2025); ⚠️ Personal website (jrockwell.dev) returns 404 errors on all content pages 🔗 source .

Team Dynamic Assessment

The founders describe a clear skill split: Shayne owns product/design, John owns engineering 📄 additional_team_info . They've known each other 4–7 years and describe their relationship as

friends `📄 how_team_formed` . The complementary skillset is genuine — one is a designer, the other an engineer.

Key concern: The team is geographically split between Montreal and Las Vegas with both founders working full-time jobs elsewhere. Combined weekly hours total 10–30 hrs (Shayne 10–20, John <10). Neither founder appears to be treating Training Club as a primary focus.

SDG Coherence

SDG Coherence

The application claims alignment with three SDGs: **Goal 1 (No Poverty)**, **Goal 3 (Good Health and Well-Being)**, and **Goal 10 (Reduced Inequalities)**.

Goal 3: Good Health and Well-Being — ✅ Coherent

This is the only defensible SDG alignment. A fitness companion app that encourages movement and exercise directly supports "healthy lives and well-being for all at all ages" 📚 sdgs . The application's focus on making fitness accessible to people who do diverse types of movement (not just runners or gym-goers) and reducing tracking friction to prevent dropout aligns with the goal's intent 📄 problem_statement . The social accountability mechanism is supported by exercise science research on workout partners as motivators 📄 problem_statement . **Verdict: Genuine alignment.**

Goal 1: No Poverty — ❌ Not Coherent

There is no plausible connection between a consumer fitness tracking app and ending poverty. The application does not mention pricing, free access for underserved populations, economic empowerment, or any poverty-related mechanism. The app's problem statement addresses fragmentation in fitness tracking among people who already use multiple apps (Strava, Whoop, MyFitnessPal, Apple Fitness) — a user profile that implies significant disposable income and technology access 📄 problem_statement . This SDG selection appears to be either a misclick or an attempt to pad the list. **Verdict: No connection.**

Goal 10: Reduced Inequalities — ⚠️ Stretch

The application does not explicitly address inequality. A generous reading could interpret "movement-agnostic" design (any activity counts — "running, lifting, climbing, yoga, cycling, or a walk with your dog") as inclusive of people across fitness levels and economic backgrounds 📄 solution . However, this is standard product positioning, not a deliberate inequality-reduction strategy. The application doesn't mention accessibility, affordability, underserved communities, or barriers to fitness participation. **Verdict: Significant stretch; not substantiated.**

Overall SDG Assessment

1 of 3 claimed SDGs is coherent. The selection of Goals 1 and 10 weakens the application's credibility on impact framing. A more honest selection would claim only Goal 3, or potentially

Goal 3 alongside Goal 17 (Partnerships) if the social/collaborative angle were framed as building fitness communities.

Competitive Context

Competitive Context

Brand / Name Collision — Critical Issue

The name **"Training Club"** directly collides with **Nike Training Club (NTC)**, one of the world's most widely used fitness apps with hundreds of millions of downloads 🔗 source . An app called **"The Training Club"** already exists on the iOS App Store (ID: 6443468473) 🔗 source . Additionally, several other apps use the "[X] Training Club" naming pattern: ZIDE Training Club, Fitnesse Training Club, MikeFit Training Club, and CB Training Club [source: App Store search results]. This creates severe discoverability, trademark, and brand confusion risks. The domain trainingclub.app does not resolve [source: DNS lookup failure during research], compounding the problem.

Direct Competitors — Social / Accountability Fitness Apps

The social fitness space is active and growing in 2025–2026, with over 70% of successful fitness transformations linked to social connectivity in apps 🔗 source . Key competitors include:

App	Key Feature	Overlap with Training Club
GymRats	Group challenges, any activity counts, custom scoring	Movement-agnostic + social accountability
Motion	Gamified social fitness, friend challenges, cross-device	Social accountability + activity-agnostic tracking
Workout Buddy	**Real-time workout sharing**, activity feed, notifications	Closest to "Jam Sessions" concept
Fitness Pact	Buddy accountability with stakes/consequences	Social accountability pairs
Fito	Cross-platform social sharing, reactions, comments	Social layer with emoji reactions
Squaddy	Training diary with squads, chat features	Group-based workout logging

🔗 source

Established Players in Adjacent Space

- **Strava** (100M+ users) — dominant in running/cycling social fitness
  📄 problem_statement — applicant cites Strava

- **MyFitnessPal** — nutrition tracking leader 📄 problem_statement

- **Whoop** — recovery/strain tracking 📄 problem_statement

- **Apple Fitness+** — deep Apple ecosystem integration 📄 problem_statement

- **Hevy** — weight lifting tracker with growing social features

- **Peloton** — connected fitness with strong community

Training Club's Claimed Differentiation: "Jam Sessions"

The core differentiator is real-time synchronous workout sessions inspired by Spotify's collaborative listening model — users start a session together, see live progress, react in the moment, and finish together across distances 📄 solution . This is a creative metaphor and addresses a genuine gap: most social fitness apps are **asynchronous** (post-workout sharing, activity feeds, leaderboards). The synchronous, real-time shared experience is relatively underexplored.

However, **Workout Buddy** already offers real-time workout sharing and live notifications when friends exercise 🔗 source . The gap between Training Club's vision and existing products may be narrower than the application suggests.

Assessment

The competitive landscape is **crowded and well-funded**. The applicants correctly identify the fragmentation problem (many siloed apps), but this is a well-known pain point that major players and numerous startups are already addressing. The "Jam Sessions" concept has genuine novelty as a **synchronous** social fitness experience, but the moat is thin — any existing social fitness app could add a similar feature. The naming conflict with Nike Training Club is a serious strategic liability that would need to be addressed early.

Evaluation Scorecard

Scorecard

#	Criterion	Score	Justification	Confidence
1	**Quebec / Canada eligibility**	**Partial**	Shayne La Rocque is a Canadian citizen/PR based in Montreal ✅ However, John Rockwell selected "None of the above" for Canadian status and is based in Las Vegas, NV 📄 founders . The team is not incorporated in Canada 📄 canada_incorporated . At least one founder is eligible, so this is not a hard disqualifier — but John's inability to participate in Quebec-based programming is a significant limitation.	High
2	**Clear problem statement**	**Met**	The problem is well-articulated: fitness tracking is fragmented across siloed apps, social features are gamified rather than accountability-driven, and diverse-movement athletes have no home base. Target user is clearly identified (people who do multiple types of movement). The dropout statistic and workout-partner research add credibility 📄 problem_statement .	High
3	**Solution exists or is being developed**	**Partial**	A solution is described in detail (unified tracking + Jam Sessions), and the team claims a "working prototype" they "use daily" 📄 solution; additional_team_info . However, the product website	Medium

#	Criterion	Score	Justification	Confidence
			doesn't exist [source: DNS lookup failure], the GitHub repo hasn't been updated in 6+ months 🔗 source , the LinkedIn project listing shows it as ended (Sep 2025) 🔗 source , and there is no App Store listing. The prototype's current state is unverified.	
4	**Stream / sector alignment**	**Met**	Clear fit with High Tech stream. Consumer mobile app with technology as the core innovation. No ambiguity 📚 d3-streams .	High
5	**Team composition**	**Partial**	Two co-founders with complementary skills (design + engineering) who have known each other 4–7 years ✅ 📄 founders; how_team_formed . However, the team is geographically split (Montreal / Las Vegas), one founder has no Canadian status, both are working full-time elsewhere, and neither has prior founding experience 📄 founders . No business/commercial co-founder.	High

#	Criterion	Score	Justification	Confidence
6	**Time commitment**	**Partial**	Shayne: 10–20 hrs/week. John: <10 hrs/week 📄 founders . The rubric rates this as "suitable for Systems Mapping; borderline for Validation" 📚 d3-evaluation-rubric . No founder is at 20+ hrs/week. Combined commitment is low for a team seeking to validate and launch a consumer app in a competitive market.	High
7	**Coachability signals**	**Partial**	The application acknowledges the team's limited hours and describes their "conviction" as high 📄 additional_team_info . The problem statement shows awareness of the competitive landscape. However, there are no explicit signals of openness to feedback, iteration from prior learning, or acknowledgment of uncertainty. The tone is confident but not closed. Neutral assessment.	Medium
8	**Differentiation / novelty**	**Partial**	The "Jam Sessions" concept (real-time synchronous shared workouts, Spotify-inspired metaphor) is a creative differentiator in a space dominated by asynchronous social features 📄 solution . However, real-time workout sharing already exists (Workout Buddy), the movement-agnostic positioning is shared by GymRats and Motion, and the competitive moat is thin [source: competitive analysis]. Novelty is incremental, not	High

#	Criterion	Score	Justification	Confidence
			transformative.	
9	**Prior incubator experience**	**N/A**	No prior incubator indicated 📄 prior_incubator . However, Shayne worked at D3 for ~3.5 years and has deep familiarity with the incubator ecosystem 🔗 source . This is context, not a flag.	High

Stream & Program Classification

Stream Classification

Recommended Stream: **High Tech**

Confidence: High (~85%)

Training Club is a consumer mobile app whose core innovation is technology-driven: real-time WebSocket-based synchronous workout sessions, a unified fitness tracking platform, and a mobile-first social layer 📄 solution . The technical stack (Swift, SwiftUI, Python, FastAPI, WebSockets, Redis PubSub, MongoDB) confirms this is a software engineering–intensive product 🔗 source .

Per D3's stream definitions, High Tech covers "software and SaaS products" and "any startup where technology is the core innovation" 📚 d3-streams . The key coaching themes — market validation and go-to-market — are exactly what this team needs.

Why not Healthcare? The streams document explicitly states: "Wellness or fitness apps without clinical application → likely High Tech or Social" 📚 d3-streams . Training Club has no clinical component, no healthcare system customer, and no regulatory pathway.

Why not Social Innovation? While the app has a social/community angle, the primary purpose is not social or environmental impact — it's a consumer tech product. The streams document notes: "Startups that mention social impact but are fundamentally commercial tech products → High Tech" 📚 d3-streams .

Recommended Program Stage: **Validation**

Confidence: Moderate (~65%)

The team claims a "working prototype" 📄 solution; application field: additional_team_info , but there are concerns about its current state: - The product website (trainingclub.app) does not resolve [source: DNS lookup failure] - The GitHub repository was last updated August 2025 — 6+ months of inactivity 🔗 source - John's LinkedIn lists Training Club as Oct 2021–Sep 2025 (past project) 🔗 source - No App Store listing found [source: App Store search]

If the prototype is genuinely functional and the team can demonstrate it, **Validation** is appropriate — the focus should be market validation, user testing, and go-to-market strategy. High Tech is the only stream where proof of concept is not required for Validation 📚 d3-streams , which works in their favor.

However, given the low time commitment (combined <30 hrs/week) and both founders working full-time elsewhere, **Systems Mapping** may be more realistic as a starting point. The rubric notes that 10–20 hrs/week is "suitable for Systems Mapping; borderline for Validation" 📚 d3-evaluation-rubric .

Key Risks

Key Risks

1. 🔴Product May Be Dormant or Abandoned

The application claims a "working prototype" that founders "use daily," but all external evidence suggests the project has been inactive since mid-2025: - The product website (`trainingclub.app`) does not resolve — DNS failure with no Wayback Machine archive [source: DNS lookup failure] - John Rockwell's GitHub repo (`tc2`) was last pushed to in **August 2025** — over 6 months ago 🔗 source - John's LinkedIn lists Training Club as a project from **Oct 2021 – Sep 2025** (past tense, with an end date) 🔗 source - No App Store or TestFlight listing found [source: App Store search] - Training Club does not appear in Shayne's portfolio 🔗 source

Risk level: High. The panel should request a live demo or current screenshots before proceeding.

2. 🔴Naming Collision with Nike Training Club

"Training Club" directly collides with Nike Training Club (NTC), one of the world's most recognized fitness brands. The name is also already used by other App Store apps [source: App Store search for "Training Club"]. This creates: - Trademark liability risk - Near-impossible App Store discoverability - SEO/search confusion with a global brand - Potential cease-and-desist vulnerability

Risk level: High. This is a foundational branding issue that would need to be addressed as a priority.

3. 🟡Co-founder Cannot Participate in Quebec Programming

John Rockwell is based in Las Vegas, NV, with no Canadian status ("None of the above") 📄 founders . While this does not disqualify the team (Shayne has Canadian status), it means: - The engineering co-founder cannot attend in-person D3 sessions - D3's cohort programs require in-person participation in Quebec 📚 d3-mandate - Effectively, only one founder can engage with D3's programming

Risk level: Medium. D3 would be serving a half-present team.

4. 🟡Very Low Time Commitment

Neither founder commits more than 20 hrs/week. John commits <10 hrs 📄 founders . Both work

full-time elsewhere. For a consumer app in an extremely competitive market (Strava, Nike, Peloton, dozens of social fitness startups), this level of commitment raises questions about: - Pace of development and iteration - Ability to respond to user feedback - Capacity to benefit from an intensive incubator program

Risk level: Medium. The rubric flags this commitment level as "suitable for Systems Mapping; borderline for Validation" 📚 d3-evaluation-rubric .

5. 🟡Shayne's Experience Claim Appears Overstated

The application claims "6+ years of experience designing consumer mobile apps." Shayne graduated from Concordia in 2024, and his verifiable work history begins in 2022 🔗 source . Additionally, his documented work is in web/systems design for D3, not consumer mobile apps. The portfolio shows no mobile app design work 🔗 source .

Risk level: Low-Medium. Could indicate overconfidence or a pattern of overstating credentials.

6. 🟢No Incorporation

The startup is not incorporated in Canada 📄 canada_incorporated . This is common at the pre-revenue stage and is not a dealbreaker, but it's a gap that would need to be addressed.

Risk level: Low. Normal for early stage; D3 can help with this.

Questions for Ops (Gap-based)

Questions for Ops

These are gap-based questions for D3 ops staff to investigate or clarify **before** an interview:

1. **Is there a conflict-of-interest policy for former D3 employees applying as founders?** Shayne La Rocque worked at D3 from 2022 through January 2026 — roughly two months before submitting this application. He has deep insider knowledge of D3's programs, evaluation criteria, and staff. Is there a cooling-off period or disclosure requirement?
   🔗 source

2. **Can the team demonstrate a working prototype?** All external signals (dead website, dormant GitHub, LinkedIn end-date) suggest the product may be inactive. Request a live demo, screen recording, or TestFlight link before scheduling an interview. [source: multiple — see Key Risks #1]

3. **What is D3's policy on founders who cannot be physically present in Quebec?** John Rockwell is based in Las Vegas with no Canadian immigration status. Can he participate in cohort programming remotely, or would this team effectively be a single-founder engagement? 📄 founders

4. **Has the team been informally coached or supported by D3 staff already?** Given Shayne's tenure, it's likely he received informal advice or mentorship from D3 coaches/staff. Understanding the extent of prior support helps calibrate what D3 can additionally offer. [source: inferred from employment history]

5. **Verify Shayne's current employer and role.** The application states "Senior Product Designer (full-time)" without naming the employer. His personal website still lists D3 as his employer. Confirm where he's currently working and whether "Senior Product Designer" is accurate. 📄 founders; https://www.shaynelarocque.com/

Questions for Panelists (Evaluation-based)

Questions for Panelists

These are evaluation-based questions to probe during the interview itself:

1. **"Can you show us the prototype right now?"** The application claims a working prototype used daily by both founders. Ask for a live walkthrough. Pay attention to: Is it a designed mockup or a functional app? Does the Jam Sessions feature work? When was it last updated?
   📄 solution; additional_team_info

2. **"You've listed the project as ending September 2025 on LinkedIn, and the GitHub repo hasn't been updated since August 2025. What's the current status of Training Club?"** This directly addresses the dormancy concern. Listen for: honest explanation of a pause, or rationalization. 🔗 source

3. **"How do you plan to differentiate from Nike Training Club — both in brand and product?"** The naming collision is a strategic problem. Assess whether the founders are aware of it and have a plan (rebrand willingness, trademark research, differentiation strategy). [source: competitive analysis]

4. **"Shayne, you worked at D3 for over three years. What specifically do you expect D3 to offer you that you don't already know from the inside?"** This tests whether the application is driven by genuine need for D3's programs or by familiarity/convenience. A good answer would articulate specific gaps (e.g., "I know the design side, but I've never gone through the founder coaching myself"). 🔗 source

5. **"John, you're in Las Vegas with no Canadian status and committing less than 10 hours per week. What does your engagement with D3 look like practically?"** Probe the realistic participation model. Can John attend remotely? What are his constraints? Is there a path to more hours? 📄 founders

6. **"Who are your target users, and have you talked to any of them?"** The problem statement describes a clear user ("people who do diverse types of movement"), but there's no mention of user research, interviews, or validation. Assess whether this is a product built for themselves or for a validated market. 📄 problem_statement

7. **"Your application claims 6+ years of experience in consumer mobile app design, but your portfolio shows web and systems work for D3. Can you walk us through your mobile app design experience?"** A direct but fair question about the experience

discrepancy. Listen for: specific examples, honest recalibration, or defensiveness.

📄 founders; https://www.shaynelarocque.com/works

8. **"What would have to be true for both of you to go full-time on this?"** Tests conviction level and whether there's a plausible path to increased commitment.

📄 additional_team_info — "our hours are limited but our conviction is high"