

Mody Balance App Case Study



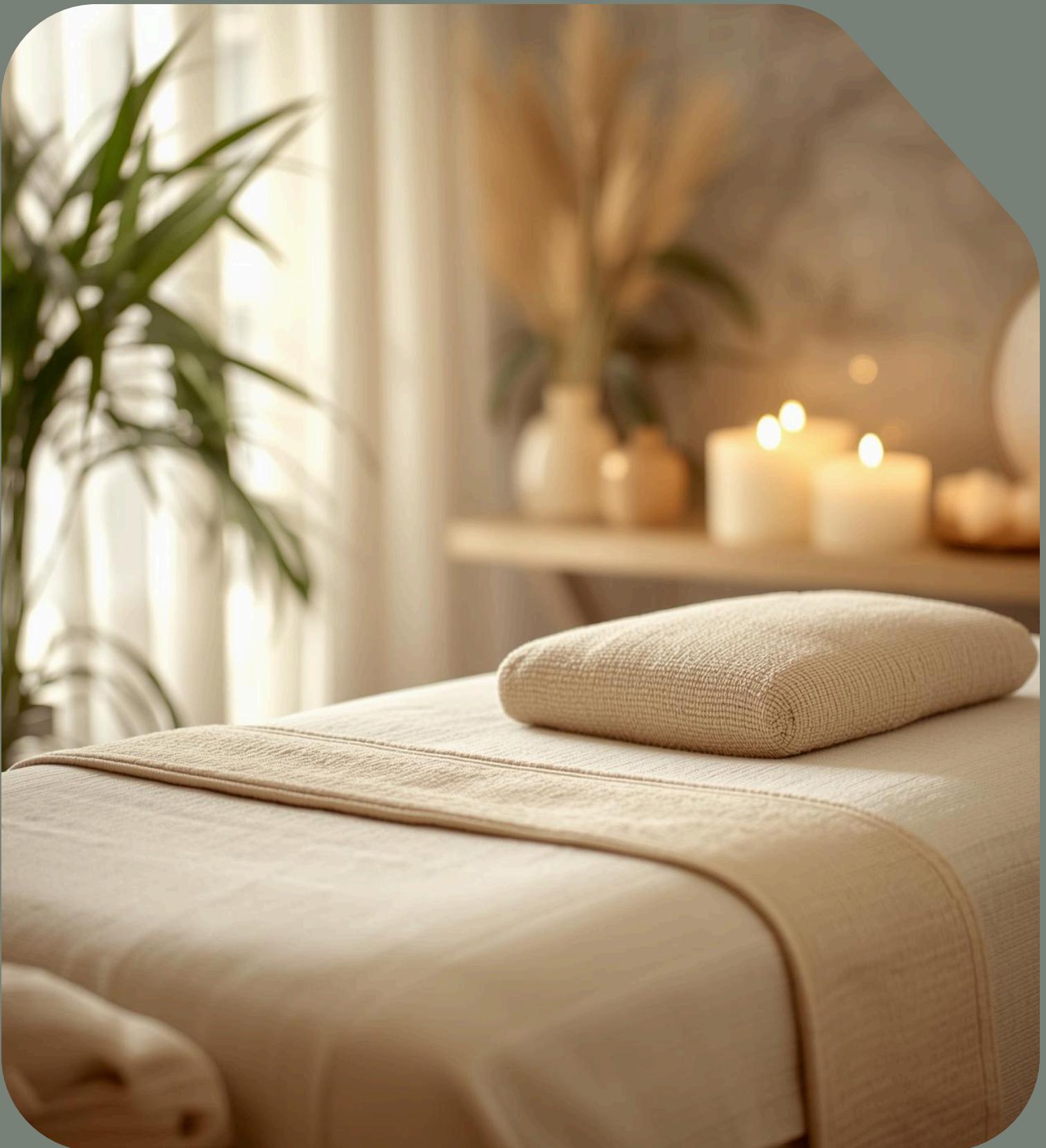
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Introduction to the Mody Balance App

Meeting the unique needs of
wellness

The Mody Balance app is designed to provide
seamless solutions for wellness businesses,
particularly for 1099 Self-Employed Therapists
working with multiple shops

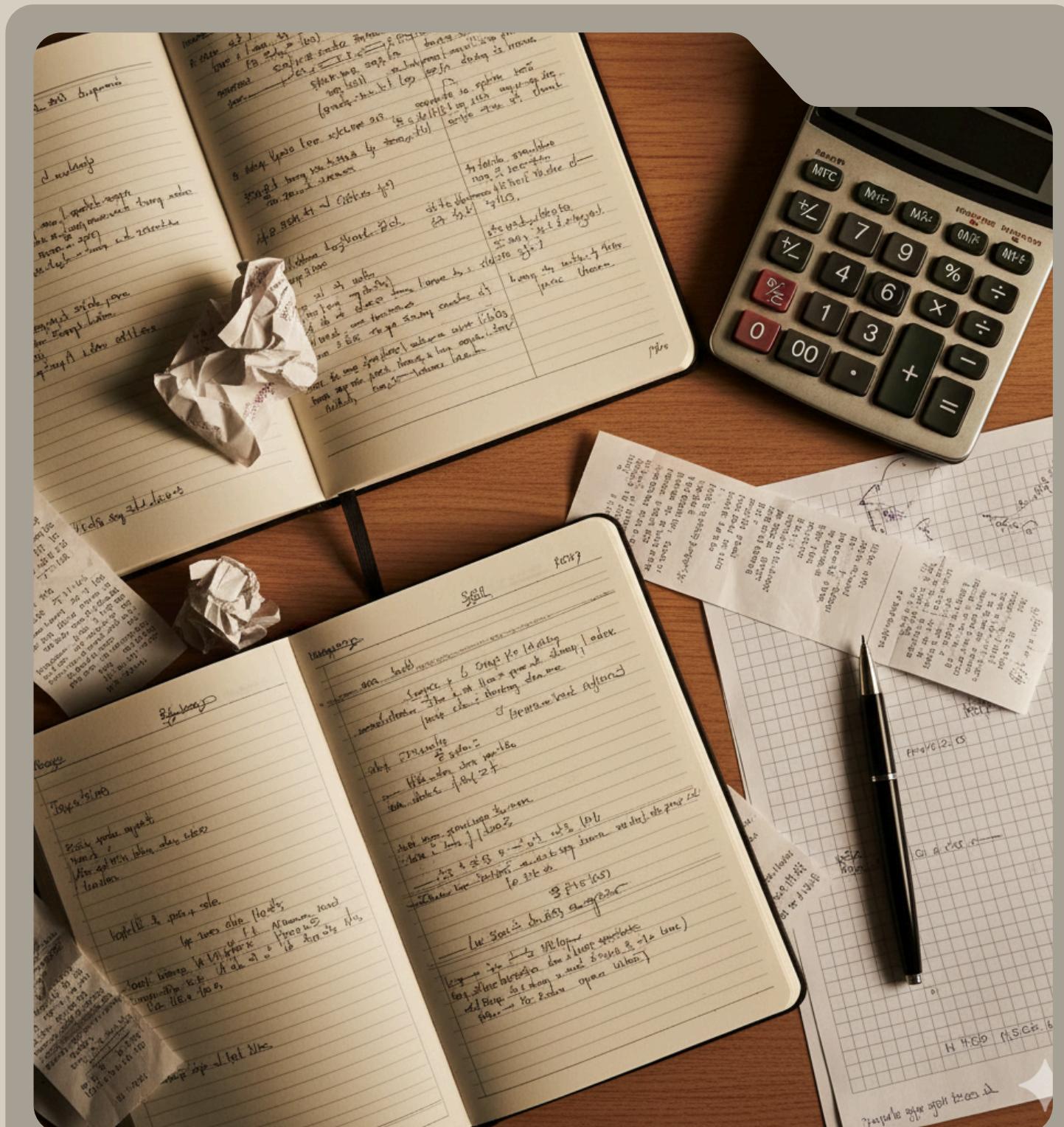


The Challenge

Mody Balance operates as a 1099 self-employed therapist, who books appointments privately but also works at multiple massage studios, renting table space and amenities.

The business owners of these studios use various booking platforms and some manage their business through paper tracking of funds as well as sticky notes!

It was always a challenge for Mody Balance to reconcile income and expenses each month, relying on the shop owner's data with no validation possible.



The Hidden Cost

- Invisible Revenue Leaks: Premium add-on services were being performed but never billed, resulting in thousands in untracked losses.
- Systemic Underpayment: Discrepancies in shop-to-therapist tip transfers meant hard-earned income was vanishing before it reached the bank.
- The "Sunday Tax": 2–3 hours of every weekend sacrificed to the stress of manual reconciliation—all to end up with totals that still felt "wrong."

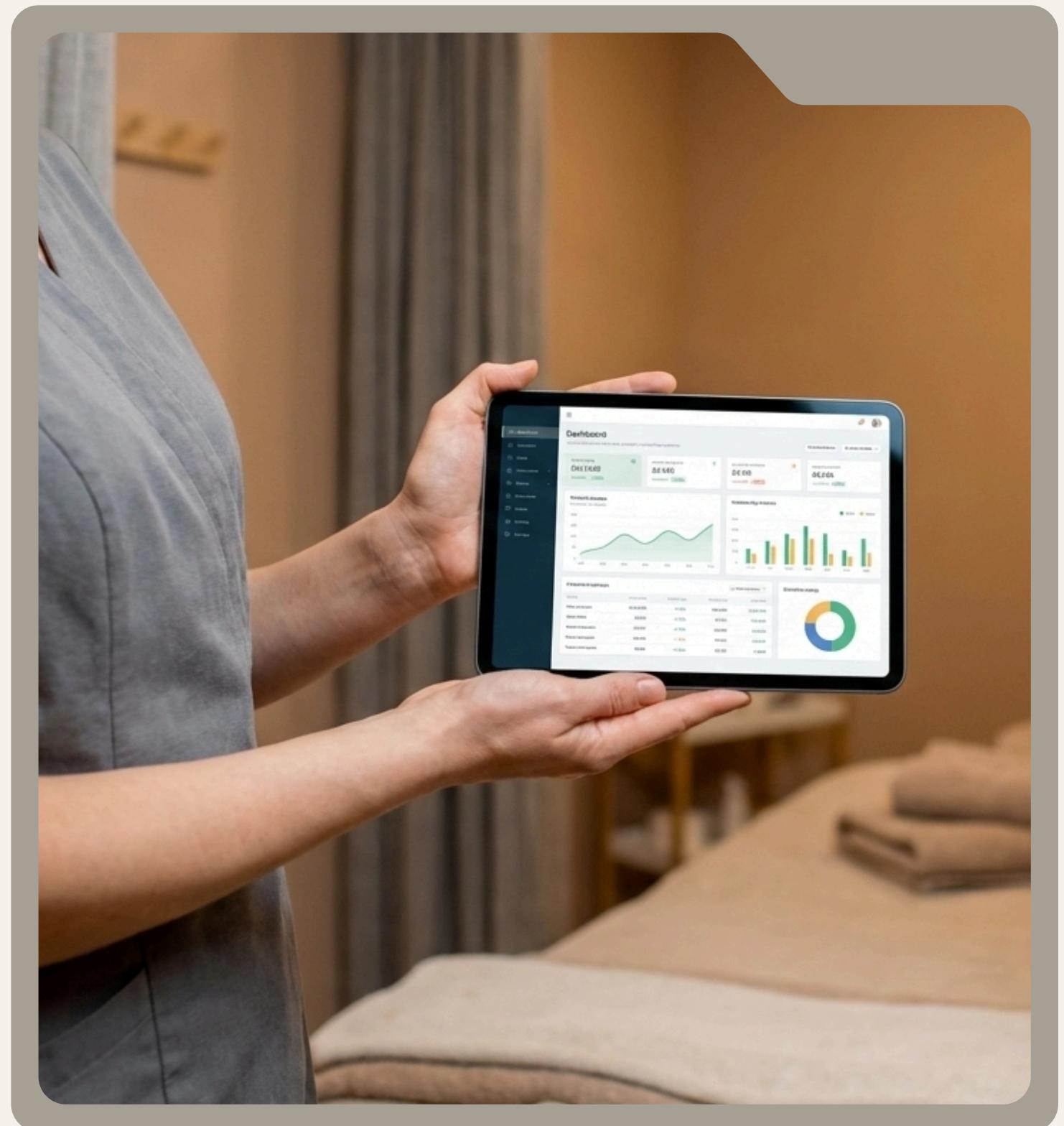


The Solution:

We built a custom digital platform specifically for massage therapists to replace outdated paper logs with structured, real-time tracking. Designed around shop-based revenue models, the app eliminates manual errors and provides instant clarity for both therapists and owners.

Features Introduced:

- Digital session logging
- Therapist & shop fee split calculations
- Add-ons & tips tracking
- Gift card logic
- Reporting including Financial summaries & earnings breakdowns
- Business profile with logo & owner fields



The Results

2+ ⏳

Hours Saved
per Week



\$200/Month
Recovered
Revenue

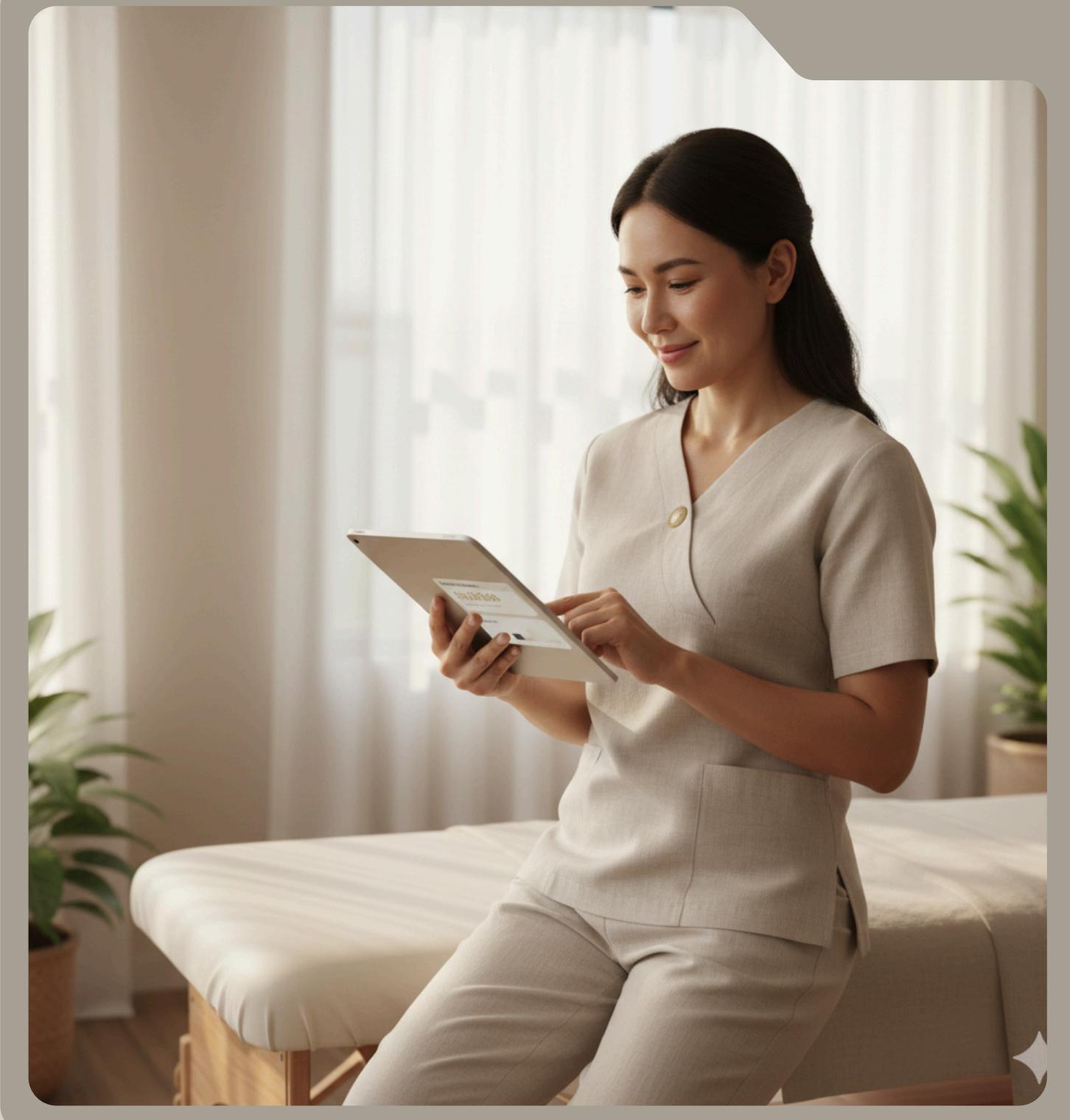
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Calculation
Errors

Annual Impact

\$2,400+ Per Year

Recovered in time and missed revenue—
without working a single extra hour.



Why it matters

Software isn't just about efficiency—it's about dignity and protection.

Purpose-built tools don't just organize data; they safeguard the livelihood of the service professional.

- Financial Fortification: We didn't just add a calculator; we built a shield that stops revenue leaks and ensures every dollar earned is a dollar kept.
- Operational Peace: By digitizing the "mental load," we've replaced hours of Sunday-night dread with instant, absolute clarity.
- Workflow Integrity: Mody Balance now operates on a system designed for the way massage therapy actually works, not a generic spreadsheet.



"The app has helped to ensure I am paid correctly with no disputes, due to the effective tracking and reporting functions. "

– Arliz Akaraponakon, Mody Balance



Implementation Timeline



2025 May

Initial consultation
with Mody Balance

2025 June

Setup of application
features

2025 August

Testing and
enhancements

**2025
September**

Official launch of
Mody Balance app

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