

PMA x Perfection AI

Cohort Project Guidelines | Spring 2026

About Perfection AI

Perfection AI builds AI sport coaches with personalized, accessible instructions to help people thrive in motion. Based in Pittsburgh, PA, their platform SneakySwing is a personalized golf instructor powered by Computer Vision and LLMs, delivering real-time swing analysis from a mobile device with the goal of scaling expert coaching to athletes everywhere.

SneakySwing's core capabilities:

- Auto swing video capture
- AI Swing analysis, personalized drills
- Human coach's feedback to golfers (i.e., video visual annotation & voice over)

Expectations

Your work will directly inform Perfection AI's product decisions during their launch phase. The insights you surface are not academic exercises, but they will be presented to and acted upon by a real founding team. The impact of your research scales with the effort you invest.

Time Commitment

To ensure results, we have established a 3-hour weekly baseline for structured cohort activity. High-impact projects will require additional time dedicated to field research and synthesis:

- **PMA Regular Session (2 Hours):** A weekly block reserved for the cohort.
 - **Hour 1:** Skill-building, strategy alignment, and internal syncs.
 - **Hour 2:** Active work time for interviews, data synthesis, or report drafting.
- **Weekly Sync with Perfection AI (1 Hour):** You will present findings directly to Zack and the founding team to validate hypotheses and surface blockers. This will be either one 60-minute session or two 30-minute touchpoints.
- **Field Research (Variable):** Outside of these 3 hours, the bulk of your commitment involves conducting user interviews and research. Expect to dedicate additional time to hit your weekly interview targets.

Communication

- **Active Participation:** All members—not just leads—must engage in the shared Slack channel.
- **Responsiveness:** Respond to any messages from the Perfection AI team on Slack within half a business day.

Your Task

PMA's cohort will serve as Perfection AI's on-campus research arm, helping the team understand how golfers and coaches interact with their products, while contributing to growth and go-to-market executions.

Before proceeding, you would need to understand the stage & current goal of Perfection AI. The team wants to curate tangible proof of product market fit (PMF) with qualitative and quantitative validations. This boils down to exponential increase in customer base or revenue with supporting testimonials.

Be familiar with those questions before any assigned tasks:

1. *Is SneakySwing adding enough value for the customer? (e.g. you may ask users how disappointed they'd be if SneakySwing disappeared; we need 40%+ to say "very disappointed")*
2. *Is Perfection AI communicating the value to customers clearly? (e.g., have customers repeat your sales pitch or what they read in landing page or first 30 glance of our app; if they cannot repeat back, we don't have PMF and have a messaging problem)*
3. *Do we have the right audience? What are their personas? (e.g., is anyone willing to pay before our product really matures?)*
4. *How do we scale the reach to those audiences to set a great foundation to grow?*

Keep in mind our existing validations & traction to avoid repetitive work:

- *The team had done over 150+ hour-long golfer interviews and 20+ hour-long coach interviews in the past; these were exhaustive at the pre-to-mid-MVP phase.*
- *54 Beta golfers with 30% retention after 7 weeks (minimal effort from the team to maintain)*
- *7 LOIs from top-tier PGA coaches + 3 LOIs from Golf Businesses (golf school, drive range, golf course); partnership with First Tee at Bob O Connor.*
- *800+ followers with 100K+ weekly organic views across all social media platforms*
- *Backed up by a 2-century prestigious golf family*

The project will be divided into **three** phases.

1: Preliminary Research

Deliverable 1 — Preliminary Research Report | Due March 20

Teams should understand the product and potential areas of investigation and thus...

- Conduct research on Perfection AI, SneakySwing, and the golf industry
- Watch the product walkthrough for [coaches](#) and for [golfers](#) to understand the user flow
- Understand current coach workflows and golf practice methods

After exploring the product, teams should create 3-5 testable hypotheses (assumptions about different product areas that guide your interviews) about the following investigation areas:

Onboarding: How easily new users begin using the product.

Usability: How clearly users understand and interact with the product.

Trust: Whether users believe the AI feedback is accurate and valuable.

Retention: Whether users continue using the product after their first experience.

2: Comprehensive User Research

Deliverable 2 — Weekly Feedback Report | March 27

Deliverable 3 — Weekly Feedback Report | April 3

Deliverable 4 — Weekly Feedback Report | April 17

This is an ongoing, multi-deliverable phase. Conduct structured customer discovery interviews across Perfection AI's core user segments: professional coaches, student-athletes, and local/amateur golfers. During this phase, teams will focus their investigations on three primary categories:

- **Pricing Strategy & Willingness to Pay:** Assess user satisfaction with current pricing models (credit vs. subscription), evaluate target market readiness, and investigate current competitive spend.
- **User Acquisition & Conversion Dynamics:** Analyze friction points in the signup funnel, evaluate sales channels (organic vs. in-person at local ranges), and capture on-the-ground user feedback to drive data-informed decisions.
- **Coach Integration & AI Positioning:** Explore positioning the app as a complementary 24/7 assistant rather than a pure "AI-first" replacement, uncover coach pain points without actively selling, and investigate incentive structures for professionals.

Teams will evaluate and refine their hypotheses based on the insights gathered. These findings will correspond directly to your ongoing deliverables and will serve as the foundation for what you present to Zack and the Perfection AI team during the weekly syncs.

Note: Interview Methodology and best practices found [here](#). The specific structure for these weekly research reports will be provided later and will be found [here](#).

3. Final Presentation

Details on the final presentation format and expectations will be shared as the project progresses. More information to come as we begin the sprint.

Deliverable	Due Date
Deliverable 1 — Preliminary Research Report	March 20
Deliverable 2 — Weekly Research Report	March 27
Deliverable 3 — Weekly Research Report	April 3
Deliverable 4 — Weekly Research Report	April 17
Final Deliverable — Presentation	April 24

Perfection AI is actively looking for interns and long-term collaborators. High-performing cohort members will be fast-tracked for summer 2026 internship interviews and potential future roles.