

The OnMat Advantage

Everything your school gets with OnMat — and what you'd be missing somewhere else.

Most martial arts school management software handles the basics — billing, attendance, belts, scheduling. On those things, OnMat and the rest of the field look more or less the same. The real difference shows up in what surrounds those basics: the tools that help you keep students, close trial enrollments, run testing without paperwork, and reach parents in a way that actually grows your school. This is a side-by-side look at what's standard at OnMat versus what's standard everywhere else.

WHAT'S INSIDE

01 OnMat vs. Typical Competitors — side-by-side	page 1
02 What Makes OnMat Different — the detail	page 2
03 The Bottom Line	page 4

OnMat vs. typical competitors

IF YOU ONLY READ ONE THING

Look at OnMat Command and OnMatAI. It's what makes school owners stop comparing features and start asking about price. Everything else in this document is the reason switching was easy.

The **green rows** are where OnMat does something most competitors don't. The rows below are the table-stakes features — the things every platform should do, and we do.

Feature	OnMat	Typical Competitor
AI daily briefings (OnMat Command)	✓ Trials, revenue, attendance, testing, retention	Static dashboards only
Per-student engagement score	✓ Flags at-risk members automatically	Manual review
First Look Trial program	✓ AI-generated personalized close report	Standard lead-tracking pipelines
End-to-end belt testing on iPad	✓ Live grading → auto report cards → auto-promote	Event registration only
DojoSnap word-of-mouth marketing	✓ Branded action photos parents share to social	Not available

Feature	OnMat	Typical Competitor
No-code Workflow builder	✓ Drag-drop event → action automation	Fixed automated emails only
Instructor hours + auto payroll	✓ Hourly rate per instructor, payroll-ready	Tracked in spreadsheets
Parent-booked private lessons	✓ Self-serve through OnMat Edge	Manual scheduling through staff
Inventory + low-stock alerts	✓ Email + in-app dashboard alerts	Manual stock checking
Effective credit card rate to the school	0% (fees passed along to members)	~2% + \$0.30 per transaction
Processing fees	\$15/mo flat gateway	Stripe, Square, or similar processor
Predictable flat pricing	3 tiers: \$79 / \$119 / \$179	Tiered up to \$200+ by student count
White-glove migration	✓ We handle it — no CSV wrangling	Self-serve CSV import
Member & belt tracking	✓	✓
Attendance & class scheduling	✓	✓
Automated recurring billing	✓	✓
Digital agreements & waivers	✓	✓
SMS texting	✓	✓
Family / household billing	✓	✓
Point-of-sale & retail inventory	✓	✓
Curriculum video library	✓	✓
Member-initiated check-in	✓ via OnMat Edge	✓
Family / parent portal app	✓ OnMat Edge	✓
Online class booking by members	✓	✓
Lead capture forms	✓	✓

Feature	OnMat	Typical Competitor
Multi-location reporting	✓	✓

What makes OnMat different

A closer look at the features above — what they do, and why most school owners tell us they wish they'd had them years ago.

OnMatAI daily briefings

OnMat Command is the school owner's mission control. Every morning, it reports on what needs attention today across five dimensions: trials and retention, revenue, class attendance, test readiness, and per-student engagement. Most platforms give you dashboards full of numbers. OnMat tells you **what to act on** — and flags drifting students so you can reach out before they quit.

In sales conversations, this is usually the moment school owners stop asking about features and start asking about price.

First Look Trial program

Most trials don't convert because nobody can clearly explain to the parent why their child should keep training. First Look fixes that: instructors grade trial students on 8 skills over a 4-class trial using the same iPad interface they use for belt testing. At the close, OnMatAI generates a **personalized First Look Report in two voices** — a parent voice that speaks to character and life skills, and a student voice that celebrates physical achievement. Then it adds a "Journey Note" that prepares the parent for the moment every martial arts parent eventually faces — when their child doesn't want to come to class — and frames it before it happens.

End-to-end belt testing on iPad

Collect test fees in advance, see who's financially cleared and skill-ready before the event, then grade techniques live on the iPad during the test — no paper, no clipboards. OnMat auto-generates digital report cards, emails them to students and parents, and updates the student's belt level across attendance requirements, curriculum, and billing — all automatically. Other platforms handle pieces of this; OnMat handles all of it.

DojoSnap — turn every class into marketing

Three taps from your instructor — pick a student, take a photo, share. The photo is automatically branded with your school's logo and pushed to the parent through OnMat Edge. The parent shares it to their own social channels, and suddenly every one of their friends knows where their kid trains. Word-of-mouth has always been the #1 source of new students in martial arts. DojoSnap is the first feature that makes it happen automatically.

No-code Workflow builder

Drag-and-drop event-to-action automations. Pick a trigger — a new belt promotion, X days after a new belt, a missed class, a birthday, a failed payment, anything in the system — and pick an action: send a personalized email, create a task for yourself, schedule a meeting with the parent, fire a notification to the instructor, or chain several together.

Example: When a student earns a new belt → wait 30 days → email the parent about the next belt's curriculum and create a calendar reminder for you to call them. Built once, runs forever.

Other platforms have automated emails. The triggers are fixed by the platform: expiring memberships, late payments, birthdays. You can't define your own. OnMat is the only one that lets you build the workflows your school actually needs.

Instructor hours and auto payroll

Instructors clock their hours and the classes they taught directly through OnMat Edge. Each instructor has a configurable hourly rate, and OnMat does the math automatically — turning the classes-taught log into a payroll-ready report at the end of every pay period. Schools using other platforms run this in a spreadsheet, a paper notebook, or a separate payroll system. We keep it all in one place.

Parent-booked private lessons

Parents book private lessons directly through OnMat Edge, picking from instructors who have opened their availability for private sessions. It's self-serve — no phone calls, no back-and-forth with the front desk, no missed opportunities. Included free with OnMat Edge.

Inventory with low-stock alerts

OnMat tracks retail stock — uniforms, gear, belts — and automatically alerts you when any item drops below its reorder threshold. Alerts go to your email and to the in-app dashboard. No more discovering you're out of white belts the morning of a test.

PayFactory processing with pass-along fees

What's your effective rate on credit card processing with OnMat?

0%. We pass it along.

Most competitors run payments through Stripe, Square, or a similar processor, which means you're paying around 2-3% + \$0.30 on every transaction. On a typical \$25K–\$35K/month billing volume, that's \$8,600 to \$12,000 a year that stays in your school instead of going to a processor. (OnMat charges a flat \$15/month gateway fee — no per-transaction discount rate, no PCI fees, no batch fees, no early termination.)

Plus next-day funding, fast payouts on Visa, MasterCard, Discover, and AMEX, and bank ACH drafts at 1.00% with failure handling that mirrors credit card retries.

Predictable, flat-rate pricing

\$79 / \$119 / \$179 — pick a tier and that's what you pay. Most competitors step up by student count, with the top tier landing at \$200+ per month. At 150 students, OnMat Professional (\$119) is meaningfully below the standard. Above 200 students, OnMat Academy at \$179 unlimited is the clearest value in the category.

Built by martial artists

OnMat wasn't built from a boardroom. It was built from the mat — by people who have run schools, taught classes, run belt tests, and chased parents who haven't paid their tuition this month. Every feature in OnMat exists because a school owner needed it, not because a product manager invented it.

The bottom line

On the basics, all martial arts software looks alike. The decision comes down to what surrounds the basics:

- **Daily decision-making:** OnMatAI's daily briefings tell you what to act on today. Other platforms give dashboards. OnMat gives recommendations.
- **Trial conversion:** First Look is structurally different from anything else. It turns the close into a data-driven conversation with an AI-generated personalized report for every parent.
- **Belt testing:** OnMat runs the whole lifecycle on iPad — pre-test through promotion — with auto-generated report cards. Nobody else does.
- **Marketing engine:** DojoSnap turns every class into shareable content for parents — built-in word-of-mouth marketing.
- **Automation depth:** A no-code Workflow builder lets you define your own event-to-action chains. Others only have fixed automated emails.
- **Operational depth:** Instructor hours with auto payroll, parent-booked private lessons, and inventory with low-stock alerts — three things every school deals with that nobody else solves.
- **Money kept in the school:** Pass-along processing means a 0% effective rate on credit cards — saving \$8,600–\$12,000 a year that would otherwise go to a processor.
- **Cost:** OnMat's flat tiers are competitive across the board, and Academy at \$179 unlimited is the best value in the category for any school over 150 students.

OnMat isn't built like the rest of the software in this category. It was built by martial artists who got tired of running their schools on tools designed by people who'd never taught a class.

Ready to see what your school could look like with OnMat?

Start your free 30-day trial — no credit card required.

onmat.app