

# Midtown Biohack x The Morris Method™

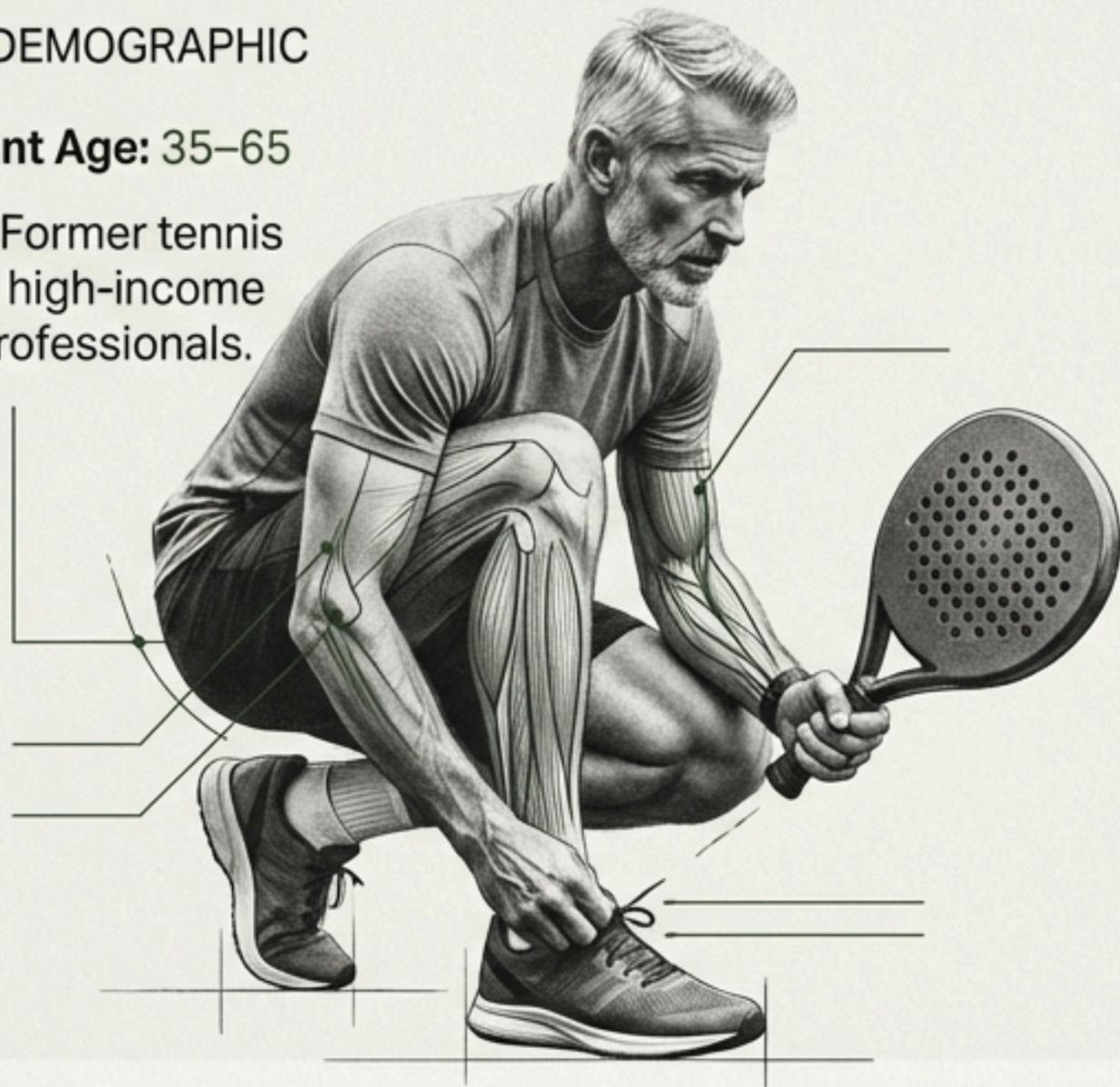
Advanced Injury Prevention & Performance  
Architecture for the Padel & Pickleball Athlete.

# The Executive Athlete: High Ambition Meets Aging Tissue

## PADEL DEMOGRAPHIC

**Dominant Age:** 35–65

**Profile:** Former tennis players, high-income urban professionals.



## PICKLEBALL DEMOGRAPHIC

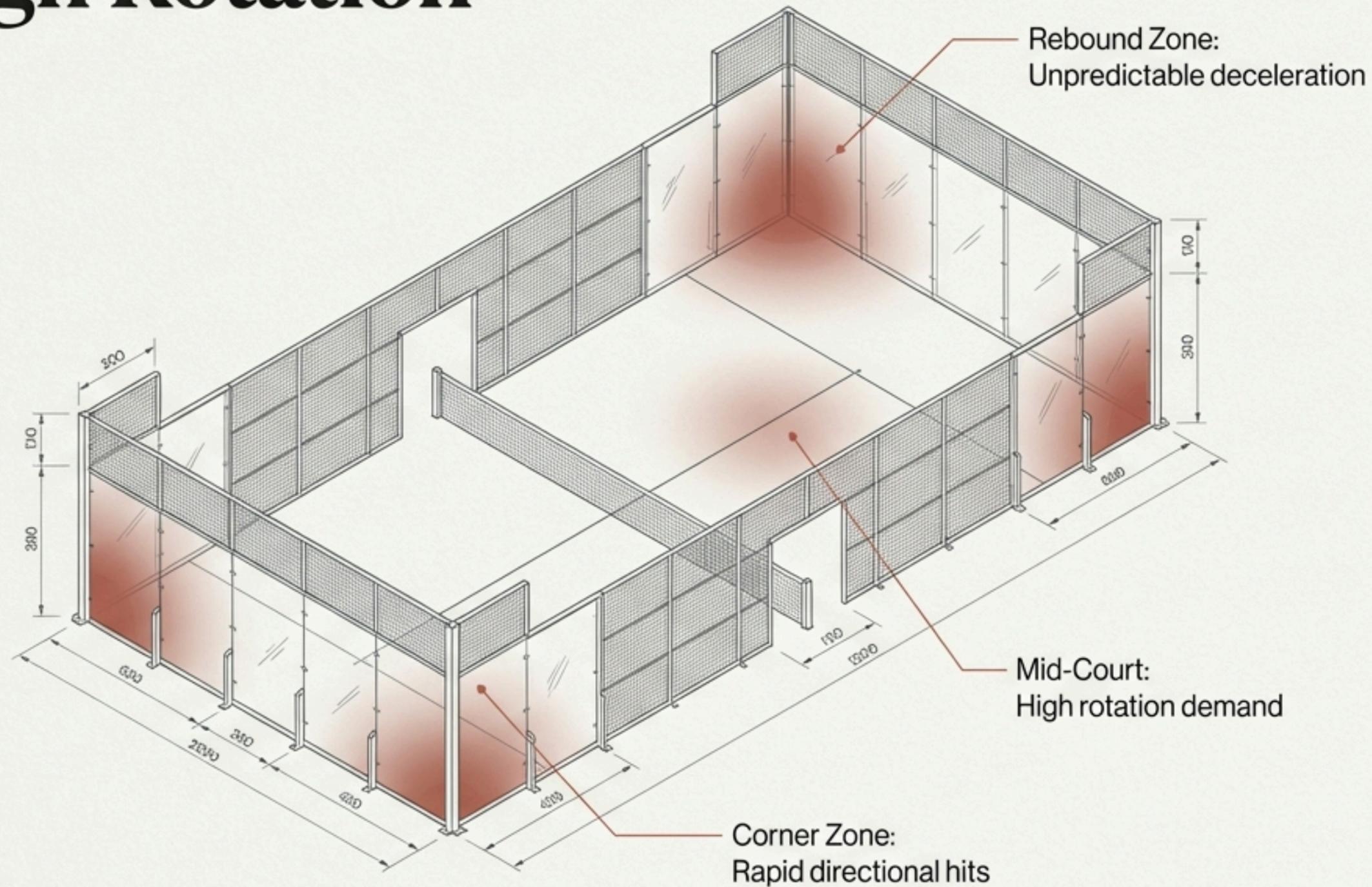
**Dominant Age:** 45–80

**Profile:** Former athletes, executives, and weekend competitors.



**CORE INSIGHT:** These sports are marketed as ‘easy to pick up,’ but for the 40+ body returning to explosive sport without full tissue capacity, they represent **high-impact trauma**.

# Padel: Tennis Speed + Squash Walls + High Rotation



## THE DEMAND

Unpredictable deceleration, awkward wall rebounds, and rapid directional hits.

## THE FRICTION

The body experiences high rotation and fast reaction demands that exceed the tissue capacity of the average 40+ player.

## THE RESULT

An "Injury Magnet After 40" due to the combination of speed and confined space.

# The Top 5 Padel Breakdown Patterns

## ROTATOR CUFF

Failure occurs when overhead reaches and wall rebounds meet inefficient neurologic timing.

## LATERAL EPICONDYLITIS (PADEL ELBOW)

Caused by shorter rackets, faster exchanges, and repetitive wrist snaps. More frequent than in tennis.

## LOW BACK + SI JOINT

Result of trunk torque and pelvic instability. Often "neural overprotection" rather than tightness.

## KNEE / MENISCUS

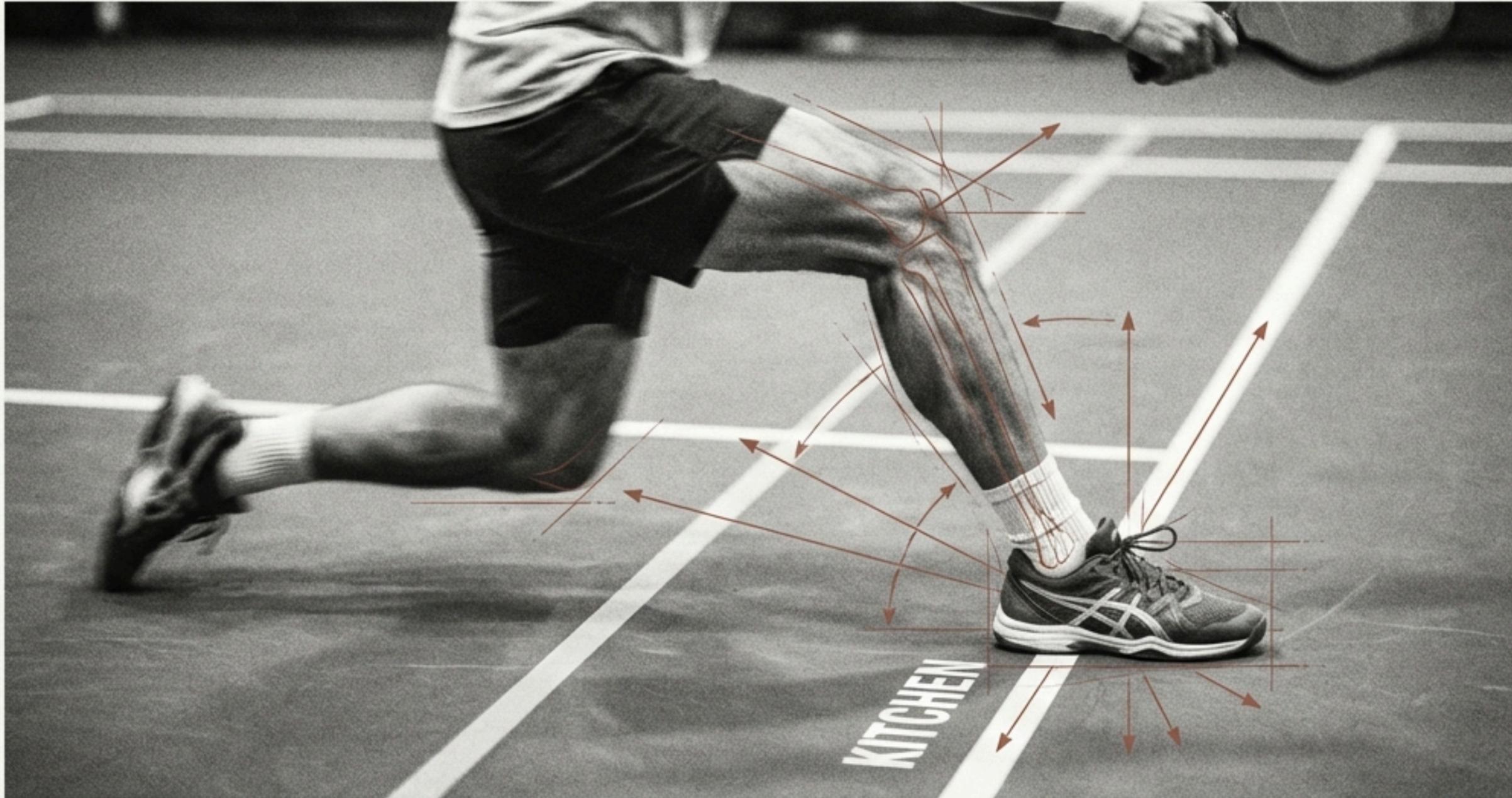
Triggered by lateral shuffles and twisting pivots. Risk rises sharply after age 45.

## CALF / ACHILLES

Caused by explosive short sprinting in confined spaces. A major 50+ breakdown pattern.



# Pickleball: America's Fastest Growing Injury Wave in Adults 45–75



## THE REALITY

Enthusiastic play meets aging tissue.

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## THE MECHANICS

The game creates fast cuts, sudden stops, and explosive reaches in players with declining reaction times.

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## THE RISK

High fall risk and tendon overload in a population that often hasn't sprinted in decades.

# The Cost of Enthusiasm on the 45+ Body

## SHOULDER STRAIN

Overhead instability combined with poor scapular timing.

## BALANCE & FALLS

A result of declining reaction time and weakening neurologic footing.

## PICKLEBALL ELBOW

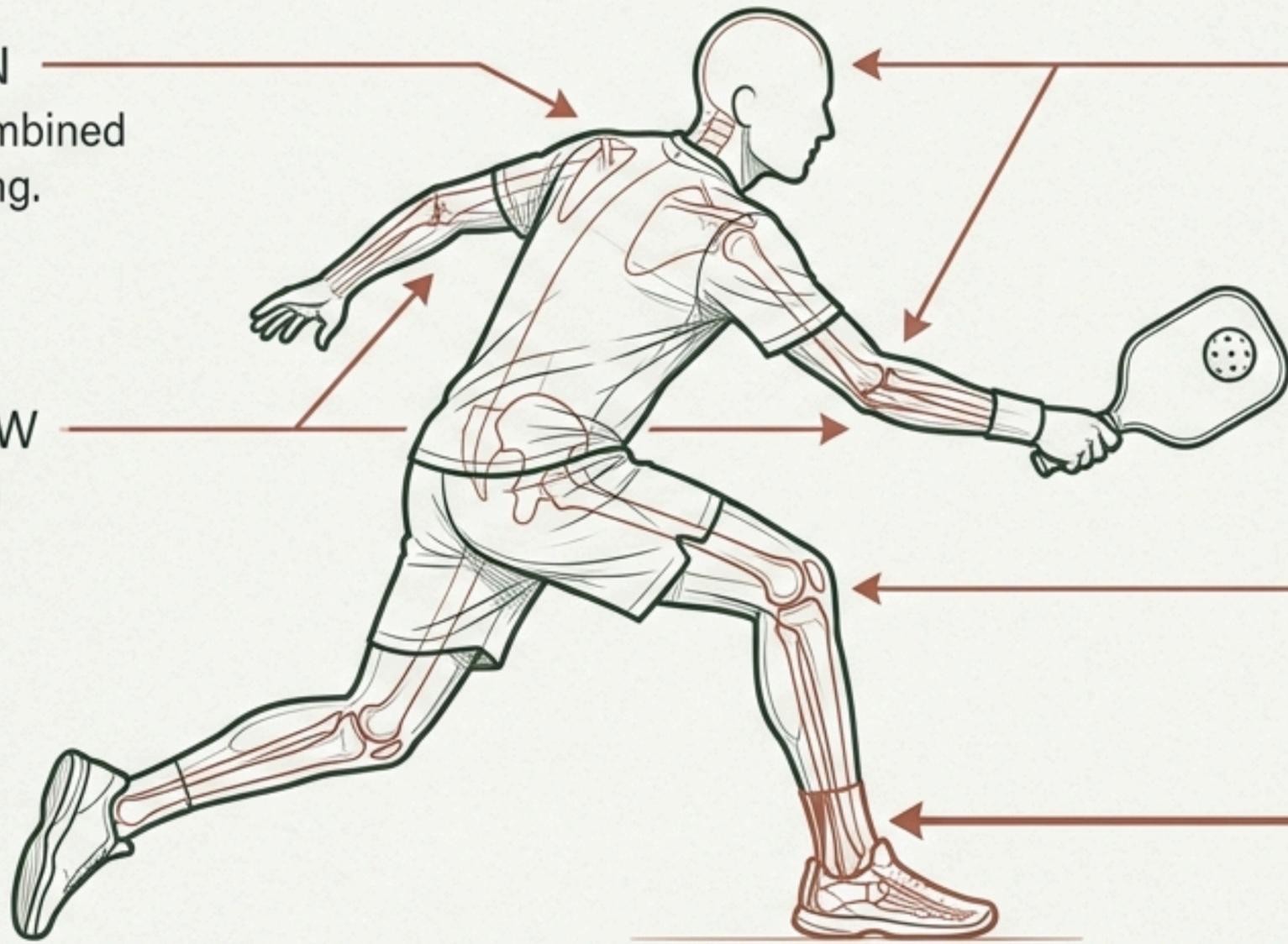
Repetitive snap causing tendon irritation.

## KNEE JOINT

Meniscus flares caused by rotational deceleration.

## ACHILLES TENDON

The top catastrophic injury risk after age 50.



# Why Injuries Persist After 40

## THE REALITY:

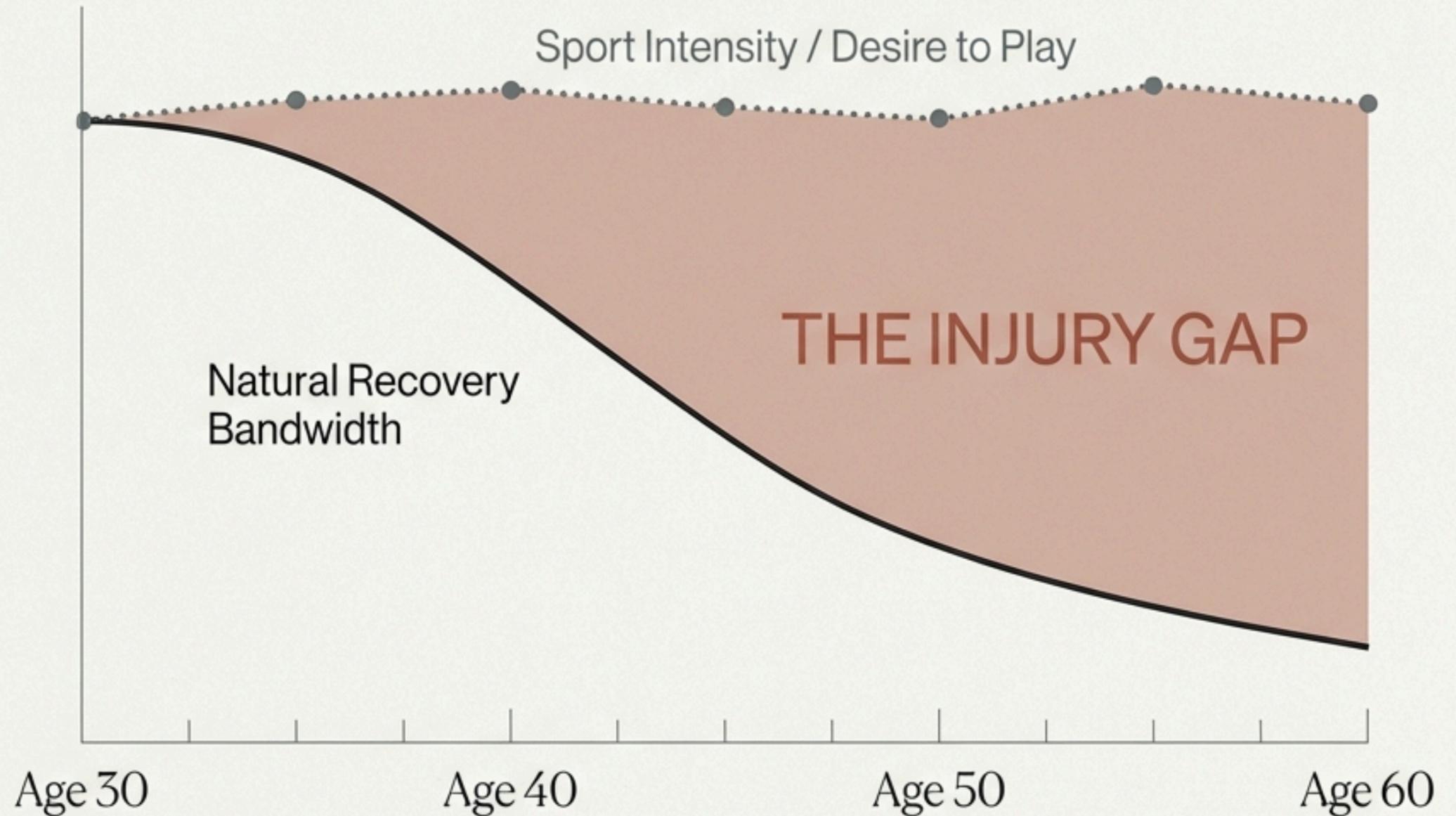
Recovery is no longer just muscular—it is neurologic.

## THE MECHANISM:

Pain becomes a nervous system output, often acting as a “guarding pattern” rather than just tissue damage.

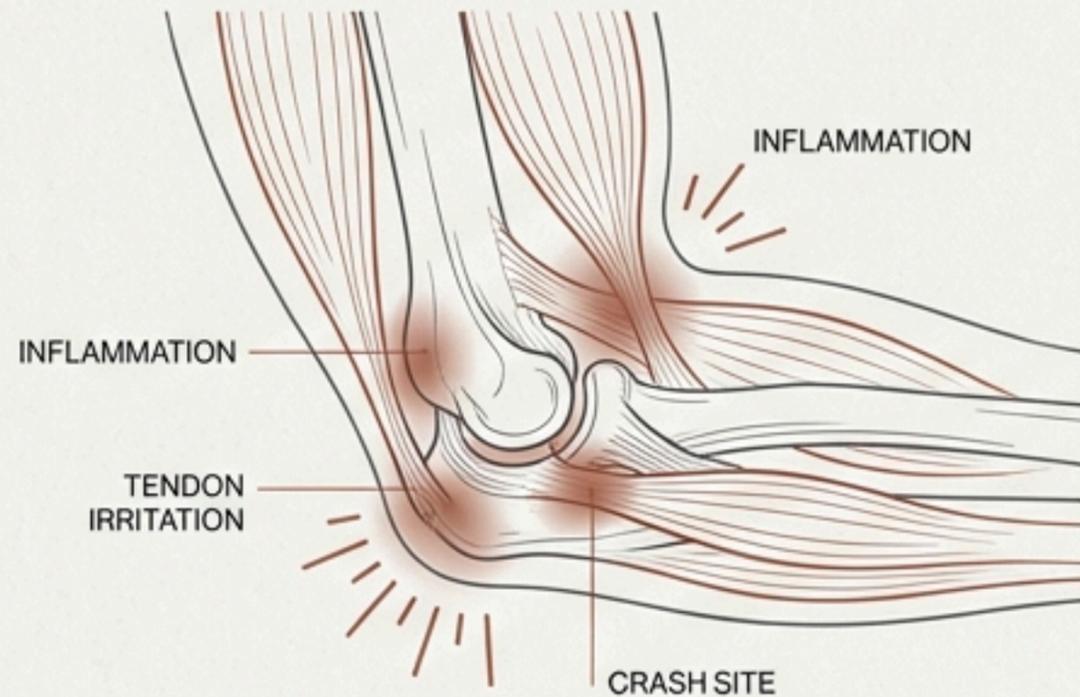
## THE GAP:

The 40+ athlete exposes tendon vulnerability, joint instability, and nervous system fatigue that standard stretching cannot fix.



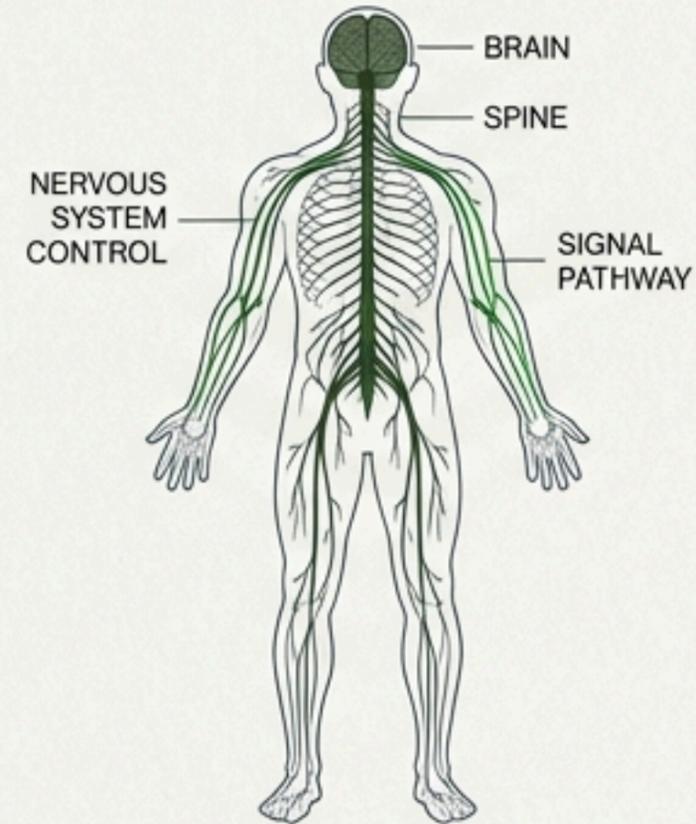
# Treating the Control System, Not Just the Crash Site

## STANDARD APPROACH



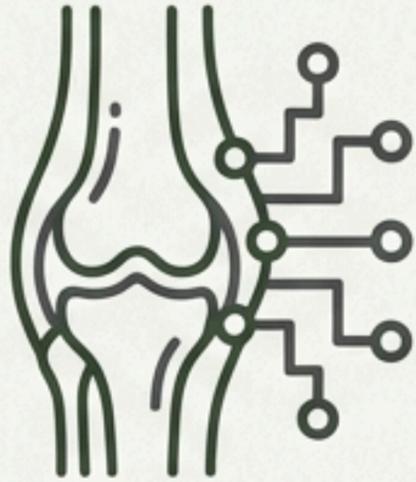
- Treats the injury site
- Focuses on symptom management
- Passive therapy (Massage/Ice)

## THE MORRIS METHOD™



- Treats the control system behind the injury
- Focuses on the root cause
- Active nervous system remodeling

# The Morris Method™: Nervous System Mastery



Neurologic Joint  
Neue Montreal

Stability is brain-led, not  
just muscle-driven.



Pain Signal Reset™  
Neue Montreal

Recalibrating sensitized  
neural loops (crucial for  
chronic back/elbow pain).



Reflex Optimization  
Neue Montreal

Training reaction speed  
and movement efficiency at  
the neurological level.

# Padel Outcomes: Restoring Rotation & Reflexes

## **FASTER RECOVERY**

Restoring parasympathetic recovery capacity between matches.

## **ELBOW SOLUTION**

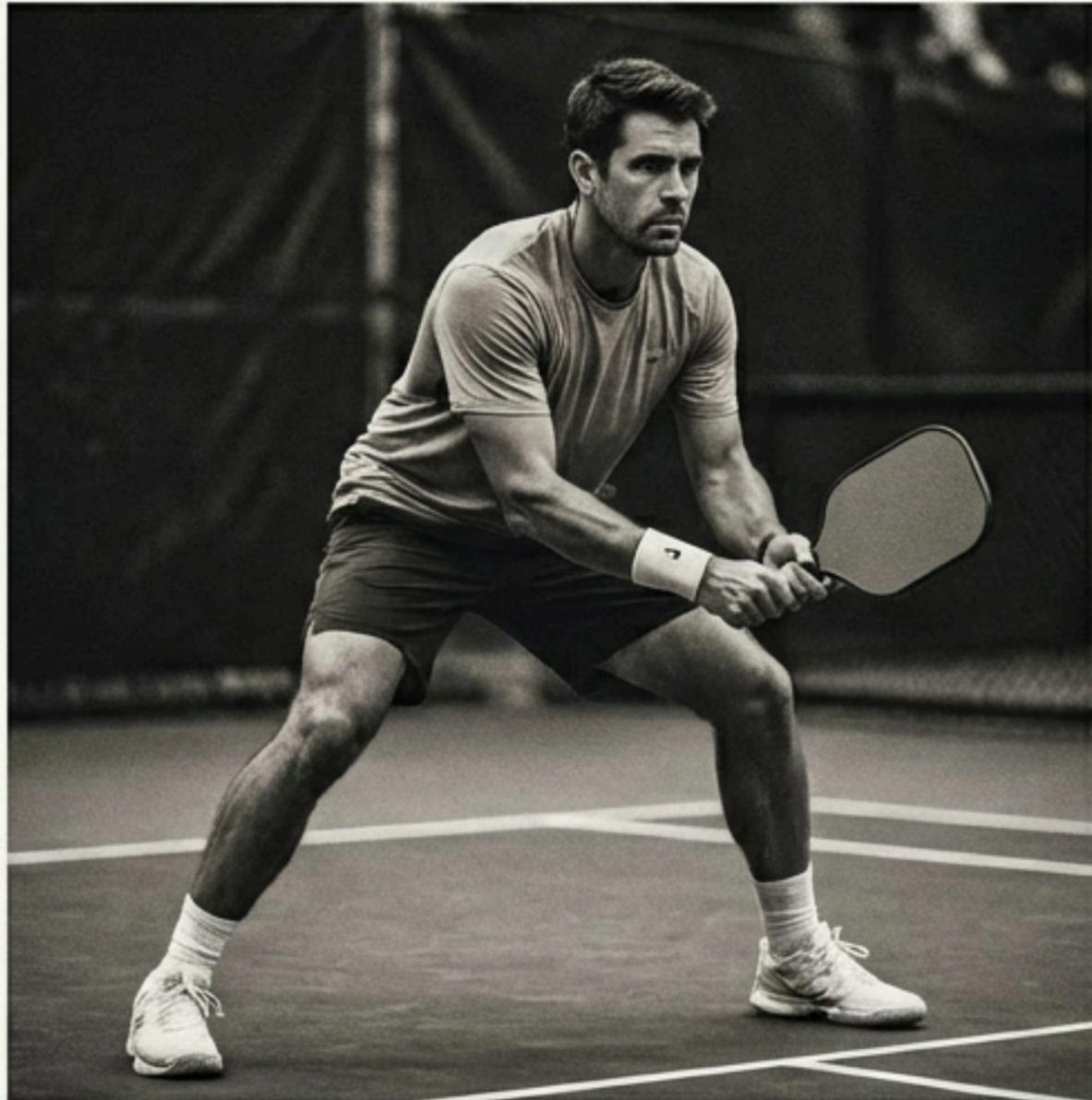
Recalibrating the sensitized neural loop that causes "Padel Elbow."

## **MOVEMENT EFFICIENCY**

Improving rotational stability through neural coordination (sequencing), not just stretching.



# Pickleball Outcomes: Stability, Speed, & Safety



## **TENDON DEFENSE** \_\_\_\_\_

Nervous system remodeling to protect the Achilles and fascia.

## **FALL PREVENTION** \_\_\_\_\_

Trainable reaction speed and neurologic footing.

## **PAIN WITHOUT SHUTDOWN** \_\_\_\_\_

Protocols that allow members to manage signals without becoming chronic, keeping them on the court.

# The Midtown Biohack Experience

## FULLY CLOTHED

No need to undress, high comfort.

## NON-INVASIVE

No needles, no aggressive manipulation.

## EXECUTIVE EFFICIENCY

No downtime. High-impact recovery in concise sessions.

## ATMOSPHERE

Executive-grade wellness support.

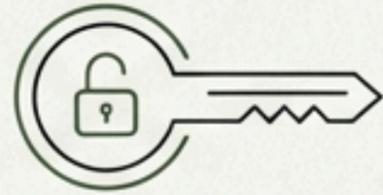


WAVE VECTOR

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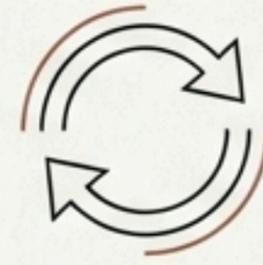
VICTOR

# A Strategic Asset for Premium Clubs



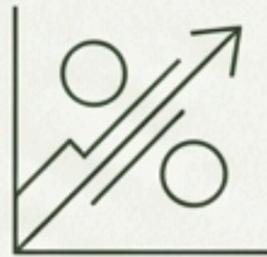
## EXCLUSIVE ACCESS

Member-only recovery options.



## RETENTION

Performance + injury prevention protocols keep members active and paying.



## REVENUE

Revenue-share partnership model.



## DIFFERENTIATION

A unique selling point against competitor clubs.

# The Missing Link in the 40+ Athlete's Game

We keep your members on the court, pain-free,  
playing the game they love for longer.

We provide the nervous system mastery  
required for the executive performer.

