Engineering The Edge:

Developing an AI-Driven Training Copilot for Athletes

Meet The Team

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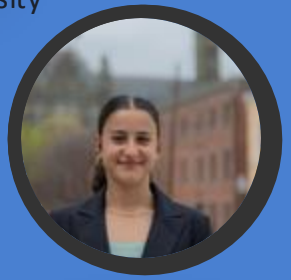

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Agenda

- MVP Framework
- Competitor Research
- Target Persona
- Visual Mockup
- Go-To Market Strategy
- KPI Framework
- User Journey Map
- Risk Assessment Matrix

Planning Phase

What is the problem? How will we address it?

MVP Framework

Target User

Who will be using this product?

Audience:
- Professional Athletes
- Amateur Sports Enthusiasts
- Fitness-Conscious Individuals

Specific Problems

What issues do current audiences face with their training strategies?

Problems:
- Suboptimal Progress
- Lack of Real-Time Refinement
- Lack of Motivation

Pain Points

Where do current solutions fail in optimally helping athletes?

Key Aspects:
- Variability in Athletes' Day-To-Day States
- Disconnected Data Tracking
- Lack of Real-Time Feedback
- Difficult to Optimize Recovery

Locating the Problem

Why exactly do current training solutions fail?

Root Causes:
- Training Platforms Built Separately
- Basic Intelligence Features in Current Solutions
- Delayed & Ineffective Feedback
- Failure to Translate Data into Actionable Recommendations

Solution

Microsoft Sports Productivity Copilot

Competitor Research

Competitor	Product/Service	Business Model	Key Strength	Use Case
Whoop	Wearable band tracking strain, recovery, sleep; personalized daily insights	Subscription-based; hardware included	Elite athlete adoption & 24/7 biometric feedback	Recovery, load management, pro sports
Oura	Smart ring tracking sleep, HRV, readiness; minimal and user-friendly	Hardware + monthly subscription	Sleep optimization & wellness integration	Health-conscious users, performance readiness
Athos	Sensor-embedded apparel measuring muscle activity via EMG	Direct sales + institutional contracts	Real-time muscular engagement tracking	High-performance gyms, military, injury prevention
VX Sport	GPS & HR trackers for live team sport analytics	Device + software subscription (B2B)	Real-time, coach-friendly data for team play	Rugby, soccer, collegiate & pro team training

GAME MANAGER

CURVEBALL

Execution Phase

Developing a market plan

Microsoft

Target Persona

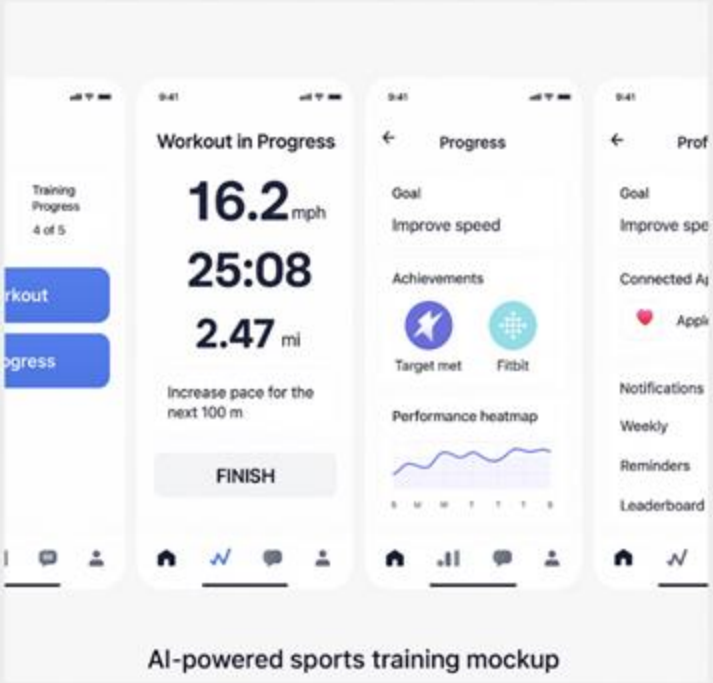
Who will be using our product?

Professional Athletes

Amateur Sports Enthusiasts

Fitness-Conscious Individuals

Visual Mockup



AI-powered sports training mockup

AI Sports Training Copilot - Mockup Walkthrough

Home Screen:
Quick stats, AI-driven progress updates, Start Workout & View Progress buttons

Workout in Progress:
Real-time metrics (Speed, Heart Rate, Distance, Time)
Coaching prompts, Apple Watch & Fitbit sync

Progress Screen:
Achievements, Heatmaps, Performance graphs

Profile Screen:
Goal setting, Device integration, Notifications

Value Proposition:
Real-time coaching, wearable sync, personalized plans, visual progress tracking

Go-To Market Strategy

[R] Retain (Customize)

Personalization: Workout plans based on real-time performance

AI Adjustments: Adapts training intensity and coaching style

Milestones & Rewards: Badges, exclusive features for motivation

Progress Summaries: Regular email/app updates on growth

Long-term Loyalty: Referral programs, VIP feature access

[A] Attract (Identify)

Target Persona: Age: 18–30 | Gender: All | Location: Urban/Suburban | Income: $25K–$75K

Interests: Fitness, sports, wearable tech, data tracking

Challenges:

Limited access to personalized coaching

Inconsistent motivation, lack of structure

Difficulty balancing athletics with work or school

Values:

Real-time feedback, structured plans, progress tracking

Wearable integration (Apple Watch, Fitbit)

Objections & Strategies:

"No time" → Flexible quick-start plans

"Apps don't work for me" → Personalized AI coaching

"Too expensive" → Free beta/trial access

"Too complicated" → Simple, intuitive UI

[E] Engage (Differentiate + Interact)

Differentiate:

Now: College athletes, young professionals (18–30)

Future: High school athletes, corporate wellness, recreational athletes

Interact:

Short-form content (TikTok, Reels)

In-app notifications and motivational prompts

Virtual challenges and leaderboards

Surveys for feedback and feature access

GAME MANAGER

CURVEBALL

Control Phase

Establishing a budgetary framework

Microsoft

KPI Frameworks

	Stay Within Budget During Community Acquisition	Monitor Feature Development and Operating Costs	Cost Effective Consumer Retention
Objective			
Goal	Limit Spending While Reaching New Users	Build and Launch Tiered Subscription Features Within Budget	Maximize Retention ROI While Staying Within Budget
KPI	• Cost Per Click • Cost Per Acquisition • Outreach Budget Burn Rate	• Development Cost vs. Budget • Hours Billed vs. Budgeted Hours • Cost Per Feature Used	• Cost Per Engagement • Campaign Budget Usage
Metrics	• $ Spent on Ads / # of App Downloads • Weekly Spending vs. Projected Outreach Budget • Cost per Signup or Event RSVP	• % of Developer/ Design Hours Used vs. Planned • $ Spent per Core Feature • User Feedback	• $ Spent on Retention (notifications, events) Per Active User • % of Recurring Costs (server fees, email marketing) • Budget Remaining vs. Projected Timeline

Monitoring Phase

What are possible risks of our strategy? Mitigations?

User Journey Map

	AWARENESS	CONSIDERATION	CONVERSION	LOYALTY	ADVOCACY
PHASE 1					
PHASE 2	Curious about smarter workouts. Sees Copilot on TikTok or Reels.	Hopeful but skeptical—"Will this really work for *me*?"	Excited after seeing personalized onboarding. Motivated to hit goals.	Encouraged by clear progress tracking and motivational feedback.	Confident. Feels empowered to share with friends and community.
PHASE 3	Clicks ad, views product demo, visits site or app store listing	Reads reviews, explores how it syncs with Apple Watch/Fitbit	Signs up for free trial. Sets training goals. Syncs wearable. Tries first workout.	Uses Copilot regularly. Gets weekly summaries, wins badges, unlocks new features.	Shares badge or stat on social. Uses referral program. Writes a 5-star review.
PHASE 4	Frustrated by cookie-cutter workout apps. Craves real-time coaching.	Wants clarity on pricing, value, simplicity. Attracted to UI and AI coaching.	Experiences live coaching, dynamic workout adjustments, and smooth onboarding.	Stays engaged through recovery advice, streak badges, and evolving plans.	Refers friends for perks.Joins new challenges. Posts progress to social.

Risk Assessment Matrix

LIKELIHOOD						
	CERTAIN	LOW	MODERATE	HIGH	EXTREME	EXTREME
	LIKELY	LOW	MODERATE	HIGH	User Drop-off Due to Overcomplexity - Hig	EXTREME
	POSSIBLE	LOW	MODERATE	MODERATE	Bad AI Feedback – HIGH Competitor Leap – HIGH	HIGH
	UNLIKELY	LOW	LOW	Wearable Sync Fail – MODERATE	MODERATE	MODERATE
	RARE	LOW	LOW	LOW	LOW	LOW
		INSIGNIFICANT	MINOR	SIGNIFICANT	MAJOR	CATASTROPHIC

SIGNIFICANCE

Q & A / Contact Page

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