MAKE A PLAY FOUNDATION

BUZZER BEATER X MICROSOFT

Designing an AI Copilot for Athletes

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AGENDA

1. 5W + 1H Framework
2. Competitor Research
3. Target Persona(s)
4. Visual Mock Up
5. Go-To-Market Strategy
6. KPI Framework
7. User Journey Map
8. Risk Assessment Matrix/Mitigation Strategy

Pain Points of training solutions on the market.

Pain Point	Why?	Where?	Solution (How?)
Lack of Personalization	Static temples, weak feedback, hard to turn for individual needs	During onboarding	Use adaptive AI models that evolve with the athlete's input and real-time performance
Fragmented Apps	Data lives in silos, no integration across platforms	Juggling multiple apps for sleep, nutrition, training	Centralize data into a single hub
Poor Adaptability	Workouts don’t adjust based on performance/life factors	During ongoing training cycles	Copilot should self-update based on ongoing input (e.g., fatigue, injury, stress)
Accessibility	High cost, tools designed for elite athletes only	At sign-up/point of entry	Freemium model + easy onboarding for beginners and intermediate athletes
Low engagement	Generic advice, no emotional motivation, limited feedback loops	After initial excitement wears off (1-3 weeks)	Provide emotional feedback, visual progress, and goal reminders to make it feel like a training partner

COMPETITOR RESEARCH: WHOOP

Product/Service

A wearable fitness tracker + mobile app focused on 24/7 physiological monitoring (HRV, recovery, strain, sleep).

Geography

Headquartered in Boston, MA. Available globally, with strong presence in North America and Europe.

Buisness Model

Subscription-based model. Hardware is free with a paid monthly or annual membership.

Growth Rate

Values at 3.6 billion, has an estimated user base of 125 million. $401 million raised in investments

ATTRACT

Personal Info	Challenges	Values/Goals	Common Objections	Attract Strategies
• Genders: All genders • Age ranges: 16-35 • Education Levels: Highschool, College, early-career professionals	• Lack of time or structure in training • Difficulty integrating data from multiple fitness, nutrition, and recovery tools and apps • Inconsistent motivation/ accountability • Inaccessibility of high quality coaching or personalized feedback • Limited understanding of how to adjust training based on recovery or mental fatiguE	• Personalized, adaptive training plans • Seamless integration of all health and fitness data in one platform • Real-time feedback and performance insights • Visual progress tracking and milestone recognition • Affordability and accessibility • A feeling of autonomy and control over their training journey	• "This seems too complicated or high-tech for me." • "I already use other fitness apps...why do I need this?" • "I'm not a serious athlete...do I really need this?"	• Show how easy it is to start using the copilot, with step-by-step videos and simple setup. • Highlight the unified experience via API integrations (e.g., syncing with sleep, nutrition, calendar, wearables) and show how the copilot adapts in real time – something other tools don’t offer. • Share stories from everyday users like students, busy workers, or people just getting back into shape, so new users can see that the copilot is for all levels, not just pros.

ENGAGE

DIFFERENTIATE

- Most value now:
  - College & high school athletes training for competition
  - Amateur fitness enthusiasts who already track workouts and are motivated to improve
  - Athletes who are recovering from injury who need adaptive plans
- Most value in the future:
  - Recreational users looking to build long-term fitness habits
  - Middle school athletes and youth sports programs
  - Coaches and trainers looking for scalable athlete management tools
  - Corporate wellness programs & team fitness challenges

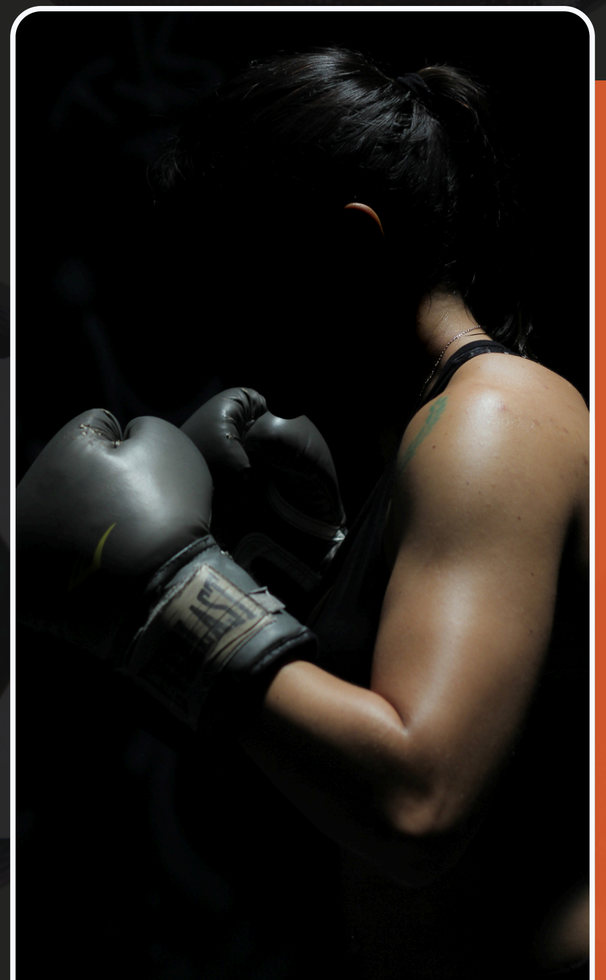
INTERACTION

- Social media campaigns with relatable athlete stories
- Short-form video demos of the AI copilot
- Partnerships with college teams and EEG wearables
- In-app mood and effort tracking
- Weekly performance reports that blend body and brain data
- And gamified challenges—reaction time, focus streaks, recovery consistency
- Partnering with schools, clubs, and gyms to run small pilot programs to be able to gather feedback directly
- Discord or Slack group for athlete community support

RETAIN

To customize our tool, we will implement:

- Personalized training plans based on user performance and goals
- AI-generated training plans that adjust daily based on performance, mood, and recovery
- Weekly recap emails tailored to their sport or training type
- In-app rewards or badges for consistency and improvement
- Feedback-driven content suggestions (e.g., drills, recovery techniques)
- Option to connect with a mentor or coach based on training style
- Seasonal challenges or goal resets aligned with athletic calendars



VISUAL MOCK UP

NEURO ADAPTIVE COPILOT

TODAY'S FOCUS

Cognitive Drills + Endurance

SLEEP SCORE	RECOVERY	FOCUS
82	Moderate	Good

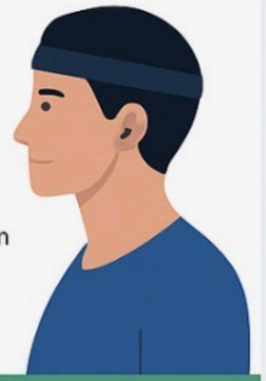
TRAIN MODE

Cognitive Drill

Attention 76%

Heart rate 145 bpm

Log Effort



Consider slowing down and resting

PERFORMANCE TRACKER

5-Day Focus Streak

CONNECT APPS

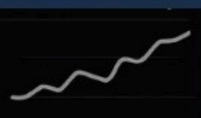
fitbit Log Water STRAVA myfitnesspal

Reaction Time

325 ms

Focus

72%



PERSONALIZATION

Sport: Tennis

Goal: Enhance Mental Sharpness

STP MARKETING STRATEGY

Segmentation

- Divide the market of athletes into smaller segments
- Consider skill level, sport type, training goals, tech comfort level
- Understand varied needs ad motivations across segments

Targeting

- Choose key segments to focus on
- Underserved athletes without access to elite-level resources
- Value personalization ad affordability

Positioning

- Smart, accessible training partner
- Real-time personalized insights and feedback
- Affordable and user-friendly

KPI FRAMEWORK

Goal 1

1.Increase Viewers

- Enhanced Viewer Experience
- In-Stadium Enhancements
- Broader Access and Global Reach

Metric: Higher Viewer count

Goal 2

2. Players Health

- Injury Prediction and Prevention
- Personalized Training and Recovery Plans
- Faster Return to Play Safely

Metric: Compare the number of injuries and recovery times.

Goal 3

3. Money

- Smarter Ticket Sales and Pricing
- Targeted Marketing and Sponsorships
- Merchandise Sales Optimization

Metric: Higher profit

User Journey Map

Stage	Awareness	Consideration	Conversion	Loyalty	Advocacy
Actions	Scrolls social media, sees ad or story	Watches demo, compares with other apps	Signs up via free tier, conncects device	Logs mood, views insights weekly	shares streak, refers friends
Thoughts	“Is this useful for someone like me?”	“Will this really help me improve?”	“This looks easy enough to try.”	"Im seeing results!”	“I want others to try this.”
Emotions	Curious, Hesitant	Hopeful, Cautious	Reassured, Confident	Empowered, Supported	Proud, Excited
Touchpoints	Instagram post, Youtube ad, blog article	Product page, testimonals, demo video	Onboarding flow, smart features preview	Weekly reports, challenegs, check-ins	Social media, referrals, reviews

RISK ASSESSMENT

RISKS

1. Users feel overwhelmed by complexity
2. Data privacy and security concerns
3. Drop-off in engagement over time

WHO IT AFFECTS

1. Non-tech-savvy users, recreational athletes, new users
2. All users, especially those sensitive to data sharing
3. Busy users, students, professionals with inconsistent routines

MITIGATION STRATEGIES

1. Step-by-step onboarding, simplified UI, relatable success stories, free tier, progressive feature rollout
2. Transparent privacy policies, secure encryption, user-controlled settings, regular communication about data protection
3. Smart reminders, gamified challenges, weekly progress reports, adaptive goals, regular check-ins

ANY QUESTIONS?

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THANK YOU!

Thank you for learning about our AI-powered training tool. Here’s to smarter workouts, stronger athletes, and reaching new personal bests!