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Box Office x Microsoft

Sports Training Copilot Pitch

AGENDA

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Lila Wittemyer



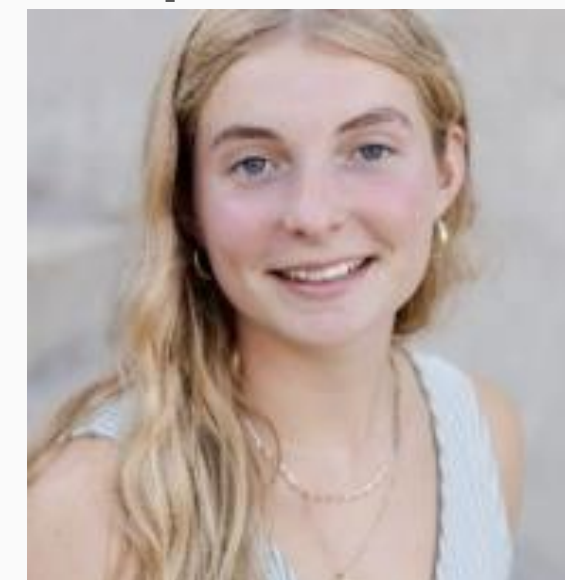
Columbia Lacrosse

AJ Jones



Notre Dame T&F

Sophia Simenz



Columbia Rowing

Kaaviya Kannan



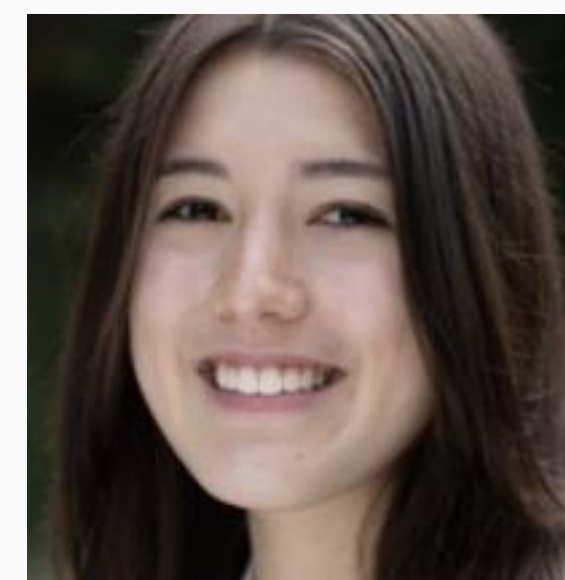
WPI Tennis

Joelle Jung



Stanford Soccer

Andie Miller



Yale Soccer

MEET OUR TEAM

MINIMUM VIABLE PRODUCT



5 W's 1 H:

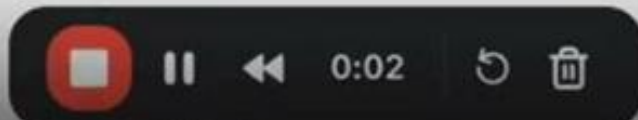
- Who: Professional and Elite Athletes
- What: Real time, tailored feedback
- When: Complex interface, generalized data
- Where: Software and workflows
- Why: Wearability, Data
- How: Our Solution

Pain Points:

- Wearability
- Data Collection
- App Interface
- Data Application

Our Solution:

- Minimalistic Design
- Athlete rendering
- AI Assistant
- Software Compatibility



TARGET PERSONA

Who:

- Athletes aged 16-24
- All Genders
- High School to Professional Level

Retention:

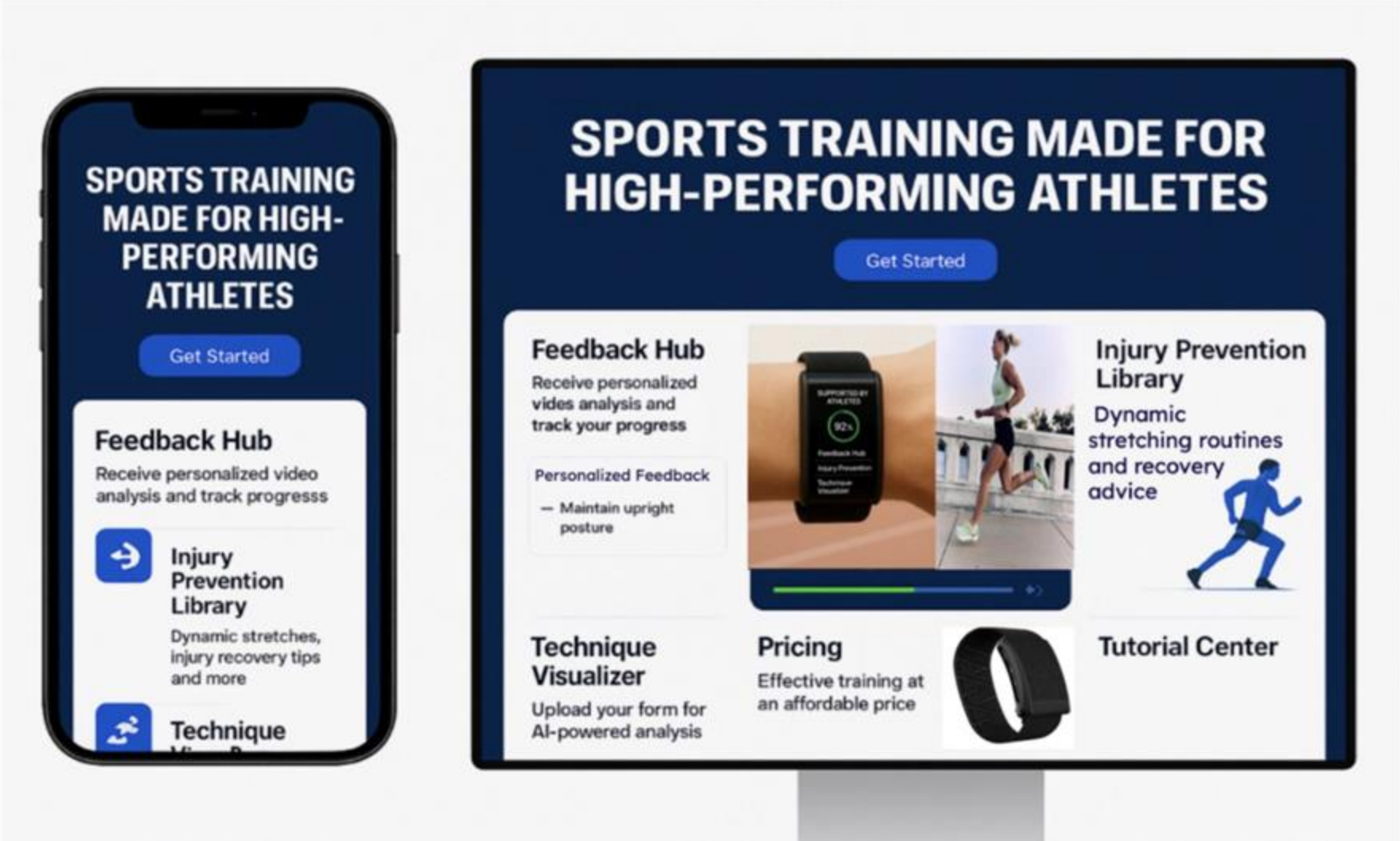
- Personalized Insights
- AI-Driven Recommendations
- Loyalty Rewards and Community Features

Engagement:

- Demo Events
- Elite Athlete Partnerships
- Social Media Tutorials
- Emphasize Core Values



VISUAL MOCK-UP



PURPOSE

- Prevent Injuries
- Actionable Feedback

DESIGN

- Lightweight
- Ergonomic
- Ease of Use

KEY FEATURES

- Sensors
- AI Analysis
- App
- Security

VALIDATION

- Reduced Injury Rates
- High Algorithm Accuracy
- Strong User Engagement

Social Currency

Be in the Know via
Elite Athletes on
Social Media

Triggers

Make our product part
of the athlete's rhythm

Emotion

Fuel progress stories

**Public**

Visibility drives
adoption

Practical Value

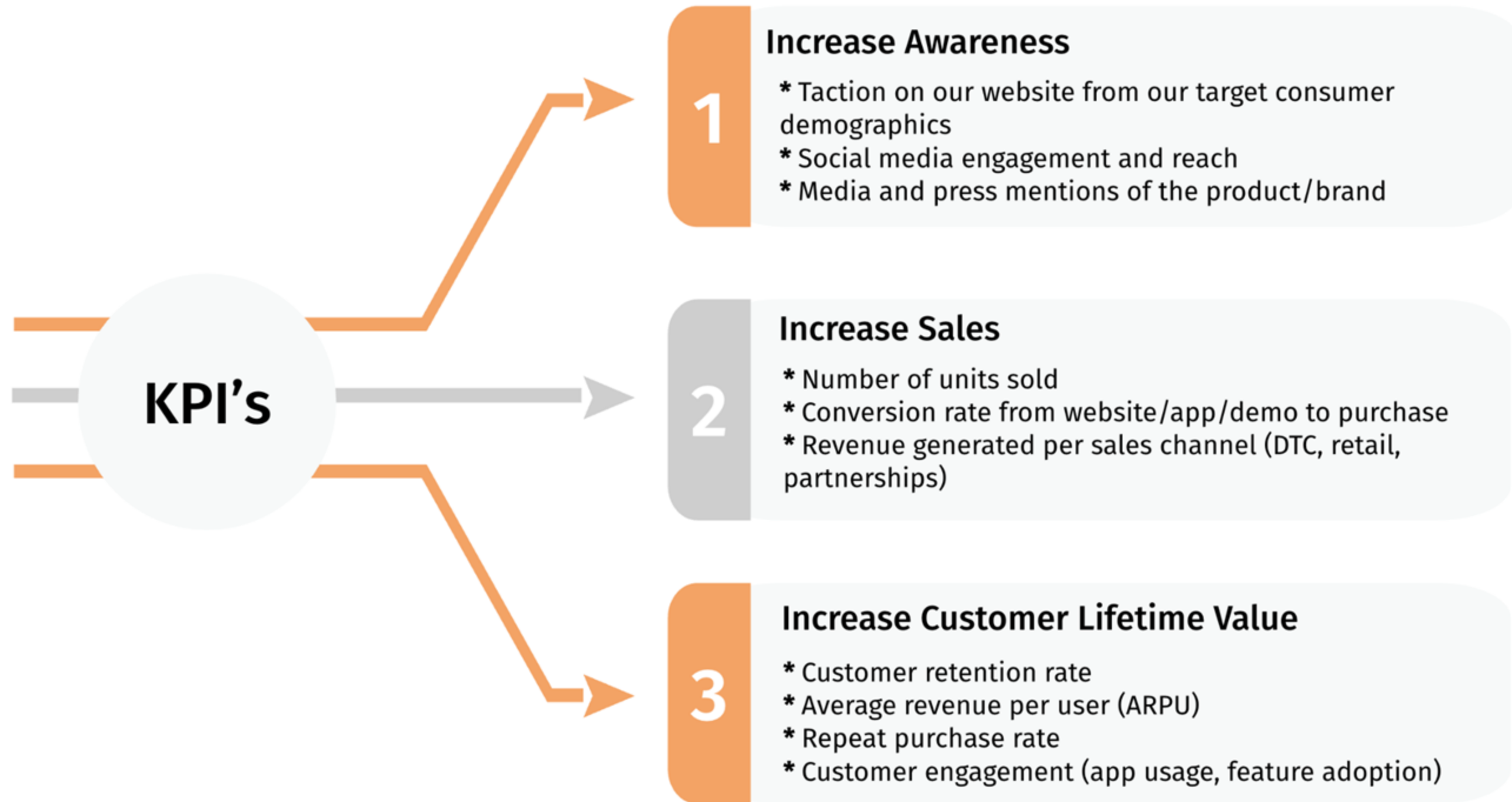
Smarter training, fewer
injuries, and clearer
insights for peak
performance.

Stories

Data that means
something

GO TO MARKET STRATEGY

KPI's



USER JOURNEY MAP

RISK ASSESSMENT

CONTACT US

Questions and Team Emails for Further Inquiries:

Lila Wittemyer- lilawitty@gmail.com

AJ Jones- ajones42@nd.edu

Sophia Simenz- srs2329@columbia.edu

Kaaviya Kannan- kaaviyak123@gmail.com

Joelle Jung- joellej@stanford.edu

Andie Miller- amillerr11@gmail.com

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