



Elevation: an AI Sports Training

Game Managers, Crunch Time

Natasha Kobelsky, Lleyton Thomas-Johnson, Sunny Liu,
Santiago Hernandez, Aoife Turner

Agenda

01

Problem

04

Market Strategy

02

Competitors

05

Trade Offs

03

Target Persona & Opportunity

06

Q&A



MAKE A PLAY
FOUNDATION



High-performing athletes seeking real-time, personalized guidance

THE PROBLEM

Training solutions lack adaptability and insight for elite athletes

WHERE PROBLEMS OCCUR



USER PAIN POINTS

- Delayed or vague feedback post-session

Post-Workout **61%**

During Training **39%**



KEY FACTORS

- Real-time, AI-driven adjustments give in-the-moment feedback

Competitor

WHOOP Adaptive Coaching

Performance Benchmarking



Coaching Approach

- Real-time, AI-driven adjustments give in-the-moment feedback



Interface

- User-friendly mobile app with intuitive, screen-based coaching



Data Utilization

- AI translates data into actionable insights for athletes



Adatavic COACHING

- Coaching Approach
Real-time, AI-driven
in-the-moment feedback

Target Persona

Age: 14-24

Gender: All genders

Income range: Middle to high

Education Levels: Highschool, College Athletes

Challenges:

- Limited access to high-level trainers
- Doesn't know what to focus on
- No clear way to track progress
- Lacks film review or scout exposure

Values & Goals:

- Personalized feedback
- Visual progress tracking
- Simple, fast user experience
- Tools to get noticed and improve

How can we successfully engage with our target audience?

- IG Reels, Tiktok clips, team group chats
- Testimonials from other athletes, particularly pros
- Visual progress dashboards along with clips
 - Visuals also segmented by sport and position

Content specifically tailored for:

- High School athletes trying to get recruited
- AAU players needing exposure
- College athletes preparing for pro

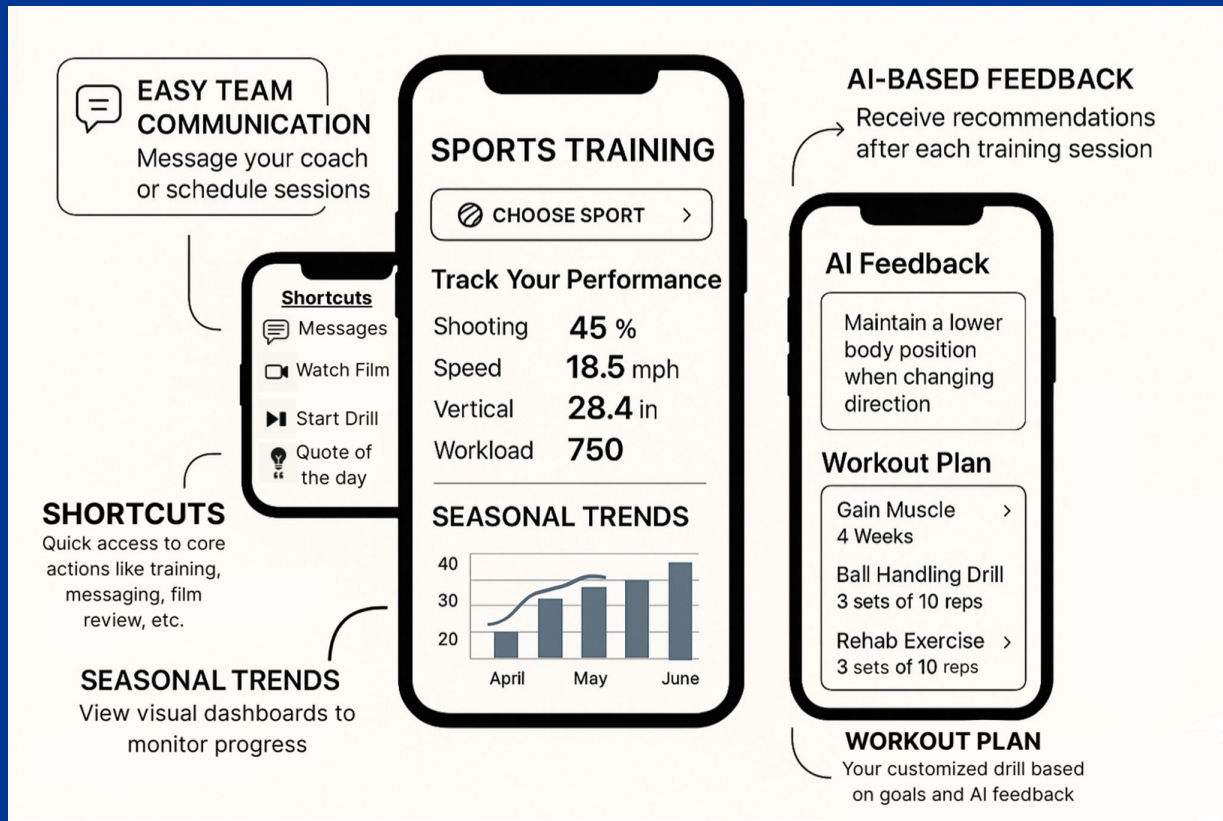


Built to Fit the Athlete's Journey

- Different sports → Different drills
- Skill level changes recommendations
- Positional needs guide workout structure

AI SPORTS TRAINING

A smarter, personalized way to level up your game



Market Strategy

7 P's

- **Product**
 - **Unique personalization** of training to help aspiring elite athletes **step up their game** against competitors
 - Incorporating other health data to create custom performance goals
 - **AI-driven feedback** on technique, limitations, and performance weaknesses given **user-selected standards**
- **Price**
 - Subscription-based, with potential for **SaaS team-driven collaboration testing** during promotion of product
 - Basic: **\$12/mo** for basic features, or **\$20/mo** for Pro (AI feedback and video review, performance recommendations, user feedback and workout plan revisions)
- **People**
 - Current weaknesses of team: lack of sport-specific knowledge
 - Could be acquired with SaaS pilot team testing; see Process
- **Place (Online)**
- **Promotion**
 - Sports and fitness influencers - a combination of **high-performance athletes and content creators**, with a focus on teens and 18-24
- **Process**
 - Select **pilot partnerships** to gather data and feedback from top-tier programs around the country in different sports
 - Can **continuously improve product** while building brand as elite and test **SaaS capabilities**
- **Physical Evidence**
 - Elite, aspiring pro athletes - **Ready to take the next step in sports? Elevate your game with Elevation.**

KPI Framework

Objective

Customer Acquisition

Customer Retention

Goals

Boost Awareness

Boost Sales

Boost Long-Term Value

KPI's

Ad
Impressions

App
downloads

Lead generation
(raffle entries, etc)

Subscriptions
/ free trials

Subscription
length (mo)

Subscription type:
basic or pro?

Metric

CPC

Downloads

Raffle entries

Subscriptions

Average months
of subscription

% and # of basic
subscribers

Unique viewers

App Store
Rankings

Free trials

% and # of pro
subscribers



Questions Welcome!

Thank You!