

Problem Statement

"How might we help Pierre, a 33-year-old entrepreneur from Paris, France, monitor his hydration levels and prepare effectively before, during, and after runs? As someone who balances a demanding work schedule with regular training, Pierre often finds it challenging to maintain consistent hydration, leading to fatigue, muscle cramps, and slower recovery times. Providing him with a straightforward solution that aligns with his running routine would enable Pierre to stay hydrated, enhance his performance, and fully enjoy his runs without the risks of dehydration and exhaustion impacting his daily life."