

Product Idea

- recovery kits
- app for tracking rest and health
- device to monitor physical health(ex watch)
- subscriptions for like a nutrition/ meal prep
- sports psychology programs for the youth and parents

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Advertisement

- collab with schools,clubs, professional athletes
- promote message about importance of recovery and health
- events with professional or athletes who have experienced burnout

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costs/ investors

- equipment
- funding for recovery programs
- investors' interest in youths' wellness tech
- affordable options for all incomes
- cost for trainers and coaches, and staff
- partnerships with brands

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social media

- TikTok/ Instagram post about self-care for an athlete
- online community for young athletes
- start challenges and trends for “Rest day”
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Hurdles

- pressure from parents and coaches
- lack of awareness
- refusal of rest days or mental health breaks

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laws

- youth sports safety regulations
- parental consent
- health and safety for programs
- Legal limits for hours of training for a minor

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