

A modern office interior with a white conference table, blue chairs, and large windows. A potted plant sits on the table. The background is slightly blurred, showing a blue sofa and a ladder.

## **PROBLEM STATEMENT**

**How might we create a personalized hydration plan for Pierre, a 32-year-old environmental consultant and avid trail runner in Lisbon, Portugal, that considers his specific hydration needs during ultramarathons and challenging trail races, ensuring he balances hydration effectively to enhance performance and avoid fatigue?**