

The Zone For Wellness

The Premier Mental Performance System





We help athletic organizations amplify
their system of care so players and staff
can feel and perform their best.

Backed by



Talent x Opportunity

andreesen.
horowitz

The Problem

Athletes grapple with profound shame, guilt, and prolonged wait times, navigating a culture that fosters silence around their mental well-being challenges.



Pain Points

- Scarcity of clinicians leads to minimal access to care
- Staff burnout & high turnover rates exacerbate the issue
- Decline in athletes performance
- The heightened risk of severe outcomes becomes more pronounced

Starting in August 2024, the NCAA has mandated for all universities to provide increased mental health and wellness benefits for student-athletes, which will be audited annually by the committee.

Failure to do so will result in penalties such as postseason competition bans, suspensions, or other infractions, resulting in bad optics, less recruiting, and overall loss of revenue for the institution.

The Zone is very well positioned for this growing demand.

Leadership



Founder & CEO
Ivan Tchatchouwo

- Former NCAA basketball captain with over a decade of experience in Health + Wellness, holding a Masters from Columbia University in Physiology/Well-being



Founder & COO
Erik Poldroo

- Former NCAA baseball captain with over 8 years of experience in business development at The Legacy Agency, Paulson Investment Company, and Equativ



Founder & CPO
Janaya Reid

- Former Lacrosse Athlete
- 6+ years experienced product design executive at blenderbox



CTO
Adrien Feudjio

- Product manager with experience at Google and Cisco
- Valedictorian at Morgan State University
- CTO/CEO of an edtech platform, sold to university

Medical Team



Dr. Adam Brown

The New School for Social Research
Associate Professor of Clinical Psychology and Research



Dr. Rabia Subhani

Founder of Mindful Living, LLC
Licensed Psychologist



Christie Brooks RD

Functional Medicine Nutritionist,
Registered Dietician & Best Selling Author



Dr. Roy Collins

Chief Resident of Psychiatry at Stanford University

Our Solution

The Zone has created an end to end digital health platform that offers a mobile app and staff portal making mental health care more accessible

Health data integrations

App uses data that personalizes wellness experience for athletes

Today's Mood Detail • Tue Jan 10



You're feeling great!
Specifically, grateful
Due to academic factors

Integrations



Access To Orgs Solutions

The app Integrates with programs resources

University Hub

2021 Game Preparation
Freshman Schedule

Athletics

Dealing with Pregame Jitters



Counselor

[View All](#)

Routines

The app enables healthy habit building and maintenance



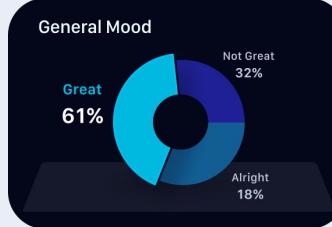
Morning Routine

Start your day with your best foot forward.

Est time. 4 min

Data + Insights

Gives athlete their own behavioral health trends



Additional Help

Innovative way of seeking further help

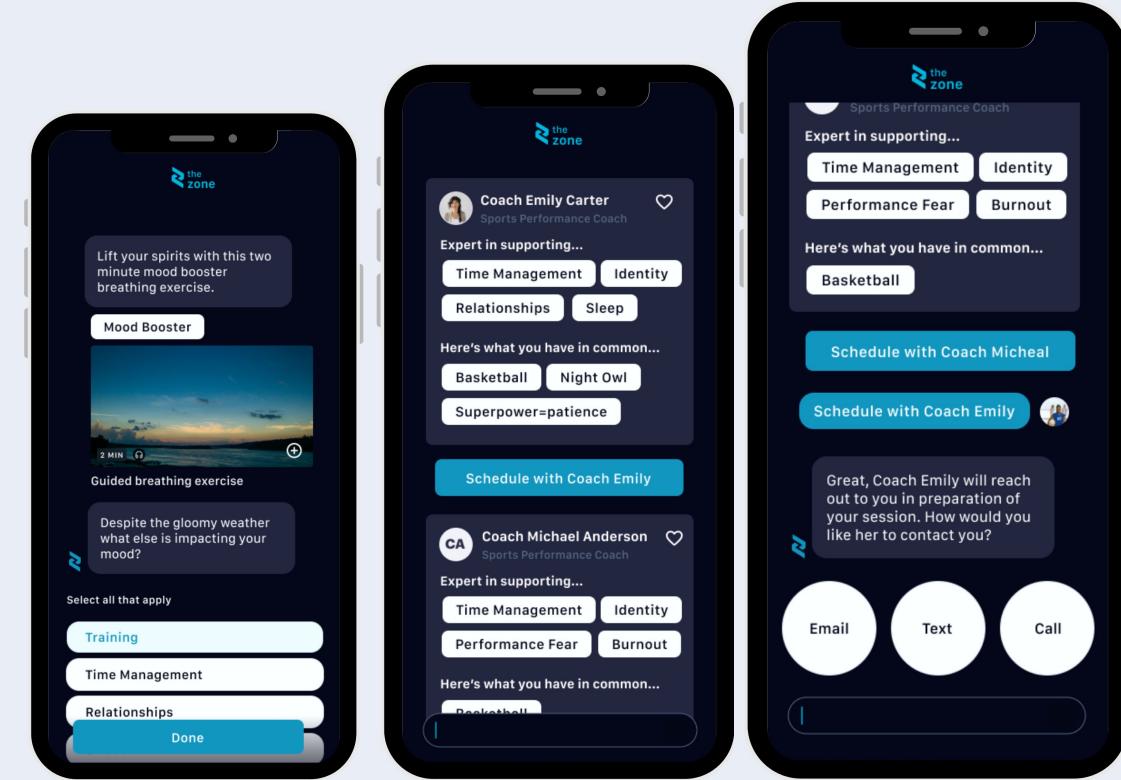
Telehelp

Explore available faculty and how they can support you in both the great and tough times.

[Go to Telehelp](#)

AI's Zone Impact: A Glimpse into the Future

1. Our cutting-edge AI-driven LLM chatbot system transforms the student athlete experience with natural, human-like conversations, providing interactive and personalized interactions at the core of our platform.
2. The Zone's AI sets itself apart from traditional resource-based solutions, offering a responsive and intuitive user experience with fluid, natural conversations tailored to student athletes' diverse queries, personalized needs, and real-time context
3. Our AI solution makes our mobile app more engaging and responsive by replacing static interfaces with a dynamic, human-like conversational agent. It solves the challenge of limited staff availability, offering users an intimate, confidential, and effective communication tool.



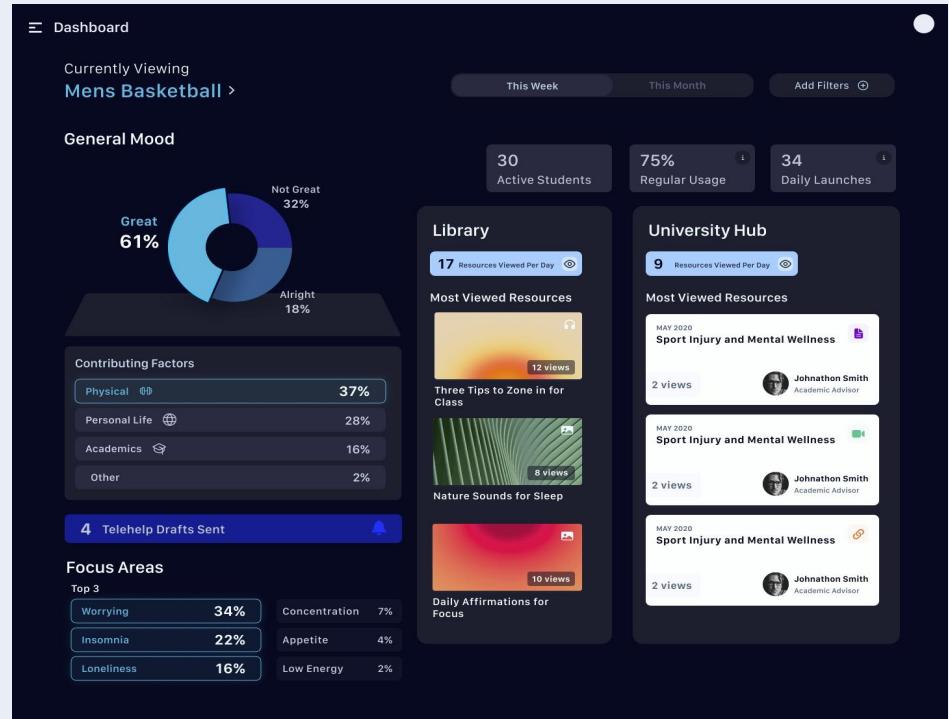
[See Prototype](#)

Staff Solution

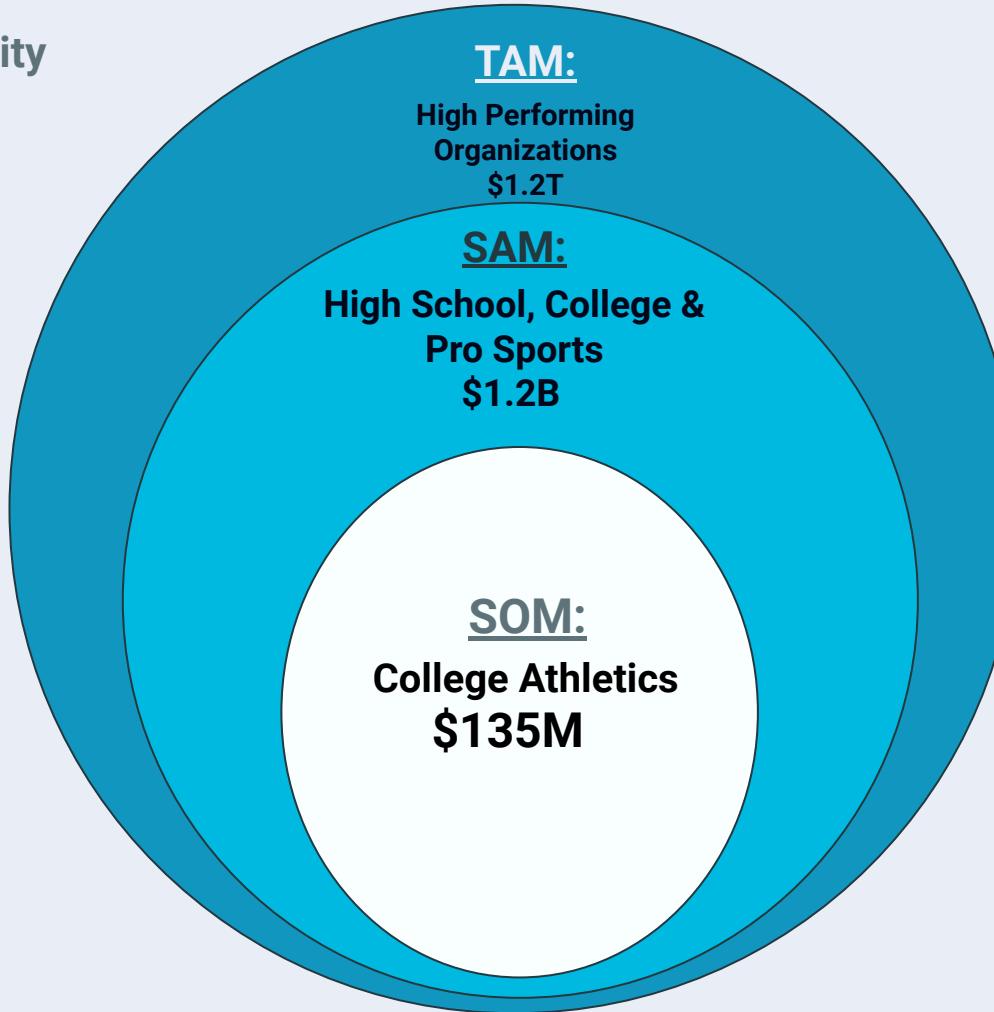
Data insights to empower staff so they can proactively support their athletes:

- Comprehensive aggregation of holistic well-being metrics for both individual teams and the overall athletic program, encompassing mood analytics and trending content topics.
- Optimizing the wellness department's efficiency by integrating organizational resources with interactive polls and collaborative sharing capabilities, empowering the wellness staff to streamline their processes and drive tangible improvements.

Staff Dashboard



Market Opportunity



Partners (Revenue Generating)

6,000+
student-athletes

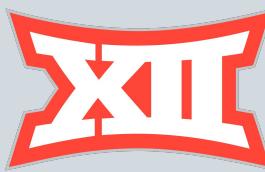
160+
teams



Conference Partnerships

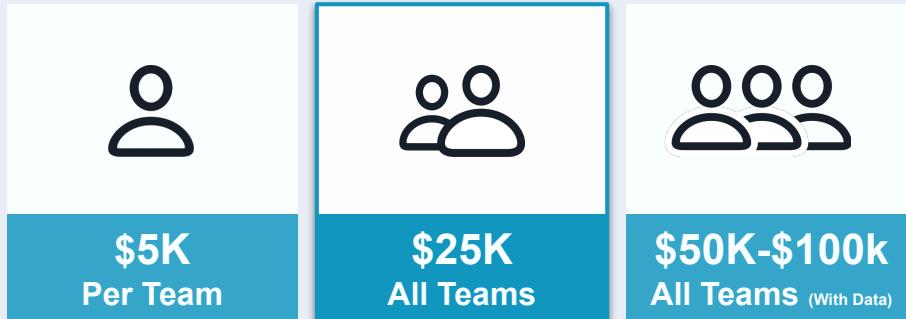


Pipeline:
\$6M in Qualified
leads



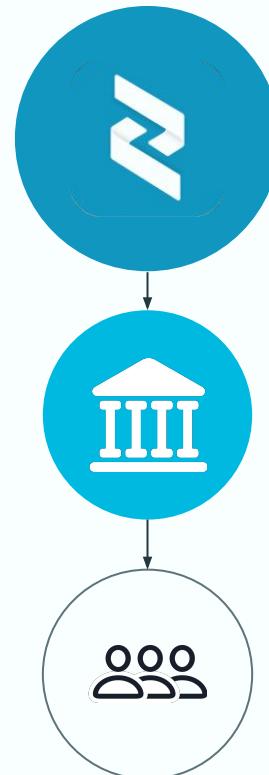
Business Model

Tiered Pricing Model paid by the Institution

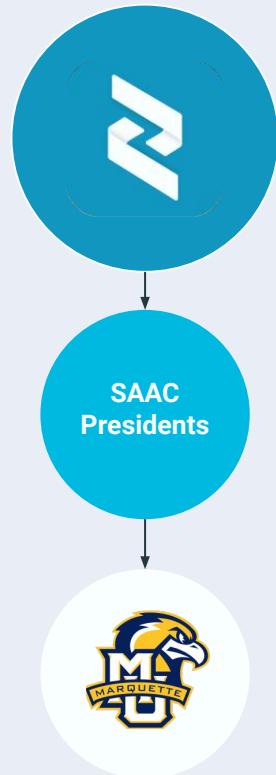


**Capturing new revenue opportunities by introducing pay-as-you-go clinician/performance coach services in Q3 2024, tapping into the growing demand for personalized healthcare and performance coaching.*

Main Funnel: B2B

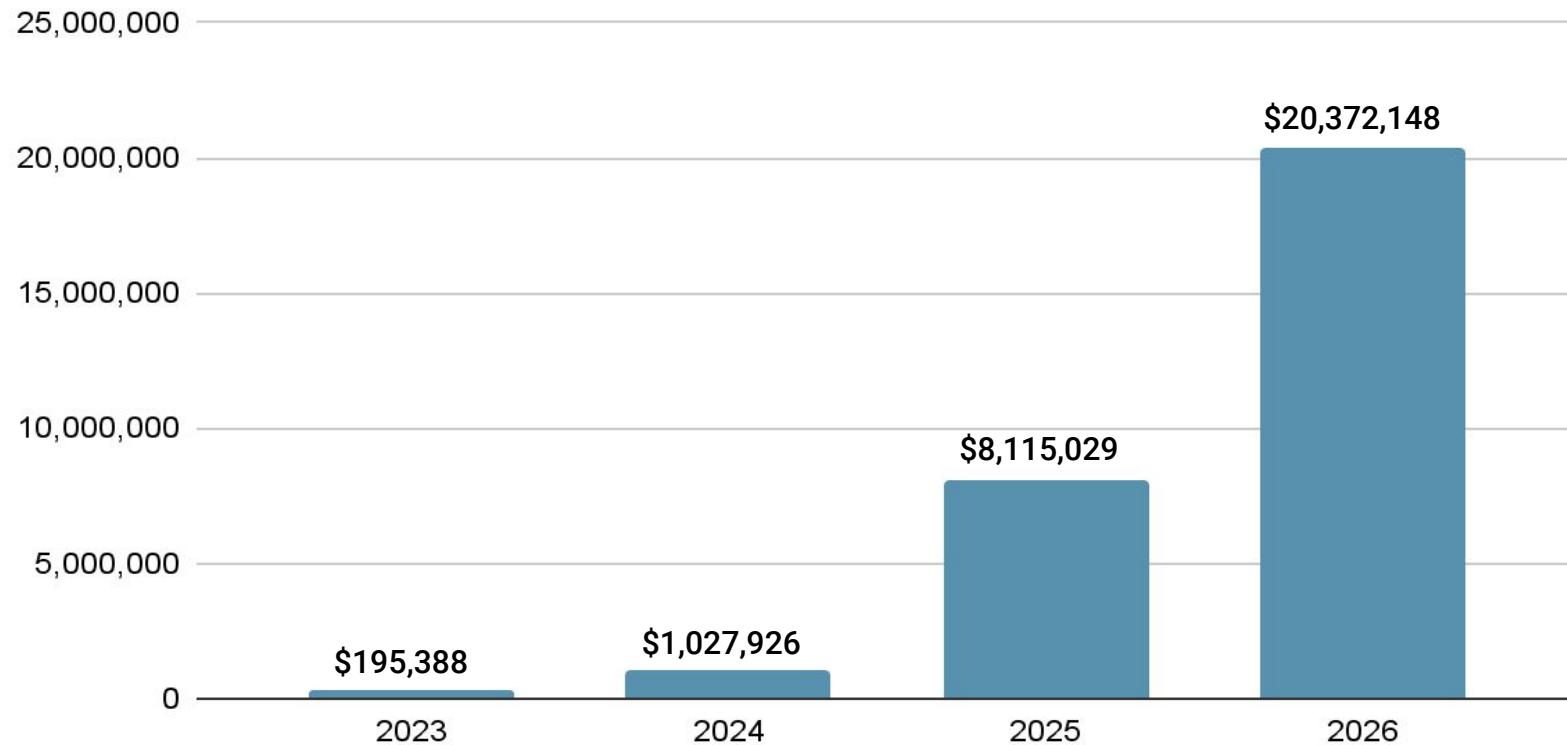


Parallel: B2C2B



Feature/Capability	 the zone		timelyMD	 headspace	 Calm
Connecting to external clinicians and mental performance coaches	Q3 2024	✓	✓	✓	✓
Providing personalized resources based on data	✓	✗	✗	✓	
Assisting in understanding and identifying struggles	✓	✗	✗	✗	✗
Guiding users to appropriate help options	✓	✗	✗	✗	✗
Offering in-app interventions for beginning stages	✓	✗	✓	✓	✓
Facilitating conversations with an internal staff	✓	✗	✗	✗	✗

Y/Y Revenue



Notable Investor/Advisors



Jared Stein

Former executive at Instructure - A leading higher education platform



Amy Huchthausen

Former Commissioner & 20 Yr. Athletics Executive
America East Conference



Andrew Tannenbaum

Global Head of Cyber, Data and IP Legal
Barclays



Sandi Wright

Tamer Center for Social Enterprise
Columbia Business School



David Preschlack

Former President
NBC Sports Regional Networks



Oregon Sports Angels

Former Nike Leadership Executives

Value Add

Resources and support could significantly accelerate the growth of "The Zone" in several ways:

1. AI Advancements: Utilizing advanced AI tools like Dialogflow and the Gemini API, "The Zone" refines its AI solutions for more sophisticated, natural chatbot interactions, aligning with a focus on a seamless student-athlete experience.

2. Tool Integration: Leveraging Firebase tools and additional resources enhances backend support, user experience optimization, and overall platform efficiency for "The Zone."

3. Scalability with Google Cloud: Cloud infrastructure ensures a reliable and scalable foundation, supporting "The Zone's" growth and increased user demands without compromising performance.

4. Expertise and Network Access: Collaboration with tech networks provide access to AI and mobile development expertise, enabling "The Zone" to stay at the forefront of technology and industry trends.

Notable Milestones Since Launching 2021

The Zone and the University of North Carolina Asheville Join Forces in a 2-Year Partnership to Enhance Student-Athlete Mental Wellness

08.08.2023 | General, Athletics News

Wednesday February 21, 2024 | Sign In SUBSCRIBE

All Topics ▾ Daily Editions ▾ Newsletters ▾ Weekly Issue 2.19.2024 in X @

TECH

Mental wellness app The Zone adds three NCAA conferences

BY JOE LEMIRE
1.21.2023

The Zone, an app supporting college-athletes' mental wellness, has signed three NCAA Division I conferences as new partners. The Atlantic 10, Patriot League and Mountain West have all designated The Zone as their preferred mental health partner, joining the Big East as an existing conference...



NFLPA Pitch Day

BIG EAST CONFERENCE

The BIG EAST Conference.

Sports Schedules Watch Academics & More

BIG EAST x **the zone**

General | 2/22/2023 9:30:00 AM

BIG EAST Names The Zone Its Official Mental Wellness Partner

The Zone is one company selected for the pilot group and functions within the Health and Ed Tech space as a mental wellness platform for student-athletes. Upon graduation from the program, the owner signed up with a Big East Conference and had a target list of higher ed institutions they wanted to convert into actual clients, which they have successfully done due to their ability to access the required capital.

Forbes

The Zone is one company selected for the pilot group and functions within the Health and Ed Tech space as a mental wellness platform for student-athletes. Upon graduation from the program, the owner signed up with a Big East Conference and had a target list of higher ed institutions they wanted to convert into actual clients, which they have successfully done due to their ability to access the required capital.

Who We Are

Founder & CEO Ivan Tchatchouo
Co-founder & COO Erik Poldroo
Co-founder & VP of Product Janaya Reid

The Zone partners with Morgan Stanley Global Sports & Entertainment to promote Financial Wellness for Athletes

The collaboration introduces a solution for student-athletes nationwide, highlighting the fundamentals of financial wellness and its link to optimal performance

Congratulations to The Zone and Epsom-It, Winners of the Fall Columbia-CareOne Healthcare Innovation Challenge!

GET STARTED STARTUP DIRECTORY CALENDAR NEWSROOM RESOURCES



Seton Hill University and The Zone Extend Partnership to Support Student-Athlete Well-Being Through 2026

7/17/2023 11:00:00 AM

Pre-seed Investment Round

