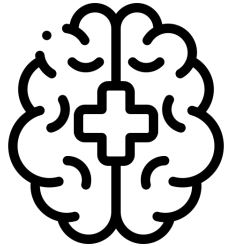




Linking Athletes To Support In Seconds

team@sensental.com

Opportunity



- According to the NCAA, **30%** of student-athletes have reported cases of being **overwhelmed** [1]
- A research study conducted on elite athletes reported **46.4%** of them experiencing a **mental illness** [2]

Team

Naol D.



CEO

Former Student-Athlete

Expertise:

Sales, Business Development

Candace N.



CTO

UWaterloo Biomedical Engineering

Expertise:

Engineering, Data Science

David G.



Advisor

15+ years of tech experience

Expertise:

Business, Technology

Ari Z.



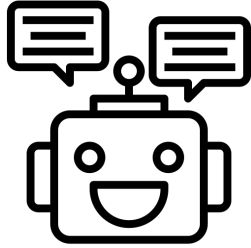
Advisor

Cognitive Psychology (PhD)

Expertise:

Research, Psychology

Product



Chatbot

- A chatbot that will help **alleviate** athletes **concerns** pertaining to mental health
- Lessons to **teach** about mental health



Symptom Tracking

- Nightly **notifications** will keep track of the athlete's **symptoms** each day
- Daily **journaling** will be used to promote **mindfulness**



Time Management Tools

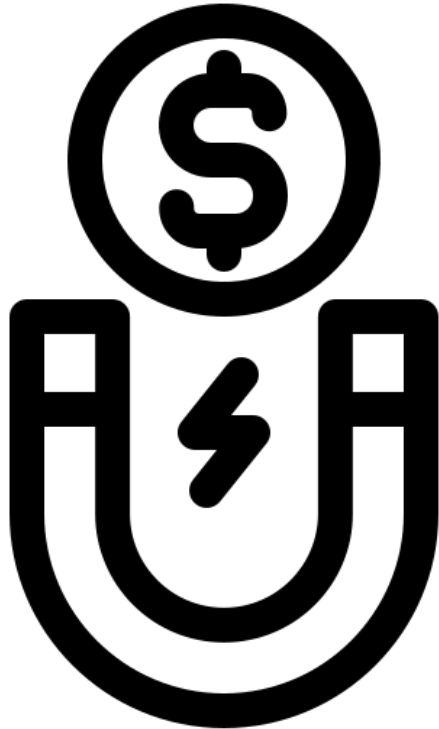
- A **tailored** athlete **calendar** to better manage an athlete's **schedule**
- Reminders can be set to **remind** them for future events

Market

- **8,000,000+** students participate in **high school** athletics in the **United States** (**35%** of high school **seniors** have reported feeling **overwhelmed**) [1,3]
- **480,000+** of athletes are in the **NCAA** (**144,000+** experience **mental-related** difficulties) [1]
- **12,000+** of athletes are in **USports** (**Canadian Equivalent** of the NCAA)



Business Model



- **Freemium**; the free version will be ad-supported
- **Subscription fees**; weekly, bi-weekly or monthly plan
- **Lead generation**; receive **commission** for every athlete that gets **connected** to a mental health professional at a **discounted fee**

Competition



↑
Niche



← Expensive

Affordable →



↓
Broad



Competitive Advantage



Time Management Tools

→ We will be utilizing **time management** tools to **fulfill** athlete's needs; by **scheduling** and being **a part** of their **daily process**



First to Market

→ We will be the first to release an app **dedicated** to **athletes** who **suffer** from depression & anxiety

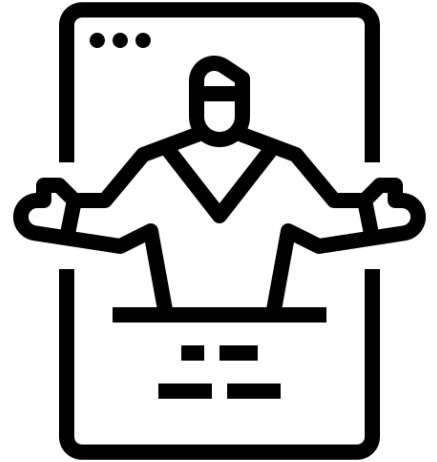


Athlete Focused

→ We will be **hyper focused** on bettering athletes' **mental health** through our various tools

Go-To-Market Strategy

- Ask **athletes** & appropriate **influencers** to speak about the app
- Initiate a **brand ambassador** program to allow **emerging** student-athletes to speak freely about athletes' **mental health**
- All athletes/influencers/ambassadors will receive **free access** to our app, as they **promote** us to the public



Timeline

Sept. 2020

Founded

Initial team created



Apr. 2021

Design

Final designs of app



Aug. 2021

Software

Beta version complete



Sept. 2021

Beta

Launch private beta

Supporting Research

1. **NCAA GOALS Study of the Student-Athlete Experience**
https://www.ncaa.org/sites/default/files/GOALS_convention_slidebank_jan2016_public.pdf
(Ctrl/Command + F: "Mental Health")
2. **The Mental Health of Australian Elite Athletes**
<https://pubmed.ncbi.nlm.nih.gov/24882147/>
3. **Estimated Probability of Competing In College Athletics**
<https://www.ncaa.org/about/resources/research/estimated-probability-competing-college-athletics>