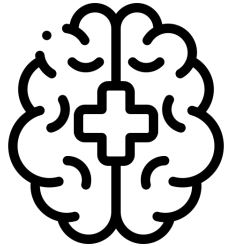




**Linking Athletes To Support In Seconds**

[team@sensental.com](mailto: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.**



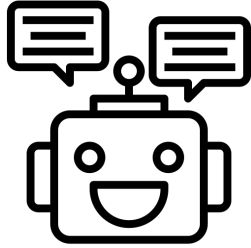
**Advisor**

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

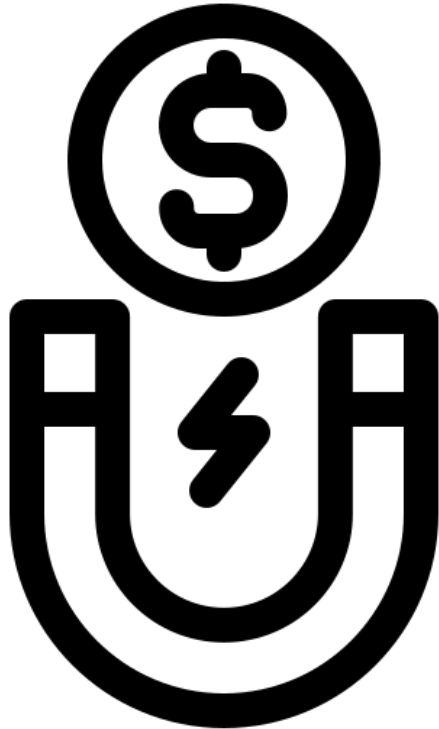
- A **tailored** athlete **calendar** to better manage an athlete's **schedule**
- Reminders can be set to **remind** them for future events

# 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



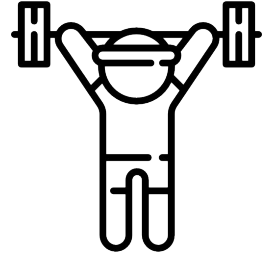
## Time Management Tools

→ 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



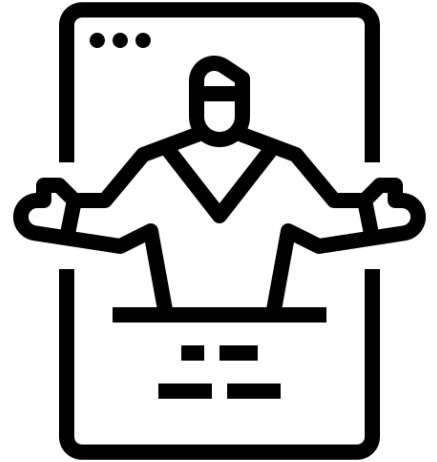
## Athlete Focused

→ 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](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>