Tagline: *Accelerate* **is a self-coaching service**

Summary
Accelerate is a company dedicated to improving the lives of athletes and their families. To that end, we create solutions to the common pains of those with athletic careers.

Problem
- As coaches ourselves, we understand the struggles of athletes
- Even data from Kindbridge Behavioral Health suggests that a quarter of student athletes are stressed most days
- Between funding their careers and balancing them with everyday life, the life of an athlete is not an easy one
- How long is this problem expected to last, what is the window of opportunity?

Solution
- Our app is designed to accommodate for various sports, rather than being limited to a single one
- Accelerate brings the value of variety and affordability to the fitness app industry
- Our app allows for mobile coaching at an affordable price
- We've spoken to many student athletes who would love to have an app like ours
- In order to get this venture off the ground, we only need the funds to advertisement and to keep our app up and running.

Target Market
We intend to aim this venture at student athletes in the United States, of which there are over 60 million. We plan to advertise ourselves through social media such as YouTube, Instagram, TikTok, as these platforms are popular with our demographic.

Competitive Advantage
- Our competitors offer similar services of virtual coaching
- The prices of these competitors can vary from free all the way into the thousands of dollars
- These competitors have been able to market themselves through social media and video advertising.
- Despite this competition, Accelerate has the advantage of affordability and variety all in a single app.

Business Model
- This service will be charged based on a monthly subscription
- We are a subscription service model
- Our path to market will come from advertisement and community events
- Revenue will come from monthly subscription, and any cost factors will come from advertisement and IT services.
- Regarding start up costs, we require around $6,000-$10,000
- Based on predicted costs, we would break even at around $6,000, and predicted profit is around $50,000