

Impact “Mad Lib”

For ___ Professional and Recreational Endurance Athletes ___ ,

[who? Patient, provider, other stakeholder]

it’s a challenge to ___ know how hard to push when training to reach their highest potential without going beyond their limits and consequently burning-out ___.

[accomplish a key activity; achieve a primary goal]

Today, their best option is ___ lab tests _____ ,

[current approach or status; emerging solutions]

which, because _____ they are invasive, expensive, time consuming and provide only a one-time measurement of that specific lab session _____

[primary functional problem relating to activity]

yields ___ a limitation for frequent workout and performance monitoring _____.

[bad/worst case outcomes or limitations]

Thus, there is a need for _____ convenient body monitoring while training _____

[describe the unmet need in specific terms]

which, if solved, would have the impact of ___ allowing athletes to know themselves better, optimizing their training _____

[describe the specific impact in detailed, ideally quantifiable, terms]

Solving this need can be achieved by ___ our wearable respiratory activity tracker, giving training feedback in real time and continuous progress tracking _____

[specific solution approach that will achieve the quantifiable impact]

and will be demonstrated/proven by _____ a noticeable improvement in the athlete’s endurance performance parameters _____.

[what specifically will be measured to demonstrate the intended impact]