



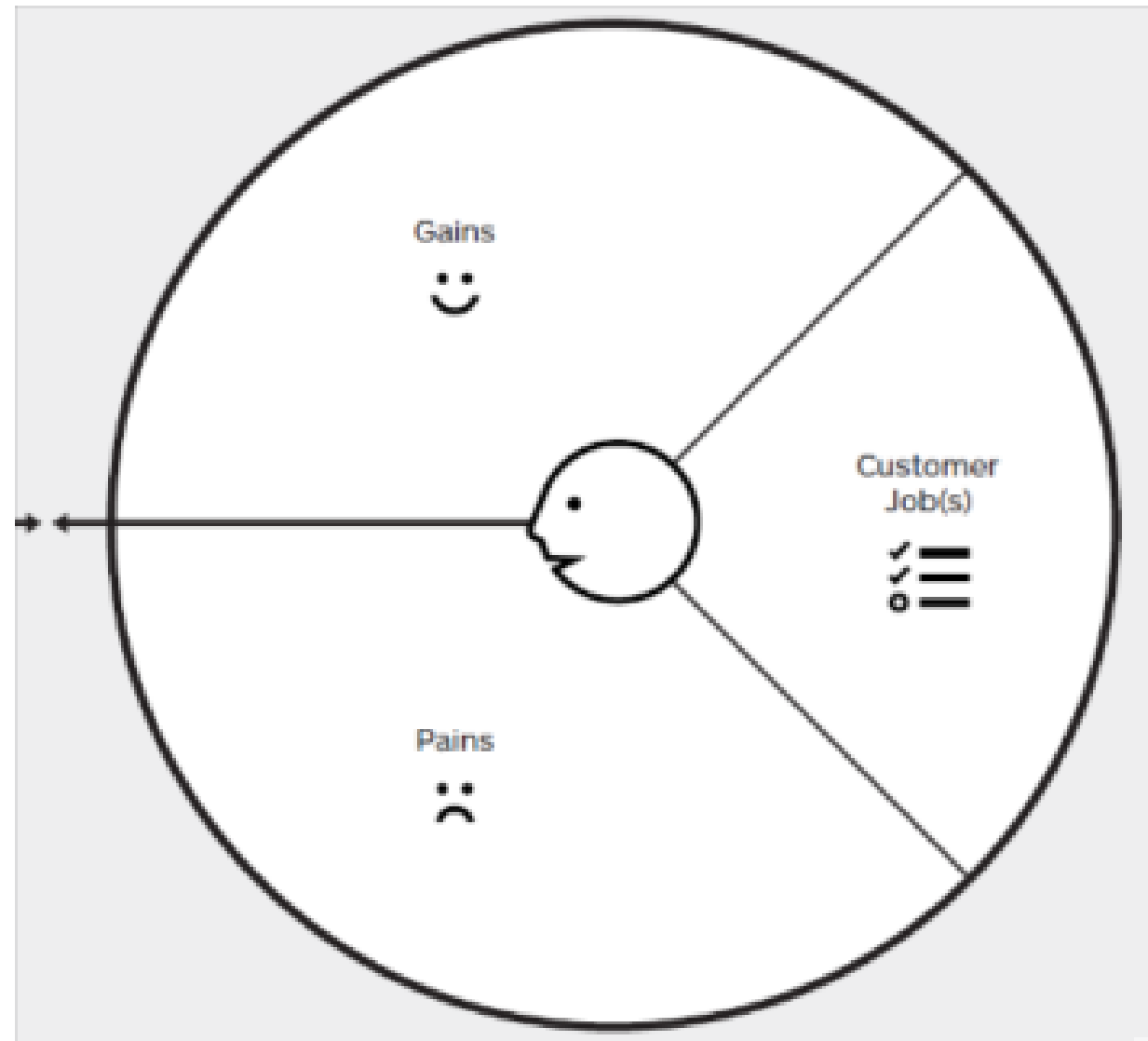
ugly, but tasty

TO GENERATE A SOLUTION THAT
IS REVOLUTIONARY

About

- COACH K
- E5 LAUNCH!
- NARROWING DOWN
IDEAL TARGET MARKET
- DEVELOPING/EVOLVING
THE ORIGINAL VENTURE





customer profile

GYMNASTICS COACHES



Customer Jobs

WHAT JOBS ARE THEY TRYING TO GET DONE?

BUILD STRONG ATHLETES
A FUN WORK ENVIRONMENT
FULLFILL A PURPOSE
LOVE THE SPORT
BE THE BEST COACH

FUNCTIONAL

SOCIAL

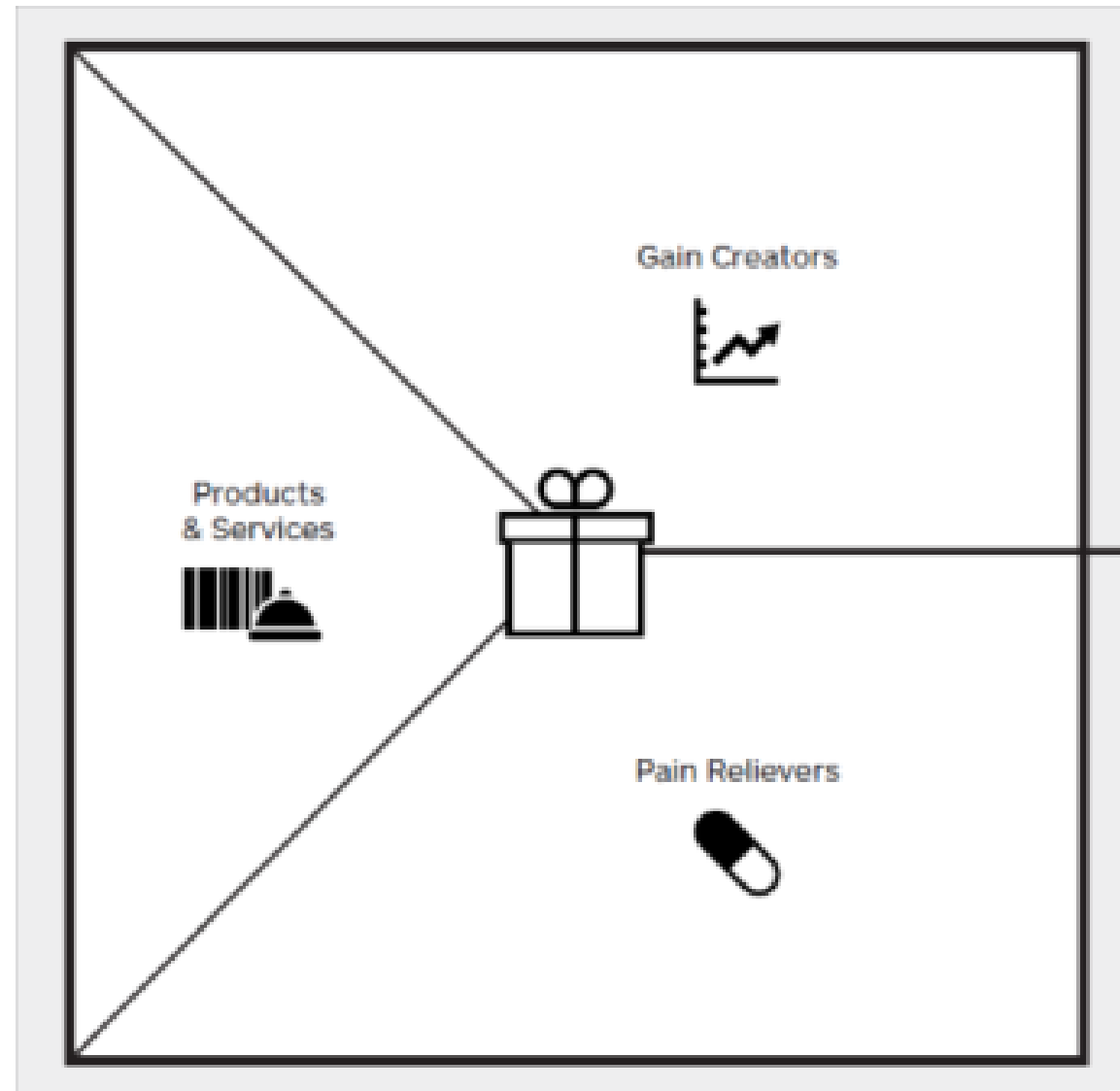
EMOTIONAL

Their Frustrations

- SUPPORT FROM GYM OWNERS
- TOXIC GYM CULTURES
- LACK OF COMMUNITY SUPPORT
- PARENTS AND EDUCATION
- NO MENTAL HEALTH PROGRAM
IMPLEMENTATION
- DON'T LIKE GOING TO WORK
- ATHLETES STRUGGLING WITH MENTAL
HEALTH/DEPRESSION/ANXIETY

What They Hope to Gain

- +JOYFUL WORK
ENVIRONMENT
- +HAPPY COACHES = HAPPY
ATHLETES
- +PARENT UNDERSTANDING
- +SELF-CONFIDENT/SELF
LOVING ATHLETES
- +COACH/ATHLETE TRUST
- +UPPER LEADERSHIP
SUPPORT/UNDERSTANDING
- +STRONG CO-COACH
RELATIONSHIPS
- +HEALTHY GYMNASTICS
CULTURES



value map

TO GENERATE A SOLUTION THAT
IS REVOLUTIONARY

products/ services


+LUNGE

A BRAND OFFERING
SERVICES/PRODUCTS
PROMOTING
SAFE/INCLUSIVE
GYMNASTICS
ENVIORNMENTS.

WHERE ALL COACHES
AND THEIR ATHLTES
FEEL SEEN, HEARD AND
SUPPORTED.

Launching
Summer 2022!

Official LUNGE Platform
Blog + Podcast



CLICK HERE

WWW.LUNGEFORJOY.COM



WORKSHOPS

POP UPS

MEET UPS

PLATFORM

A NEW GYM



pain relievers

EDUCATION

SUPPORT

EXCITEMENT

NEW

UNIQUE

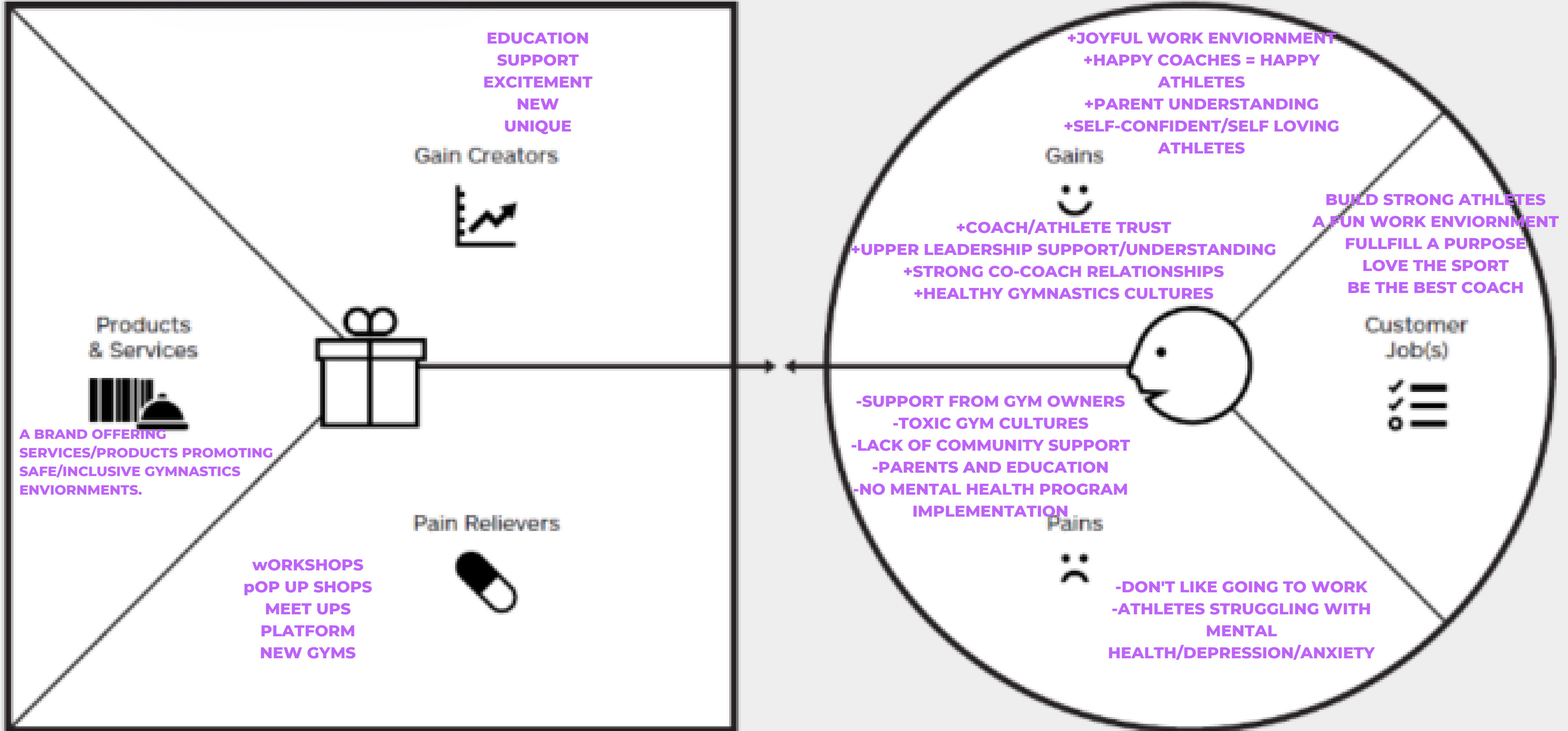


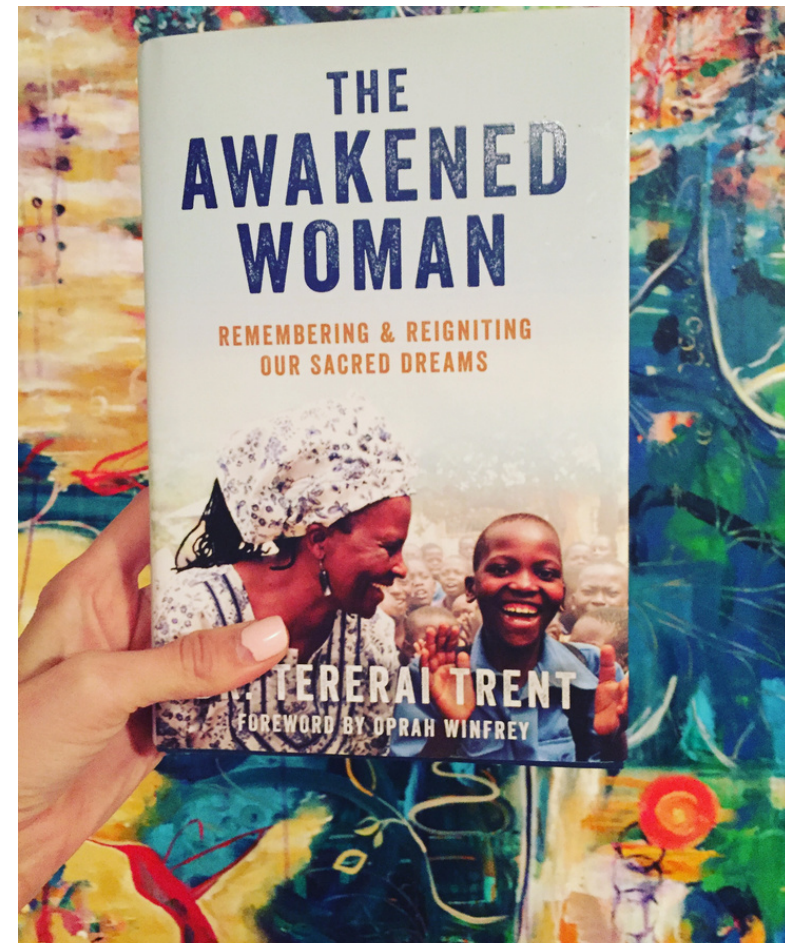
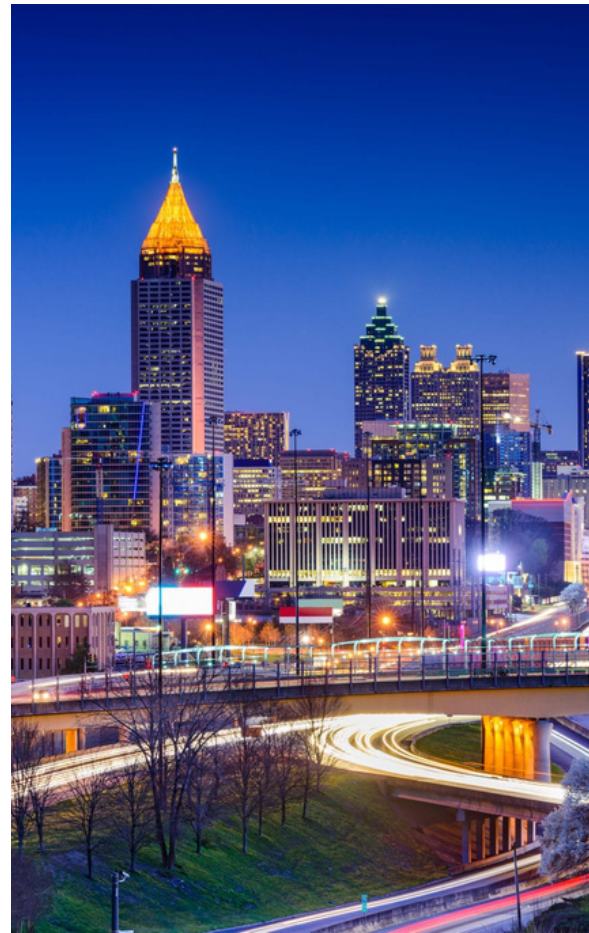
gain creators

Value Proposition

LUNGE

Customer Segment





Stay In Touch

Coach K

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