



# LUNGE

A SELF LOVE CLUB FOR ATHLETES  
AND THE GREATER GYMNASTICS  
COMMUNITY.

# FOR CONTEXT



## **Gymnastics Clubs in the USA**

Over 4,000 USAG clubs across the nation.

## **Participation in organized gymnastics**

Over 5.2 million young people

## **A typical competitive gymnast spends...**

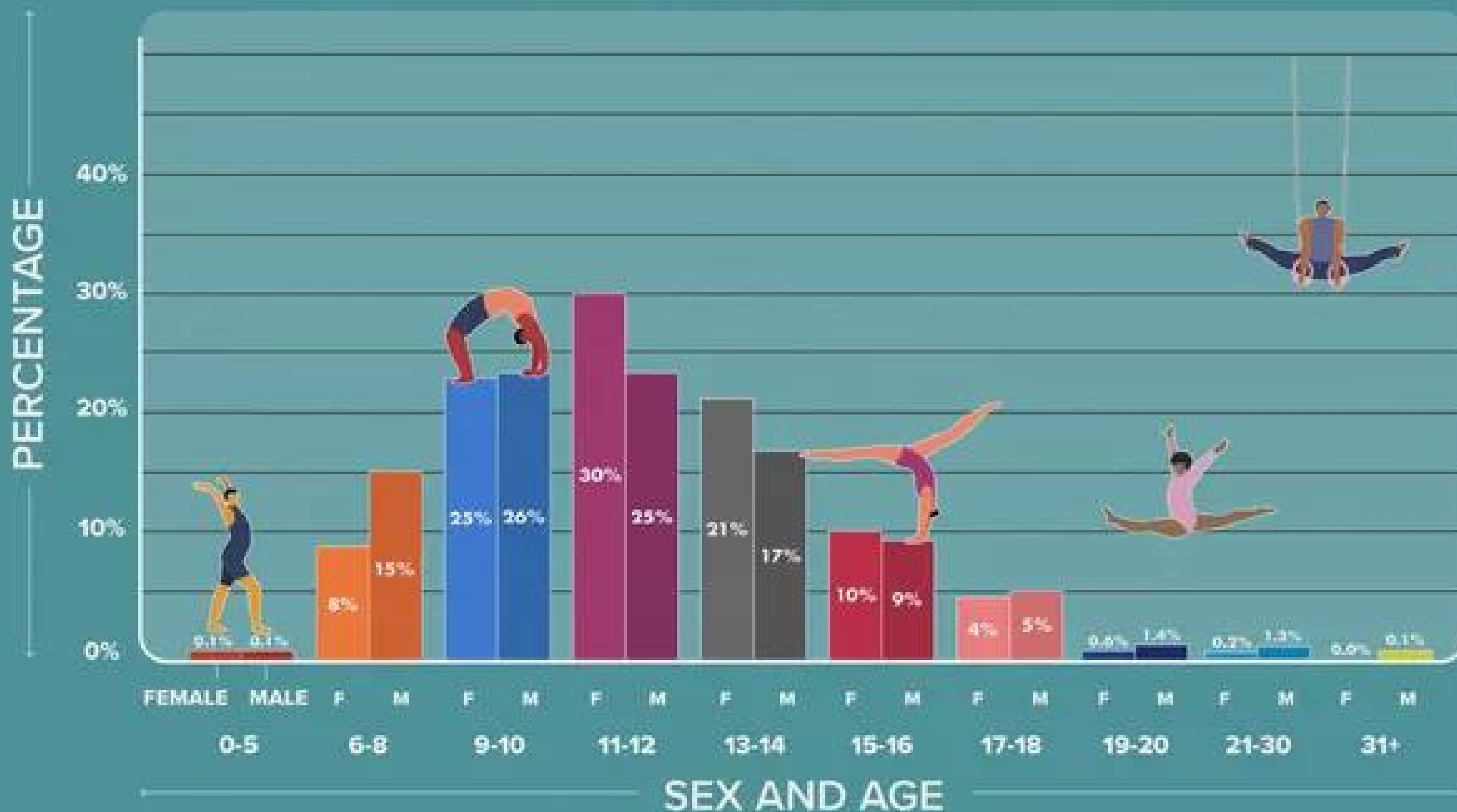
On average 20 hours per week in the gym.

## **This same gymnast...**

(for the majority) started her career at 3-4 years old.

# Who Does Gymnastics in the U.S.?

Gymnastics is most popular among kids and preteens. Participation in both USA Gymnastics' male and female programs drops off after age 14.





# THE JOURNEY





2:36 5G

GYMNASTICSSTRENGTH  
Posts

**gymnasticsstrength**  
JAX at Huff 'n Puff Fitness, Dance and Gymnastics Ce...



**GYMNASTIC STRENGTH**  
with Coach Kristina

♥ 💬 📌

Liked by carpenterdianna and 34 others

**gymnasticsstrength** My next workshop is October 21st, 2017 at Jax Gymnastics... more

View all 3 comments

**ktbracey** I WANT ONE OF YOUR SHIRT 🥰🥰, if you have them for this 🙏😊

September 13, 2017





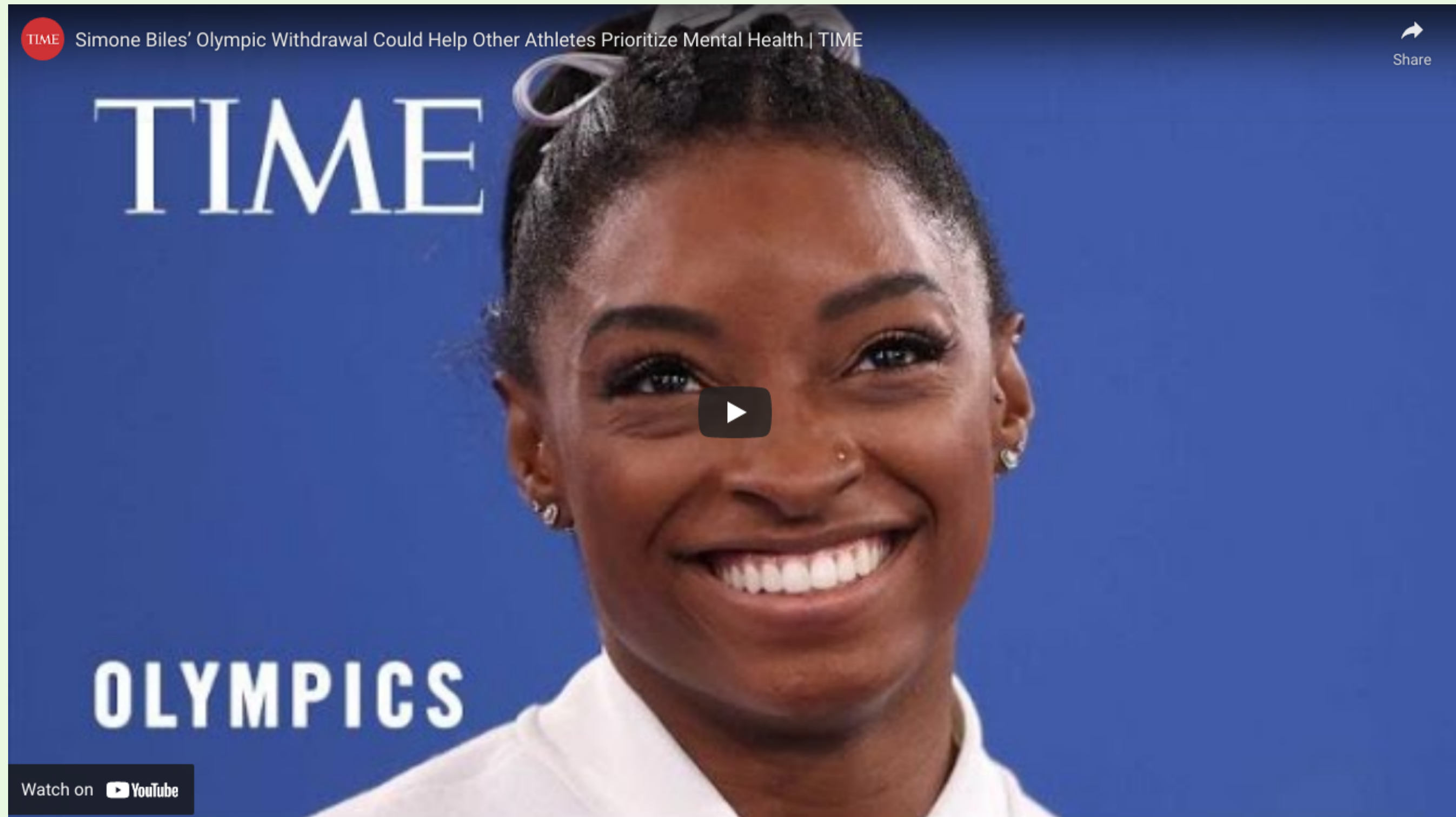
# THE CURRENT NARRATIVE

IS FOUND IN THE ATHLETES  
STORIES AND VOICES



**"IF YOU DON'T PUT MENTAL HEALTH FIRST  
YOU'RE NOT GOING TO ENJOY THE SPORT."**

SIMONE BILES





**SHE WISHES SHE WOULD HAVE HAD SOMEONE TO ENCOURAGE HER TO SPEAK UP. AND NOW SHE'S DOING THAT FOR OTHERS GYMNASTS.**



# WHAT ARE CURRENT AND EX- COMPETITIVE GYMNASTS SAYING?

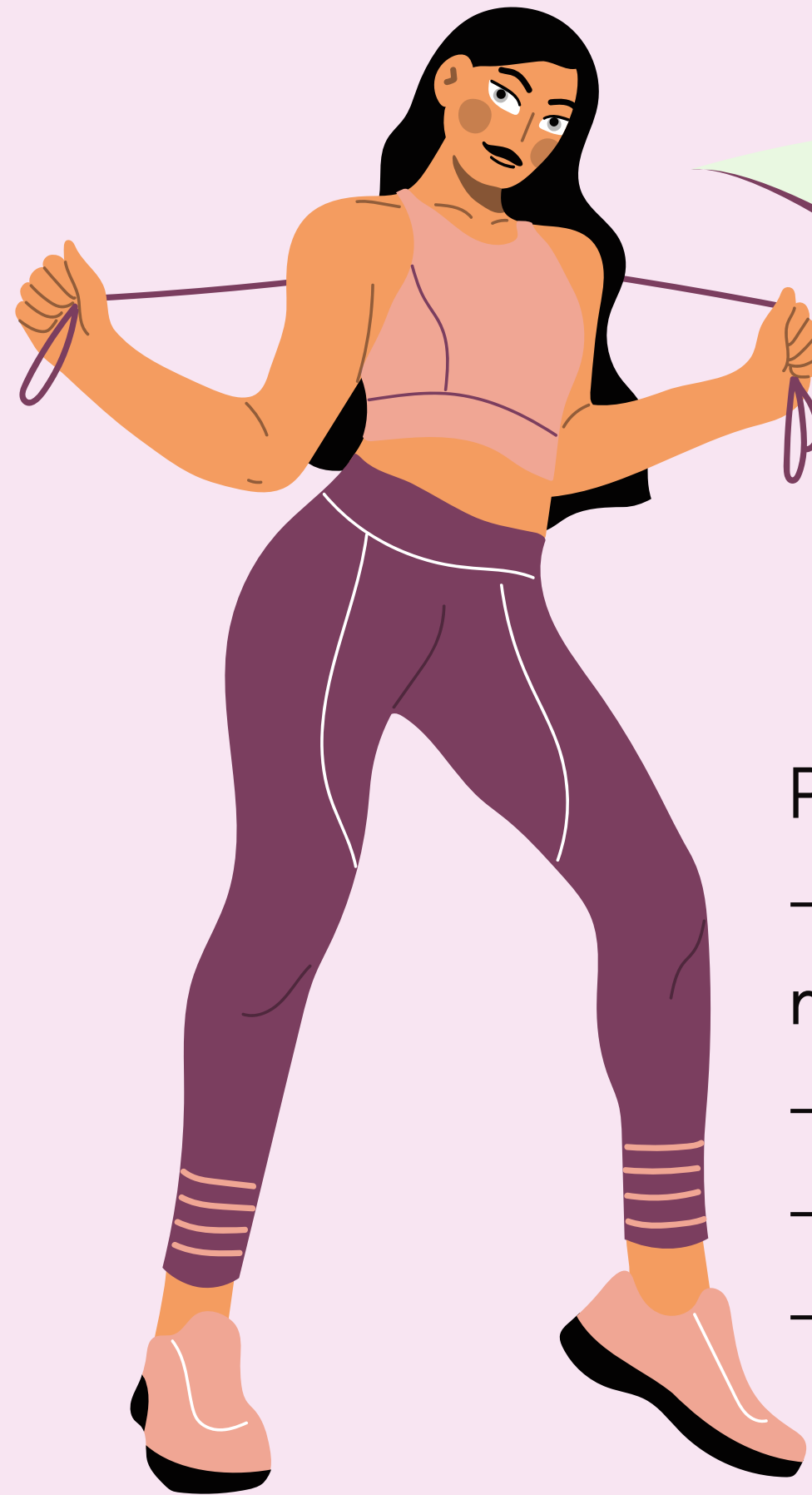


81% OF GYMNASTS SAY  
THEY DON'T LOVE, THEY  
LIVE, FOR THE SPORT OF  
GYMNASTICS  
ACCORDING TO A RECENT  
IG SURVEY.

Pains:

- body shaming/ body commentary
- coach/athlete trust
- no time spent outside of the gym with team and coaches
- yelling
- being seen as a "robot" and not a human being

# WHAT ARE CURRENT GYMNASTICS COACHES SAYING?



"Who you are coaching for.  
The kids are always  
awesome. The atmosphere  
can decrease the fun and  
not make it fun for the  
athletes."  
-Natalie, o

## PAINS:

- anger/frustration at gym management
- tons of stress
- lack of all-around resources
- depressed athletes

# WHAT ARE THE PARENTS SAYING ABOUT GYMNASTICS CULTURE?



"The hardest part is to make sure that she stays confident, and that she does not have to be perfect."  
Kanicka, Gym Parent

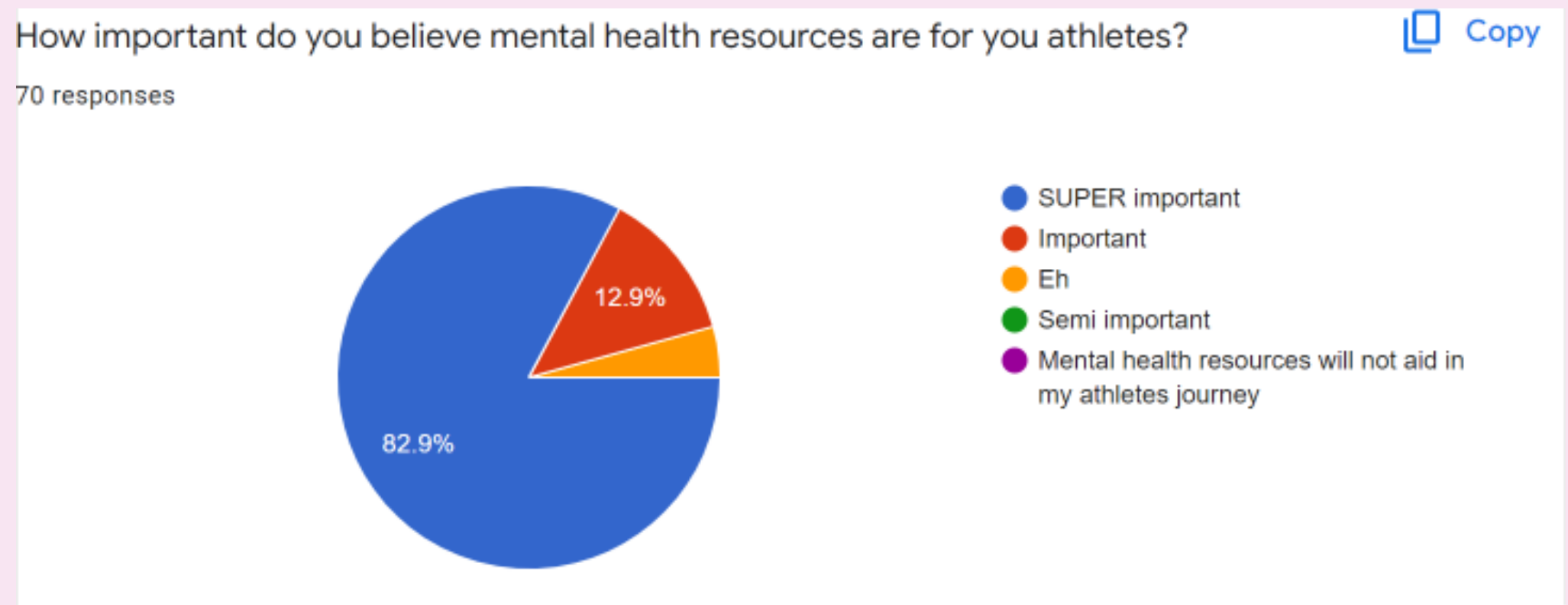
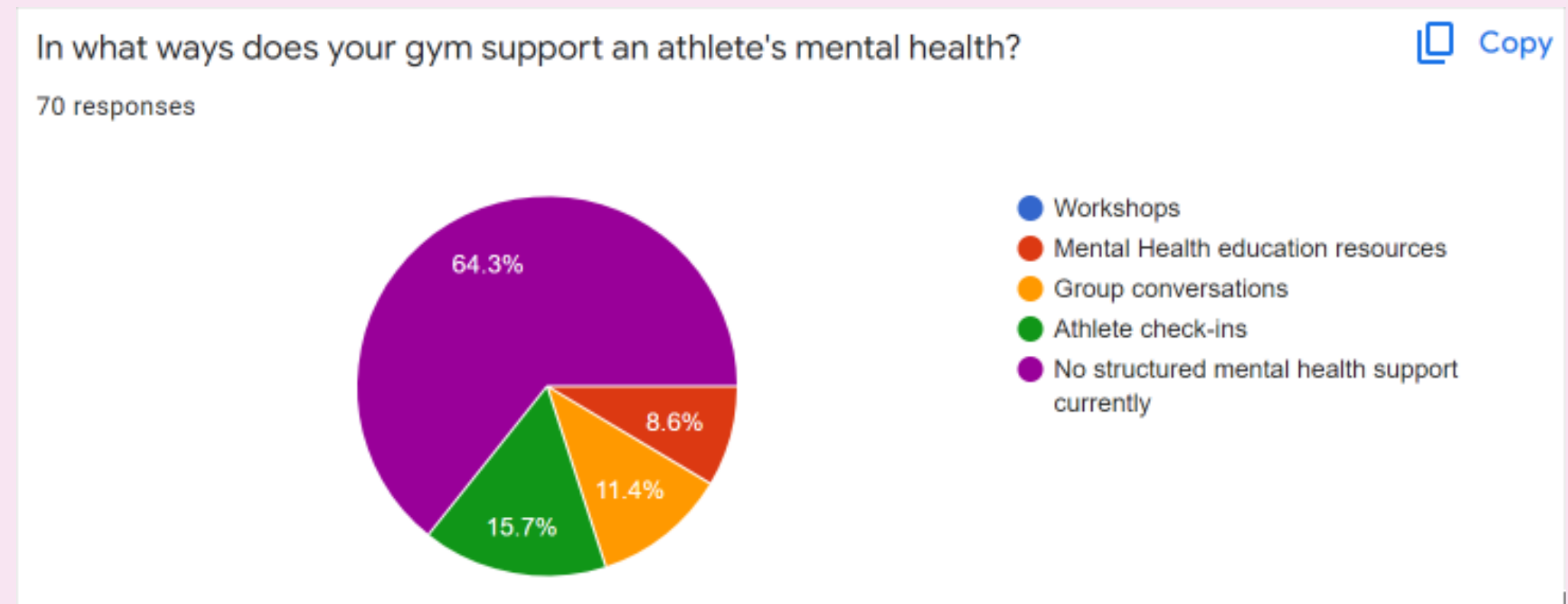
## PAINS:

- coach to parent communication
- gym does not pay attention to parents
- their athletes self-confidence
- fear of injury



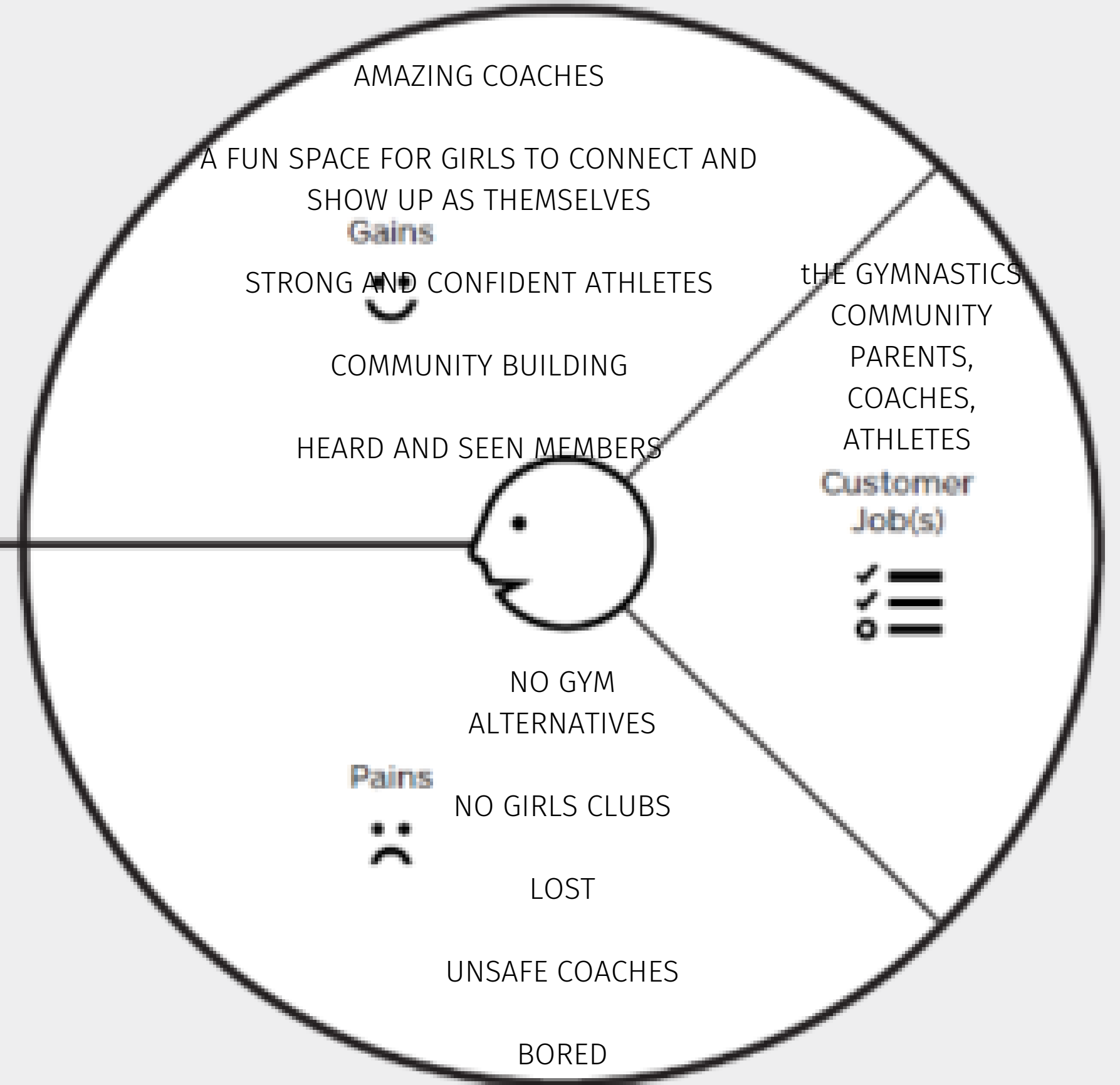
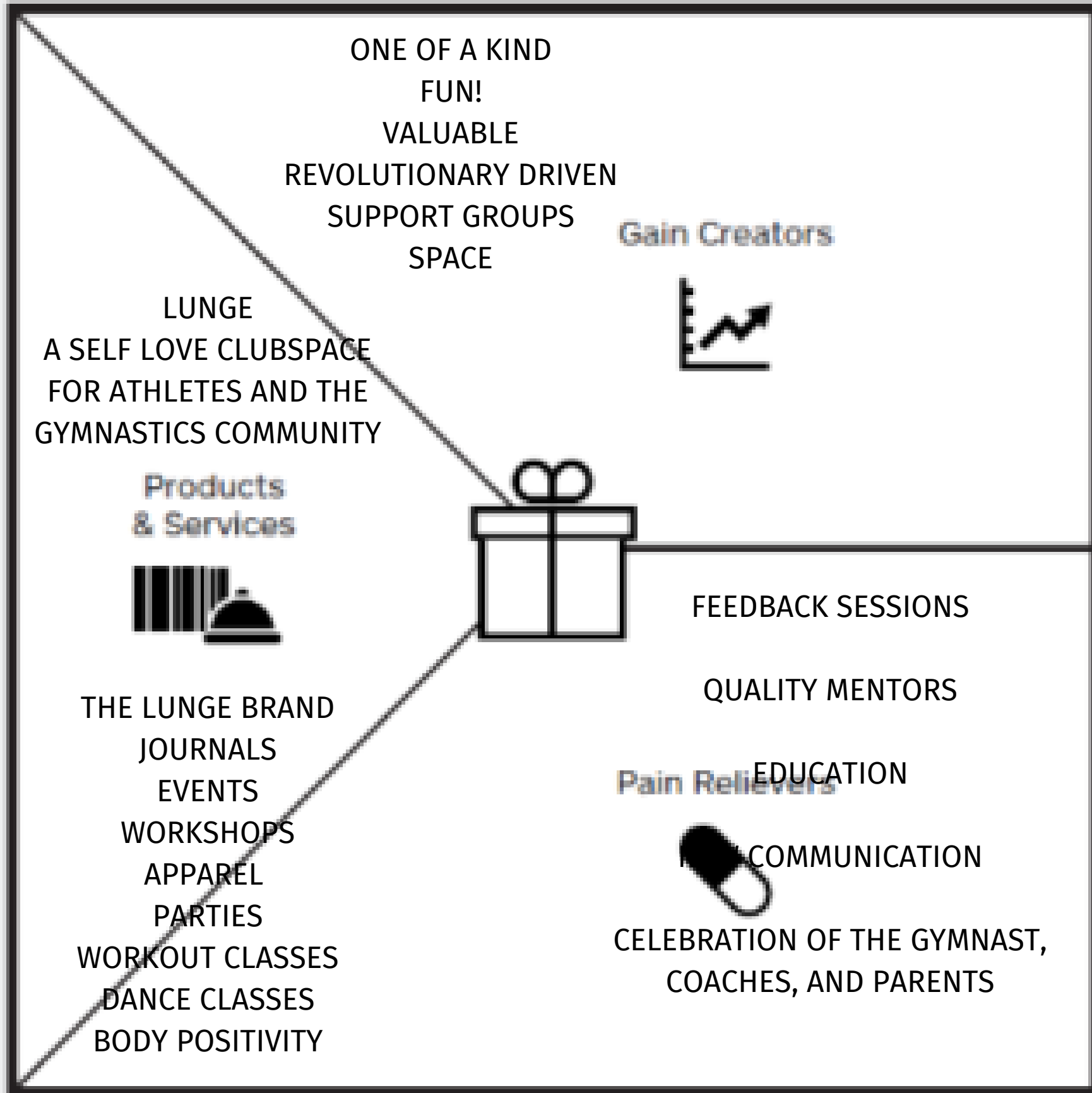
# THROUGH INTERVIEWS AND SURVEYS I HAVE FOUND THAT THERE IS A LOT OF PAIN IN THE GYMNASTICS COMMUNITY AS A WHOLE.

There aren't gyms set up to prioritize mental health so parents, coaches and athletes are stuck with what's available if they want to practice the sport.



Value Proposition

Customer Segment



**“THAT’S WHAT I NEEDED.  
I DIDN’T NEED MORE  
TECHNIQUE. I JUST  
NEEDED TO KNOW THAT  
SOMEONE SAW ME.”**

**COACH MIA**  
**(FORMER COMPETITIVE GYMNAST)**

**BASED OFF OF  
THIS EVIDENCE:**





# LUNGE

A space built with the intention that each girl feels seen, heard, and supported. Her wellness and her joy as the brands guide.



Launching  
Summer 2022!

Official LUNGE Platform  
Blog + Podcast



CLICK HERE

WWW.LUNGEFORJOY.COM

Re-Launch  
Fall 2022!

Self-Love Club  
Workshops w/ Coach K



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Launching  
Fall 2022!

GYMNAST JOY CARD  
DECK



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PRE PIVOT PROTOTYPE





girlsclubny

Message [User icon] [Dropdown arrow] [More options]

1,674 posts 21.1k followers 982 following

### The Lower Eastside Girls Club

Nonprofit organization

Supporting girls & gender expansive youth of color in NYC by leveraging their inner power to shape a better future

💎 Joy, Power, Possibility. 💎

[linktr.ee/Girlsclubny](https://linktr.ee/Girlsclubny)

Followed by elainewelteroth, cleowade, amandascgorman +12 more



BHM



WGRL



Archives



### Our Mission

The Lower Eastside Girls Club (LESGC) supports young women and gender-expansive youth of color throughout New York City in leveraging their inner power to shape a better future for themselves, their community, and the world. Through free, year-round, innovative programming we connect young people with their passions, celebrate their curiosity, and channel their creative energy. Together, we are building a just and equitable future filled with **"Joy. Power. Possibility."**

Every year, hundreds of youth ages 10–23 visit our Center for Community facility where we offer after-school, weekend and summer programming in STEM, Arts, Digital Media, Sound, Wellness, Civic Engagement and Leadership. Our 35,000 sq. ft facility includes a Maker Shop for coding and robotics; Environmental Studies lab for STEM exploration; Alphabet City Art School for visual arts and crafts; Center for Media and Social Justice for digital media, film and photography; Sound Studio for music production and our radio station/podcast, WGRL (Where Girl Radio Lives); Design Studio for fashion and material arts; an expansive and productive rooftop farm; full Culinary Education Center; and 64-seat dome planetarium.

#inspiredcuriosity  
#youngwomen  
#genderexpansive

**"EVERYTHING IN SPORTS  
CORRELATES TO EVERYTHING  
OUTSIDE OF SPORTS. THERE NEEDS  
TO BE MORE OPPORTUNITY TO  
BUILD TRUST AND CONNECTION."**

**COACH MIA**

**(FORMER COMPETITIVE GYMNAST)**



# WHAT EVOKED CONFUSION?

**Target Market**

**Funding**

**Traditional  
Gymnastics**

# **DESIRE TO EXPLORE FURTHER?**

**The LUNGE Brand**

**Location?**

**BMC**



# COACH K

THANK YOU FOR SUPPORTING MY  
PURPOSE AND PASSION PROJECT.