



# LUNGE

a girls and gender expansive youth club inspired by our love for gymnastics and community

# 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...**

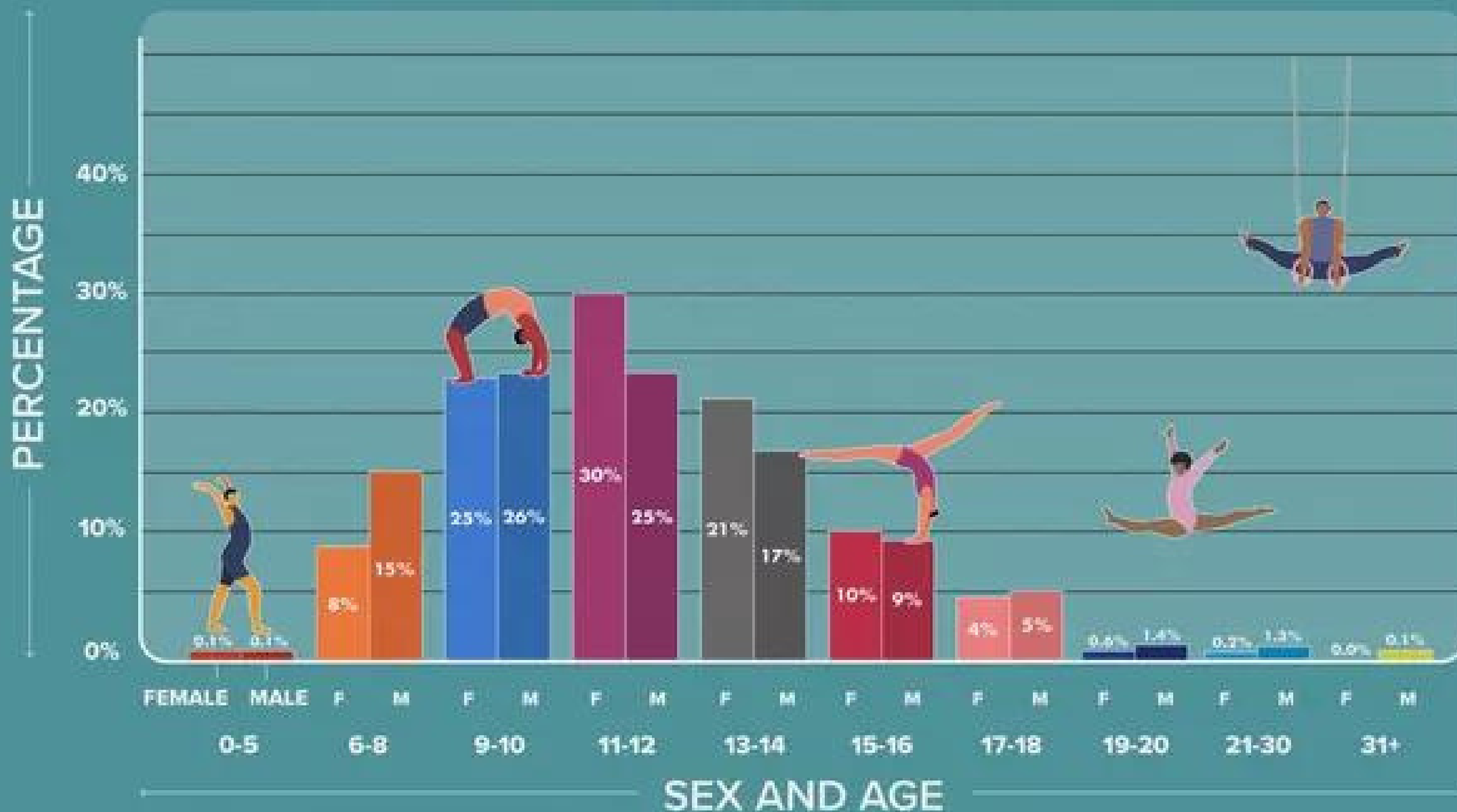
On average 20 hours per week in the gym.

## **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.





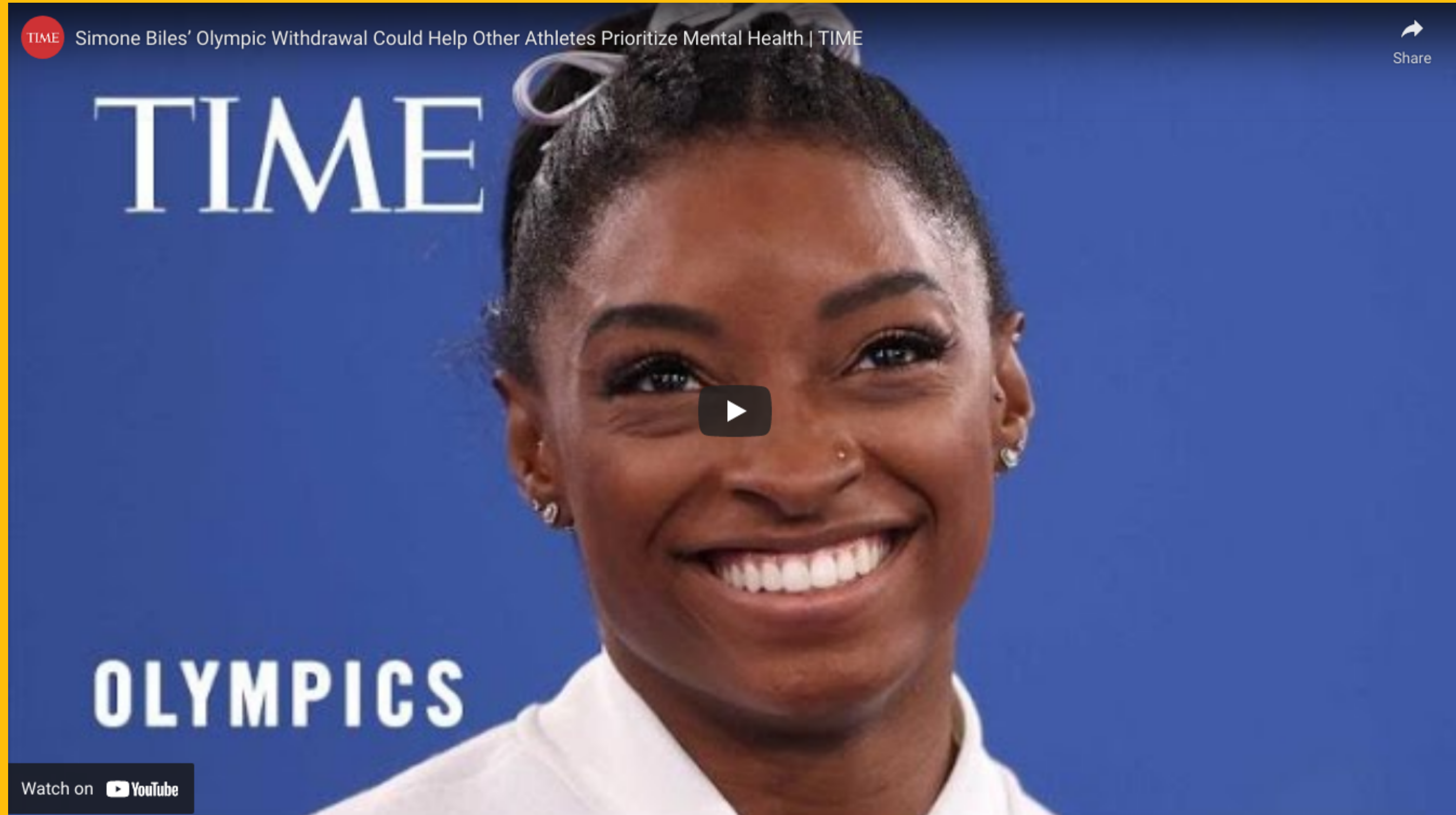


# THIS IS THE PROBLEM

The mental health of young gymnasts is being compromised and neglected by the current gym culture.

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

SIMONE BILES





# LUNGE

2022

Hey, I'm Coach K and I am an ex-competitive gymnast, coach, sociologist, and founder of LUNGE, a girls club inspired by our love of gymnastics.



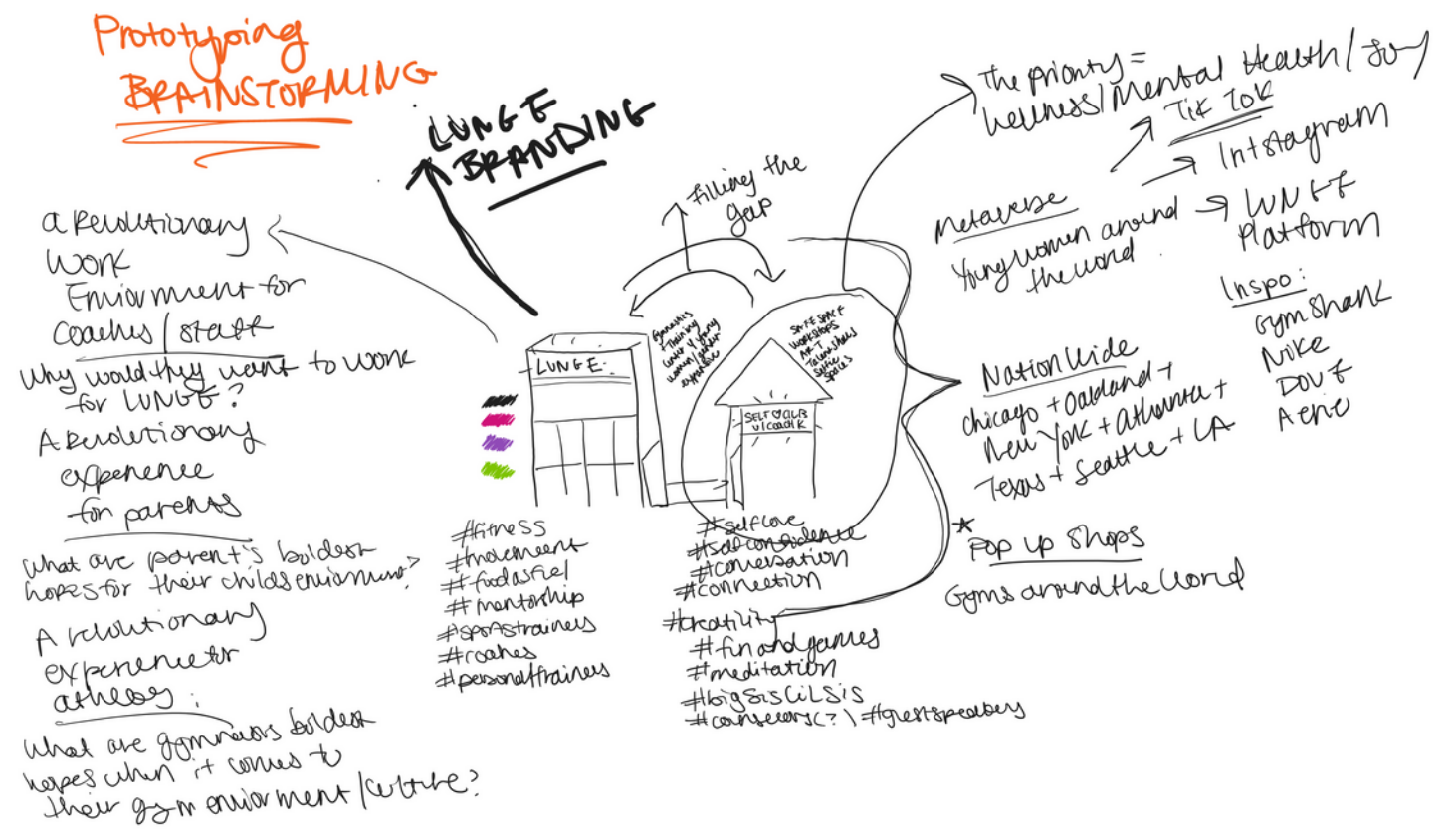
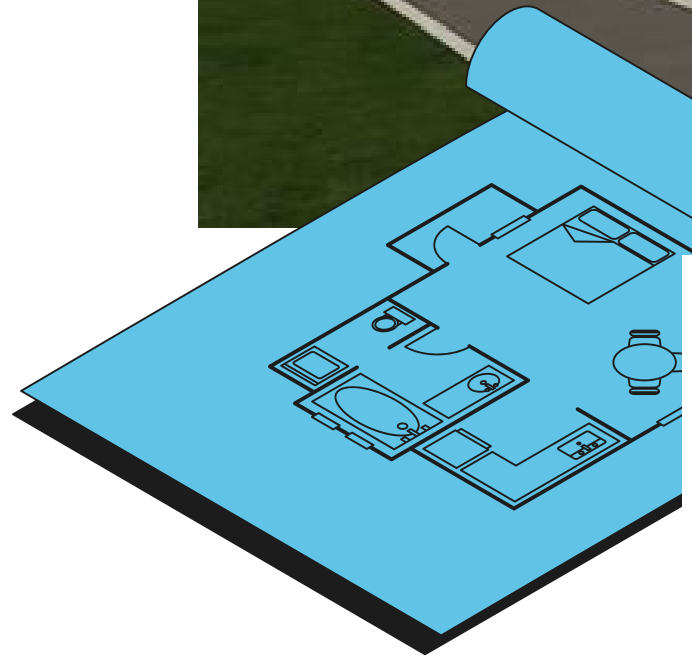


# LUNGE

>> INTRODUCING: LUNGE CLUB (The Physical Space + Brand)



# THE CLUB SPACE



Girls,  
 girls,  
 girls



# I matter

## LUNGE

BY COACH K

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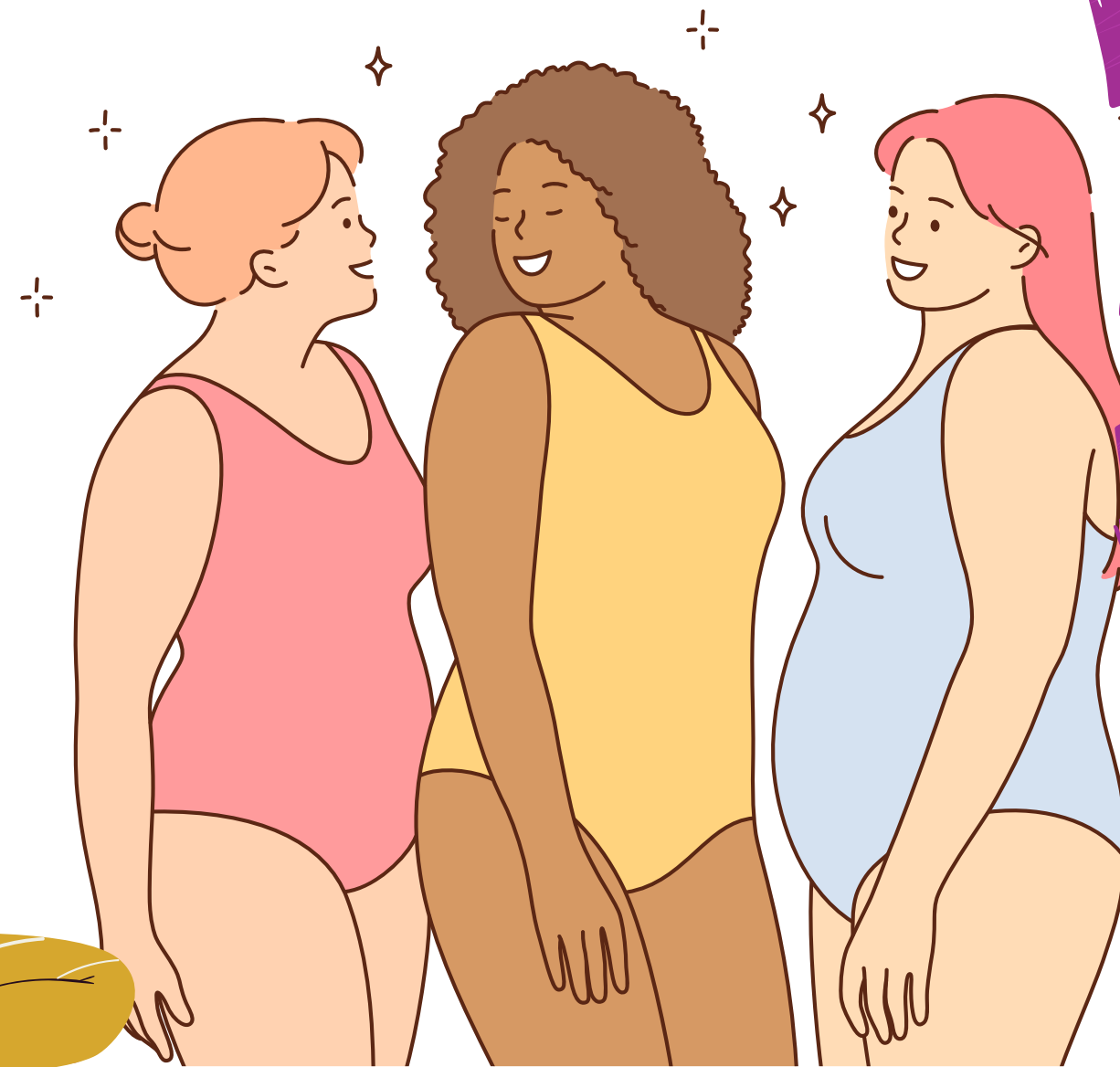
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ALL  
BODIES  
ARE  
GOOD  
BODIES



## Current & Ex-Competitive Gymnasts

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

## Gymnastics Coaches

"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

## The Parents/Guardians

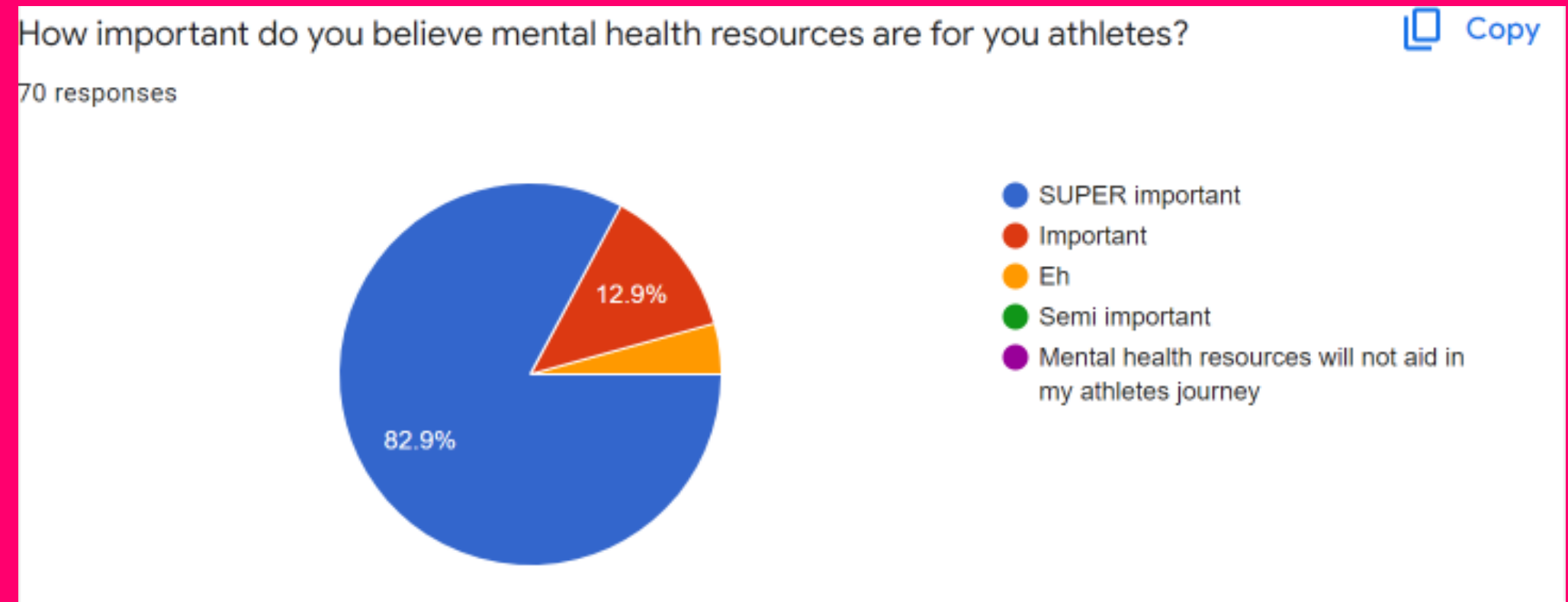
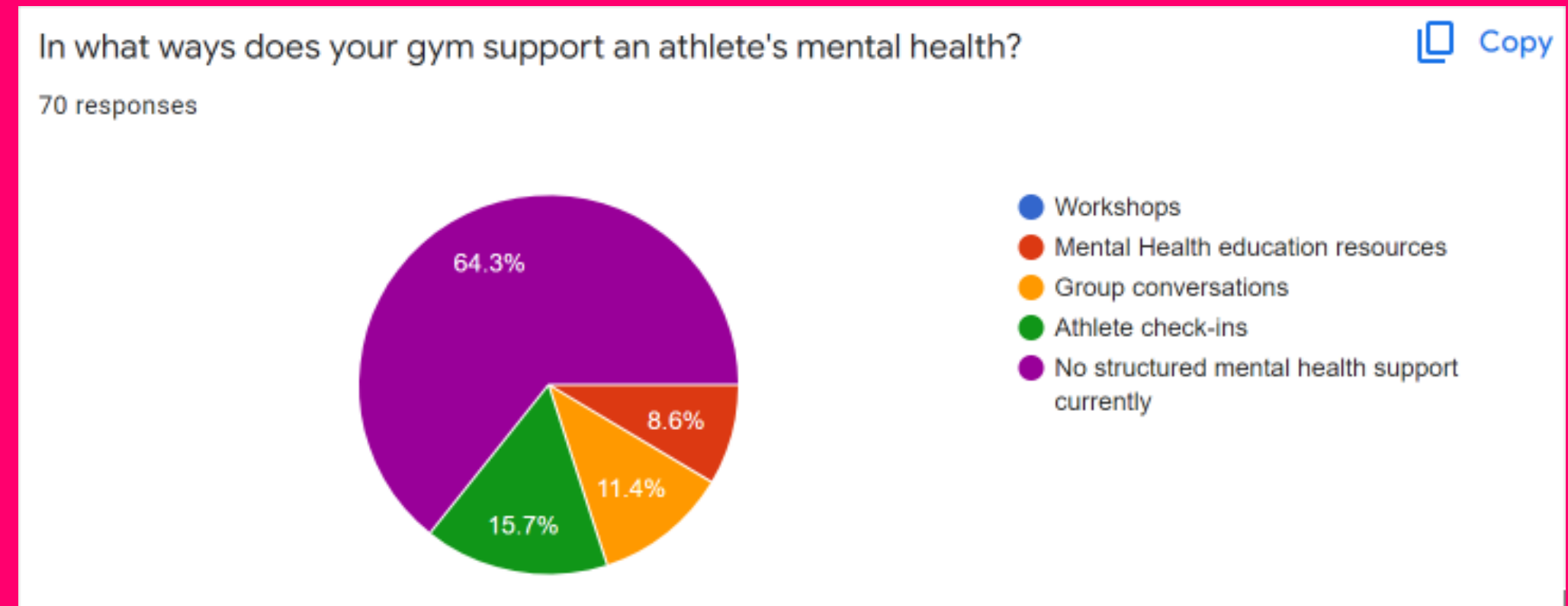
"The hardest part is to make sure that she stays confident, and that she does not have to be perfect."  
Kanicka

### PAINS:

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

# THE PRIMARY RESEARCH IS SHOWING 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.



**“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)**

# BUSINESS MODEL

**\*The groundwork \***

## **Cost Structure**

## **Revenue Streams**

## **Key Activities**

## **Channels**

Membership Based

Workshop Enrollement

coaching the sport  
workshops  
community gatherings  
such as nationwide  
camps, conversations,  
etc..

Social Media  
Contracted Workshops  
Conferences  
Online Forums  
Website\*  
Newsletter\*

## **Key Partners**

\*who needs to be involved\*

# COMPETITION



GIRLS YOUTH ATHLETICS



# LUNGE

MENTAL HEALTH EDUCATION

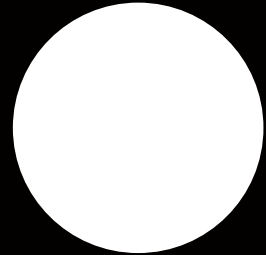




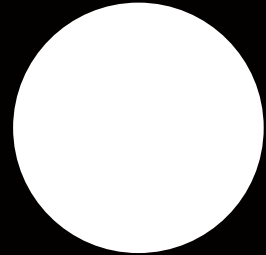
**"EVERYTHING IN SPORTS  
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BUILD TRUST AND CONNECTION."**

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

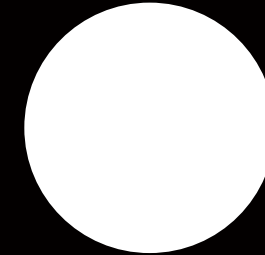
2016 VERY FIRST COACH K EVENT  
LITTLE ROCK, AR



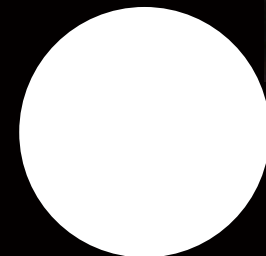
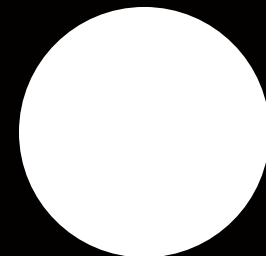
JULY 2018  
SELF LOVE CLUB WITH COACH K  
ATLANTA, GA



2019-2020  
SELF LOVE CLUB WITH COACH K  
WORKSHOPS  
SPOKANE, WA



SUMMER 2021  
SELF LOVE CLUB WITH COACH K  
WORKSHOPS  
METRO- ATLANTA  
HIGHSCHOOLERS



APRIL 2017

GYMNASTICS STRENGTH IS INTRODUCED

JULY 2019

SELF LOVE CLUB WITH COACH K  
TAKES ON TEAM CAMPS



# **NEXT STEPS:**

**DEVELOPING BUSINESS MODEL (COST STRUCTURE + REVENUE STREAMS)**

**WEBSITE & BLOG**



# CALL TO ACTION

Graphic designers?  
Website developers?  
Interested in contributing to the  
mission of LUNGE?

Contact MEEEEEE!



THANK YOU FOR SUPPORTING  
CURRENT YOUTH PROGRAMS AND  
THE MISSION THAT EACH ATHLETE  
IS HEARD, SEEN AND SUPPORTED.

# COACH K

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