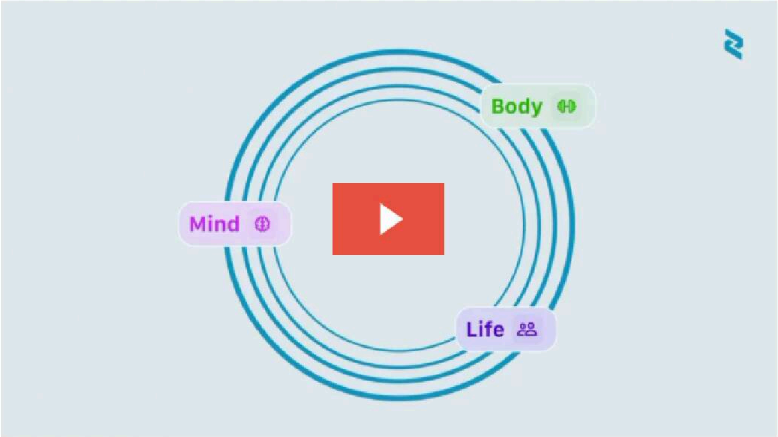
INVEST IN **THE ZONE**

The Zone is a personal mental wellness coach in the pockets of athletes



itsthezone.com New York NY

Software Technology B2B Edtech Wellness

LEAD INVESTOR

Ethia Dulorie

This is a great company that is helping athletes with their mental health in college which is a tough period in the lives of anyone. Let alone student-athletes. My son was a tri-athlete in high school and mental health was a constant conversation at the dinner table. College students tend to deal with a number of academic and societal pressures and need professional services to serve as an outlet for expression. This is why I fully back The Zone. Ivan and Erik are playing a huge role in democratizing access to mental health professionals at a very critical time.

Invested $15,000 this round

Highlights

1. 🏆 1 of 4 companies in Bank of America's 1st tech accelerator program
2. 🚀 Raised $120K from angels; created product & attained paying customers in 1 yr
3. 💫 Retention rate 4X higher than industry avg at 15%
4. ✅ 86% of students complete the entire check-in flow
5. 💥 Advisors from Nike, Barclays, Puma, JP Morgan, wellness committee of licensed practitioners 💥
6. 📰 Featured in Bloomberg, EBONY, & more
7. 📈 Digital health market set to grow to $456B in 2026

Our Team

Ivan Tchatchouwo CEO

Ivan Tchatchouwo CEO

Masters degree from Columbia in physiology.

We chose this idea because us as co-founder actually battled mental health issues as athletes and struggled to get help which led to use falling through the cracks. We wanted to make sure future athletes have the support they needed right in their pockets.

Erik Poldroo COO

Pitch

the zone

A Wellness Platform Tailored for Student Athletes

Our Mission

Our mission is to put wellness coaching in every athlete's pocket, so they can feel and perform at their best.

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The Problem

Data shows that mental health struggles within student athletes have increased substantially over the last several years.

250% Increase of mental health issues for student athletes nationally.

49% Feel they are not able to keep up with academics resulting in stress and anxiety.

33% Experience significant symtpoms of depression, anxiety or other mental health conditions.

ONLY 10% of student athletes seek help.

And we can relate...

Our founders are former athletes that have struggled with mental health!

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Erik's Story

Founder-Market Fit

Early Beginnings

At age 5, Erik began playing baseball.

Therapy & Diagnosis

Diagnosed with performance anxiety & the yips.

Started practicing meditation and mindfulness to improve stress/anxiety levels.

CHILDHOOD — # TURNING POINT — # MENTAL STRUGGLES

Scholarship Athlete & Captain

Experienced severe anxiety and stress that inhibited performance on the field.

Issues compounded over time, resulting in a lower gpa and substance use to cope.

REALIZATION

The opportunity for accessible and private wellness resources was not there.

- Athletes were afraid to open up in fear of losing playing time.
- Staff did not know how to help because athletes weren't opening up.

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Ivan's Story

Founder-Market Fit

Cameroon → United States

At age 6, Ivan began playing basketball.

Therapy & Diagnosis

Eventually discovered the school had a sports psychologist.

Diagnosed with Depression and became aware of his identity crisis.

CHILDHOOD — # TURNING POINT — # MENTAL STRUGGLES

Scholarship Athlete & Captain

Experienced an injury that ended his junior year season.

Dropped out of pre-med and used substances to cope.

REALIZATION

No one was opening up about their struggles...

- 2 athletes visited the sports psychologist in 2 years.
- Many teammates were also struggling behind the scenes.

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Our Solution
Current Product
Awareness
Discovery
MVP
Support
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Our Solution
Future Product
Structured database with personalized insights
Awareness
Consistent feedback via engagement methods
Machine Learning
Discovery
Enhanced mood tracking
Support
Direct in-app access to help
Artificial Intelligence
Inclusive and niche resources for Gen Z athletes
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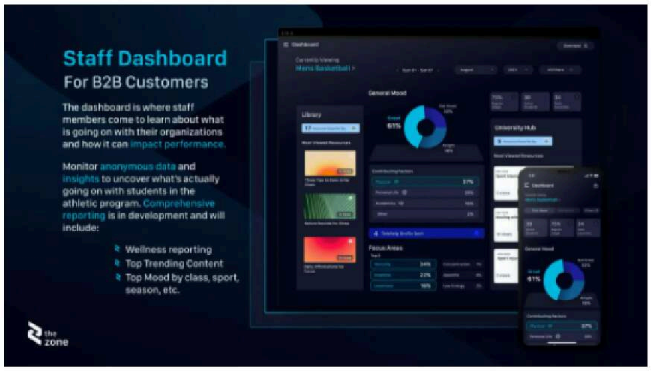
Staff Dashboard
For B2B Customers
The dashboard is where staff members come to learn about what is going on with their organizations and how it can impact performance.
Monitor anonymous data and insights to uncover what's actually going on with students in the athletic program. Comprehensive reporting is in development and will include:
Wellness reporting
Top Trending Content
Top Mood by class, sport, season, etc.
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Launch Metrics
Launch date:
Sept. 15th, 2021
62%
Download rate*
* Student usage is optional
15%
Retention Rate
6m 43sec
Average session length
Mood Check-in
86%
Goal conversion rate*
Top Focus Areas
Excessive worry 14%
Nutrition 14%
Loss of energy 14%
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Customer
and End User
Current Customer
Athletic staff that want and need to provide a safe environment for their student athletes to perform at their best - both mentally and physically.
Staff We Sell to:
Athletic Director
Head of Sports Performance/ Wellness
Student-Athlete Development
End User: Student Athletes
Student athletes that recognize that improving/maximizing their mental performance can improve their physical/personal performance.
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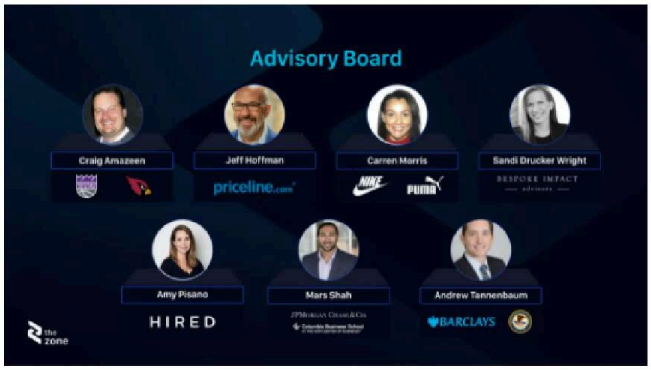
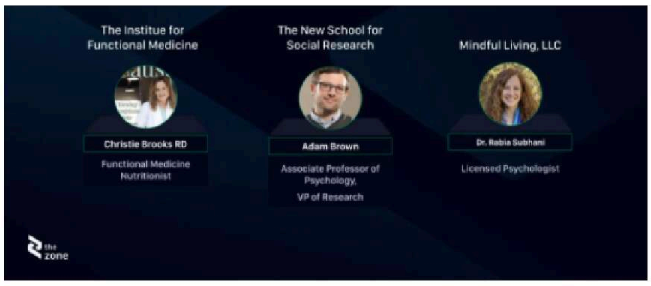
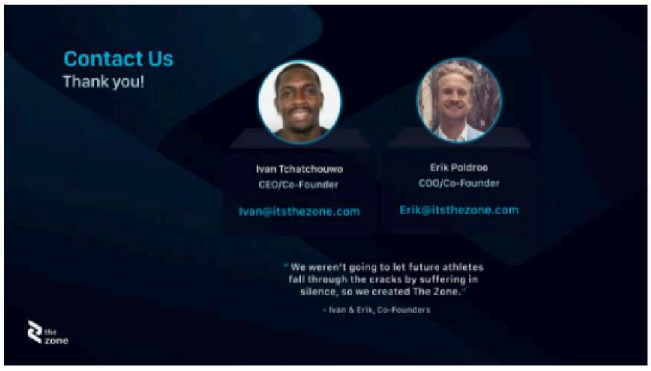
Go To Market

Forward-looking projections cannot be guaranteed.





The total goal of the Wefunder raise is $250k