Mobile Coach – Why?

The Modern Day Athlete:
- Average Teenager spends 6-8 hours in front of a screen today
- The average athlete also uses 2.5 devices each day for information (computer, phone, pad or TV)
- Average attention span of an athlete under the age of 18 is 7-10 minutes (down 2-3 minutes in under the past 5 years)
- They can multi-task and consume information and video 2 times faster than the previous generation

Mobile Coach – Why?

- Joint Venture between the United States Olympic Committee and the NGBs of sport
- Goal of the project is to have an online and mobile application that delivers content and resources to coach members of NGBs
- What is needed is video and resource write ups that deliver great content to the end user.
- US Figure Skating/PSA and USA Badminton were picked as demo organizations

Mobile Coach – Who

Mobile Coach at a Glance
- 20 different sports using USOC system
- 5,000 performance coach users with NGB memberships
- Guest tab for USOC and Para resources
- Quiz/survey functionality
- Push notifications for reminders
- Tracking data to see who has taken quizzes or looked at different items
- Other sports building own systems

Sports that use Mobile Coach
- Field Hockey
- Ski and Snowboard
- USA Figure Skating
- USA Rugby
- USA Badminton
- USA Speed Skating
- Para Track and Field
- USA Wrestling
- USA Rowing
- Para Nordic
- USA Fencing
- Para Swimming
- USA Volleyball
- USA Wrestling
- USA Curling
- Para Powerlifting
- Para Alpine

Sports that have own Mobile Coach
- US Lacrosse
- USA Hockey
- USA Baseball
- USA Football

Mobile Coach – What

Drill Resources
- Drill
- Resources
- Start
- Stop
- Timing
- Notes