



SCHOOL of
GRADUATE STUDIES
EAST TENNESSEE STATE UNIVERSITY

East Tennessee State University
**Digital Commons @ East
Tennessee State University**

Electronic Theses and Dissertations

Student Works

5-2009

The Design of a Web Based Athlete Development and Monitoring System.

Jeremy Gentles

East Tennessee State University

Follow this and additional works at: <https://dc.etsu.edu/etd>



Part of the [Exercise Science Commons](#), and the [Technology and Innovation Commons](#)

Recommended Citation

Gentles, Jeremy, "The Design of a Web Based Athlete Development and Monitoring System." (2009). *Electronic Theses and Dissertations*. Paper 1868. <https://dc.etsu.edu/etd/1868>

This Thesis - Open Access is brought to you for free and open access by the Student Works at Digital Commons @ East Tennessee State University. It has been accepted for inclusion in Electronic Theses and Dissertations by an authorized administrator of Digital Commons @ East Tennessee State University. For more information, please contact digilib@etsu.edu.

The Design of a Web Based Athlete Development and Monitoring System

A thesis

presented to

the faculty of the Department of Kinesiology and Sport Studies

East Tennessee State University

In partial fulfillment

of the requirements for the degree

Master of Arts in Kinesiology and Sport Studies

by

Jeremy Gentles

May 2009

Dr. Mike Stone, Chair

Dr. Mike Ramsey

Dr. Andy Dotterweich

Chris Ayres

Keywords: athlete monitoring, system, web based, internet, social network

ABSTRACT

The Design of a Web Based Athlete Development and Monitoring System

by

Jeremy Gentles

This thesis explores the available resources and research pertaining to the process of athlete monitoring as well as how this information can be used to build an internet based athlete monitoring system. There is currently no system available that provides proper communication tools while also providing the means to track numerous variables to include strength and conditioning programs, performance testing, competition performance, injuries, therapy, pharmaceuticals, medical procedures, psychological status, and academic standing.

The objective of this thesis is twofold. First, is to review the literature and determine the needs of a web based athlete monitoring system. Second, is to provide a business plan that will be used in the process of web development and raising capital.

This thesis has identified the needs of a web based athlete monitoring system, a business plan for commercial use has been created, and based upon this business plan web development is currently in progress.

Copyright 2009 by Jeremy Gentles, All Rights Reserved

ACKNOWLEDGEMENTS

Thanks to Dr. Stone, Dr. Ramsey, Meg Stone, and Dave Lawrence for your expertise and willingness to assist me in this process. This will be a success!

CONTENTS

ABSTRACT	2
ACKNOWLEDGEMENTS	4
LIST OF TABLES	14
Chapter	
1. INTRODUCTION	15
Operational Definitions.....	16
Review of Literature.....	16
Available Athlete Development and Monitoring Solutions	16
Web Based Solutions	17
PC Based Solutions	18
Other Solutions.....	20
Multidisciplinary Team Approach to Athlete Monitoring.....	20
The General Purpose of Athlete Monitoring	21
Variables to Track and Monitor	21
2. BUSINESS PLAN	24
Venture History	24

Venture Description	24
SportLabz.com.....	25
FitLabz.com.....	25
Venture Organization.....	26
Venture Market.....	27
Venture Operations.....	29
Venture Financing.....	29
Management Team.....	30
Compensation and Ownership.....	30
Board of Directors and Advisory Council	31
Infrastructure.....	31
Contracts and Franchise Agreements.....	32
Noncompete.....	32
Contract with Intellithought.....	32
Professionals.....	32
Center of Excellence for Sport Science and Coach Education	32
Insurance.....	33
Employee Stock Option Plan and Other Incentives	33
Organization Charts.....	33
Purpose of the Products and Services.....	33

SportLabz.....	34
FitLabz	35
Unique Features	35
Unique Features Shared by Both Applications.....	35
Features Unique to SportLabz	37
Features Unique to FitLabz.....	37
Future Research and Development	38
Trademarks, Patents, Copyrights, License, Royalties.....	40
Government Approvals	40
Product and Service Limitations	40
Product and Service Liability.....	40
Services and Spin-Offs	41
Production.....	42
Facilities.....	42
Environmental Factors	42
Factors That Will Influence SportLabz and FitLabz.....	42
Factors That May Influence SportLabz and FitLabz.....	44
Industry Profile.....	44
Current Size	44
Growth Potential.....	45

SportLabz.....	45
FitLabz.....	48
Geographic Locations	50
Industry Trends	50
Internet Use Increases	51
Data Portability	52
Niche Social Networks/Communities.....	52
Adoption of Web Applications.....	53
Continued Research and Development.....	53
Seasonality Factors.....	54
Profit Characteristics	54
Distribution Channels	54
Basis of Competition	55
Competition Profile.....	56
Industry Comparisons and Competitors for SportLabz.com	56
Successful	56
TrainingPeaks.com.....	56
Moderately Successful	59
VisualCoaching.com.....	59
Unsuccessful	59

AthleteMonitoring.com.....	59
Industry Comparisons and Competitors for FitLabz.com	59
Successful	60
Tackle.com	60
FanNation.com	63
Gyminee.com	65
GolfLink.com	67
Moderately Successful	69
beRecruited.com.	69
SportsVite.com	72
Traineo.com	74
Unsuccessful	76
Teampages.com.....	76
Sites of Interest	78
SparkPeople.com.	78
Fitday.com.....	80
dLife.com.....	82
The Power of Community	84
Customer Profile	86
SportLabz.....	86

FitLabz	87
Target Market Profile	87
SportLabz.....	87
FitLabz	87
Pricing Profile.....	88
SportLabz.....	88
FitLabz	88
Break Even Analysis	88
Market Penetration.....	88
Distribution Channels	91
Sales Representatives	91
Direct Mail/Telemarketing	91
Advertising and Promotion.....	91
Services and Warranties.....	91
Trade Shows, Events, and Conferences.....	92
Trade Shows.....	92
Events	92
Conferences.....	93
Future Markets and Products.....	93
Definite Markets and Products	93

Potential Markets and Products	94
Capital Requirements	95
Personnel Requirements	95
Exit Strategy	97
Financial Plan	97
The Pitch.....	97
Confidential Disclosure Agreement.....	97
3. DEVELOPMENT SPECIFICATIONS OVERVIEW	98
General Site Functions and Features for SportLabz and FitLabz	99
Profile System.....	99
Content Management System (CMS)	99
Tutorial and FAQ System.....	100
Private Messaging (PM) System.....	100
Payment System.....	100
Group and Team System	100
Photo System.....	101
Calendar System.....	101
User Calendar	101
Team Calendar.....	101
Community Calendar.....	102

Review System	102
Banner Ad System	102
Athlete and Team Data Management Modules.....	102
Fatigue and Overtraining Module.....	103
Module Options and Functions.....	103
Competition Module	107
Module Options and Functions.....	107
Performance and Skill Testing	107
Module Options and Functions.....	107
Practice and Training Module.....	107
Additional Modules.....	108
REFERENCES.....	109
APPENDICES	117
Appendix A: Year One Cash Flow Projections	117
Appendix B: Year Two Cash Flow Projections	118
Appendix C: Year Three Cash Flow Projections.....	119
Appendix D: Confidential Disclosure Agreement	120
Appendix E: Scope Document Quote from Saratoga	122
Appendix F: Intellithought Development Quote	124
Appendix G: Confidential Disclosure Agreement.....	131

Appendix H: Presentation Slides	133
Slide 1: Introduction	133
Slide 2: Broken	134
Slide 3: Solutions	135
Slide 4: Overview	136
Slide 5: Business Model.....	137
Slide 6: Sales and Marketing	138
Slide 7: Competition.....	139
Slide 8: Key Partners	140
Slide 9: Growth	141
Slide 10: Power of Community.....	142
Slide 11: Milestones.....	143
Slide 12: Unique	144
Slide 13: Questions & Discussion	145
Slide 14: Projected Growth	146
Slide 15: Projected Trends in Social Networking	147
VITA	148

LIST OF TABLES

Table	Page
1. SportLabz.com Revenue Projections	46
2. FitLabz.com Revenue Projections.....	49
3. Traffic Estimates for www.trainingpeaks.com.....	58
4. Traffic Estimates for www.takkle.com.....	62
5. Traffic Estimates for www.fannation.com	64
6. Traffic Estimates for www.gyminee.com	66
7. Traffic Estimates for www.golflink.com.....	68
8. Traffic Estimates for www.berecruited.com	71
9. Traffic Estimates for www.sportsvite.com.....	73
10. Traffic Estimates for www.traineo.com	75
11. Traffic Estimates for www.teampages.com	77
12. Traffic Estimates for www.sparkpeople.com	79
13. Traffic Estimates for www.fitday.com	81
14. Traffic Estimates for www.dlife.com	83
15. Fitday.com vs. Sparkpeople.com Traffic Comparison	85
16. SportLabz.com Market Penetration and Revenue Projections	89
17. TrainingLabz.com Market Penetration and Revenue Projections.....	90
18. Employee Payroll and Benefits.....	96

CHAPTER 1

INTRODUCTION

Similar to the manufacturing of products, proper athletic development is a process. The proper development of an athlete requires research, thorough planning, a number of individuals with a variety of skill sets, quality control measures, and implementation. A significant amount of research, thought, and observation has been dedicated to identifying the components needed in this process and the variables that influence athletic performance and development. Tools and devices enabling easy measurement of these variables have also been a focus. To date, however, little has been done to synchronize these components and provide a single system allowing for data collection, communication, and the monitoring of the athletic development process.

Proper athletic development and monitoring is a complex process. However, each individual athlete, team, athletic department, sport science program, or organization will have varying levels of resources available. For instance, a single recreational but competitive marathoner may not have access to strength and conditioning facilities but may use tools such as a heart rate monitor and a laptop. An elite collegiate sprinter on the other hand, may have access to sport scientists, strength and conditioning coaches, athletic trainers, sport medicine physicians, custom shoes, timing gates, indoor training facilities, and more. A web based athlete development and monitoring system must be designed in a way that provides ease of use for those with few resources as well as providing those with seemingly endless resources with the flexibility and scale to manage and monitor those resources. East Tennessee State

University (ETSU) offers a variety of resources that will support the design of web based solutions for athlete development and monitoring. Resources such as the Center of Excellence for Sport Science and Coaches Education, a sport science program that works directly with athletes and in the future a PhD program for sport science, will assist in the development of two web based products. SportLabz, a web based product catering to the needs of collegiate and professional athletic teams, and FitLabz, a web based product catering to the needs of recreational athletes and fitness enthusiasts, will be developed in cooperation with ETSU's sport science program.

Operational Definitions

1. Niche Market : A niche market is a specialized market or group of consumers with specific and specialized needs.
2. Athlete Monitoring: Athlete monitoring is the process of tracking an athlete's development by monitoring variables of and those associated with health, stress, training, recovery, and performance.
3. Tracking or Monitoring Solutions: Systems and tools that allow users to collect, organize, and analyze variables of athlete monitoring.

Review of Literature

Available Athlete Development and Monitoring Solutions

There are numerous athlete development and monitoring solutions available and it seems they are becoming more numerous by the day. Some of these solutions are web based, PC based, or a combination thereof. Some focus on injury tracking, medication management, endurance sports, or strength and power sports.

Many of the latest and most abundant athlete development and monitoring solutions released have been related to instruments such as heart rate monitors or GPS devices. Manufacturers of these instruments and many others provide software solutions that interface with their specific devices and allow for easy tracking and analyzing of the variables collected via these instruments.

While it seems that having so many solutions available is advantageous, proper athlete development and monitoring requires more than just having the ability to analyze resting heart rate, body weight, or distance run. The athlete development and monitoring solutions that are supposed to make the process easier have instead complicated the issue making it necessary to use multiple systems and methods to properly monitor an athlete. Drawing a quick comparison, imagine if each email provider used a different file format and email could only be sent and received from email accounts of the same email provider. In this comparison, Gmail accounts could only send email to other Gmail accounts and Hotmail accounts could only send email to other Hotmail accounts; the number of email providers are too copious to count. This type of scenario would render email, an obviously useful tool, essentially useless. A variety of available athlete development and monitoring systems are discussed below.

Web Based Solutions. A number of web based athlete development and monitoring solutions are available but only a couple of solutions will be discussed here.

TrainingPeaks.com is a quite robust platform that focuses on providing tracking and monitoring solutions for endurance athletes. There are two editions of TrainingPeaks available. There is a personal edition, which is free to use and caters to

the individual athlete, and there is a fee-based professional edition that allows a single individual or organization to track and monitor any number of clients or athletes (TrainingPeaks, 2009). TrainingPeaks interfaces with a number of different devices such as Garmin GPS devices, Polar heart rate monitors, Racemate's Computrainer, Suunto products, and many more (Compatible devices, 2009). TrainingPeaks is also integrated on some levels with Microsoft HealthVault, which is one electronic medical record option currently available to the general public (Health Vault Pod, 2007).

While there are many positive aspects of TrainingPeaks, this web-based solution is extremely difficult use. It does not offer detailed monitoring of strength training programs, there is no support for medication management, injury tracking is nonexistent, and social features are lacking. At the time of writing this thesis, TrainingPeaks is beta testing version 3, which anecdotally has been said to be more difficult to use than the current version (Invitations to TrainingPeaks, 2008).

AthleteMonitoring.com is a web based athlete development and monitoring solution that serves athletes, teams, and organizations of any sport (AthleteMonitoring.com, 2009). AthleteMonitoring offers a range of monitoring solutions, much in the in the form of questionnaires, but lacks meaningful tools for building training programs, there is no option for medication management, available communication features are antiquated, there are no social components, and there is much room for improvements upon user friendliness.

PC Based Solutions. Personal computer (PC) and Mac based athlete development and monitoring solutions currently outnumber web-based solutions.

Two PC based software programs used by a number of collegiate and professional athletic programs are Simtrak and SportPharm. Premiere Software, Inc. produces both Simtrak and SportPharm (Premier Software Products, 2009). Simtrak is dedicated to providing injury documenting and tracking solutions (Simtrak, 2009) while SportPharm is dedicated to providing pharmaceutical documenting and tracking solutions (SportPharm, 2009). Premiere Software is currently planning to make both Simtrak and SportPharm compatible with one another as well as creating web based versions for each.

Both Simtrak and SportPharm have a strong feature set and are user friendly. If proper athlete development and monitoring required only injury and pharmaceutical related data, Simtrak and SportPharm would be sufficient. Because both of the programs are PC based, social features do not exist, communication tools are limited, and features for designing training programs are completely absent.

Device makers such as Suunto, Polar, Garmin, and many others generally provide PC or Mac based software that interfaces with their particular devices. Because these devices are too numerous to cover individually here, it is these devices and their associated software solutions that paint a similar scenario to that illustrated using email providers above. With hundreds of devices, many of which interface with completely different software and use file types specific to the device-software combination, managing the data generated via these devices, especially when more than one device is used by an individual, team, or organization, becomes extraordinarily difficult. It is for this reason that an athlete development and monitoring system capable of accepting file types from essentially any device would be extremely advantageous.

Other Solutions. Due to the lack of an adequate system for developing and monitoring all aspects an training and performance, many athletes, coaches, teams, and athletic departments use handwritten journals or options such as spreadsheets to organize data. While certainly better than no tools at all to monitor an athlete's development, spreadsheets become extremely cumbersome when managing the data for a single athlete much less an entire American football team or athletic department.

Multidisciplinary Team Approach to Athlete Monitoring

A multidisciplinary approach to athlete development and monitoring is not a new concept although proper implementation of a multidisciplinary approach is often absent from many individual and team sport settings. This multidisciplinary team should consist of specialists in most if not all areas such as medicine (ex. team physician), athletic training, biomechanics, psychology, nutrition, massage, weight training (ex. strength and conditioning coach), physical therapy, team coach, and sport science (Norris, 2002a; Smith, 2003). Due to the well-rounded education and experience of sport scientists, they are often best suited to coordinate and interpret communication between all departments involved in an athlete's development and monitoring.

As can be imagined, communication between all individuals and/or departments involved in an athlete's development and monitoring is extremely important. As will be discussed in more detail later, enhancing communication between all parties involved is one of the primary goals of the athlete development and monitoring solution proposed in this thesis.

The General Purpose of Athlete Monitoring

When monitoring an athlete, it must be understood that not all factors influencing an athlete's development and performance are under the control of the athlete or the multidisciplinary team responsible for developing the athlete. Tragedy within an athlete's family, illness, and injury are all examples of uncontrollable factors that influence an athlete's development and performance that must be monitored and communicated to a network of individuals and departments involved in an athlete's development. In regards to a well-designed strength and conditioning program, one of the primary purposes of monitoring is the management of fatigue. The point of monitoring an athlete's training program is not to prevent fatigue but rather manage or balance fatigue with fitness (Stone, 2007c).

Variables to Track and Monitor

A properly designed athlete development and monitoring system should essentially allow for the tracking and monitoring of any variable related to athletic performance. While not all variables are worth monitoring, the right athlete development and monitoring system should provide the flexibility to track a number of standard variables as well as any custom variables related to athletic performance. There are countless variables to track that have been theorized to impact athletic performance. It is not the purpose of this literature review to identify all variables that could affect or are associated with athletic performance. Rather, those variables that are supported by science and are relatively easy to measure and monitor are discussed here.

Biochemical measures can be valuable components to athlete monitoring (Petibois 2003). Measuring these values, while worthwhile, are often expensive and this

limits who can regularly monitor these variables. Long periods of high intensity training or high volumes of training have been shown to cause decreases in serum testosterone as well as decreases in testosterone to cortisol ratio. Decreases in serum testosterone and testosterone to cortisol ratio are associated with fatigue and decreases in maximal strength (Alén, 1988; Busso, 1992; Häkkinen, 1985). Glutamine (Gm) levels, glutamate (Ga) levels, and Gm to Ga ratio have been shown to consistently represent an athlete's tolerance for and ability to recover from training. As levels drop and Gm to Ga decreases, this is a sign that tolerance to training is also decreasing (Coutts, 2007; Smith 2000; Smith, 2003).

An elevated resting HR is associated with fatigue (Jeukendrup 1992; Lehmann 1993). A resting heart increase of 10 bpm above baseline may signal that athletes have surpassed their functional adaptive capacity (Norris, 2002b). Decreases in body mass may be a consequence of an athlete performing excessive work (Hawley, 2003; Stone, 1991). Variables such as resting heart rate and body weight can be easily measured by the athletes themselves and entered into a web based form via personal computers, smart phones, and text messaging. Body composition, where fat mass increases or lean tissues decreases, should be monitored to ensure proper caloric intake is being maintained (Margaritis, 2003; McConell, 1993; Mujika, 2003). An athlete's hydration status is easily measured and influences a number of factors that affect athletic development and performance. Dehydration amounting to a mere 1%-2% decrease in body mass can negatively affect physiologic and mental processes to include cardiovascular performance, possible muscle strength, and cognition (Stone, 2007a). Measuring and tracking the dose of training is of the utmost importance. Training dose

is also relatively easy and straightforward to monitor. Volume, intensity, density and frequency can all be used to measure the dose of training (Stone, 2007b). While a number of variables can be used to measure the dose of strength training, a simple volume-load calculation can be made by multiplying resistance x repetitions to estimate strength training dose. A number of other variables to consider monitoring include sleep patterns, overall stress levels, mood, injuries, pharmaceuticals, and performance testing.

While it is possible to monitor nearly all factors that may influence an athlete's development and performance, this would require meticulous data entry of an athlete's everyday life. With this said, even though nearly any variable can be monitored, this does not mean that all conceivable variables should be monitored or are quantifiable. For instance, it is important for a coach to be aware of outside stressors in an athlete's life. Perhaps an athlete has experienced a break up or a death in the family. This may have a significant impact on an athlete's performance, but it is impossible to quantify how these stressors impact athletic performance. Practically speaking it is not reasonable to address and monitor all outside stressors. It is important however to make it easy and convenient for athletes to discuss and describe any outside stressors they may encounter, that may influence athletic development and performance.

CHAPTER 2

BUSINESS PLAN

Venture History

The idea of both SportLabz and FitLabz, which are both web based athlete monitoring solutions, have been born by the frustrations so many strength and conditioning professionals, athletes, and fitness enthusiasts experience when trying to track and monitor training and performance.

Many of the ideas have been inspired by the scientific work performed at the United States Olympic Committee (USOC) training center in Colorado Springs as well as ongoing research at East Tennessee State University.

The concept and development of SportLabz and FitLabz started early in 2008. The business model and specifications for web development have been ongoing for over a year.

Venture Description

SportLabz.com and FitLabz.com design and host state of the art web applications allowing athletes and fitness enthusiasts the ability to track numerous performance and health variables. A single user such as a recreational athlete or an organization with multiple users such as university athletic programs, can monitor training programs, receive performance alerts, and manage large amounts of data. These applications are unlike any other when joined with powerful tools for data

analysis, report generation, device compatibility, user collaboration, and the tight integration with the latest sport science research.

SportLabz.com

SportLabz is a website designed to provide universities and professional athletic teams with the most robust application for monitoring the performance of all of their teams and athletes. Whether it is injury prevention or changing strength measures, coaches and organizations must be able to monitor numerous variables that impact athletic performance. In fact, SportLabz is unique due to its ability to monitor all aspects of athletic development, while providing coaches, physicians, athletic trainers, and sport scientists automatic updates and on demand access to athlete performance data. This will allow coaches to determine if an athlete is developing and performing as expected, or if adjustments to an athlete's strength and conditioning program need to be made.

SportLabz will also provide coaches with information and guidance from some of the top sport scientists in the world and interface with the most commonly used devices used in strength and conditioning. SportLabz is a paid service where pricing is based upon athlete volume.

FitLabz.com

FitLabz is aimed at meeting the variety of needs presented by the general public whether it is the recreational athlete, personal trainer, or fitness enthusiast. While based upon the same web application designed to track athletic performance in SportLabz, FitLabz is unique due to the integration of its robust community features. Not only will users will be able to track their athletic performance and fitness goals unlike any other

application currently available, but they will also be provided the community and social tools many web users now demand and use on a daily basis. FitLabz is free to use and is ad supported.

Venture Organization

While the type of corporation SportLabz will be has not been decided, it will most likely be an LLC. The key management and consultation team consists of the following individuals.

- Chairman – The individual who will serve as the chairman of the company has not been decided upon at this time. This individual will, however, most likely be an angel investor in the company.
- Jeremy Gentles – The owner/CEO and has experience with search engine optimization, web application feature development, and managing online communities. I am also a graduate student in Kinesiology and Sport Studies of which this thesis is serving as my final project. I also have the unique ability to bridge the gap between science of athlete monitoring and the development of those web applications that will track and monitor athlete development.
- Intelligthought - Intelligthought and its senior developer will serve as the primary web development team for SportLabz and FitLabz.
- Dr. Mike Stone – Dr. Stone is a leading sport scientist and will provide consultation services and guidance on proper athlete tracking functions. He will also write on a regular basis for SportLabz and FitLabz.

- Dr. Mike Ramsey – Dr Ramsey is an exercise physiologist who will provide consultation services and guidance for proper athlete tracking functionality. Dr. Ramsey will also write on a regular basis for SportLabz and FitLabz.
- Meg Stone – Meg Stone is the Director of ETSU’s Center of Excellence for Sport Science and Coaches Education. Meg will provide consultation services and guidance on proper athlete tracking functions. She will also write on a regular basis for SportLabz and FitLabz as well as provide feedback on product user friendliness.

Venture Market

Using the two initial product offerings, SportLabz and FitLabz, there will be two distinct markets on which to focus.

SportLabz will meet the needs of the first market, which consists primarily of a combination of collegiate and professional athletic teams. SportLabz is applicable to other organizations such as The UK Strength and Conditioning Association (UKSCA), Diabetes Exercise and Sport (DESA), and USOC in addition to the single athlete.

Of this distinct market, SportLabz will first be marketed towards collegiate athletic teams. One sale to a collegiate athletic department may result in multiple teams subscribing to the service. SportLabz and those supporting the development of SportLabz have many contacts at the collegiate level making this market extremely accessible. SportLabz will be aggressively marketed to professional athletic teams once a strong collegiate client base is established.

FitLabz will focus on meeting the needs of the general public to consist of recreational athletes, personal trainers, fitness enthusiast, and others. It should also be mentioned again that this is a free website to use. Organizations such as those mentioned above described in the market of SportLabz are also applicable to FitLabz but for a variety of reasons to be covered, most organizations will choose the paid version. A brief description of United States market size alone is as follows.

- 2500-3000 4-year NCAA universities (Degree-granting institutions, 2007)
- Hundreds of major professional teams
- Thousands of professional athletes
- 25,000-30,000 high schools (Number of educational, 2007)
- Hundreds of thousands serious recreational athletes
- Tens of millions of fitness enthusiasts
- Hundreds of thousands of personal trainers (with many more clients)
- Approximately 30,000 Health Clubs (IHRSA, 2008)

It should be noted that there is tremendous potential for expanding this market into countries such as Canada, United Kingdom, Australia, and other English speaking countries with very little additional development.

While there is a great deal of overlap between the needs of both markets, there are distinct reasons to have a separate product for each. Both applications will track numerous performance variables, but applications for universities and professional

athletic teams must be private and present a sense of security that more social or community based networks do not (although most well developed web based communities have a high level of security and rigorous privacy standards). For recreational athletes and fitness enthusiasts, a social or community component will create a more enticing user experience. A well-developed social network can also be a tremendous marketing force.

Venture Operations

Approximately \$650,000 of start-up capital will be required for the first two years and will be divided into the following categories.

- \$260,000 for product development
- \$25,000 for hosting
- \$160,000 marketing and advertising where \$100,000 will be spent on SportLabz and \$60,000 will be spent marketing FitLabz
- \$162,000 wages and benefits
- \$25,000 for professional fees
- \$6,000 for rent
- \$11,000 office supplies and phone

Venture Financing

SportLabz and FitLabz will require angel investments. The goal in 5 years is to have an initial public offering or other event to repay investors. Additionally, the initial

investment will be approximately \$8,000 for complete project planning with an additional \$650,000 for complete development.

Management Team

The following individuals and positions will make up the initial management structure.

- Chairman – The individual who will serve as the chairman of the company has not been decided upon at this time. This individual will, however, most likely be an angel investor in the company.
- Owner and CEO - Jeremy Gentles
- IT Management - Intellighought and their senior developer will serve as SportLabz web development and technology consultants.
- Sales Manager - A sales manager with Internet experience will be hired when applicable (TBA).
- Marketing Manager - A marketing manager with social networking experience will be hired when applicable (TBA).

Compensation and Ownership

I will own SportLabz, FitLabz, and my compensation package will be a discussed and decided upon once angel investments have been secured. See the cash flow projections worksheet for latest owner compensation projections (Appendix A, Appendix B, and Appendix C).

Board of Directors and Advisory Council

The Board of Directors and Advisory Council will include several Angel Investors, Sport Scientists (PhDs/MDs) and technology advisors.

- Angel Investors – TBA
- Dr. Mike Stone - Product Dev, Content Provider
- Meg Stone - Product Dev, Content Provider
- Dr. Mike Ramsey - Product Dev, Content Provider
- Dr. Bill Sands - Product Dev, Content Provider
- Intellithought CEO

Infrastructure

While the key outside advisors such as attorney, accountants and financial advisors have not been solidified, there are tentative plans to use the following individuals.

Corporate Attorney

Bill Argabrite

Company - Hunter, Smith & Davis

argabrite@hsqlaw.com

www.hsqlaw.com

Financial Advisor

Wayne Kirk, CPA/CVA
Business Valuations & Consulting
1048 Hunters Lake Drive
Johnson City, TN 37604
423-677-2300
ewkirk@charter.net

Contracts and Franchise Agreements

There will be several contractual agreements used by both SportLabz and FitLabz.

Noncompete

All employees will be required to sign non compete agreements.

Contract with Intellithought

A contract for complete and ongoing development will be drafted upon commitments for the funding of SportLabz and FitLabz.

Professionals

There will be several professional such as sport scientists and strength and conditioning coaches who will be contracted to contribute content on a regular basis.

Center of Excellence for Sport Science and Coach Education

The specifics of the relationship between SportLabz and the Center of Excellence for Sport Science and Coach Education (CESSSCE) have not been clarified at this point, but SportLabz will participate in funding the CESSSCE once it is financially able to do so.

Insurance

The details regarding business insurance have not been completed but the most likely insurance company and agent have been established.

Kenny Gilley, CIC
South-West Insurance Agency, Inc.
220 Wood Ave. Drawer S.
Big Stone Gap, VA 24219
Home - 276-523-2416
Cell - 276-708-5441
Office - 276-523-4111
Fax - 276-523-2551

Precise details of insurance requirements can only be made once web development is underway.

Employee Stock Option Plan and Other Incentives

Stock options are certainly planned for but that details have yet to be established.

Organization Charts

A detailed organization chart can and will be completed when a chairman and board of directors have been established. These of course will not be finalized until commitments for capital have been made. Until then, please refer to the management team discussed previously.

Purpose of the Products and Services

The global purpose of SportLabz and FitLabz are several fold and while both sites are based around similar core functionality, each site serves a specific purpose(s).

SportLabz

SportLabz will provide private and secure web applications for athletes, coaches, strength and conditioning coaches, athletic organizations, and sport science programs with the necessary tools to build strength and conditioning programs as well as analyze and manage that data for a single athlete or team of athletes. Again, as mentioned previously, the target market for SportLabz is collegiate and professional athletic teams.

Communication, or lack thereof, is often the root cause of poor athlete development. One of the most important purposes of SportLabz is to break down barriers to communication and enhance communication between all parties involved in an athlete's development and care no matter where they are in the world.

SportLabz will drive sport science and athlete development in an evidenced based direction by not only funding and conducting research but also by basing product development on sound science. This is a dynamic relationship where products are built upon science and the data gathered with the products will provide the tools and inspiration for further research. SportLabz will enable collaborative performance based research to be performed between universities, organizations, and leading sport scientists from around the world.

SportLabz will provide athletes, coaches, and organizations with information from leaders in all specialties of sport science. We will aim to enhance the art and science of coaching, ultimately leading to superior athlete development.

FitLabz

FitLabz will provide web applications free of charge that give athletes, fitness enthusiasts, personal trainers, coaches, and anyone interested in human performance with the necessary tools to build strength and conditioning programs as well as analyze, and manage data for a single individual or team of individuals. The applications provided through FitLabz will be very similar to those provided by SportLabz, with the primary difference being that FitLabz is a social community and SportLabz is a closed community.

FitLabz will provide a rich, entertaining, informative, and interactive community for anyone interested in human performance. In addition to the core athlete monitoring abilities of FitLabz, the community or social features will be essential to the success of FitLabz. FitLabz users will be able to invite others to join the site, share training programs, participate on discussion boards, create groups or teams, and more.

Unique Features

There are a number of features that make SportLabz and FitLabz unlike any other products on the market. Some of the unique features are specific to each product while others are shared by both SportLabz and FitLabz.

Unique Features Shared by Both Applications

First and foremost, both SportLabz and FitLabz provide the functionality that no other web or PC based applications provide to athletes, coaches, and fitness enthusiasts. The majority of applications currently available focus on health and weight

loss. There is currently nothing available that meets the needs of athletic populations and the individuals who support these athletic populations.

Summary of features shared by SportLabz and FitLabz:

- Provides the user with data entry, tracking, and analytics for all conditioning and performance variables.
- The ability to track and monitor overtraining variables as well as receive alerts when the application detects potential signs of overtraining.
- Integration with the major electronic medical records (EMR). The two primary options are Google Health (Google Health, 2009) and Microsoft Health Vault (Personal Home - HealthVault, 2009).
- Each site will support OpenID. When a user has an OpenID and is using a site that supports OpenID authentication, this removes the need to create an additional username and password (OpenID, 2009). OpenID acts as a universal username and password as long as the site supports OpenID (OpenID or ClickPass).
- Both sites will support data files from a variety of performance measuring and tracking devices. An example of this could be one the many heart rate and GPS devices available.
- On demand report generating for single or multiple individuals.
- Export data in multiple formats to include Excel and PDF.

Features Unique to SportLabz

There is a unique relationship between SportLabz, ETSU Center for Sport Science and Coach Education and the only PhD of Sport Science in the United States. The features and functions of SportLabz are not gimmicks but based upon scientific principles and practices.

- Allows coaches and other staff to remotely monitor an athlete's and team's progress. This is especially important for collegiate athletics as the NCAA limits when and how much time a coach can interact with an athlete.
- Allows athletes to interact remotely with coaching staff and others responsible for their care.
- All NCAA injuries are currently reported to a database at Penn State University (NCAA Injury Surveillance, 2009). While this is certainly useful, this system does not account for training variables that may contribute to or reduce injury rates in collegiate sport. SportLabz can solve that problem by integrating injury types and rates with training and other sport performance variables.
- Connect multiple universities and organizations together for collaborative research.
- Interface with software such as LabView and Dartfish.

Features Unique to FitLabz

- FitLabz is free to use by everyone. That includes recreational athletes, fitness enthusiasts, personal trainers (with unlimited clients), health clubs, organizations,

high schools, colleges, and anyone else interested in sport, human performance, and fitness.

- FitLabz will support data uploads from a variety of the most popular fitness and performance measuring devices used by recreational athletes and fitness enthusiasts.
- Similar to a coach analyzing data for an entire team, a personal trainer will be able use this software to design training programs and monitor clients.
- In order to maximize data portability and ease of access, FitLabz will not only support OpenID but MySpace's Data Availability, Facebook's Facebook Connect and Google's Friend Connect. This will allow a single user to import his or her data and friends list from other social networks. This will allow FitLabz to leverage the influence of these large social networks while focusing the niche market FitLabz will focus on and penetrate.
- There will be a number of social functions available to include but not limited to profiles, blogs, groups, private messaging, and friend invites.

Future Research and Development

There are a number of ways to look at the research and development efforts of both SportLabz and FitLabz.

Human performance research is one of the primary passions driving this project. Unfortunately, there is very little grant funding available for performance-based research. SportLabz will bridge that gap by not only benefiting from and making sport science

research easier and more efficient, but it, in turn, will fund further research. Further research and development will include but is not limited to the following:

- A variety of research projects with organizations, universities, and teams from all over the nation and around the world. Some of these projects will be strictly performance based while others may include variables of health and wellness.
- While the chance of receiving government grants or funding for sport science research is minimal, there are chances to receive grants from organizations such as the NIH if health is one of the primary objectives of research. A couple of examples where health would be an objective of sport science research include, 1) Working with diabetic athletes to determine the impact of sport on diabetes and 2) Not much is known about the impact of retirement on the health of professional and collegiate athletes. While organizations will not fund research investigating sport performance, they may fund research to determine the impact of retirement on health. SportLabz could play an integral part in tracking these outcomes.
- Grants and research funding from device companies. This would include the building of software to upload data files directly from device if necessary.
- Application programming interface or API
- Offer high quality video demonstrations of exercises and drills. Users will also be able to upload their own video demonstrations.
- Desktop integration

- Mobile device integration
- Integration of online medical records
- Coaches using SportLabz will be able to access potential recruits using FitLabz.

Trademarks, Patents, Copyrights, License, Royalties

The parent company of FitLabz is SportLabz. FitLabz will be a registered trademark of SportLabz.

Government Approvals

There are no government approvals needed at this time.

Product and Service Limitations

The only product limitations are copyright concerns.

Product and Service Liability

Privacy is a primary concern with any web-based application where a user may provide personal information. SportLabz and FitLabz have strict privacy policies and security standards that meet or exceed industry standards. Additional liabilities to consider include:

- Minors interacting with adults
- Information sharing

With this said, all members are required to read and comply with Terms of Service (TOS) for both SportLabz and FitLabz.

Services and Spin-Offs

There are a number of potential services, spin-offs, or additional businesses that can be created once the initial infrastructure is created. Some of these include:

- Consultation services for athletes, teams, coaches, and sport science programs. For instance, an athlete could purchase training program design and monitoring services. An example of existing program design and monitoring service is Carmichael Training Systems, which can be found at <http://www.trainright.com/>.
- While internships for graduate students may not be a source of revenue itself, providing internship opportunities for graduate students is an option. This could lead to some high quality employment opportunities for the students and also supplement any consultation services in the future.
- The core applications could be modified to meet other specific needs outside of sport and human performance. Obesity and its related diseases are examples of this.

With any potential spin-offs that may result, it is extremely important to remain focused on our core business model and methods of conducting business. This is a web-based operation and the majority of our work should focus on growing in that arena.

Production

All of the initial product development will be completed by an independent web development company (Intellithought). Intellithought will continue to be the primary development team until the end of year 3 when a transition to an in-house development team is initiated. At the beginning of year 4, SportLabz and FitLabz will have an in-house web development team that will be responsible for the majority of development. Intellithought will, however, continue to work closely with SportLabz and FitLabz in both advisory and development roles.

During Q4 of year 2, interviewing will begin for hiring an in house developer in Q1 of year 3. Due to the various specialties in web development, by the end of year 3, the total number of in-house developers should reach at least three.

Facilities

During the 1st year of development, there will be no need for facilities of any kind. During the first quarter of the 2nd year, an office will be required and during the 3rd year, an expanded office space will be needed.

Environmental Factors

Several environmental factors will or may influence the growth and success of SportLabz and FitLabz.

Factors That Will Influence SportLabz and FitLabz

The following are a variety of factors certain to affect SportLabz and FitLabz.

- The fitness industry continues to grow. This will certainly have a positive impact on membership and potential advertising dollars spent with FitLabz because FitLabz generates revenue via banner ads.
- Growth in the field and specialty of Sport Science is occurring not only here in the U.S., but all over the world.
- Devices for monitoring performance variables have and will become more numerous. This allows SportLabz and FitLabz to cater to the audiences who use these devices by allowing data uploads and tracking from the devices. This also increases the number of potential advertisers (banner ads, sponsorship or affiliate marketing). With this said, some device manufacturers will inevitably create their own web based applications and perhaps communities, to support their product, leading to more competition.
- Older individuals are adopting community and social networks more now than ever (Jayson, 2009). This growth will continue and will not only increase the potential audience but also increases a key audience who has money to spend, which in turn makes it more valuable for advertisers.
- The influence SportLabz and FitLabz here at ETSU and throughout the country in the field of Sport and Exercise Science will continue to increase.
- It will be easier to sell services to new client as a sport comes closer to being in season and as the college semester or quarter begins.
- Social networks will continue to cater to more niche markets.

Factors That May Influence SportLabz and FitLabz

The following are a variety of factors that may affect SportLabz and FitLabz.

- Economic slowdown may decrease the number of advertising dollars companies are willing to spend for online advertising. This may also be driven by increasing gas prices. With this said, increasing gas prices may actually increase the number of users making it more valuable to advertisers.
- As online medical records are adopted this may make SportLabz more attractive.

Industry Profile

Current Size

A brief description of United States market size is as follows.

- 2,500-3,000 4-year universities (Degree-granting institutions, 2007)
- Hundreds of major professional teams
- Thousands of professional athletes
- 25,000- 30,000 high schools (Number of educational, 2007)
- Hundreds of thousands serious recreational athletes
- Tens of millions of fitness enthusiasts
- Hundreds of thousands of personal trainers
- Approximately 30,000 Health Clubs (IHRSA, 2008)

It should be noted that there is tremendous potential for expanding this market into countries such as Canada, United Kingdom, and Australia with very little additional development. A complete analysis of international markets is necessary and currently ongoing.

Growth Potential

There are a multitude of factors that will drive the long-term growth of SportLabz and FitLabz. Some of this growth will certainly be driven by research and development as discussed previously, but other reasons include trends in social networking, trends in internet use and a variety of additional factors. The following includes the projected growth for SportLabz and FitLabz.

SportLabz. The market size in the United States includes the following primary sectors.

- 2,500-3,000 4-year universities
- Hundreds of major professional teams
- Thousands of professional athletes
- There are also 25,000-30,000 high schools in the U.S. but the limited budget of most high school athletic programs may prevent them from adopting SportLabz.

As a side note, if organizations such as high schools cannot afford SportLabz, FitLabz is available at no cost. During the first 2 years following the public release of SportLabz, client and revenue growth is projected to be similar to that presented in Table 1.

Table 1.

SportLabz.com Revenue Projections

Quarter	Price Per Client	Clients Gained	Client Losses	Revenue Generating Clients Per Quarter	Total Revenue Per Quarter
Y1Q1					
Y1Q2					
Y1Q3					
Y1Q4					
Y2Q1					
Y2Q2	1,200	15	0	15	\$ 18,000
Y2Q3	1,200	20	0	20	\$ 24,000
Y2Q4	1,200	20	0	20	\$ 24,000
Y3Q1	1,200	25	0	25	\$ 30,000
Y3Q2	1,200	25	3.75	36.25	\$ 43,500
Y3Q3	1,200	25	5	40	\$ 48,000
Y3Q4	1,200	30	5	45	\$ 54,000
Totals		160	13.75		
		Active Clients =	146.25		

By the end of year 3, SportLabz will have approximately 150 clients paying \$1,200 a year for services. Most of this initial growth will primarily consist of universities, as this is where we have most of current contacts and inroads.

Several factors to consider for the future include the international market and the potential for adoption by all NCAA teams. The international market has significant potential, but further research into this market is needed. At collegiate and professional levels, there are thousands of teams and athletes in English speaking countries outside of the United States.

In regards to adoption by all NCAA teams, it is feasible that SportLabz could become the standard athlete monitoring system for the NCAA. SportLabz could either compliment or replace, but most likely compliment, the current system the NCAA uses for as collecting injury data on all athletes. The current Injury Surveillance (ISS), is located at Penn State University. While current ISS functionality has provided a great deal of helpful information, these data do not include combined injury data with other factors such as pharmaceuticals, strength and conditioning data, practice information, hydration status, or a number of other factors. If the ISS data were combined with these variables, the causes of injuries in college athletics could receive a more comprehensive analysis.

The market size and growth potential of SportLabz is considerably less than FitLabz. However, the importance of SportLabz spans beyond market size and revenue. SportLabz will be responsible for a great deal of the research and development that will determine what features are released in the future. This benefit will emerge as a direct result of the relationships SportLabz has with ETSU's PhD in Sport Performance, the Center of Excellence, and organizations such as the USOC.

FitLabz. With its combination of innovative tools, social features, niche focus, and sizeable market, FitLabz has tremendous potential for growth. Table 2 presents projections for growth during the first 2 years after initial public release.

Table 2.

FitLabz.com Revenue Projections

Quarter	Projected Visits	Pageviews Per Visit	CPM	Banner Network Ads	Sponsorship	eStore	Total Revenue
Y1Q1							
Y1Q2							
Y1Q3							
Y1Q4							
Y2Q1							
Y2Q2	150,000	15	10	\$ 22,500			\$ 22,500
Y2Q3	225,000	15	10	\$ 33,750			\$ 33,750
Y2Q4	300,000	15	10	\$ 45,000			\$ 45,000
Y3Q1	600,000	16	11	\$ 105,600			\$ 105,600
Y3Q2	1,050,000	16	11	\$ 184,800	\$ 30,000	\$ 25,000	\$ 239,800
Y3Q3	1,500,000	16	12	\$ 288,000	\$ 45,000	\$ 25,000	\$ 358,000
Y3Q4	2,250,000	17	12	\$ 459,000	\$ 60,000	\$ 30,000	\$ 549,000

After the initial 2 years of public release, FitLabz will continue to grow. At 5 years after initial launch, FitLabz should be generating 1.5-2 million in revenue each quarter from its approximately 2 million visits a month.

This type of growth has been demonstrated with several niche communities or social networks. One such example, which frankly has a smaller market than FitLabz, is Tackle.com. Tackle.com is a social network for high school athletes that focuses on video and photo sharing.

Geographic Locations

There is no one location for this industry. However, the U.S. will be the first target market, with markets such as Australia, Canada, and the U.K. to follow. The business will be based out of Johnson City, TN.

Industry Trends

There are several areas of industry trending that will dramatically influence the success and growth of both SportLabz and FitLabz. All of the current industry trends to be mentioned fall under one or more areas.

- Technology - The development of new technology in addition to the adoption of new and existing technologies will dramatically influence the success of SportLabz and FitLabz.
- The Industry of Health and Fitness to include Sport - From health club memberships to the emergence of online medical records, the health and fitness industry is and will continue to grow at a rapid pace. The same applies to sport. Sport is becoming more scientific, more competitive, and certainly more lucrative.

For these reasons athletes, coaches, and organizations will use a variety of tools they have at their disposal.

- Internet Trends

1. The number of users or internet adopters continues to rise.
2. The demographics of internet users are becoming more diverse.
3. The reasons for using the internet are increasing.
4. The devices enabling access to the internet are all increasing.
5. Bottom line, all current trends point to promising growth in this industry.

A more detailed explanation of internet trends is as follows:

Internet Use Increases. While internet use seems commonplace to many of us, new internet users continue to increase every day. As internet use increases, so does the demographic diversity of internet users and the reasons for using the internet.

For instance, one in every four people who use the web, visit a social networking site (Social Networking Takes, 2008). Just 5-10 years ago, this would have been a foreign concept to many of us (Goble, 2009). Additionally, the number of middle aged and older adults using social networks or community-based sites is and will continue to grow (Social Networking, 2008). Users in this age group are also easier to monetize as a large percentage of them have expendable income.

These trends will continue as access to the internet increases both at home and via mobile devices (Burns, 2009). As the number of specific needs web applications address increases, this will also ensure growth in this area.

Data Portability. The need to provide options for data portability is becoming extremely important.

Niche Social Networks/Communities. Most people are familiar with large social networks or communities such as MySpace, Facebook, and even LinkedIn. While these networks continue to grow, there has and will continue to be a shift towards more niche communities (Kirkpatrick, 2007).

Facebook and MySpace are great ways to stay in touch with friends and family, but users with particular interests are looking for something more than just a convenient way to "stay in touch". For this reason, networks or communities have started to provide specific services that meet real needs. FitLabz will support the needs of athletes and fitness enthusiasts as no other community has or can. It is important to keep in mind that our goal is not to become the next MySpace or Facebook. SportLabz and FitLabz have specific needs they meet.

Niche communities are also far easier to monetize when compared to more general social networks such as Facebook and MySpace (Aune, 2008). Facebook appeals to huge audiences, which certainly has its advantages, but it also has disadvantages. While these larger more general networks generate significant revenue due to the sheer number of users, it is far more difficult to cater to the needs of such a

diverse audience. Niche communities provide advertisers with access to a specific population ultimately increasing return on investment (ROI) for advertisers.

Adoption of Web Applications. The key here as it relates to SportLabz and FitLabz is that these web applications solve real world problems. In talking with strength coaches, exercise physiologists, personal trainers, athletes, and fitness enthusiasts, it is apparent they have real problems tracking training and performance data. Students and faculty have experience with this at East Tennessee State University, where athlete after athlete and team after team are all monitored with cumbersome Excel spreadsheets.

Even small to moderate sized universities such as East Tennessee State University have several hundred athletes to manage. Practices have to be scheduled, training programs must be created, sets and reps need to be recorded, periodic performance testing needs to be completed, and many additional items must be accounted for. The following items present some trends in web applications.

Continued Research and Development. Devices for measuring performance and the money spent developing these devices are becoming more and more plentiful. While SportLabz and FitLabz may at some point drive device development, this is not a focus for SportLabz and FitLabz. However, with the abundance of measuring devices available and being developed, an athlete, team, or organization must be able to manage and track data from these devices efficiently. SportLabz and FitLabz will continue to meet that need as new device technology is developed.

One of the most exciting opportunities for SportLabz, especially on the academic front, is the opportunity to conduct and enhance sport science research. As the world of sport becomes more competitive, the need for better human performance research has grown. SportLabz will take advantage of this growth by providing academic programs, teams, and athletes with web based applications that make data collection and analytics more efficient. These applications will also enable SportLabz to "shove" sport and athletic development in the evidence based direction it needs to take.

Seasonality Factors

A seasonal impact will be present and this impact will present itself a couple of different ways. There will certainly be increases and decreases in traffic for a particular sport as sport goes in and out of season, but this should not equate to a decrease in revenue and or traffic overall. There will be minor decreases in traffic around holidays, but this will be short lived (perhaps several days prior to and after major holidays).

Profit Characteristics

SportLabz.com (and FitLabz) is a for-profit company.

Distribution Channels

While the web will be the primary channel for sales, the following channels exist outside of the web.

1. We have direct contacts with the strength and conditioning associations around the world.
2. We have access to many of the strength and conditioning professionals around the nation in addition to organizing our own strength and conditioning

conferences here at East Tennessee State University. Much of this information can be found on the Center of Excellence for Sport Science and Coaches Education (CESSCE) website at <http://www.sportscienceed.com>.

3. There are a significant number of conferences and events that take place throughout the nation and in other parts of the world, which are valuable avenues for sales. Examples of these conferences include but are certainly not limited to marathons, industry trade shows, and educational conferences (UKSCA, ACSM, and NSCA).

Basis of Competition

The basis of competition is several fold.

1. Rich Internet Applications (RIA) - RIA that allow users to interact with and store their training, fitness, and health data on the web. Many companies have and will develop applications designed to track a variety of performance, fitness, and health related data. These applications must also be accessible from anywhere using a variety of devices (PCs vs. Mobile).
2. Community - People want to connect with and be seen by others who have similar interests.
3. Users also desire data portability where their data can be moved from one network to another (data = friends, profile, medical records, etc).

4. As with many other things, competition will result from knowledge and emerging technology. SportLabz and FitLabz have access to the leading experts in the field of Sport Science and Conditioning.

Competition Profile

The competitive profile is one of the most important aspects of this business plan. Because web development companies can develop new products and features at a rapid pace, it is imperative that SportLabz and FitLabz remain steps ahead of the competition. The competitive overview not only provides a snapshot of the competitive landscape but also provides a wealth of information about successful and failed business models, features that are liked and disliked by users, what is missing in the market, and how both SportLabz and FitLabz will dominate their respective markets.

The following competitive profiles include both successful and unsuccessful companies as well as several sites that are not considered competition but have been successful and provide exceptional features.

Industry Comparisons and Competitors for SportLabz.com

The following competitors have a similar business model as SportLabz that is a subscription-based model. These sites also have or could potentially have similar features as planned for SportLabz.

Successful. Successful businesses that are in direct competition with SportLabz include the following:

TrainingPeaks.com. TrainingPeaks.com is a site primarily focused on building and monitoring conditioning programs for cycling, running, or other endurance type

sports or activities. This is a subscription-based service and provides users with the most complete web based application for tracking endurance training currently on the market.

Some features of TrainingPeaks.com include but are not limited to the following:

- Training log and planner
- Provide training plans for purchase
- Create or purchase meal plans
- There is a professional addition that allows you to track multiple athletes
- Device integration and data analysis
- Computrainer integration
- Find a personal coach

Although TrainingPeaks offers a full set of features, user friendliness needs improved, support for resistance training exercises is limited, products are numerous and not well integrated.

Table 3 provides web traffic details for www.trainingpeaks.com as estimated by www.compete.com.

Table 3.

Traffic Estimates for www.trainingpeaks.com.

Date	Visits	Pageviews
Jun-06	23,320	300,585
Jul-06	24,050	152,812
Aug-06	24,373	162,808
Sep-06	27,104	214,518
Oct-06	26,826	514,782
Nov-06	29,505	398,019
Dec-06	22,587	349,526
Jan-07	26,323	536,149
Feb-07	40,392	878,697
Mar-07	53,909	797,760
Apr-07	63,505	660,251
May-07	49,554	378,569
Jun-07	44,194	444,566
Jul-07	61,893	566,375
Aug-07	50,242	565,570
Sep-07	29,722	354,352
Oct-07	30,936	215,687
Nov-07	47,181	260,282
Dec-07	59,503	725,624
Jan-08	60,005	979,298
Feb-08	83,293	1,488,852
Mar-08	108,030	1,751,239
Apr-08	106,960	1,454,825
May-08	96,321	1,378,417
Jun-08	99,948	1,047,386
Jul-08	70,925	1,040,739
Aug-08	60,538	804,641
Sep-08	66,810	756,968
Oct-08	114,913	1,449,140
Nov-08	64,470	824,508
Dec-08	107,303	1,736,083

Moderately Successful. Moderately successful businesses that are in direct competition with SportLabz include the following:

VisualCoaching.com. VisualCoaching is primarily PC based software for developing training programs for all different types of athletes. There is some web integration but their site, www.visualcoaching.com, does a very poor job explaining what their products offer. All features are subscription based.

Due to insufficient data, www.compete.com is unable to estimate traffic details for www.visualcoaching.com.

Unsuccessful. Unsuccessful businesses that are in direct competition with SportLabz include the following:

AthleteMonitoring.com. In terms of theoretical functionality, www.athletemonitoring.com would be the closest competitor of SportLabz.com. Anecdotal evidence from a variety of users such as coaches and athletic trainers has suggested that www.athletemonitoring.com fails to offer a solid product and is extremely difficult to use.

Due to insufficient data, www.compete.com is unable to estimate traffic details for www.athletemonitoring.com.

Industry Comparisons and Competitors for FitLabz.com

The following competitors are all social networks or community sites that meet and unique need, or niche, and provide users with free access to the site. They all

generate revenue based on ads, sponsorship, retail, or a combination thereof. This is similar to the planned revenue model of FitLabz.

Successful. Successful businesses that are in direct competition with FitLabz include the following:

Tackle.com. Tackle.com is an extremely successful high school social network. The features of Tackle are similar to large social networks such as MySpace and Facebook, but these features have been adapted for a niche group of individuals, the high school athlete. Some of Tackle's features include but are not limited to the following:

- "Throwdowns" where users vote on things such as comparisons between athletes or teams.
- Photo system
- Video uploads
- Group system
- Featured athletes
- Rankings for top athletes
- Forums
- Sports Illustrated "Faces in the Crowd" - This receives cross promotion with Sports Illustrated Magazine

Takkle has experienced a significant amount of growth since its launch in 2006. Since then, Takkle's relationship and integration with Sports Illustrated (SI) has grown. SI is currently either purchasing or integrating itself with sport social networks that focus on meeting a variety of niche needs. Takkle recently received \$7 million in funding from SI. While Takkle does not offer athlete monitoring solutions such as those that will be offered by FitLabz, Takkle does provide social networking features for athletes and has been considered a competitor for this reason. Time spent communicating and socializing among athletes on Takkle or another site catering to athletes ultimately leads to less time spent using the services offered through FitLabz.

There is a trend where we are starting to see larger companies purchase or sponsor social networks. As a side note, this is a potential exit strategy or opportunity for further funding for SportLabz and FitLabz in the future.

Table 4 provides web traffic details for www.takkle.com as estimated by www.compete.com.

Table 4.

Traffic Estimates for www.takkle.com.

Date	Visits	Pageviews
Jun-06	2,548	13,309
Jul-06	4,641	57,302
Aug-06	1,967	43,623
Sep-06	408	408
Oct-06	N/A	N/A
Nov-06	243	1,442
Dec-06	7,255	112,116
Jan-07	20,781	185,842
Feb-07	94,171	1,645,059
Mar-07	137,848	1,853,231
Apr-07	217,251	1,992,024
May-07	202,582	2,177,097
Jun-07	286,489	2,027,697
Jul-07	373,246	3,642,253
Aug-07	296,108	1,577,327
Sep-07	345,745	1,760,027
Oct-07	511,575	3,707,262
Nov-07	849,367	3,823,836
Dec-07	674,804	3,353,504
Jan-08	661,539	3,082,865
Feb-08	369,878	1,188,085
Mar-08	618,757	4,568,866
Apr-08	596,783	2,211,405
May-08	1,196,709	8,692,338
Jun-08	1,011,532	5,738,528
Jul-08	689,905	4,599,876
Aug-08	449,423	2,881,115
Sep-08	454,996	3,773,565
Oct-08	586,090	3,250,152
Nov-08	913,827	3,155,793
Dec-08	929,256	2,710,081

FanNation.com. FanNation.com is a social network that is focused on sports news and fantasy leagues. FanNation has become extremely successful and is sponsored by Sports Illustrated and Cable News Network. While FanNation does not offer athlete monitoring solutions such as those that will be offered by FitLabz, FanNation does provide social networking features for athletes as well as fans and has been considered a competitor for this reason. Time spent communicating and socializing among athletes on FanNation or another site catering to athletes, ultimately leads to less time spent using the services offered through FitLabz.

Table 5 provides web traffic details for www.fannation.com as estimated by www.compete.com.

Table 5.

Traffic Estimates for www.fannation.com

Date	Visits	Pageviews
Jun-06	N/A	N/A
Jul-06	183	183
Aug-06	N/A	N/A
Sep-06	4,082	14,581
Oct-06	3,593	14,862
Nov-06	15,767	76,435
Dec-06	12,198	47,814
Jan-07	15,973	39,509
Feb-07	27,408	80,606
Mar-07	26,741	86,666
Apr-07	324,377	1,307,174
May-07	1,219,824	4,693,036
Jun-07	1,658,777	9,040,916
Jul-07	1,528,004	7,241,503
Aug-07	1,319,003	5,578,420
Sep-07	2,023,597	9,188,632
Oct-07	2,164,540	9,560,755
Nov-07	2,200,788	9,194,223
Dec-07	2,485,035	9,234,673
Jan-08	2,721,089	9,473,349
Feb-08	2,795,573	9,936,722
Mar-08	3,412,648	12,030,868
Apr-08	2,981,698	8,836,214
May-08	3,278,452	9,935,777
Jun-08	3,111,903	11,252,309
Jul-08	3,099,187	15,398,567
Aug-08	3,340,669	12,095,581
Sep-08	4,755,080	15,667,626
Oct-08	4,654,765	17,602,185
Nov-08	5,046,846	16,623,265
Dec-08	6,071,367	17,191,704

Gyminee.com. Gyminee.com has become one of the best and easiest to use health and fitness tracking sites on the web. While the market Gyminee competes in is flooded with competitors, Gyminee has managed to design applications that bring a degree of user friendliness and function not seen anywhere else on the web. Gyminee will not directly compete with FitLabz but does offer exercise and nutrition tracking solutions that may meet the needs of recreational athletes interested in tracking basic training and nutrition programs. This site is free to users and generates revenue through ads.

Table 6 provides web traffic details for www.gyminee.com as estimated by www.compete.com.

Table 6.

Traffic Estimates for www.gyminee.com

Date	Visits	Pageviews
Jun-06	N/A	N/A
Jul-06	N/A	N/A
Aug-06	N/A	N/A
Sep-06	N/A	N/A
Oct-06	N/A	N/A
Nov-06	N/A	N/A
Dec-06	N/A	N/A
Jan-07	N/A	N/A
Feb-07	N/A	N/A
Mar-07	N/A	N/A
Apr-07	N/A	N/A
May-07	N/A	N/A
Jun-07	N/A	N/A
Jul-07	N/A	N/A
Aug-07	8,184	59,565
Sep-07	5,250	34,945
Oct-07	14,567	88,034
Nov-07	21,048	57,197
Dec-07	21,319	83,566
Jan-08	20,755	179,095
Feb-08	14,083	128,104
Mar-08	13,768	105,938
Apr-08	12,779	142,933
May-08	23,189	270,945
Jun-08	18,186	90,182
Jul-08	23,449	252,881
Aug-08	140,692	2,939,292
Sep-08	112,182	2,135,749
Oct-08	126,662	1,267,475
Nov-08	135,202	1,401,649
Dec-08	133,869	1,504,949

GolfLink.com. GolfLink.com, while not a direct competitor, is a great example of a niche sport social network that has been successful.

It is worth mentioning that the average golfer is relatively affluent which makes it appealing for advertisers such as golf equipment companies. In other words, the group of individuals this type of site caters to, makes GolfLink relatively easy to monetize. This is interesting to consider because FitLabz will, 1) cater not only to golfers but other affluent recreational athletes and 2) the potential audience of FitLabz is much larger than GolfLink. GolfLink features include the following:

- Tips and videos
- Golf course finder
- Application to track game performance
- Community features such as forums and blogs
- Golf news
- Store and product reviews

Table 7 provides web traffic details for www.golflink.com as estimated by www.compete.com.

Table 7.

Traffic Estimates for www.golflink.com

Date	Visits	Pageviews
Jun-06	234,898	1,144,429
Jul-06	306,859	1,839,661
Aug-06	293,220	1,817,453
Sep-06	287,213	2,267,629
Oct-06	191,370	2,628,381
Nov-06	187,323	1,203,602
Dec-06	199,181	1,080,257
Jan-07	272,978	1,622,138
Feb-07	315,955	1,851,342
Mar-07	408,724	2,432,214
Apr-07	491,371	3,289,646
May-07	540,375	3,862,834
Jun-07	610,115	3,668,286
Jul-07	609,614	2,819,946
Aug-07	571,341	3,300,117
Sep-07	485,183	2,414,634
Oct-07	320,935	1,940,678
Nov-07	252,656	1,372,745
Dec-07	263,312	1,199,290
Jan-08	285,701	1,321,288
Feb-08	369,951	2,007,762
Mar-08	453,710	2,237,459
Apr-08	580,685	2,739,036
May-08	709,508	3,036,206
Jun-08	895,861	4,146,957
Jul-08	920,710	4,468,627
Aug-08	814,931	3,542,588
Sep-08	648,104	3,220,098
Oct-08	493,511	2,128,984
Nov-08	336,499	1,266,133
Dec-08	333,027	1,432,938

Moderately Successful. Moderately successful businesses that are in direct competition with FitLabz include the following:

beRecruited.com. beRecruited.com offers an extremely niche service that primarily focuses on connecting high school athletes with collegiate coaches and athletic programs for recruitment purposes. While beRecruited is not a direct competitor to SportLabz or FitLabz, this is a market FitLabz could compete within sometime in the future.

This is a valuable service but there are some factors that do or will limit the success of beRecruited.

- There is a free and paid version but the paid version does not provide significant advantages over the unpaid version.
- It has been mentioned previously that community sites will become more niche. While this is true, becoming niche also limits the potential audience. Limiting the audience can make it either more valuable to advertisers or if the niche market is too small, this may not provide sufficient exposure for advertisers or sponsors. beRecruited.com is certainly niche and may be too niche generate revenue through ads and sponsorships. This could be alleviated by offering paid services but the paid services that are offered in this case do not offer meaningful benefits.
- This type of functionality may better fit within an established community such as Takkle and act as a supplement to the community rather than the "main attraction." This could also fit nicely within a community such as FitLabz.
- There is no compelling reason to visit the site every day.

- Long-term user retention is difficult due to the nature of the site. A high school athlete, which naturally makes up the majority of users, have no need to come back to the site once they have been recruited.

These issues are not specific to beRecruited.com alone. Frankly, the services offered by beRecruited are valuable and do meet real needs. Sites and the services similar to beRecruited should not be dismissed; instead, they offer ideas and opportunities for future development.

Table 8 provides web traffic details for www.berecruited.com as estimated by www.compete.com.

Table 8.

Traffic Estimates for www.berecruited.com

Date	Visits	Pageviews
Jun-06	22,420	241,829
Jul-06	24,397	262,211
Aug-06	29,875	344,214
Sep-06	41,097	469,328
Oct-06	44,596	449,655
Nov-06	40,637	422,507
Dec-06	38,529	542,983
Jan-07	40,366	425,376
Feb-07	52,382	743,283
Mar-07	59,692	789,574
Apr-07	104,354	1,324,944
May-07	84,974	945,309
Jun-07	124,917	1,022,022
Jul-07	100,957	825,346
Aug-07	96,889	763,738
Sep-07	122,418	1,077,302
Oct-07	166,564	1,599,212
Nov-07	164,768	2,219,195
Dec-07	184,739	1,125,011
Jan-08	199,312	1,828,258
Feb-08	211,906	1,813,092
Mar-08	221,508	1,318,776
Apr-08	206,404	1,859,217
May-08	312,272	2,759,728
Jun-08	326,225	3,575,325
Jul-08	315,746	2,969,525
Aug-08	266,479	2,882,517
Sep-08	245,077	2,478,425
Oct-08	262,003	2,914,651
Nov-08	265,863	3,683,214
Dec-08	274,645	3,196,087

SportsVite.com. Sportsvite.com is an online community for recreational athletes that enables them to organize schedules, manage teams, and connect with other recreational athletes in their area. SportsVite does not offer athlete monitoring solutions and will not compete with FitLabz directly, but FitLabz will have the ability to allow users to perform many of same functions SportsVite offers; these functions include the ability to organize schedules, manage teams, and connect with other athletes. SportsVite is free to use and generates revenue through banner ads.

Similar to beRecruited.com, Sportsvite is another example of a great service that may be better suited and more successful if integrated with a larger community.

Table 9 provides web traffic details for www.sportsvite.com as estimated by www.compete.com.

Table 9.

Traffic Estimates for www.sportsvite.com

Date	Visits	Pageviews
Jun-06	4,624	93,541
Jul-06	7,022	52,789
Aug-06	6,930	113,419
Sep-06	6,201	75,823
Oct-06	3,980	82,460
Nov-06	5,487	44,560
Dec-06	6,945	64,959
Jan-07	10,182	123,346
Feb-07	12,060	125,273
Mar-07	6,198	76,112
Apr-07	7,777	132,918
May-07	9,044	132,271
Jun-07	16,833	204,466
Jul-07	130,501	1,696,257
Aug-07	185,068	4,345,920
Sep-07	167,348	2,606,018
Oct-07	73,108	684,386
Nov-07	25,869	120,204
Dec-07	12,239	62,273
Jan-08	19,847	104,994
Feb-08	28,782	249,474
Mar-08	31,065	137,171
Apr-08	85,849	276,730
May-08	61,381	367,756
Jun-08	102,501	518,319
Jul-08	77,129	546,418
Aug-08	107,641	556,318
Sep-08	79,643	484,750
Oct-08	60,245	319,920
Nov-08	78,747	1,060,730
Dec-08	74,939	630,737

Traineo.com. Traineo.com is a moderately successful health and fitness community with basic exercise and diet tracking features. Traineo does not do enough to set itself apart from the plethora of successful health and fitness sites already on the market. It is important to keep in mind that SportLabz and FitLabz are designed to meet the needs of the athletic populations, not necessarily those who are only interested in being fit and healthy. For this reason, Traineo is not considered a FitLabz competitor.

Table 10 provides web traffic details for www.traineo.com as estimated by www.compete.com.

Table 10.

Traffic Estimates for www.traineo.com

Date	Visits	Pageviews
Jun-06	N/A	N/A
Jul-06	218	218
Aug-06	1,806	6,669
Sep-06	1,119	1,119
Oct-06	4,436	72,288
Nov-06	4,780	41,028
Dec-06	5,037	35,859
Jan-07	11,080	78,020
Feb-07	28,101	183,074
Mar-07	20,744	128,073
Apr-07	17,129	170,384
May-07	22,105	312,652
Jun-07	23,978	195,092
Jul-07	71,690	372,454
Aug-07	72,392	430,662
Sep-07	110,937	1,156,697
Oct-07	67,757	355,623
Nov-07	57,611	559,521
Dec-07	66,460	679,227
Jan-08	124,525	1,298,597
Feb-08	95,035	1,043,036
Mar-08	102,499	727,377
Apr-08	82,675	477,793
May-08	46,093	357,700
Jun-08	39,391	219,030
Jul-08	64,582	397,870
Aug-08	41,445	157,273
Sep-08	40,431	161,280
Oct-08	38,503	177,256
Nov-08	19,653	76,981
Dec-08	40,721	481,221

Unsuccessful. Unsuccessful businesses that are in direct competition with SportLabz include the following:

Teampages.com. Teampages.com is a site that enables teams to create their group or site, team schedule, scores, photos, etc. This site does very little to set itself apart from generic group systems and sites such as Sportsvite.com. Teampages does not offer athlete monitoring solutions but similar to SportsVite, Teampages does offer social , communication, and organization features. In addition to the athlete monitoring functions that will be offered by FitLabz, many of the functions available through Teampages will be available through FitLabz. This site is free to users and generates revenue through ads.

Table 11 provides web traffic details for www.teampages.com as estimated by www.compete.com.

Table 11.

Traffic Estimates for www.teampages.com

Date	Visits	Pageviews
Jun-06	N/A	N/A
Jul-06	N/A	N/A
Aug-06	N/A	N/A
Sep-06	N/A	N/A
Oct-06	N/A	N/A
Nov-06	N/A	N/A
Dec-06	N/A	N/A
Jan-07	N/A	N/A
Feb-07	N/A	N/A
Mar-07	N/A	N/A
Apr-07	N/A	N/A
May-07	N/A	N/A
Jun-07	N/A	N/A
Jul-07	N/A	N/A
Aug-07	1,739	12,057
Sep-07	347	3,122
Oct-07	1,105	1,709
Nov-07	3,016	10,002
Dec-07	386	1,932
Jan-08	4,471	36,450
Feb-08	6,014	24,908
Mar-08	6,599	46,152
Apr-08	14,487	67,131
May-08	8,643	181,961
Jun-08	8,458	129,212
Jul-08	5,385	63,829
Aug-08	9,961	55,563
Sep-08	9,858	87,558
Oct-08	19,900	185,173
Nov-08	26,940	286,613
Dec-08	22,233	368,720

Sites of Interest

The following sites include some that have provided their audience with exceptional tools and services, which users seem to not be able to live without. These companies are not in direct competition with SportLabz or FitLabz but they possess qualities from which we can learn.

SparkPeople.com. SparkPeople.com was launched in 2001 as a goal-setting site. Since then, SparkPeople has grown to become the third busiest diet and fitness site on the web. SparkPeople has a variety of well-built community features in addition to robust diet and fitness tracking applications.

SparkPeople has been purchased by and is owned by Revolution Health. SparkPeople will not compete with SportLabz or FitLabz but does provide users with a robust and effective set of features for socializing, communicating, and tracking exercise and diet programs. This site is free to users and generates revenue through ads

Table 12 provides web traffic details for www.sparkpeople.com as estimated by www.compete.com.

Table 12.

Traffic Estimates for www.sparkpeople.com

Date	Visits	Pageviews
Jun-06	1,294,898	53,545,129
Jul-06	1,733,069	78,312,063
Aug-06	2,060,155	93,058,127
Sep-06	1,977,996	80,929,548
Oct-06	2,144,964	77,798,822
Nov-06	2,162,222	82,747,928
Dec-06	2,114,432	80,523,800
Jan-07	3,526,168	182,769,710
Feb-07	2,862,184	130,027,518
Mar-07	3,049,801	134,382,991
Apr-07	3,751,944	168,171,419
May-07	3,361,811	144,143,874
Jun-07	4,404,103	192,351,603
Jul-07	4,882,889	244,427,616
Aug-07	5,491,820	269,955,263
Sep-07	5,629,732	252,430,691
Oct-07	5,498,397	252,865,353
Nov-07	5,246,788	211,132,794
Dec-07	6,455,080	246,628,173
Jan-08	11,054,437	539,418,924
Feb-08	9,750,254	459,349,392
Mar-08	9,689,032	446,322,059
Apr-08	10,626,460	494,421,048
May-08	10,661,699	509,029,629
Jun-08	9,978,556	486,461,464
Jul-08	10,623,466	506,103,704
Aug-08	11,161,900	495,117,198
Sep-08	10,185,790	434,089,900
Oct-08	10,594,935	411,294,163
Nov-08	10,955,234	434,909,198
Dec-08	11,801,670	434,380,183

Fitday.com. Fitday.com offers a robust application for tracking caloric intake and expenditure. Fitday offers no community features but its tracking software is similar to that offered by SparkPeople.com. This site is free to users and generates revenue through ads.

Table 13 provides web traffic details for www.fitday.com as estimated by www.compete.com.

Table 13.

Traffic Estimates for www.fitday.com

Date	Visits	Pageviews
Jun-06	570,497	16,715,421
Jul-06	620,468	18,252,113
Aug-06	608,747	17,380,818
Sep-06	596,027	17,434,644
Oct-06	520,416	16,780,948
Nov-06	469,260	14,308,075
Dec-06	346,252	9,492,046
Jan-07	839,865	30,394,572
Feb-07	621,226	21,717,148
Mar-07	638,423	20,675,540
Apr-07	549,758	18,344,715
May-07	514,047	17,440,334
Jun-07	599,871	18,357,127
Jul-07	665,527	17,682,350
Aug-07	577,694	13,659,302
Sep-07	566,261	15,334,921
Oct-07	524,175	13,397,792
Nov-07	531,622	14,835,718
Dec-07	514,533	14,080,434
Jan-08	1,086,476	35,472,635
Feb-08	797,968	23,299,693
Mar-08	854,039	22,797,349
Apr-08	1,013,188	26,942,087
May-08	773,286	19,248,108
Jun-08	792,465	19,170,207
Jul-08	816,263	21,197,697
Aug-08	789,502	22,804,614
Sep-08	1,043,123	32,909,968
Oct-08	846,420	23,056,371
Nov-08	646,427	16,270,830
Dec-08	559,925	15,310,385

dLife.com. dLife.com is yet another example of a successful niche site that combines community features and robust features that make lives easier. dLife is a community site for diabetics and includes features such as:

- Meal manager
- Recipe system
- Blogs and video
- Forums and message boards
- Expert Q&A

Again, dLife will not compete with SportLabz and FitLabz but there is much to learn from successful communities such as dLife that offer users excellent social, communication, and health tracking tools.

Table 14 provides web traffic details for www.dlife.com as estimated by www.compete.com.

Table 14.

Traffic Estimates for www.dlife.com

Date	Visits	Pageviews
Jun-06	194,388	1,485,439
Jul-06	172,992	1,440,202
Aug-06	194,043	1,395,147
Sep-06	251,490	2,044,431
Oct-06	241,200	1,872,230
Nov-06	264,812	2,206,863
Dec-06	259,541	1,827,233
Jan-07	197,629	1,697,111
Feb-07	222,149	1,826,402
Mar-07	258,204	2,539,721
Apr-07	204,935	1,966,788
May-07	181,945	1,482,991
Jun-07	272,476	2,031,254
Jul-07	332,988	2,459,888
Aug-07	374,560	2,499,931
Sep-07	464,758	2,941,398
Oct-07	445,558	2,966,511
Nov-07	493,206	3,538,642
Dec-07	526,715	3,297,843
Jan-08	535,212	4,751,510
Feb-08	452,213	3,262,960
Mar-08	475,251	3,473,744
Apr-08	463,942	2,903,279
May-08	477,805	3,554,124
Jun-08	471,798	3,764,519
Jul-08	491,091	4,429,764
Aug-08	511,644	3,764,821
Sep-08	518,690	4,691,639
Oct-08	463,502	2,815,139
Nov-08	567,970	4,397,958
Dec-08	517,803	4,162,965

The Power of Community. An extremely valuable comparison is that of SparkPeople.com and Fitday.com. As mentioned in their descriptions, both share similar applications for tracking diet and exercise. As you can see from Table 15, there is a significant difference in traffic. Reasons for the difference in web traffic between SparkPeople and Fitday are numerous, but the social and communication features available on SparkPeople are primary reasons for the traffic difference.

Table 15 provides a comparison of www.fitday.com and www.sparkpeople.com traffic as estimated by www.compete.com.

Table 15.

Fitday.com vs. Sparkpeople.com Traffic Comparison

Date	Fitday Pageviews	SparkPeople Pageviews
Jun-06	16,715,421	53,545,129
Jul-06	18,252,113	78,312,063
Aug-06	17,380,818	93,058,127
Sep-06	17,434,644	80,929,548
Oct-06	16,780,948	77,798,822
Nov-06	14,308,075	82,747,928
Dec-06	9,492,046	80,523,800
Jan-07	30,394,572	182,769,710
Feb-07	21,717,148	130,027,518
Mar-07	20,675,540	134,382,991
Apr-07	18,344,715	168,171,419
May-07	17,440,334	144,143,874
Jun-07	18,357,127	192,351,603
Jul-07	17,682,350	244,427,616
Aug-07	13,659,302	269,955,263
Sep-07	15,334,921	252,430,691
Oct-07	13,397,792	252,865,353
Nov-07	14,835,718	211,132,794
Dec-07	14,080,434	246,628,173
Jan-08	35,472,635	539,418,924
Feb-08	23,299,693	459,349,392
Mar-08	22,797,349	446,322,059
Apr-08	26,942,087	494,421,048
May-08	19,248,108	509,029,629
Jun-08	19,170,207	486,461,464
Jul-08	21,197,697	506,103,704
Aug-08	22,804,614	495,117,198
Sep-08	32,909,968	434,089,900
Oct-08	23,056,371	411,294,163
Nov-08	16,270,830	434,909,198
Dec-08	15,310,385	434,380,183

While community or social networking features are not responsible for 100% of this difference, it certainly contributes significantly to growth. When great applications that meet real needs are combined with social features, this is a potent combination.

This is important when you consider SportLabz and FitLabz. SportLabz is a standalone application with no community features; this is because collegiate and professional athletic teams generally shun the idea of social communities unless it is to provide a platform for fans and others from the general public to communicate through. FitLabz, on the other hand, essentially takes the application available via SportLabz and drops it into a community setting.

Although SparkPeople generates far more traffic than Fitday, both are legitimate and successful businesses. This also applies to SportLabz and FitLabz. FitLabz is expected to grow at much faster pace than SportLabz, but both are legitimate business models.

Customer Profile

The customer profiles for SportLabz and FitLabz are as follows.

SportLabz

- Universities - There are 2,500-3,000 4-year universities in the United States. Approximately 1,200 of these organizations participate in division I, II, or III NCAA sports. This represents nearly 400,000 NCAA athletes in 23 different sports.
- Hundreds of major professional athletic teams

- Thousands of professional athletes

FitLabz

For the purposes of this description, the customer is defined as those companies advertising on FitLabz. While the actual consumer or users of the product are athletes and fitness enthusiasts, these individuals are an audience which to display ads to.

There are several banner ad networks that FitLabz will consider when development begins. Options for ad networks include, Google AdWords, DoubleClick, PubMatic, ValueClick, and others. This will be determined when, 1) angel investors have committed and a chairman has been appointed and 2) technical development plans are completed and the best ad platform is selected.

Target Market Profile

The target market profile for SportLabz and FitLabz are as follows.

SportLabz

See the SportLabz customer profile above.

FitLabz

- 25,000- 30,000 high schools
- Hundreds of thousands serious recreational athletes
- Tens of millions of fitness enthusiasts
- Hundreds of thousands of personal trainers
- Approximately 30,000 Health Clubs

Pricing Profile

Pricing profiles for SportLabz and FitLabz.

SportLabz

SportLabz will be priced by volume or number of users per account.

FitLabz

FitLabz is free to use but will generate revenue through banner ads. The specific price per banner is highly variable and more information will be available once a banner network(s) is selected.

Break Even Analysis

Please see the cash flow projections for this information (Appendix A, Appendix B, and Appendix C).

Market Penetration

SportLabz and FitLabz will achieve significant market penetration through an effective distribution channel, knowledgeable sale representatives, and in some cases direct sales.

In the case of FitLabz in particular, maximizing social networking will make up a significant portion of marketing efforts. Table 16 and Table 17 present projected market penetration.

Table 16.

SportLabz.com Market Penetration and Revenue Projections

Quarter	Price Per Client	Clients Gained	Client Losses	Revenue Generating Clients Per Quarter	Total Revenue Per Quarter
Y1Q1					
Y1Q2					
Y1Q3					
Y1Q4					
Y2Q1					
Y2Q2	1,200	15	0	15	\$ 18,000
Y2Q3	1,200	20	0	20	\$ 24,000
Y2Q4	1,200	20	0	20	\$ 24,000
Y3Q1	1,200	25	0	25	\$ 30,000
Y3Q2	1,200	25	3.75	36.25	\$ 43,500
Y3Q3	1,200	25	5	40	\$ 48,000
Y3Q4	1,200	30	5	45	\$ 54,000
Totals		160	13.75		
		Active Clients =	146.25		

Table 17.

TrainingLabz.com Market Penetration and Revenue Projections

Quarter	Projected Visits	Pageviews Per Visit	CPM	Banner Network Ads	Sponsorship	eStore	Total Revenue
Y1Q1							
Y1Q2							
Y1Q3							
Y1Q4							
Y2Q1							
Y2Q2	150,000	15	10	\$ 22,500			\$ 22,500
Y2Q3	225,000	15	10	\$ 33,750			\$ 33,750
Y2Q4	300,000	15	10	\$ 45,000			\$ 45,000
Y3Q1	600,000	16	11	\$ 105,600			\$ 105,600
Y3Q2	1,050,000	16	11	\$ 184,800	\$ 30,000	\$ 25,000	\$ 239,800
Y3Q3	1,500,000	16	12	\$ 288,000	\$ 45,000	\$ 25,000	\$ 358,000
Y3Q4	2,250,000	17	12	\$ 459,000	\$ 60,000	\$ 30,000	\$ 549,000

Distribution Channels

Users of SportLabz must go online to purchase the product.

Sales Representatives

Sales representatives will be used at all events, conferences, and trade shows,

Direct Mail/Telemarketing

Direct mail and telemarketing/cold calling will be used; this will also be supplemented with email blasts.

Advertising and Promotion

- Traditional sales such as cold calling and direct mail. When geographically possible, client visits may also be arranged.
- There are a number of conferences and trade shows such as the NSCA and ACSM that SportLabz will attend. Ads will be placed in applicable magazines and journals as well as related websites.
- A variety of search engine optimization techniques will be used to optimize search performance.
- Google AdWords will also be used to drive search engine traffic.

Services and Warranties

This applies to only SportLabz as it offers the only paid service. SportLabz will offer customers a 30-day money back guarantee on services.

Trade Shows, Events, and Conferences

There are a number of trade shows events and conferences that will provide potential customers and users the chance to interact with both SportLabz and FitLabz. These trade shows, events, and conferences will place both SportLabz and FitLabz in front of specific audiences that will be likely adopters of these applications. Conferences and trade shows will differ in the audience they generate. The audience at one conference or trade show may be interested in SportLabz, while the audience at another conference or trade show will be interested in FitLabz. Because SportLabz and FitLabz are web based products, one or the other will be featured but both products can be available. Potential trade shows and conferences include but are not limited to the following:

Trade Shows

- International Health, Racquet and Sportsclub Association (IHRSA)
- American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD)
- Arnold Fitness Weekend
- Club Industry East
- IDEA World Fitness Convention

Events

- Marathons around the country
- Bodybuilding shows around the country to include NPC and IFBB events

- Powerlifting and weightlifting competitions around the country

Conferences

- Regional and national American College of Sport Medicine (ACSM) conferences
- National Strength and Conditioning Association (NSCA) conferences
- The United Kingdom Strength and Conditioning Association (UKSCA)
- Collegiate Strength and Conditioning Coaches association (CSCCa)
- Coaches Colleges at East Tennessee State University

Future Markets and Products

There are a variety of markets and products that SportLabz and FitLabz will and could explore in the future.

Definite Markets and Products

The following are markets and products that may not be included in the original release of SportLabz or FitLabz but are certainly planned for in future releases.

- There is a need to focus on meeting the needs of athletes with diseases and disabilities such as diabetes and wheelchair bound athletes. SportLabz does plan to build features to cater to the needs of these athletes.
- More general health and wellness focused tracking and monitoring. While this market is extremely competitive, with the proper features and perhaps niche focus, there is room for another player in this market. This would require the

development of a completely new website but the experience garnered from the development of SportLabz and FitLabz would be extremely useful.

Potential Markets and Products

The following are markets and products not currently planned for release but may be options for SportLabz and FitLabz as the company matures.

- SportLabz and FitLabz will be able to handle data uploads from a variety of devices such as heart rate monitors and GPS devices; these are features that are already planned. However, an extension of this may include the actual design and development of devices to assist in athletic development and performance measurement. While on a large-scale device design and development may be 3, 4, or 5 years down the road, device development has already been taking place in the performance lab of ETSU. Allocating company resources to this process in the future may be a relatively sensible step to take.
- Offering consultation services such as Carmichael Training Systems is surely a possibility and would be a nice fit for SportLabz and FitLabz and their relationship with East Tennessee State University. This type of consultation service requires a significant number of employees and this may or may not be in the best interest of SportLabz to go this route.
- SportLabz could certainly branch out and build web applications that are specifically designed to meet the needs of health clubs and personal trainers.

Capital Requirements

The total initial capital requirement is approximately \$600,000-\$650,000. For a timeline of capital requirements please see the cash flow projections.

The majority of the capital requirements for continued growth and development will be in the areas of personnel (developers, customer service, marketing, and sales), hardware (computers, servers) and software.

Personnel Requirements

The following outlines the personal requirements for SportLabz and FitLabz. Keep in mind that all of the web development during the first 2 years will be completed by Intellithought. The hiring of in-house web developers will not begin until the beginning of year 3. The personnel requirements are outlined in Table 18.

Table 18.

Employee Payroll and Benefits

Quarter	Owner	Sales & Marketing	Customer Service # 1	Customer Service # 2	Dev # 1	Dev # 2	Dev # 3	Total Payroll	Total Benefits
Y1Q1	\$ 12,500							\$ 12,500	\$ 6,250
Y1Q2	\$ 12,500							\$ 12,500	\$ 6,250
Y1Q3	\$ 12,500							\$ 12,500	\$ 6,250
Y1Q4	\$ 12,500							\$ 12,500	\$ 6,250
Y2Q1	\$ 12,500	\$ 12,500	\$ 3,750					\$ 28,750	\$ 14,375
Y2Q2	\$ 15,000	\$ 12,500	\$ 3,750					\$ 31,250	\$ 15,625
Y2Q3	\$ 15,000	\$ 12,500	\$ 3,750					\$ 31,250	\$ 15,625
Y2Q4	\$ 15,000	\$ 12,500	\$ 3,750					\$ 31,250	\$ 15,625
Y3Q1	\$ 20,000	\$ 13,375	\$ 4,013	\$ 10,000	\$ 17,500			\$ 64,888	\$ 32,444
Y3Q2	\$ 20,000	\$ 13,375	\$ 4,013	\$ 10,000	\$ 17,500			\$ 64,888	\$ 32,444
Y3Q3	\$ 20,000	\$ 13,375	\$ 4,013	\$ 10,000	\$ 17,500			\$ 64,888	\$ 32,444
Y3Q4	\$ 25,000	\$ 13,375	\$ 4,013	\$ 10,000	\$ 17,500	\$ 17,500	\$ 17,500	\$ 104,888	\$ 52,444

Exit Strategy

Several exit strategies will be considered and will be influenced by the desires of the angel investors.

Some options include the following:

- IPO
- Sell
- It is also possible to generate enough revenue to payback investors without any of the above.

Financial Plan

Complete cash flow projections can be found in the appendix (Appendix A, Appendix B, and Appendix C).

The Pitch

Pitching or presenting the business plan for SportLabz and FitLabz to potential investors is a critical process. If the pitching process is not successful, it will be difficult to secure the funds required to build SportLabz and FitLabz. The pitch for SportLabz and FitLabz has been practiced on numerous occasions. The slides used in the presentation to investors can be found in the appendix (Appendix H).

Confidential Disclosure Agreement

Prior to pitching SportLabz and FitLabz to any potential investors, anyone present for the pitch must sign a Confidential Disclosure Agreement (Appendix G).

CHAPTER 3

DEVELOPMENT SPECIFICATIONS OVERVIEW

The following development specifications provide an overview of the features and functions that will be developed for both SportLabz and FitLabz. As mentioned a number of times throughout this thesis, while sharing similar features and functions, SportLabz and FitLabz will be designed to meet specific but different needs.

Many University athletic programs, professional athletic teams, and athletic organizations such as the USOC require that athlete and team data be kept private and out of the public eye. SportLabz will provide this solution and is a pay to use service.

While organizations such as those mentioned above are welcome to use FitLabz, fitness enthusiasts and recreational athletes from the general public will make up the majority of FitLabz users. While these individuals do have the choice to keep their athletic training and performance data private, many or most of these individuals will find the community and social functions of FitLabz attractive; in other words, many users of FitLabz will want to share their information with friends and other users of FitLabz. FitLabz will meet this need and is free to use.

The difference between SportLabz and FitLabz will be covered and clearly seen in the following development specifications. These are not technical specifications and are meant only to provide an overview of the functionality required for both SportLabz and FitLabz.

General Site Functions and Features for SportLabz and FitLabz

There are a number of general site functions and features that must be included in development that are not related to athletic performance. These features are described below.

Profile System

Each user of SportLabz and FitLabz will require a profile. The profile system for SportLabz and FitLabz will handle a variety of users to include but not limited to the following:

- Organizations
- Teams
- Individual athletes
- Coaches
- Physicians
- Exercise and sport scientists
- Athletic trainers
- Strength and conditioning professionals

Content Management System (CMS)

Both SportLabz and FitLabz will require a Content Management System (CMS). Whether the CMS will need to be built from scratch, purchased, or an open source solution used, has yet to be determined.

Tutorial and FAQ System

Separate tutorial and FAQ systems will need to be created for SportLabz and FitLabz. The FAQ will be message board based while the tutorial system will consist of video and written tutorials

Private Messaging (PM) System

A private messaging system will be necessary for both SportLabz and FitLabz. While both sites will use the same messaging system, the scope of use will be different between sites. Users of SportLabz will only be able to send messages to users from the same team or organization. Users of FitLabz will be able to send private messages to any other user who is a member of FitLabz.

Payment System

SportLabz will require a payment processing system that allows users to pay for services as well as pay for items from the SportLabz store. FitLabz will also require a payment processing system but because FitLabz is free to use, payment processing will only be required for the FitLabz store.

It is possible that FitLabz will offer an ad free version of the site for a price. If FitLabz decides to offer an ad free version of the site, users must be able to purchase services.

Group and Team System

User of FitLabz will be able to start any number of groups or teams on the site. SportLabz will essentially use the same system for organizing or grouping users into teams but users will not be able to start an unlimited number of groups.

Photo System

FitLabz will provide users with a photo album system allowing them to upload photos and share with friends. The photo system will also integrate with popular photo sharing services such as Flickr and Photobucket.

Calendar System

There are several different areas where calendars will be used on both SportLabz and FitLabz. Each user may choose to receive e-mail and SMS alerts for calendar events. While calendars can be used to schedule any events, it can be assumed that the calendar system used for SportLabz and FitLabz will often be used to schedule events such as,

- Games and competitions
- Study sessions
- Practices
- Performance testing
- Classes
- Travel times

User Calendar. Each user has access to a calendar that can be used to schedule events of his or her choice.

Team Calendar. Each team has access to a calendar that can be used to schedule team events.

Community Calendar. The community calendar will be found only on FitLabz.

This will simply act as an aggregate calendar listing all athletic or competitive events of the community. Users will be able to choose whether they would like their events to appear in the community calendar.

Review System

The review system is only found on FitLabz. The review system will allow the FitLabz community to personally review and rate their satisfaction for a number of different items and products to include but not limited to the following:

- Nutrition and diet products
- training equipment
- health clubs
- athletic programs

Banner Ad System

Only FitLabz will use a banner ad system. The banner ad system will allow for easy integration with a number of banner ad agencies that FitLabz may use.

Athlete and Team Data Management Modules

The modules described below will be responsible for collecting and reporting data that is specific to athletic performance and development. While these specifications will only cover the general abilities of each module, it is important to consider that each module will be used by a variety of users and must provide the necessary functionality

for each user. For instance, a number of modules must allow an athlete to enter data and sport scientist should be able to view and generate reports from the data.

Each module will have two primary functions.

1. Data entry
2. Data reporting – Each module will provide users with the ability to generate on demand reports and graphs. The user can select any two variables from one module or compare variables from two different modules. For example, a user may want to compare hours of sleep from the fatigue and overtraining module against exercise volume and load from the training module over a specific period. Users will also be able to export all reports as xls, csv, and pdf formats.

Fatigue and Overtraining Module

The purpose of the fatigue and overtraining module is provide a monitoring solution for common signs and symptoms of excessive fatigue and overtraining. To do so, the fatigue and overtraining module will provide web based forms that allows for the entry of daily status variables. These variables include but are not limited to those such as body weight, resting heart rate, hours of sleep, and mood state.

Compact and extended versions of the fatigue and overtraining module will be offered. In order to make the collection of these simple variables easier for the user, these forms should be easily accessible via devices such as mobile phones.

Module Options and Functions. This module is perhaps the most important of both SportLabz and FitLabz. As long as the user (athlete) is entering data on most or all

days of the week, this module will provide feedback to the appropriate parties without needing to log into either site or analyzing a single piece of data. Figure 1 provides an example of what the fatigue and overtraining module may resemble.

The fatigue and overtraining module will do this by detecting whether the user is within acceptable ranges for the entered variables. If a user falls outside of acceptable ranges for a predetermined duration, this may be a sign of excessive fatigue or overtraining. Alerts can or will be sent to the appropriate parties via email, text message, and private message. Each variable or data field associated with the fatigue questionnaire is a potential sign or symptom of overtraining. All appropriate parties to include coaches, strength and conditioning staff, sport science staff, physicians, etc. must know when symptoms appear in an athlete.

A couple of examples of this process include the following:

- Example 1: In an athlete's profile, they will enter their baseline body weight and an acceptable body weight range is established. If an athlete's body weight drops below the acceptable range, the proper staff can be alerted.
- Example 2: In an athlete's profile, they enter a baseline resting heart rate. If an athlete's resting heart rate exceeds a particular range for so many consecutive days, all appropriate parties are alerted.

Additional functional requirements of the fatigue and overtraining module include the following:

- Account administrators control who can send and receive alerts.

- Account administrators have control over which questionnaire, the compact or extended fatigue and overtraining questionnaire, will be used.
- Account administrators can select the minimum number of days each week the how many times a week the fatigue and overtraining module should be used.
- Users can generate on demand reports and graphs as well as export data in a variety of file formats.

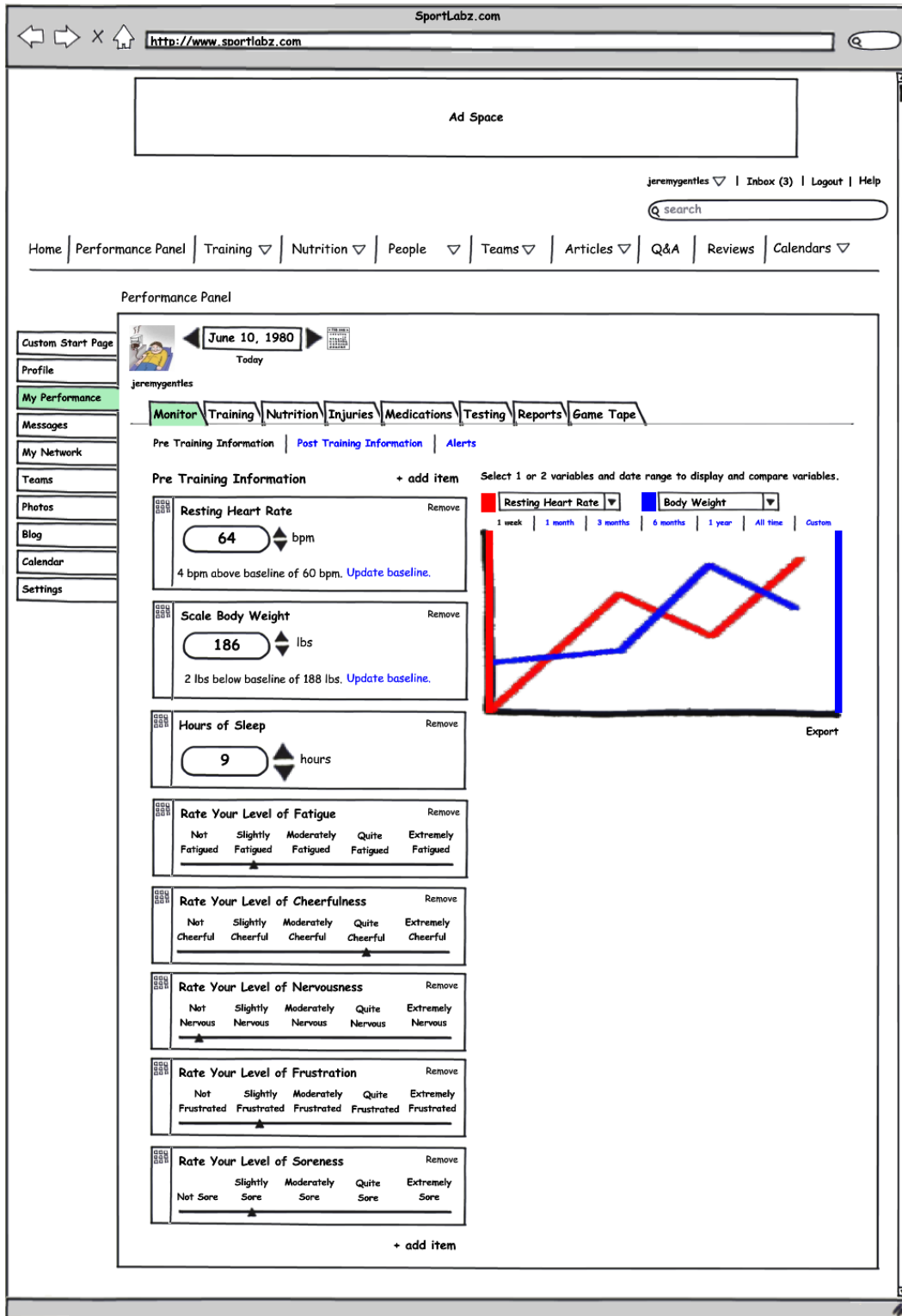


Figure 1. Sample Mockup of Fatigue and Overtraining Module

Competition Module

The competition module provides users with a database of competitive events and allows the tracking of variables of performance during those events.

Module Options and Functions. The following options and functions will be required for the competition module.

- Users can track the performance of a single event such as the 4 x 100 meter relay or various basketball game statistics.
- A single event or multiple events can be selected to create competitions.
- A list of common events and competitions can also be created.

Performance and Skill Testing

While the number of performance and skills test are far too numerous to cover here, users must be able to track the results of endurance, strength, power, and agility tests.

Module Options and Functions. Similar to databases described previously, a standard list of performance and skill tests will be available. Results can be tracked, custom items can be created testing batteries can be produced, and favorites or most common lists can be formed.

Practice and Training Module

The practice and training module will allow users to create detailed practices with multiple components as well as conditioning programs whether it be a single session or a complete training plan for a season. This module will be complete with exercise

descriptions, image, and video demonstrations and the ability to create custom exercises.

Additional Modules

Users will also be able to use an injury model for tracking injuries, a pharmaceutical model for tracking medications, nutrition module for creating meal plans, and a video module that will allow the uploading and viewing of game tapes from anywhere a user has an internet connection.

REFERENCES

- Alén, M., Pakarinen, A., Häkkinen, K., & Komi, P. V. (1988). Responses of serum androgenic-anabolic and catabolic hormones to prolonged strength training. *International Journal of Sports Medicine*, 9, 229-233.
- AthleteMonitoring.com. (2009). Retrieved March 1, 2009, from <http://www.athletemonitoring.com/>.
- Aune, S. (2008, January 6). Advertisers increasingly eyeing niche social networks. Retrieved March 21, 2009, from <http://mashable.com/2008/01/06/advertisers-increasingly-eying-niche-social-networks/>.
- Bentley, D. J., Cox, G. R., Green, D., & Laursen, P. B. (2008). Maximising performance in triathlon: Applied physiological and nutritional aspects of elite and non-elite competitions. *Journal of Science and Medicine in Sport / Sports Medicine Australia*, 11, 407-16.
- Bentley, D. J., Millet, G. P., Vleck, V. E., & McNaughton, L. R. (2002). Specific aspects of contemporary triathlon: Implications for physiological analysis and performance. *Sports Medicine (Auckland, N.Z.)*, 32, 345-359.
- Burns, E. (2009 3). Mobile Internet Usage Becomes the Norm for Many in U.S. - ClickZ. Retrieved March 21, 2009, from <http://www.clickz.com/3633115>.
- Busso, T., Häkkinen, K., Pakarinen, A., Kauhanen, H., Komi, P. V., & Lacour, J. R. (1992). Hormonal adaptations and modelled responses in elite weightlifters during 6 weeks of training. *European Journal of Applied Physiology and Occupational Physiology*, 64, 381-386.

- Callister, R., Callister, R. J., Fleck, S. J., & Dudley, G. A. (1990). Physiological and performance responses to overtraining in elite judo athletes. *Medicine and Science in Sports and Exercise*, 22, 816-824.
- Compatible Devices and How to Use Them. (2009). Retrieved March 1, 2009, from <http://support.trainingpeaks.com/compatible-devices.aspx>.
- Cosca, D. D., & Navazio, F. (2007). Common problems in endurance athletes. *American Family Physician*, 76, 237-244.
- Coutts, A., Reaburn, P., Piva, T. J., & Murphy, A. (2007). Changes in selected biochemical, muscular strength, power, and endurance measures during deliberate overreaching and tapering in rugby league players. *International Journal of Sports Medicine*, 28, 116-124.
- Coutts, A. J., Wallace, L. K., & Slattery, K. M. (2007). Monitoring changes in performance, physiology, biochemistry, and psychology during overreaching and recovery in triathletes. *International Journal of Sports Medicine*, 28, 125-134.
- Coutts, A. J., & Reaburn, P. (2008). Monitoring changes in rugby league players' perceived stress and recovery during intensified training. *Perceptual and Motor Skills*, 106, 904-916.
- Coutts, A. J., Slattery, K. M., & Wallace, L. K. (2007). Practical tests for monitoring performance, fatigue and recovery in triathletes. *Journal of Science and Medicine in Sport / Sports Medicine Australia*, 10, 372-381.
- Coutts, A., Reaburn, P., Piva, T., & Rowsell, G. (2007). Monitoring for overreaching in rugby league players. *European Journal of Applied Physiology*, 99, 313-324.

- Dallam, G. M., Jonas, S., & Miller, T. K. (2005). Medical considerations in triathlon competition: recommendations for triathlon organisers, competitors and coaches. *Sports Medicine (Auckland, N.Z.)*, 35, 143-161.
- Degree-granting institutions, by control and type of institution: Selected years, 1949–50 through 2006-07. Retrieved February 15, 2009, from http://nces.ed.gov/programs/digest/d07/tables/dt07_255.asp.
- Foster, C. (1998). Monitoring training in athletes with reference to overtraining syndrome. *Medicine and Science in Sports and Exercise*, 30, 1164-1168.
- Foster, C., Daines, E., Hector, L., Snyder, A. C., & Welsh, R. (1996). Athletic performance in relation to training load. *Wisconsin Medical Journal*, 95, 370-374.
- Foster, C., Florhaug, J. A., Franklin, J., Gottschall, L., Hrovatin, L. A., Parker, S., et al. (2001). A new approach to monitoring exercise training. *Journal of Strength and Conditioning Research / National Strength & Conditioning Association*, 15, 109-115.
- Fowles, J. R. (2006). Technical issues in quantifying low-frequency fatigue in athletes. *International Journal of Sports Physiology and Performance*, 1, 169-171.
- Goble, G. (2009, January 21). The History of Social Networking - Featured Article by Digital Trends. Retrieved March 21, 2009, from <http://news.digitaltrends.com/feature/99/the-history-of-social-networking>.
- Google Health. Retrieved February 15, 2009, from <http://www.google.com/intl/en-US/health/about/>.
- Google Health. Retrieved February 15, 2009, from <http://www.google.com/intl/en-US/health/about/>.

- Guezennec, C. (2004). [Overtraining syndrome]. *Bulletin De l'Académie Nationale De Médecine*, 188, 923-930.
- Häkkinen, K., Pakarinen, A., Alén, M., & Komi, P. V. (1985). Serum hormones during prolonged training of neuromuscular performance. *European Journal of Applied Physiology and Occupational Physiology*, 53, 287-293.
- Halson, S. L., & Jeukendrup, A. E. (2004). Does overtraining exist? An analysis of overreaching and overtraining research. *Sports Medicine (Auckland, N.Z.)*, 34, 967-981.
- Hawley, C. J., & Schoene, R. (2003). Overtraining Syndrome. *Physician & Sportsmedicine*, 31, 25.
- Health Vault Pod. (2007). Retrieved March 1, 2009, from <http://support.trainingpeaks.com/personal-edition/pods/health-vault-pod.aspx>.
- IHRSA - Industry Research. (2008). Retrieved June 28, 2008, from <http://cms.ihrsa.org/index.cfm?fuseaction=page.viewPage.cfm&pageId=19547>.
- Invitation to TrainingPeaks 3.0 BETA. (2008). Retrieved March 1, 2009, from <http://blog.trainingpeaks.com/2008/07/invitation-to-trainingpeaks-30-beta.html>.
- Jayson, S. (2009, January 14). Older adults among newer members on social networking sites - USATODAY.com. Retrieved February 17, 2009, from http://www.usatoday.com/tech/hotsites/2009-01-14-social-networking_N.htm.
- Jeukendrup, A. E., Hesselink, M. K., Snyder, A. C., Kuipers, H., & Keizer, H. A. (1992). Physiological changes in male competitive cyclists after two weeks of intensified training. *International Journal of Sports Medicine*, 13, 534-541.
- Kenttä, G., & Hassmén, P. (1998). Overtraining and recovery. A conceptual model. *Sports Medicine (Auckland, N.Z.)*, 26, 1-16.

- Kirkpatrick, M. (2007, November 19). The Nearly Never Ending Market for Niche Social Networks - ReadWriteWeb. Retrieved March 21, 2009, from http://www.readwriteweb.com/archives/niche_networking.php.
- Lehmann, M., Baumgartl, P., Wiesenack, C., Seidel, A., Baumann, H., Fischer, S., et al. (1992). Training-overtraining: Influence of a defined increase in training volume vs training intensity on performance, catecholamines and some metabolic parameters in experienced middle- and long-distance runners. *European Journal of Applied Physiology and Occupational Physiology*, *64*, 169-177.
- Lehmann, M., Dickhuth, H. H., Gendrisch, G., Lazar, W., Thum, M., Kaminski, R., et al. (1991). Training-overtraining. A prospective, experimental study with experienced middle- and long-distance runners. *International Journal of Sports Medicine*, *12*, 444-452.
- Lehmann, M., Foster, C., Dickhuth, H. H., & Gastmann, U. (1998). Autonomic imbalance hypothesis and overtraining syndrome. *Medicine and Science in Sports and Exercise*, *30*, 1140-1145.
- Lehmann, M., Foster, C., & Keul, J. (1993). Overtraining in endurance athletes: A brief review. *Medicine & Science in Sports & Exercise*, *25*, 854-862.
- Luo, J., Clarke, M., McNamara, B., & Moran, K. (2009). Influence of resistance load on neuromuscular response to vibration training. *Journal of Strength and Conditioning Research*, *23*, 420-426.
- Margaritis, I., Palazzetti, S., Rousseau, A., Richard, M., & Favier, A. (2003). Antioxidant supplementation and tapering exercise improve exercise-induced antioxidant response. *J Am Coll Nutr*, *22*, 147-156.

- McConell, G. K., Costill, D. L., Widrick, J. J., Hickey, M. S., Tanaka, H., & Gastin, P. B. (1993). Reduced training volume and intensity maintain aerobic capacity but not performance in distance runners. *International Journal of Sports Medicine*, *14*, 33-37.
- Mujika, I., Goya, A., Padilla, S., Grijalba, A., Gorostiaga, E., & Ibañez, J. (2000). Physiological responses to a 6-d taper in middle-distance runners: Influence of training intensity and volume. *Medicine and Science in Sports and Exercise*, *32*, 511-517.
- Mujika, I., Padilla, S., Pyne, D., & Busso, T. (2004). Physiological changes associated with the pre-event taper in athletes. *Sports Medicine (Auckland, N.Z.)*, *34*, 891-927.
- NCAA Injury Surveillance System (ISS). Retrieved February 15, 2009, from <http://www.ncaa.org/wps/ncaa?ContentID=1126>.
- Norris, S., & Smith, D. (2002). Planning, periodization, and sequencing of training and competition: the rationale for a competently planned, optimally executed training and competition program, supported by a multidisciplinary team. In *Enhancing recovery* (pp. 121-41). Champaign, IL: Human Kinetics.
- Norris, S., & Smith, D. (2002). Training load and monitoring an athlete's tolerance for endurance training. In *Enhancing recovery* (pp. 81-101). Champaign, IL: Human Kinetics.
- Number of educational institutions, by level and control of institution: Selected years, 1980–81 through 2005–06. Retrieved February 15, 2009, from http://nces.ed.gov/programs/digest/d07/tables/dt07_005.asp.
- OpenID » What is OpenID. Retrieved February 15, 2009, from <http://openid.net/what/>.

Personal Home - HealthVault. Retrieved February 15, 2009, from

<http://healthvault.com/personal/index.html>.

Petibois, C., Cazorla, G., Poortmans, J., & D el eris, G. (2003). Biochemical aspects of overtraining in endurance sports: The metabolism alteration process syndrome. *Sports Medicine (Auckland, N.Z.)*, 33, 83-94.

Premier Software Products. (2009). Retrieved March 2, 2009, from

<http://www.simtrak.com/Default.aspx?tabid=31>.

Research article Heart Rate During Sleep: Implications for Monitoring Training. (2003).

Retrieved March 4, 2009, from

<http://74.125.113.132/search?q=cache:ccIGWvmaNMIJ:www.jssm.org/vol2/n4/2/v2n4-2pdf.pdf+%22increased+morning+heart+rate%22&hl=en&ct=clnk&cd=1&gl=us>.

Simtrak Mobility. (2009). Retrieved March 2, 2009, from

<http://www.simtrak.com/Default.aspx?tabid=32>.

Smith, D. J. (2003). A framework for understanding the training process leading to elite performance. *Sports Medicine (Auckland, N.Z.)*, 33, 1103-1126.

Smith, D., & Norris, S. (2000). Changes in glutamine and glutamate concentrations for tracking training tolerance. *Medicine and Science in Sports and Exercise*, 32, 684-689.

Smith, L. L. (2004). Tissue trauma: The underlying cause of overtraining syndrome? *Journal of Strength and Conditioning Research / National Strength & Conditioning Association*, 18, 185-193.

Social Networking Takes Off. (2008, June 13). Retrieved March 21, 2009, from

http://www.conference-board.org/utilities/pressDetail.cfm?press_ID=3413.

- SportPharm. (2009). Retrieved March 2, 2009, from <http://www.simtrak.com/Default.aspx?tabid=46>.
- Stone, M. H., Keith, R., Kearney, J., Fleck, S. J., Wilson, J., & Triplett, N. (1991). Overtraining: A review of the signs, symptoms and possible causes. *Journal of Strength & Conditioning Research*, 5, 35-50.
- Stone, M. H., Stone, M., & Sands, W. A. (2007a). Nutrition and metabolic factors. In *Principles and practice of resistance training* (pp. 109-137). Champaign, IL: Human Kinetics.
- Stone, M. H., Stone, M., & Sands, W. A. (2007b). Monitoring resistance training. In *Principles and practice of resistance training* (pp. 181-199). Champaign, IL: Human Kinetics.
- Stone, M. H., Stone, M., & Sands, W. A. (2007c). The concept of periodization. In *Principles and practice of resistance training* (pp. 259-286). Champaign, IL: Human Kinetics.
- TrainingPeaks. (2009). Retrieved March 1, 2009, from <http://home.trainingpeaks.com/>.
- Urhausen, A., Gabriel, H., & Kindermann, W. (1995). Blood hormones as markers of training stress and overtraining. *Sports Medicine (Auckland, N.Z.)*, 20, 251-726.
- Urhausen, A., & Kindermann, W. (2002). Diagnosis of overtraining: What tools do we have? *Sports Medicine (Auckland, N.Z.)*, 32, 95-102.

APPENDICES

Appendix A: Year One Cash Flow Projections

Year One Cash Flow Pro

Quarter	Pre-Start	Q1	Q2	Q3	Q4
Receipts					
Ad Revenue from FitLabz	0	0	0	0	0
Subscription Revenue from SportLabz	0	0	0	0	0
Total Receipts	0	0	0	0	0
Payments					
Cash purchases			5,000		
Legal fees	1,000				
Salaries and wages		12,500	12,500	12,500	12,500
Employee benefits		6,250	6,250	6,250	6,250
Payroll taxes				956	956
Rent					
Business Insurance		800			
Telephone		600	600	600	900
Postage				300	300
Office supplies				300	300
Advertising					10,000
Marketing and Promotion					25,000
Professional fees					
Web Development	8,000	50,000	50,000	25,000	25,000
Server Costs					
Accounting and Bookkeeping		500	500	500	500
Other					
Total Payments	9,000	70,650	74,850	46,406	81,706
Cashflow Surplus/Deficit (-)	(9,000)	(70,650)	(74,850)	(46,406)	(81,706)
Opening Cash Balance	0	(9,000)	(79,650)	(154,500)	(200,906)
Closing Cash Balance	(9,000)	(79,650)	(154,500)	(200,906)	(282,613)

Appendix B: Year Two Cash Flow Projections

Year Two Cash Flow Projections

Quarter	Q1	Q2	Q3	Q4
Receipts				
Ad Revenue from FitLabz		22,500	33,750	45,000
Subscription Revenue from SportLabz		18,000	24,000	24,000
Total Receipts	0	40,500	57,750	69,000
Payments				
Cash purchases		5,000		
Legal fees				
Salaries and wages	28,750	31,250	31,250	31,250
Employee benefits	14,375	15,625	15,625	15,625
Payroll taxes	2,199	2,391	2,391	2,391
Rent	1,500	1,500	1,500	1,500
Business Insurance	800			
Telephone	900	900	900	900
Postage	300	300	300	300
Office supplies	600	600	600	600
Advertising	2,500	10,000	2,500	10,000
Marketing/promotion	25,000	25,000	25,000	25,000
Professional fees	5,000	5,000	5,000	5,000
Web Development	25,000	25,000	25,000	25,000
Server Costs	500	500	1,000	1,000
Accounting/Bookkeeping	500	500	500	500
Other				
Total Payments	107,924	123,566	111,566	119,066
Cash flow Surplus/Deficit (-)	(107,924)	(83,066)	(53,816)	(50,066)
Opening Cash Balance	(282,613)	(390,537)	(473,603)	(527,418)
Closing Cash Balance	(390,537)	(473,603)	(527,418)	(577,484)

Appendix C: Year Three Cash Flow Projections

Year Three Cash Flow Projections

Quarter	Q1	Q2	Q3	Q4	Totals
Receipts					
Ad Revenue from FitLabz	105,600	239,800	358,000	549,000	1,353,650
Subscription Revenue from SportLabz	30,000	43,500	48,000	54,000	241,500
					0
Total Receipts	135,600	283,300	406,000	603,000	1,595,150
Payments					
Cash purchases	10,000			10,000	30,000
Legal fees					1,000
Salaries and wages	64,888	64,888	64,888	104,888	472,050
Employee benefits	32,444	32,444	32,444	52,444	236,025
Payroll taxes	4,964	4,964	4,964	8,024	34,199
Rent	2,500	2,500	2,500	2,500	16,000
Business Insurance	800				2,400
Telephone	1,200	1,200	1,200	1,200	11,100
Postage	500	500	500	500	3,800
Office supplies	1,000	1,000	1,000	1,000	7,000
Advertising	10,000	10,000	10,000	10,000	75,000
Marketing/promotion	25,000	30,000	35,000	50,000	265,000
Professional fees	5,000	5,000	5,000	5,000	40,000
Web Development	15,000	15,000	15,000	15,000	318,000
Server Costs	1,500	1,500	2,000	2,000	10,000
Accounting/Bookkeeping	500	500	500	500	6,000
Other					0
Total Payments	175,295	169,495	174,995	263,055	1,527,574
Cash flow Surplus/Deficit (-)	(39,695)	113,805	231,005	339,945	67,576
Opening Cash Balance	(577,484)	(617,179)	(503,374)	(272,369)	
Closing Cash Balance	(617,179)	(503,374)	(272,369)	67,576	

Appendix D: Confidential Disclosure Agreement

CONFIDENTIAL DISCLOSURE AGREEMENT

Between:

Individual, Company or Organization Name
Street Address
City, State and Zip Code

And

Jeremy Gentles
309 West Pine Street
Johnson City, TN 37604

1. On the understanding that both parties are interested in meeting to consider possible collaboration in developments arising from Jeremy Gentles's intellectual property it is agreed that all information, whether oral, written or otherwise, that is supplied in the course or as a result of so meeting shall be treated as confidential by the receiving party.
2. The receiving party undertakes not to use the information for any purpose, other than for the purpose of considering the said collaboration, without obtaining the written agreement of the disclosing party.
3. This Agreement applies to both technical and commercial information communicated by either party.
4. This Agreement does not apply to any information in the public domain or which the receiving party can show was either already lawfully in their possession prior to its disclosure by the other party or acquired without the involvement, either directly or indirectly, of the disclosing party.
5. Either party to this Agreement shall on request from the other return any documents or items connected with the disclosure and shall not retain any unauthorized copies or likenesses.
6. This Agreement, or the supply of information referred to in paragraph 1, does not create any license, title or interest in respect of any Intellectual Property Rights of the disclosing party.

7. After 5 years from the date hereof each party shall be relieved of all obligations under this Agreement.

Signed

For

Date

Signed

For

Date

Appendix E: Scope Document Quote from Saratoga

Scope Document Quote

From: Allan Walters (allan.walters@saratogaus.com)

Sent: Fri 2/15/08 2:15 PM

To: jeremygentles@hotmail.com

Jeremy,

It was very nice meeting with you yesterday and discussing your online application idea. You have definitely got a vision and a passion for your concept and it was refreshing dealing with a client that was knowledgeable about application development.

Ok. Jonathan estimates that to fully develop your feature scope into a comprehensive technical scope document , which includes meeting with you and hashing out every last detail of user interface, data store structure and such, it would take approximately 40 hours of time. That would be \$5,160 + tax. Coming out of that you would have a formal, technical scope document that would essentially be your application on paper. During this phase, you and Jonathan will have decided what technologies (specific graphing engine, custom form builder, etc.) need to be used to build your application. We would also be able to furnish you a firm quote price to produce this application at that time as well.

For budgeting purposes we estimate that this project looks to be in the \$160,000 to \$200,000 range to produce at the level you have indicated that would like to see it. We have every confidence that we can not only develop this application but do it to the high standard in which you have demonstrated you would like.

If you choose to proceed to the next stage, which is the scope document portion all I would need is approval and we can setup a time to meet to do further discovery on your project. Just let me know and we will accommodate. Thanks.

Our standard payment structure is based on half down and half upon delivery of services rendered.

Please let me know if you have any questions whatsoever as I would be happy to assist. Thanks.

Allan Walters, Senior Vice President

Saratoga Technologies, Inc.

101 Med Tech Parkway, Suite 307

Johnson City, TN 37604

Tel: 423.722.1736

Fax: 423.282.4890

E-mail: allan.walters@saratogaus.com

Web: <http://www.saratogaus.com>

Appendix F: Intellithought Development Quote

Thank you for considering INTELLITHOUGHT for your design and technology needs. We hope that this proposal answers all of your questions and we look forward to hearing back from you soon. Please contact Troy Blackwell tblackwell@intellithought.com if you have any questions.

Company Information

Background

The company known today as Intellithought started out in 1997 as a high-end technology division of Tele-Optics, Inc. This initiative was undertaken with an understanding that our region was growing and that technology was a key factor in its ability to sustain this growth. Our vision was to partner with local companies to provide the tools and expertise required to stay on the leading edge of an ever-competitive market. The success of this vision resulted in the Tele-Optics division spinning off into a new corporation, Intellithought. Intellithought was officially incorporated on March 1, 2000. Though technology trends have come and gone over the years, Intellithought's vision remains the same. We are comprised of a team of professional leaders who strive to make every company we work with successful therefore resulting in our continued success.

Location

125 Broad Street Kingsport, TN 37660

Contact Troy Blackwell

tblackwell@intellithought.com

<http://www.intellithought.com>

p: 877.633.6001 or 423.863-3691

f: 423.378.9646

Overview of Services and Capabilities

Intellithought provides professional technology services to meet your needs. Core specialties include Custom Application Programming, Network and IS Support, and Web/eCommerce Development.

Custom Application Programming

Not all businesses can rely on simply using “off the shelf” applications to manage their complex business model. As a Microsoft Certified .NET development firm, Intellithought can help research, design, develop, implement and maintain your custom business applications. By implementing research and development into the application lifecycle, Intellithought can create a solution that best fits your needs.

Network Design and Support

Whether your business has an internal IT department or none at all, Intellithought can work with you to provide a solid and secure infrastructure. As a Microsoft Gold Partner, our team of certified technicians will design, implement and maintain your business network, provide data integrity, create secure solutions and monitor the lifeline of your business. By blending industry leading technology from providers like Dell, HP, Cisco and Microsoft, Intellithought can create a solution to fit your needs.

Web/eCommerce Development

Your web site HAS to be as distinctive and professional as your organization. Intellithought is staffed with a team of award winning designers to create your custom designed web presence. Each site is visually distinctive and represents appropriate use of state-of-the-art technology and interactive effects. The Intellithought team works with you to understand your message and our track record is excellent. Our extensive development expertise can also take your site further; enabling your clients to login and review projects, invoices, etc. directly from the site or integrating the site with back office processes.

Proposal Overview

Client Review & Research

We have met twice with Jeremy Gentles to discuss the details of his project. A summary of our understanding is that Mr. Gentles wants a Website/Web Application that consists of two parts, one personal/social and one that is marketed to Athletic Departments at various levels of competition. At the end of this estimate are the specifications provided to me, the estimate that follows is based on these specifications and is a broad estimate for budgeting purposes only.

Estimate

Once budgeting is in place and the need to finalize the scope arises, we will enter the research and development phase of this project. This phase will clearly define the needs and scope and will allow for a complete and final proposal to be written for his project. We estimate the research and development phase to take approximately 80 hours and the estimated cost will be:

\$8,500.00 (Eight Thousand, Five Hundred and 00/100 dollars)

After the Research and Development phase is complete, our estimate to create the program/web application as defined in the specifications at the back of this document is:

\$ 250,000.00 (Two hundred and Fifty Thousand and 00/100 dollars)

Terms

Invoices are issued on a "Time & materials" (T&M) basis, unless the project documentation identifies the project estimate as a fixed price. Typically, fixed price estimates are more challenging to estimate. Fixed price estimates require substantial business requirements gathering. Intellithought always works to beat our estimates. Clients seeking software development or web development will occasionally desire enhancements which fall outside the prior agreement for project scope. When this occurs, Intellithought will identify the scope and estimate impacts of the additional desired enhancements and submit these to clients for authorization prior to performing the additional work.

Payment terms

- Payment due upon invoice ✓
- Net 10 days
- Net 15 days
- Net 30 days

Late Payment Charge

Any sum not paid within the net terms outlined above shall incur a late payment charge of 1.5% per month on any unpaid amount until receipt of payment in full.

Taxes

Client shall be responsible for all sales, use, personal property and other taxes, however designated, which may be levied or imposed by reason of the transactions contemplated herein, except for taxes on Intellithoughts net income. If Client qualifies as being exempt from taxes, Client shall provide Intellithought documentation to support its exempt status, and Client agrees that if a dispute arises between Client and the Taxing Authority, that Client shall be responsible for such taxes as may be imposed.

Competent and Qualified Employees

All Employees supplied to the Client by Intellithought shall be qualified and competent, having all the skills and abilities necessary to perform the services specified in this document.

Non Solicitation of Personnel

The Client agrees to not offer, promise or engage in employment with Intellithought Employees for six months after the employee terminates employment from Intellithought, unless written consent is received from Intellithought.

Former Employees of the Client

Intellithought shall inform the Client if and when Intellithought plans to furnish former employees of the Client as Employees for assignment subject to this contract.

Insurance

Intellithought shall maintain such insurance as will protect Intellithought from claims with respect to all Employees under all applicable Federal and State Workmen's Compensation Acts. The Client shall indemnify and hold Intellithought harmless from any and all claims, liabilities and causes of action including injury to or death of any person and for damage to or destruction of any property, resulting directly or indirectly from any and all acts or omissions of Intellithought, Employees, or of anyone directly or indirectly employed by either of them in connection with Intellithought's performance hereunder, regardless of whether such injury, death, damage or destruction is contributed to by the negligence of Intellithought, its agents, servants, or Employees,

and on behalf of Intellithought and in Intellithought's name the Client will handle or defend at its own expense any claim or litigation in connection therewith.

Assignment

The Client shall not assign or delegate this contract in whole or in part without the written consent of Intellithought, nor shall the Client assign any money due or to become due to Intellithought hereunder without the prior written consent of Intellithought. Any such assignment without the prior written consent of Intellithought shall be void.

Legal expenses

All reasonable costs, including attorney's fees, incurred by the prevailing party in an action against the other party based on this Agreement shall be paid by the other party.

Severability

If any provision of this contract is held to be unenforceable under the law governing this contract, then the other provisions of this contract shall survive, and the parties shall attempt in good faith to redraft the unenforceable provision to be enforceable, while maintaining as much of the intent of the original provision as reasonably possible.

Captions

The captions in this contract are for convenience only and do not define or limit any of the provisions herein.

Default by Client

Failure by Client to make payments in compliance with the terms set forth shall entitle Intellithought to terminate services provided to the Client and to remove any hardware or software which has not been fully paid for by the Client.

Contract

This contract supersedes all prior agreements between the parties, whether written, oral, or otherwise related to the Subject Matter hereof, and is intended by the parties to be the complete and exclusive statement of the contract between the parties. This

contract can only be modified by a written amendment signed by both parties. If a conflict arises between the provisions of this contract and any purchase orders issued under it, then the provisions of this contract shall govern. The provisions of any purchase order referenced in or issued under this contract shall not amend this contract or be binding upon the parties in any manner or to any degree. As both parties have had an opportunity to review and revise this contract, any ambiguity in the language of the contract is to be resolved according to what is most reasonably the intended meaning, and not necessarily against the drafting party.

Relationship of parties

The parties are independent contractors. Neither party is the agent of the other party, and neither party is authorized to act on behalf of the other party.

Governing law

This contract is governed by the laws of the State of Tennessee without regard to its choice of law provisions.

Force Majeure

Force Majeure includes but is not limited to fire, acts of God, war, military action, strikes, and acts of government. If an obligated party exhausts all reasonable alternate means of performance during a reasonably unforeseeable Force Majeure, then the obligated party is excused from performance, except for breaches of confidentiality, for as long as six months, or until the Force Majeure ends, whichever is earlier.

Letter

This letter supersedes all prior agreements between the parties, whether written, oral, or otherwise related to the Subject Matter hereof, and is intended by the parties to be the complete and exclusive statement of the contract between the parties. This letter can only be modified by a written amendment signed by both parties. Intellithought shall not be liable for any:

Indemnification

Intellithought shall not be liable for any:

a) Special damages,

- b) Indirect damages,
- c) Punitive damages,
- d) Incidental damages,
- e) Consequential damages, or
- f) Any damages resulting from:
 - i) Loss of use,
 - ii) Loss of profits, or
 - iii) Loss of use of products,
- g) Regardless of whether the action is based on warranty, contract, negligence, other tort, or any other cause of action, even if Intellithought has been advised of the possibility of such damage. Intellithought shall not be liable for any damages indirectly or directly caused by any employee's action or inaction, including without limitation property damage.

Intellithought's total liability under this agreement is limited to the amount of the fees actually paid by the client.

Intellithought Representative:

Troy Blackwell

tblackwell@intellithought.com

125 Broad St. Kingsport, TN. 37660 Phone: 423.863.3690

Signature: _____ Date: _____

Appendix G: Confidential Disclosure Agreement

CONFIDENTIAL DISCLOSURE AGREEMENT

Between:

Individual, Company or Organization Name

Street Address

City, State and Zip Code

And

Jeremy Gentles

309 West Pine Street

Johnson City, TN 37604

1. On the understanding that both parties are interested in meeting to consider possible collaboration in developments arising from Jeremy Gentles's intellectual property it is agreed that all information, whether oral, written or otherwise, that is supplied in the course or as a result of so meeting shall be treated as confidential by the receiving party.
2. The receiving party undertakes not to use the information for any purpose, other than for the purpose of considering the said collaboration, without obtaining the written agreement of the disclosing party.
3. This Agreement applies to both technical and commercial information communicated by either party.
4. This Agreement does not apply to any information in the public domain or which the receiving party can show was either already lawfully in their possession prior to its disclosure by the other party or acquired without the involvement, either directly or indirectly, of the disclosing party.
5. Either party to this Agreement shall on request from the other return any documents or items connected with the disclosure and shall not retain any unauthorized copies or likenesses.

6. This Agreement, or the supply of information referred to in paragraph 1, does not create any license, title or interest in respect of any Intellectual Property Rights of the disclosing party.

7. After 5 years from the date hereof each party shall be relieved of all obligations under this Agreement.

Signed

For

Date

Signed

For

Date

Appendix H: Presentation Slides

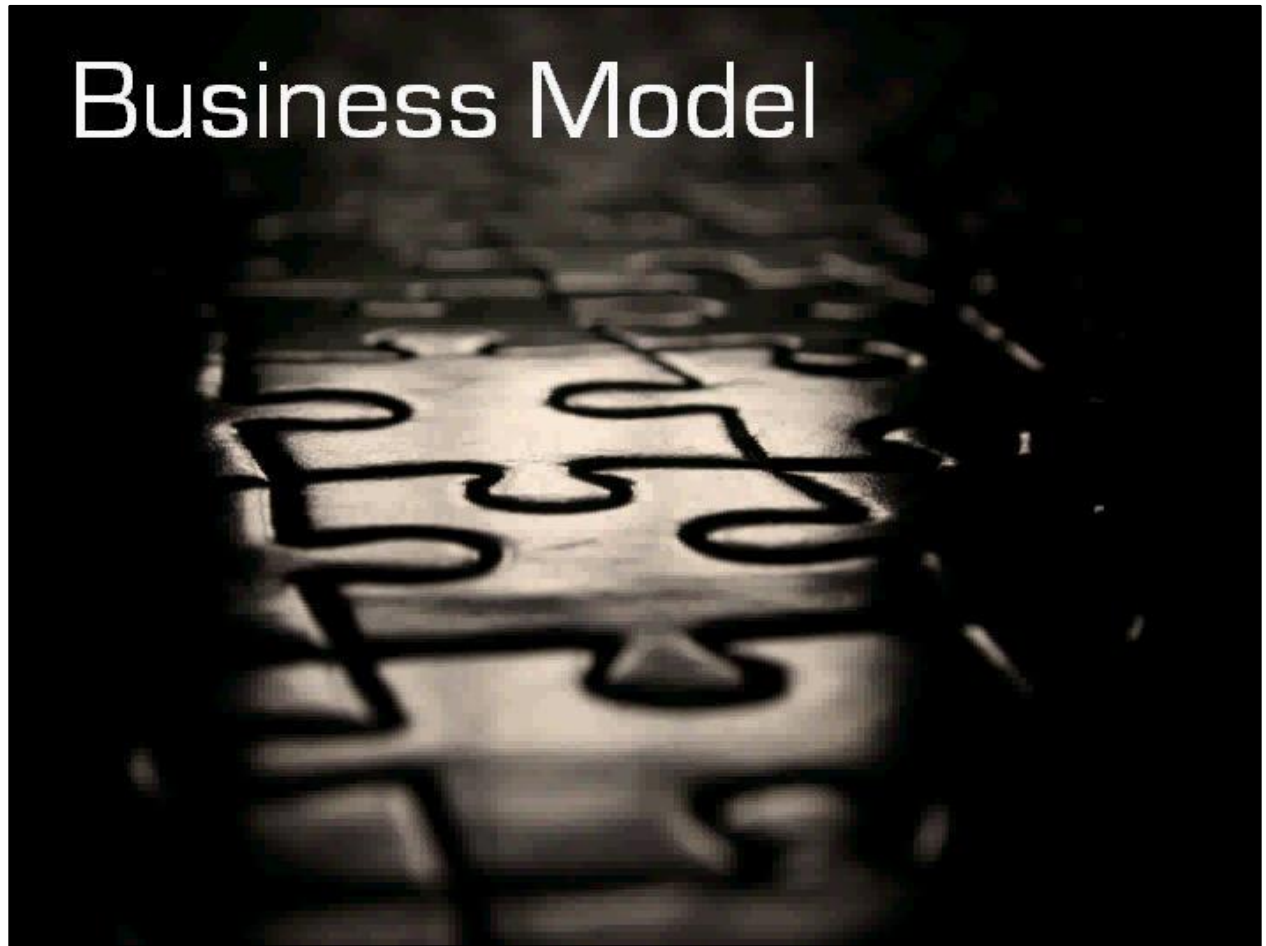
Slide 1: Introduction

SportLaz

Jeremy Gentles
Email: jeremy@sportlabz.com
Phone: 423-202-6765





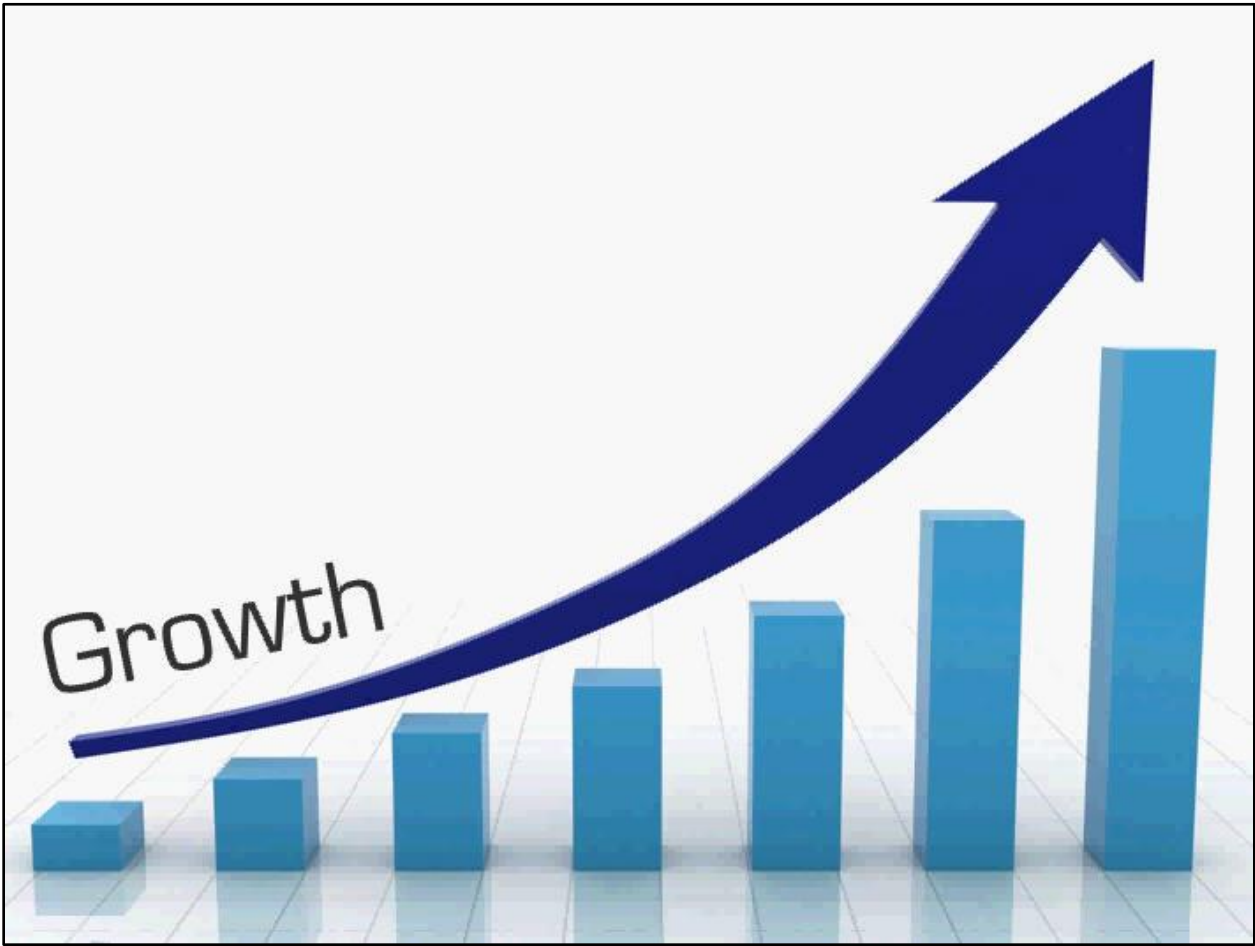


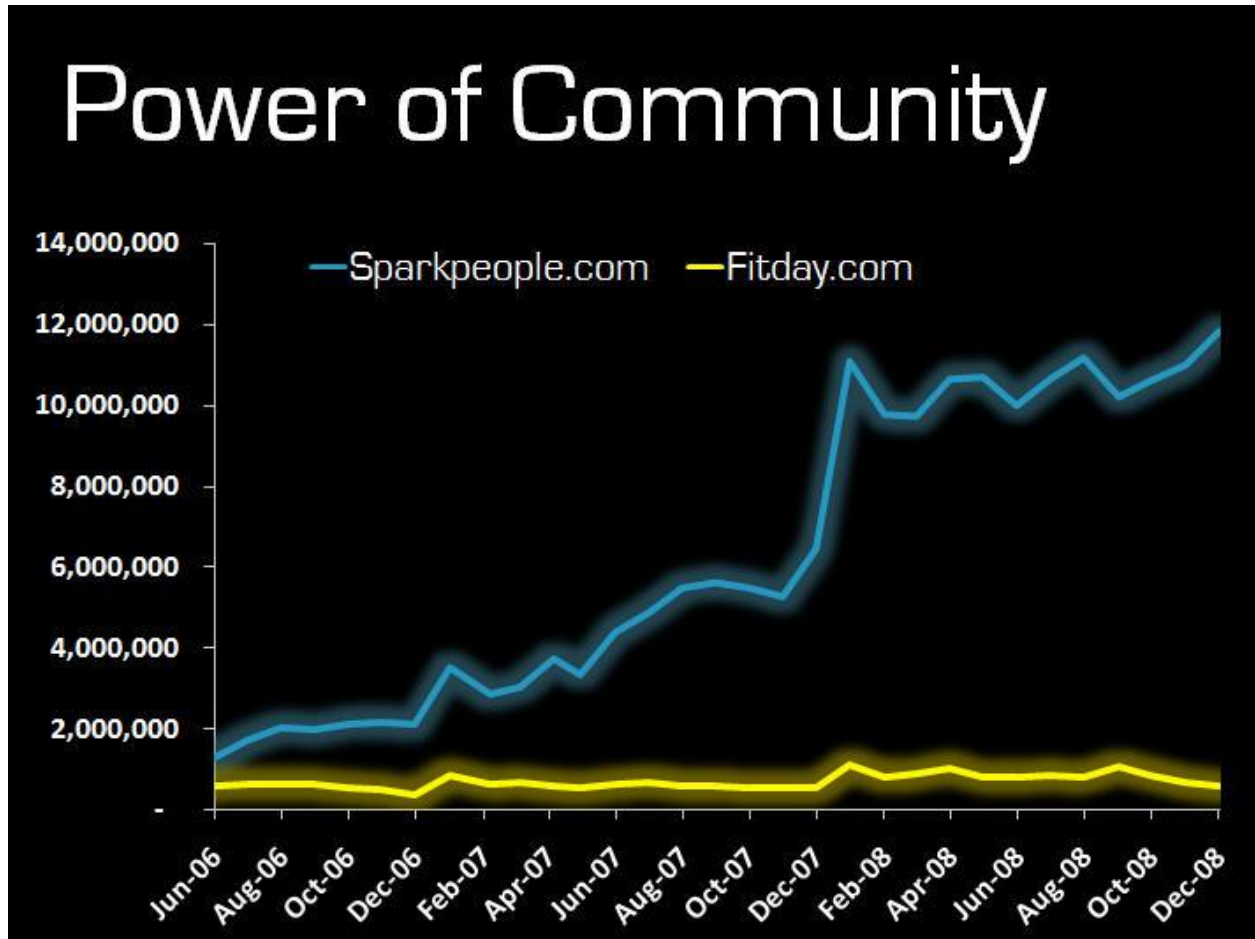


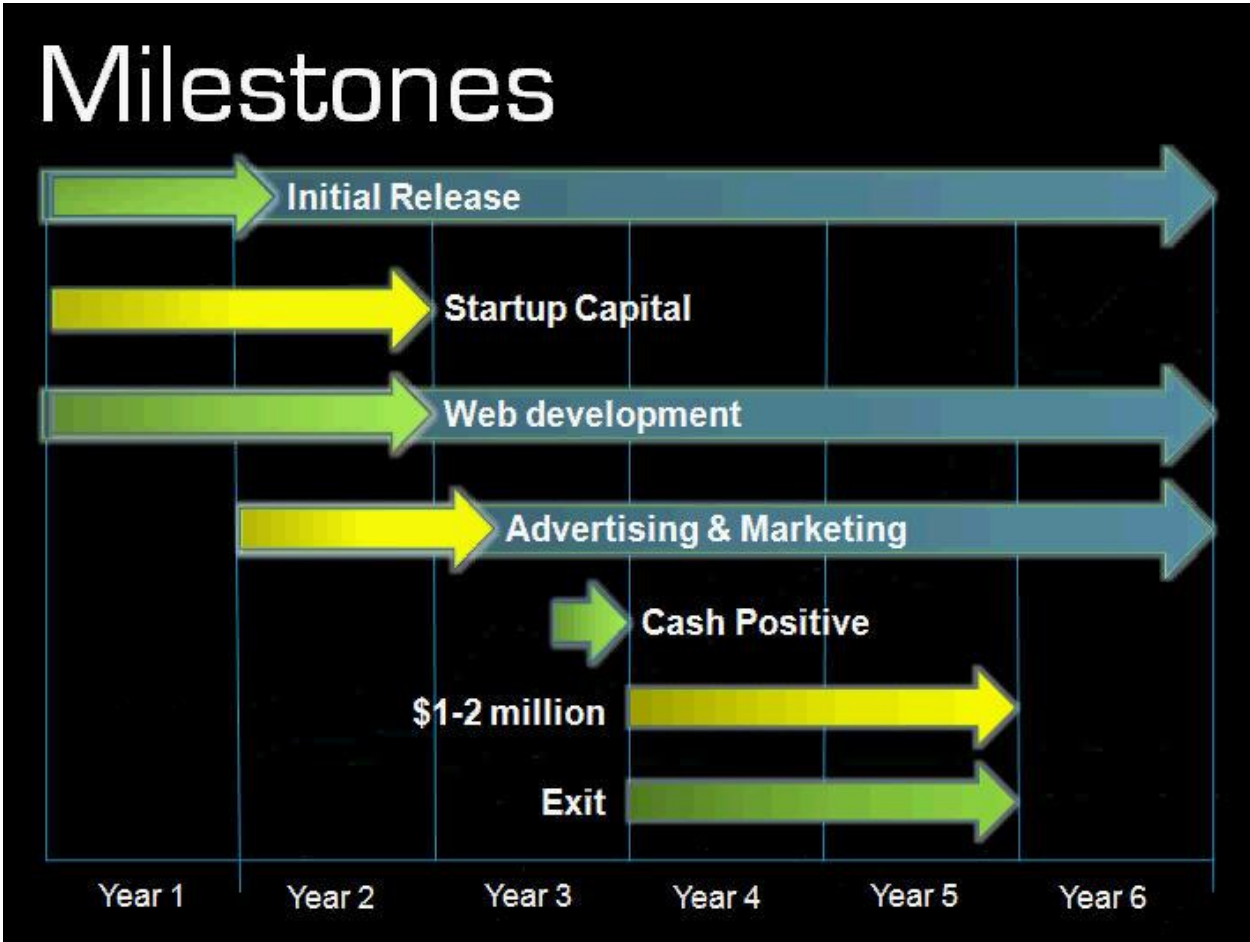
Slide 7: Competition

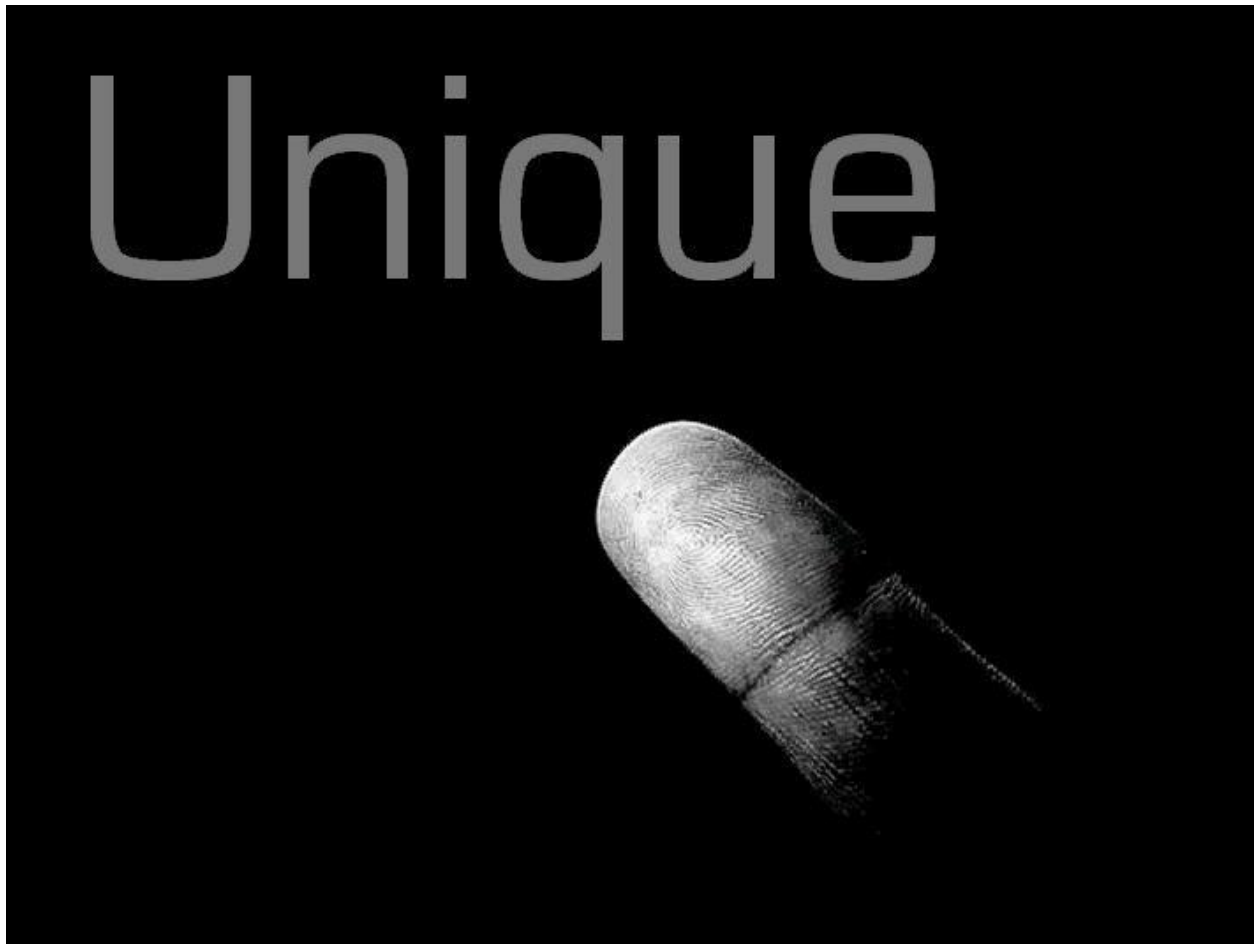






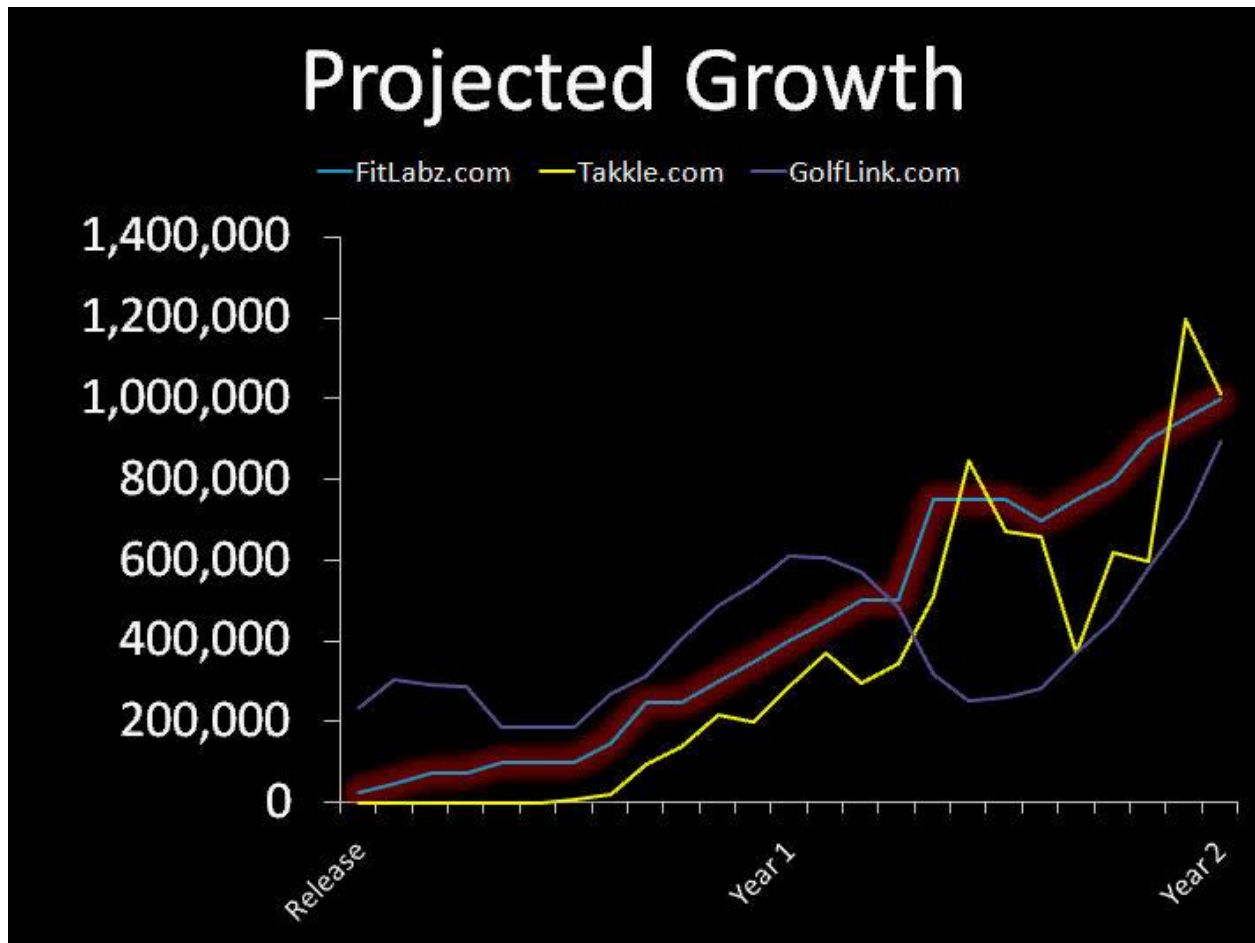






Questions & Discussion

Slide 14: Projected Growth



Projected Trends in Social Networking

- Further focusing on user generated content
- Much of the growth will be niche markets (such as this one) = Higher ROI for advertisers
- More advertising dollars will be spent as networks become focused on a specific type of user
- The audience utilizing social networks will continue to mature = more money being spent
- Large social networks (MySpace, Facebook, Google) will begin purchasing smaller niche networks

VITA

JEREMY GENTLES

Personal Data:

Date of Birth: June 10, 1980

Place of Birth: St. Petersburg, Florida

Marital Status: Married

Education:

Public Schools, Johnson City, Tennessee

B.S. Exercise Science, East Tennessee State University,

Johnson City, Tennessee 2004

M.A. Kinesiology and Sport Studies, East Tennessee State

University, Johnson City, Tennessee 2009

Professional Experience: Manager, Johnson City Health and Fitness, Johnson City,
Tennessee, 2002-2004

Health and Fitness Writer, ObesityHelp, Inc., Irvine,
California, 2006-Present