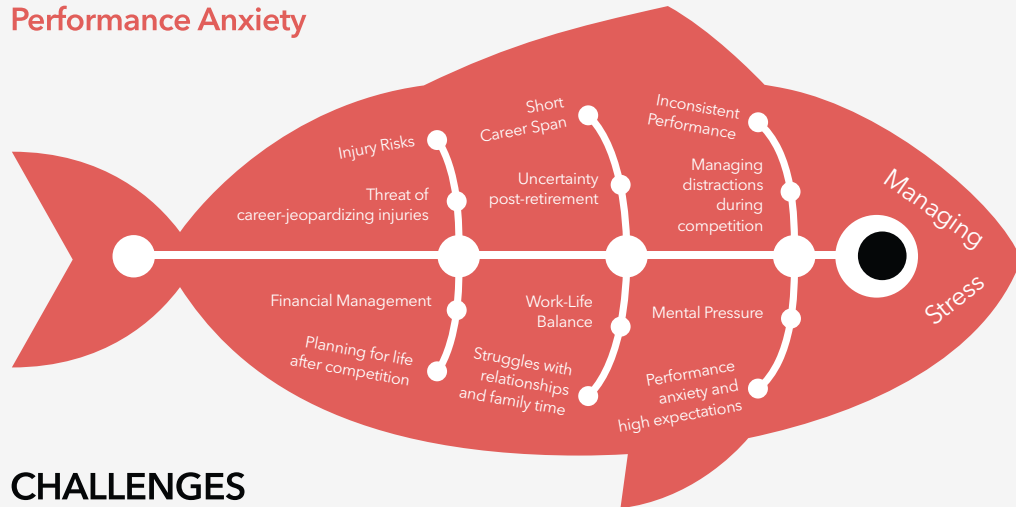


HIGH ATHLETIC PERFORMANCE

Being a professional athlete means dedicating oneself to the relentless pursuit of excellence in their chosen sport, balancing intense physical training with mental resilience. It involves representing their team, sponsors, and community on a public stage, often becoming a role model for fans and aspiring athletes. Beyond performance, it requires navigating the pressures of competition, media scrutiny, social media judgement and personal sacrifice to achieve and sustain success.

Performance Anxiety



CHALLENGES

- **Inconsistent Performance:** So many distractions to manage pre and during competition Lack of in-game tools to manage low points
- **Mental Pressure:** Coping with high expectations, performance anxiety, and public scrutiny.
- **Short Career Span:** Limited time to compete at peak performance levels, often leading to financial and career uncertainty post-retirement.
- **Work-Life Balance:** Struggles to maintain personal relationships and family time due to travel and training.
- **Injury Risks:** Constant threat of injuries that could end or jeopardize a career.
- **Financial Management:** Handling fluctuating income, endorsements, and the need to plan for post-career life.
- **Media and Public Scrutiny:** Dealing with invasive media attention, criticism, and maintaining a public image.
- **Competition Stress:** Fierce rivalry and pressure to maintain performance standards against other top athletes.

Managing Performance Anxiety

High In-Game Performance



SOLUTION

1. Training coaches of athletes on how to manage mental wellness for themselves and their athletes via an agnostic language (Red, Yellow, Green) and simple-to-learn neurohacks
2. Teaching athletes 4-1-1 Sleep Neurohack for recovery
3. Applying 48-hour NeuroDiet before competition to eliminate irrelevant stimuli and consume low-frequency input. Making Mental Prep as important as Physical Prep.
4. Green wrist bracelets with neurohacks listed for easy reference for in-competition adjustments
5. Teaching athletes to record and encode practice drills/time so practice is transferred to gametimes more effectively
6. An online confidential Self Stress Assessment to athletes, teams and coaches
7. Athletes/coaches given access to Neuro580 app for customized neurohacks pre-game



Neurohacks helped me in situations like hitting a baseball as they allowed me to clear my head and let my athleticism take over while still being able to process in between pitches!

Will W.

MLB Short-Stop



I used neurohacks in high pressure situations!

Riley H.

NASCAR Driver



I would do my neurodiet from Thursday through Sunday morning. I would utilize the Neuro580 app which reminded me to complete a new neurohack every hour, so that I was constantly providing my brain positive stimuli. This helped me lower my neurological baseline prior to games so that my brain operated at a lower frequency, thus allowing me to better do what all athletes want to do: play and react.

Sam H.

NFL Tight End



I will perform a neurohack while walking to the ball, and again in the 30 second before hitting the ball. I'm able to feel my brain focus and really notice thoughts like "don't thin it" or "make sure this gets to the hole" go away. Before, I would try to push those thoughts away without a real plan, but now I know real ways to get my brain where I need it to be to execute.

Laney Frye

Pro Golfer



As the owner of a high-volume performance training center that works with over 100 professional athletes each year, Neuro hacks made a significant difference with all our athletes. Stress management techniques have helped maintain calm during critical times, which is what everyone wants. Neuro hacks have transformed my coaching approach and enhanced my mental clarity throughout each day. Neuro580 is a literal game-changer.

Jed Hartigan.

Velocity Sports Performance