

BRIDGE



**BRIDGE**

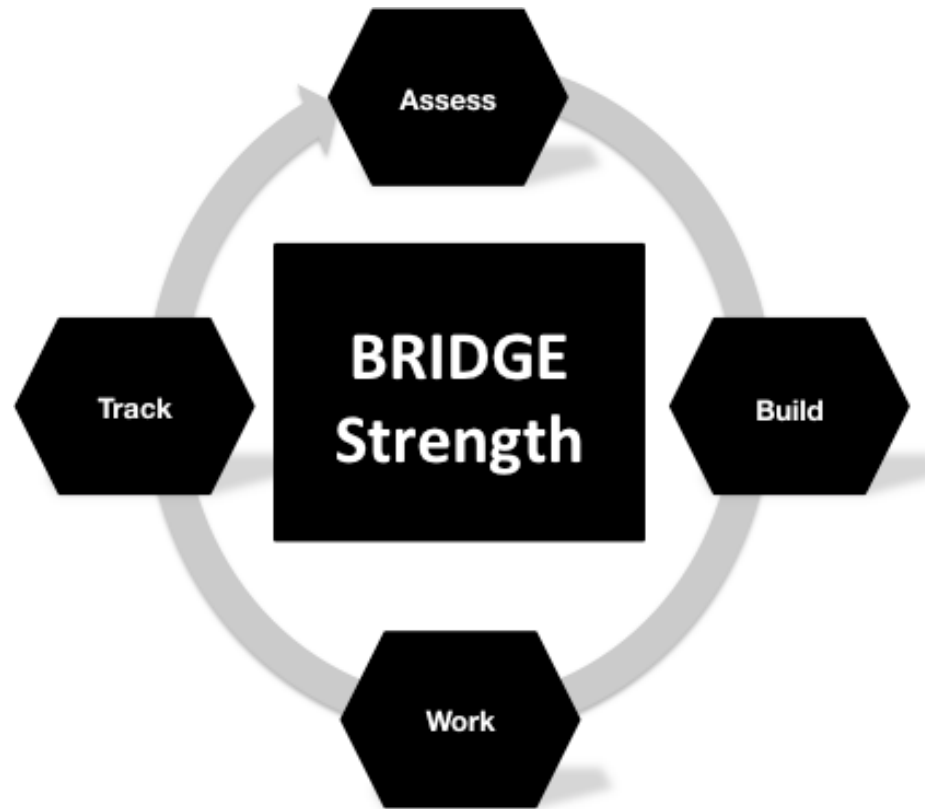


# WHAT WE DO

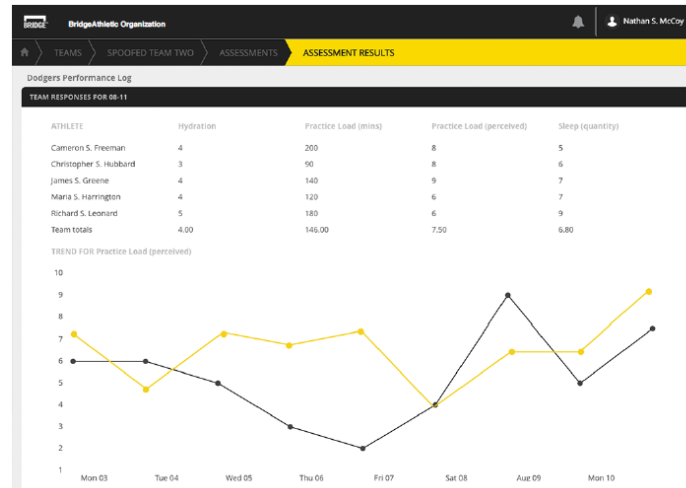
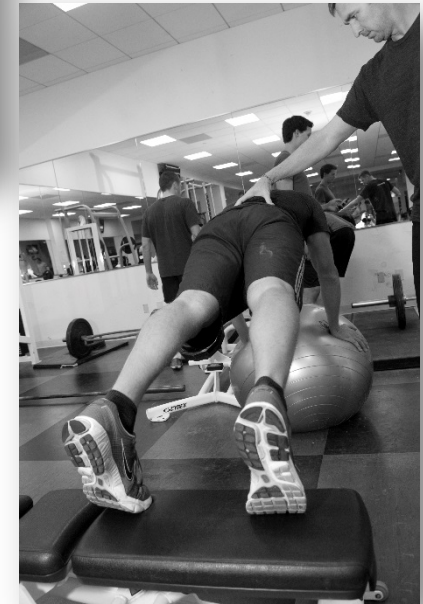
We build sport-specific training programs for elite athletes and their coaches. We're here to revolutionize the way elite athletes train for sporting events. We use the power and smarts of technology to create customized training programs, delivered to an athlete's smart phone or tablet. With Bridge, smarter training means better results.

# The Solution: BridgeStrength

BridgeAthletic provides customized sport-specific strength and conditioning programs in 4 steps

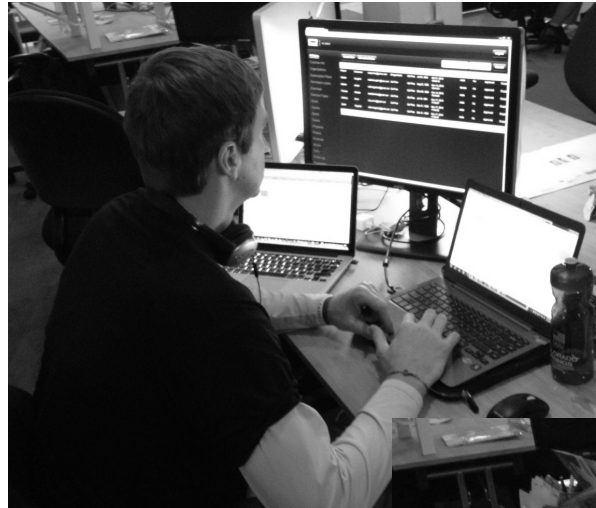


**Step 1. Assessment and Questionnaire:** BridgeAthletic's team of qualified sport-specific trainers work with coaches to gauge the athlete's strengths and weaknesses. The assessment covers flexibility, stability, mobility and strength. BridgeAthletic also uses a questionnaire to gather information about each team's competition schedule, equipment access and preference regarding number of sessions per week.



**Step 2. Build:** After gathering athlete information via the assessment and questionnaire, the BridgeAthletic team of experts work to build a customized training program. They customize the program in three distinct areas:

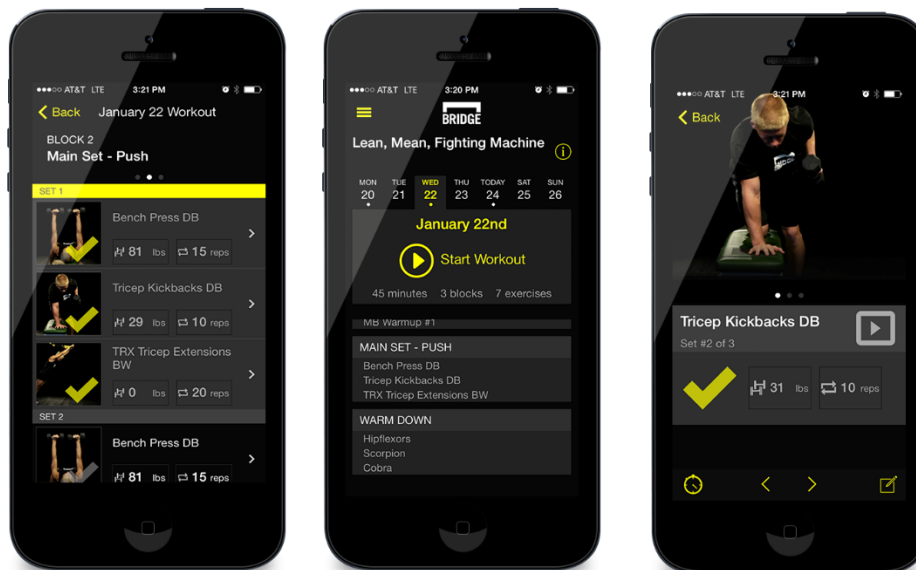
- 1. *Periodization and schedule***
- 2. *Position, event and other athlete goals***
- 3. *Physical assessment of each athlete***



### Step 3. Assign and Train:

Once the program's are built, they are assigned to each athlete/coach and received via their mobile device. Each athlete logs into the BridgeAthletic app and accesses his or her training program.

BridgeAthletic works with coaching staff on technique and development.



## Step 4. Re-Assess to Re-Calibrate:

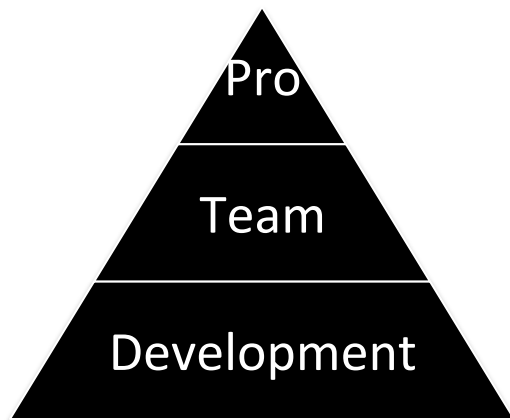
Our easy to use web-application allows the coaching staff to track their athletes' progress easily from any connected device.

BridgeAthletic will re-calibrate athlete's program with new results. Team coaches can also communicate with Bridge on program development.



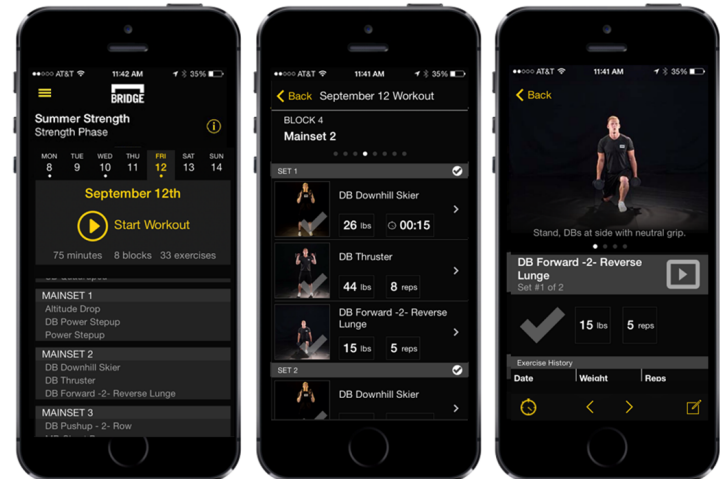
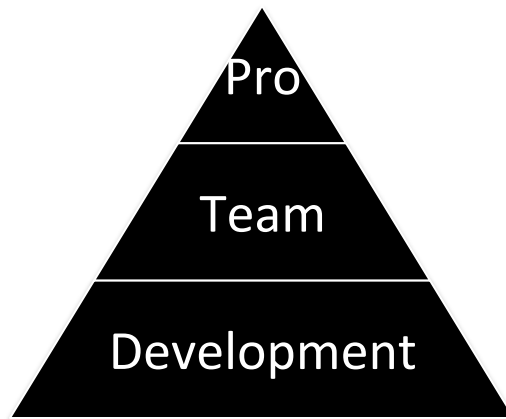
# About: Development Training Level

**Development:** We recommend this program for coaches of youth athletes that are not ready to be receiving their own programs via the Bridge App. Bridge provides training materials for coaching staff on a seasonal program to educate & develop beginner athletes. This program helps athletes understand the BridgeAthletic training methodology, and prepares them for taking on more work when they age up. Includes Coaches Education Seminar. Coaches Access to Development Program and Exercises Online via Mobile & Tablet Apps.





**Team:** We recommend this program for intermediate athletes ages 13 and up. Bridge provides training materials for coaching staff and athletes. This program is customized for a group of athletes based on their experience level so each athlete receives the same training program but will vary in weight assignment. Training will be tailored on a per team basis for experience level & competition dates. Each athlete & coach receives a login and access to our iOS, iPad and Android applications. Coaches have access to tracking and reporting interface for each of their athletes. Includes development program for younger age groups.



**Pro:** We recommend this program for advanced athletes ages 13 and up. Includes everything in the Bridge team package; however, this program is customized for each athlete based on individual experience, gender, competition dates (periodization), event or position and goals as well as an online assessment for flexibility, stability and mobility. Each athlete's workouts will differ based on their individual needs. Includes development program for younger age groups.



**Natalie Coughlin**

*3-time Olympian and 12x Olympic Medalist*

"BridgeAthletic has not only become a part of my daily routine, it stays with me wherever I go."

While I have always trusted Nick's system to provide me with swim-specific training programs based on my goals, the BridgeAthletic app now allows me to stay connected with my regimen no matter where and when I need to train.

Not only do I perform the workouts as if Nick is there himself, but my results and feedback are delivered to him in real time. BridgeAthletic adapts to my situation, so I always have the right workout to do at the right time. Overall, I feel more prepared for competition with greater insight into my recovery and progress. I wish I could have used BridgeAthletic from the beginning of my swimming career.

**Nathan Adrian**

*2-time Olympian and Olympic Gold Medalist*

"BridgeAthletic delivers the swim-specific coaching and training I need to perform at my peak."

I've had the opportunity to train in Nick's system while I swam at Cal and throughout my professional career. During those years I have seen my greatest improvements in overall performance and development as an athlete. Before working with Nick, it was difficult to know what level of dry-land and strength training was best for me. With BridgeAthletic, I know my training is swim-specific, designed by Nick, and customized for me.

I love the fact that BridgeAthletic takes into account my goals as a sprinter and includes periodization to help me prepare for my key meets. Thanks to the BridgeAthletic workouts, my performance has continued to improve. For swimmers looking to compete at an elite level, I recommend getting your hands on the BridgeAthletic workouts and then getting to work.



“BridgeAthletic has given our program a boost in performance in the near-term and is educating our athletes and coaches to become a High Performance Program for many years to come”-Don Swartz, North Bay Aquatics



“BridgeAthletic was the elite strength and conditioning boost we were looking for. Not only did it develop several swimming-relevant athletic characteristics, it did so in ways specific to each athlete without adding unnecessary body mass and without taking away from our pool work. I think I learned something from the program everyday, whether it was from an actual workout, from a blog post, or from direct communication with the bridge team.”-Michael Schuber, Trinity University



Bridge Athletic allows your athletes to work on swim specific strength and functional movement. One of the first programs to allow you to do this and track it with software. After 8 months of training, our National Team athletes saw tangible increases in flexibility, mobility and strength. This season was one of our most successful as we won a combined team championship at US Junior Nationals in August.”

– Tony Batis, Palo Alto Stanford Aquatics



**Nick Folker, BridgeAthletic Co-Founder and Director of Elite Performance:** Nick is widely regarded as the top strength and conditioning coach in the world for aquatics athletes. Nick was introduced to swimming out of necessity. Developing life-threatening asthma as a young boy, he was given the option of trying swimming as a cure or being hooked to a life-support system. Nick applied himself to the sport and earned a swimming scholarship at the University of Hawaii, and then the honor of representing South Africa at the highest level competing in the 2000 Olympic Games in Sydney. Nick currently trains a group of elite professional swimmers and water polo players who hail from around the world. Over the last 12 years Nick's athletes have won 22 Olympic Medals, 7 team NCAA Championships and over 170 individual and relay NCAA championships. Check Nick and BridgeAthletic out as recently featured in [SwimSwam](#) and [SwimmingWorld](#).

Contact: [nick@bridgeathletic.com](mailto:nick@bridgeathletic.com)