

BRIDGE



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# OUR MISSION:

## EXPAND YOUR LIMITS

We believe inside every athlete beats a heart with a desire to compete, to win, to achieve victory. And if we lose, if we get knocked down, then we pick ourselves back up, and commit to training harder until we reach our goals. Because we know defeat is temporary. And victory lasts forever.

That's why we designed Bridge: not to push you to the limits, but to expand them. See you on the podium.



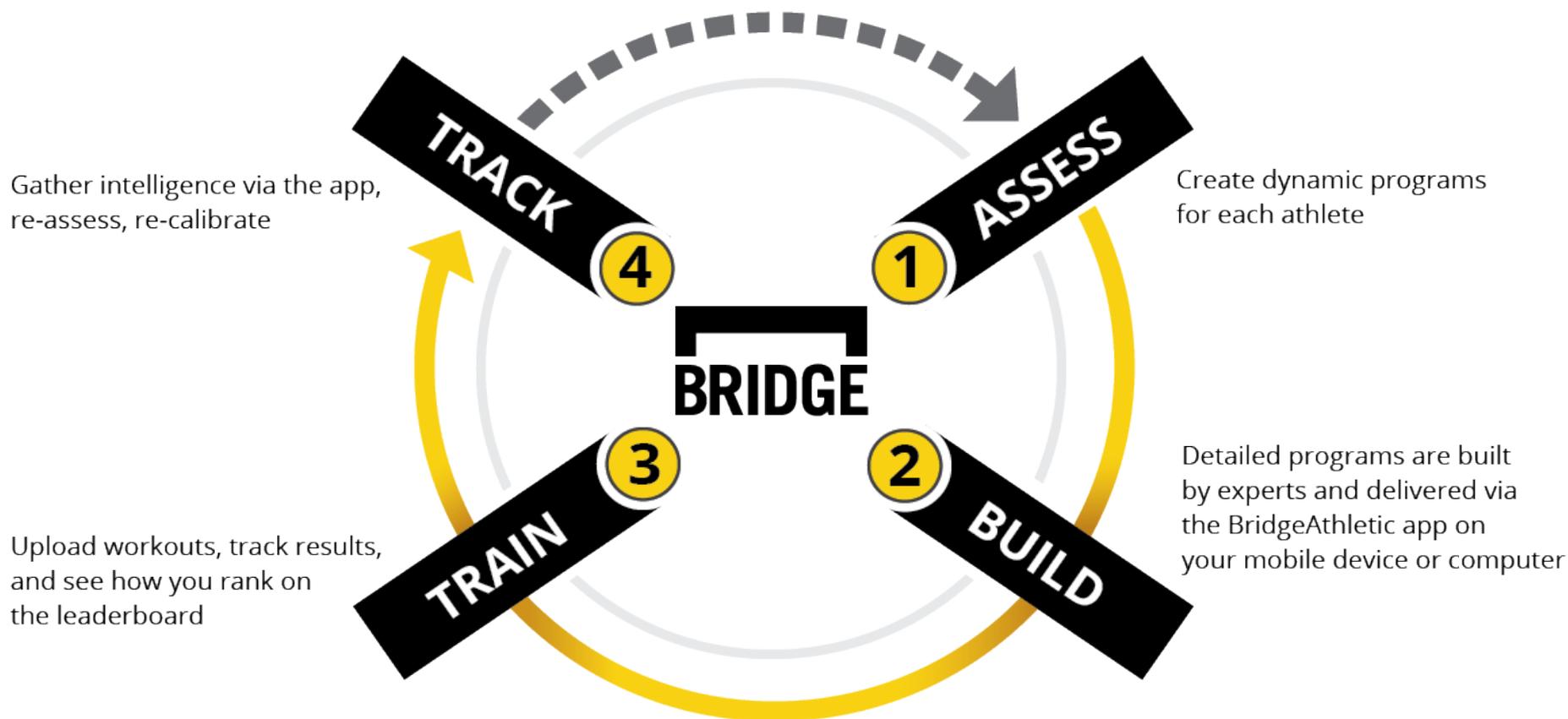


# WHAT WE DO

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.

# How it Works: BridgeStrength

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



## Step 1. Assessment and Questionnaire:

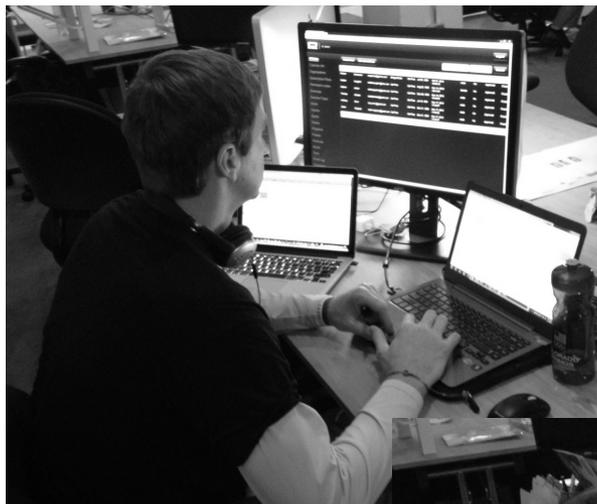
BridgeAthletic's team of qualified swim-specific trainers led by Nick Folker work with coaches to gauge the athlete strengths and weaknesses. The assessment covers flexibility, stability, mobility and strength. BridgeAthletic also uses a questionnaire to gather information about each team's competition schedule, equipment access and preference regarding number of sessions per week.



Hamstring Right	Hamstring Left	Hip Flexor Right	Hip Flexor Left	Quadricep Right	Quadricep Left
7	6	7	6	8	8
5	5	8	8	9	7
5	4	6	8	8	8
5	5	6	5	7	8
4	5	8	8	9	9
7	8	8	9	9	9
7	6	6	5	7	7
4	3	6	6	5	6
7	7	8	7	8	8
4	3	5	5	3	5
4	4	6	6	8	8
5	4	5	7	5	5
3	3	7	6	8	6
4	5	8	8	8	6
5	4	4	4	7	7
6	5	8	8	7	7
5	4	6	6	4	4
4	4	6	6	6	7
5	5	5	5	4	3
5	5	5	5	4	3
4	5	3	2	5	4
3	2	3	4	4	4
5	4				

**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 customized the program in three distinct areas:

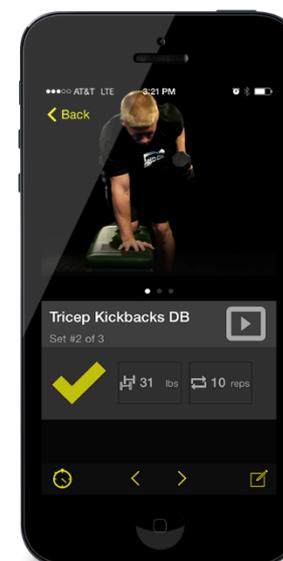
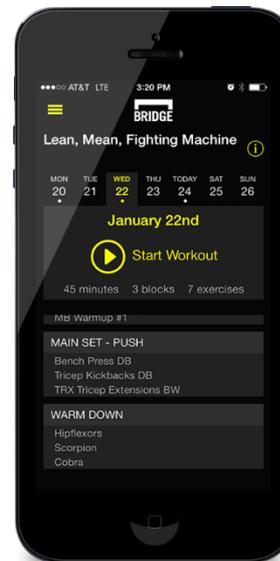
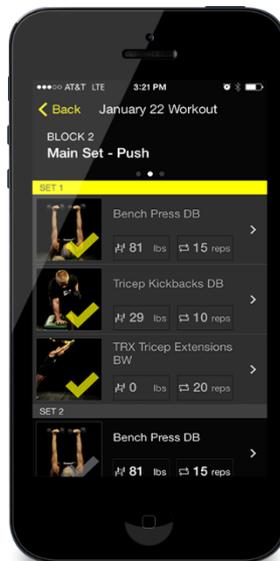
- 1. *Event & Competition Schedule***
- 2. *Sport-Specific Goals***
- 3. *Athlete Strengths & Weaknesses***



### 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.

In the screen to the right, coaches are viewing John Smith's completion of his Swimming Sprint training program for the month of February 2014.

The screenshot displays the BRIDGE coaching application interface. At the top, the BRIDGE logo is on the left, and 'Coach Sharf' with a dropdown menu is on the right. Below the logo, navigation tabs show 'My Teams', 'North Bay Aquatics', and 'John Smith'. The main header for 'North Bay Aquatics' includes 'North Bay Aquatics', '36 Athletes', and an 'Add Athlete' button. A yellow 'Leaderboard' button and a search bar are also present.

The profile for 'John Smith' is shown, including his name with an 'edit' link, height '5'11', and weight '173lbs'. Below this, the training program 'North Bay Aquatics 2014 Swimming (Y)' is listed as '1 Phase'. A progress indicator shows 'Phase 1' with four dots, the first three of which are filled.

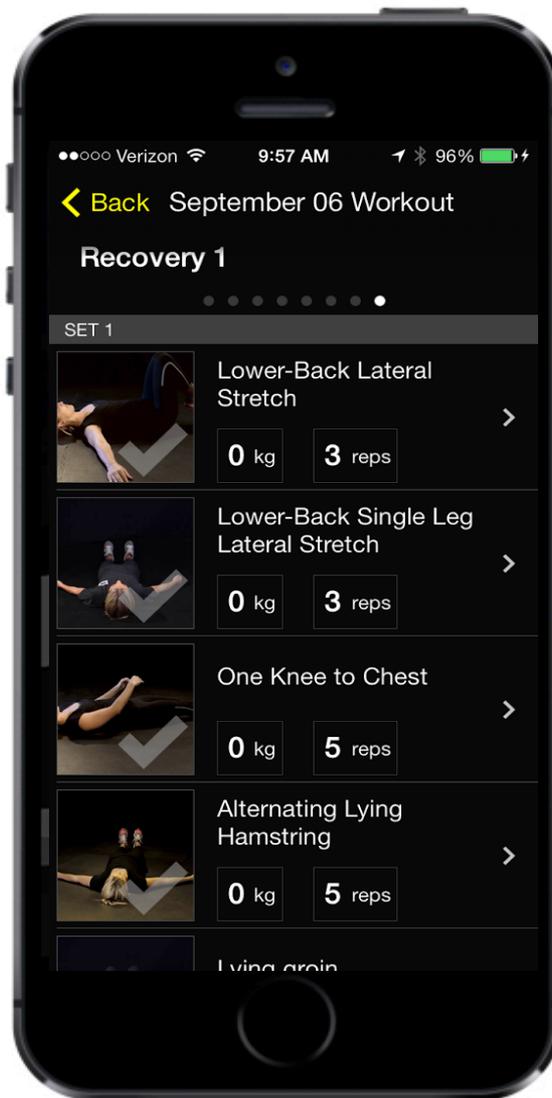
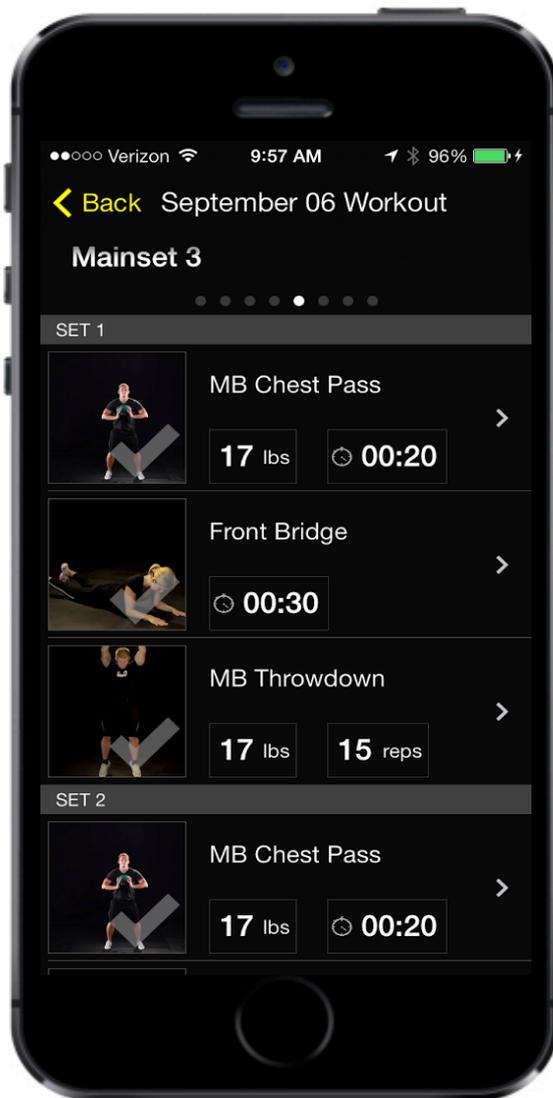
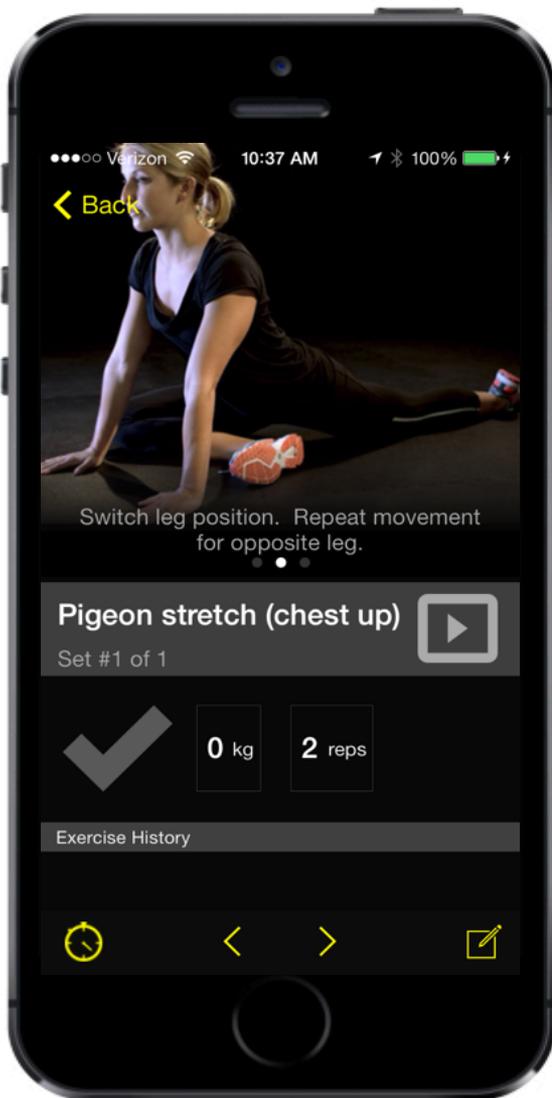
A calendar for February 2014 is displayed, with a yellow highlight on the 27th, 28th, 29th, 30th, and 31st. To the right of the calendar, the file 'swim\_sprint\_Y\_L3\_P1\_1\_3.xlsx' is shown for 'Week 3, Day 5'.

The main content area shows a list of exercises with their completion status:
 

- DB Front Squats**: Set 1/2, Reps: 8, status: Complete (checkmark)
- Band Good Morning**: Set 1/2, Reps: 8, status: Complete (checkmark)
- DB Front Squats**: Set 2/2, Reps: 8, status: Complete (checkmark)

On the right side of the exercise list, there is a table for performance tracking:

	DB FRONT SQUATS		BAND GOOD MORNING	
	Wt.	Reps	Wt.	Reps
Set 1	0	8	0	8
Set 2	0	8	0	8



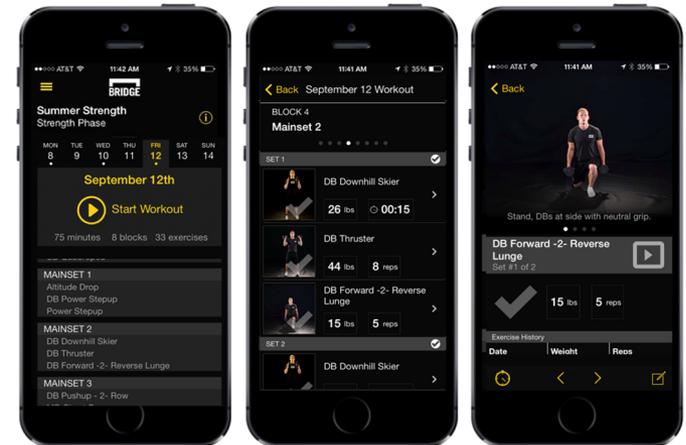
## Elite Training Program:

- Sessions will include core strength, flexibility and swim specific dynamic warm up.
- Sessions will include swim specific strength and power work.
- Sessions and program design will include additional tailoring based on individual experience, gender, competitions, event, distance, and goals.
- Seasonal Functional Movement Assessments for flexibility, stability and mobility levels.
- Each athlete receives a login and access to our iOS, iPad and Android applications
- Introduction to complex movements and equipment.



With BridgeStrength, coaches prepare their athletes by giving them access to elite level training. Besides the fact that your athletes will perform better, here are 3 additional reasons our coaches love recommending Bridge to their swimmers:

- 1. Customization:** We work with coaches to design the program based on competition schedule, experience level & other individual or team based factors so the Bridge progression is in parallel with the athlete's work in the pool from pre season through championship play.
- 2. Injury Prevention:** We cater the training to strengthen common areas of weakness in each athlete's sport. At the end of each workout, we provide a list of movements designed to help athlete's recover faster. Our programs will help your athletes bounce back from tough workouts and intense competition. We build core strength, improve body alignment and alleviate imbalances. Our programs are designed to add years of peak performance to your athletes' competitive career.
- 3. Education:** Athletes follow a tailored curriculum with 24/7 access to educational videos, images and cues that demonstrate how to perform each movement with precision. Our system allows an athlete to progress from beginner to advanced in a structured, organized manner. Your athletes will learn the correct terminology and movements normally reserved for elite athletes. Our organization has experience training athletes who range in level from novice to Olympic Gold Medalist.



**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)

# WHO WE ARE

We're sports geeks with MBAs. We're data jocks. Coders. Coaches and trainers. But we were athletes first. As athletes, we've ridden the pine on JV, and competed in nationals. We know what its like to get up before the sun, put the hours in the gym, and run stadiums. We've seen the direct connection between time in the weight room and the ability to compete—and win—at the highest level. We've won NCAA championships and competed at the Olympics.

As coaches, we've helped athletes reach their full potential, winning everything from their age group section championships to Olympic Gold Medals.

