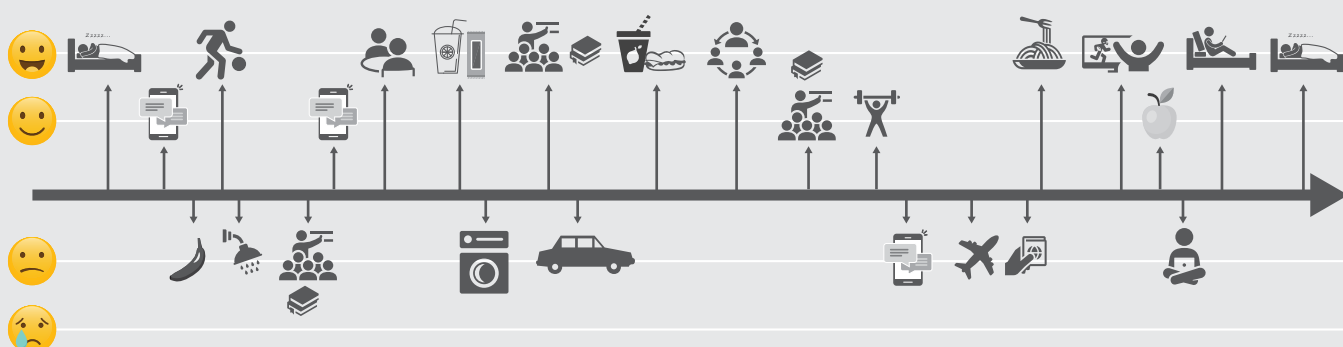


IMPROVING PERFORMANCE STUDENT-ATHLETE QUALITY OF LIFE



THECIRCUIT
POWERING ATHLETIC PERFORMANCE

Student-Athletes experience a range of emotions throughout the day as they strive to balance busy schedules.



Their time is spent in three key areas:

Academics

38.5 HRS/WEEK

Deregulation of NCAA rules places new focus on health and nutrition, with average expenditures increasing by **145%** to attract & support student-athletes.*



Services include:

- Training Table
- Rapid Fuel Snacks
- Travel Meals
- Certified Sports Nutritionist
- Team Chef
- Sports Camps

* CPSDA Survey.

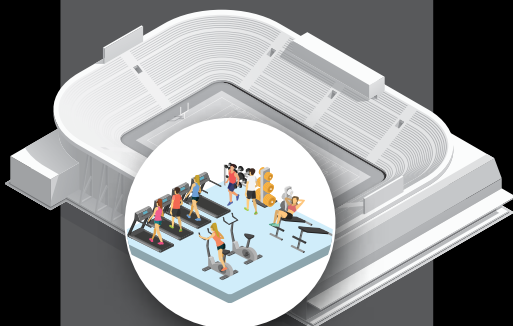
FUELED



Athletics

34 HRS/WEEK

The Flutie Effect: When a school rises from mediocre to great on the gridiron, applications increase by **18.7%** or more.**



Services include:

- Grounds & Turf Management
- Court, Track, Pool Maintenance
- Cleaning
- Equipment Lifecycle Management

**Marketing Science 32 no. 5.

EQUIPPED



Personal & Social

17.1 HRS/WEEK

Mental health is the **#1** concern of the NCAA Chief Medical Officer***



Services include:

- Engagement Activities & Group Class Planning
- Personal Development
- Internships

*** NCAA.

CONNECTED



As the world's largest private employer of dietitians (7,500), Sodexo provides nutrition for Collegiate and Professional-level athletes, The United States Marines and at events around the world like the Tour de France and in Olympic Villages.



52% use messaging apps 3+ hours per day. **The Circuit** leverages habits & technology to engage and educate Student-Athletes and enhance performance.