

**360 Athlete Support**

**The Goal:** helping you to become the best athlete  
you can be

360 Athlete Support



Tip of the iceberg:

**The visible. The races.**

People only see the races, your success.  
Just the tip of the iceberg.

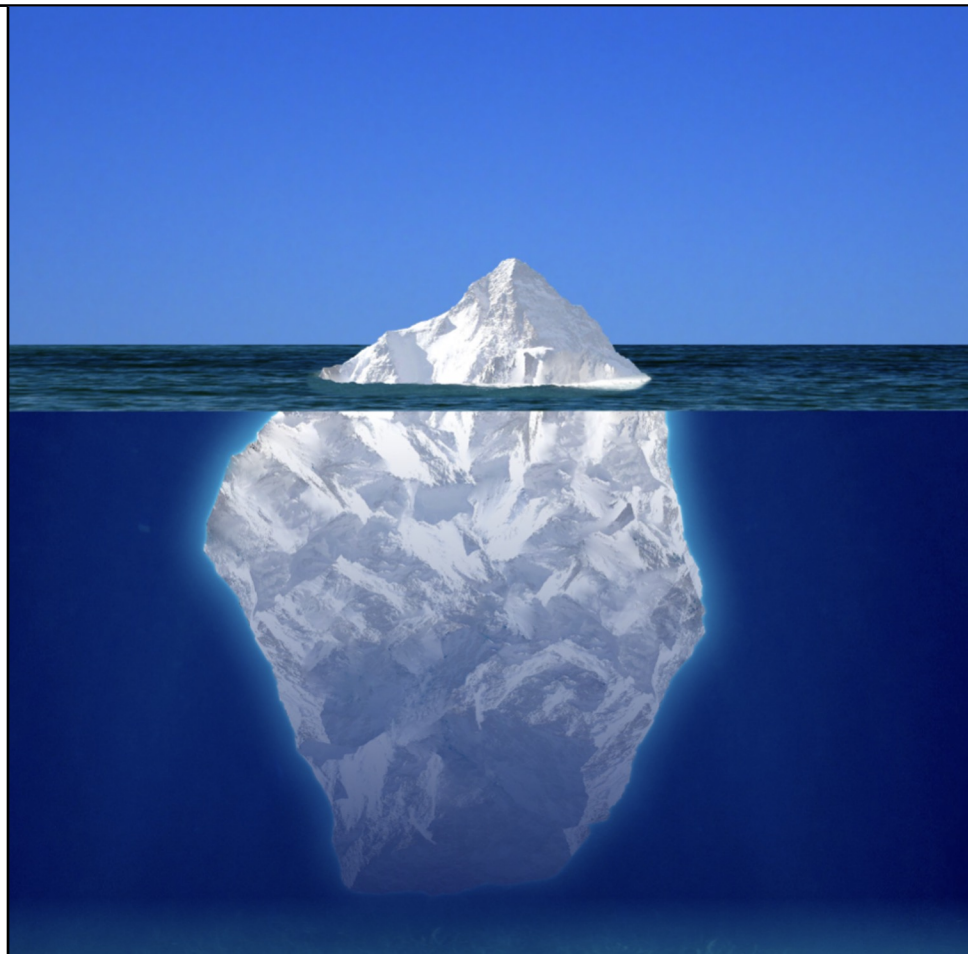


## The invisible. The preparation.

Success is an iceberg, with its visible peak seen and admired by everyone, while its massive foundation, built of many little stepping stones and relentless work, remains hidden beneath the surface.

You can only build such a huge and stable base if you have a holistic approach and look into all the aspects of your life. There are many more aspects influencing your performance than just the physical aspects.

And that's where the «360 Athlete Support» is meant to help. A holistic approach and support in different areas can make the difference and unlock the athletes' potential.



## 360 Athlete Support

**360 Athlete Support is a space providing unique services and benefits in a holistic approach to unlock athletes' potential and support them during and after their sports career.**

— Background

— Structure

— Areas of benefits / Pillars



### **Project lead**

Nicola Spirig:

Benefit of own experience: 25 years of international racing and 5 Olympics, many World Champs and medals at both, building a foundation, kids series, company while combining it with family and now move to career after sports.

Big network athletes can benefit from.

### **Goal**

Giving you some work in areas where it develops your skills and helps you to become better.

Taking some work off you and providing you with a network in areas were it only takes your energy.

### **Areas of support**

Based on athlete survey results & conversations with athletes and coaches.

Ongoing process adapted to the needs of our Athletes.

### **All voluntary**

(exception: Antidoping)

Chose the support you haven't built up yourself yet and where you can benefit of the 360 Athlete Support project

### **Challenges**

- Nearly 150 athletes
- Across different sports
- Based in different countries
- At different stages of career

Very different situations and needs of athletes, therefore wider range of support – every athlete choses where there is a benefit for him/her.

## Athlete Platform

We are currently working on a platform to have all information available in one place. Temporarily we have set up a very basic Website.

## Three Levels of support

- Level 1  
Information, network, deals, guidelines
- Level 2  
Online Workshops and in person workshops at events such as the Athlete Summit
- Level 3  
Individual Support: 1:1 «coaching» (mental coaching, financial advice etc.)

There is free access for all athletes to Level 1 and 2  
There will be a credit/coin system for support at Level 3

## Focus on 6 Pillars



**Holistic Support** can make the difference to **unlock athletes' sporting performance**.

360 Athlete Support is a space providing **unique services and benefits** to athletes **during** and **after** their sports career.

**Physical  
& mental  
preparation**



**Health &  
recovery**



**Finance**



**Branding  
& media**



**Personal  
& career  
development**



**Athlete VIP  
experience**



### **Physical preparation**

Outside 360 Athlete Support:

- OAC, individual setup
- Testing
- Product development

### **Mental preparation**

- Cooperation with Henning Thrien
- Different topics on platform (sleep, focus,...)
- Health app
- Network (mental health)
- 1:1 coaching





### Medical

- First contact: Patrik Noack
- Medical network: fast appointments, doctors who care, special solutions
- G. Ahlbäumer St. Moritz, J. Scherr Zürich
- Health insurances: work in progress
- Athletes Network: work in progress

### Antidoping

- Antidoping course
- Antidoping workshops/information
- NSF certified products: cooperation planned
- Other measures planned

### Nutrition

- Info/workshops: work in progress
- Cooperation & deals Sports Nutrition (Maurten, Sponser)

### Company Deals

- Recovery tools, sauna, gym, sleep enhancing tools etc. planned

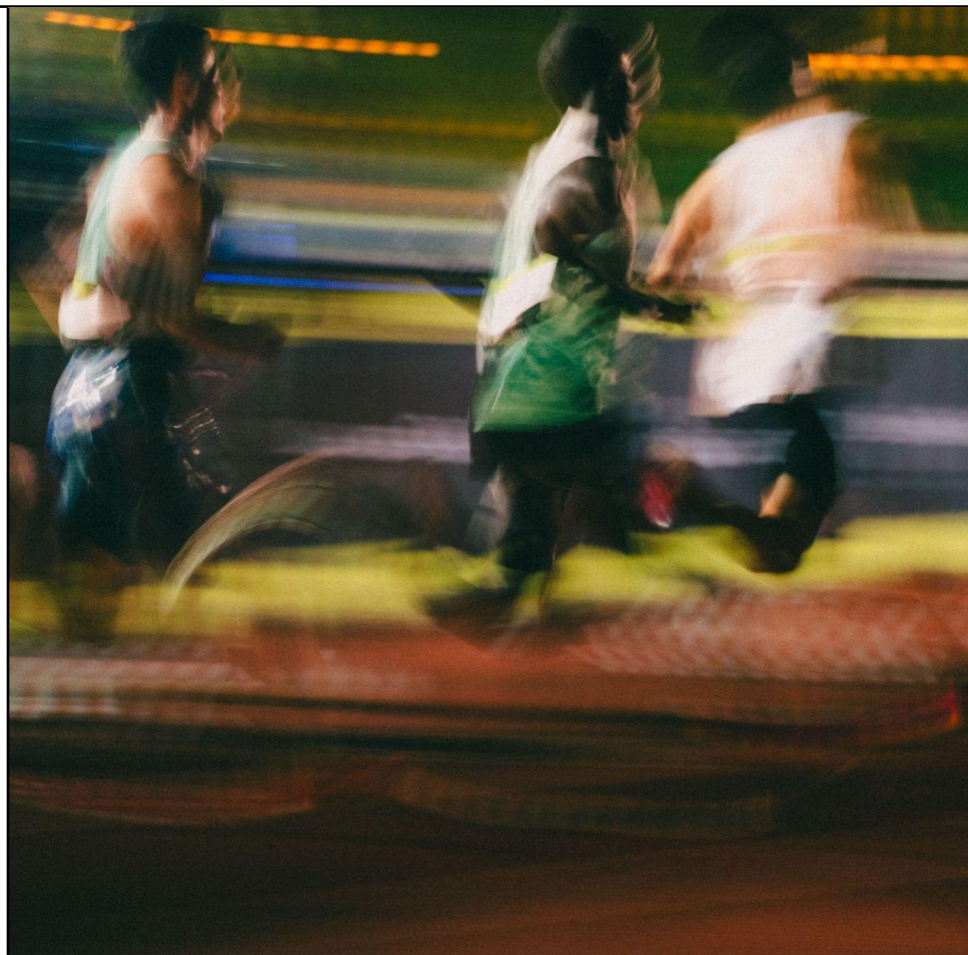


### **Financial advice**

- Cooperation with On finance team and external partner

Planned support:

- Workshops
- Information provided on our platform about
  - Budgeting
  - Taxes
  - Insurances
  - Risk management
  - Investments
  - Financial Planning
  - Mobility
  - Legal
- Help desk / individual financial advice in cooperation with external partner (KPMG? Tbc)



### Media training

- At events (Athlete Summits)
- Online workshops, Guidelines
- Help desk

### Social media

- Guidelines  
(how to use platforms, how to post ads, do's and don'ts)
- How to manage comments / controversial topics
- Help desk

### Crisis communication

- Contact your athlete manager and align communication





### Assessment:

- Assessing your job interest & personality profile (online test)
- Reflecting and interpreting of test results with external expert Jörg Blunder
- Second talk about possibilities and ideas of your personal journey
- Third talk crafting your personal job vision & development plan

Pilot with 6 athletes in October 23, planned to open up for all interested athletes from start of 24

### Possibilities within On

- Meet experts
- Internships
- Online learnings
- Jobs afterwards in very different areas

At the moment only on request from athletes, individual approach in cooperation with talent team

### Education

- Possible cooperation with universities 2025 (planned in future)



## VIP experience

### Athlete Summits

USA, Boulder: 15–19 October

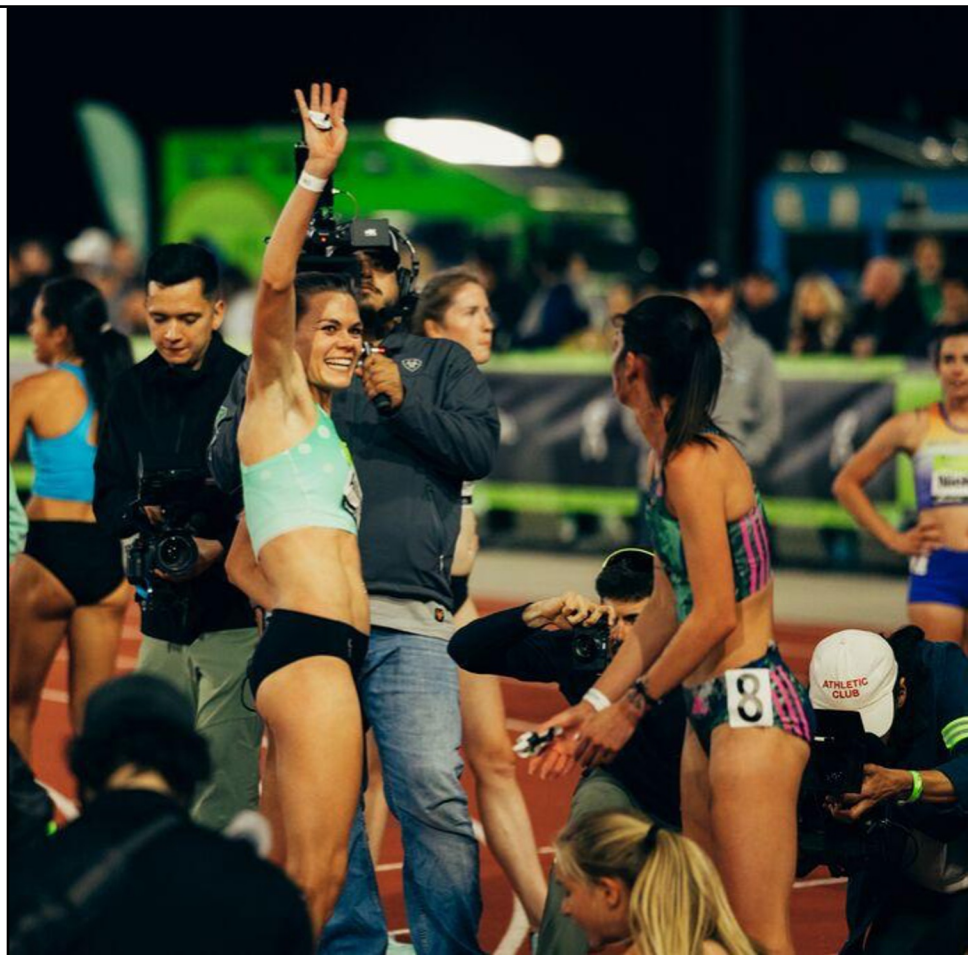
Europe, Switzerland: 23–27 October

### Company Deals

On employee benefits expanded to our athletes. Specific deals can be requested and will be evaluated.

### Gifts

Celebrations, Athlete evenings





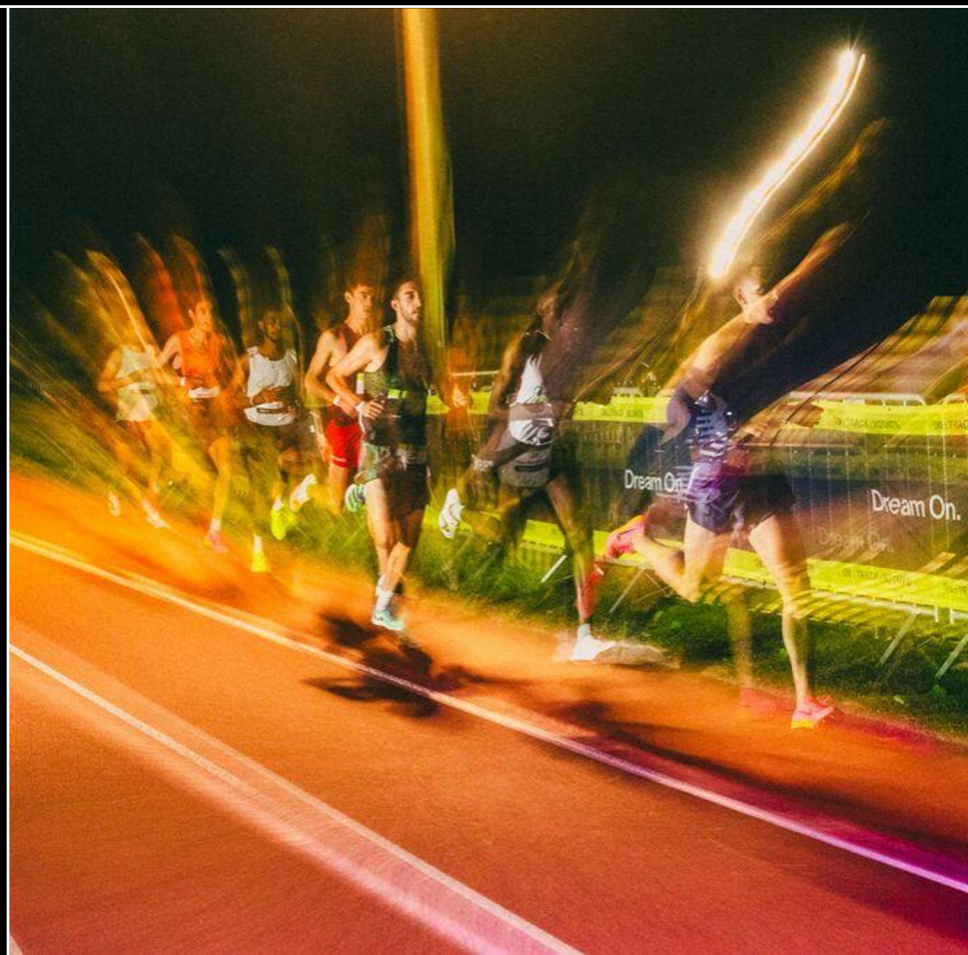
## What do we want you to do?

**having this 360 athlete support and not using it is like having a great coach and the best possible training program but you decide not to train.**

Use this support! It is for you.

Check the options and chose what will help you to become better.

**The goal is to enable you to train harder, recover faster and race to win!**



**Opportunities don't happen.  
You create them.**

**Thank you  
360 Athlete Support  
Nicola Spirig**