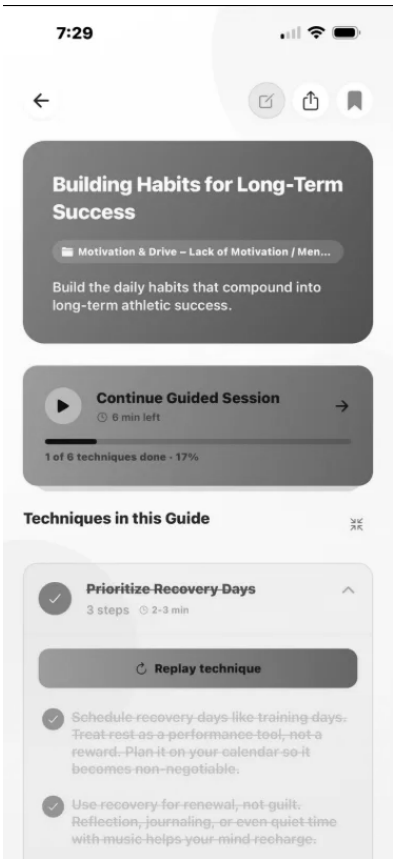
A stronger mental game. For every athlete.

Guided mental performance programs and practical techniques for athletes. A connected library and dashboard for coaches. Built in Canada, for individual athletes and teams.



Guided programs. Practical techniques.

Athletes build a routine. Coaches find, assign and share the training that fits their team.

Business model

Individual app-store subscriptions and contracted team access. Custom team proposals reflect roster size and the support required.

Starting point

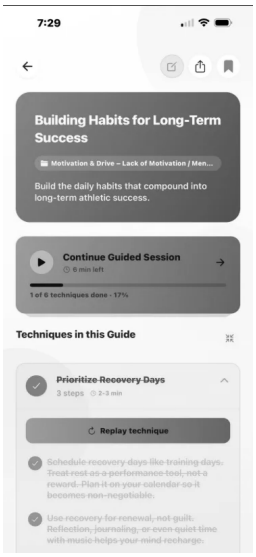
Hundreds of athletes onboarded in Canada, reported by the founders. Revenue, paid conversion and retention are still to be measured.

Prepared 11 November 2026. Current capabilities, sourced research, illustrative planning assumptions and clearly labelled future plans.

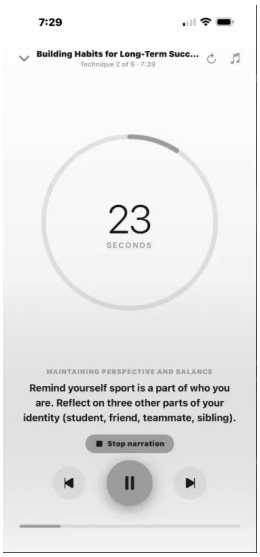
support@mindedgeapp.com | mindedgeapp.com/business-plan/

Make mental practice part of the game.

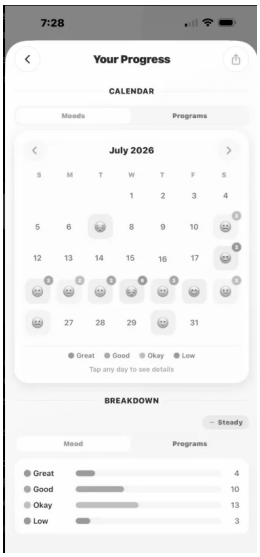
Mental performance and wellbeing deserve a place in an athlete's training. MindEdge turns that intention into guided programs and practical techniques.



Programs with practical techniques



Guided mental rehearsal



A record of your practice

A plan athletes can follow

Guided programs break confidence, focus and pressure into techniques athletes can practise. Short resets and games support the routine.

Tools coaches can put to work

Browse the library, preview a technique, assign training, and follow completion. Export a resource as a handout.

Business case

The business combines individual app-store subscriptions with paid team contracts. The initial focus is organized sport: coaches and clubs that can introduce a repeatable mental practice to an entire roster. MindEdge is a mental performance and wellbeing tool; it does not diagnose conditions or replace clinical care.

The pressure is often coming from within.

Athletes face pressure and fear of failure. Access to practical mental support has not kept pace with the need.

SportsAid / 379 UK athletes / 2023



66.5%

Cited self-imposed pressure as a source of sport stress in a survey of 200 U.S. high-school athletes aged 16-17.

64%

Cited fear of failure in the same study. These are respondent findings, not estimates for all athletes.

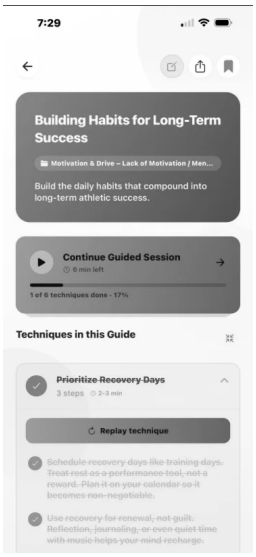
Business case

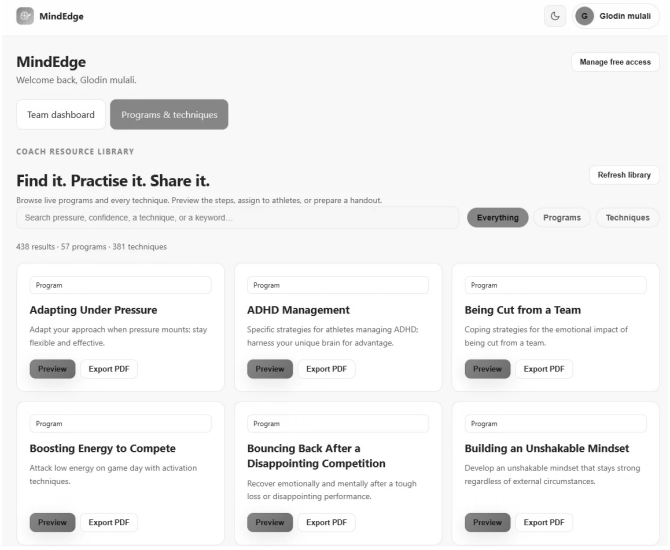
In SportsAid's 2023 survey of 379 UK athletes, 75% rated mental health resources, tools and sessions from SportsAid specifically to help their sporting performance as quite or extremely useful; 46% reported some or a lot of access to sport psychology support. These answer different questions. The NCAA's October 2025 SNAP survey also found performance pressure had harmed mental health in the previous month for 40% of respondents in women's sports and 19% in men's sports. That voluntary survey had 6,789 respondents across 153 Division I schools and an estimated 12% response rate. These studies support the need for accessible support, not a claim that MindEdge improves outcomes.

Sources: [1], [2], [16]. Full references follow.

Programs that turn intention into practice.

Live on iOS and Android, with a website and coach tools. Seven app languages help athletes practice in familiar words.





An athlete's guided program

The coach resource library

One program. Clear next steps.

Choose a goal or moment, follow the guided session, and work through practical techniques at your own pace.

From the library to the team

Coaches preview programs and techniques, assign them to athletes, and export a PDF handout for a session.

Business case

Structured programs and techniques are the core of MindEdge: practical training for confidence, focus, pressure and setbacks. The same library supports independent athlete practice and coach-led team work. Breathing, visualization, four mental games, check-ins, progress reports and AI coaching provide additional ways to practise. Coaches can follow assigned completion; private AI conversations are not a team feed. The app supports English, French, Spanish, German, Simplified Chinese, Japanese and Korean. MindEdge supports mental performance and wellbeing; it does not replace clinical care or claim proven performance outcomes.

Sources: [3]. Full references follow.

Built with athletes. Improved with their feedback.

Hundreds of athletes onboarded in Canada.



Lesley Smyth

A licensed counsellor specializing in athletes and a former Olympic Trials swimmer, Lesley brings professional and lived experience of the pressures athletes face.



Glodin Mulali

An industrial engineer (EIT), product builder, First Team All-Canadian receiver and Team Canada gold medalist, Glodin connects athlete experience with product development.

Business case

Founder-reported traction, as of November 2026: hundreds of athletes onboarded in Canada through team relationships and mental performance sessions, with ongoing feedback and product use. This is not a count of paid subscribers, monthly active users, or contracted teams. Exact revenue, retention, and paid conversion are not yet available for publication. The next priority is to measure cohorts: invited, activated, active at four weeks, paid, and renewed. Personal onboarding is an early learning and distribution advantage; a repeatable partner playbook must eventually reduce reliance on founder time.

Sources: [3]. Full references follow.

A large adjacent market. A focused entry point.

Organized sport gives MindEdge a practical route to athletes through the people who already support them.

Broad mental-health apps market / USD



Adjacent market context, not MindEdge's addressable market.

55% / Canada

People aged 15+ who played a sport in the previous year, in Statistics Canada's 2023 survey. Includes recreational participation.

19,928 / US teams

NCAA championship-sport teams in 2024-25, with 554,298 student-athletes across three divisions.

38% / European Union

Citizens exercising several times a week in the 2026 Eurobarometer. A further 9% exercised almost daily. Broad activity context.

Business case

Grand View Research estimates the broad mental-health apps market at USD 7.48 billion in 2024 and forecasts USD 17.52 billion by 2030. This includes general wellness and clinical-use categories; it is not MindEdge's addressable market. Canada provides the initial relationship base, with US teams and European clubs as expansion routes to test. The participation statistics have different populations and definitions; they cannot be added together or treated as paying customers. Build a sales model from qualified clubs, decision-makers, contract value, conversion and renewals. A reliable public market-size estimate for athlete mental performance software was not identified.

Sources: [4], [5], [6], [7]. Full references follow.

Demand is real. Differentiation must be earned.

Established specialists already serve athletes and teams. Large wellbeing brands also compete for attention.

Company	Public offering	Position / relevance
MindEdge	Guided programs and techniques, a coach resource library, PDF handouts, assignments, games and seven app languages.	Combines individual practice with team delivery and founder-led education. Current product; differentiation must be validated.
Champion's Mind	Structured mental training and a coach dashboard.	Shows that athlete subscriptions and team management are established categories.
Restoic	Team programs, onboarding, and a SmartCoach dashboard.	A close comparison for combining human onboarding with ongoing practice.
Sync	Athlete sessions, team licences, and coach progress tracking.	Reports 15,000+ athletes on its site; company-reported adoption, not paid users.
Rewire Fitness	Readiness, recovery, breathing, and cognitive training.	Competes around performance routines and training readiness.
Headspace	A large general mindfulness and wellbeing platform.	An adjacent attention and subscription competitor, beyond sport-specific tools.

Business case

MindEdge's position is the combination: structured programs athletes can follow, practical techniques coaches can assign or print, interactive practice and multilingual delivery. Competitors also offer training, dashboards and onboarding; none of those features alone is unique. The next commercial test is whether teams start, keep using and renew this combined workflow. There is no reliable niche market-share dataset to establish dominance or its absence. This comparison describes public offerings, not a quality ranking or proof that competitors lack an unlisted feature.

Sources: [3], [8], [9], [10], [11], [12]. Full references follow.

Two customers. One connected product.

Individuals subscribe through app stores. Teams purchase contracted access for their roster and coaches.

Individual subscriptions

Localized iOS and Android checkout. Current prices and available plans are shown in the stores; no new public price is announced here.

Team contracts

Custom proposals based on roster size, contract length, onboarding, and the support required. Team codes make access straightforward.

Future practitioner services

A potential network of qualified local professionals, team sessions, and athlete bookings. Future development; excluded from base-case revenue.

Business case

Start team sales with a defined pilot, an agreed decision date, a named coach champion, and written success criteria. Convert successful pilots into season or annual contracts. Distinguish software access from optional facilitated sessions so service delivery does not quietly consume subscription margin. Define seats, renewal terms, support, permissions, and athlete transitions up front. Maintain individual access and store subscription restoration alongside team entitlements. Final pricing should be tested against delivered value and willingness to pay, not set from a competitor's cheapest plan.

Earn trust with teams. Turn content into practice.

Today's engine is organic content and direct relationships. Paid growth comes after retention and economics are understood.

Organic discovery

Instagram, TikTok, and Facebook: carousels and reels. Current founder-reported cadence is 3-4 carousels a day.

Team-led activation

Meet the team, discuss mental performance, onboard athletes, and give the coach one clear first assignment.

Measured expansion

Later: athlete and practitioner creators, referrals, and controlled Meta and TikTok campaigns.

Business case

Track each step: content view to website visit, store visit, install, first completed practice, four-week return, paid conversion, and renewal. Use tagged links and cohort reporting, with appropriate consent. For teams, track qualified conversations, pilots, activation, coach engagement, signed contracts, and renewal. Publish fewer stronger pieces if volume is not producing useful engagement. Reuse athlete questions to improve content and onboarding. Introduce paid campaigns with a capped test budget only when contribution and retention can support an explicit acquisition-cost ceiling; impressions and installs alone are not a growth strategy.

Two revenue streams. Measurable economics.

All figures below are illustrative CAD planning assumptions. They are not prices, offers, forecasts, or current results.

Scenario	Teams	Individuals*	Gross / CAD	Contribution**
Early scale	50	1,000	240,000	139,500
Growing network	200	5,000	1,050,000	609,500
Expanded reach	500	15,000	2,850,000	1,652,500

*Separate paying individuals. **After assumed variable costs, before overhead and acquisition. Not profit.

Separate the revenue streams

Team contract revenue plus individual subscription revenue. Team-covered athletes are not counted again as paid individuals.

Protect contribution

Include store fees, payment fees, delivery costs, and onboarding before evaluating acquisition spend.

Business case

The example assumes CAD 3,000 per team annually, 30 athletes per team, CAD 90 annual gross revenue per separate paid individual, 15% blended individual store fees, 3% team payment fees, CAD 25 annual variable delivery cost per covered athlete, and CAD 400 first-year onboarding cost per team. These are editable hypotheses, not researched operating costs. Actual platform terms vary by program, region and eligibility. Contribution excludes salaries, acquisition, tax, refunds, travel, fixed hosting, legal, insurance, and other overhead. It is not profit. Future session or marketplace revenue is excluded. Larger rosters, AI usage and human support must be measured before signing uncapped contracts.

Sources: [13], [14]. Full references follow.

Build repeatability before expanding the map.

A proposed 24-month sequence, paced by evidence rather than a promise of growth.

0-6 months / Canada

Instrument activation and retention. Standardize team onboarding, define support boundaries, and test contract proposals with current relationships.

6-12 months / US and Europe

Expand through selected clubs and qualified partners. Validate translated onboarding, willingness to pay, and local support requirements.

12-24 months / Broader markets

Pilot further regions, including Asia, only when localization, partner quality, support capacity, and economics justify expansion.

Business case

Decision gates: a reproducible first-practice journey; measured four-week athlete engagement; coaches assigning and reviewing training; paid contracts with understood delivery cost; and renewal evidence. Set numeric thresholds after collecting a baseline instead of presenting invented benchmarks. Product work prioritizes speed, accessibility, language quality, reliable team access, and privacy. Partner-led onboarding should be documented and tested before recruiting a broad practitioner network. A future booking ecosystem needs credential checks, country-specific professional scope, consent, safeguarding, payments, cancellations, and a clear separation between mental practice and clinical services.

Measure the habit. Protect the relationship.

The business should grow around useful repeat practice, responsible support, and sustainable delivery costs.

Engagement and commercial proof

First-practice completion, four-week returning cohorts, coach activity, contract conversion, renewals, and contribution per account.

Product and safety

App reliability, response time, support burden, translation quality, privacy controls, and clear routes to human help.

Cost and capacity

Cloud and AI use, content review, customer support hours, onboarding time, and service capacity per team.

Business case

Key risks and responses: weak retention requires a better daily routine before higher ad spend; long team sales cycles require clear pilot terms and season-aware timing; human onboarding needs a repeatable playbook; AI and cloud costs need budgets and monitoring; youth participation and sensitive information need appropriate consent and access controls; practitioner expansion needs jurisdiction-specific review. Plan operating budgets for product development, hosting, AI, content and professional review, localization, support, insurance, legal, travel, and marketing. Funding needs and a cash runway cannot be responsibly stated until hiring, actual costs, signed revenue, and owner investment are known.

BUILD WITH US

Bring a stronger mental routine to your team.

We are looking for teams, clubs, and aligned partners who want to make mental practice easier to start and sustain.

support@mindedgeapp.com

mindedgeapp.com/download

For teams

Discuss your roster, season, and goals. Define a practical pilot and a custom team proposal.

For partners

Explore education, distribution, and future local practitioner opportunities. Help shape the next stage.

Business case

Contact support@mindedgeapp.com. Meet MindEdge at Web Summit in Lisbon, 9-12 November 2026. Individual athletes can find the app on iOS and Android. This plan separates current product capabilities and founder-reported traction from proposed commercial assumptions and future services. It is a discussion document, not an investment offer or a guarantee of results.

Sources: [15]. Full references follow.

Research and references

Reviewed 11 November 2026. Original sources are linked below.

[1] Health Psychology Research (2023): Prevalence of stress amongst high school athletes

200 U.S. high-school athletes aged 16-17; multiple stress sources could be selected.

https://pmc.ncbi.nlm.nih.gov/articles/PMC9946800/

[2] SportsAid athlete survey (2023)

379 SportsAid-supported UK athletes across 63 sports; 75% usefulness and 46% access answer different questions.

https://sportsaid.org.uk/news-and-insights/news/talented-young-athletes-want-more-mental-health-and-wellbeing-support

[3] MindEdge product and founders

Product and founder information from MindEdge; Canada onboarding and posting cadence are founder-reported, not independently audited.

https://mindedgeapp.com/about

[4] Grand View Research: Mental Health Apps Market (2025 report)

USD 7.48B 2024 estimate; USD 17.52B 2030 forecast. Broad adjacent category, not an athlete-specific TAM.

https://www.grandviewresearch.com/industry-analysis/mental-health-apps-market-report

[5] NCAA: Record participation in 2024-25

554,298 championship-sport participants and 19,928 teams across three divisions.

https://www.ncaa.org/news/media-center-a-record-number-of-ncaa-student-athletes-participated-in-2024-25/

[6] European Commission: Sport and physical activity, Eurobarometer (2026)

EU-wide survey: 38% exercised several times weekly and 9% almost daily. Includes general exercise, not only competitive athletes.

https://cyprus.representation.ec.europa.eu/news/europeans-are-doing-more-physical-activity-new-eurobarometer-shows-2026-09-22_en?prefLang=el

[7] Statistics Canada: Participation in Canadian society through sport and work (2023)

55% of people aged 15+ participated in sport in the preceding 12 months. Includes recreational and competitive sport.

https://www150.statcan.gc.ca/n1/daily-quotidien/231010/dq231010b-eng.htm

[8] Champion's Mind: Features

Company description of app and coach dashboard; no claim of independently verified outcomes.

https://www.champsmind.com/features/

Research and references

Reviewed 11 November 2026. Original sources are linked below.

[9] Restoic for Teams

Company description of team programs, onboarding and SmartCoach dashboard.

https://restoic.com/pages/restoic-for-teams

[10] Sync: Mental training for athletes and teams

15,000+ athletes is a company-reported adoption figure, not audited paying subscribers.

https://www.syncmental.com/

[11] Rewire Fitness: Athletes

Company description of readiness, recovery and cognitive training.

https://rewirefitness.app/athletes

[12] Headspace

Adjacent general wellbeing competitor; no comparable sport-specific market share used.

https://www.headspace.com/

[13] Apple App Store Small Business Program

15% commission requires eligibility and enrollment; actual terms must be checked for the business.

https://developer.apple.com/app-store/small-business-program/

[14] Google Play: Service fees

Actual fees depend on product, program and regional terms. The model uses an illustrative blended assumption.

https://support.google.com/googleplay/android-developer/answer/112622?hl=en

[15] Web Summit 2026

Lisbon, 9-12 November 2026. MindEdge attendance is owner-confirmed; no sponsorship or endorsement implied.

https://websummit.com/web-summit-2026/

[16] NCAA SNAP Study: October 2025 survey, pp. 2, 5 and 65

6,789 respondents, 153 Division I schools, estimated 12% response. Performance pressure negatively affected mental health in the prior month: 40% in women's sports and 19% in men's sports. Voluntary sample, not a population estimate.

https://ncaaorg.s3.amazonaws.com/research/snap/Oct2025RES_SNAPStudy.pdf#page=65