



ESTABLISHED

2021

WHAT
IS IT?



PERFORMANCE
BOX ACADEMY



INTRODUCING PERFORMANCE BOX SUPPLEMENTS



TODAY'S AGENDA



- 1 WHAT IS PERFORMANCE BOX?

- 2 HOW DOES IT ALL WORK?

- 3 WHY CHOOSE PERFORMANCE BOX?

- 4 FUEL. EXCEL. RECOVER

- 5 VISION

- 6 SUMMARY

IT'S A
SUBSCRIPTION
BOX

WHAT IS PERFORMANCE BOX?

Performance Box is a sports supplement box made by athletes for athletes. We've created an all-in-one solution around-training supplementation for athletes at any level by providing 3 core and popular products in athletic populations: creatine, to help FUEL the athlete, an isotonic and electrolyte solution, to EXCEL the athlete, and whey or vegan protein to help the athlete RECOVER.

The 3 products we're using ultimately aid in the athletes ability to recover between intense and enduring training sessions.



Athletes don't need to do any research to ensure the products they're using work, as we've been working with sports nutrition experts to make sure we've got the right products in our box that are going to give the athlete results, value for money and subscription convenience; meaning we'll resupply athletes every month with no need to place a second, third or fourth order.

Performance Box has been created with the athlete in mind, as an athlete there's already enough stress around training, food and competing so we're here to take away the stress of supplementing.



BRIEF
OVERVIEW

HOW DOES IT WORK?

STEP ONE: ATHLETE ORDER



The athlete orders their first Performance Box via the website.

STEP TWO: FULFILMENT



When we receive the order we carefully pack the box and add the athletes preferences to our subscription system for their resupply.

STEP THREE: COURIER PICKUP



Orders are charged on the 2nd of each month and despatched via courier next working day.

STEP FOUR: DELIVERY



The courier will deliver the box within 3 working days to the athletes house, gym, or place of work.

WHY CHOOSE PERFORMANCE BOX?

* SUBSCRIPTION CONVENIENCE

- Being an athlete is stressful enough, so we've created a subscription model with convenience at the forefront ensuring our athletes get their essential supplements around training and performance to their door, gym or office at the same time every month.

* LED BY SCIENCE

- There're thousands of products on the market which just makes it confusing for athletes to get the right stuff, so we've been working with experts in sports nutrition to ensure the products we use give the athlete the most value, are highly researched, and safe to use.

* ALL-IN-ONE SOLUTION

- Performance Box is an all-in-one solution for sports performance supplementation, we've got all aspects of around-training supplementation covered; pre, intra and post workout, all inside our monthly, cost effective box!

FUEL. EXCEL.

RECOVER.



PRE-TRAINING

Creatine is a widely used supplement in athletic populations, increasing performance in athletes during high-intensity training.

More recent studies have shown that creatine benefits athletes who train for enduring periods improving and maintaining work capacity.



INTRA-TRAINING

Isotonic supplements have been used in sport for years with products like Lucozade Sport, which are designed to replace lost electrolytes during aerobic and enduring training.

Staying hydrated helps maintain fluid balance and slows down fatigue.



POST-TRAINING.

Whey protein is one of the most popular products to help aid in an athletes recovery after a training session by providing the body with nutrients to help repair damaged muscle.

Protein powders can be stacked with other products and used before and during training too.



OUR VISION

RESEARCH-LED



Following the science is of the utmost importance to us at Performance Box, so we can deliver a product that's guaranteed to work for our athletes, backed by the latest evidence-based research allowing us to become a catalyst for educating athletes on proper sports nutrition and supplementation.

01

COMMUNITY-CENTRIC



Community is the beating heart of Performance Box, athletes are real people and we'll always endeavour to put the needs of the athlete first. We aren't just here to sell boxes, we want to make an impact on the lives of the many different athletic groups that we'll be working with.

02

DEVELOPMENT



Our product is our bread and butter, it's catalyst for us to help athletes, ensuring we continue to develop, improve and take our athletes feedback on-board to shape the future of what's inside the Performance Box.

03

ANY QUESTIONS? **SUMMARY**

Thank you for learning about
Performance Box!

Today we learned:

- What Performance Box is
- How it all works, from packing to getting it in the hands of athletes
- Why athletes should choose us
- What the products are
- Our vision for the future of the brand

