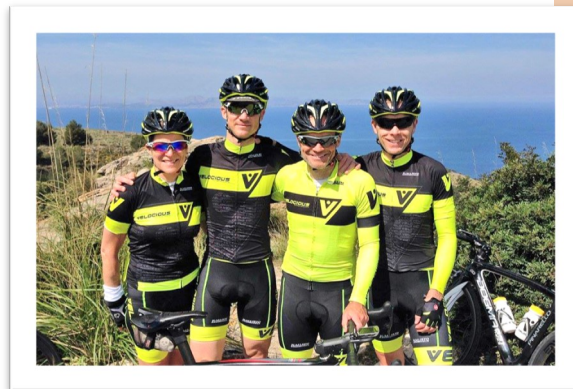




Velocious Endurance Coaching

“Coaching is unlocking a person’s potential to maximize their growth.”

– John Whitmore



Why choose Velocious coaching?

TEAM Our team is the best in the business and includes former and current professional riders, team directors and organizers, and industry-leading trail-blazers. Our coaches understand what it takes to get you to the top!

BEST PROCESS Our coaching system is built for success. Every athlete will follow the Velocious process and complete each phase of training from testing, to base, to build and race, understanding the big picture goals as well as the “how” and “why” of their training program.

INNOVATION Led by Tim Cusick and Kevin Williams in their roles with TrainingPeaks WKO, our team has access to cutting edge coaching and education as well as, the latest training techniques and innovations.

COLLABORATION Our coaches share knowledge and experience, working together to enhance each other’s skills. We believe it is crucial to maintain ongoing coach education and learn from each other.

SUPERIOR ANALYTICS We know data analytics. Each of our coaches is trained in TrainingPeaks, WKO4 and other data utilization formats to ensure you get the best and most effective training to achieve your goals.

RESULTS Our athletes achieve their goals. A focused program, hard work, good communication, understanding will take you to the top of your game.

Our coaches are focused on your success!

- **TOTALLY CUSTOM** Your training plan is completely customized to your goals, schedule, and needs. No cookie cutter plans.
- **DATA ANALYSIS BIWEEKLY** You’ll get 30-minute biweekly meetings (online or by phone) so your coach can review your performances, analyze your data, make recommendations, and answer any questions.
- **WEEKLY COMMUNICATION** Your coach is available by email, text, Skype, Facetime, or other communications as needed during the week.
- **TRAINING PLAN EDITS** Your coach will edit and revise your training plan as needed. We want to make things easy for you.
- **FREE TRAINING PEAKS PREMIUM ACCOUNT**
- **EASY CANCEL** You won’t be tied into a long-term contract. If you need to cancel your coaching, just give us 30 days’ notice.
- We charge no startup fee. We want to make it easy!

MASTER AND ELITE COACHES

All of our coaches follow the same exemplary method (detailed below). The pricing structure is not just based on numbers of calls or contacts per week, but on each coach's intellectual knowledge, experience, and educational strengths. Monthly fees can vary based on the needs, desires and complexity of the athlete. All of our coaches are USAC certified, and all of them train with power, WKO4, and TrainingPeaks.

Our master coaches include Tim Cusick, Scott Moninger, and Len Pettyjohn, all of whom have cycling and coaching resumes second to none. Whether it's coaching pros to world or national championships or putting a master's racer on the podium, the experience and knowledge of these three coaches could fill several books on training and coaching. *Master coach monthly fee \$449-999*

Our elite coaches are also tops in their field, with expert experience with WKO4 and training analysis. They all understand what it takes to make you great, and they'll work with you and your data to help you reach your goals. Regular and ongoing communication will be at the forefront of your relationship with your coach. Whether you're training for a state or national championship or a personal record at your favorite gran fondo, Brig Brandt, Kathy Watts, Namrita Kumar, Benito Flores, Serena Gordon, and Kate Johnson will work hard to make your dreams come true. *Elite coach monthly fee \$249-399*



Tim Cusick



Scott Moninger



Len Pettyjohn



Brig Brandt



Kathy Watts



Namrita Kumar



Benito Flores



Serena Gordon



Kate Johnson

THE VELOCIOUS COACHING SETUP PROCESS

1. The first step is to talk with our coach coordinator, Kathy Watts. She'll send you an athlete questionnaire to complete and then set up a call to learn about your goals, explain our programs, and find just the right Velocious coach to fit your needs. She'll then have the recommended coach (or coaches) contact you to introduce themselves. This puts you in the driver's seat of finding a coach that feels right for you.

2. When you're ready to go forward, our office manager, Debi Martin, will send you all the necessary signup information and documents. Debi will be your contact for all billing matters.

3. Once you're on board with your coach, he/she will conduct a historical review of your data, discuss your goals,

set up a power testing workout schedule, and perform a full power analysis and review. Your coach will then make recommendations for your training and present a big-picture periodized plan and strategy for you to review and approve.

4. This is an ongoing coaching process. At the end of each season, your coach will review your performance with you and compare the fitness, race, or performance goals you started with. He/she will discuss ideas and changes for next season and start the planning all over again.

5. As a company, we want you to have the best experience possible with your coach. We send out periodic surveys to check in and make sure things are going smoothly, and Kathy is always available, if you have any issues or problems; you can email her any time at kathy@velociouscyclingadventures.com.

