

Coach Ava & Co

The mental edge. On WhatsApp.

AI Mental Performance Coaching for Youth Athletes Ages 10-18 | Available 24/7 | No app required

Most young athletes train their body relentlessly. Their mental game? Squeezed into a 30-second pep talk before the whistle. **Coach Ava provides 1:1 personalized coaching, and is always available.**

HOW IT WORKS

WhatsApp — no app needed

Athletes text Ava like a friend. Nothing to download or learn.

Learns their schedule

Checks in before games, after losses, and whenever they reach out.

Builds a personal routine

Pre-game routine built for their sport, position, and mindset.

Tracks progress over time

Remembers every conversation and builds on it each session — including team makeup, so coaching stays personal.

Available 24/7

Midnight nerves? Ava is there. Parents get a monthly report.

SAFETY & COACH INPUT

Safety first

Three-level escalation flags anything beyond mental performance coaching, so athletes get real support when they need more than a coach.

Built with coach feedback

Coaches can share input directly on their athletes — Ava factors it into every future conversation.

Privacy-first

Conversations stay between the athlete and Ava. Parents get progress summaries, not transcripts.

WHAT AVA COACHES

Pre-game routines

Breathing, focus phrases, visualization, physical anchors.

Confidence

Built on real evidence — trying, failing, and recovering, not just praise or wins (Bandura's self-efficacy research).

Focus & presence

Anchor words. Narrow attention. Block the noise.

Perfectionism & self-compassion

Trading harsh self-judgment for a coach's voice, not a critic's.

Belonging on the team

Support for athletes navigating unique team dynamics — including girls playing on boys'/mixed teams.

Pressure & nerves

Reframe nerves as excitement. Shrink the moment. Stay present.

Self-talk

Flip negative cues. Build an inner voice that competes.

Goal setting

Process over outcome — controllable, effort-based targets.

Burnout recognition

Spotting the early signs before love of the game fades.

Mistake recovery

Reset rituals. Separate the play from the player. Move on.

Body language

Walk tall. Reset physically between plays. Brain follows body.

Injury & return-to-play

Working through fear of re-injury on the way back.

Identity beyond the sport

Building a sense of self that isn't only "the athlete."

GROUNDING IN PEER-REVIEWED RESEARCH

Self-talk

47-study meta-analysis: self-talk measurably improves sport performance. *Hatzigeorgiadis et al., 2011*

Breathing

Extended exhale activates the vagus nerve and lowers cortisol in the body. *Lehrer & Gevirtz, 2014*

Growth mindset

Belief that ability develops through effort produces more resilient athletes. *Dweck, Stanford*

Self-efficacy

Mastery experience — trying, failing, recovering — builds more durable confidence than praise alone. *Bandura*

Anxiety reframe

"I am excited" outperforms calming before high-stakes performance. *Brooks, Harvard, 2014*

Visualisation

Mental rehearsal fires the same motor pathways as physical practice. *Driskell et al., 1994*

Body language

Posture shapes emotion — your brain reads your body and responds accordingly. *Niedenthal et al., 2005*

Stereotype threat

Awareness of a negative stereotype adds a mental tax on performance, separate from actual skill. *Steele*

These skills don't stay on the field. Managing pressure, bouncing back from failure, staying focused — athletes carry these into school, friendships, and their careers.

\$7

/athlete per month — TEAM PLAN

First month free with your promo code
Less than one sports drink per athlete

\$10

/athlete per month — INDIVIDUAL PLAN

First month free with same promo code
Share this with your team's families