



**The Idea:**

Harness the power of GoPro's well-known brand reputation and portable camera technology to create GoCoach by GoPro: a new immersive digital platform for athletes and coaches/trainers of all skill levels and sports categories that brings virtual training out of the home and back to the field of play where it belongs.

**How it Works:**

Every sport is unique and comes with its own special training needs. GoCoach will offer a variety of packages complete with a customized setup of cameras/equipment to best fit whatever sport or activity you're looking to take to the next level.

Users can pick their trainer through GoCoache's virtual training/coaching platform or connect with their own personal instructor. Athletes and coaches can record themselves in action from any point of view and upload it to the same cloud space for easy access and sharing, allowing them to review performance and track progress no matter where they are.

**Strategy:**

GoCoach by GoPro helps you "go pro" with your sports training routine.