



# COMPREHENSIVE COACHING PROPOSAL

For USA Paracanoe, by



2238 State Ave, Unit A  
Costa Mesa, CA 92627

Phone: (619)948-2956  
Email: [info@paddlecal.com](mailto:info@paddlecal.com)

# Paddle California Coaching Proposal

## Introduction

Paddle California is an online coaching service that provides expert guidance to niche water-sport athletes in the form of data driven, personalized and monitored coaching programs.

Our coaching service is tailored to the unique needs of each client; in this proposal we will outline a coaching solution to support US Paracanoe Athletes at every level of the sport.

Paddle California online programs provide something that no other company offers - oversight. We use an online data capture system that monitors athletes and their progress. It works like this - after each training session, the athlete will upload their training data from their GPS enabled watch. That data will be analyzed by Paddle California coaches to ensure the athlete is doing the “right” kind of work. We can make sure each athlete is on target to reach their goal, we can identify weaknesses that can be measured, then be addressed in the training program and improved.

Our methods are tested and proven on every level of paddling; from enthusiasts looking to enter their first race to athletes at the Olympic Games! We look forward to sharing our programs with Paracanoe and help athletes reach their potential.

Since forming Paddle California, we have seen incredible results. We currently coach the top Jr girl in Canoe Sprint, the top Jr girl in Surf Lifesaving, the top 6-man Outrigger team in the country and many other amazing athletes striving to reach their potential.

## WHAT WE BELIEVE IN

Formed after the Olympics in 2016, by US Olympic Canoe Sprint Coach and Olympic finalist, Michele Eray and Olympian, Maggie Hogan; Paddle California was founded with one simple vision in mind; to grow and support niche water sports in the United States with expert guidance. We believe in the transformative, positive, community building power of sport. Over the years, water sports have shaped our lives; taught us invaluable life lessons and shown us unimaginable natural beauty. We've learned how to turn dreams into goals and how to believe in something bigger than ourselves. We believe in the ideals and philosophy of Olympism – in “blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles in the spirit of friendship and fair play”.



## Problems We Can Solve

- 1) **Accessible coaching.** US Paracanoe athletes live all over the country and only a lucky few are located near an existing Canoe Sprint club with a knowledgeable coach. Paddle California's online coaching is designed to reach these athletes no matter their location and make them part of a virtual training group, creating a "team" atmosphere.
- 2) **Different training capabilities.** In the US, we have Paracanoe athletes with different training backgrounds. As coaches, we cannot expect to someone who has never paddled before to jump into a training program that prescribes 20 hours/week of work. To address this, Paddle California proposes a 3-tiered program that allows each athlete to train to their best potential. More details on this below.
  - a. Tier 1: Established athletes training for international competition.
  - b. Tier 2: "Transfer" athletes; Individuals who have a training background (either successful in another Para sport, or who were competitive athletes before injury).
  - c. Tier 3: New athletes with little or no training history.
- 3) **Team selection.** Our data capture will allow the National Team selection committee and US coaches to see which athletes have done the training necessary to compete successfully overseas. This information can be used for team selection or to identify a pool of athletes for funding purposes.
- 4) **Standardized testing.** All athletes on our programs will be subject to regular athletic testing which can be used for selection purposes.
- 5) **Camps.** When possible, Paddle California coaches will make themselves available for live, in person coaching with the purpose of training, improving technique or preparing athletes for overseas competition.



## 3-Tiered Online Program

Individualized attention to our athletes is very time consuming. If coaches are spread too thin, we run the risk of not providing enough feedback and consideration to our athletes who need it most: those who could qualify for the Paralympic Games in Tokyo, 2020.

With this in mind, our proposal outlines how often and how much feedback will be given to each tier. Tiers can be determined by training hours logged by each athlete and race results. An athlete can move between groups by completing the work load prescribed or qualifying for World Championships or meeting testing targets in training that are video recorded and submitted for approval.

**Tier 1:** Established athletes training for international competition. Paddle California will write a program with the goal of peaking at the Duisburg Paralympic Qualifier in May next year. This program will include the following:

- Max # Athletes: 8 (4 Women and 4 Men)
- Baseline testing
- 15 to 20 hours per week of training
- Full gym program
- Individual technique analysis – 1 x per month
- Technique coaching – unlimited access to online technique videos
- Monitoring: by Paddle California coaches and program access to individual coaches
- Contact with Paddle California coaches:
  - Initial set up call
  - One individual phone call per month.
  - Text messaging within the coaching software.
  - Messages will only be replied to during normal business hours PAC time.

**Tier 2:** Transfer athletes. Individuals who have a training background (either successful in another Para sport, or who was an athlete before injury). For this group we will write a training program with more technique focus and a long-term approach – aiming for US Nationals and World Championship qualification. This program will include the following:

- Max # Athletes: unlimited
- Baseline testing
- 10-15 hours per week of training
- Full gym program

- Technique coaching as a group phone call – 1x/month
- Technique coaching – unlimited access to online technique videos
- Monitoring: self, with instruction and program access to individual coaches
- Contact with Paddle California coaches:
  - Initial set up call
  - One group phone call per month to explain the program.
  - Weekly e-mail
  - Messages will only be replied to during normal business hours PAC time.

**Tier 3:** New athletes with little or no training history. This training program aims to prepare athletes to sustain the training load in Tier 2. This program will include the following:

- Max # Athletes: unlimited
- Baseline testing
- 5 -10 hours per week of training
- Partial gym program
- Technique coaching - access to online technique videos
- Monitoring: self, and program access to individual coaches
- Contact with Paddle California coaches:
  - Initial set up call
  - One group phone call per month to explain the program.



## Other

This program is subject to change based on the needs of our athletes.

This program is only available to athletes who sign Paddle California's athlete agreement, hold harmless agreement and have doctor's permission to take part in physical training.

We cater to V1 and Kayak athletes.

For this program, athletes will need a GPS enabled device and a cadence sensor.

At Paddle California, we work hard to build teams, not divide them. If an athlete has an existing coach, we work with them and include the coach in our program.

## Pricing

Paddle California usually charges individual athletes \$200/month for full monitoring and a full customized program. Usually, we would charge \$500/month for a Tier 2 team and \$50/month for each individual in Tier 3. The program outlined in this proposal, priced regularly would be over \$2300/month; \$1600/month just for Tier 1 athletes.

This fee may seem like a lot, but our programs save money. To hire an effective program manager for Paracanoe, teams regularly pay over \$65,000 per year. At just \$14,400 for the year, our program is very competitive and we guarantee effectiveness if the athletes do the work. In addition, there is no limit to how many athletes can join this program. For example, if only 8 athletes join, then everyone will receive full monitoring and still save \$400/month. If the program attracts 100 athletes, then we still charge the same.

As part of our proposal, Paddle California would like to officially partner with USA Paracanoe. We take pride in our athletes and by putting our name next to USA Paracanoe, we are holding ourselves accountable for the best results possible.

**Our price to the US Paracanoe Team is \$1,200/month with commitment of 12 months.** This includes monitoring for 8 Tier 1 athletes and programs for Tier 2 and 3. Regularly priced, this package is worth a minimum of \$2300/month.

If more individuals want full monitoring, we will charge them \$100/month and bill them separately.

## Thank you!

Thank you for your interest in improving United States Paracanoe and your investment in our sport's most valuable asset, it's athletes!! We look forward to your feedback on this proposal. Please contact us any time via email or phone.

Happy Paddling!

-Maggie and Michele

[info@paddlecal.com](mailto:info@paddlecal.com)

(619)948-2956



Athletes make excellence happen.  
Coaches make excellence possible.

FRANK DICK

**PADDLE CALIFORNIA**  
Dream Big. Train Smart.

Allow us to make your goals possible.  
Online Training Plans & Mentorship.

## Price Breakdown

<b>Service</b>	<b>Regular Price</b>	<b>Special Package Discount Totals</b>	<b>Total (Regular Price)</b>
Individual Monitored Program (Tier 1)	\$200/month for 8 athletes	\$1200	\$1600
Team Program (Tier 2 – minimal monitoring)	\$500/mo with 25 athletes	Free	\$500
Generic Coaching (Tier 3 – light load and minimal customization)	\$50/person per month	Free	\$50 x 5
		<b>\$1200/mo</b>	<b>\$2300/mo</b>