

SPECIALIST



2025

FLOWINSPORT.

WE ARE THE FUTURE OF INDIVIDUAL ATHLETE DEVELOPMENT

We specialize in optimizing professional athletes' performance by integrating sports psychology with real-time data analysis and AI.

Imagine a state where time slows down, every movement feels effortless, and your potential is fully unlocked. This is flow a mental state where athletes consistently deliver their very best under high pressure.

Become part of an elite global community of Flow specialists committed to excellence.

WHY PERSONAL DATA IS IMPORTANT?

The mental state of flow is powerful and transformative, allowing athletes to perform at their peak. However, being in flow demands a significant amount of energy and focus. Without the right foundation, repeatedly entering this state can lead to exhaustion or even injuries.

Flow is so immersive and addictive that it often masks physical and mental limits. Athletes in flow may push themselves too far without realizing the risks of potential performance injuries or long-term health issues.

That's why building a strong foundation is essential. By focusing on proper preparation, recovery, and alignment, athletes can:

- Sustain flow states without depleting energy reserves.
- Prevent injuries by learning to recognize limits.
- Balance performance and well-being, ensuring longevity in careers.



HOW DOES FLOW IN SPORT COLLECT ATHLETES' PERSONAL DATA?

By partnering with leading data platforms like Wyscout, WHOOP, and SciSports, we provide real-time performance analytics that form the foundation of personalized training plans. These insights uncover strengths, areas for growth, and actionable strategies for improvement.

LET'S CREATE A WIN-WIN-WIN SITUATION

Agents benefit from having more valuable players under their representation.

Athletes benefit from improved performance and career opportunities.

Specialists share their expertise and joining a global community of (former) athletes and specialists.

FLOWINSPORT benefits from additional revenue and an enhanced brand reputation.

HOW TO BECOME A SPECIALIST

Are you passionate about sharing your knowledge but unsure about stepping into the role of a specialist? Maybe you're unfamiliar with flow theory or feel uncertain about coaching athletes. Don't worry we're here to support you every step of the way.

We believe that a lot of professionals have something valuable to offer, and we've designed special programs to help you build the confidence and skills needed to excel as a specialist.

HERE'S HOW IT WORKS:

1. Learn the Flow Theory:

The foundation of our platform is flow theory. If you're new to it, no problem! We provide tailored programs to teach you the principles of flow and how they apply to athlete development.

2. Specialist Training Program:

We offer dedicated training to help specialists understand how to work with athletes effectively. From mastering flow psychology to refining coaching techniques, our program equips you with the tools to succeed.

3. Become a Certified Specialist:

Once you complete our program, you'll be ready to coach athletes through our platform, starting with the "Into Flow" program and providing "Back to Flow" sessions to Flow Exclusive members.

If you have a wealth of experience and a desire to give back, you belong in our community.

HOW SPECIALISTS GET PAID?

1. Into Flow 6-Week Program

Every athlete who joins our platform starts with the "Into Flow" 6-week program. This program introduces them to the fundamentals of flow and gives specialists the opportunity to share their knowledge.

2. Flow Exclusive Membership

Once athletes complete the program, they become Flow Exclusive members. As members, they can book single "Back to Flow" sessions with the specialist of their choice at any time. Specialists are getting paid for these individual sessions, providing ongoing opportunities to connect with athletes.

OUR BIGGER GOAL

FLOWINSPORT primary goal isn't to profit from these services, but to create a trusted platform and brand where specialists, (former) athletes, trainers, and coaches can connect, share knowledge, and grow together.

We aim to make conversations about mental well-being open and accessible. Starting as an individual specialist can be challenging, but by uniting our strengths, we can build trust, and create a movement together.

WHO ARE WE LOOKING FOR?

- Former professional athletes
- Coaches and trainers with expertise in physical conditioning or skills development
- Sports psychologists and mental performance experts.

DO SPECIALISTS NEED TO BRING THEIR OWN ATHLETES?

We already have a selection of athletes in our community for specialists to work with, and we continue to actively reach out to new clients. However, we believe that the success of our platform relies on shared effort.

As a specialist, it's also important to take action and grow your client base. By bringing in your own athletes, you can expand your reach and strengthen the platform while benefiting from FLOWINSPORT reputation, branding, community and marketing support.

Our platform gives you the credibility and tools to attract new clients while we continue to build a strong and recognizable name in the industry.

Why It's Important?

Our goal is to create a balanced system where both FLOWINSPORT and our specialists take an active role in growing the platform.

DO I HAVE TO SHARE MY CLIENTS WITH OTHER SPECIALISTS?

We encourage sharing knowledge and collaboration within the community. However, every specialist works within their own area of expertise. This means you'll focus on what you do best, while other specialists provide support in their own specialized fields.



WHY WE EXCLUSIVELY WORK WITH HIGH-POTENTIAL ATHLETES

Working with high-potential athletes because they are more likely to enter and sustain the mental state of flow. These athletes possess the commitment, talent, and drive necessary to push their boundaries and achieve extraordinary results.

By concentrating on exceptional talent, we increase the likelihood of reaching the outcomes we all desire. Athletes who are not fully committed or approach their sport casually often lack the intensity and effort required to truly excel, making it less likely for them to experience flow consistently.

Flow emerges when everything aligns the challenge, the skill, and the situation. To cultivate this state and see measurable growth, athletes must be willing to go all in, both mentally and physically. Our approach ensures that we work with those who are ready to meet this challenge, maximizing the impact for both the athletes and our specialists.

WHAT WE EXPECT FROM YOU AS A SPECIALIST?

As a FLOWINSPORT Specialist, you are joining a trusted, collaborative community focused on empowering athletes and building a platform that fosters growth and excellence for high potential athletes. To ensure consistency, quality, and success, here's what we expect:

1. Specialist Program

- Participate in our Specialist Program, where you'll learn about the mental state of flow and how to build a structured approach for coaching sessions. This ensures all specialists follow a consistent methodology while tailoring their guidance to each athlete's unique needs.

2. Personal use the WHOOP Band

- Specialists are required to use a WHOOP band to gain firsthand experience. By understanding how to interpret and apply WHOOP data, you'll be better equipped to guide athletes in optimizing their performance, recovery, and readiness.

3. Collaboration, Not Competition

- Specialists are not competitors they're collaborators. We expect you to support one another, share insights, and learn together. This collective approach ensures everyone grows while athletes benefit from the best combined expertise.

4. Professional Integrity

- We are built on trust. We share our knowledge and resources with you to help you grow within the platform. Specialists are expected to use this knowledge responsibly, contributing to the community rather than using it for personal benefit outside of FLOWINSPORT.

5. Social Media Branding

- Highlight your affiliation with FLOWINSPORT by updating your social media bio to include: Specialist @flow.insport + link: www.flowinsport.com. This demonstrates your credibility and strengthens the platform's brand.

6. Active Engagement

- Bring in your own athletes while also working with those in our network. Your initiative and effort to grow your client base will directly contribute to your success and the platform's impact.

7. Commitment to Excellence

- Stay engaged with ongoing learning, mastering the principles of flow, and continuously improving your coaching skills to help athletes achieve their full potential.

8. Social Media Engagement

- Post at least one reel per month on your personal social media account about the mental state of flow or what we do at Flow in Sport. Tag @flow.insport to help raise awareness and support our marketing efforts.

9. Selling the Intro to Flow Program

- When you sell an Intro to Flow program to an athlete for €3,000, be aware that you are responsible for:
 - Ordering and sending a WHOOP band to the athlete (1-year subscription included).
 - Covering the cost of the WHOOP band from the program earnings.
 - After completing the program, athletes become Flow Exclusive Members, gaining access to our community. These members can book "Back to Flow" sessions with any specialist they choose, and the selected specialist gets paid for these sessions.

10. Specialist Earnings from "Back to Flow" Sessions

- Specialists get paid directly for the "Back to Flow" sessions booked by Flow Exclusive Members, providing ongoing opportunities to earn from the same athlete while supporting their long-term development.