

Primed

The coach that learns you.

AI-powered personalised endurance coaching.

A persistent coaching relationship built from your training, recovery, goals, feedback and response over time.

ON IPHONE, IPAD AND MAC. ANDROID COMING SOON.

Athletes have more data than ever.
They still have to coach themselves.

SLEEP HRV TRAINING LOAD POWER RECOVERY RACE GOALS FEEDBACK

What should I do next?

Everything is measured. **Nothing** decides.

A coach, not another dashboard.

Primed continuously turns history, recovery, training and feedback into the next decision.

TODAY

What should I do?

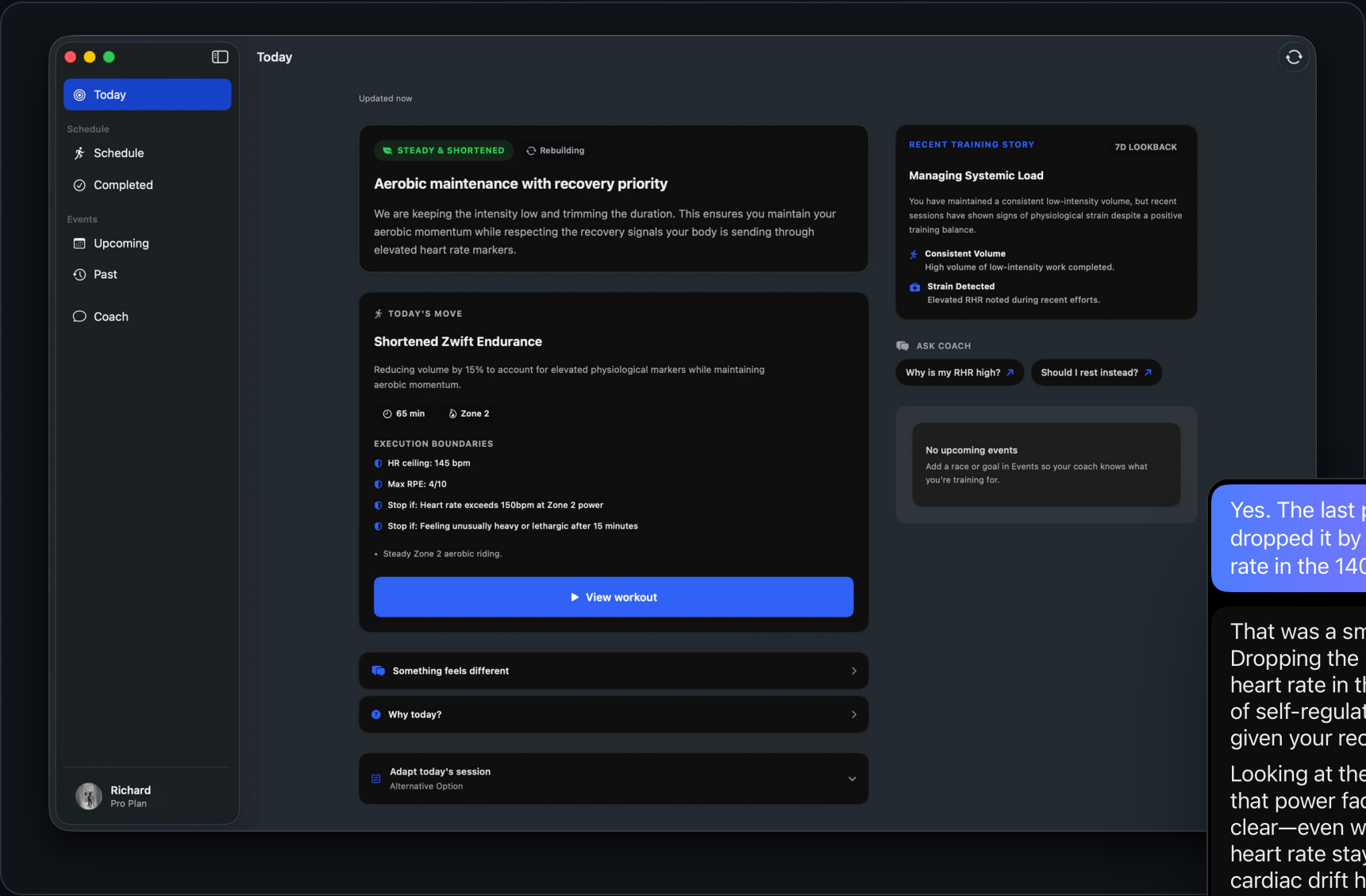
COACH

Why, and how did it go?

PLAN

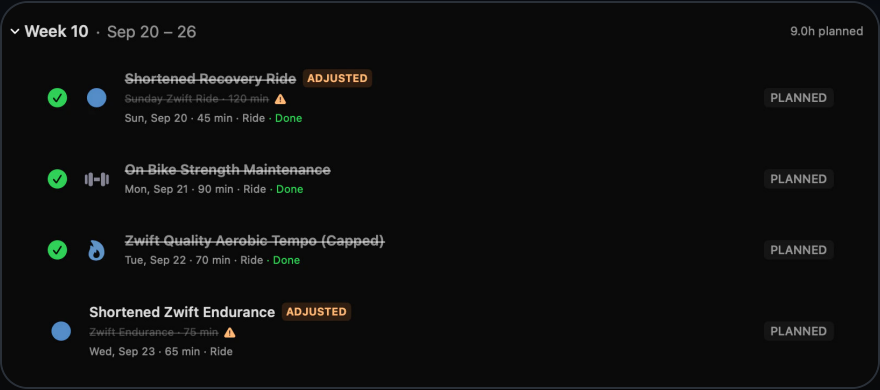
What changes next?

Real Primed screens from the founder’s own training account. Cropped, never edited.



Yes. The last part was harder so I dropped it by 10% to keep my heart rate in the 140s.

That was a smart call, Richard. Dropping the intensity to keep your heart rate in the 140s is exactly the kind of self-regulation we want, especially given your recent fatigue markers. Looking at the data from today's ride, that power fade in the second half was clear—even with the reduction, your heart rate stayed elevated and your cardiac drift hit 12.4%. That's a strong physiological signal that your body was working hard to clear the load.



One athlete. One evolving model.

The Athlete Digital Twin is Primed’s running model of you. It is not a body scan or an avatar. It is what Primed has learned about how you train, recover and respond, kept current and used for every decision.

Many longitudinal signals →
One current athlete state

Physiology

Heart rate, HRV and the ranges that are normal for you.

Training history

What you have done, week after week.

Recovery

Sleep and readiness, read against your own baseline.

Fatigue

How load builds up, and how you usually carry it.

Behavioural patterns

When you train, when you skip, when you push through.



Subjective feedback

How sessions felt, in your words.

Goals and events

What you are training for, and when.

Coaching memory

What was recommended before, and why.

Constraints

Time, niggles, travel and preferences.

Data quality

Which sources to trust, and what to do when they disagree.

Every decision becomes context for the next one.

UNDERSTAND

Bring history, recovery and goals together.

DECIDE

Choose today's session, and explain why.

TRAIN

Give clear targets and boundaries.

OBSERVE

Read what happened, and how it felt.

ADAPT

Change what comes next.

→ NEXT DECISION

ILLUSTRATIVE EXAMPLE

PLANNED

A threshold session is on the plan.

NEW EVIDENCE

The athlete reports unusually heavy legs.

PRIMED RE-EVALUATES

It weighs the evidence together: Recovery signals · Recent load · Athlete feedback · Plan context

THE RECOMMENDATION CHANGES

The session is reduced to steady aerobic work, and the reason is explained.

CONTEXT FOR NEXT TIME

How the athlete responds becomes part of the next decision.

A simplified illustration of how Primed reasons. Not medical advice.

STEADY & SHORTENED Rebuilding

Aerobic maintenance with recovery priority

We are keeping the intensity low and trimming the duration. This ensures you maintain your aerobic momentum while respecting the recovery signals your body is sending through elevated heart rate markers.

A real decision: intensity kept low, duration trimmed.

A data import can tell you what happened. It cannot recreate the coaching relationship.

Day - one data import

WHAT HAPPENED

- Activities
- Power
- Heart rate
- Sleep
- Readiness
- GPS
- Historical load

Primed over time

WHAT WAS DECIDED, WHAT HAPPENED, AND WHAT IT MEANT

- | | |
|--|---------------------------------|
| • What was prescribed | • What was actually executed |
| • How the athlete responded | • Subjective effort |
| • Relevant constraints | • Prior decisions |
| • What was changed | • Which signals proved reliable |
| • What worked | • What failed |
| • How the athlete responds to coaching | |

A competitor can import the athlete’s history.
It cannot import the history of the coaching relationship.

The model can change. The athlete relationship persists.

Primed keeps the persistent athlete system separate from the foundation-model layer. The part that knows you belongs to Primed. The model that reasons and writes can change as better ones arrive.

Better models increase the value of the context Primed already holds.

FOUNDATION MODEL LAYER · REPLACEABLE · IMPROVING

Gemini · OpenAI · OpenRouter

Different work can use different models: Coach conversation · Summarisation · Embeddings · Other reasoning tasks

PERSISTENT PRIMED SYSTEM · ACCUMULATING · YOURS

- Athlete Digital Twin
- Constraints
- Decision history
- Outcomes
- Coach Memory
- Adherence
- Feedback

Facts first. State second. AI reasoning third.

Primed does not ask an LLM to invent the athlete's physiology.

01 **Observe + calculate** DETERMINISTIC

Known facts and deterministic calculations.

Activities, recovery data and training load come from connected sources and are calculated in code.

02 **Resolve + decide** COMMITTED STATE

Committed athlete state, constraints and policy.

Primed settles the current state and the rules that apply before a language model is involved.

03 **Explain + interact** AI REASONING

Natural-language coaching.

The model explains the decision and talks it through with the athlete.

Objective facts are resolved before generative reasoning.

This makes Primed more consistent, not infallible. Recommendations come with their reasoning, so an athlete can question them.

An AI coach has to behave like one coach.

THE FAILURE MODE

TODAY	Recovery
COACH	Hard workout
WIDGET	Old session

This is split brain.

PRIMED'S APPROACH

- Controlled athlete state
- Canonical coaching truth
- Today · Coach · Plan · Widgets · iPhone · iPad · Mac
- Do they agree?

FACTS

Deterministic assertions
The numbers and states each surface shows are checked against one truth.

BEHAVIOUR

Synthetic athlete scenarios
Whole athlete situations are replayed from start to finish.

MEANING

Semantic audits
Does the coaching say the same thing everywhere it appears?

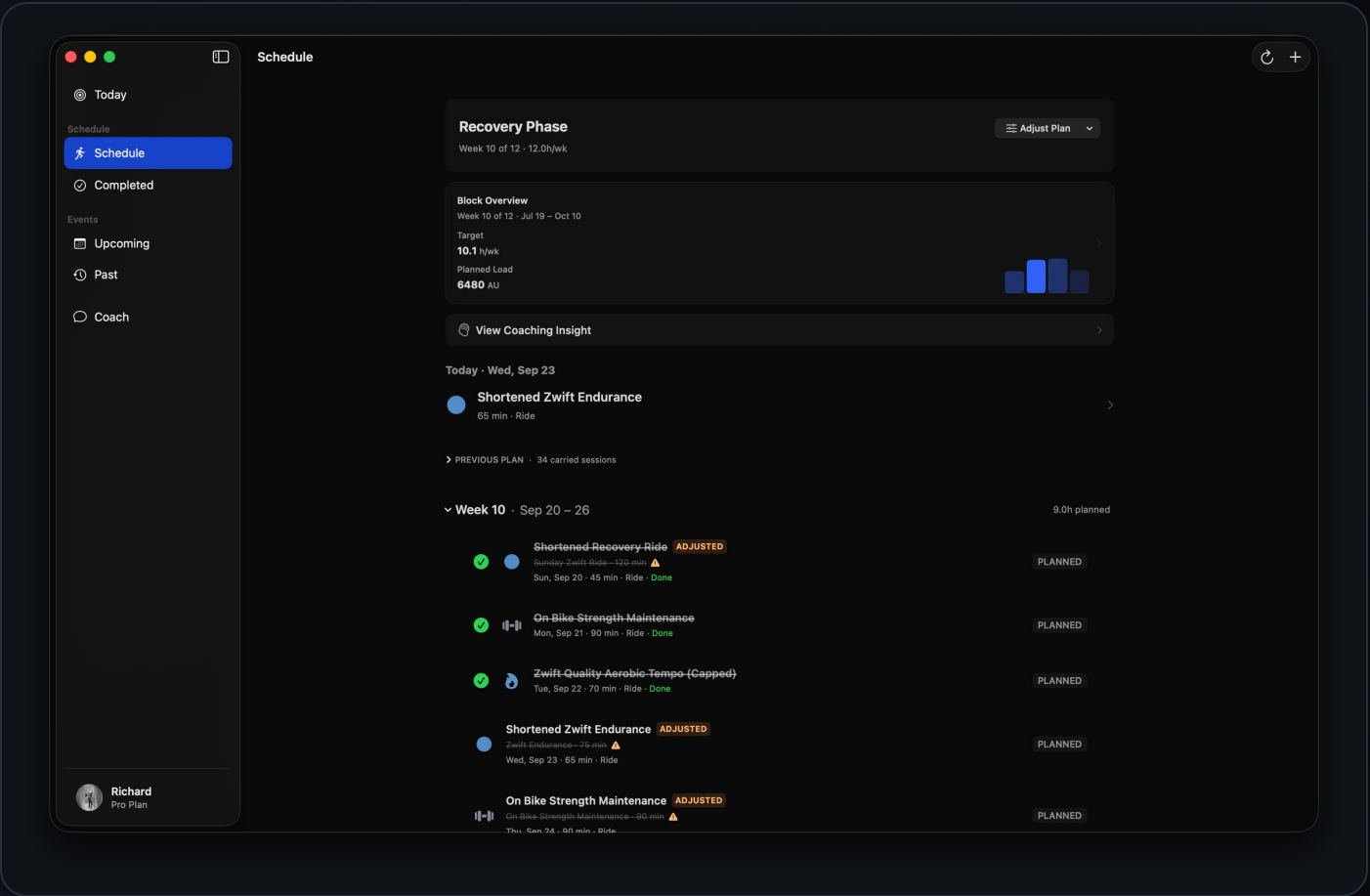
Already live. Already learning.

PLATFORMS

iPhone	LIVE
iPad	LIVE
Mac	LIVE
Android	COMING SOON

CONNECTED SERVICES

Garmin	LIVE
WHOOP	LIVE
Oura	LIVE
Apple Health	LIVE
Withings	LIVE
Wahoo	COMING SOON



EARLY RECRUITED TEST COHORT

16

hardware-verified connected athletes

15 / 16

multi-day continuity

1,382

Coach conversation turns over 14 days

1,000+

plan adjustment events over 14 days

15

athletes providing subjective feedback

FOUNDER-RECRUITED TESTING COHORT. EARLY ENGAGEMENT EVIDENCE, NOT PRODUCT-MARKET FIT.

Built for where AI is going.

THE MODEL

keeps getting more capable

×

THE PRIMED SYSTEM

keeps accumulating athlete context

=

Better coaching

Advances in AI improve two things at once: 1. The intelligence coaching the athlete. 2. The intelligence building Primed.

Primed can adopt better models without replacing the coaching architecture.



The coach that learns you.

A one-to-one coaching relationship for a world where intelligence scales as software.

FOR ATHLETES • TRY PRIMED

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Free to start on iPhone, iPad and Mac.

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