

Department of the Navy SBIR/STTR Transition Program

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Topic # N171-079

Human Performance Self-Service Kiosk and Application
VIRTUVIA, LLC (dba CoachMePlus)

WHO

SYSCOM: NAVSUP

Sponsoring Program: Naval Supply Systems Command Headquarters Operations and Maintenance, Navy

Transition Target: Navy Operations OPNAV

TPOC:

(717)605-6939

Other transition opportunities:

Special Operations Command (SOCOM), Army Center for Initial Military Training (USACIMT), Army Warrior Care and Transition (WCT), Marine Corps Training and Education Command (TECOM); USAF Battlefield Airmen; Air Force Health Promotion, Army National Guard, Air Force National Guard, ArmyFit, U.S. Army Training and Doctrine Command (TRADOC).

Notes: Personal Wearable Fitness Devices (PWFD)
Naval Operational Fuel & Fitness System (NOFFS)



WHAT

Operational Need and Improvement: The Navy seeks a software and hardware platform that displays and shares human performance information which consists of nutrition, physical training, wellness, sleep, fatigue and readiness, and is supported by commercially available PWFD to include phones, tablets and physical activity tracking devices.

Specifications Required: Specifications Required: Physical touch screen kiosk with local and networked data capability for operation within limited bandwidth environments ashore and aboard Navy vessels at sea. Cybersecurity compliance and integration with Navy roster management systems as well as integration with nutrition sources NOFFS, USDA, and Go for Green. Education through 3Dimensional Human Anatomy interface and PDF content. Self-reported and PWFD-integrated wellness, physical activity and workout tracking.

Technology Developed: The CoachMePlus software is a commercially available enterprise platform that can be evolved for use with the Navy. Used by over 220 professional and college teams to provide thousands of elite athletes' real time interactive assessments of their performance while leveraging an array of wearable and wireless technologies.

Warfighter Value: 34% of deployed troops experience non-combat musculoskeletal injuries (MSKI); 90% of MSKI are from physical training or sports-related; 80% of MSKI are overuse in nature; 10% of the total active force is non-deployable. Manage stress-related, chronic and overuse injuries while ensuring warriors are operationally ready. Determine risk factors, take immediate action. Track and report fitness levels, compliance, performance analysis and training programs.

WHEN

Contract Number: N68335-18-C-0592 **Ending on:** February 28, 2020

Milestone	Risk Level	Measure of Success	Ending TRL	Date
SBIR PH II – Wellness, Physical Training and REDI Prototype	N/A	Low Functioning non-integrated software demo	4	March 2019
SBIR PH II – Network Architecture Design	Med	System data architect and communication prototype design	4	August 2019
SBIR PH II – Nutrition, PWFD Integration and Kiosk Hardware Demo	Low	Nutrition, PWFD and Initial physical kiosk prototype demo	5	December 2019
SBIR PH II – Cybersecurity POAM for Authority to Operate (ATO)	Med	Cyber Documentation for Plan of Action in Demo environment	5	December 2019
SBIR PH II – External Systems Integration Prototype	Med	Functioning integrated software demo	6	February 2020

HOW

Projected Business Model: Evolve the commercially available CoachMePlus Warrior Performance Platform (WP2tm) into a platform that can operate within the austere environments provided by the Navy. License the technology for use in similar environments.

Company Objectives: CoachMePlus is a leading developer of human performance and athlete managing software in the professional and college sports space. The Human Performance Self-Service Kiosk extends the capabilities of the commercial application with new functionality that will become available to commercial and DoD customers. This technology can be extended to cover additional operational environments within the DoD and serve any customer in need of tracking the holistic wellness and fitness of their warrior.

Potential Commercial Applications: CoachMePlus has already successfully commercialized its enterprise software for the elite sport market. This technology evolution increases the capabilities for 80,000 US locations comprised of: Professional Sports; University Athletics; Small College (D3) Athletics; High Schools; Gyms; Physical Therapy locations and athletic training locations.

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