



APEX COACH AI

YOUR PROTOCOL, CONNECTED TO EVERY ATHLETE.

NUTRITION OVERVIEW

THE PLATFORM

APEX Coach is software for athletic departments to run training, nutrition, and athlete wellness. The nutrition module helps sports dietitians extend their reach and keep athletes on protocol between appointments — every athlete, every day.

THE PROBLEM

Athletes know their plan — but without daily structure, adherence slips. Tools like MyFitnessPal are built around calorie goals, not dietitian protocols. They don't let dietitians plug in, and put calorie targets front and center in ways that aren't grounded in athlete performance.

THE SOLUTION

APEX delivers structured fueling guidance so athletes follow their dietitian's protocols between appointments. Dietitians set targets, schedule fueling windows, and integrate with school dining menus — with real-time compliance visibility.

ABOUT APEX

APEX was founded by Max Jones, a former Harvard Football player. He built APEX to give athletes and coaches at every level the tools and daily structure to reach their full potential.

APEX also offers strength & conditioning software, wellness & readiness surveys, and can consolidate athlete data via API connections to force plates, GPS, and more.

KEY FEATURES

SPORTS DIETITIAN'S DASHBOARD

- Set targets for every individual, or give guidelines and let APEX personalize
- Monitor adherence across the roster
- Control athlete views — supports macro or plate-based approaches

ATHLETE APP

- Log meals by description, photo, or campus dining menu
- Fueling windows tied to the training calendar
- Pre- and post-workout nutrition reminders

WHY DIETITIANS USE APEX

- Extend your reach between appointments
- Athletes follow your protocol — not a generic app's
- See nutrition, training load, and recovery together
- Campus dining integrations
- Role-based access — coaches see performance only
- Trust center: apexcoachai.com/trust

SCHEDULE A 20-MINUTE CALL · MAX@APEXCOACHAI.COM

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