

It has now been recognized that a compromised mental resilience is one of the key barriers to mental well-being. This is an issue that needs to be addressed on a priority basis. Mental resilience builds through high self-confidence, internal motivation, sustained focus, arousal regulation; emotional intelligence; healthy group dynamics, preventing and managing potential pitfalls such as injuries, substance abuse, etc.

The Background

In their quest for glory, today's athletes – amateur and elite – go through excessive amounts of training, stress, unhealthy shifts in motivation and bouts of low self-belief. They are also subjected to the rigors of talent identification; the constant fear of being weeded-out; the do-whatever-it-takes attitude of the outcome-oriented sports ecosystem; the myriad of sports injuries; and, the sacrifice of un-lived childhood, adolescent and youth years. These experiences may make them feel **trapped in their sporting journey rather than enjoy it**.

Sports ecosystems have largely focused on the physical, technical, and tactical aspects of the athlete. The mental aspect seems to be an ignored area. The current narrative of the negative impact of compromised mental health of Olympians, is proof to this ignorance and clearly suggests a **huge gap in the focus on mental well-being of athletes**.

The sporting journeys now start in early childhood and span across adulthood. Therefore, it is imperative that **athlete mental well-being should be the focus right from the early years and extending to the elite level**.

A strong mental resilience allows the athletes to take on the challenges head-on while cruising through the demands of their sporting journeys from Grassroots to Elite level. **A strong mind in a healthy body is a potent combination for any athlete**. To this end, having access to a comprehensive psychological support is essential for all athletes.

The Issue

Access to sports psychology support is challenging due to factors such as:

- Social stigma attached to seeking support from a practitioner
- Limited availability of sport psychology support for elite athletes and nearly negligible availability of support to beginners and developmental level athletes
- Lack of trust in the ecosystem with regards to confidentiality of sensitive information shared
- Affordability of psychology support given the investment into sports equipment and training
- Accessibility of psychology support that fits student-athletes education, training & competition schedule
- Lack of awareness regarding the impact power of mind on sports performance.

Solution

Now, there is a solution at hand – the Equilii App. The app is a venture of former Tamil Nadu cricketer Girish Dwarakinath, who was a key member of the Tamil Nadu team that won the Ranji Trophy and the Irani Trophy.

What is Equilii?

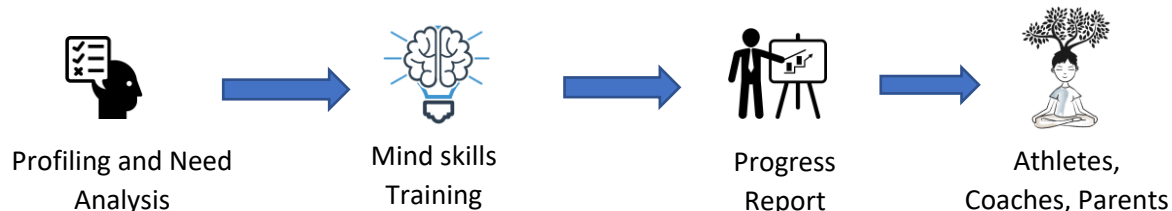
Equilii is a first-of-its-kind **mind skills development platform** for sportspersons at all levels, designed to be an optimum performance enabler ecosystem throughout their journey in their chosen sports.

Our thorough training regimen includes **profiling, psychoeducation, mind skills training & scaffolding activities**.

Equilii's **community-building features** are designed to help sportspersons stay engaged and participative by actively involving important stakeholders such as parents and coaches.

Our upcoming features include multiple levels of **sports-specific and individual-specific solutions** with gamification to enhance sportsperson engagement, **AI-based smart recommendation system with IoT enabled biofeedback inputs**, anonymized avatar-based community-moderated forum, and a marketplace with access to sports psychologists, coaches, equipment and the latest tech.

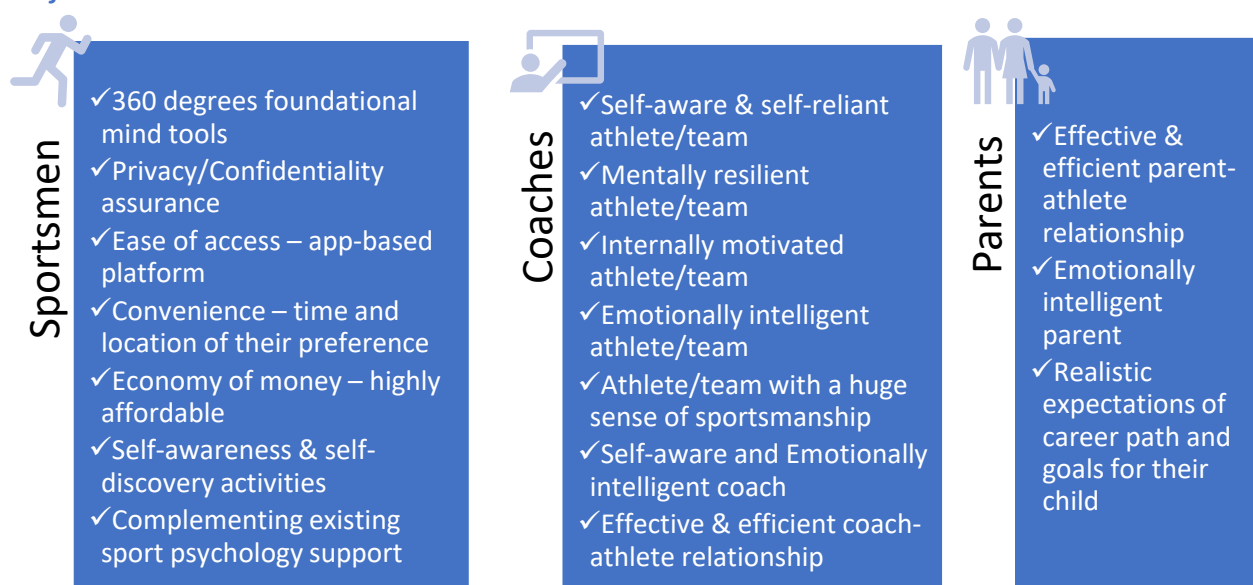
Salient Features:



Equilii's proprietary solution employs scientific methods to:

- ✓ Profile athlete needs for their mental resilience
- ✓ Curate mental resilience self-help interventions, designed by a leading team of domain specialists
- ✓ Enhance self-awareness and self-discovery through problem-based learning and scaffolding
- ✓ Provide affordable & accessible mental resilience mind skills training to all athletes in their personal space
- ✓ Strengthening sports ecosystem support for athletes through awareness and empowerment of athlete-parents, coaches and team management

Benefits to stakeholders:



Meet the team

GIRISH DWARAKINATH – Founder & CEO

- 25+ years of extensive business development, sales, global alliances & Partnership management exposure.
- Key member, Winner TN team - Ranji Trophy and Irani Trophy.
- Chairman, State Junior Selection committee and Member of the TN State Ranji Trophy Selection committee

VIJAY BABU – Honorary CTO/ Advisor

- Founder/ CEO of multiple successful Startups - MTL India, iSoftTech and Vortex
- Engineering Head, Customer Analytics BU, Neustar - instrumental in building the world's leading Multi-Touch Attribution Solution

SANJANA KIRAN- Co-Founder & Chief Domain Officer (CDO)

- High-Performance Sport Psychology expert to elite international athletes and elite coaches in preparation for Olympics, World Championships, Grand Prix, Premier Leagues
- Founder /Director of A-Game, an endeavor that aims to elevate the individuals to attain Peak Performance
- Mind Labs curator for application of cutting-edge technology to facilitate high-performance

SUDHEER MADHAVA – Product Design and Development

- 20 years of Product design & development, Operations, Strategy, Analytics/BI experience in Health-tech

NADEEM NATRAJAN – Strategy and Sales (IIT Kanpur, IIM Lucknow)

- Ex-Director, Operations - Whitehat Jr | Leadership Program, Aditya Birla Group



Become mentally strong

Empower yourself with mind skills to enhance the power of your mind and take challenges head-on.



Unleash true potential

Understand yourself better and prepare for higher levels. Give yourself the best chance to succeed.



Enjoy your sporting journey even more

Make your sporting journeys more fulfilling and enjoy better relationships with your team.

Equilii - The Mental Resilience App

Access the mind skills needed to succeed in sports via our confidential, safe, easy-to-use and highly affordable Equilii App.

Program Specs



Profiling



Psychological Themes



Psychoeducation



Mind Skills Training



30 mins over 30 days!



Scaffolding



Parent Support

Enjoy early access for free.

Download Equilii app on Google play store

