



ATHL*eat* COACH

Premium nutrition coaching for athletes

YOUR SUCCESS

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graph TD; A[YOUR SUCCESS] --- B[Your needs & wishes]; A --- C[Science-based philosophy]; A --- D[Our coaching experience]; A --- E[Communication]; B --- B1[We will consider your personal circumstances, preferences, and training load.]; C --- C1[All recommendations are based on the most recent scientific findings, which we specifically tailor to meet your needs.]; D --- D1[With our extensive professional experience, we will create practical tips and a customised plan.]; E --- E1[A detailed discussion of your expectations and goals, along with honest and open communication, are the cornerstones of our philosophy.];
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Your needs & wishes

We will consider your personal circumstances, preferences, and training load.

Science-based philosophy

All recommendations are based on the most recent scientific findings, which we specifically tailor to meet your needs.

Our coaching experience

With our extensive professional experience, we will create practical tips and a customised plan.

Communication

A detailed discussion of your expectations and goals, along with honest and open communication, are the cornerstones of our philosophy.

OUR PHILOSOPHY

We prioritise a comprehensive analysis of your current situation and an open discussion about your personal goals. Our approach focuses on creating scientifically based recommendations that are tailored to meet your unique needs and preferences, drawing from our professional experience.

To uphold our high standards of collaboration, we typically aim for long-term partnerships that span several weeks to months.

Our objective is to empower all clients with the knowledge necessary for effective long-term nutrition management. Therefore, we always explain the rationale behind each recommendation, making sure you understand the "why".



WHY WE'RE BETTER THAN OUR COMPETITORS

We place great value on current scientific findings, but in coaching, everything revolves around you as an individual.

Even professional athletes are simply human beings, each with their own unique circumstances and challenges. Our goal is to address these challenges in our coaching and meet everyone where they are at that moment.

Through years of coaching experience and external training, we have learned to tailor our coaching conversations to suit the individual personalities of our clients. Building a trusting and strong relationship with our clients is especially important to us.

The success of this philosophy is reflected in over 95% positive feedback.

WE LISTEN

WE CARE

WE ARE WELL TRAINED

WE GO THE EXTRA MILE

COACHING PROCESS



YOUR ROAD TO SUCCESS

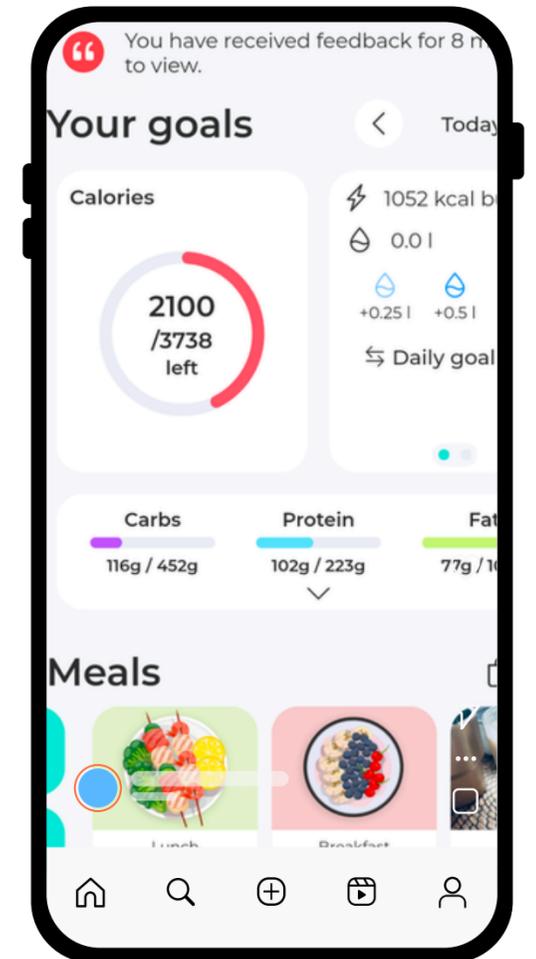
For each client, we develop a personalized roadmap that outlines a tailored strategy and timeline. We work together to define the goals and milestones, which we regularly review and adjust based on your progress.



DO WE USE AN APP OR SOFTWARE WITH OUR CLIENTS?

Yes, we do! To communicate recommendations effectively and simply, we use the Nutrilize app.

The app is very user-friendly and includes many features, such as macro settings for different days or scenarios, meal plans, recipes, a behaviour tracker, questionnaires, and tracking for weight or measurements. It also allows for direct communication with your coach.



IS IT IMPORTANT WHAT MY NUTRITION LOOKS LIKE RIGHT NOW?

No! We meet all our clients where they are, regardless of their current eating habits.

We respect every individual's food preferences or dietary choices, including those based on ethical or religious beliefs.

No matter what your dietary preferences may be, our primary goal is to enhance your diet in relation to health and athletic performance.

Our recommendations are always tailored to your personal preferences and are individually optimised for the best results.



IS COMPETITION NUTRITION INCLUDED IN THE COACHING?

Absolutely, here's a clearer version of the text:

Yes, it is!

In our long-term coaching packages, we develop tailored strategies for each of your competitions. These strategies are customized based on your schedule, the number and types of matches, and your workout routines. Ideally, we test these strategies during training to ensure that nothing is left to chance.

On competition day(s), we provide you with personalized tips or a complete nutrition plan, depending on your needs and preferences.

In our PREMIUM coaching package, we also research the availability of catering on-site, if necessary, and consider your arrival and departure logistics.



WHAT ATHLETES DO WE WORK WITH?

We work with both professional and recreational athletes in all sports:

- 1) What matters most to us is that all athletes are motivated to optimise their nutrition.
- 2) And we ask for a respectful communication with our coaches.

WHAT OUR CLIENTS ARE SAYING ABOUT US

“Expert knowledge combined with exceptional communication. The coaching surpassed my expectations and helped me regain my fitness and health after severe overtraining.”

“My nutrition was well-aligned with my changing training load, greatly enhancing my performance and recovery. Additionally, all the background information was explained to me clearly.”

“With **athLEATcoach**, I experienced my easiest and most effective weight cut as a professional boxer, becoming the WIBA world champion. I’m also grateful to have the team by my side; my coach is always available for questions.”



OUR COACHES

JÖRN UTERMANN



- Founder of **athLEATcoach**
- MSc Sports Nutrition, IOC Diploma Sports Nutrition, BSc Nutritional Sciences
- 10 Years of experience with recreational and professional athletes in cycling, triathlon, football, handball, American football, CrossFit, weight-category sports, track-and-field and endurance athletes
- Workshops & seminars for athletes and coaches
- Science-based lectures in physiology and sports nutrition
- Former handball player and CrossFit athlete

OUR COACHES

LUCAS ILLE



- Part of team **athLEATcoach** since 2022
- MSc Sports and Nutrition
- Our expert for team sports
- Head of Nutrition of SC Magdeburg
- Former handball player

JOSHUA DISSEMOND



- With **athLEATcoach** since 2022
- MSc (c) Sports and Nutrition, BSc Exercise Science
- Our expert for strength athletes and weight-category sports
- Has been doing kickboxing and weight training for many years

OUR COACHING PACKAGES

BASIC

- + Detailed lifestyle and nutrition analysis
- + 3-day sample meal plan; including monthly adjustment
- + Individualised supplement plan
- + Progress monitoring and behaviour tracker
- + Answers to questions via DM

90£ per month
+ 100£ admission fee

ADVANCED

- + Detailed analysis of current nutrition. incl. micronutrients
- + Individualised meal plan/ recommendations
- + Individualised supplement plan
- + Access to our nutrition app
- + Access to over 500 recipes
- + Creating new behaviour patterns
- + Weekly check-ins via app
- + 1-2 coaching calls per month; in total 60 min per month

250£ per month*
**reduced to 175 £after 3 months*

PREMIUM

- + Recommendations / meal plan up to 7 days a week
- + 2-4 personal consultations per month; in total 120min per month
- + Particularly fast response of your coach
- + Monitoring relevant blood parameters
- + Regular coordination with your coach/medical team
- + Weekly new customised recipes via app
- + Sweat or gut microbiome analysis

Individualised pricing

BASIC

100€ onboarding fee
+ 90€ per month

This package is designed for individuals who already have a good understanding and nutritional foundation and are looking to optimise their results with tailored guidelines.

We will evaluate your nutrient intake, meal timing, and overall meal composition, offering personalized guidance tailored to specific training sessions and everyday situations. Staying in regular contact with us through our nutrition app is essential, as it allows us to effectively implement and fine-tune our recommendations based on your progress.

Not well suited for weight cuts, creating competition plans, or issues such as “emotional eating,” or RED-S. because these areas have many influencing factors and require detailed, individualised advice in multiple coaching calls.

Details

- + Detailed lifestyle and nutrition analysis**
- + 3-day sample meal plan; incl. monthly adjustment**
- + Weekly check-ins and daily behaviour tracking via app**
- + Access to over 500 recipes**
- + Individual supplement plan**
- + Contact to coach 5 days a week via DM**

ADVANCED

225-250€

per month

To achieve lasting success in changing your nutrition as an athlete, building muscle, or reducing your body fat percentage, the ADVANCED package is your best choice.

This package allows for regular adjustments to your nutrition, helping you overcome plateaus and develop individualised strategies for various everyday situations and training demands and competitions.

For athletes, the ADVANCED package provides ample time to create a personalised and periodized nutrition plan that optimally supports your goals in both sport and daily life.

Details

- + **Detailed analysis of current diet, including micronutrients**
- + **Individualised meal-plan / recommendations**
- + **1-2 coaching calls per month** (total of 60 min per month)
- + **Revision of recommendations every 2 weeks**
- + **Building new behaviour patterns**
- + **Individual guides for different scenarios**
- + **Access to > 500 recipes**
- + **Individual supplement plan**

PREMIUM

bespoken prices
starting at 350£ per months

Unlock your full nutritional potential with our PREMIUM coaching, designed for those who refuse to leave any stone unturned in their fitness journey.

For our PREMIUM clients, we spare no effort. We are almost always available and will do everything in our power to help you achieve your goals. We truly go the extra mile!

We are also happy to communicate with your coach, doctor, or other members of your support network, and will adjust our recommendations in collaboration with them.

Additionally, we can arrange extra tests, such as sweat or gut microbiome analyses, and involve other experts if necessary.

Details

- + Recommendations / meal plan up to 7 days a week**
- + 2-4 personal consultations per month**
(total of 120 min per month)
- + Particularly fast response to your questions**
- + Monitoring of relevant blood parameters and coordination of supplements**
- + Regular coordination with coach / medical team**
- + Weekly individually created recipes via app**
- + Sweat or gut microbiome analysis**

WHICH COACHING PACKAGE IS RIGHT FOR YOU?

All prospective clients can book a free, no-obligation introductory call. During this call, we will get to know you and your goals better, allowing us to recommend the most suitable coaching package for you.

Changes take time, which is why we recommend working together for a minimum of three months. Most clients opt for our **ADVANCED** package. For professional athletes or those facing very complex challenges, we suggest the **PREMIUM** package.

The **BASIC** program offers a practical solution for providing high-quality nutrition advice tailored for athletes on a tighter budget.



CAN I PUT TOGETHER MY OWN COACHING PACKAGE?

Yes, that is possible. However, in most cases, it is not necessary, as our current coaching packages are typically well-suited to the needs of our clients.

That said, we are flexible and can create a personalised offer if you prefer.



YOUR CHANCE FOR A DISCOUNT

We offer a “social media discount” of 10% if you tag us in four or more stories or posts each month.

Please make sure to tag both of our Instagram accounts: *@atheatcoach* and *@team_athleatcoach*.

Additionally, after three months of coaching, you will have the opportunity to receive a 10% discount on all future services or products in exchange for an honest testimonial and an athlete photo of yourself. We may use this testimonial and photo on our website and social media channels.

If you need any clarification about our discount offers, please feel free to email us at mail@athleatcoach.com



DISCOUNT

%

DO WE WORK WITH SPECIFIC SUPPLEMENT COMPANIES?

We aim to provide our clients with the best and most independent advice possible. To achieve this, we intentionally avoid partnerships with supplement companies, as such affiliations could limit our recommendations.

This independence allows us to select the products that are best suited to you and your specific situation. For example, we might recommend one brand of vegan protein powder and a different brand for omega-3 supplements.

It's also important to note that not all supplements are tested for banned substances, which is particularly crucial for professional athletes. Up to 15% of supplements can lead to a positive doping test.

Do you have a partnership with a company and want to use their products for financial reasons? No problem! We take such aspects into account too.



COMMUNICATION WITH YOUR COACH

Maintaining regular contact and honest communication with our clients is very important to us. While personal coaching calls typically occur once or twice a month, you can message your coach through the coaching app at any time. We are very responsive and usually get back to you within one working day.

With your coach's agreement, communication via WhatsApp or other messaging services is also available.

Additionally, spontaneous phone calls are available in the PREMIUM coaching package.



WHAT MATERIALS WILL I RECEIVE ?

All our clients receive personalised recommendations discussed during coaching calls and provided as a PDF.

We create all meal-plans using our app, which allows for easy exporting as PDF files. Additionally, we often design visual meal-plans and info-flyers.

Clients have access to over 500 recipes through our app, which we can customise to meet your individual needs and preferences.

Furthermore, you will receive a personalised supplement guide along with tailored recommendations for various scenarios, such as nutrition around training, travelling or eating out.

GOAL/LOAD	GOOD EFFECT	LOW TO MODERATE EFFECT
SHORT ACTIONS (1-4 MIN)	SODIUM BICARBONATE, BETA-ALANINE, CREATINE, CAFFEINE	CAFFEINE, CITRULLINE, BEETROOT
SHORT ENDURANCE (5-10 MIN)	---	BEETROOT, CITRULLINE, CAFFEINE
LONG ENDURANCE (> 90 MIN)	CAFFEINE, SPORTS DRINKS	---
MUSCLE GENERATION	PROTEIN POWDER	OMEGA 3, CHERRY



Rest	Short run / gym	Medium long run	Long run
Calories: 1750 kcal	Calories: 2000 kcal	Calories: 2400 kcal	Calories: 2800 kcal
Protein: 110g Fat: 70g	Carbs: 185g Protein: 120g Fat: 80g	Carbs: 275g Protein: 110g Fat: 90g	Carbs: 300g Protein: 120g Fat: 110g
Protein + veggie + moderate amount of carbs (potatoes) High-quality fat sources like nuts	<ul style="list-style-type: none"> Protein + veggies + moderate amount of carbs High-quality fat sources like nuts 	<ul style="list-style-type: none"> Large amount of carbs Rice, pasta etc Extra portion of healthy fats 	<ul style="list-style-type: none"> Very high carb requirement Extra snack Sweets okay Liquid carbs Extra oil & fatty source

ANY QUESTIONS?

Do you have any questions, requests, or concerns that you couldn't find answers to in our brochure?

If so, please email us to arrange a free introductory call:
mail@athleatcoach.com

We look forward to hearing from you.

Your team athLEATcoach,
Jörn, Lucas & Joshua

