THE ORGANIC ATHLETE ACADEMY

Movement education, made practical.

Founding curriculum and product roadmap | v1.0

Our mission

Bridge the gap between learning anatomy and understanding movement. Every lesson begins with an accessible explanation and continues into a deeper coach-level application.

Two learning tracks

EVERYDAY ATHLETE	COACH'S LAB
Plain-language anatomy, demonstrations, movement awareness, guided practice, simple knowledge checks.	Origins, insertions, innervation, muscle actions, assessment observations, exercise selection, coaching cues, progression, and scope of practice.

Learner outcome

After each module, learners should be able to locate the structures, explain the movements, connect them to daily life, and choose an appropriate next learning or training step.

Editorial rules

- Use original explanations and properly licensed or independently made illustrations.
- Teach movement variability; do not equate a single posture or pronation pattern with injury.
- Trainer materials are educational, not medical assessment or rehabilitation protocols.
- Do not suggest NASM affiliation, endorsed credentials, or continuing-education credits.

Eight-course curriculum

Designed to be published as an expandable library. A course may contain several short modules.

COURSE 01 Foundations of Movement

Anatomical language, planes, joint actions, concentric/eccentric/isometric contractions.

COURSE 02 Foot & Ankle Mechanics

Bony landmarks, tibialis anterior/posterior, calf complex, arch control, gait.

COURSE 03 Knees & Lower-Body Control

Quadriceps, hamstrings, knee motion, squatting, step-downs.

COURSE 04 Hips & Glutes

Gluteal muscles, hip flexors, hip hinge, lunging and pelvic control.

COURSE 05 Core & Spine

Basic spinal movement, trunk stability, breathing and load management.

COURSE 06 Upper-Body Anatomy

Scapula and shoulder mechanics; pushing and pulling patterns.

COURSE 07 Integrated Movement

Balance, coordination, exercise regressions, progression and recovery.

COURSE 08 Applied Coaching

Case-based observations, coaching communication, programming and referral decisions.

Lesson template used across every course

1. See it → 2. Learn it → 3. Feel it → 4. Use it → 5. Coach it → 6. Test it → 7. Review it.

First product & launch plan

Course 02, Module 01: Your Foundation - Understanding the Foot & Ankle

PRODUCT COMPONENT	WHAT THE BUYER GETS
Beginner path	Ankle/foot vocabulary, tibialis anterior and posterior, practical movement examples.
Advanced path	Origin/insertion/innervation, contraction types, movement observations and progressions.
Practice tools	Movement labs, 3 practical client scenarios, recall questions, answer explanations.
Safety and scope	When to modify, when to refer, why visual observation is not diagnosis.

Initial launch hypothesis

- Offer a concise downloadable PDF workbook at a test price of $19.
- Publish 2 free educational carousels per muscle: anatomy and applied coaching.
- Share 1 free sample lesson and collect email signups before checkout.
- Pilot the workbook with 5-10 learners and record confusion points before selling.
- Test whether customers prefer beginner-only, trainer-only, or combined editions.

Before selling

- Fact-check all anatomy and instructions against trusted references; have qualified reviewers review exercise claims.
- Confirm commercial rights to every image, icon, font, and generated visual.
- Add terms of purchase, refund policy, privacy notice and accessible website delivery.
- Use “independent study companion” rather than “NASM course” or “certification”.