



EpitomePD

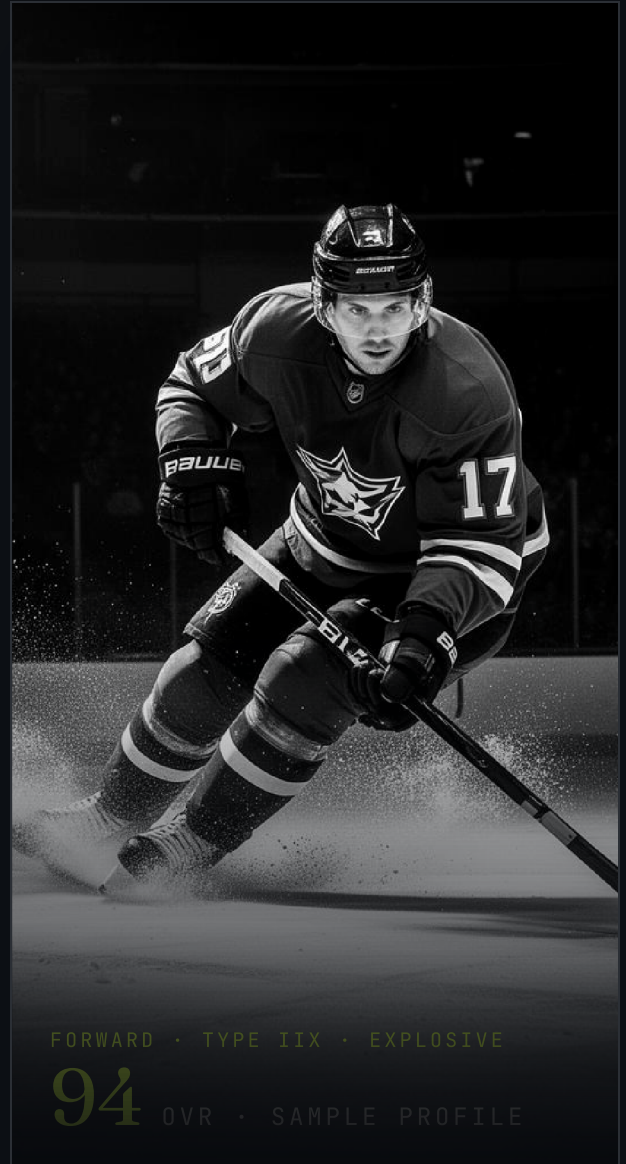
HOCKEY PERFORMANCE INTELLIGENCE

VOL. 01 • 2026 EDITION • HOCKEY

The hockey player *decoded.*

EpitomePD is an advanced, data-driven athletic assessment platform that analyzes objective **genetic and developmental data** to identify **physical and mindset predispositions** — used to build **highly-personalized training routines** that help ice hockey players optimize long-term performance and elite potential.

Two personalized, human-reviewed reports — one for the mind, one for the genome — fused into a single player dossier with a profile archetype and three tailored actions to work on each month. For players 14 and up, their parents, and the coaches, teams and academies who develop them.



FORWARD • TYPE IIX • EXPLOSIVE

94 OVR • SAMPLE PROFILE

22

CURATED GENETIC MARKERS

90

PSYCHE PROMPTS, HOCKEY-CALIBRATED

1,200+

PERSON REFERENCE DATABASE

1 of 1

PROFILE PER PLAYER

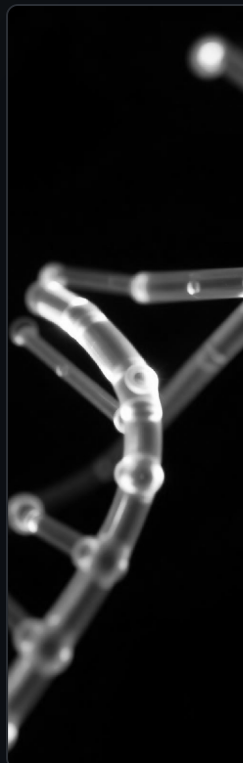
Two reports. *One player dossier.*

Skating and skill get coached every day. Your mind and your genome are the half of the game nobody measures — until now. EpitomePD measures both and hands back a plan, not just a score.



Mindset Report

A 90-item, hockey-calibrated assessment of mental performance, mindset, and psychological resilience. About 35 minutes to complete. Delivers an instant personalized PDF report and dashboard profile covering hockey attitude, anxiety, depression, psychological performance, and overall mindset — paired with your assigned profile archetype and three tailored actions to try this month.



Genetic Performance Report

A discreet cheek-swab kit shipped to your address with a prepaid return envelope. Your sample is lab-processed and human-reviewed across 22 curated genetic markers calibrated for hockey performance — explosive stride, shift recovery, endurance, durability, strength, and contact-injury risk among them. The report lands in your dashboard 14–21 days after the lab receives your sample.

HOW IT WORKS

Four moves. *One blueprint.*

01 • Order

Choose your product

Buy online in Canadian dollars, one time, with no subscription. The discreet kit ships within 24 hours — insured, tracked, lab-sealed.

02 • Assess

Swab and answer

A painless cheek swab, plus the hockey-specific psychometric protocol completed on your own time in about 35 minutes.

03 • Dossier

Receive your reports

The mindset report arrives in your dashboard immediately; the genetic report 14–21 days after the lab receives your sample. Every genetic report is human-reviewed before publication.

04 • Calibrate

Train the invisible half

Three tailored monthly actions — on your own, with your coach, or with a specialist — and personalized calibration programs guided by qualified professionals.

Five scored *mindset dimensions*.

Each dimension is scored, banded, and explained in plain language, then rolled up into a profile archetype — for example *The Composed Competitor: steady under pressure, sharper when it matters* — with three concrete actions for the month. The sample values below are from the public sample report.

Overall Mindset

SAMPLE · 7.4 · STRONG

A reliable, pressure-tested profile with clear room to push higher.

Hockey Attitude

SAMPLE · 7.8 · STRONG

Coachable, team-first, and consistent in your habits.

Psychological Performance

SAMPLE · 7.0 · SOLID

Good baseline resilience; sharpen recovery after mistakes.

Anxiety

SAMPLE · 3.4 · OPTIMAL

In the high-performance window — enough edge to stay engaged.

Depression

SAMPLE · 2.1 · LOW

Healthy mood baseline with little downside risk.

The genetic panel (*six of the 22*)

Twenty-two curated markers, each tied to a hockey trait — stride and power, shift recovery, endurance, durability, strength, and contact-injury risk. Every result is written up in plain language and reviewed by a person before it reaches your dashboard.

#	MARKER · TRAIT	GENOTYPE (SAMPLE)	READ
01	ACTN3 · Stride / Power	RR — Elite Power Allele	+18%
02	PPARA · Shift / Recovery	C/C	Optimal
03	VEGFA · Endurance / Recovery	G/G	High
04	COL5A1 · Durability / Injury	TT	Low Risk
05	AGT (M235T) · Strength / Power	TT	High Power
06	CCL2 · Injury Risk	AA	Low Risk

Reports are for performance development and personal interest only — not medical, psychological, or genetic-counseling advice. Genetics processing is provided by Personalized Prescribing Inc.

The edge you can't see *in the mirror*.

Parents are typically the purchasers. Two reports per player — mindset and genetic — each with concrete development actions, owned by the player and the family.

01

Know your mental edge

Quantify composure, focus, resilience, and decision-making under pressure — the traits that decide who stays at the top.

02

Find what's holding you back

Pinpoint the specific mental and genetic factors limiting your game, each paired with a clear, doable next step.

03

Get a plan, not just a score

Your profile archetype comes with tailored actions to work on this month — on your own, with your coach, or with a specialist.

04

Engineer the next level

Stop guessing what separates you from the players above you. Train the invisible half of the game with a measurable blueprint.

Who it's for

Hockey players who treat the sport as a discipline rather than a hope — from junior and college athletes through the pro and national-program tiers. Built for players 14 and up. Athletes under 18 participate with parental consent: through their own account, where results unlock once a parent or guardian consents by email, or through an account created and managed by a parent or legal guardian.

Your data stays yours

Personal, assessment, and genetic data are never sold. Individual results are not disclosed to any insurer, employer, or athletic organisation — including the player's own team — without specific written consent. Reports are visible only through your own account, and players and families can always choose to share a report with a coach.

See a new layer of *player intelligence*.

Empower your program with player intelligence that conventional evaluations do not capture. EpitomePD gives coaching staff access to behavioural and genetic insight through a sophisticated clinical and analytical framework — at no acquisition cost to the club.

For forward-thinking programs across junior, academy, and collegiate levels, EpitomePD introduces a more objective, scientifically informed approach to player development. By establishing a baseline of biological and psychological information, the EpitomePD dossier can help staff individualize development, strengthen the evidence behind their decisions, and elevate the program's reputation — supporting better player outcomes while positioning the organization as a premier destination for elite talent.

How the team program works

- **One promo code.** Your organization receives a code that applies your pricing at checkout; you share it with your players' families.
- **Families purchase directly.** Parents, or players 18+, buy on the site, complete the assessment on their own time, and receive reports in their own account.
- **Zero staff overhead.** No roster upload, no team dashboard, no software for your staff to run.
- **Private by default.** Individual results are never disclosed to the organization without the player's written consent — families can always choose to share.

Let EpitomePD earn its place.

Don't take our word for it. Learn what the dossier examines, how the findings are interpreted, and how this additional layer of insight can support player development. Choose two players to receive complimentary assessments, evaluate the dossiers through the lens of your own coaching experience, and decide for yourself whether the insight is valuable enough to introduce to the full roster — at no cost to your team.

BOOK A SESSION

The Value *Trifecta*.

When an EpitomePD performance dossier — which integrates 22 genetic markers with a 90-item behavioral assessment — is funded directly by a player's parents, it establishes a powerful development ecosystem.



Benefits to the Players

- **DNA-Matched Athlete Development:** Players receive a hyper-customized On-Ice and Off-Ice Individual Development Plan (IDP) tailored entirely to their biological baseline (e.g., explosive type IIx muscle fibers vs. endurance metrics).
- **Mental Toughness Blueprint:** Utilizing specialized metrics like the Hockey Attitude Score, players pinpoint hidden psychological barriers, giving them the exact tools needed to navigate high-stakes game anxiety, slump cycles, and locker-room adversity.
- **Empowered Ownership:** The clear, neutral data shifts the player's perspective from being directed to taking active ownership of their athletic career, building maturity on and off the ice.



Benefits to the Coaches

- **Elimination of Development Guesswork:** Staff instantly see a player's raw biological ceiling and psychiatric triggers. Coaches know precisely how to motivate every personality type and how hard to push their physical limits mitigating overtraining risks.
- **Data-Driven Parent Communications:** Minor hockey is notorious for parent-coach friction regarding roles and ice time. Because parents bought the profile, they look at the exact same data as the coach. This substitutes emotional family arguments with cold, objective scientific benchmarks.
- **Immediate Structural Buy-In:** When families make a personal financial investment, they want to see it utilized. Coaches face zero resistance when prescribing specific skill adjustments, as the family is already fully invested in the science backing the request.



Benefits to the Team / Club Management

- **Zero-Cost Elite Analytics:** Team management integrates professional-tier genetic, physiological, and psychological profiling into its development matrix without spending a single dollar of the club's operational budget.
- **Enhanced Club Brand & Prestige:** Aligning with advanced sports-science tools positions the organization as an elite, forward-thinking development hub, making it a highly effective tool for attracting top prospects.
- **Reduced Attrition and High Accountability:** When parents invest financially, accountability naturally moves into the home. Families actively reinforce the team's nutritional, rest, and mental training protocols, leading to a healthier roster and fewer disgruntled families quitting mid-season.

Heard from *the bench*.

“Epitome provides objective, data-driven insights that empower players to own their growth while positioning coaches as supportive partners in tailored development planning. By highlighting specific mental and physical needs, it serves as a high-value tool for optimizing team performance and informing strategic scouting decisions.”

TJ Manastersky

HEAD COACH, BROCK
UNIVERSITY BADGERS • 2025

“By combining a player’s development data and genetic data, the predisposition report significantly enhances talent assessment and provides unique insights supporting personalized skill development. There is lots of value here.”

Willie Desjardins

HEAD COACH & GM, MEDICINE
HAT TIGERS • 2025

“The report’s genetic data offered new insights into player potential and limitations, allowing for the creation of individualized training plans. By evaluating mindset scores, the team identified the need to develop mental skills in certain players to improve their long-term performance. The hockey attitude score was crucial for understanding how young athletes manage adversity both on and off the ice.”

Mike Johnston

PRESIDENT & GM, PORTLAND
WINTERHAWKS • 2025

THE SCIENCE

Built on Sigmund

EpitomePD extends **Sigmund**, a multi-year clinically studied psychological assessment project with a 1,200+ person reference database, into hockey — validated by credentialed clinicians and calibrated with junior leagues and hockey academies. Genetic results are reviewed before publication: no raw data dumps. No supplements, no upsells — the product is the assessment and the report, nothing else.

THE TEAM

James Durward

Originator of the Sigmund project; decades leading public companies and deep-technology builds.

Amir Zarie

AI and data science specialist; Ph.D. candidate in neuroscience.

Dr. Keith Courtney

Board-certified psychiatrist with nearly 30 years of clinical experience.

Dr. Carol Malec

Ph.D.; decades of practice in stress and coping, mood regulation, trauma and recovery.

Dr. Keltie Duggan

MD, family physician; former Canadian National Swim Team member.

D’Arcy Funfer

National Sales Manager; decades advising companies at pivotal stages of growth.

One-time. *In Canadian dollars.*

DIGITAL · INSTANT

Epitome Biometric
Environmental
Assessment

CA\$695

A 90-item, hockey-calibrated assessment of mental performance, mindset, and psychological resilience. About 35 minutes. Instant personalized PDF report and dashboard profile, your profile archetype, and three tailored actions for the month. Built on a clinical instrument validated against a 1,200+ person reference database.

- 90 items, ~35 minutes
- Four scored dimensions of mindset
- Personalised PDF report, results immediately

PHYSICAL · SHIPPED TO YOU

Genetic Test Kit

CA\$595

A discreet cheek-swab kit with a prepaid return envelope. Lab-processed and human-reviewed across 22 curated genetic markers calibrated for hockey performance — explosive stride, shift recovery, endurance, durability, strength, and contact-injury risk among them. Report in 14–21 days after the lab receives your sample.

- Mailed at-home cheek-swab kit
- Human-reviewed before publication
- Genetic markers + written summary

BEST VALUE · BOTH REPORTS

Assessment + Genetic
Kit Bundle

CA\$1,195

The complete EpitomePD profile in one purchase: the 90-item hockey-calibrated mental assessment and the mailed cheek-swab genetic kit. Two personalized reports — one for the mind, one for the genome — covering 22 hockey-relevant genetic markers and 90 psyche prompts (30 of them hockey-specific), with your profile archetype, three tailored monthly actions, and a unified player dossier.

- Everything in both products
- Assessment access + mailed genetic kit
- Both reports in your dashboard

All payments are processed by Stripe; we never see or store card details. No subscription, no auto-renewal, no upsells. Refund requests on unused, unshipped products are accepted within 14 days of purchase. Ships within Canada and the United States. Teams and academies: ask about organization pricing by promo code.

GET IN TOUCH

WEBSITE

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BOOK A 1:1 SESSION

[D'Arcy Funfer · cal.com/d-arcy-funfer-deoje4/30min](https://cal.com/d-arcy-funfer-deoje4/30min)

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