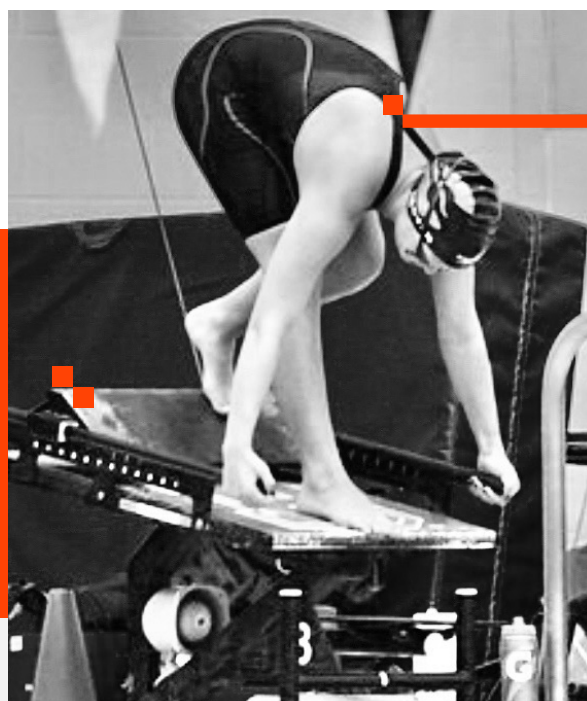




SwimBETTER

CASE STUDY

ATHLETE: ANNABELLE HOOVER
AGE: 16
COUNTRY: USA
SPORT: SWIMMING
OCCUPATION: FULL TIME STUDENT
BACKGROUND: SCHOOL SWIMMER



FROM STALLED TO SURGING

Like many swimmers, Annabelle reached a point where her progress stopped. Times plateaued. Physical development levelled out. More effort wasn't equalling better results. Working harder wasn't making a difference. So she started using **eo** SwimBETTER. Two months later, her results were mind-blowing:

- 11 PBs across all four strokes – the biggest drop = 10.90s in the 400yd IM
- Improvements in both sprint and distance
- Breakthrough performances across the board

Backstroke

200yd Back: 2:07.96 → 1:59.49

100yd Back: 1:02.53 → 55.58

Butterfly

200yd Fly: 2:13.62 → 2:05.48

100yd Fly: 1:03.91 → 57.17

Breaststroke

200yd Breast: 2:33.32 → 2:23.00

100yd Breast: 1:14.35 → 1:08.38

Freestyle

200yd Free: 2:06.86 → 1:57.07

100yd Free: 57.33 → 53.64

IM

400yd IM: 4:34.49 → 4:23.59

200yd IM: 2:10.07 → 2:04.45



ANNABELLE'S APPROACH: MEASURE, UNDERSTAND, EXECUTE

Using **eo** SwimBETTER, Annabelle completed a full baseline assessment across all strokes.

The data immediately revealed something critical:

Only 38.5% of her force was contributing to forward propulsion.

The rest was being wasted going left, right and downward.

What felt like effort to Annabelle wasn't translating into speed.

WHAT CHANGED

Force direction

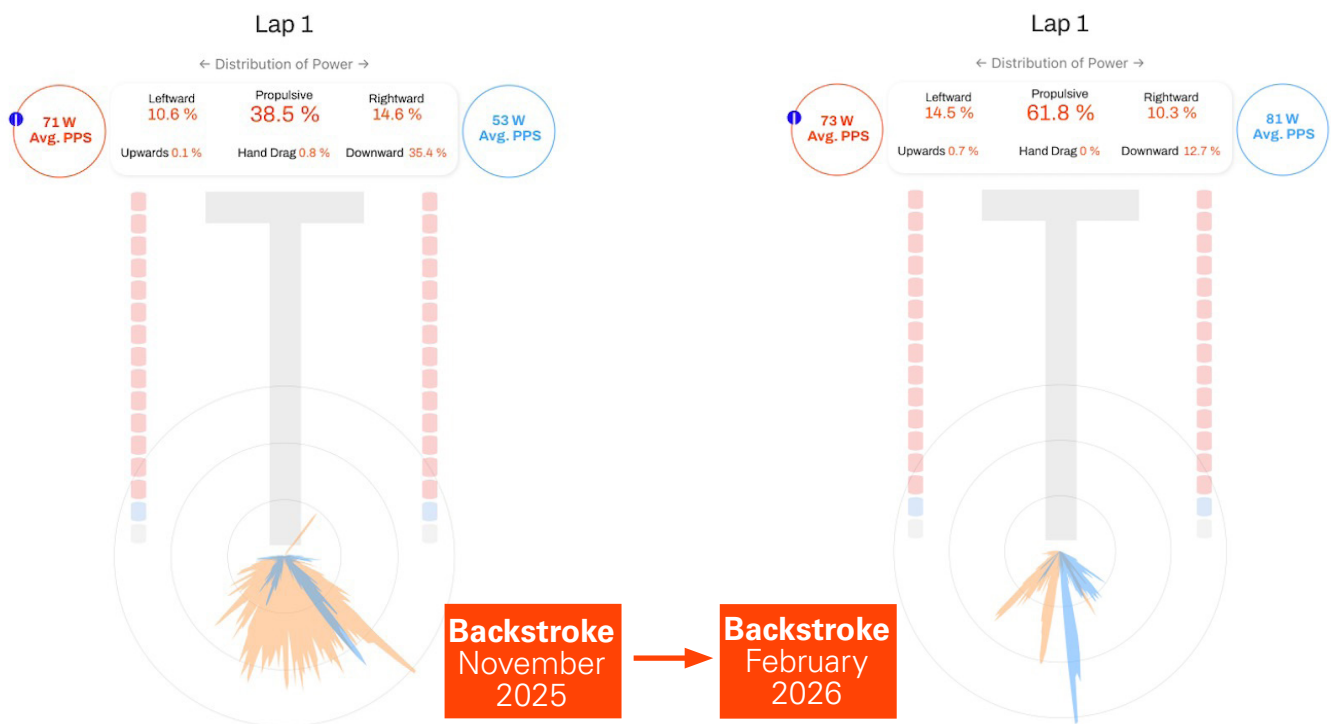
The goal wasn't more effort – it was better direction.

By refining her catch and hand path, Annabelle:

- Reduced lateral and downward force
- Increased the percentage of force driving her forward
- Created a more effective propulsion profile

As shown in her Force Field data, propulsion increased significantly from baseline to post-intervention.

Result: More speed from the same effort.



Distance per stroke and efficiency

As Annabelle's technique improved, so did her efficiency:

- Distance per stroke increased **+37%**
- Strokes per lap decreased **-31%**
- Her stroke became more effective and less wasteful

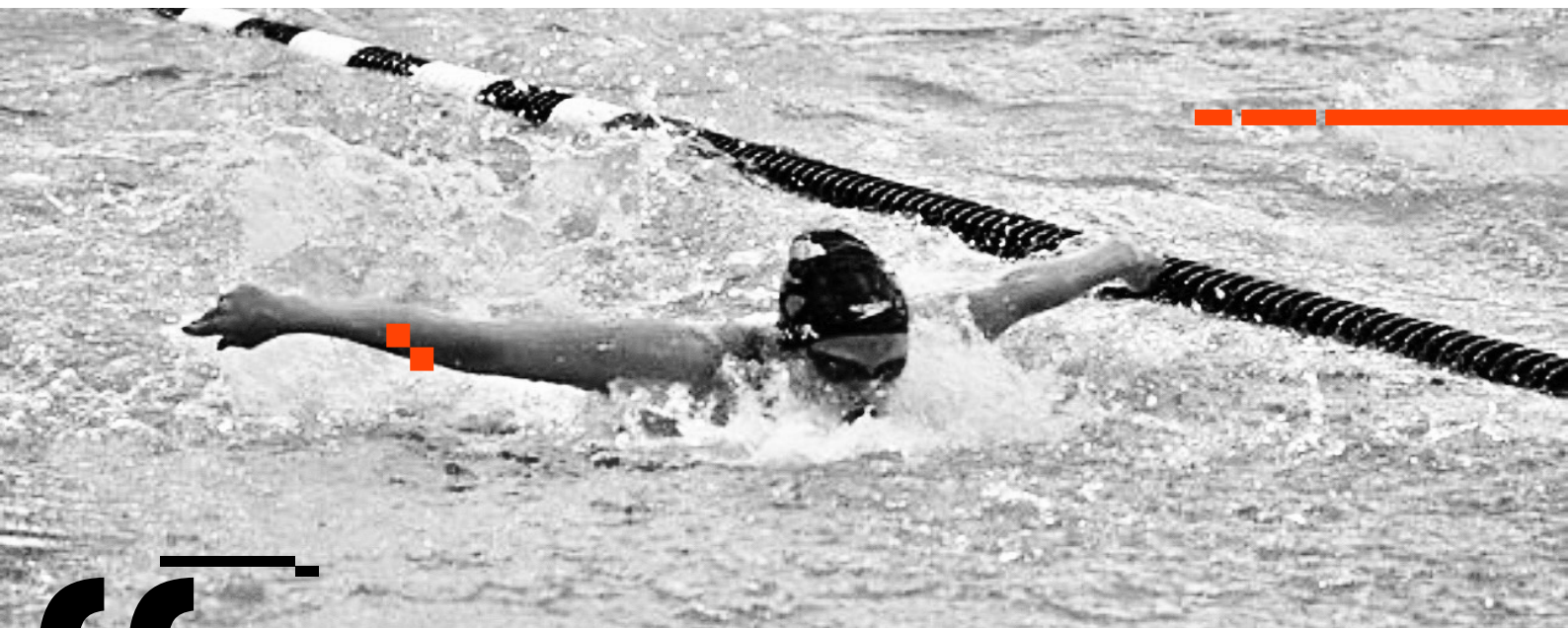
Result: Faster swimming with less effort.

Targeted drills

Every improvement came from deliberate, focused work:

- Snorkel sessions to isolate technique from breathing
- One-arm drills to correct imbalances
- Catch-up drills to refine timing
- Focus on early vertical forearm and hand positioning in freestyle

No guessing. Just data-driven repetition



I thought I just needed to work harder, but **eo SwimBETTER** showed where I was losing speed. Once I fixed that, everything changed – my stroke, my confidence and my results.

Annabelle Hoover, Swimmer

FROM PLATEAU TO QUALIFICATION IN ONE SEASON

1. MADE A FINALS AT THE NEW ENGLAND SENIOR CHAMPIONSHIPS IN EVERY EVENT ENTERED
2. FUTURES CHAMPIONSHIP QUALIFIER IN 5 EVENTS:
50 BACK / 100 BACK / 200 BACK / 200 IM / 400 IM
3. KNOCKING ON THE DOOR OF JUNIOR NATIONALS, JUST AS HER COLLEGE RECRUITING WINDOW OPENS