



SwimBETTER

CASE STUDY

ATHLETE:	LAURA DUBE
AGE:	19
COUNTRY:	USA
SPORT:	SWIMMING
OCCUPATION:	FULL TIME STUDENT
BACKGROUND:	NCAA SWIMMER UNIVERSITY OF MAINE



RESULTS IN TWO MONTHS

As a freshman, Laura showed early potential. Three B finals. Four team points at Conference Championships. But the following two seasons told a different story. Laura's performance had plateaued, her progress stalled and she didn't make a single finals appearance.

For many athletes, that's where momentum fades, but Laura chose a different path. She introduced **eo** SwimBETTER into her training just two months before her final conference championships.

The result? Personal bests across all her key events.

Breaststroke

200yd Breast: 2:29.12 → 2:22.67

100yd Breast: 1:07.38 → 1:04.97

50yd Breast: 31.04 → 30.38

IM

200yd IM: 2:11.99 → 2:07.64

100yd IM: 1:01.12 → 1:00.49

A STELLAR LAST DANCE

- PBs in every race – prelims and finals
- Significant drops across all events
- Breakthrough performance in her final season

LAURA'S APPROACH: MEASURE, OWN, EXECUTE

Instead of increasing training volume, Laura used **eo SwimBETTER** to understand why her progress had stalled. The data revealed:

- Only **31%** of her power was propulsive
- The majority of her effort was being directed downward
- Small technical inefficiencies were costing her significant speed

Objective data gave Laura direction. Consistent work outside regular squad sessions turned it into results.

Result: Technique changes that became repeatable under pressure.

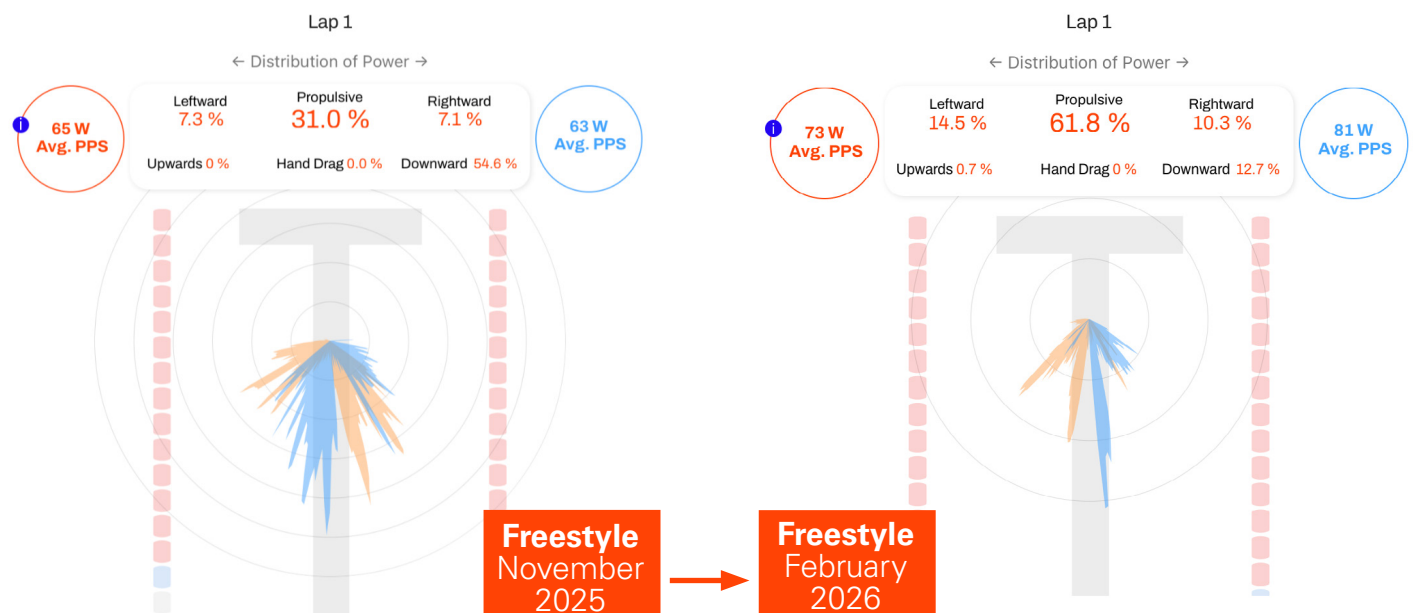
WHAT CHANGED

Force direction

In November 2025, her distribution of power was only 31% propulsive but 54.5% downward.

By February 2026, she'd moved to 61.8% propulsive with only 12.7% downward.

Result: More speed, less wasted power.

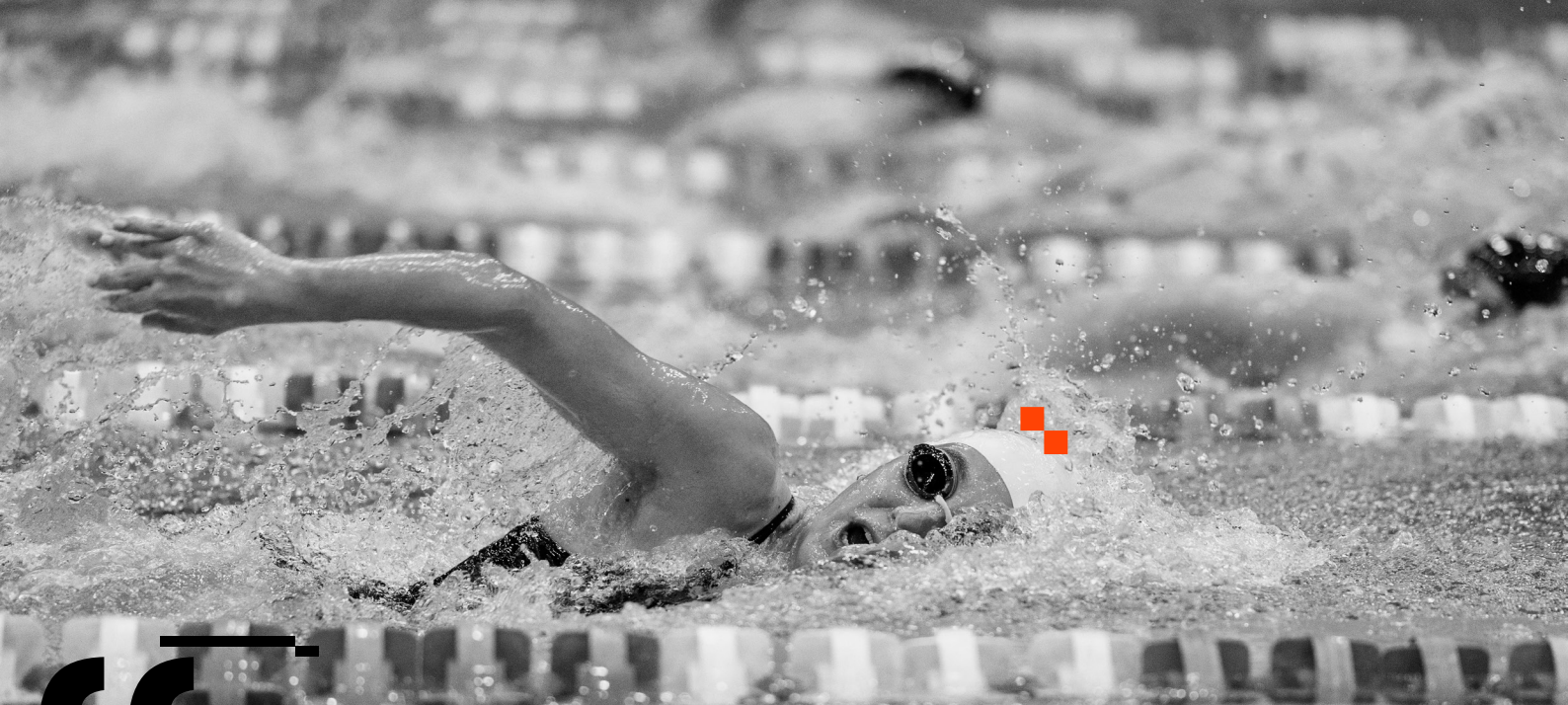


Efficiency under load

Laura was able to significantly increase the propulsive power in her stroke, while maintaining symmetry between her left and right hands. Her stroke rate reduced, while delivering a faster swim time.

Result: A more efficient swim.





For two years I felt stuck, training hard without seeing any real improvement. **eo** SwimBETTER finally showed me what was holding me back.

I only wish I'd discovered it earlier – it completely changed the way I understand and improve my swimming.

Laura Dube, NCAA Swimmer

A FINAL BREAKTHROUGH

AT HER FINAL CONFERENCE CHAMPIONSHIPS, LAURA DELIVERED THE BEST PERFORMANCES OF HER CAREER:

QUALIFIED FOR 3 x B FINALS
SCORED 17.5 TEAM POINTS
TOP 10 ALL-TIME (UNIVERSITY OF MAINE):
50yd Breaststroke
100yd Breaststroke
200yd Breaststroke
100yd IM