THE STORY BEHIND THRIVE

I believe that real progress requires a stronger scientific foundation. Performance should be developed through knowledge, accurate testing, and reliable data — not guesswork or misinformation.

I wanted to bring that same belief into sports and human performance.

To me, it represented more than a name. It represented hope, growth, and the belief that progress is possible even in the most challenging circumstances.

Then I found the word THRIVE.

At a time when the country was facing uncertainty and difficult circumstances, I was questioning whether to move forward with this project or wait for a clearer future.

Choosing the name THRIVE was not easy. It came after a long journey of searching for the right identity for a new concept in Lebanon.

Because real progress starts with understanding. And to thrive, we must start right, build right, and keep moving forward.

THRIVE – Train with Data. Perform with Purpose.

THRIVE

VO_2 MAX & PERFORMANCE TESTING

Website Page Content & Structure

UNDERSTAND YOUR PHYSIOLOGY. UNLOCK YOUR PERFORMANCE.

Prepared as a website content brief for the THRIVE web design team.

PAGE OVERVIEW

This page introduces THRIVE's VO_2 Max and physiological performance testing service. It explains preparation, testing modalities, the testing process, the three physiological systems assessed, the analysis outputs, and the value of the personalized report.

Primary message: THRIVE does more than provide a VO_2 Max score. We interpret how the cardiovascular, respiratory, and metabolic systems respond to exercise.

Primary call to action: Book Your VO_2 Max Test

1. HERO SECTION

UNDERSTAND YOUR PHYSIOLOGY. UNLOCK YOUR PERFORMANCE.

Advanced VO_2 Max & Physiological Performance Assessment

Discover how your cardiovascular, respiratory, and metabolic systems respond to exercise through advanced physiological testing and individualized performance analysis.

Button: BOOK YOUR VO_2 MAX TEST

2. BEFORE YOUR TEST – HOW TO PREPARE

Proper preparation helps ensure reliable and consistent test results.

24 Hours Before the Test

- Avoid strenuous exercise and endurance training.
- Get adequate sleep and avoid arriving physically exhausted.

3 Hours Before the Test

- Avoid food and heavy meals.
- Avoid caffeine, alcohol, and tobacco.
- Drink water as needed.

On Test Day

- Wear comfortable sportswear and athletic shoes.
- Avoid an intense workout before arriving.
- Continue prescribed medications as usual; do not change medication without medical advice.

Note for the website team: Confirm the final preparation protocol with THRIVE's testing procedure and the relevant KORR guidance before publishing.

3. HOW IS THE VO_2 MAX TEST PERFORMED?

The test can be performed using either a treadmill or a stationary bike, depending on the individual's sport, preference, and testing objectives.

Choose Your Testing Modality

- Treadmill: Suitable for runners and individuals who prefer running.
- Stationary Bike: Suitable for cyclists and individuals who prefer cycling.

The Testing Process

1. Initial Setup: We record relevant information, fit the metabolic mask, and connect the heart-rate chest strap.
2. Warm-Up: You begin with a comfortable warm-up to prepare your body.
3. Progressive Exercise Test: Exercise intensity gradually increases through controlled stages by adjusting treadmill speed and incline or cycling resistance and watts.
4. Physiological Monitoring: Throughout the test, we monitor oxygen consumption, carbon dioxide production, heart rate, and breathing responses.
5. Test Completion & Recovery: The test ends when the required endpoint is reached or you can no longer continue safely, followed by a monitored recovery period.

4. THREE PHYSIOLOGICAL SYSTEMS WE ASSESS

We do not focus on the VO_2 Max number alone. We analyze how three interconnected physiological systems respond as exercise intensity increases.

01. Cardiovascular System

We assess how the heart and circulatory system respond to increasing exercise demands.

- Heart Rate & Peak Heart Rate
- Heart Rate Response
- Heart Rate Recovery (HRR)
- VO_2 Pulse (Oxygen per Heartbeat)

02. Respiratory System

We assess breathing patterns and ventilatory responses as exercise intensity increases.

- Ventilatory Response
- Respiratory Rate (RR)
- Tidal Volume
- Ventilatory Thresholds (VT1 & VT2)

03. Metabolic System

We assess oxygen use, carbon dioxide production, and the contribution of fats and carbohydrates to energy production.

- VO_2 & VO_2 Max / VO_2 Peak
- VCO_2
- Respiratory Exchange Ratio (RER)
- Fat & Carbohydrate Utilization
- FatMax & Crossover Point
- Energy Expenditure (Calories per Hour)

Technical clarification: These are three areas of physiological analysis, not three separate machines. The CardioCoach PRO collects gas-exchange and heart-rate data. Some outputs, such as VO_2 Pulse, FatMax, and Crossover Point, require calculation, interpretation, or additional analysis rather than being independent direct measurements.

5. YOUR RESULTS – WHAT DO WE ANALYZE?

After the test, we review the data and graphs and interpret the results to build a clearer picture of your physiological profile.

A. Cardiovascular Performance

- Resting / Starting Heart Rate
- Peak Heart Rate
- Heart Rate at VT1 and VT2
- Heart Rate Recovery (1 & 2 Minutes)
- VO_2 Pulse (Oxygen per Heartbeat)

B. Respiratory & Ventilatory Analysis

- Respiratory Rate (RR)
- Tidal Volume
- Minute Ventilation (VE)
- Ventilatory Response
- VT1 & VT2 Identification and Interpretation

C. Metabolic & Energy Analysis

- VO_2 Max / VO_2 Peak
- Relative VO_2 (ml/kg/min)
- Absolute VO_2 (L/min)
- VCO_2
- Respiratory Exchange Ratio (RER)
- Fat & Carbohydrate Utilization
- FatMax
- Crossover Point
- METs
- Calories per Hour

D. Training & Performance Recommendations

- Personalized Heart Rate Training Zones
- Training Intensity Recommendations
- Speed / Incline or Cycling Watts at Different Stages
- Aerobic & Anaerobic Thresholds
- Fitness Level & Normative Comparison
- Potential Physiological Performance Limiters

Website accuracy note: Clearly distinguish directly measured values from calculated or interpreted metrics. Do not imply that every metric is automatically generated by the device or available in every test.

6. YOUR PERSONALIZED PERFORMANCE REPORT

At THRIVE, the results are not just numbers. We interpret the data and translate them into practical information to help you and your coach make more informed decisions.

Your report helps you understand:

- Your current aerobic fitness and VO_2 Max.
- Your aerobic and anaerobic thresholds.
- Your individual training zones.
- How your body utilizes fats and carbohydrates.
- Your cardiovascular and respiratory responses to exercise.
- Your strengths and potential physiological limitations.
- Areas that may benefit from targeted training.

You receive a personalized assessment to support more informed training and performance decisions.

7. WHO SHOULD TAKE A VO_2 MAX TEST?

- Runners
- Cyclists
- Triathletes
- Team Sport Athletes
- Fitness Enthusiasts
- Health & Wellness Individuals

8. FINAL CALL TO ACTION

STOP GUESSING. START UNDERSTANDING YOUR BODY.

Discover your physiological capabilities and train with purpose.

Button: BOOK YOUR VO_2 MAX TEST

THRIVE – Athlete Optimization & Performance Lab

DESIGN & CONTENT NOTES FOR THE WEB TEAM

- Use THRIVE's brand identity: green, blue, and grey.
- Prioritize real photographs of the CardioCoach PRO, the testing setup, the treadmill, bike, and actual report examples.
- Use separate visual sections for the three physiological systems.
- Make the preparation checklist easy to scan on mobile.
- Use clear booking buttons throughout the page.
- Show anonymized sample reports only, with client permission.

- Confirm all preparation instructions and reportable metrics against THRIVE's final operating protocol and KORR documentation before publishing.

THRIVE | TRAIN WITH DATA. PERFORM WITH PURPOSE.