



**One platform. Every athlete. Every role.** Strength and conditioning, sports medicine, nutrition, and wellness, finally living together and talking to each other.

Platform comparison · June 2026 · Prepared by Michael Gordon, M.Ed, AT, CSCS · Head Athletic Trainer, St. Xavier High School · Founder, Strata

Most athletic departments stitch together **three to six separate subscriptions**: one app for the weight room, one EMR for the Athletic Training Room, consumer apps for nutrition, paper for wellness, and group texts for everything else. None of them share a single byte of data. Strata replaces the stack with **one record per student athlete, across their entire career**, where the injury status the Athletic Trainer sets is the same one the Strength and Conditioning Coach programs around.

✓ Included    ⚠ Partial or paid add-on    ✗ Not offered

## Strength & Conditioning

Compared with TeamBuildr, the category leader for weight room software (\$900 to \$2,800 per year)

Capability	STRATA	TeamBuildr
<b>Program builder with exercise categories</b> Upper push/pull, lower strength/posterior, power, core, field and conditioning blocks	✓	✓
<b>Exercise library and training templates</b>	✓	✓
<b>AI builds a complete program, or fills the gaps in yours</b> Full AI, Fill Gaps, or Manual Only, your choice per program	✓	✗
<b>AI programs strictly inside YOUR equipment inventory</b> Chip-picker equipment list per school, AI never prescribes a machine you do not own	✓	✗
<b>Testing sessions with bulk and drag-and-drop entry</b>	✓	✓
<b>Percentage-based, multi-week periodized blocks</b> Weekly % progression, training-max option, final-week deload; every athlete's bar weight computed from THEIR tested max	✓	✓
<b>Printable weekly rack cards and in-app athlete loads</b> Athletes x lifts grid of actual bar weights for any week; each athlete's phone shows their numbers	✓	✓

Capability	STRATA	TeamBuildr
<b>Normed 0-10 athleticism score (RAS) with letter grades and percentiles</b> Every athlete scored against position and age norms, not just raw maxes	✓	X
<b>What-if projections</b> Show an athlete exactly how 2 inches on a vertical changes their score	✓	X
<b>Leaderboards, load boards, weight room kiosk view</b>	✓	✓
<b>Training load monitoring (session-RPE, acute:chronic ratio)</b> Athletes self-log in 10 seconds; staff see the risk board	✓	🔴 add-on
<b>Athlete workout logging by phone</b>	✓	✓
<b>One-click athlete Report Card and recruiting PDF</b>	✓	X
<b>Connected to the medical record</b> Injury status and return-to-play limits appear where coaches program	✓	X

## Athletic Training & Sports Medicine EMR

Compared with Healthy Roster (mobile-first AT EMR, custom pricing) and traditional EMRs (ATS, SportsWare)

Capability	STRATA	Healthy Roster	ATS / SportsWare
<b>Injury documentation from the field, on mobile</b>	✓	✓	🔴 desktop-era
<b>Clinical notes, treatments, modality logging</b>	✓	✓	✓
<b>Referrals, physician notes, clearance letters</b>	✓	✓	✓
<b>Concussion suite</b> SCAT6, staged protocol with daily symptom check-ins, athlete-facing	✓	🔴	🔴
<b>Return-to-play stage progressions with multi-role sign-offs</b> MD, Athletic Trainer, Strength and Conditioning Coach, Sports Coach	✓	🔴	X
<b>QR self check-in kiosks</b> Athletic Training Room visits, hydration weigh-ins, weight room attendance, no login	✓	X	X
<b>Medical Alerts board</b> Whole-roster filters: EpiPen, asthma, diabetes, ADHD, heart conditions, sickle cell, by sport, level, gender	✓	🔴	🔴
<b>FinalForms roster import with medical flags</b> 2,000+ student athletes in one drag-and-drop, re-import to sync	✓	🔴	🔴

Capability	STRATA	Healthy Roster	ATS / SportsWare
Parent portal with secure access codes and messaging	✓	✓	X
Heat (WBGT), lightning, and cold policies built in <small>Live weather station feeds with OHSAA-aligned thresholds</small>	✓	X	X
Equipment / DME checkout log	✓	X	🟡
Board-ready program report in one click <small>De-identified period summary: visits, referrals, concussion protocols, heat-policy documentation, wellness, fueling, equipment</small>	✓	🟡	🟡
HIPAA and FERPA aligned, 2FA for staff, audit log, nightly restore points	✓	✓	✓
Connected strength, nutrition, and wellness data <small>The EMR sees training load, underfueling flags, and wellness trends</small>	✓	X	X

## 🔥 Nutrition & Fuel Tracking

Compared with MyFitnessPal Premium (\$80 to \$100 per person per year), Cal AI (\$120 per person per year), MacroFactor (\$144 per person per year)

Capability	STRATA	MyFitnessPal	Cal AI	MacroFactor
Snap-a-plate AI photo logging	✓	🟡 paid	✓	X
Barcode scanner with 3.5M+ product database	✓	✓	✓	✓
Type-it logging ("2 chicken breasts and rice")	✓	🟡 paid	✓	X
Saved meals, custom foods, repeat yesterday, water	✓	✓	🟡	✓
Targets from published sports science <small>Mifflin-St Jeor and ACSM/AND/ISSN position stands, by sport, position, and season</small>	✓	X	X	🟡
Per-meal targets (breakfast, lunch, dinner, snack)	✓	🟡 paid	X	✓
Game-day target adjustment from the team calendar	✓	X	X	X
History splits: game vs practice vs rest days, by season	✓	X	X	🟡
Real-burn check from weigh-ins crossed with intake	✓	X	X	✓
Eating-disorder-safe design <small>Fuel-up framing, no deficit streaks, trigger screening, weight-class questions routed to the Athletic Trainer</small>	✓	X	X	🟡

Capability	STRATA	MyFitnessPal	Cal AI	MacroFactor
<b>Athletic Trainer oversight</b> Discreet chronic-underfueling flags linked to a RED-S screen; team fuel board	✓	X	X	X
<b>7-day AI meal plan with grocery list</b>	✓	🕒 paid	X	X

Consumer nutrition apps are priced per person. Equipping 50 athletes with MyFitnessPal Premium would run roughly \$4,000 per year by itself, with no Athletic Trainer visibility and ads in the free tier.

## ♥ Wellness, Readiness & Recovery

Compared with questionnaire add-ons in S&C platforms and standalone wellness apps

Capability	STRATA	Typical add-on
<b>Daily 7-category wellness check-ins (30 seconds, athlete-facing)</b>	✓	✓
<b>Low-score alerts routed to the Athletic Trainer and the athlete's coaches only</b>	✓	🕒
<b>RED-S screening tool with weighted scoring and referral flags</b>	✓	X
<b>FMS movement screening</b>	✓	X
<b>Wearable import without API contracts</b> Athletes photo-scan their Whoop, Oura, Garmin, or Apple Health screen; AI reads it	✓	X
<b>Weekly screen-time self-report with trends</b>	✓	X
<b>Wellness, fuel, training load, and injuries on ONE athlete timeline</b>	✓	X

## ⚡ Only on Strata

- **One record per athlete, across their career.** Freshman testing, junior-year ACL rehab, senior season fueling: one timeline, never re-keyed.
- **Everything talks to everything.** The calendar's game day raises fuel targets. Underfueling flags suggest a RED-S screen. Injury limits show up where coaches program. No other product can do this, because no other product holds the data in one place.
- **Schedules build themselves.** Describe a season in plain English, photograph a paper game schedule, drop in a spreadsheet, or subscribe to a coach's Google Calendar. All four work today.
- **Coaches and athletic staff get their own private hub.** Fuel tracking with the same scanner, an AI workout plan built inside the school's actual equipment, recovery, and personal check-ins. Separate from athlete data.
- **Built for real scale.** Imports and live-syncs a 2,000+ athlete roster in one drag-and-drop.
- **Built by an Athletic Trainer.** Twenty years inside an Athletic Training Room, not a software company guessing at Friday nights.

## 💰 The Stack Math

The typical stitched-together stack	Annual cost
TeamBuildr (strength and conditioning)	\$900 to \$2,800
Healthy Roster or ATS (Athletic Training EMR)	Custom quote, commonly \$1,000+
Consumer nutrition apps (per person, if used at all)	\$80 to \$144 each
Wellness questionnaires, spreadsheets, group texts	Staff hours, every week
<b>Four logins. Four invoices. Zero shared data.</b>	<b>\$3,000 to \$6,000+</b>
<b>STRATA: every module above, every role (athletes, parents, Athletic Trainers, Strength and Conditioning Coaches, Sports Coaches, physicians, Athletic Directors), one record per athlete</b>	<b>One school-wide subscription</b>

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Competitor capabilities and pricing are summarized from each vendor's public materials as of June 2026 and may change; confirm current offerings with vendors. ✓ included in the core product · ◐ partial, separate product, or paid tier · ✗ not offered in publicly described products. MyFitnessPal pricing and paywall changes per public reporting, May 2026. TeamBuildr pricing per [teambuildr.com](http://teambuildr.com), 2026.