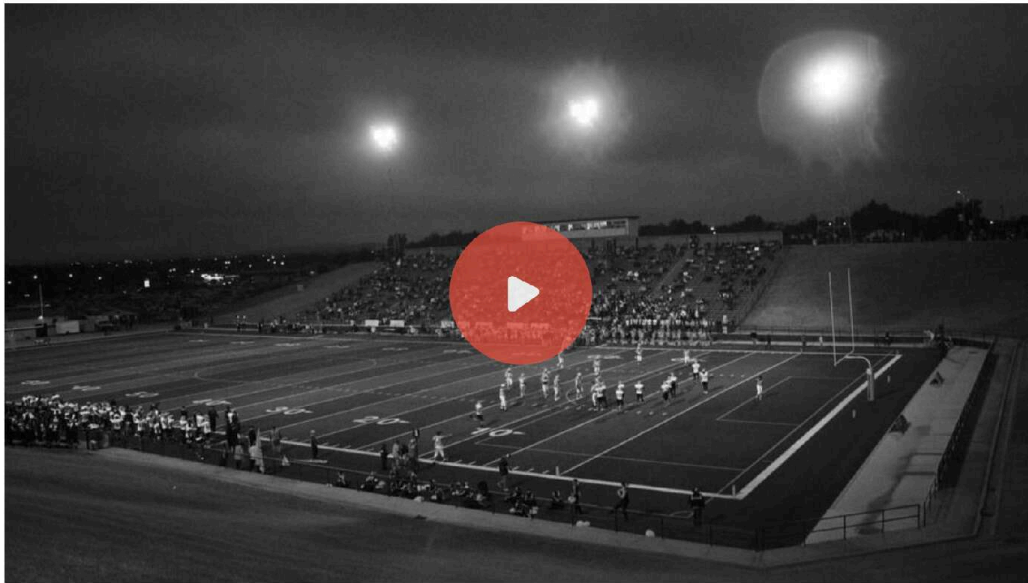


## Student-athlete performance analytics platform that makes recruiting more transparent and efficient



[playmakerrecruiting.com](https://playmakerrecruiting.com) Austin TX

Software

Infrastructure

Food

Alcohol

Hardware

[OVERVIEW](#) [UPDATES](#) [WHAT PEOPLE SAY](#) [ASK QUESTION](#)

### Highlights

- 1 A well researched market opportunity providing needed tools and resources with a capable team
- 2 Large market opportunity, with annual college sports spending now at \$2B, and constantly growing
- 3 V1 of our product is built, with 14,000 game records and nearly 150,000 players in our database
- 4 Strong investment return opportunity with the flexibility to take equity or fixed repayment as debt
- 5 The ability to change the lives of countless student athletes by increasing access to opportunity

### Our Team



**Joseph Fischer** Founder - CEO



Previous student athlete with a masters degree in business and years of research in the collegiate recruiting market.

I have personally seen this process break down, and every year nothing is done to help increase transparency and access. My own siblings struggled through this process, as well as several friends, and I decided if no one else would address the hurdles, I would.



**Noah Menikoff**

Successful founder, accomplished developer, and great team leader.

## Pitch



### The Problems

- **Distribution of Talent**  
Access to talent is not distributed evenly in proportion to opportunities, and talented players are overlooked due to their lack of connections or relationships
- **Data Transparency**  
Performance data is collected inconsistently and inaccurately
- **Time & Travel**  
With no database of players, recruiters resort to time and resource intensive search methods with limited reach.
- **Proximity Bias**  
Institutions depend on limited resources and coaching relationships, narrowing their reachable talent pools
- **High School Limitations**  
High Schools have limited means to collect and utilize data on their own and have to turn to expensive programs which become inconsistently utilized.

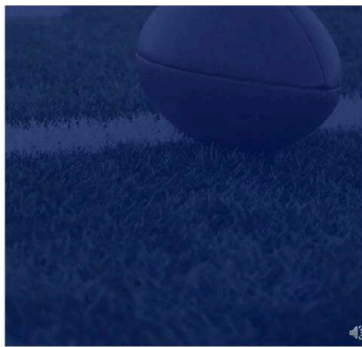
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## The Next Evolution in Collegiate Recruiting

We are a cloud-based platform providing student athlete performance analytics to optimize the student athlete recruiting and provide greater access to opportunities

We want to revolutionize college sports recruiting process by providing more exposure for all student athletes and a powerful analytics platform for recruiters



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## The Solution

- Platform collecting and analyzing performance data of all high school student athletes
- Team Management tools for High School Coaches to organize their weekly workflow and game preparation
- Powerful search & filter tools to identify and review talented players
- Performance analytics to identify overlooked players



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## The Opportunity

Spending continues to skyrocket as competition for revenue and recruits intensifies



National Spending Trends

### Recruiting Spending

|               | Spending    |
|---------------|-------------|
| Georgia       | \$3,676,858 |
| Alabama       | \$2,663,467 |
| Tennessee     | \$2,247,289 |
| Clemson       | \$2,234,173 |
| Arkansas      | \$1,931,026 |
| Texas A&M     | \$1,673,204 |
| LSU           | \$1,607,148 |
| Penn State    | \$1,529,068 |
| Florida State | \$1,503,142 |
| Michigan      | \$1,411,989 |
| Nebraska      | \$1,349,991 |
| Oklahoma      | \$1,276,908 |
| Texas         | \$1,275,368 |
| Florida       | \$1,271,821 |





NFL, 2018. By Andy Bittig <https://athleticbusiness.com/recruiting/an-analysis-of-football-recruiting-costs/>

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## The Market



## The Competition

|                              |  PLAYMAKER |  |  Independent Providers |  |
|------------------------------|---|---|---|---|
| Price – Colleges             | \$25,000 Average  | \$10,000 Avg.   | \$500-\$5000 Each   | \$800-\$3300  |
| Athlete Game Data            | ✓   | ✗   | ✓ ✗   | ✓   |
| Athlete Physical Measurables | ✓   | ✗   | ✓   | ✓ ✗   |
| Athlete Academics            | ✓   | ✓   | ✓ ✗   | ✗   |
| Search/Filter Features       | ✓   | ✓   | ✗   | ✗   |
| Data Validation              | ✓   | ✗   | ✓   | ✓   |

We provide the tools and features all other offer, **plus more**, in a single platform for a comparable price

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## The Features

### College Recruiter Platform

- Unmatched Search and Filter Capabilities to identify talent and potential
- Unique direct from the source data collection and verification
- Proprietary performance analytics and data synthesis

### High School Platform

- Purpose built team and data management controls
- Simple, easy to follow User Interface
- Cross sport and function flexibility for coaches running many teams

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## The Starting Line Up



### College Package

3 Sport Package  
Annual Subscription  
Billed Monthly

|                |                  |
|----------------|------------------|
| Div. 1 Pow 5   | <b>*\$40,000</b> |
| Div. 1 Group 5 | <b>*\$35,000</b> |
| Div. 2         | <b>\$30,000</b>  |
| Div. 3         | <b>\$20,000</b>  |

\* Depending on NCAA allowance of differentiating pricing within Division 1



### High School Package

Starting **\$50 annually**  
**\$35** for each additional Sport over 1

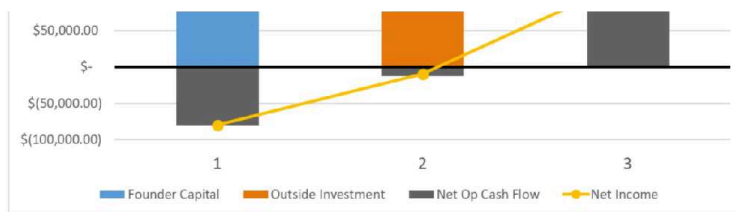
### Premium Packages

\$150 – Analytics Customization  
\$250 – Box + Sideline Capture

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## Financial Projections







Disclaimer, these projections cannot be guaranteed

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## Our Team



**Noah Menikoff**  
Lean Dev - CTO  
Successful Entrepreneur and Founder  
25+ years software development and business leadership



**Joseph Fischer**  
Founder - CEO  
MSF Finance - Vanderbilt  
Previous Athlete



**Amanda Weiss**  
Developer  
15+ Software Development  
Previous College Athlete

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Home

Recruiting

Stat Leaders

Research

Saved Lists

Team Needs

Message Center

Comm Center

Inbox

Save Messages

All Messages

Sign Out

Advanced Search   Quick Search   Saved Searches

**Rushing QBs**

Passing\_YDS > 1500 AND Rushing\_YDS > 1000

Search Name: Rushing QBs

Passing Yards: greater than 1500

Rushing Yards: greater than 1000

+ Add Criteria

Save & Refresh   Cancel

Add selected players to saved lists: Pick a Saved List   Save Selection

| Player Name                             | School Name | Position | Passing Yards | Rushing Yards |
|---|-------------|----------|---------------|---------------|
| <input type="checkbox"/> Abraham Nunez  | knix city   | QB       | 2553          | 1512          |
| <input type="checkbox"/> Alex Terrence  | christian   | QB       | 2081          | 1218          |
| <input type="checkbox"/> Austin Worthen | glenside    | QB       | 1993          | 1191          |
| <input type="checkbox"/> Braden Pyle    | portland    | QB       | 2725          | 1255          |



**Strong Market Need**

**Thank You!**





**High Growth Industry**

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