



Financial Management Based on Sports.

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Disclosure Brochure
(Part 2A of Form ADV)

Touchdown Capital Advisors, Inc. d/b/a Sports Lever

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This brochure provides information about the qualifications and business practices of Touchdown Capital Advisors, Inc. d/b/a Sports Lever. If you have any questions about the contents of this brochure, please contact us at: 813-444-1005, or by email at: info@sportslever.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about Portfolio Football is available on the SEC's website at www.adviserinfo.sec.gov. The firm's CRD number is: 158356

Registration does not imply a certain level of skill or training.

Item 2: Material Changes

This is an amendment of Part 2A of Form ADV for Touchdown Capital Advisors, Inc. d/b/a Sports Lever ("TDCA"). The following material changes occurred since the last filing.

CHANGE IN MAILING ADDRESS AND CONTACT INFORMATION:

On February 15th, we executed a lease for office space and we have implemented the usage of the following new corporate phone number, fax number and e-mail address extension:

14502 N. Dale Mabry Hwy
Suite 200
Tampa, FL 33618
p: 813-444-1005
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FILING OF FICTITIOUS NAME FAME FILING & CHANGE IN CONTACT INFORMATION:

On October 1st, 2012, we filed for the listed fictitious names with the State of Florida and we now use Sports Lever as our primary business name. Our primary address is unchanged and our telephone numbers remain the same. However, we have changed our primary URL and e-mail contact information as follows:

URL: <http://www.sportslever.com>
e-mail: info@sportslever.com

LAUNCH OF SPORTS LEVER WEBSITE:

On October 15, 2012, we expect to formally launch the Sports Lever website, which can be found at the URL listed above. Additionally, we have expanded the scope and vision of our services to include core content on relevant subject matter. Members will have access to the improved versions of our patent-pending technologies described herein.

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Item 4: Advisory Business

Touchdown Capital Advisors, Inc. ("TDCA"), formed in June, 2011, offers website Members ("Members") access to Sports Lever™, a web-based financial portal. Additionally, members are granted access to a suite of patent-pending technologies that apply the concepts of the game of Football to personal finance and portfolio management. David B. Hirsch is the firm's principal.

We have two core technologies; (1) iFootballScore™, and (2) Portfolio Football™. These technologies are explained in detail below. To become a registered Member, website visitors need to sign up at the web site using their e-mail address and a uniquely created password.

iFootballScore™:

iFootballScore translates a Member's current financial situation into the scoreboard of a football game and enables them to manage their personal finances more effectively and formulate a winning 'game plan' for retirement. . The process starts by having the Member enter key financial data such as current age, workforce entry age, age of expected retirement, current earnings net of taxes, expenses, assets and liabilities. As each piece of criteria is entered, the scoreboard populates. Each output of the scoreboard has significance. For example, the game starts when the Member enters the workforce and ends when the Member expects to retire. As such, the game clock and quarter tell the Member how much time is remaining before their expected date of retirement. The possession arrow determines whether they are saving money and on offense, or depleting their savings and on defense. The score provides the Member with an estimate as to whether they will be able meet their retirement needs before the game ends. The 'Home' score represents an estimate of the number of years the Member should be able to enjoy their current lifestyle upon retirement based on their present financial situation and plan. The 'Away' score reflects the number of years of post-retirement life the Member should plan for based on standard IRS Life Expectancy Tables. A score of 14 to 22 means that the Member's current plan will leave them with a deficit of 6 years and therefore they must either push back the date of retirement, or increase their savings by earning more and/or spending less. The down and yards-to-go reflect the stability and expected duration of the Member's current situation and the 'Ball On' or location of the ball represent the amount of liquid assets the Member has relative to their expenses. The Personal Finance Component can also be utilized to test different 'what if' scenarios allowing the Member to adjust inputs and determine the appropriate course of action required to formulate a winning 'game plan' for retirement. Base portions of iFootballScore are offered to registered Members for free. Advanced portions of iFootballScore require a Premium Membership.

Portfolio Football™:

Portfolio Football™ provides Members with an easy-to-use, comprehensive tool to construct and manage a fully-diversified portfolio in the same way one would manage a Fantasy Football Team. Portfolio Football™ has been designed to mimic user interfaces commonly seen in Fantasy Football leagues. Initially, it the Member inserts their risk profile and Investment objective. The application then recommends a standard football formation based. Each location on a Formation Map equates to a different Asset Class. Asset Classes are numbered 1-8 based on risk, with 1 being the least risky and 8 being the most. Next, the Member must select an Asset Category for each Asset Class. In the final stage of portfolio construction, the Member selects specific assets for each player position one player at a time. Portfolio Football has hard-coded rules that alert the Member in order to prevent the misallocation or excessive concentration of assets. For example, the team they select must be rational (e.g. having a team of 11 receivers would not be permitted). The end result is a portfolio that is diversified across a variety of Asset Classes and Categories. When the user is finished drafting their

team, they will have access to a target allocations report that will tell them the number of units or shares to purchase. They then simply take the this report to their broker to fill the positions.

Service #1: Online Subscription Services (Memberships):

We offer two subscription-based internet services for Portfolio Football; a Base Membership, and (2) a Premium Membership. Members are required to review and then accept our Terms and Conditions before they have access to either subscription.

Base Memberships:

Base Memberships are offered for free. Base Members have access to the Lite versions of our two core technologies. They also do not receive discounts on other products or services we offer.

Premium Memberships:

A Premium Memberships offers access to the full functionality of our technologies. To become a Premium Member, a registered Member must elect to pay a monthly or annual subscription fee.

Service #2: Pre-Fabricated Portfolios (Premium Portfolios)

Members have access to pre-fabricated portfolios constructed by us or third-parties and are segmented according to the risk profile and the stated portfolio objective (Income, Growth & Income, or Growth). Premium Portfolios are specifically for information purposes only and Members are encouraged to review the portfolio as a whole and the individual assets contained therein for suitability.

We consider Premium Portfolios to be semi-customizable or semi-tailored. These portfolios are designed to accommodate Members based on their risk profile and stated investment objective. It is possible that two Members with the same risk profile and investment objective may face substantially different personal financial circumstances. The application does not take into consideration every aspect of a Member's personal financial circumstance. We merely provide the Member with a discrete set of portfolios segmented according to the risk profile classifications established by our technology. Members are free to choose any Premium Portfolio they like, even portfolios that are designated for people with a higher risk profile or different stated investment objective. Premium Members receive a discount when purchasing Premium Portfolios.

Service #3: Third-Party Advisor Account Management Services:

We do not offer Investment Supervisory Services. However, we plan on offering two services that pair Members with qualified third-party advisors who can work within the Portfolio Football system to meet their particular needs.

Turn-Key Service (Discount Portfolio Management):

The Turn-Key Service will pair Members with partner advisory firms who will manage portfolios created by the Member or portfolios accessed through the Portfolio Market at a discounted rate. The Turn-Key Service is designed to appeal to Members who are looking for a balance between the do-it-yourself approach and the full-service approach and do not need assistance from an outside advisor in the selection or suitability of a particular portfolio or the assets contained therein, but want a third-party to manage their accounts and assume ultimate responsibility for trade execution, portfolio rebalancing, etc.

We do not anticipate charging Members a fee for the Turn-Key Service; however, our partner third-party advisors will likely charge discounted portfolio management fees that typically range from 0.50% to

1.50% depending on the amount of assets under management. We expect to receive a mixture of fees from our partner advisory firms (please see Item 14). Responsibility and accountability for the management of Member portfolios are the sole responsibility of our partner advisory firms. We are not involved in the management of these portfolios at any level. Some of our partner advisory firms will have a minimum account size required before they agree to manage Member assets. This minimum (if any) is set by our partner firms.

Find A Coach (Full-Service Account Management):

An alternative service to the Turn-Key Service is our Find A Coach Service. The Find A Coach Service pairs Members who are looking for full-service account management with qualified third-party advisors registered on our site. Unlike the Turn-Key Service, Members who utilize the Find A Coach Service will want the third-party advisor to both assist in the construction of a suitable portfolio, but also in its management.

We do not anticipate charging Members a fee for the Find A Coach Service. Instead, we expect to charge the third-party advisors a variety of fees, including fees to be registered as "Coaches" on our site (please see Item 14). We do not determine the manner and method that third-party advisors registered with the Find A Coach service charge for their services. Responsibility and accountability for the management of Member portfolios are the sole responsibility of our the selected advisory firms they have chosen. We are not involved in the management of these portfolios at any level. Additionally, some third-party advisors will require a minimum amount of assets before they will consider taking on a Member as a client. This minimum is set by each individual third-party advisor.

Wrap Fee Programs: At present, we do not participate in any wrap fee programs.

Member Assets Under Management: As of the date of this filing, TDCA has no amounts under management, neither discretionary or non-discretionary.

Item 5: Fees and Compensation**Fees for Service #1: Online Subscription Services**

Fees for the Premium Subscription Service and the RPS are subject to the following schedule:

(1) Premium Subscription Service:

Members who elect to subscribe to the Premium Subscription Service pay the following fees:

- Monthly Subscription: \$14.95 per month
- Annual Subscription: \$149.50, or \$12.46 per month (equal to 2 months free, or a 17% discount)

We reserve the right, in our sole discretion, to charge a lesser fee for our Online Subscription Services to any party and the fees you may be paying could be different than the fees paid by other parties for the same subscription and services.

Payment of Service #1: Subscription Fees**Payment of Fees for the Premium Subscription:**

We offer monthly and annual subscriptions. Fees are paid automatically via credit card or PayPal at the beginning of the Member's billing cycle at the then published price. Monthly subscribers who cancel do not receive a partial or pro-rated refund for the remainder of the monthly period in which they cancel. Annual subscribers receive an up-front discount for paying for several months in advance. If an annual subscriber cancels, their subscription will be automatically converted to a monthly subscription at the then published monthly rate. They would then be eligible for a refund for the months that have been paid for but not utilized. As with normal monthly subscriptions, they would not be eligible for a partial or pro-rated refund for the remainder of the monthly period in which they cancel. Members may terminate their account at anytime through the account management function on the Sports Lever website and no further charges will be made to their bank or credit card. Additional account restrictions and a more detailed description of our billing and refund policies can be found in the Member Agreement.

Fees for Service #2: Pre-Fabricated Portfolios

We sell our Premium Portfolios for a one-time fee of \$49.95. However, Premium Members can purchase these portfolios at the discounted price of \$34.95.

Fees for Service #3: Third-Party Advisor Account Management Services:

We do not charge Members a fee for using the Turn-Key Service or the Find A Coach Service.

Payment of Service #3: Third-Party Discount Account Management Services

We do not charge Members a fee for using the Turn-Key Service or the Find A Coach Service; however, we do receive compensation from our partner advisory firms for the Turn-Key Service and registered advisory firms with the Find A Coach Service (please see Item 14).

Item 6: Performance-Based Fees

TDCA shall not be compensated on the basis of a share of capital gains upon or capital appreciation of the funds or any portion of the funds of the Member. TDCA reserves the right to provide its services to

other types of Members (such as participants in 401(k) plans) and in other contexts. TDCA also reserves the right to vary its fee structure for such other types of Members and in such other contexts.

Item 7: Types of Members

We do not provide investment advice; however, the Portfolio Football Application has been designed to cater to the following types of Members:

- Individuals, and
- High-Net-Worth Individuals

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

Members will have access to our Premium Portfolios, which contains portfolios that we have created to provide our premium subscribers with examples on portfolios with specific risk profiles and investment objectives. OUR PORTFOLIOS, ALONG WITH ANY THIRD-PARTY CREATED PORTFOLIOS AVAILABLE IN THE PORTFOLIO MARKET, ARE FOR INFORMATIONAL PURPOSES ONLY AND DO NOT CONSTITUTE A RECOMMENDATION AS TO A PORTFOLIO'S SUITABILITY OR THE SUITABILITY OF ANY OF THE ASSETS CONTAINED THEREIN. We have attempted to restrict the assets we include in our portfolios to investment vehicles that provide lower cost structures such as Electronically Traded Funds ("ETFs"), Index Funds, or no-load mutual funds. From time-to-time, we may include a security that bears a higher cost structure if we feel that the potential return outweighs the additional costs.

The value of ETFs, Index Funds and mutual funds fluctuate, both increasing and decreasing in value. There is no guarantee that a Member will make money or avoid losing their investment by investing in funds. In particular, past performance is no guarantee of future results. See fund prospectuses for a detailed discussion of risks associated with each specific fund.

Investing in ETFs presents unique risks. Unlike a mutual fund which is priced at its Net Asset Value (NAV) once per trading day, the price of an ETF fluctuates throughout the day. The market price of an ETF can differ from the NAV of the fund's holdings. This variance can be both positive (overvalued) and negative (undervalued) relative to the value of the fund's holdings.

We employ a "buy and hold" approach to asset management based on the tenets of Modern Portfolio Theory. The practice of this style of asset management is based on the belief that no one can time the market. The focus for the investor should be how much the investor can risk losing and how long they are willing to keep money in the market.

TDCA adheres to the following principles:

- Markets are efficient and for investing purposes assets are fairly priced
- Diversification reduces the risk of uncertainty and asset allocation in numerous asset classes often determines results in the portfolio.

The Portfolio Football application has been designed such that Member created portfolios will be diversified both across Assets Class, Asset Category and among the varying securities within each asset class (i.e., you have exposure to a large number of individual stocks by investing in funds). Asset Class examples include:

- U.S. Large Company Stocks
- U.S. Small Company Stocks
- International Large Company Stocks
- Treasury Bonds
- Commodities

If you invest in securities, you could lose money. Members should be prepared for potential losses.

Our portfolios have been constructed without considering potential tax consequences to the Member. The Member is responsible for any tax liabilities resulting from transactions (including any arising from the addition of assets to or withdrawal of assets from the Member's account). Members are urged to seek the advice of qualified tax professionals and to use all available resources to educate themselves about investing in general, as well as the investments and portfolio composition recommended by TDCA.

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- Interest-rate Risk: Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- Market Risk: The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- Inflation Risk: When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- Currency Risk: Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- Reinvestment Risk: This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- Business Risk: These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.

- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Item 9: Disciplinary Information

There are no legal or disciplinary events that are material to a Member's or prospective Member's evaluation of this advisory business or the integrity of our management. The firm and its employees have not been involved in legal or disciplinary events related to past or present investment Members.

Item 10: Other Financial Industry Activities and Affiliations

Neither TDCA nor any of its representatives are registered as a securities broker/dealer or a representatives of a broker/dealer. TDCA is not registered as a FCM, CPO or CTA. None of TDCA's representatives are registered as representatives of a FCM or CPO.

Item 11: Code of Ethics, Participation or Interest in Member Transactions and Personal Trading

From time-to-time the interests of the principals and employees of TDCA may coincide with those of a Member. Securities may be bought, held or sold by a principal or employee of TDCA that are also included in one of our Portfolio market portfolios or held by a Member. If potential insider information is inadvertently provided or learned by a principal or employee, it is the policy of TDCA strictly to prohibit its use. No employee of TDCA may act on material non-public information.

It is the policy of TDCA to permit the firm, its employees and Investment Adviser Representatives (IARs) to buy, sell and hold the same securities that we place in our Portfolio Market portfolios. TDCA has no obligation to recommend for purchase or sale a security that TDCA, its principals, affiliates, employees or IARs may purchase, sell, or hold. TDCA has procedures dealing with insider trading, employee-related accounts, "front running" and other issues that may present a potential conflict when such purchase, sales or recommendations are made. In general, these policies and procedures are intended to eliminate, to the extent possible, the adverse effect on Members of any such potential conflicts of interest.

Item 12: Brokerage Practices

TDCA does not offer Investment Supervisory Services. As such, we do not maintain any set brokerage practices.

Item 13: Review of Accounts

TDCA does not off Investment Supervisory Services. As such, we do not review the investment accounts of the Members.

Item 14: Member Referrals and Other Compensation

Many of our Members enjoy the benefits of Membership for free. To offset our costs, we also receive compensation from a select group of partner companies that market products and services to our Members. Partner ads will appear throughout our website. Additionally, a list of our Partners can be found in our Partner Directory. Compensation arrangements vary widely, but typically fall into one of the following categories;

Online Advertising: We receive compensation from Partners who advertise on our website in the following ways:

- (1) Pay-per-Impression ("PPM"): Under the PPM Scenario, we receive compensation based on the number of times our Members collectively view a Partner advertisement ("Page Views") while visiting our site during a given period.
- (2) Pay-per-Click ("PPC"): Under the PPC Scenario, we receive compensation from a Partner when one of our Members clicks on a partner advertisement.
- (3) Pay-per-Action ("PPA"): Under the PPA Scenario, we receive compensation from a Partner when one of our Members clicks on a partner advertisement and makes a purchase. Compensation could include a one-time fee, or a fee-splitting arrangement where we receive a portion of the proceeds from a Member purchase.

Targeted Advertisement: Some Partners prefer to market to a specific sub-set of our Members directly through the use of a targeted e-mail or message transmitted to the Member through the Portfolio Football Application and interface. Only Members who have agreed to permit such third-party solicitation will be contacted. Under this scenario, compensation from the Partner could include a one-time fee, or a fee-splitting arrangement where we receive a portion of the proceeds from a Member purchase.

Member Referral: Each of our Members faces a unique personal financial situation. Some of our Members would clearly benefit from a variety of services or products that we do not offer, such as credit counseling, credit monitoring or advice from financial experts or Certified Financial Planners ("CFPs"). In certain circumstances, we may contact Members to gauge their interest in these services or products. If the Member replies affirmatively, with the Member's permission, we would forward the Member's contact information to the Partner, who would then contact the Member directly. Under this scenario, compensation from the Partner could include a one-time fee, or a fee-splitting arrangement where we receive a portion of the proceeds from a Member purchase.

Premium Portfolios: At present, we do not have third-party created portfolios included with our Premium Portfolios. However, in the future we intend to do so. Compensation we receive from these third-parties shall include, but not be limited to, vendor registration, portfolio listing fees, and shared revenues from the sale of portfolios.

Turn-Key & Find A Coach Services: We expect to receive compensation for advisory firms that we participate in both the Turn-Key and Find A Coach Services. Fees include, but are not limited to, a portion of management fees, advisor registration and directory listing.

Item 15: Custody

We do not provide Investment Supervisory Services and therefore do not maintain custody of Member accounts.

Item 16: Investment Discretion

Online Subscription Services: We do not provide Investment Supervisory Services and therefore do not exercise discretion over the accounts of our Online Subscription Services Members.

Investment Supervisory Services:

We do not provide Investment Supervisory Services. As such, we do not exercise discretion over the accounts of our Members. However, we do have two services that pair Members with qualified third-party advisors who may have discretion over a Member's account.

Item 17: Voting Member Securities

We do not provide Investment Supervisory Services. As such, we offer no advice regarding the voting of Member securities.

Item 18: Financial Condition

TDCA does not have any financial impairment that will preclude the firm from meeting contractual commitments to Members. A balance sheet is not required to be provided because TDCA does not provide Investment Supervisory Services, serve as a qualified custodian for Member funds or securities, and does not charge nor require prepayment of advisory fees.

Brochure Supplement (Part 2B of Form ADV - Advisory Personnel)**Education and Business Standards**

TDCA requires that advisors in its employ must have relevant education and/or work experience that demonstrates their aptitude for financial planning and investment management. All advisors are registered with the SEC, having attained Registered Investment Advisor (RIA) status via professional examination.

David B. Hirsch, President and CEO

David B. Hirsch is the Company's Founder, President and CEO. Prior to founding the Company, Mr. Hirsch was the President & CEO of Oragenics, Inc., a publicly-traded biotechnology company (OTCBB: ORNI). Prior to joining Oragenics, Mr. Hirsch operated a boutique legal and investment banking practice with a focus on advising and financing distressed, publicly-traded, emerging technology companies. Mr. Hirsch is also the Founder and Managing Director of Method Capital Management, LLC, a Commodities Trading Advisor registered with the NFA and the CFTC. Mr. Hirsch is a licensed attorney in the States of Indiana and Florida and has experience in corporate restructuring as a Manager at a "Big 4" firm and in venture capital as an Associate with a venture firm in Silicon Valley. Mr. Hirsch has earned an MSIA (MBA) from the Tepper Graduate School of Business at Carnegie Mellon University, a JD from Drake University Law School, and a BA in Economics from Indiana University. He also holds the Series 65 and Series 3 Securities Licenses.

Disciplinary Information: Not Applicable

Other Business Activities: Mr. Hirsch also practices law and consults to a variety of Members on a part-time basis. He is the managing member of Method Capital Management, a NFA registered Commodities Trading Advisor (see Item 10).

Additional Compensation: Legal & Consulting Practice and Method Capital Management, LLC.

Aaron M. Barman, Senior Vice President of Business Development

Mr. Barman brings to Touchdown Capital Advisors over 25 years of Wall Street investment banking and advising experience at RBC Capital Markets, Raymond James Financial, Macquarie Securities (USA) and Prudential Financial. His expertise includes mergers and acquisitions for sports and infrastructure assets with extensive advisory work on behalf of public or private sector clients as well as institutional and pension funds. His wide-ranging experience as a senior banker includes leading interdisciplinary teams representing clients bidding on assets across the U.S. and internationally. Mr. Barman served as financial advisor/lead banker for 14 sports projects across the nation including the New York Jets new NFL stadium (Met Life Stadium) and to the City and County of Miami for the financing of a new state of the art ballpark for the Florida Marlins. Additionally Mr. Barman has represented ownership groups for sports club acquisitions/bids in the NFL, MLB, NBA, and NHL. Mr. Barman has completed more than \$9 billion in non-recourse project finance transactions across a variety of sectors in North America. Mr. Barman holds a B.S. and Masters of Urban Planning degrees from Wayne State University.

Disciplinary Information: Not Applicable

Other Business Activities: Mr. Barman is the Managing Member of AMB Consulting, LLC, a firm that provides consulting in the area of public-private finance.

Additional Compensation: AMB Consulting, LLC.