

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



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

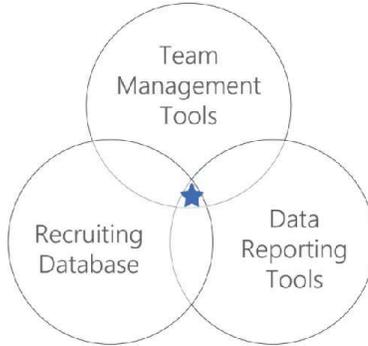


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The Solution

4

- 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

5

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

NBA, 2018. By Andy Willey. <https://tablesgenerator.com/articles/an-analysis-of-football-recruiting-spending.html>

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The Market

6



The Competition

7

	 PLAYMAKER	 FR	 Independent Providers	 hudl
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

8

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

9



College Package

3 Sport Package
Annual Subscription
Billed Monthly

Div. 1 Pow 5	*\$40,000
Div. 1 Group 5	*\$35,000
Div. 2	\$30,000
Div. 3	\$20,000

* 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

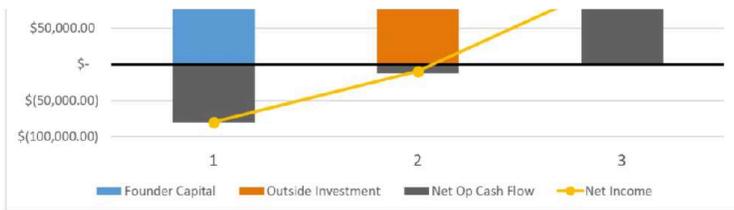
\$150 – Analytics Customization
\$250 – Box + Sideline Capture

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Financial Projections

10





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
- Star Leads
- Research
- Saved Lists
- Team Leads
- Message Center
- Comm Center
- Inbox
- View Messages
- All Messages

Advanced Search Quick Search Saved Searches

Rushing QBs
Passing_YDS > 1500 AND Rushing_YDS > 1000

* Search Name:

Passing Yards:

Rushing Yards:

Add selected players to saved lists:

<input type="checkbox"/>	Player Name	School Name	Position	Passing Yards	Rushing Yards
<input type="checkbox"/>	Abraham Nunez	lincoln city	QB	2303	1512
<input type="checkbox"/>	Alan Terrence	christian	QB	2081	1218
<input type="checkbox"/>	Austin Worthman	glens miss	QB	1993	1191
<input type="checkbox"/>	Bradley Pyle	portland	QB	2725	1055



Strong Market Need

Thank You!



PLAYMAKER



High Growth Industry

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