



ATHLETIC GRADE

“Using today’s
technology...for
tomorrow’s success.”

#makingthegrade

Email

georgiadean@gmail.com

Password

••••••••



[Forgot password?](#)

SIGN IN

ATHLETIC GRADE VIRTUAL SPORTS APP



ATHLETIC GRADE

Email

georgiadean@gmail.com

Full Name

George Dean

Password

.....



Email address

georgedean@gmail.com

[Forgot password?](#)

Password

.....

SIGN IN

Where **Diverse**. Athletes. Thrive.



The Athletic Grade CSCS Virtual Mobile application is a fitness program designed to improve the development and athletic performance of the amateur athlete. Our high product quality provides exceptional benefits by connecting users to experienced certified sports & conditioning specialists (CSCS) training regimens and nutritionist programs designed to exceed current fitness goals, performance, progress and potential scholastic accomplishments. We are highly committed to providing an achievement platform for young athletes disproportionately affected by socioeconomic circumstances.

MISSION STATEMENT

Global segment sizes in millions USD and growth rate



HEALTH & WELLNESS STATISTICS

- Global population is 7.8 billion people; 45% (3.5 billion) are using social media platforms (2019).
- In 2018, 14% of \$4.2 trillion (\$595 billion) in the wellness industry attributed to fitness-related products.
- According to Statista Survey, Health & Fitness apps ranked 8th place w/ an aggregated 3.01% of Apple App Store's market share.
- Polaris Market Research Group this year confirmed the global fitness app market is forecasted to peak over \$14.7 billion by 2026.
- Flurry Analytics Annual Survey from 2017 stated 75% of overall active app users engage a minimum of twice weekly with 25% sports app-specific users 10 X weekly.
- 194 billion app downloads in 2018, up 9.2% from 178 billion in 2017 with App downloads predicted to reach 260 million (8.5% annual increase) by 2022.

Athletic Association	Number of Schools	Number of Athletes	Maximum Number of Scholarships
NCAA Division I	348	139,063	74,243
NCAA Division II	292	85,385	36,343
NCAA Division III	418	144,062	0
NAIA	260	56,354	25,778
NJCAA	464	53,248	41,195
Other	276	39,737	N/A
Total	2,058	517,849	177,559



According to the National Collegiate Athletic Association (NCAA), approximately two-percent of high school student-athletes are awarded athletic scholarships annually. In 2017, out of 7.3 million high school amateurs nationally only 181,306 earned a sports scholarship to compete on the college level (aggregated 2.48%) with an estimated amount of \$3.1 billion annually (\$15,995 per student) allocated among the recipients.

A female high jumper is captured in mid-air, performing a Fosbury Flop over a bar. She is wearing a dark blue athletic top and black shorts, with her hair in a long braid. Her legs are extended upwards, and she is holding onto the bar with her hands. The background is a clear, light blue sky.

LIMITED FUNDING OPPORTUNITIES

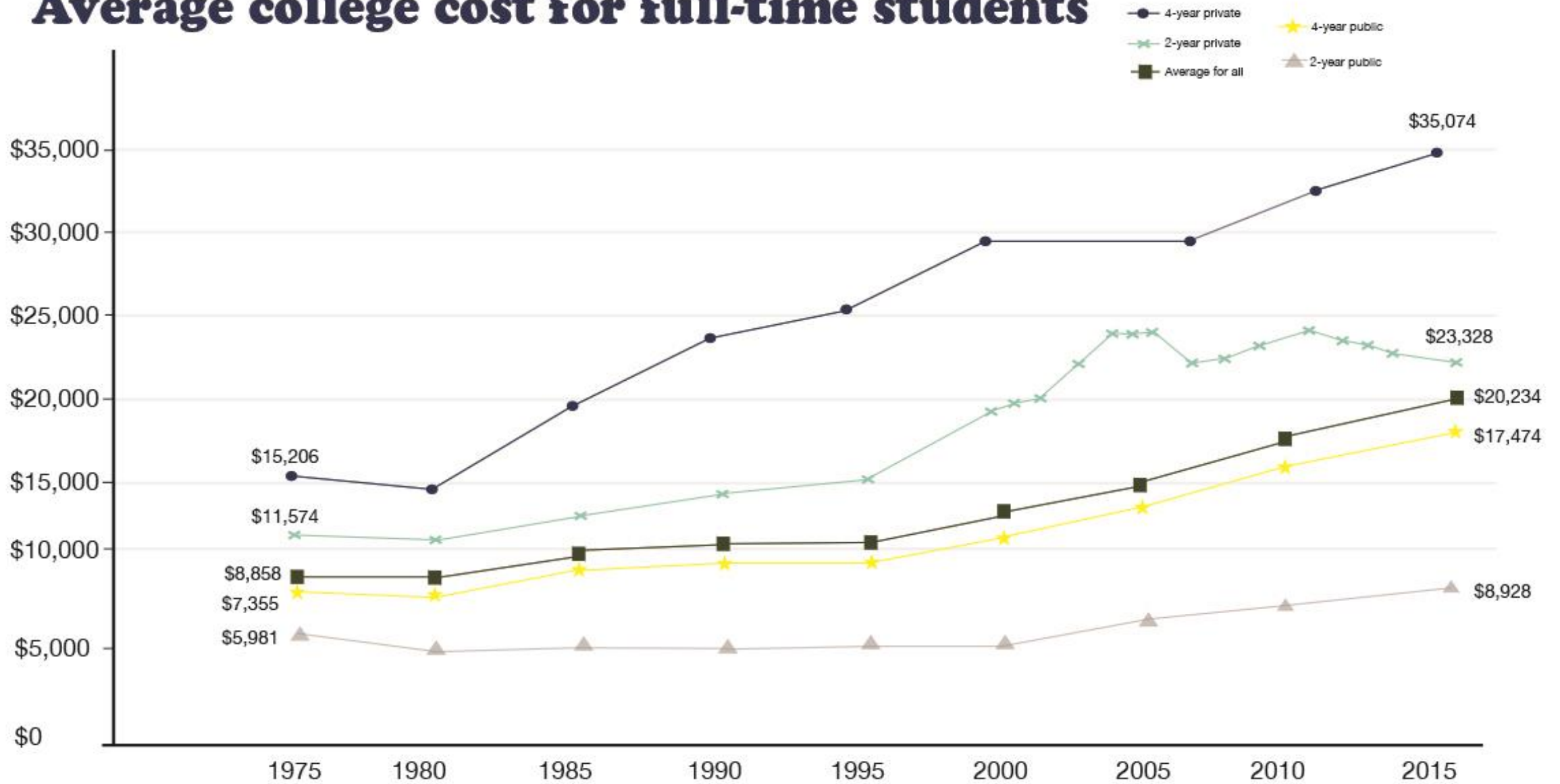
- According to [affordable college.com](https://www.affordablecollege.com/), over 600,000 high school girls participate in track & field annually however estimated 4,500 ‘full ride’ scholarships (less than 1%) are readily available from national colleges and universities. Although partial scholarships assist with the burden of financing tuition, miscellaneous fees & expenses, extra curriculum, residence hall accommodations, textbooks, etc. typically require supplementary funding options. Capital resource limitations for athletic scholarship alternatives highlight the current demand for more secure financial assistance via other capitalization methods.



SCHOLARSHIP DETERMINANTS

- Although only 1% of student-athletes conclusively receive full-ride scholarships, the largest percentage of athletic grant-based awards are determined based on whether the sport is a ‘Head Count’ or ‘Equivalency Sport.’
- **Head count sports guaranteed full rides.** Exclusive revenue sports: Men, that’s D1 basketball and D1-A football; Women, it’s D1 basketball, tennis, volleyball and gymnastics.
- **Equivalency sports typically disburse partial scholarships.** It’s the collegiate coach’s discretion to divide their universities scholarship revenue among athletes. Case in point, they offer a full ride to one extremely high-level recruit (not common), or it could mean they spread the money out among multiple athletes, which is much more common. Equivalency sports for DI men include baseball, rifle, skiing, cross-country, track and field, soccer, fencing, swimming, golf, tennis, gymnastics, volleyball, ice hockey, water polo, lacrosse and wrestling. For DI women, equivalency sports include bowling, lacrosse, rowing, cross-country, track and field, skiing, fencing, soccer, field hockey, softball, golf, swimming, ice hockey and water polo. All DII and NAIA sports are equivalency sports.

Average college cost for full-time students



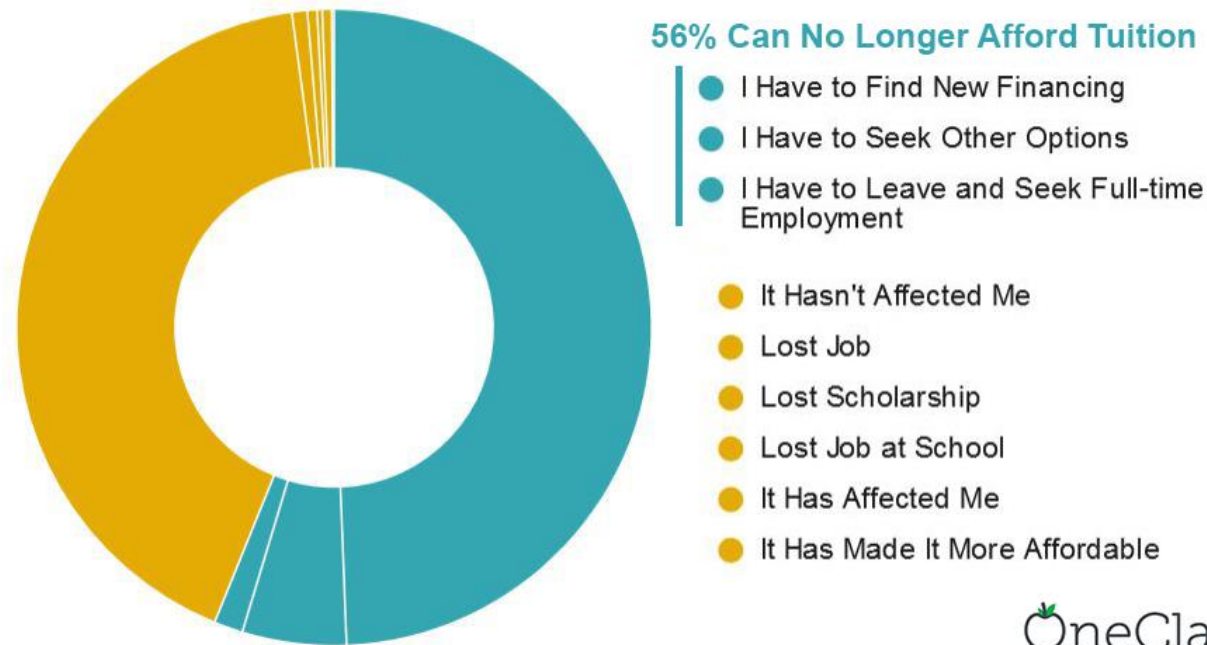


Low-income students face systemic barriers to college access

- According to the Michigan State University professor Dongbin Kim, the U.S. system's "client power" status leverages higher advantages to the already privileged status quo. This theory edifies his opinion society overall treats higher education as a 'private good' which benefits those invested contrary to a 'public good' that benefits all.
- Inadequate financial aid and rising college cost over the last four decades have made affordability unattainable.
- In February 2020, the Trump Administration proposed a \$5.6 billion reduction in Department of Education funding (annually), eradication of all Supplemental Educational Opportunity Grant & Federal Work Study programs and granting autonomous freedoms to limit loan borrowing by individual students to U.S. college financial aid administrators.
- Potential reduction of the Pell Grant; the largest federal aid source for low-income students (such as Trump Administration's 2019 initial proposal to divert a \$1.9 billion surplus to alternate government initiatives such as the NASA space program) would critically pose a detriment to private institutions recruiting lower income students.

COVID-19 Impact

How Has COVID-19 Affected Your Ability to Afford College?



Coronavirus has had a significant effect on literally almost all functions within our society including most household capabilities of financing the cost of a college education. According to a recent OneClass survey of approximately 10,000 students, 56 percent of the poll reported they're no longer capable of affording tuition going forward due to the virus consequences. Repercussions of the 2020 pandemic literally altered commonplace activities for millions including day-to-day interactions, business communications, and YES....group exercise methods increasing the demand for more beneficial virtual platforms.

GENTRIFICATION IN COLLEGE SPORTS

Traditionally, youth and high school sports served as a foundational pipeline to flagship colleges and universities for low-income students. The emergence of sophisticated technology and exponential socio-economic brackets have shifted this historical narrative quickly over the past decade. A recent NCAA GOALS study noted college athletes eagerness to begin sporting careers early and tend to specialize in one sport typically by the age of 12 has evolved into a new phenomenon called ‘Gentrification’ in several college sports; more so disproportionately in NCAA Division men’s basketball programs customarily referred to as the previous unofficial poster child of ‘golden ticket opportunities’ sought after by underprivileged youths who appeared to have no other alternatives.





Tom Farrey

Executive Director of the Aspen Institute's Sports & Society Program

“Fewer than 1 in 5 students playing Division 1 hoops, and 1 in 7 in all Division 1 sports, come from families in which neither parent went to college. And their numbers are declining. Educators call such students “First Gens,” or members of the first generation of their family to attend college. First Gens are typically from poor and working-class families that have difficulty paying for college without scholarships. Surprisingly, the data revealed that most Division 1 sports experienced steep drops in first gen students [between 2010 and 2015]. The falloff was dramatic even in the sports most associated with tales of uplift: In men’s basketball, the sport that used to have the highest percentage of first gens, the number plummeted by a third in just five years. Women’s basketball experienced a similar drop. Football fell by more than 10 percent.

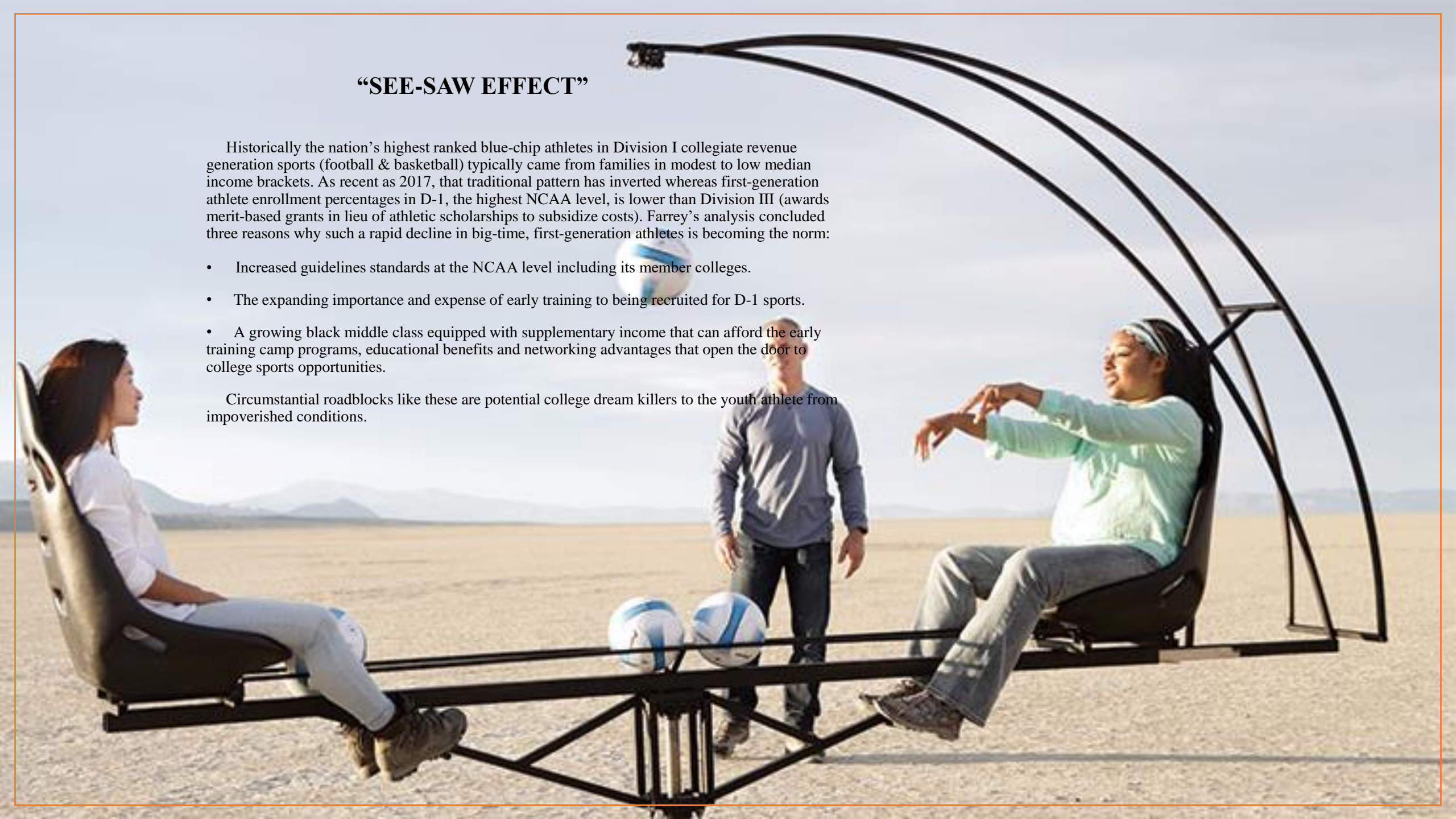
And the bottom line – only 14.2 percent of all Division 1 athletes are first gens – most likely overstates their presence. The NCAA did not survey athletes in 10 smaller sports, several of which can be expensive to play and thus less accessible to families that lack resources: equestrian, fencing, men’s gymnastics, bowling, rifle, rugby, sailing, sand volleyball, skiing and squash.”

“SEE-SAW EFFECT”

Historically the nation’s highest ranked blue-chip athletes in Division I collegiate revenue generation sports (football & basketball) typically came from families in modest to low median income brackets. As recent as 2017, that traditional pattern has inverted whereas first-generation athlete enrollment percentages in D-1, the highest NCAA level, is lower than Division III (awards merit-based grants in lieu of athletic scholarships to subsidize costs). Farrey’s analysis concluded three reasons why such a rapid decline in big-time, first-generation athletes is becoming the norm:

- Increased guidelines standards at the NCAA level including its member colleges.
- The expanding importance and expense of early training to being recruited for D-1 sports.
- A growing black middle class equipped with supplementary income that can afford the early training camp programs, educational benefits and networking advantages that open the door to college sports opportunities.

Circumstantial roadblocks like these are potential college dream killers to the youth athlete from impoverished conditions.





ROADBLOCK OBSTACLES

Stricter NCAA Guidelines for academic admissions have evolved over the last decade plus. The Initial Eligibility Clearinghouse, their previous contracted institution to administer academic eligibility certifications was replaced by the Eligibility Center; an entity designed to enhance integrated processes with the NCAA national office while facilitating its business operations more effectively. While the former system placed emphasis on mechanisms like certification priority & high school course analysis conducted with the national office, the Eligibility Center had escalated & incorporated those high school review practices for submission by high schools on a daily basis to decide if they meet actual certification requirements.



TEACHER BURNOUT

According to a labor market report by the Economic Policy Institute, the teaching environment in high poverty schools has posed a collective challenge in the U.S. education system. Low relative salaries, impoverished school climates, reported barriers to teaching, inadequate public investments and lack of supportive relationships are a direct link to teacher shortages & retention rates. Conclusive analysis stated larger percentages of quitting educators reported prior to departing they were teaching unprepared students (39.0 percent vs. 29.4 percent) and lacked strong influence over what they teach in the classroom (74.6 percent vs. 71.4 percent). Relevant data implies a relationship between circumstantial poverty-stricken climates & faculty retention percentages which negatively impacts poor student's ability to acquire a quality education in the public-school system and therefore, meet specific benchmarks mandated by the NCAA.

$$\begin{aligned}\cos(2x) &= \cos^2(x) - \sin^2(x) = 2\cos^2(x) - 1 = 1 - 2\sin^2(x) \\ \tan(2x) &= \frac{2\tan(x)}{1 - \tan^2(x)} \\ \sin^2(x) &= \frac{1}{2} - \frac{1}{2}\cos(2x) \\ \cos^2(x) &= \frac{1}{2} + \frac{1}{2}\cos(2x) \\ \sin x - \sin y &= 2\sin\left(\frac{x-y}{2}\right)\cos\left(\frac{x+y}{2}\right) \\ \cos x - \cos y &= -2\sin\left(\frac{x-y}{2}\right)\sin\left(\frac{x+y}{2}\right)\end{aligned}$$



YOUTH TRAINING PROGRAMS

The old cliché “the early bird gets the worm” is synonymous to early youth training programs as gateway exposure to D-1 sports. Today’s Youth sports training camp & software industry generate \$ billion(s) annually via support of young amateur athlete parents nationwide. Recently, TD Ameritrade published a survey of 1,001 parents with children participating in highly competitive training leagues outside of school organizations. 20% were spending at least a \$1,000 monthly, 67% prioritized investment in their kid’s athletic career over personal financial goals (i.e. saving less for retirement, reduced saving funds for college, etc.) while 34% were determined their child would earn a roster spot on the Olympics or a professional career. Nevertheless, the overall majority had a minimum of \$25,000 in investable resources readily available with a mindset regardless of potential outcome their return on investment would reap some sort of intrinsic benefits long-term independent of a collegiate or pro career.

Furthermore, the Wintergreen Research group reported (2016) in a \$9 billion U.S. youth sports market, the software for amateur league teams estimated at \$389.4 million represents 4.3% of the total spending with an expectation of reaching \$5.9 billion by 2022. Presently the industry has grown exponentially developing several mega-youth sports complexes nationwide in a recent nascent market that will continue to expand, get more organized and rely on software to supply increased management productivity. In addition, the increasing cost of playing youth sports along with soaring economic inequality, is progressively leading underprivileged families to hang up their cleats. The ‘Pay-to-Play’ sports phenomenon is energizing this trend making organized athletics extremely expensive for large percentage of working-class households. The Aspen Institute’s Project Play recently noted participation rates among median household incomes < \$75k has reduced significantly since 2011. Ironic circumstances like these are potential college dream killers to the youth athlete from impoverished conditions. Once classic, feel-good stories of prodigies from low-income districts using hoops and sports in general as means of obtaining a college education and a potential shot at the pros has been *unintentionally hijacked* (gentrified) by the middle-class society of today.



VIABLE SOLUTIONS

The objective is to develop proven, individualized work-out programs for participants in sport-specific programs designed to overcome minimized exposure due to roadblock challenges experienced by the low-income demographic underrepresented in the competitive process of obtaining collegiate funding. With an average of only 2% athletic scholarships awarded annually, our goal is to captivate the remaining 98% demand with an exclusive branded product designed to enhance athletic value and implement practical outcomes for amateur athletes diverging circumstances of income inequality.

Users will create profiles, academic interests, multiple variables, etc. which will populate the most beneficial work-out regimen (based on Strength, Speed, Agility & Endurance) designed to be a benchmark for success. Metrics from the programs over time (hour, day, week, etc.) generate a conclusive score for each three focal points. A median SCORE will then populate the 'GRADE' for each regimen. The higher and more consistent GRADE increases overall competitive value for the user via competitive competition on the next level.



EARLY PHASE TEAM

The Athletic Grade LLC inception was March 15th, 2015. The initial vision was to create a *'Facebook-Like'* platform for athletes to collectively gather and share data. Ballpark DJ professional Inc. specialist & Atlanta Braves public service announcer Casey Motter voluntarily played a meaningful role in the first quality production video.





SWEAT EQUITY TEAM

- **Patrick Yelder** – Certified Strength & Conditioning Specialist (CSCS). Coach and mentor to several college bound athletes. Credited to multiple workout for the app’s wireframe. Owner of the Phenom Training Session Group.
- **Randall Fairnot** – Master Gourmet Chef & Nutritionist. Spartan Obstacle Course participant multiple year. Contributor to several key-specific workout clips.
- **Jennine-Maria Kensey** – Center of Disease Control corporate professional. Social Media Exercise Guru. Instagram analytics (conversion ratio) extremely high. Contributor to several key-specific workout clips.
- **Omar Kharroub** – Former collegiate and semi-professional quarterback. AAU Basketball CSCS. Kinesiology degree recipient and personal trainer. Contributor to several key-specific workout clips.
- **Lucas Net (not pictured)** - Strength & Conditioning Coach Certified (SCCC), Certified Strength & Conditioning Specialist (CSCS), United States Soccer Federation (USSF) Grade 6 State Referee, USA Weightlifting Sport’s Performance Coach (USAW-SPC).





SOCIAL MEDIA MARKETING

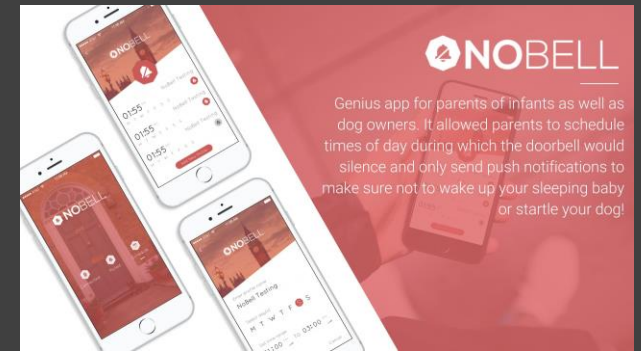
The Sweat Equity Team's commitment to increasing brand awareness early during the app's prototype phase is a critical aspect of our marketing agenda. Our company platforms represent substantial follower engagement on major social media channels including Facebook, Instagram, Twitter & Pinterest.



MADWIRE MARKETING 360

Madwire, a technology company that supply's marketing software and business management services have specialized in growing small businesses since 2009. The Athletic Grade's parent website <https://www.athleticgrade.com/> functions on Madwire Marketing 360 dedicated services brand platform. The company will further expand our company's brand awareness, target demographics, facilitate multi-channel digital advertising campaigns and many more with the goal of increasing value and industry market share.





XECUIT

Expert App/Web UI & Development



FUNCTIONAL PROGRAMMING

Xecuit UI & UX experts have earned years of technical experience specializing in APP user-interface design. The core team built the initial Athletic Grade prototype app version and are now in the final phases of the finished product. The Athletic Grade mobile application is applicable for iPhone and Android devices. The details regarding administrative controls are defined by the below development objectives and engineered to bring the highest level of value to the end user:

- **BACKEND:**
 - We would need a complete backend which would include the following database objects and resources which we have defined so far.
 - o User CRUD (Used for signing up)
 - o Profile CRUD (Used for saving users profiling information)
 - o Sessions CRUD (Used for logging in and resetting password etc)
 - o Scoring CRUD (The calculation of scores based on the courses/videos/program, workout selection the user gets into)
 - o Content/Course/Workout CRUD (This is where the admins will get a basic interface to create a new Course/Content/Workout, which will include a video, photos, title, description, tags, category, subcategory)
 - o Category CRUD (This will include managing current and adding into new sports categories)
 - o Sub-Category CRUD (This will include managing current and adding into new sports categories)
- **FRONT END: IOS**
 - o As per the screens designed which will implement using the above backend crud API calls.
- **FRONT END: Android**
 - o As per the screens designed which will implement using the above backend crud API calls.

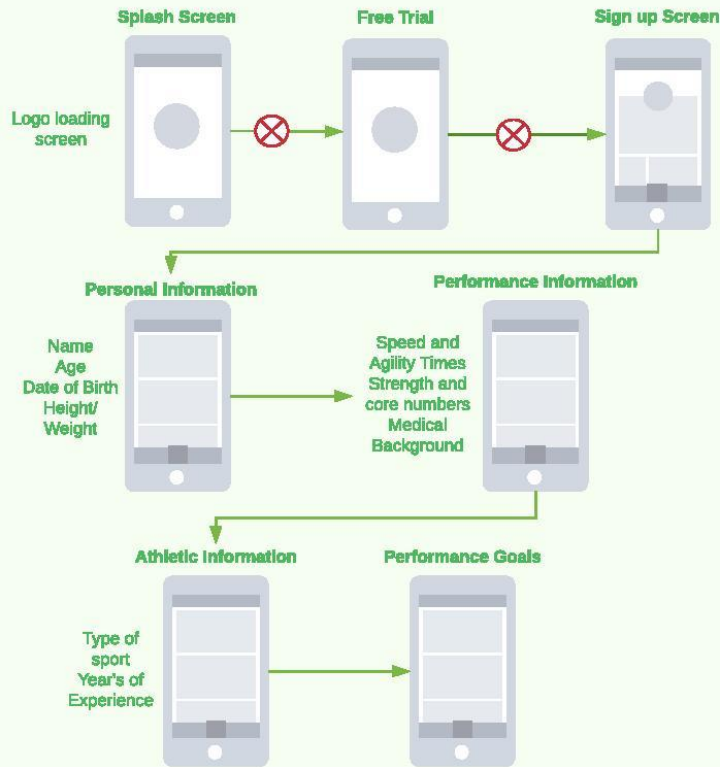
***As the designated CSCS, your role would be to collaborate directly with the Xecuit UI App development team via SLACK app platform and streamline workout regimens into the core wireframing system. The goal is to assure user efficiency demand linking from screen-to-screen.



GET THEIR ATTENTION

THE ATHLETIC GRADE LIX FLOWCHART

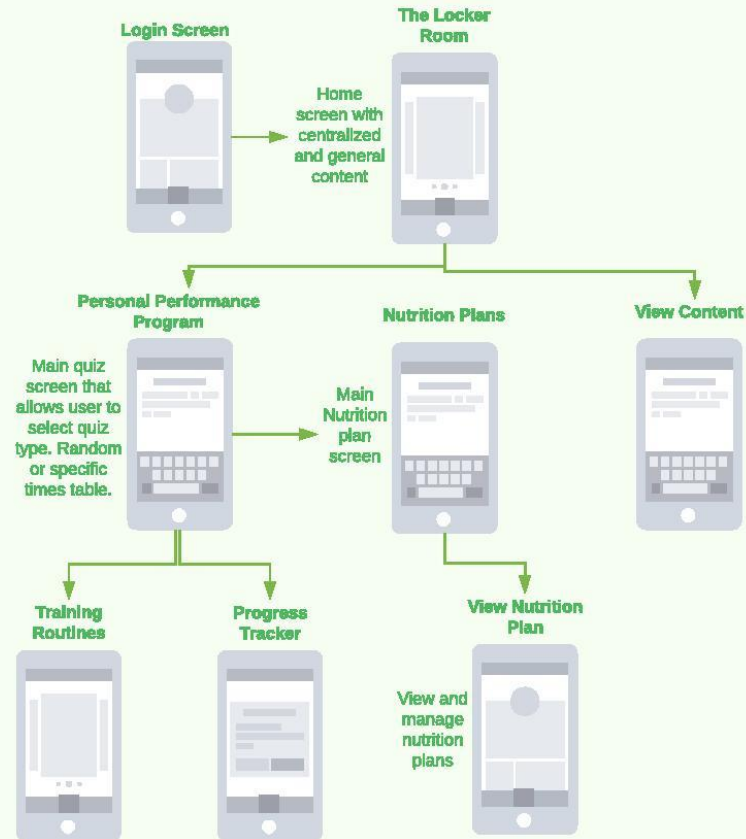
SIGN UP USER FLOW



Key

- Indicates normal flow through app
- ⊗ Indicates inability to navigate back

LOGIN USER FLOW



APP WIREFRAMING

Wireframing is a simplistic visual approach that demonstrates the app's functionality process. As a two-dimensional illustration of each individual screen's interface, the concept operates as a linked-blueprint of content prioritization, available functions, space distribution and interaction between screens.*****The workout programs implemented by the CSCS will flow symmetrically through the wireframe and appropriate on selected screens via engagement process.**

ATHLETIC GRADE CSCS VIRTUAL APP



The Athletic Grade CSCS virtual app features an extraordinary concept whereas its the First of its kind to offer targeted appeal to a specific niche demographic systematically being extracted from athletic scholarship opportunities on the collegiate level by virtue of *Gentrified circumstances*. “First Gens”, commonly referred to as first generation family members to enroll in college is a carefully tracked metric by the Department of Education because its a significant benchmark of socio-economic opportunity. Statistically, the NCAA pipeline to professional sports is roughly 1.6% annually meaning an athletic scholarship is not only a ‘golden ticket’ to obtain a college degree, but also inclusive admission into the United States middle-class bracket.

The app not only supports virtual workout regimens developed by experienced certified strength & conditioning specialists with proven track records designed to get users talent levels noticed from the National Junior College Athletic Association (NJCAA) to higher divisions but also applicable complimentary tabs offering relevant guidance including nutrition, tutoring platforms, career preparation data among others from a ‘Generation Z’ cultural-based perspective (* press play on recording).

CSCS VALUED ROLE

Athletic Grade's Head CSCS (Certified Strength & Conditioning Specialist) has over a decade of experience implementing training programs for athletes including conditioning, strength, and power development, as well as injury prevention for more than 800 division-1 student athletes. Professional certifications are NSCA-CSCS & CPT, USAW-SPC including a senior level capstone experience for students specializing in Strength and Conditioning at the University of Wisconsin-La Crosse & Florida State University featuring exercise physiology & biomechanics, nutrition and ergogenic aids, testing and evaluation, techniques, program design, and organization of a strength and conditioning facility. The primary role of the CSCS is to develop superior workout regimens that increase our target audience physical aptitude & value, merge relevant training analytics into a competitive sports app market at nominal cost and develop viable relationships in a network of athletic administrators on the next level.

UW - EAU CLAIRE

Program:

MATUSZAK, SAMANTHA Date: 2/2/2015 Week: 1 Position: Soccer

DAY 1												
Barbell Complex: 5 Position Barbell Warm Up: Snatch Grip Dead Lift, Hang Low Pull, Power Snatch, Snatch Balance, Overhead Squat												
Exercise	Tempo	Reps	SET 1		SET 2		SET 3		SET 4		SET 5	
			Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps
1 Snatch		3	55	6	60	6	65	6	65	6	65	6
2 Front Squat		3	105	5	105	5	105	5	105	5		
3A Bench Press		3	80	5	80	5	80	5	80	5		
3B Pull Ups		3		5		5		5		5		

DAY 2												
Barbell Complex: 5 Position Barbell Warm Up: Snatch Grip Dead Lift, Hang Low Pull, Power Snatch, Snatch Balance, Overhead Squat												
Exercise	Tempo	Reps	SET 1		SET 2		SET 3		SET 4		SET 5	
			Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps
1 Clean		3	75	3	80	3	85	3	85	3	85	3
2 Clean Pull		3	85	5	85	5	85	5	85	5		
3A DB Shoulder Press		3	25	5	25	5	25	5	25	5		
3B Chin ups		3		5		5		5		5		

DAY 3												
Barbell Complex: 5 Position Barbell Warm Up: Snatch Grip Dead Lift, Hang Low Pull, Power Snatch, Snatch Balance, Overhead Squat												
Exercise	Tempo	Reps	SET 1		SET 2		SET 3		SET 4		SET 5	
			Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps
1 Snatch		3	55	6	60	6	65	6	65	6	65	6
2 Back Squat		3	135	5	135	5	135	5	135	5		
3A Barbell Row		3	55	5	55	5	55	5	55	5		
3B Push ups		3		5		5		5		5		
4 Snatch Grip Deadlift		3	85	5	85	5	85	5	85	5		

BADGER TRACK & FIELD

ERIN KRAUSE Date: 5/12/2014 Week: 3 Position: 100m 100m 100m

DAY 1												
Barbell Complex: 5 Position Barbell Warm Up: Snatch Grip Dead Lift, Hang Low Pull, Power Snatch, Snatch Balance, Overhead Squat												
Exercise	Tempo	Reps	SET 1		SET 2		SET 3		SET 4		SET 5	
			Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps
1 Poliquin Press		2		10		10		10				
2 Back Squat		2		10		10		10				
3A DB Bench		2	25	10	25	10	25	10				
3B Pull Ups		2		6		6		6				
4 Snatch Grip Deadlift		2	40	10	40	10	40	10				

DAY 2												
Barbell Complex: 5 Position Barbell Warm Up: Snatch Grip Dead Lift, Hang Low Pull, Power Snatch, Snatch Balance, Overhead Squat												
Exercise	Tempo	Reps	SET 1		SET 2		SET 3		SET 4		SET 5	
			Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps
1 Clean		2		10		10		10				
2 Front Squat		2	55	10	55	10	55	10				
3A DB Shoulder Press		2	20	10	20	10	20	10				

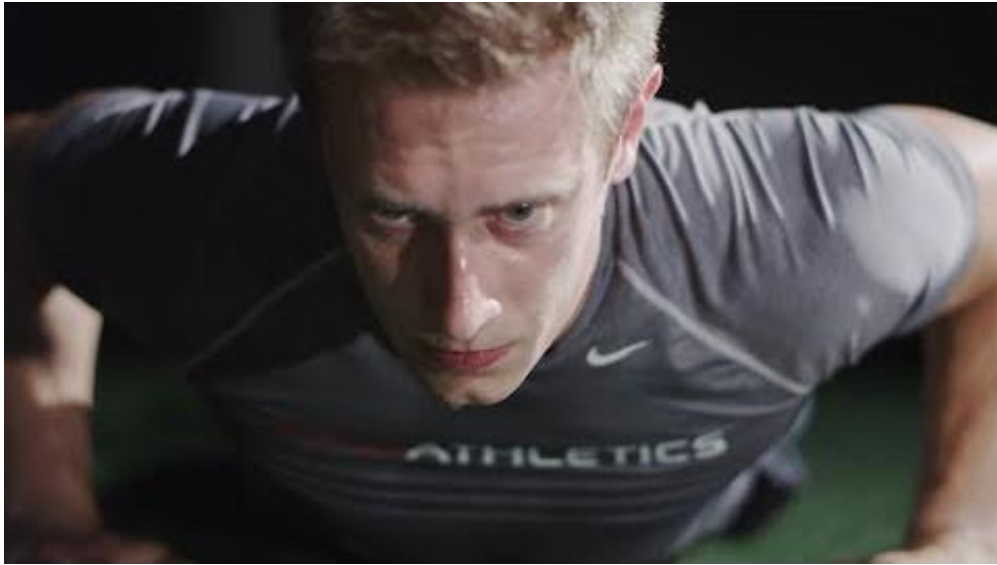
WISCONSIN VOLLEYBALL

RESHEL BAILEY Date: 5/11/2015 Week: 1 Position: VB

DAY 1												
Pre-Lift: Core Hip Flex Technique Acceleration												
Barbell Complex: 5 Position Barbell Warm Up: Snatch Grip Dead Lift, Hang Low Pull, Power Snatch, Snatch Balance, Overhead Squat												
Exercise	Tempo	Reps	SET 1		SET 2		SET 3		SET 4		SET 5	
			Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps
1 Snatch		3	50	6	55	6	60	6	60	6		
2 Front Squat		3	85	5	85	5	85	5	85	5		
3A Bench Press		3	55	5	55	5	55	5	55	5		
3B Pull Ups		3		5		5		5		5		
4 Good Morning		3	55	5	55	5	55	5	55	5		

DAY 2												
Pre-Lift: Hand Hip Mobility Circuit Core Hip Flex												
Barbell Complex: 5 Position Barbell Warm Up: Snatch Grip Dead Lift, Hang Low Pull, Power Snatch, Snatch Balance, Overhead Squat												
Exercise	Tempo	Reps	SET 1		SET 2		SET 3		SET 4		SET 5	
			Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps	Weight	Reps
1 Clean		3	80	3	85	3	90	3	90	3	90	3
2 Clean Pull		3	90	5	90	5	90	5	90	5		
3A DB Shoulder Press		3	20	5	20	5	20	5	20	5		





Monopolistic Competition

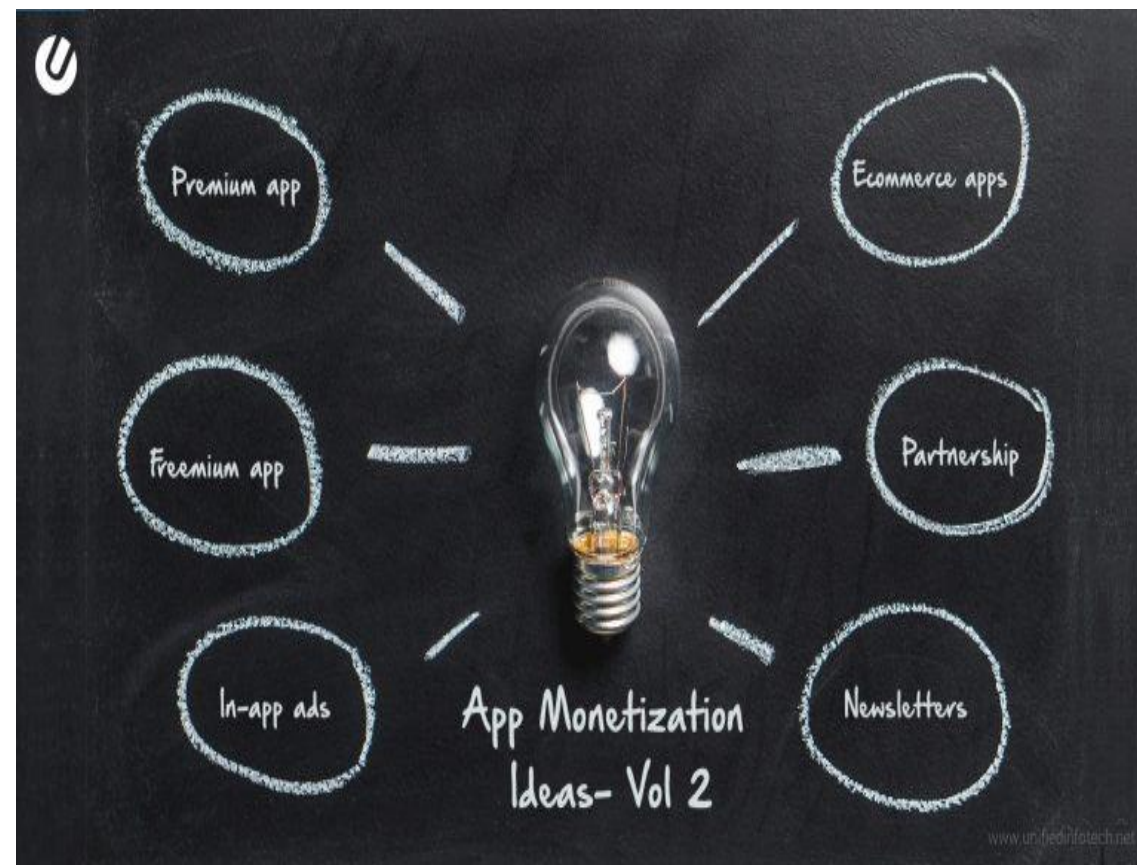
Volt Athletics has arguably the most competitive personalized training program on the market. In comparison to their program, our platform will aggregate, analyze and optimize individualized data to construct a personalized fitness plan for the user. Differentiation is Volts market is broad, inclusive & comprehensive; Athletic Grade's niche demographic targets the potential 98% lacking scholarship potential and require supplementary assistance from a personalized perspective. Monthly cost for student service is \$9.99. Athletic Grade's premium model will begin at \$69.99 annually (strategy to acquire market share) complete with additional upgrades, freemium model featuring basic platform for a general audience, premium upgrade and employ In-app advertising mechanisms that generate additional operating revenue streams.

MARKETING STRATEGY

App Monetizing (Revenue Generation) Ideas

I. Advertising

- Most common and practical to implement into wireframe via third-party ad network.
- Year 2016 – 70% of all free app providers employed advertising as their revenue business model.
- The Network Effect will significantly enhance critical mass (engagement %) once subscriber memberships are maximized. In-App ads, Freemium (In-App purchases) and Partnership options are the most viable business models to employ that maximizes a greater rate-of-return on investment.



FREEMIUM MODEL

Freemium model integrates free services or software featuring “premium” upgrades. In-App Purchasing specifies the act of purchasing goods & services from inside an application via mobile device (i.e. smartphone). Athletic Grade’s development team will supply the app for free then promote upgrades to the paid version and features enabling profit generating opportunities in lieu of authorizing free downloads to the user. The ultimate goal is to generate sufficient cash flow from variable transactions and advertising revenue to off set operating costs for maintenance and allocating potential dividends to investors.

Advantages:

- Unlimited potential for viral growth in the sports app industry.
- Opportunity to monetize and upsell core base.
- Increases market share with no entry barriers or risk factors.
- Capitalize on free beta testing of new premium products and features.
- Applicable revenue stream resulting from creative advertising.

Freemium – A Success Story

As a disruptive business model, freemium has been the driving force behind many successful startups and \$billions in value creation



PANDORA





In-App Advertisements are presented within the mobile app. From a sponsored post or tweet via social media platform, it is arguably the most viable monetization app approach generate revenue via “free app”. Two methods are highly beneficial for the Athletic Grade’s bottom line:

- In-App Purchases – the number one mobile app revenue source in 2018 and predicted to generate \$7 billion by the end of 2020. ***Arguably the most effect monetizing strategy to date al beit the highest mobile revenue generating feature. Authorizes capacity to sell sports-related products virtually from the app. Note: Non-intrusive (psychologically) method converting non-paying app users into passive

- recently that Fyber Inc. (Tech Company) reported that 77% of brand & ad agencies are investing resources in the ‘in-app inventory’ segment due to high interactive engagement and overall format reliability percentages.

- In-app Reward Ads – generate automatically as a reward / accolades video in lieu of an internal app program achievement (i.e. points, upgrades, third-party product vendor, etc.) Avocarrot & Kiip are dominant Ad players. Based on Google Analytics data, In-app ads perform 11x better than general banner ads, with 152% higher click-through rates.



CONTINGENT PARTNERSHIP

Varsity News Network- VNN is one of the nation's fastest & largest growing athletic marketing platforms for high schools. The network's primary objective is to connect athletes, administrators, parents, fans & company brands collectively via centralized around high school sports. Featuring a network of over 2,000 schools nationwide representing 10% + of all US High Schools in 39 continental states provide an excellent opportunity to increase the Athlete Grade's brand awareness as a complimentary partner. A VNN exclusive partnership would enable our company's brand equity to increase through unprecedented access and integration into hyper-local high school sports communities at scale.



POTENTIAL PARTNERSHIP OPPORTUNITIES



GXBolt 963 System - innovative training device that combines static and mobile resistance training in one apparatus, delivering athletes with high-intensity workouts while building explosive speed and power. The product's patent pending speed and agility training technology employs synchronized speed cord resistance to chest, ankles, arms, and knees compressing expedient training drills delivering superior results in strength and power in accelerated time frames. A relationship with this company would increase brand awareness, app conversion rates for football & track athletes and overall value to the bottom line.



POTENTIAL PARTNERSHIP ORGANIZATIONS

Positive Coaching Alliance - According to PCA's mission statement, dynamics youth sports culture all resources do not surge to the elite level. Today, athletes have options persistent by their physical capabilities and overall interest. Elite athletes compete in "meritocratic" environments in which athletic status on the team and playing time are vested in with exceptional ability, performance and efficiency. Less talented or skilled athletes, or simply athletes who want a different kind of experience, have supplementary alternatives to play in developmental or recreational programs in which they are guaranteed the right to play at least a part of every game. The Athletic Grade's app program supply's demand value for this demographic by implementing personal superior workout regimens by certified strength & conditioning specialists utilized by various elite athletes as mechanisms to accelerate to the collegiate level.

COLLEGE & CAREER READY PERFORMANCE INDEX

AN OVERVIEW OF GEORGIA'S

College and Career Ready Performance Index (CCRPI)



Georgia Department of Education's College and Career Ready Performance Index (CCRPI) is an all-inclusive school improvement and communication platform used by educational personnel with a vested interest in advocating college & career readiness for all Georgia public school students. Federal education law demand states to acknowledge worst-performing school districts with action plans for improvement. The CCRPI document institutions that consistently function in the bottom five percent on the state report card. Ironically, schools coping with the largest entrenched poverty rates lead the state's list of lowest performers.

- The Comprehensive Support and Improvement list (sub-group database) sustain records of these low achieving schools for two reasons:
- Lowest 5%: Title I schools that, when ranked according to their three-year CCRPI average, are among the lowest performing 5% of Title I schools in the state.
- Low Graduation Rate: High schools with a four-year adjusted cohort graduation rate less than or equal to 67%.

As of 2019, the Atlanta Public School system added thirty-five schools on the list, Furthermore, twenty percent of the state's thirty-five charter schools including Georgia Cyber Academy, the state's largest institution featuring a 10,000 student-body enrollment were included as well.

OPERATING REVENUE FORECAST

Metropolitan Atlanta School systems listed 35 schools on the 2019 CSI report in which 19 middle & high schools (highlighted) qualify for the Athletic Grade programs. 1 out of 5 students (20%) historically represent their school in some form of competitive sport annually.

- $13,032 \times .20 = 2,606$ freemium app users.
- 652 (25%) student athletes represent potential premium app upgrades memberships (\$69.99) endorsed by local sponsorships.
- $652 \times \$69.99 = \$45,633.48$ potential operating revenue from Metro ATL School systems predicted on membership fees alone.

*** Charter schools (operating under the auspices of the State Charter Schools Commission) were not included in the analysis. Although, the Georgia Cyber Academy's core curriculum classes (Math, Language Arts, Science, Social Studies) are not NCAA eligible for students with a quest to pursue sports post high school, alternative options are available for qualification such as dual enrollment classes or taking courses via Georgia Virtual School (GVS core courses meet NCAA eligibility) while taking electives with GCA. Considering 10,000 student-enrollment, the probability of a substantial number wanting to participate in sports beyond high school are promising.

The annual High School Athletics Participation Survey reported in 2018 the overall national participation percentage in high school sports increased for the 29th consecutive year achieving a milestone record of 7,980,886 student athletes. In retrospect, with the continued advancement of artificial intelligence software in the youth sports market and uncertainty surrounding virus precautions going forward the demand for virtual training apps will continue to surge.

SystemID	System Name	SchoolID	School Name	GraduationRate is ≤ 67%	Lowest 5%	Enrollment
761	Atlanta Public Schools	0403	APS-F Forrest Hills Academy	Y	Y	134
761	Atlanta Public Schools	1053	Boyd Elementary School	N	Y	
761	Atlanta Public Schools	1413	Carver High School	N	Y	1136
761	Atlanta Public Schools	2664	Crim High School	Y	Y	207
761	Atlanta Public Schools	4058	Douglass High School	Y	Y	1029
761	Atlanta Public Schools	3059	Fain Elementary School	N	Y	
761	Atlanta Public Schools	0105	Finch Elementary	N	Y	
761	Atlanta Public Schools	0504	Harper-Archer Middle School	N	Y	486
761	Atlanta Public Schools	0288	Price Middle School	N	Y	326
761	Atlanta Public Schools	3566	Scott Elementary School	N	Y	
761	Atlanta Public Schools	5067	Thomasville Heights Elementary School	N	Y	
761	Atlanta Public Schools	1415	Woodson Park Academy	N	Y	
761	Atlanta Public Schools	0282	Young Middle School	N	Y	798
631	Clayton County	0106	Jonesboro Middle School	N	Y	1042
631	Clayton County	1060	Northcutt Elementary School	N	Y	
631	Clayton County	0378	Perry Career Academy - Eula Wilburn Ponds Perry Ce	Y	N	934
633	Cobb County	0808	Cobb Horizon High School	Y	N	235
644	DeKalb County	4053	Clarkston High School	Y	N	1523
644	DeKalb County	2054	Columbia High School	Y	N	958
644	DeKalb County	4054	Cross Keys High School	Y	N	1529
644	DeKalb County	0500	DeKalb Alternative School	Y	Y	
644	DeKalb County	0810	Elizabeth Andrews High School	Y	Y	446
644	DeKalb County	3056	Flat Shoals Elementary School	N	Y	
644	DeKalb County	0409	Ronald E McNair Discover Learning Academy Elementary S	N	Y	
644	DeKalb County	4067	Snapfinger Elementary School	N	Y	
644	DeKalb County	2068	Stone Mountain Elementary School	N	Y	
644	DeKalb County	0276	Stone Mountain High School	Y	N	1038
660	Fulton County	1315	College Park Elementary	N	Y	
660	Fulton County	0386	Independence High School	Y	N	175
660	Fulton County	0383	McClarín High School	Y	Y	165
660	Fulton County	1320	Skyview High School	Y	N	316
667	Gwinnett County	0388	Gwinnett Intervention Education (GIVE) Center East	Y	Y	
667	Gwinnett County	1114	Gwinnett Intervention Education Center (GIVE) West	Y	Y	
667	Gwinnett County	1214	Gwinnett Online Campus	Y	N	
667	Gwinnett County	0189	Phoenix High School	Y	N	555
TOTAL						13032

CASH FLOW FORECAST

The Georgia Highschool Association represents 469 schools statewide with 400,000 > + student athletes. Under-performing schools in this group are monitored by the Department of Education's office, placed on the CSI list and initiates a metric calculation on the CCRPI index for potential action plans of improvement. Athletic Grade's objective is to analyze those systems annually, develop business relationships with the educational system administrators and introduce our services (training, nutrition, tutor assistance, <https://www.chegg.com/tutors/>) impact on reducing this problem.

Growth Projections in the State of Georgia

- 1 year – 20,000 Freemium members (5% of 400,000 market share).
5,000 Premium upgrade members (25% of freemium users) x \$69.99
annual fee = \$349,950 Operating Revenue.
- 3 year – 60,000 Freemium members (15% of 400,000 market share).
15,000 Premium upgrade members (25% of freemium users) x \$69.99
annual fee = \$1,049,850 Operating Revenue.



CAPITALIZATION STRUCTURE

Personal Equity Contribution

▪ Athletic Grade Website Construction	- \$16,700
▪ Marketing Analytics (Madwire Inc.)	- 8,400
▪ Advertising (Facebook, Instagram, etc.)	- 1,200
▪ Domain Hosting (Dedicated Server)	- 1,500
▪ Legal Fees & LLC Inc.	- 900
▪ Operating Expenses (Upwork, phone, etc.)	- 1,700
▪ Proto-Type App (Phase I-III)	- 4,100
▪ Mobile App project (\$39,900 x 40%)	- <u>15,960</u>
▪ Total Investment	\$50,460



SPONSORSHIP OBJECTIVES

- Build brand awareness.
- Differentiate product from competitors.
- Increase demographic (niche) reach.
- Acquire consumer attitudes (emotional, psychological, etc.)
- Obtain sponsorship from local organizations seeking long-term residual benefit from the community via investing in our company's mission.





Work towards your **Goals.**



CONCLUSION

According to the NCAA, only about 2% of high school students annually earn athletic scholarships for college. Furthermore, out of that percentage only 6.9% will receive 'participation time' once they get to the next level with 1.7% median average playing professionally beyond college. According to the reputable College Board, research data states the average published tuition and fee price for full-time in-state students at public four-year colleges and universities is \$10,440 in 2019-20, \$230 (2.3% before adjusting for inflation) higher than the 2018-19 school year. The Athletic Grade apps goal is intended to counterbalance the competitive grind of acquiring scholarships by providing personalized CSCS sport-specific programs designed to provide alternative exposure for users seeking financial assistance from supplementary sources, sponsorships and non-athletic awards to subsidize tuition costs. A college degree is the ultimate reward of the student-athlete experience!

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A woman with a headband and hoop earrings is lifting a barbell in a gym. The image is dimmed and serves as a background for the text.

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