

## OVERVIEW

SportsPage has launched an online destination for aspirational athletes — those who receive little to no national attention, but are just as passionate about their sporting endeavors as those who do.

Site users have the ability to network with friends, promote themselves for recruiting and other purposes, and participate in online, fantasy sports competitions. College coaches at all levels can promote their programs to athletes and find, evaluate, and communicate with desirable recruits. Recreational sports leagues can effectively communicate and manage their organizations. SportsPage offerings include:

### Management software for athletic organizations

- Recreational sports leagues can easily build and maintain their entire web presence inside SportsPage. This allows them to more effectively and efficiently communicate with their members while saving time, headaches, and most importantly – money.
- These same organizations will have access to major retail companies at near wholesale prices allowing them to buy and sell equipment and apparel at reasonable prices while making a profit.

### Web tools to drive effective athletic recruiting

- Online tools and resources to create top-quality personal pages, statistics, news, self promotion videos, and other materials.
- These features have already been proven effective. This season athletes have achieved scholarship offers and access to colleges by using them.

### Connecting with other athletes

- A medium for young athletes to network with each other and share experiences.
- Extensive media services including picture and video upload/editing; statistics analysis/tracking.
- This fully functional social networking application provides value to leagues & organizations that they can't get elsewhere.

### Innovative fantasy sports games that leverage user-submitted data

- Users can design and participate in fantasy sports leagues driven by their own sports statistics.

By providing software solutions to entire sports organizations, SportsPage will build a robust community of users while earning immediate, scalable revenue.

## TARGETED CUSTOMERS/USERS

A “user” is any member of the SportsPage community.

A “customer” is any user that generates revenue.

SportsPage’s targeted user base includes:

- An estimated 250,000+ sports organizations—covering all age ranges from youth sports leagues to adult-oriented health clubs, and all sports from baseball to bowling—who will leverage SportsPage registration services to promote themselves and their programs online, and use SportsPage’s eCommerce platform to sell equipment, clothing, and media to their members
- Potential customers of SportsPage affiliated organizations who visit SportsPage to learn more about these organizations and their offerings.
- High school athletes and parents interested in learning about colleges, collegiate athletic programs, the recruiting process, and communicating and promoting themselves to college coaches.
- Any amateur athlete using SportsPage’s social networking and entertainment features, which include communication with other SportsPage users, promoting/sharing their own athletic experiences, and engaging in fantasy sports competitions using their own performance statistics.

SportsPage’s targeted customers include:

- Members of SportsPage’s affiliated organizations who visit SportsPage to register for teams, order equipment, photos, videos, and other media, and access other SportsPage offerings.
- Affiliated organizations that upgrade to premium services.
- Major retailers, manufacturers, and media companies looking to tap into the highly prized demographic surrounding amateur athletics.
- Affiliated organizations looking to drive more registrations through advertising.

## KEYS TO SPORTSPAGE SUCCESS

SportsPage is focusing on regional growth, allowing us to prove our business model with minimal initial investment. Some key components of this strategy include:

- Signing up local athletic organizations (goal of 20 during beta trials) to test our tools and validate our market assumptions.
- Leverage these athletic organizations to drive significant growth in our user base (signing up each organization will bring 20-2,000 users).
- Proving the business model, verifying the suitability of our product offerings, and beginning to achieve early revenue before attempting to scale nationally.
- Leverage the founders’ existing social networks in Virginia, Florida, and other mid-Atlantic states to locate customer organizations.

## REVENUE MODEL

Many sites providing features free of charge to users rely on large scale to drive advertising revenue. By providing valuable software and services to recreational sports organizations and transferring the bulk of the cost to their members, SportsPage has developed an early, scalable revenue model that doesn't rely on site traffic volume for revenue. Through this model, SportsPage will not only be able to drive revenue growth but will also be able to build a strong community that will be an attractive place for large retailers and manufacturers such as Under Armour, Nike, Reebok, Adidas, and media companies such as ESPN and CBS Sportsline to advertise.

Immediate sources of revenue include:

- Processing fees from participants every time they register for a recreational sports organization.
- % of every sale using SportsPage's eCommerce platform.
- Advertising revenue from recreational sports organizations looking to drive new registrations.

An additional, substantial revenue stream exists as user base scales:

- Revenue from lead based advertising campaigns for major retailers, manufacturers, and media companies.

## MARKET VALIDATION

Market research, from launch of our first beta website through the present, has validated the SportsPage approach. During initial focus groups athletes were excited about the features SportsPage planned to offer.

To prove the value of SportsPage's recruiting features, a trial program was instituted at Fork Union Military Academy. Of the nearly 50 players on the post graduate football team that participated in the program, 35 are now playing football in college, with the remaining placements likely coming before the end of the school year. The head coach commented that at least 11 of these players would never have been found had it not been for SportsPage.

To validate the recreational sports market, SportsPage has made a significant investment in learning what goes into managing amateur teams, what problems administrators have with current solutions, and how to approach meeting these needs more effectively than other competitors. We have learned that the majority of these organizations:

- Are under staffed and under-funded.
- Are run by volunteers and parents.
- Desire a more effective, more efficient, and easier to use system to manage registration, scheduling, and communication.

Currently, SportsPage is working with several beta organizations to design, build, and implement an effective solution. These organizations tell us they are anxious to switch to SportsPage.

## MANAGEMENT TEAM

The SportsPage founding team has strong athletic roots in the state of Virginia as well as deep ties in the University of Virginia community.

- **David L. Fairbrothers:** 4-Year Cavalier football player
- **T. Gregory Ames III** – Dartmouth-Tuck Business School Class of '07, founding team member-Arrowpoint
- **Zachary Yarbrough:** 5-Year Cavalier football player and Graduate Assistant coach for the Cavaliers '05-'07
- **Kase Luzar:** 5-year Cavalier football player, Graduate Assistant coach, recruiting and operations, '05-'08

## COMPETITION

SportsPage has identified companies that are present in the sports social networking, recruiting, team/league management space with a focus on different elements of the SportsPage model.

These companies include:

- beRecruited.com
- Tackle.com
- PrepChamps.com
- Active.com
- WePlay.com
- ...and others

SportsPage will create competitive advantages by:

- Meeting the needs of athletic organizations, thereby earning early, scalable revenue.
- Providing self-promotion value to athletes, especially ones not on everyone's list, and recruiting resources to smaller programs which don't have the tools of the major team sports.
- Developing an ongoing relationship with athletes and coaches.
- Working directly with coaches to develop features to better fit their recruiting needs.

## PROJECT STATUS

Using \$400k of seed capital, SportsPage has developed and launched a beta platform of the website, and has released it in the state of Virginia. We continue to develop core site features while conducting pilot programs with athletes.

Currently, SportsPage is raising an additional \$340,000 to:

- Finish designing and developing the recreational sports organization management offerings.
- Increase the robustness of the initial SportsPage platform and develop new features.
- Continue proving the value of the recruiting features.
- Sell recreational sports organizations as customers.
- Begin building revenue streams.

SportsPage is evaluating the timing of a \$3-4M series-A financing in Q3/Q4 2009.

## CONTACT INFORMATION

1(888)801-SPGI (7744) ext. 101  
IR@SportsPageinc.com