



# SPORTSPAGE

Bringing notoriety to every athlete

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# “What is SportsPage?”

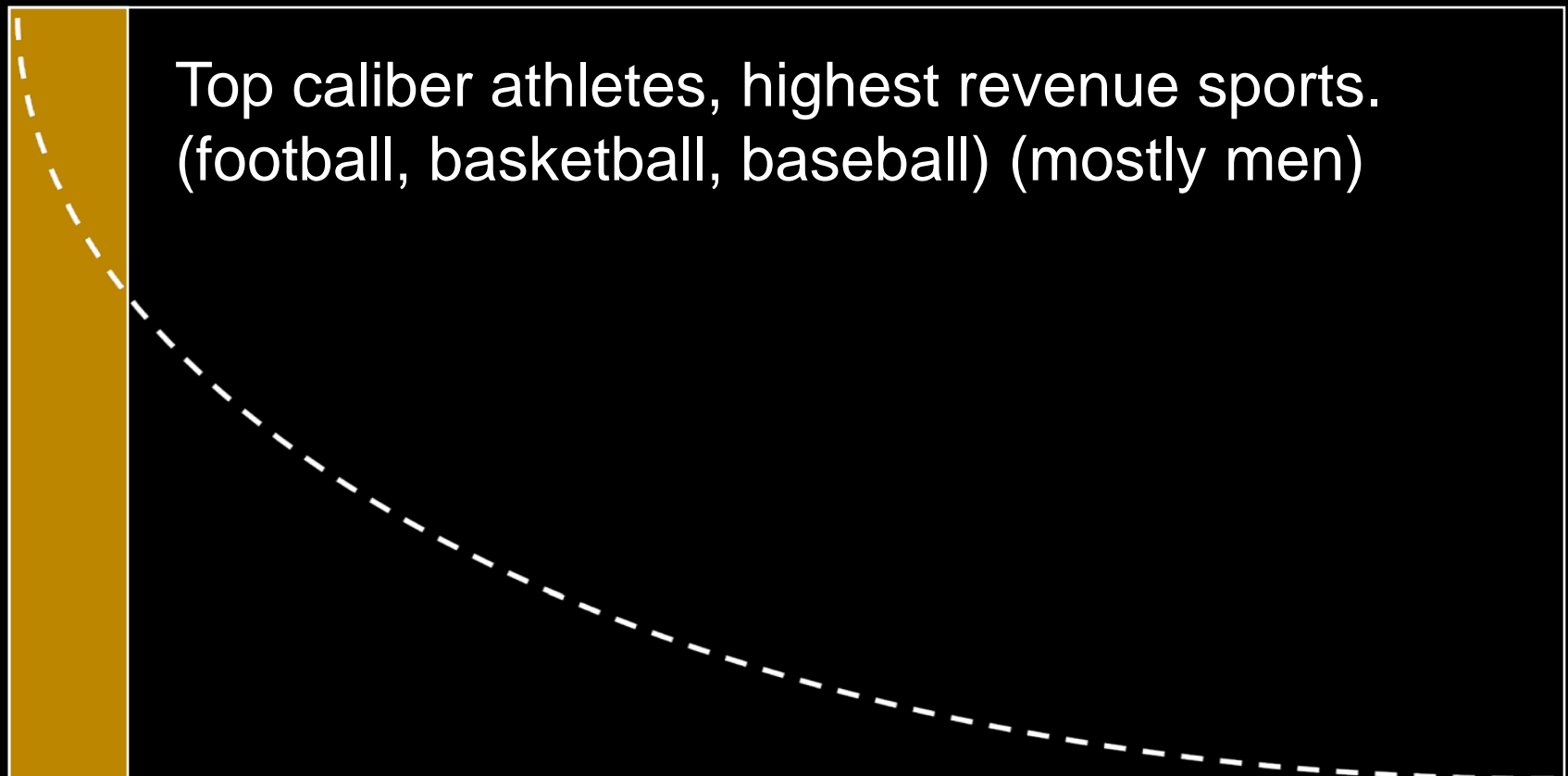
An online resource for amateur athletes of all skill levels, ages, and interests – plus their families, their athletic organizations, and their coaches.

Self-promotion, networking, administration, and college recruiting are made easy on SportsPage.



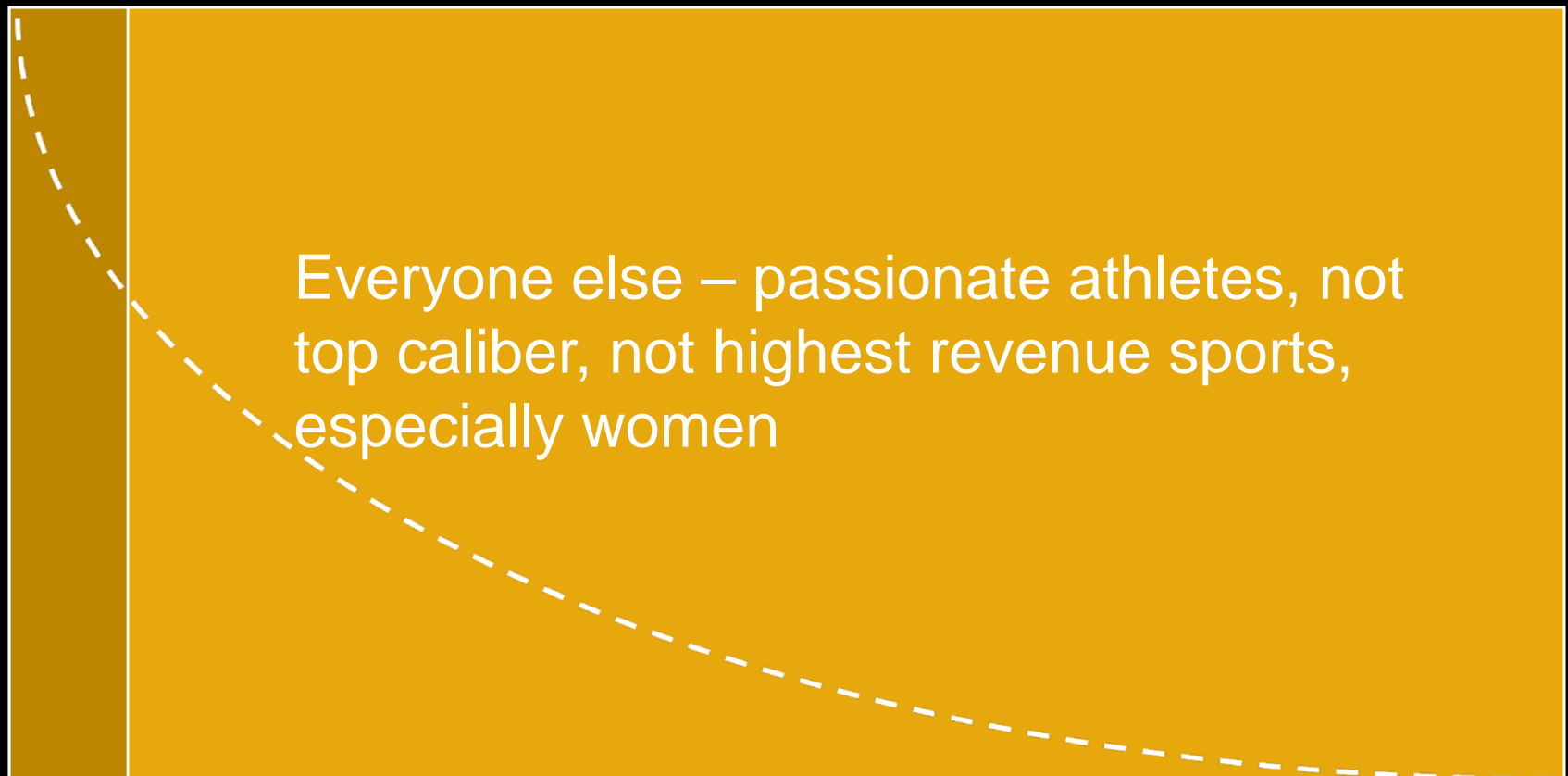
# “Why SportsPage?”

Other online sites focus on the top athletes



# “Why SportsPage?”

SportsPage aggregates the “long tail” too

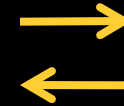
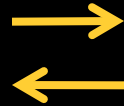


# “What is SportsPage?”

Aspirational Athletes &  
Parents



Brands,  
Retailers,  
etc.



High/Middle  
Schools,  
Rec. Sports  
Organizations,  
Camps



College Coaches

# “What is SportsPage?”

## Aspirational Athletes & Parents

### Value

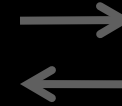
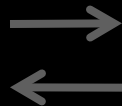
- Networking
- Promotion
- Recruiting tools
- Education
- Communication

### Revenue?

- FREE



Brands,  
Retailers, etc.



High/Middle Schools,  
Rec. Sports  
Organizations, Camps



College Coaches

# “What is SportsPage?”



## Value

- Time & Money saver
- Expanded reach
- Connecting with athletes
- Collaborative management

## Revenue?

- FREE for basic
- License to coaches, teams & athletic depts. for advanced features

# “What is SportsPage?”





# “What is SportsPage?”

**Brands,  
Retailers, etc.**

## Value

- Direct interaction w/ brands
- Direct to consumer
- Sales inside community
- Access to fragmented MS/HS & rec market

## Revenue?

- Targeted advertising campaigns
- % of transactions



Aspirational Athletes &  
Parents

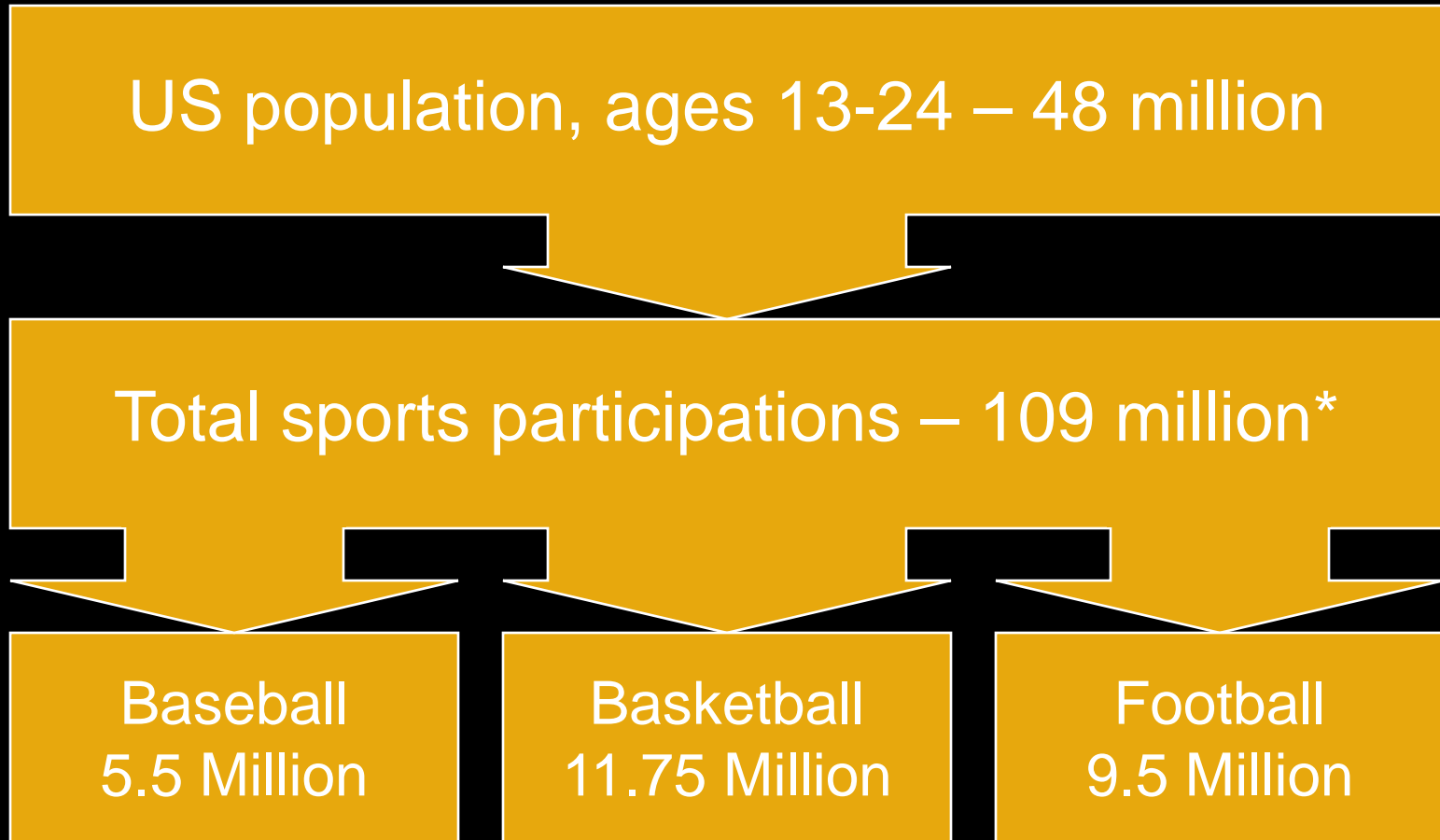


High/Middle Schools,  
Rec. Sports  
Organizations, Camps



College Coaches

# 250,000 organizations serve a large population



Source: dataferrett.census.gov, IBIS World Reports

\* - includes multiple participations; 44 M within National Council of Youth Sports.

# SportsPage built several features based on market research

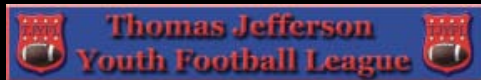
- Easy to build/manage resources for rec. leagues, teams, & organizations
- Sports Themed Social Networking
  - Keep track of their sporting experiences
  - Share with other friends and family
- Tools for College Recruiting
  - Self-promotion media, other forums
  - New unique ways to promote to colleges
- Fantasy GM™
  - Compete in fantasy sports
  - Driven by their own real-world performance
  - Patentable algorithms



# Rec. athletic organizations are an important market for first revenue

## Customers:

Rec. sports teams/leagues, high & middle schools



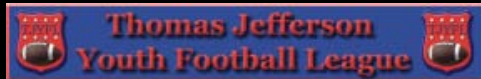
## Every rec. organization, high school, & middle school does:

- Athlete registration
- Billing
- Scheduling
- Organizing
- Paperwork
- Uniform/equipment purchasing & sales
- Communicating
- Fundraising

# Organizations want a better online resource

## Customers:

Rec. sports teams/leagues, high & middle schools



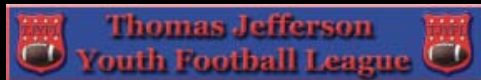
## The leagues all have administration problems:

- Under-staffed and under-funded
- Volunteers wear many hats – limited commitments, technology novices
- Leagues say their online tools are antiquated, marginally effective
- They have team management needs ...
- ... and communication/coordination issues

# SportsPage offers a complete solution to leagues

## Customers:

Rec. sports teams/leagues, high & middle schools

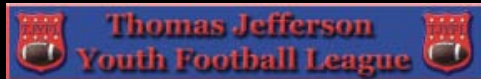


- Leagues leverage SportsPage to foster community involvement
- Their athletes, parents, league & team organizers are aggregated in one place
- Significantly easier for them to build & maintain school/league/team websites inside SportsPage
- Online access to 3<sup>rd</sup>-party manufacturers provides quick, easy ordering
- e-Commerce platform sells media, apparel

# Early revenue also drives fast user growth on SportsPage

## Customers:

Rec. sports teams/leagues, high & middle schools



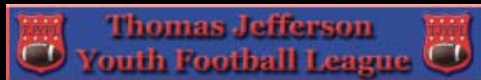
## Registration fees and product sales opportunities create a win-win:

- Athletes and families register in the organization online.
- Each league decision to use SportsPage brings hundreds of users.
- SportsPage provides easy access to apparel & equipment; revenue share with the organization.
- SportsPage captures early revenue and users – not a trade-off.

# Revenues are in line with what customers expect to pay

## Customers:

Rec. sports teams/leagues, high & middle schools



## Immediate revenue to SportsPage:

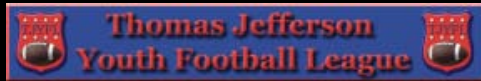
- Charge fee per athlete registration
- Earn % of every apparel, equipment, media transaction
- Partner with a domain registry and earn % of domain registration costs.
- Lead-based advertising is attractive to sports retailers (highly targeted, high CPM, CPC)
- Sell highly targeted advertising to leagues/organizations



# Early revenue comes without trading off slower user growth

## Customers:

Rec. sports teams/leagues, high & middle schools



## Strategic advantage:

- Allows SportsPage to earn substantial revenue ...
- ...while building a strong, dedicated user base ...
- ... that can be monetized through sales and directed, lead-based advertising.

## Early pilots in development:

- ACAC sports academies (Charlottesville)
- TJYFL – (Central VA)

# Competitors exist, but none have a complete package

## Social Networking



## Recruiting



## League/Team Mgmt



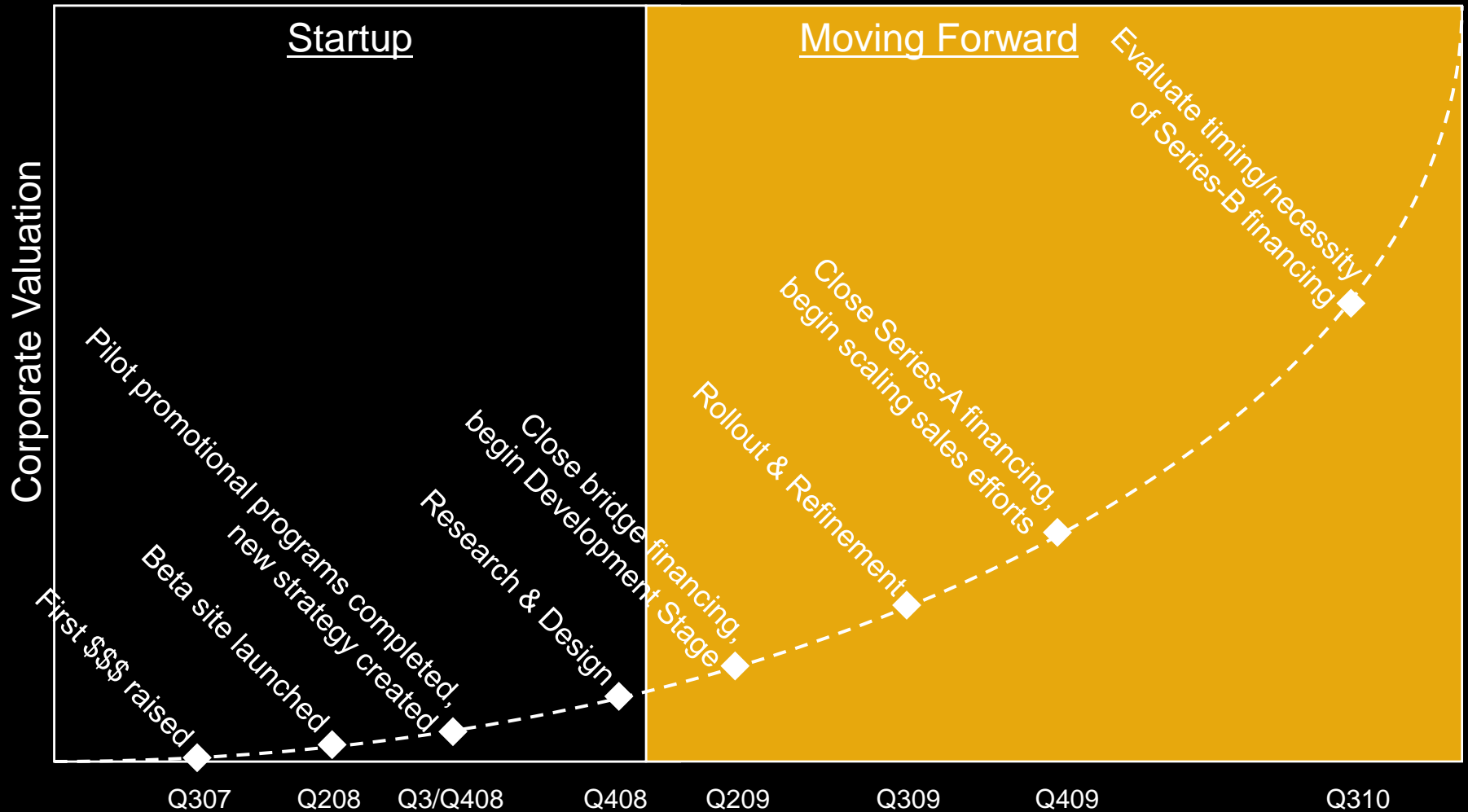
ManageYourLeague.com



# SportsPage will create barriers to entry

- Serving sports organizations allows SportsPage to acquire users cost-effectively & earn substantial, immediate revenue
- Registration/transactional revenue in addition to advertising supports free recruiting/networking site to users
- Social networking platform incentivizes other organizations to sign up as customers in order to serve their members more effectively

# Early revenue drives valuation immediately



# SportsPage has a clear execution strategy to achieve scale rapidly

## Research & Design

11/08 thru bridge close

- Begin raising bridge financing
- Finalize design of rec. sports application
- Begin sales to beta customers

Research &  
Design

Development

Rollout &  
Refinement

Scale

# SportsPage has a clear execution strategy to achieve scale rapidly

## Development

Bridge close thru mo. 3

- Finalize remaining \$340k of bridge financing
- Hire key software resources
- Complete beta version of application
- Expand beta customer base
- Secure deals w/ apparel & equipment manufacturers/distributors
- Set up financial structure for leagues' \$\$\$

Research &  
Design

Development

Rollout &  
Refinement

Scale

# SportsPage has a clear execution strategy to achieve scale rapidly

## Rollout & Refinement

mo. 4 thru mo. 7

- Launch beta version of rec. sports app
- Continue feature development/refinement
- Test/refine sales strategy in VA launch
- Close 20 customers, stretch goal of 35

Research &  
Design

Development

Rollout &  
Refinement

Scale

# SportsPage has a clear execution strategy to achieve scale rapidly

## Scale

mo. 8 onward

- Continue scaling site features/offerings
- Build & launch advanced recruiting features
- Scale tech and sales teams to 20–30 as revenue growth justifies
- Begin advertising sales across entire SportsPage website
- Achieve 360 customers by end of yr1, 3500 by end of yr2 (stretch goals: 400 yr1, 4000 yr2)

Research &  
Design

Development

Rollout &  
Refinement

Scale



# Board has significant relevant experience

- Gregg E. Fairbrothers – Chairman
  - Adjunct Professor of Entrepreneurship (Tuck School of Business)
  - Founding Director, Dartmouth Entrepreneurial Network
  - Founding President, Samson International, Ltd.
- Greg Ames – Director
  - Co-founder, ArrowPoint Communications (acquired by Cisco Systems)
  - Primary seed investor, seed investors' board representative
- Tom Baldwin – Director
  - Founder/CEO, TMO Global Logistics
- Gene Corrigan – Director
  - Former President, NCAA
  - Former Commissioner, ACC
  - Former AD, UVA, Notre Dame
- Lisa Kable – Director
  - Co-Founder and Managing Partner – Artemis Woman, LLC.
  - Former Global Marketing Director for Remington Products
  - Former brand manager, Gatorade
- Mark Stein – Director
  - Partner in McDermott, Will & Emery's corporate department
  - Concentrates in securities, mergers and acquisitions and general representation of start-ups

# Advisory board has direct, relevant experience

- John Bello – Advisor
  - Chairman and CEO of Soup Kitchen International
  - Founder and Former CEO, SoBe Beverages
  - Former President, NFL Properties
- Luke Goldstein – Advisor
  - Head of Video Operations, UVA Football
  - President, Collegiate Sports Video Association
- William Nisen – Advisor
  - Experienced software & technology entrepreneur
- Matthew Marolda – Advisor
  - Founder and CEO, Stratbridge, Inc.
  - Specializing in ticket sales optimization and player analysis
- Matt Schaub – Advisor
  - Starting Quarterback—Houston Texans
  - 4 years NFL Experience
- Steve Lipscomb – Advisor
  - Founder, CEO, and President, World Poker Tour Enterprises
- Brian Campbell – Advisor
  - Serial Entrepreneur

# Acquisitions and competition: the online space is active, but no winner yet



Sold →



Sold →



Sold →



StudentSports, Inc.

Sold →



\$1.87MM Series A



\$1.2MM Series A



\$1.2MM Series A



\$7MM Series A



# SportsPage seeks funding to complete its beta launch

- Build recreational sports league management features.
- Prove revenue model through registrations, transactions, and advertising campaigns.
- Implement & scale sales strategies into 2010.
- Close \$3 MM – 4 MM Series A as early as Q4 2009.

# SportsPage is a strong opportunity

- This space is already generating exits and returns for investors.
- Immediate, scalable revenue from diverse sources while stimulating rapid user growth.
- A complete online resource for a huge market attractive to retailers & advertisers.

# Appendix Slides

# SportsPage also meets the needs of coaches

Locate prospects

Search for/evaluate recruits, anytime/anyplace - Recruits can submit data to schools

Manage prospects

Communicate with recruits, coordinate recruiting efforts, update coaching staff

Compete for prospects

Tools to promote programs and target non-local recruits

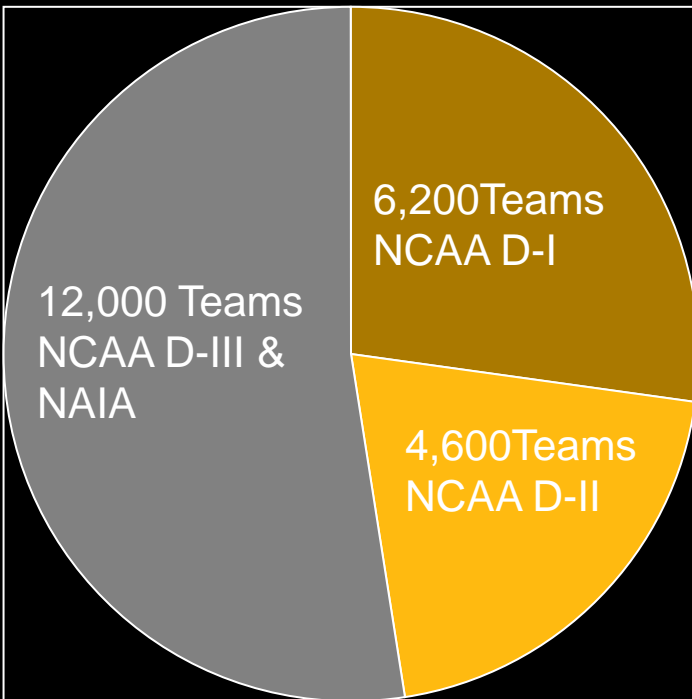
# SportsPage levels the field for coaches: inexpensive, outsourced, regional

The 16,600 Division II, III, and NAIA teams face tough recruiting issues:

- Lack big recruiting budgets
- Lack staff to organize large scale operations
- Limited to their respective regions

SportsPage offers benefit to the 6,200 Division I teams:

- Larger budgets don't mean efficient tools
- Smaller sports still lack big budgets
- Large sports want more advanced recruiting features, and have the budgets to pay for them



Source: infoplease.com, NCAA/NAIA registrations



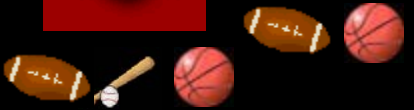
# Excellent penetration with Virginia schools



The College of  
**WILLIAM & MARY**



**HAMPDEN-  
SYDNEY  
COLLEGE**



# Coaches have derived significant value from SportsPage already

