

OUR MISSION

To provide a state-of-the-art sports management platform that supports physical, mental, and emotional development by connecting sports organizations and coaches to parents and players through **PERFORMANCE FEEDBACK TOOLS** and empowering athletes to reach their maximum potential.



Vision

The world of sports management, especially for youth and collegiate athletes, has millions of players across dozens of sports. These athletes spend years, participating in school and community leagues, working with different coaches and organizations to cultivate their skills. Parents, guardians, and coaches spend thousands of hours tracking games, statistics, coaching feedback, and trying to harness other resources that athletes can use to improve skills and progress their athletic careers.

Coaches know this work is important and so many dedicate long hours to making it happen. It's also the reason some sports organizations can struggle at times to get people willing to step into these crucial roles and lead developing athletes.

It doesn't have to be this hard.

ADAPT Sports has created a state-of-the-art sports management platform for athletes, guardians, coaches, and organizations that supports physical, mental, and emotional development by creating real-time performance feedback tools and resources that empower athletes of all ages to achieve their maximum potential.



ADAPT Sports

Throughout his entire career in Youth and Collegiate Sports, co-founder and CEO Douglas Wemple's mission has been to solve a few of the greatest challenges that athletes, guardians, coaches, and organizations face when participating in sports programs. Over a decade ago, Doug's unique perception and keen sense of these challenges sparked an idea for a digital sports application that would eventually come to be known as the **Athletic Development And Performance Toolbox (ADAPT)**.

After spending nearly 12 years refining and enhancing his original idea, Doug's solution has since grown into an ambitious and exciting concept for a brand-new type of sports management platform. In addition to serving as a scalable solution to the complex challenges its future users demand today, this platform provides seemingly limitless opportunities for growth while equally supporting users in a way the world of sports has never seen. In February of 2022, Doug formally assembled his team of founders and ADAPT Sports was born.

ADAPT Sports is a United States Limited Liability Corporation registered in Florida that produces integrated mobile and web applications (ADAPT Sports platform). In addition to serving as a turn-key enterprise solution for sports organizations in and outside of the U.S., the ADAPT Sports platform creates new and powerful digital environments that are optimal for facilitating athletic wellness, training, and development.



Reduce admin for
coaches and
improve access to
feedback and statistics
for players.

Challenge

Patrick is a local high school hockey coach working hard to help the players on his team. Some of them have the potential to get college scholarships and could even have a shot at the NFL. He has been working to collect statistics, provide all of the players with feedback for their performances after every game, and make sure their parents and guardians have the right information to share with potential recruiters. It's really tough to find the time some days.

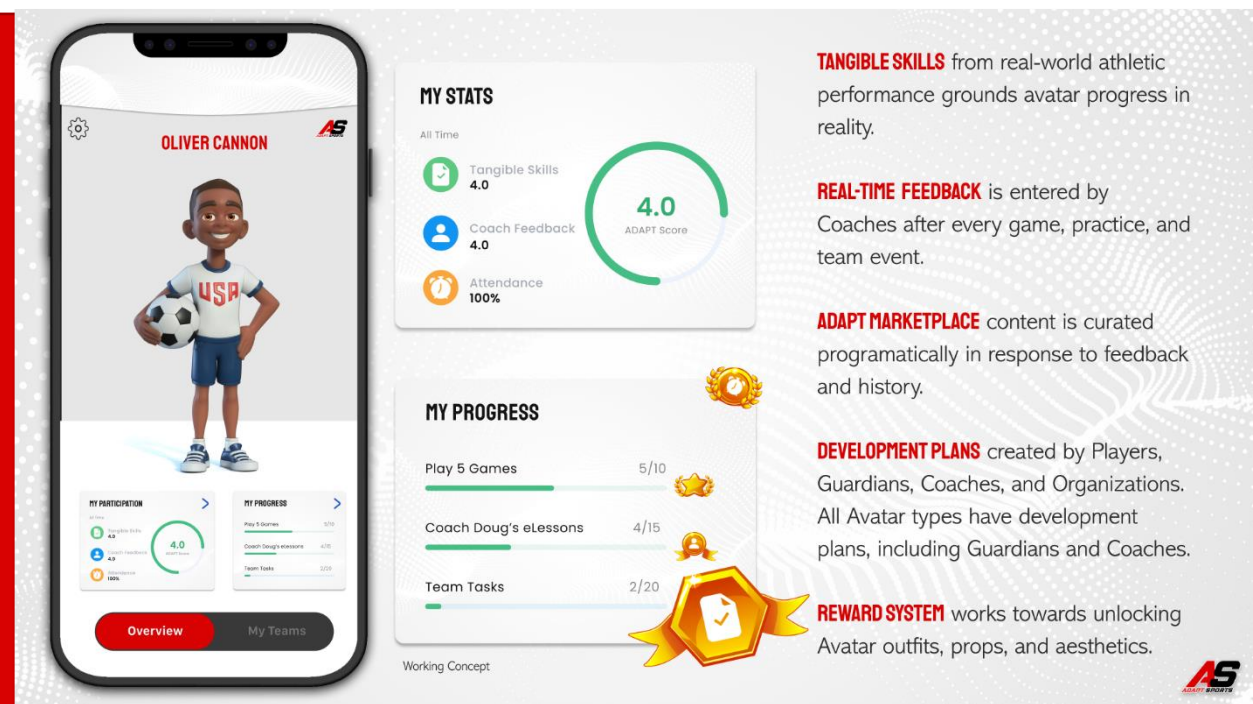
A community travel soccer league has some incredibly talented players from a number of different schools. Macy does her best to support coaches across the organization. Most of them have players that are focused on college scholarships and professional careers. The travel league serves as a way to level up their skills and attract attention from recruiters. Some of the coaches do a great job, and other coaches struggle to compile statistics and give meaningful feedback. She wants to help make the coaching roles easier by reducing the administrative burden and still ensure the players are all receiving the support they

need. Moreover, Macy knows that the athletes would significantly benefit from having centralized feedback from all their coaches – in the travel league, as well as any other teams they play with.

Zeke has just started his junior year in high school. He plays hockey for his school and in a local community league. Right now his focus is on a college scholarship. One of his teammates whose father played hockey in college is already talking to recruiters. While Zeke knows he needs to collect his playing statistics and start reaching out to college hockey recruiters, he isn't quite sure where to start.

Solution

ADAPT Sports has created a state-of-the-art sports management platform for athletes, guardians, coaches, and organizations that supports physical, mental, and emotional development by creating real-time performance feedback tools and resources that empower athletes of all ages to achieve their maximum potential.



Competition

ADAPT Sports is entering the \$5.43B Software Market Segment of the \$19.2B U.S. Youth Sports Market. Market trends indicate future consolidation of services and a rapid migration to digital tools among the Youth Sports Industry will drive the expected growth rate of 76% (Wintergreen Research). With its core products alone, ADAPT Sports expects to capture between 1% of its total available market within the first decade.

There are no current direct competitors in this space, the ADAPT Sports leaderships team know that the increased use of the platform will naturally spark interest in the domain and competitors could arise.

It's time to improve the playing field.

Existing solutions includes the primarily manual or organic solutions within a specific team or organization. These solutions are time consuming. There is no opportunity for different coaches of the same player to share feedback on a centralized platform. Any sharing of information is also manual, usually through email. It means that only the parents or guardians who really understand how to calculate and run statistics are able to consolidate these in a meaningful way.

It's time to improve the playing field for players, coaches, and parents.

Plan

ADAPT Sports will deliver a multi-faceted platform through both website and mobile applications to help young athletes get connected to the important information they need to grow and develop their skills. The platform will have built in accessibility for coaches, parents, and guardians to help facilitate the collection and analysis of the data.

The initial prototype will focus on the ice hockey vertical based on connections and traction with key partnerships. Collaboration with sports leagues and schools will provide additional context on critical requirements, such as security and accessibility, that can be incorporated into platform development. This carefully constructed strategy supports the pursuit of larger league and school community contracts. ADAPT Sports will be delivering in a stronger way for the athletes by centralizing data from multiple sources, and simultaneously establishing market advantage.

Team

The ADAPT Sports leadership team represents a wealth of knowledge with deep expertise in the youth, collegiate, and amateur sports industry.

Douglas Wemple

- Chief Executive Officer (CEO)
- 25 years as coach, player, and parent

Ryan Murphy

- Chief Technology Officer (CTO)
- Strong background in web and android development

Richard Compton

- Chief Operating Officer (COO)
- 35 years of experience in executive management

Michael Young

- Chief Creative Officer (CCO)
- 22 years as Chief Creative Officer at EA Sports



Milestones

Following the initial concept for ADAPT Sports back in 2010, Doug has worked through multiple iterations of the concept. His own coaching career and established network of coaches, parents, and guardians helped with refining the concept and enabled him to create the first prototype in 2016. In collaboration with trusted advisors, the concept was validated, and Doug began assembling the leadership team.



2022

Company formation, seed capital, and creation of formal prototype

2023

Platform production and initial launch

2024

Platform enhancements and launch of additional application modules

2025

Vertical expansion

Financials

Revenue will initially be generated through two primary sources – application fees for premium use and advertising sales for in-application placements. While additional sources of revenue are anticipated, these initial pipelines support the pursuit of 1% market share in the \$5.43B Software Market Segment within the U.S. Youth Sports Market over the first decade.

REVENUE STREAM	VALUE	INCOME	PLATFORMS
Premium Subscriptions	No Ads, All Features, VIP	\$9.99 - \$25.00 (per month)	 
In-App Purchases	Marketplace Transactions	3.0 – 33% (trx amt)	
In-App Advertising	Offer Walls and Banners	\$.10 - .15 (RPM)	
Opt-In Advertising	Interstitial/Reward Ads	Ad Network Bid	

Further methods of monetization have been considered and would be pursued at a pace that supports the vision for ADAPT Sports, while not disrupting the primary focus of the platform.

REVENUE STREAM	VALUE	INCOME	PLATFORMS
Licensing	Access and Onboarding	\$129.99 (per team per year)	
Lessons, Clinics, and Classes	Marketplace Transactions	3.0 – 33% (trx amt)	
Merchandise	ADAPT + Team Merchandise	10 – 15% (commission)	
Training and Support	ADAPT Representative	\$35.00 (hourly rate)	
Advertising	Sponsored Digital Programs	Ad Network Bid	

Conclusions

ADAPT Sports is pursuing an investment of \$16,000,000 to launch a game-changing platform for young athletes and the coaches who lead them. With a plan to achieve \$50m+ in annual revenue within the first ten years, this ambitious leadership team are ready to disrupt the lucrative sports industry. This is your chance to be part of the future.



5th Avenue Capital
Private Funding from \$10M to \$2B

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