

# AI Context - LockerRoomLink Project

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**Last Updated:** December 6, 2025

**Project:** LockerRoomLink - The Operating System for Youth Sports

**Master Trainer:** See [..../DISRUPTOR\\_AI.md](#) for who I am and how to work with me

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## GETTING STARTED

If you haven't already, read [DISRUPTOR\\_AI.md](#) first - it tells you who I am and how I think.

This file is **project-specific context** for LockerRoomLink.

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## THIS PROJECT'S DISRUPTION TARGET

Industry: Youth Sports

### **What's broken:**

- Parents use 5+ apps (TeamSnap, Hudl, GameChanger, GoFundMe, Ticketmaster...)
- Coaches waste hours on admin instead of coaching
- No app serves cheer teams at all (blue ocean!)
- Leagues use outdated tools like League Lineup
- NIL is chaotic with no marketplace
- Fundraising money goes to random platforms

Our Solution: The Operating System

One platform that handles EVERYTHING:

- Team management, communication, video, stats
- Playbook design (BEST IN CLASS)
- Event registration with payments
- Fundraising (compete with GoFundMe)
- Game tickets (compete with Ticketmaster)
- Private coaching marketplace (compete with CoachUp)
- NIL marketplace (first mover)
- League management (replace League Lineup)

The End Game

- 50,000+ teams on platform
  - \$10M+ ARR
  - Acquisition or IPO as "Shopify of Youth Sports"
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## REVENUE MODEL

## Who Pays What

User Type	Cost	Why
Parents	FREE	They're the product (engagement)
Fans	FREE	They drive viral growth
Coaches	\$14.99-99.99/mo	They need the features
Leagues	\$49-199/season	They need management tools

## 9 Revenue Streams

1. **Coach Subscriptions** - Monthly recurring (\$14.99-99.99)
2. **Playbook Marketplace** - Coaches sell plays (we take 30%)
3. **Event Registration** - Parents pay for events (we take 5%)  BUILT
4. **Fundraising Platform** - Teams raise money (we take 3-5%)
5. **Digital Game Tickets** - Fans buy tickets (we take 5% + \$0.50)
6. **Private Coaching** - Parents book sessions (we take 10-15%)
7. **NIL Marketplace** - Companies pay athletes (we take 10%)
8. **League Management** - Leagues subscribe (\$49-199/season)
9. **AI Features** - Premium AI tools (pay per use)

Year 3 Target: \$704,000 ARR

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## ⌚ CURRENT STATE

### Tech Stack

- **Frontend:** React 19 + TypeScript + Vite
- **Backend:** Firebase (Firestore, Auth, Storage) - Project: [gridironhub-3131](#)
- **Payments:** PayPal (events), Stripe (subscriptions - planned)
- **Hosting:** Netlify
- **Git:** [main](#) (production), [dev](#) (daily work - no Netlify builds)

### What's Built

Feature	Status	Quality
Role-based auth (Coach, Parent, Fan, Admin)	<input checked="" type="checkbox"/> Done	★★★★★
Dashboard with bulletin board	<input checked="" type="checkbox"/> Done	★★★★★
Roster management	<input checked="" type="checkbox"/> Done	★★★★★
Football playbook designer	<input checked="" type="checkbox"/> Done	★★★★★ BEST IN CLASS
Team chat with media	<input checked="" type="checkbox"/> Done	★★★★★
Video library (YouTube)	<input checked="" type="checkbox"/> Done	★★★★★

Feature	Status	Quality
Stats system (football)	<input checked="" type="checkbox"/> Done	★★★★★
Events & registration (PayPal)	<input checked="" type="checkbox"/> Done	★★★★★
Private messaging	<input checked="" type="checkbox"/> Done	★★★★★
Live streaming	<input checked="" type="checkbox"/> Done	★★★★★
Public profiles	<input checked="" type="checkbox"/> Done	★★★★★
Fan engagement (kudos, clips)	<input checked="" type="checkbox"/> Done	★★★★★
Admin dashboard	<input checked="" type="checkbox"/> Done	★★★★★
System playbook	<input checked="" type="checkbox"/> Done	★★★★★
Dark mode	<input checked="" type="checkbox"/> Done	★★★★★
Security (rate limiting, sanitization)	<input checked="" type="checkbox"/> Done	★★★★★

## What's NOT Built Yet ✗

Feature	Priority	Phase
Multi-sport support	● CRITICAL	1
Onboarding flow	● CRITICAL	1
Coach subscriptions (Stripe)	● CRITICAL	2
Feature gating	● CRITICAL	2
Fundraising platform	● HIGH	2
Digital tickets	● HIGH	2
Private coaching bookings	● HIGH	3
NIL marketplace	● MEDIUM	3
League management	● MEDIUM	3
AI features	● MEDIUM	4

## ⌚ PILOT PROGRAM

### Details

- **Teams:** 20 teams
- **Sports:** Football, Basketball, Soccer, Baseball, CHEER
- **Timeline:** Basketball & Cheer NOW, Football promo Feb → play July
- **Location:** City Youth Sports Program
- **Contacts:** League President, Commissioner, Owner (head football coach)
- **Pricing:** Free during pilot, then introduce subscriptions

## Why Cheer is Blue Ocean

**No app in the world serves cheer teams!** This is a \$0 competition market with high-spending parents. Cheer competitions, routine videos, practice schedules - we can own this.

## Sports Support Needed

Sport	Positions	Stats	Playbook
Football 	<input checked="" type="checkbox"/> Done	<input checked="" type="checkbox"/> Done	<input checked="" type="checkbox"/> Done
Basketball 	<input type="checkbox"/> Needed	<input type="checkbox"/> Needed	Later
Cheer 	<input type="checkbox"/> Needed	<input type="checkbox"/> Needed	Routine Designer (future)
Soccer 	<input type="checkbox"/> Needed	<input type="checkbox"/> Needed	Later
Baseball 	<input type="checkbox"/> Needed	<input type="checkbox"/> Needed	Later

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## 25 WORKING TRAITS

These are the standards for all development. Reference [WORKING\\_TRAITS.md](#) for full details.

### Core Traits (Always Apply)

1. **Thorough Pre-Testing** - Verify everything before having user test
2. **Security Audit** - After every feature
3. **Build for Scale** - Millions of users mindset
4. **Proactive Suggestions** - Speak up if you see a better way
5. **Git Workflow** - Use dev branch, meaningful commits
6. **Documentation** - Update MD files automatically
7. **Firebase Checklist** - Rules, indexes, security

### Excellence Traits

8. **Code Excellence** - TypeScript strict, no shortcuts
9. **Performance First** - Optimize queries, lazy load
10. **Error Handling** - Graceful degradation
11. **Accessibility** - ARIA, keyboard nav
12. **Test Coverage** - Critical paths covered
13. **Clean Architecture** - Separation of concerns

### Business Traits

14. **User-Centric** - Solve real problems
15. **Analytics Ready** - Track everything
16. **Monetization Mindset** - Build for revenue
17. **Growth Mindset** - Viral features, shareability
18. **Data Moat** - Accumulate valuable data
19. **Network Effects** - More users = more value

## Ultimate Traits

20. **Competitive Awareness** - Know and beat competitors
  21. **Simplicity** - Complex inside, simple outside
  22. **Delight Users** - Exceed expectations
  23. **Best In The World** - If it's not, make it be
  24. **Design That Makes Users Fall In Love** - Premium UX
  25. **Platform Dependency** - Own everything they need
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## KEY FILES TO KNOW

### Documentation

File	Purpose
PROGRESS.md	Master progress tracker - CHECK THIS FIRST
AI_CONTEXT.md	This file - training for new AI chats
WORKING_TRAITS.md	25 development excellence traits
MONETIZATION_PLAN.md	Full revenue strategy
PILOT_PREP_PLAN.md	20-team pilot preparation
PROJECT REVIEW.md	Codebase assessment
FEATURE_ROADMAP.md	All planned features
DESIGN_UPGRADES.md	UI/UX improvements

### Key Code Files

File	Purpose
App.tsx	Main app router and auth
types.ts	TypeScript interfaces
services/firebase.ts	Firebase configuration
contexts/AuthContext.tsx	Authentication state
components/Dashboard.tsx	Main coach dashboard
components/Playbook.tsx	Play designer (best feature)
components/Stats.tsx	Stats tracking

### Firebase

- Project: `gridironhub-3131`
- Firestore rules: `firestore.rules`
- Deploy: `firebase deploy --only firestore:rules`

## ⌚ CURRENT PRIORITIES

### Immediate (This Week)

1. **Multi-sport support** - Add sportType to Team, basketball/cheer positions & stats
2. **Test all flows** - Ensure basketball/cheer teams work end-to-end

### Next (Next Week)

3. **Onboarding flow** - Welcome modal, getting started checklist
4. **Design polish** - Empty states, skeleton loaders

### Soon (This Month)

5. **Error monitoring** - Sentry integration
6. **Analytics** - PostHog integration
7. **Feedback system** - In-app bug reporting

### After Pilot

8. **Subscriptions** - Stripe, tiers, feature gating
  9. **Fundraising** - Team fundraiser pages
  10. **Tickets** - Digital game tickets with QR codes
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## ⚠️ IMPORTANT REMINDERS

### Git Workflow

- **Always work on dev branch** (saves Netlify build costs)
- Meaningful commit messages
- Only merge to main when ready to deploy

### Before Any Feature

1. Check if it aligns with the vision
2. Consider scale (millions of users)
3. Think about monetization angle
4. Plan security from the start

### After Any Feature

1. TypeScript compile check
2. Build verification
3. Security audit
4. Update relevant MD files
5. Commit with meaningful message

### Design Standards

- Mobile-first
  - Dark mode support
  - Orange/zinc color scheme
  - Skeleton loaders (not spinners)
  - Beautiful empty states
  - Celebration moments (confetti on achievements)
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## 📞 OWNER CONTEXT

- **Role:** Head football coach with insider access
  - **Connections:** League president, commissioner
  - **Advantage:** Can get 20 teams immediately for pilot
  - **Sports insight:** Cheer is underserved market
  - **Goal:** Build billion-dollar company, not just an app
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## ☑ HOW TO START A NEW SESSION

When you receive this file, respond with:

1. **Confirm understanding** of the vision (Operating System for Youth Sports)
2. **Check current progress** by reading PROGRESS.md
3. **Ask what to work on** or suggest based on priorities
4. **Start working** - don't ask permission, just execute

Example first response:

"Got it! I'm your AI development partner for LockerRoomLink - the Operating System for Youth Sports. I've reviewed the context and see we're at 65% platform ready. Current priority is multi-sport support (Basketball/Cheer) for the pilot. Ready to start on that, or do you have something else in mind?"

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## ⌚ KEEPING THIS FILE UPDATED

**AI Instructions:** After each significant work session, update this file with:

- New features completed (move from "Not Built" to "Built")
- Changed priorities
- New context the next AI needs to know
- Updated progress percentage

This file should always reflect the TRUE current state of the project.

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## Change Log

Date	Change
Dec 6, 2025	Initial AI context file created

Date	Change
Dec 6, 2025	Added all 25 traits, revenue model, pilot info
Dec 6, 2025	Added file references and code structure