



## The Operating System for Youth Sports

*Capturing a \$19.2B Market with Zero Dominant Player*

♀ Pre-Seed | ⚡ Seeking \$500K-\$1M | ⚙️ \$285M Revenue by Year 10

### ◆ The Opportunity

45 MILLION	ZERO	\$19.2B
Youth Athletes in America	Dominant Player	Market Size

**We're building the Shopify of Youth Sports**

Teams → Money → NIL → Leagues → **ALL FLOW THROUGH US**

### ⌚ Executive Summary

<b>What</b>	All-in-one platform: management, payments, NIL, tickets, fundraising
<b>Why Now</b>	NIL expanding to high school, fragmented market, COVID accelerated digital
<b>Market</b>	\$19.2B industry, 45M participants, 3.5M teams
<b>Traction</b>	Production app built, 20-team pilot launching, insider access
<b>Ask</b>	\$500K-\$1M seed for go-to-market and scale
<b>Use</b>	Engineering 50% • Marketing 25% • Operations 25%

### 📊 Market Size

**TAM → SAM → SOM**

Total Addressable	Serviceable Addressable	Serviceable Obtainable
<b>\$19.2B</b>	<b>\$8.5B</b>	<b>\$2.8B</b>
Youth Sports Market	Digital Ready	Our 10-Year Target

### Key Market Stats

Metric	Value	Growth
Youth sports participants (USA)	<b>45M</b>	+3%/yr
Youth sports teams	<b>3.5M</b>	Growing

Metric	Value	Growth
Average spend per child/year	\$693	+10%/yr
Parents involved	30M	Highly engaged
Market CAGR	8.5%	Through 2030

## 💧 The Problem

Today: Parents Use 5-7 Apps

TeamSnap	Hudl	GoFundMe	Venmo	GameChanger	GroupMe
\$10/mo	\$200/yr	5% fee	Manual	\$5/mo	Chaos

✗ Fragmented → ✗ Expensive → ✗ No Integration

Tomorrow: ONE Platform

<input checked="" type="checkbox"/> Team Mgmt	<input checked="" type="checkbox"/> Communication	<input checked="" type="checkbox"/> Video & Stats
<input checked="" type="checkbox"/> Payments	<input checked="" type="checkbox"/> Fundraising	<input checked="" type="checkbox"/> Tickets
<input checked="" type="checkbox"/> NIL Marketplace	<input checked="" type="checkbox"/> League Mgmt	<input checked="" type="checkbox"/> AI Features

**One Platform • Lower Cost • Total Integration**

## 💡 Platform Dependency

"The more they use us, the more they NEED us"

Stage	Action	Result
1	Teams Join (FREE)	Low barrier entry
2	Parents Join (FREE)	Network grows
3	Coaches Need Premium	<b>THEY PAY</b>
4	Teams Use Payments	<b>WE GET %</b>
5	Data Accumulates	<b>SWITCHING PAIN</b>
6	Network Effects	<b>CAN'T LEAVE</b>

→ Cycle Repeats → Platform Grows →

## 💰 9 Revenue Streams

Stream	Model	Status
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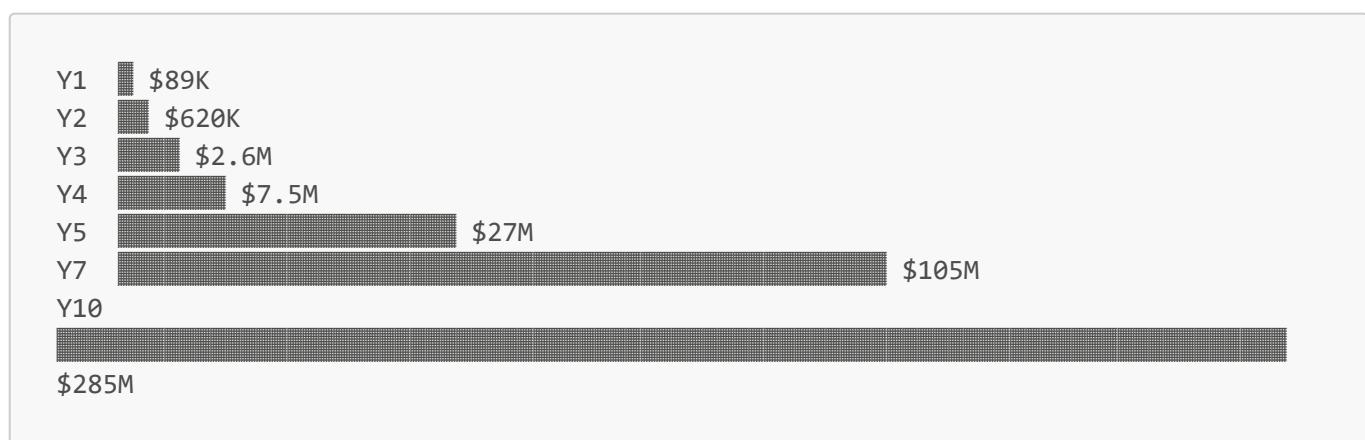
Stream	Model	Status
✉️ <b>Coach Subscriptions</b>	\$15-99/mo recurring	Planned
📋 <b>Playbook Marketplace</b>	30% cut	Planned
📅 <b>Event Registration</b>	5% transaction	<input checked="" type="checkbox"/> BUILT
💸 <b>Fundraising</b>	4% platform fee	Planned
🎫 <b>Ticket Sales</b>	5% + \$0.50	Planned
🏋️ <b>Private Coaching</b>	12% booking fee	Planned
★ <b>NIL Marketplace</b>	10% deal fee	Planned
🏆 <b>League Subscriptions</b>	\$49-199/season	Planned
🤖 <b>AI Features</b>	Pay-per-use premium	Planned

## 📈 Financial Projections

Revenue Growth: \$89K → \$285M

Year	Teams	Revenue	MRR	Growth
1	500	\$89K	\$7K	—
2	3,000	\$620K	\$52K	597%
3	10,000	\$2.6M	\$215K	319%
4	25,000	\$7.5M	\$621K	188%
5	75,000	\$27M	\$2.2M	260%
7	250,000	\$105M	\$8.8M	—
10	500,000	<b>\$285M</b>	<b>\$23.8M</b>	—

Revenue by Year



## 🦄 Market Cap at IPO

Year 10: \$2.3B - \$5.7B

<b>Scenario</b>	<b>Multiple</b>	<b>Valuation</b>
Conservative	8x revenue	<b>\$2.3B</b>
Moderate	12x revenue	<b>\$3.4B</b>
Aggressive	20x revenue	<b>\$5.7B</b>

Revenue Multiple Comparisons

<b>Company</b>	<b>Multiple</b>	<b>Notes</b>
Shopify	15-25x	E-commerce platform
HubSpot	12-18x	CRM platform
Hudl	~15x	Sports video (private)
Sports SaaS avg	8-12x	Industry benchmark

Why We Command Premium Multiples

<b>Factor</b>	<b>Impact</b>
<input checked="" type="checkbox"/> Network effects	+2-3x
<input checked="" type="checkbox"/> Platform/marketplace model	+2-3x
<input checked="" type="checkbox"/> High retention (data lock-in)	+1-2x
<input checked="" type="checkbox"/> Multiple revenue streams	+1-2x
<input checked="" type="checkbox"/> Large TAM with clear path	+1-2x
<input checked="" type="checkbox"/> Category creator	+2-4x

## 🏆 Comparable Exits

<b>Company</b>	<b>Valuation</b>	<b>Multiple</b>	<b>Acquirer</b>
<b>Hudl</b>	\$4B+	~15x	Private (2021)
<b>TeamSnap</b>	~\$500M	~8x	Private (2022)
<b>GameChanger</b>	\$80M	~10x	DICK'S (2016)
<b>SportsEngine</b>	\$170M	~6x	NBC Sports (2016)
<b>LeagueApps</b>	~\$100M	~8x	Private

**Our Position:** More comprehensive than ANY of these combined

Team Mgmt  Video  Payments  NIL  Tickets  Leagues

## 🚀 Growth Strategy

### Phase 1-2: LAND (Free)

- Team management
- Basic chat
- Roster

### Phase 3-5: EXPAND (Paid)

- Premium playbook
- AI highlights
- Advanced stats

### Phase 5+: OWN THE MONEY

- Fundraising (4%)
- Tickets (5%)
- NIL deals (10%)
- Coaching (12%)

### Go-To-Market Channels

Channel	Strategy	Cost
👉 Direct to Leagues	Founder insider access	Low
🗣 Word of Mouth	Parents tell parents	Free
📱 Social Media	Parent influencers	Medium
🤝 Partnerships	Equipment brands	Medium
💰 Paid Acquisition	FB/IG ads to parents	Scale

## 🏆 Blue Ocean: CHEER

NO APP IN THE WORLD SERVES CHEER TEAMS

Market Size	High-Spend Parents
100,000+ cheer teams	Competitions (\$\$\$)
2M+ participants	Costumes & uniforms
Attached to EVERY program	Travel teams

Features We'll Own

Feature	Feature
<input checked="" type="checkbox"/> Routine Designer	<input checked="" type="checkbox"/> Competition tracking
<input checked="" type="checkbox"/> Skills progression	<input checked="" type="checkbox"/> Routine video library
<input checked="" type="checkbox"/> Music sync	<input checked="" type="checkbox"/> Count sheets

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## ⌚ Competitive Moats

Moat	Description
 Data	Years of stats, plays, videos = IRREPLACEABLE
 Network	Parents, coaches, players, sponsors connected
 Switching Cost	Everything in one place = pain to leave
 Brand	"The app every team uses"

vs. Competitors

Competitor	Their Weakness	Our Advantage
TeamSnap	Just scheduling	Full platform
Hudl	Expensive, pro-focused	Affordable, youth
GameChanger	Stats only	Full management
LeagueApps	Registration only	End-to-end
GoFundMe	Generic	Built for teams

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## ⌚ Traction

### Product Built

- Production-ready application
- 20+ features implemented
- Mobile responsive
- Payment processing live

### Market Access

- Founder is head coach
- League president relationship
- 20-team pilot committed
- 5 sports ready

### Unique Position

- Best-in-class playbook designer

- First comprehensive cheer solution
  - First youth NIL marketplace
  - AI features roadmapped
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## Founder Advantage

"I'm not building for coaches. I AM the customer."

Insider Access	Direct Contact	Pain Points
League President knows me	20 teams ready	Lives problem daily

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## The Ask

Seed Round: \$500K - \$1M

Use of Funds	%
Engineering (2-3 developers)	50%
Marketing & User Acquisition	25%
Operations & Infrastructure	25%

## Milestones with Funding

- 3,000 teams on platform
  - \$50K MRR achieved
  - All 5 sports supported
  - Fundraising & tickets live
  - Ready for Series A
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## Exit Scenarios

### Strategic Acquirers

Acquirer	Why They'd Buy
 ESPN / Disney	Youth data, engaged parents, content
 DICK'S	Already bought GameChanger, wants ecosystem
 NBC Sports	Already bought SportsEngine
 Amazon	Youth sports commerce
 Stripe / PayPal	Payment volume, vertical SaaS

### Exit Timeline

Timeline	Valuation	Likely Path
Year 5	\$200M-\$400M	Acquisition
Year 7	\$500M-\$1B	Strategic premium
Year 10	\$2B-\$5B	IPO or major acquisition

## 📊 Investment Returns

\$500K Investment @ 15% Equity

Scenario	Valuation	Your Return	Multiple
Conservative (Y5)	\$200M	<b>\$30M</b>	<b>60x</b>
Moderate (Y7)	\$500M	<b>\$75M</b>	<b>150x</b>
Aggressive (Y10)	\$2B	<b>\$300M</b>	<b>600x</b>
Home Run (Y10)	\$5B	<b>\$750M</b>	<b>1,500x</b>

*Shopify went from \$0 to \$150B+ market cap. We're capturing a market with similar dynamics.*

## 🚀 Why Now?

Trend	Impact
📱 Post-COVID Digital	Parents expect apps for everything
💰 NIL to High School	First mover in marketplace
🛍️ Spending Up	\$693/child/year, +10% annually
🏆 Cheer Mainstream	Netflix "Cheer" drove interest
🧠 AI Capabilities	Features impossible 2 years ago
🌐 Fragmented Market	No winner, perfect timing

## 📞 Let's Talk

**Ready to Own Youth Sports?**

## 🏆 OSYS

**The Operating System for Youth Sports**

✉️ [Contact Email] ☎️ [Phone Number] 🌐 [Demo Link]

"We're not building an app. We're building an empire."

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## ⌚ Appendix

Document	Description
REVENUE_PROJECTIONS.md	Detailed financial model
AI_CONTEXT.md	Technical architecture
FEATURE_ROADMAP.md	Full feature roadmap
Product Screenshots	Available upon request

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*This document contains forward-looking statements. Actual results may vary.*