

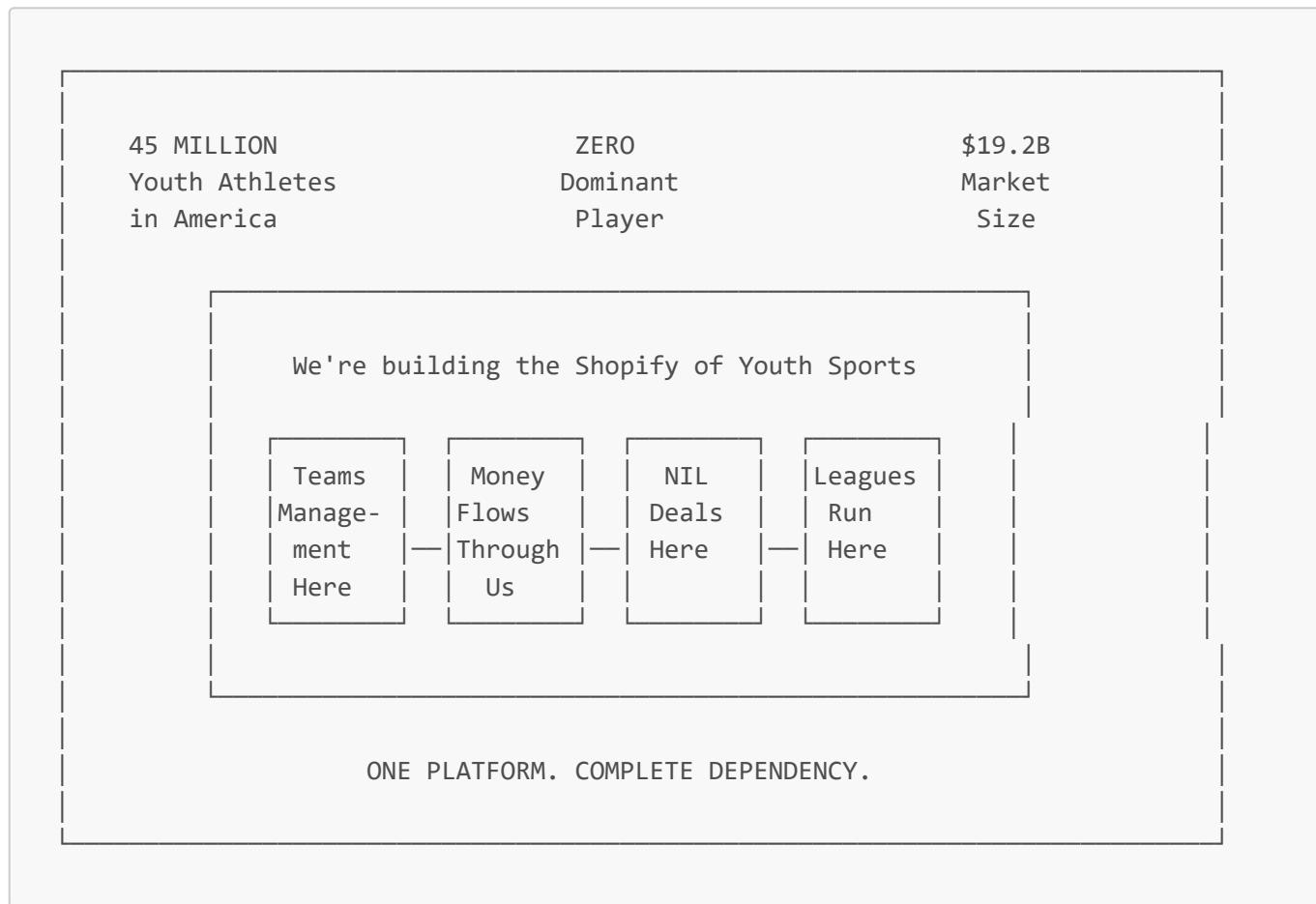


The Operating System for Youth Sports

Capturing a \$19.2B Market with Zero Dominant Player

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

◆ The Opportunity in One Slide

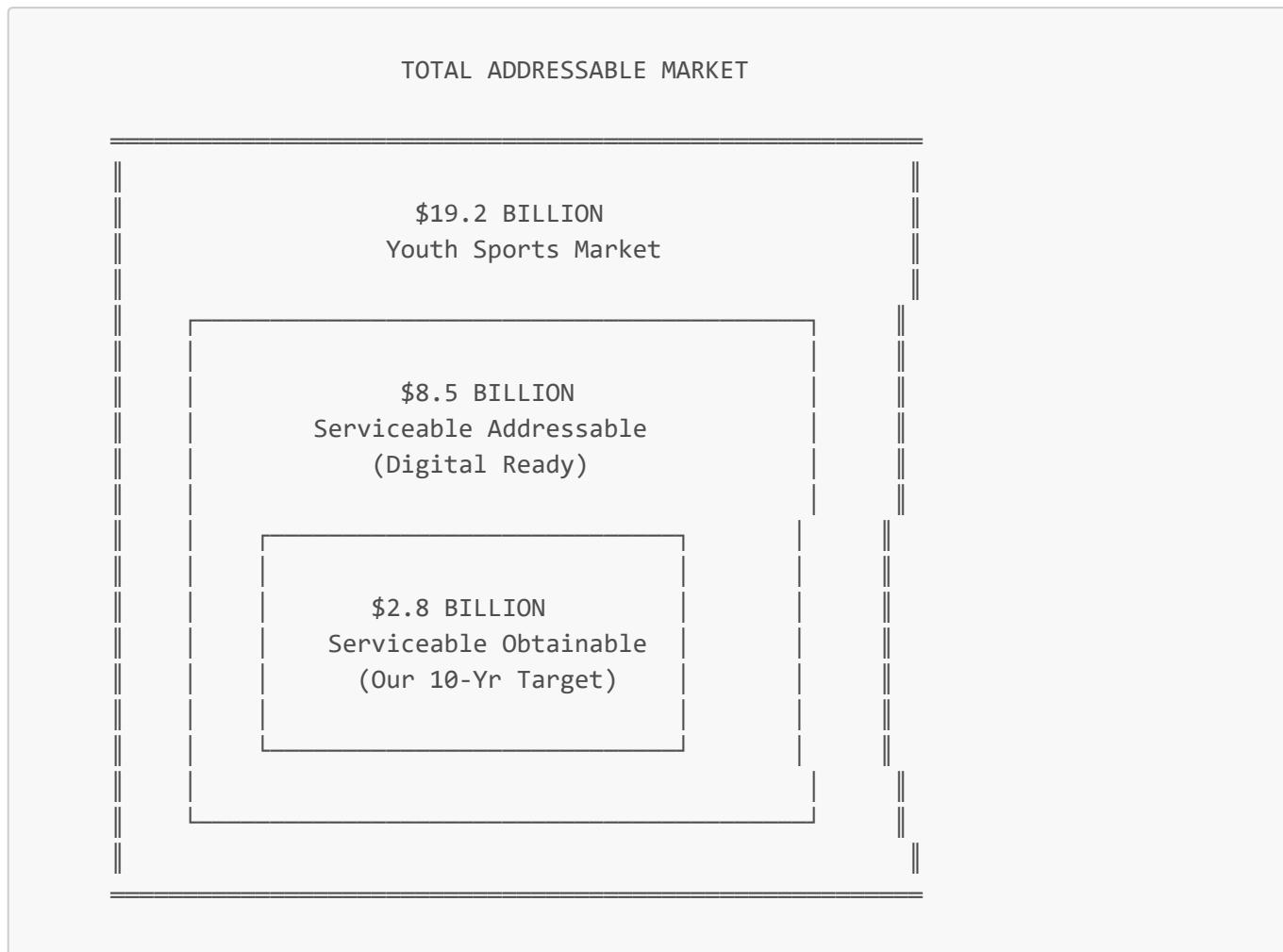


⌚ Executive Summary

What	All-in-one platform for youth sports teams - management, payments, NIL, tickets, fundraising
Why Now	NIL expanding to high school, fragmented market, COVID accelerated digital adoption
Market	\$19.2B youth sports industry, 45M participants, 3.5M teams
Traction	Production app built, 20-team pilot launching, insider market access
Ask	\$500K-\$1M seed for go-to-market and scale

Use	Engineering (50%), Marketing (25%), Operations (25%)
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📊 Market Size: Massive & Growing

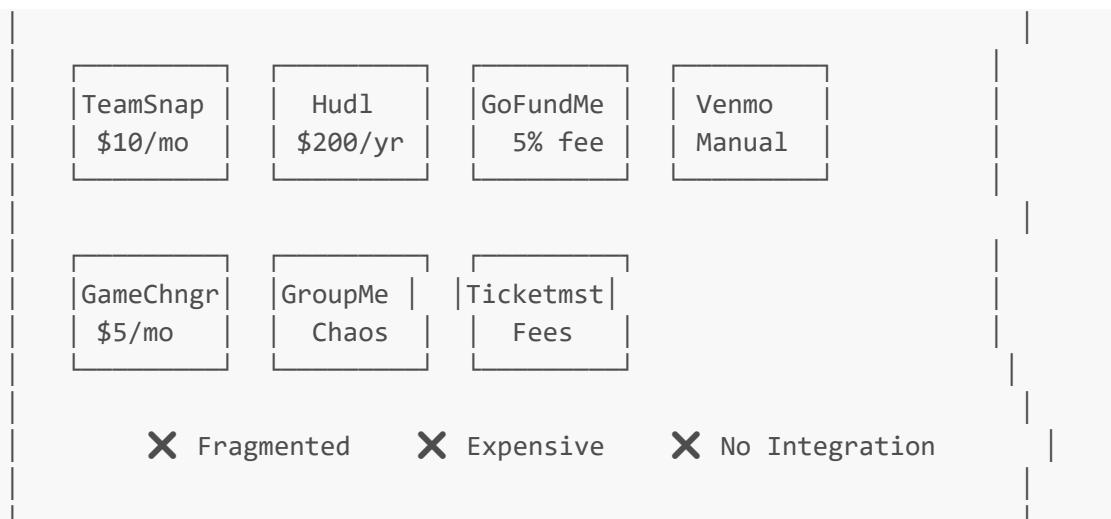


📈 Key Market Stats

Metric	Value	Growth
Youth sports participants (USA)	45 million	+3% annually
Youth sports teams (all sports)	3.5 million	Growing
Average spending per child/year	\$693	+10% annually
Parents involved	30 million	Highly engaged
Youth sports market CAGR	8.5%	Through 2030

💧 The Problem: Death by 1,000 Apps

TODAY: A TYPICAL YOUTH SPORTS PARENT USES 5-7 APPS



↓ ↓ ↓

TOMORROW: ONE APP DOES EVERYTHING

☒ LockerRoomLink

- ✓ Team Management
- ✓ Communication
- ✓ Video & Stats
- ✓ Payments & Registration
- ✓ Fundraising
- ✓ Tickets
- ✓ NIL Marketplace
- ✓ League Management

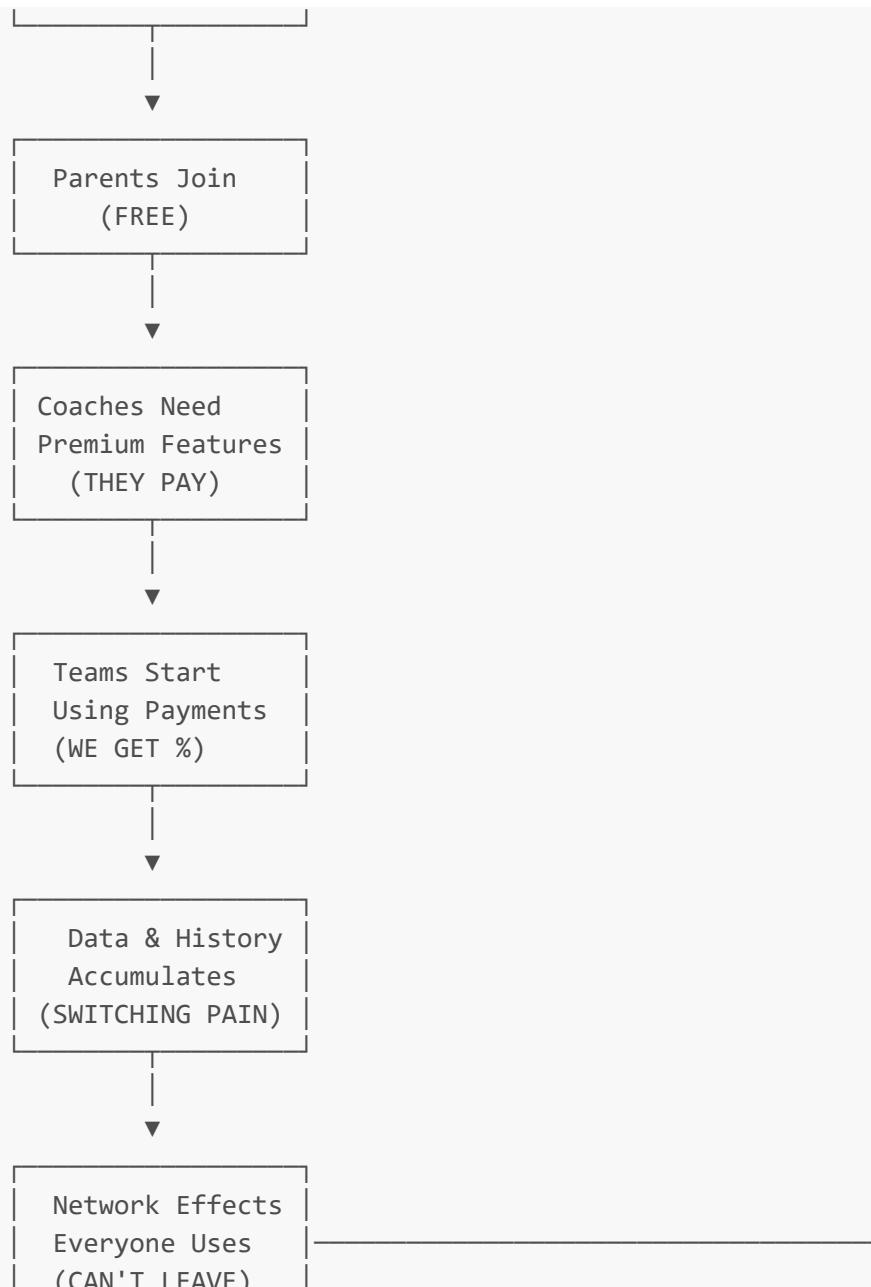
One Platform Lower Cost Total Integration

💡 Our Solution: Platform Dependency

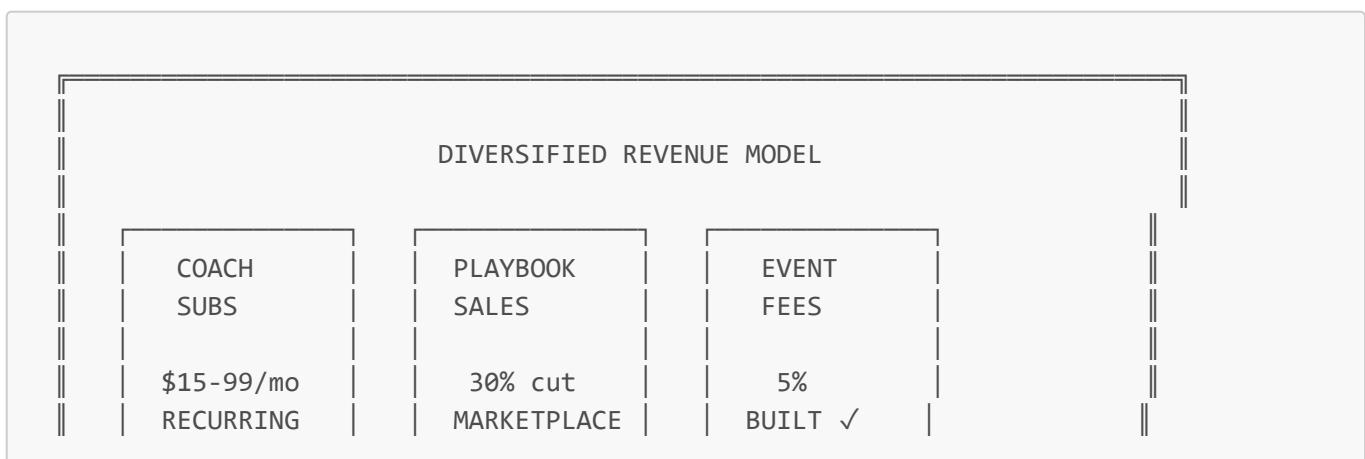
"The more they use us, the more they NEED us"

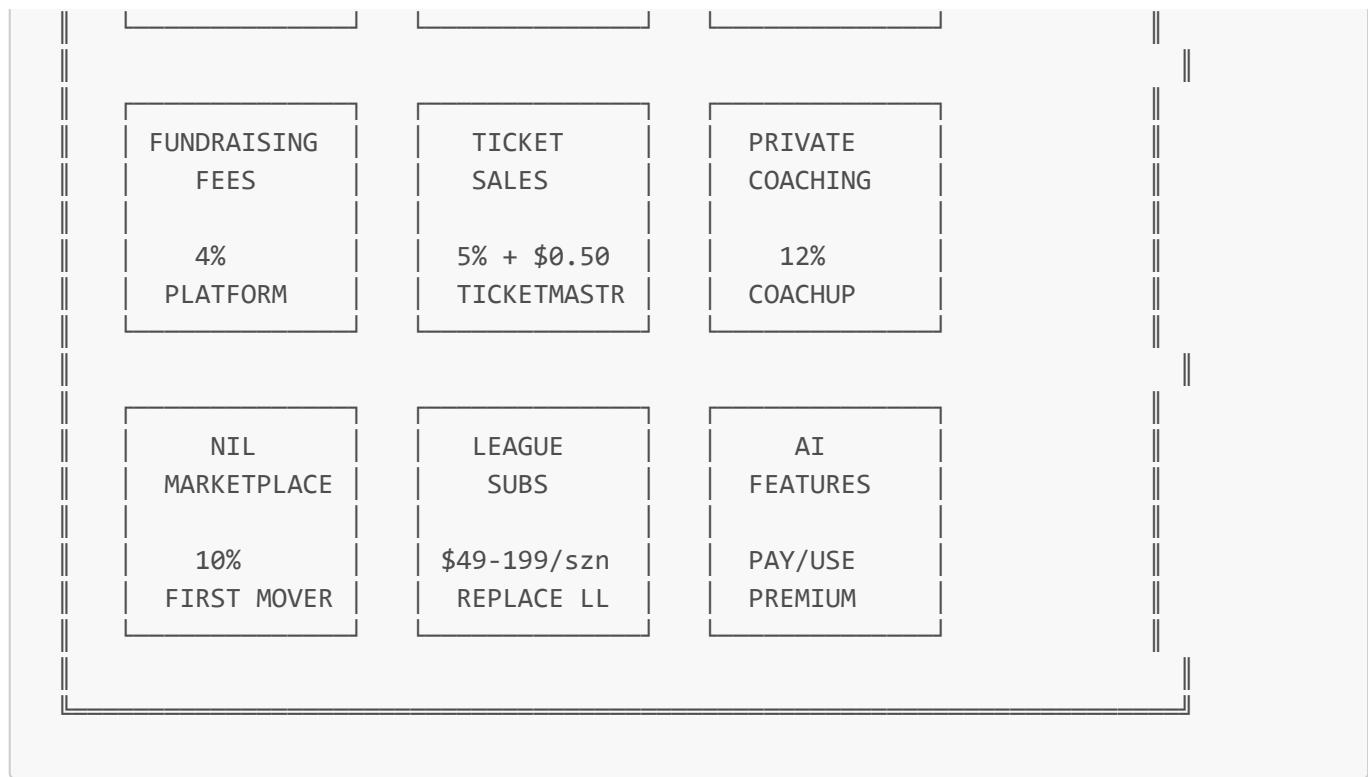
THE DEPENDENCY FLYWHEEL

Teams Join
(FREE)



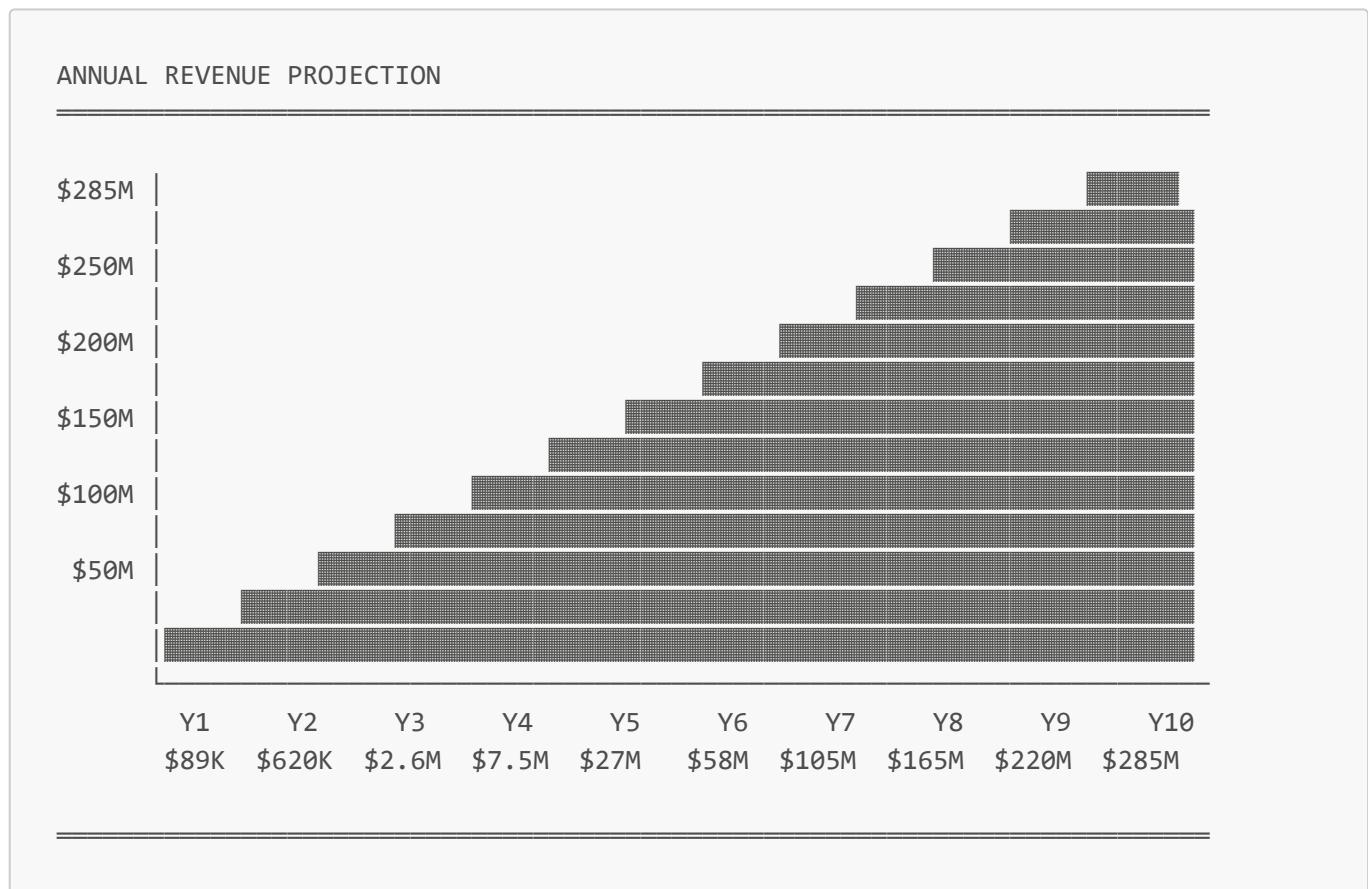
⌚ 9 Revenue Streams





☒ Financial Projections

Revenue Growth: \$89K → \$285M in 10 Years



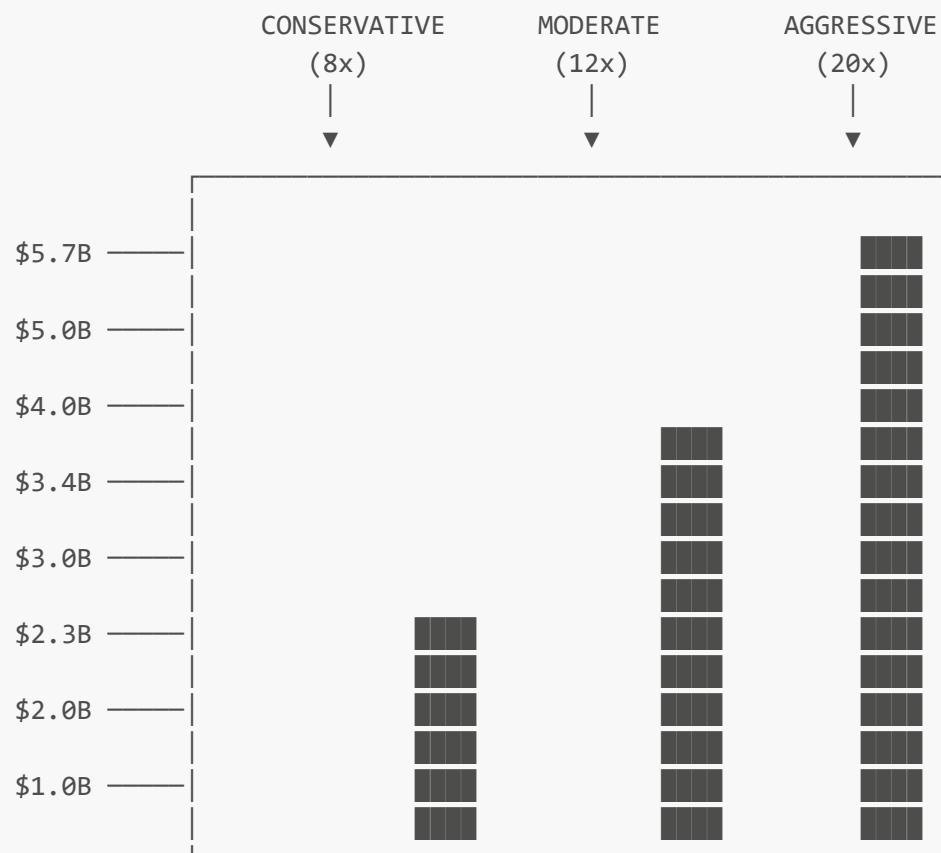
📊 Key Financial Metrics

Year	Teams	Revenue	MRR	YoY Growth
1	500	\$89K	\$7.4K	-
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	\$285M	\$23.8M	-

🦄 Valuation & Market Cap Potential

At IPO: \$2.3B - \$5.7B Market Cap

VALUATION SCENARIOS AT YEAR 10 (\$285M REVENUE)



Revenue Multiple Comparisons:

- Shopify: 15-25x revenue
- HubSpot: 12-18x revenue
- Hudl: 15x revenue (private)
- Sports SaaS avg: 8-12x

⌚ Why We Could Command Premium Multiples

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

🏆 Comparable Company Analysis

YOUTH SPORTS TECH EXITS & VALUATIONS

Company	Exit/Valuation	Multiple	Acquirer
HUDL	\$4B+ Valuation (2021)	~15x Rev	Private
TEAMSNAP	~\$500M (Est. 2022)	~8x Rev	Private
GAMECHNGR	\$80M (2016)	~10x Rev	DICK'S
SPORTSENGN	\$170M (2016)	~6x Rev	NBC Sports
LEAGUEAPPS	~\$100M (Est.)	~8x Rev	Private

OUR POSITION: More comprehensive than ANY of these combined

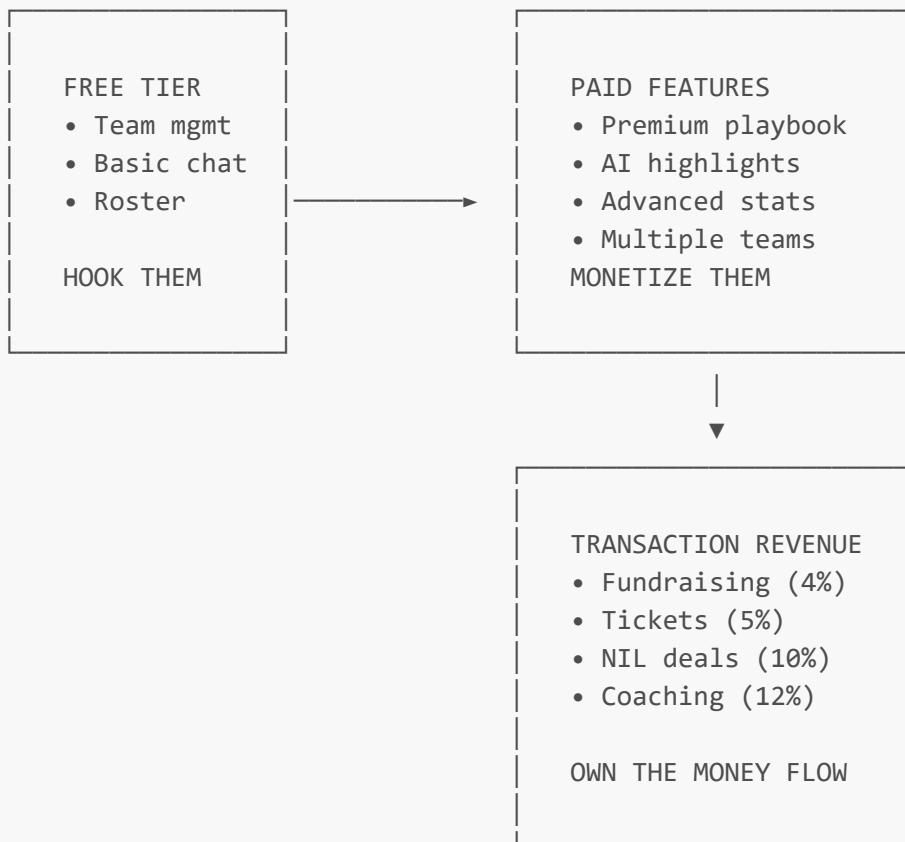
We have: Team Mgmt ✓ Video ✓ Payments ✓ NIL ✓ Tickets ✓ Leagues ✓

🚀 Growth Strategy

LAND & EXPAND STRATEGY

YEAR 1-2: LAND

YEAR 3-5: EXPAND



⌚ Go-To-Market Channels

Channel	Strategy	Cost
⌚ Direct to Leagues	Founder has insider access	Low
togroup Word of Mouth	Parents tell parents	Free

Channel	Strategy	Cost
📱 Social Media	Parent influencers, coach communities	Medium
🤝 Partnerships	Equipment brands, sports facilities	Medium
💰 Paid Acquisition	Facebook/Instagram ads to parents	Scale

🦋 Blue Ocean: CHEER (Zero Competition)

 THE CHEER OPPORTUNITY 

NO APP IN THE WORLD
SERVES CHEER TEAMS

This is a \$0 competition market
with HIGH-SPENDING parents

MARKET SIZE

- 100,000+ cheer teams
- 2+ million participants
- Attached to EVERY football and basketball program

WHY PARENTS SPEND MORE

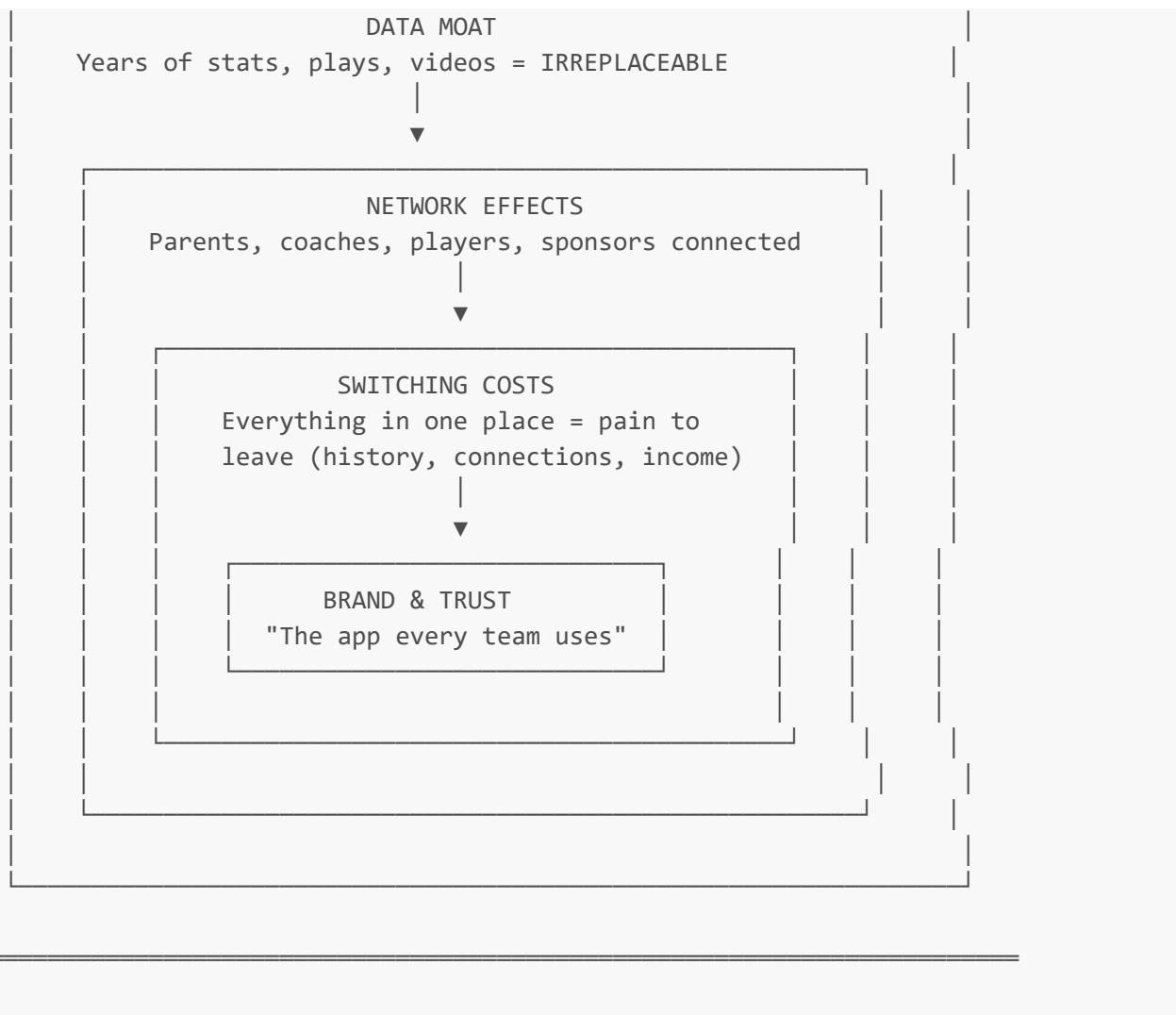
- Competitions (\$\$\$)
- Costumes & uniforms
- Travel teams
- Private coaching

FEATURES WE'LL OWN

- ✓ Routine Designer (like Playbook, but for formations)
- ✓ Competition tracking & scores
- ✓ Skills progression
- ✓ Routine video library
- ✓ Music sync & count sheets

⌚ Competitive Moats

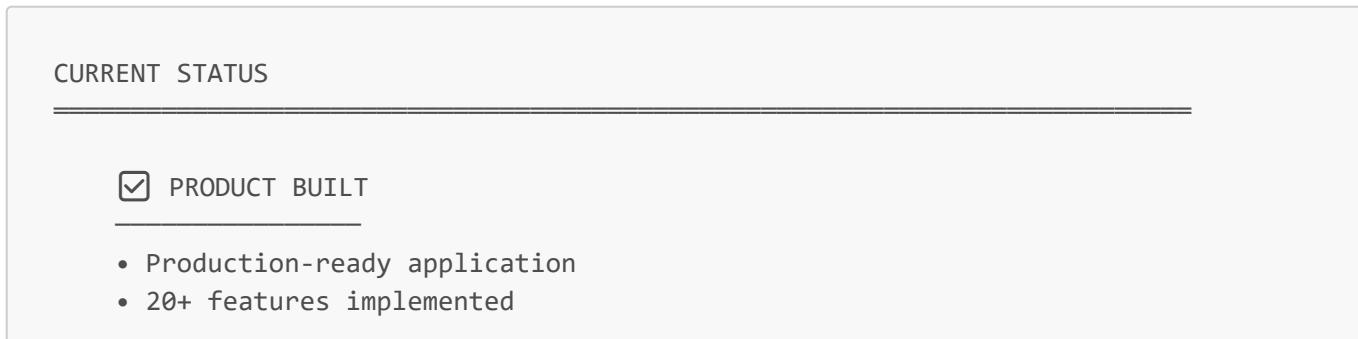
OUR DEFENSIBILITY



Why Competitors Can't Catch Us

Competitor	Their Weakness	Our Advantage
TeamSnap	Just scheduling & roster	Full platform (payments, NIL, video)
Hudl	Expensive, complex, pro-focused	Affordable, simple, youth-focused
GameChanger	Stats only	Full team management + stats
LeagueApps	Registration only	End-to-end platform
GoFundMe	Generic, not sports-specific	Built for teams, lower fees

Traction & Validation



- Mobile responsive
- Payment processing live

MARKET ACCESS

- Founder is head coach with insider access
- Direct relationship with league president
- 20-team pilot committed
- 5 sports ready to launch

UNIQUE POSITION

- Best-in-class playbook designer
- First comprehensive cheer solution
- First youth sports NIL marketplace
- AI-powered features roadmapped

Pilot Program

Metric	Target
Teams	20 teams committed
Sports	Football, Basketball, Cheer, Soccer, Baseball
Timeline	Launch December 2025
Success Metric	8+/10 coach satisfaction

Why We Win

FOUNDER ADVANTAGE

FOUNDER: HEAD FOOTBALL COACH

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

INSIDER
ACCESS

League
President
knows me

DIRECT
CUSTOMER
CONTACT

20 teams
ready to
onboard

KNOWS
THE PAIN
POINTS

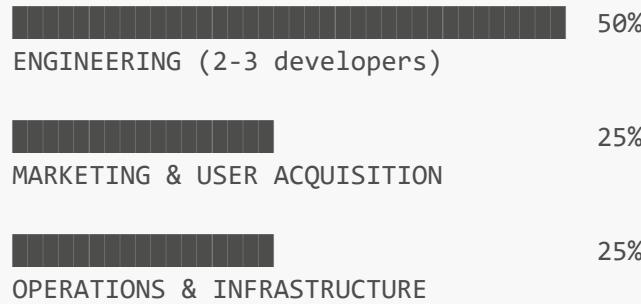
Lives the
problem
daily



⌚ The Ask

SEED ROUND: \$500K - \$1M

USE OF FUNDS



MILESTONES WITH THIS FUNDING

- ✓ 3,000 teams on platform
- ✓ \$50K MRR achieved
- ✓ All 5 sports fully supported
- ✓ Fundraising & tickets launched
- ✓ Ready for Series A

🎯 Exit Scenarios

POTENTIAL ACQUIRERS & EXIT PATHS

STRATEGIC ACQUIRERS

ESPN / Disney

WHY THEY'D BUY

Youth sports data,
engaged parent demo,

content pipeline

 DICK'S Sporting Goods	Already bought GameChanger, wants full ecosystem
 NBC Sports	Already bought SportsEngine, expansion play
 Amazon	Youth sports commerce, equipment sales
 Stripe / PayPal	Payment volume, vertical SaaS play

EXIT TIMELINE & VALUATIONS

Year 5: \$200M - \$400M (Acquisition most likely)

Year 7: \$500M - \$1B (Strategic premium)

Year 10: \$2B - \$5B (IPO or major acquisition)

Investment Returns

RETURN POTENTIAL ON \$500K SEED INVESTMENT (15% equity)

EXIT SCENARIO	VALUATION	YOUR RETURN	MULTIPLE
Conservative (Year 5)	\$200M	\$30M	60x
Moderate (Year 7)	\$500M	\$75M	150x
Aggressive (Year 10)	\$2B	\$300M	600x
Home Run (Year 10)	\$5B	\$750M	1,500x

"The Shopify of Youth Sports"

Shopify went from \$0 to \$150B+ market cap.

We're capturing a market of similar size with similar dynamics.

✍ Why Now?

Trend	Impact
💻 Post-COVID Digital Adoption	Parents expect apps for everything now
💰 NIL Expanding to High School	First mover advantage in marketplace
📈 Youth Sports Spending Up	\$693/child/year and growing 10% annually
🏆 Cheer Mainstream	Netflix "Cheer" created massive interest
🤖 AI Capabilities	Can build features impossible 2 years ago
🌐 Fragmented Market	No winner yet, perfect timing to consolidate

📞 Let's Talk

Ready to Own Youth Sports?

🏆 LockerRoomLink

The Operating System for Youth Sports

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

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

📎 Appendix

A. Detailed Financial Model

See: REVENUE_PROJECTIONS.md

B. Product Screenshots

Available upon request

C. Technical Architecture

See: [AI_CONTEXT.md](#)

D. Full Feature Roadmap

See: [FEATURE_ROADMAP.md](#)

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