

Trackeo

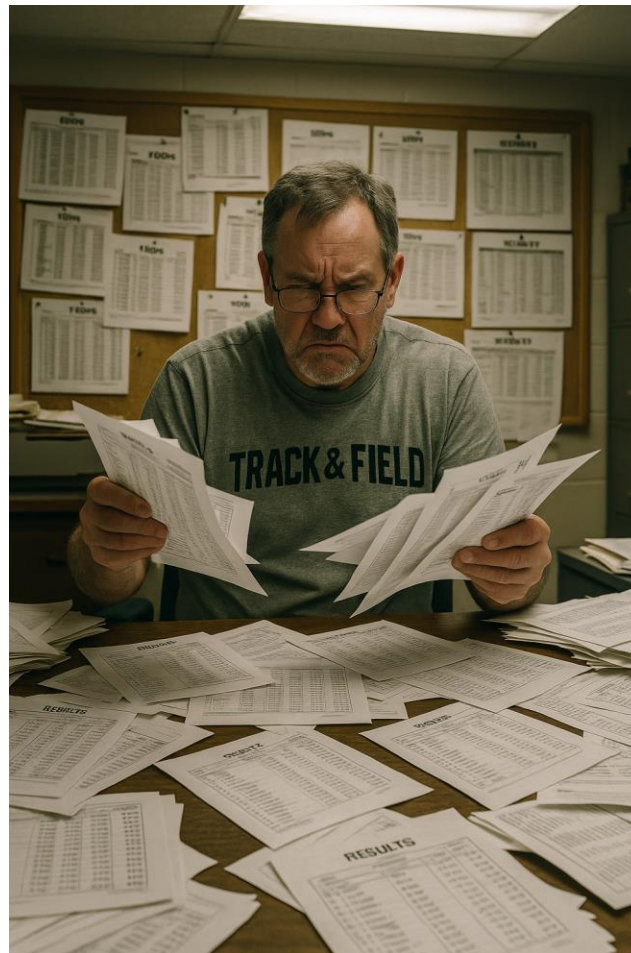
Verified Results. Real Opportunities. Connected
Athletes.

Juan Barrera

The Problem



Fragmented and unreliable result tracking



Limited access to recruiters and sponsors



Lack of community and networking tools



The Solution



Verified athlete profiles & performance history



TEAMS CONFERENCES RESULTS LISTS

JUAN ÁLVAREZ (SR-4)

PONTIFICIA UNIVERSIDAD

College Bests

ALL

55	6.99	60	7.05
100	11.10 (0.9)	200	22.31
400	49.03	500	1.07.94
800	2.05.39		

MEET RESULTS

EVENT HISTORY

SEASON HISTORY

PROGRESSION

2025 Indoor IC4A/ECAC T&F Championships 7 - 9, 2025

60	7.08	16th (P)
60	7.11	15th (P)
200	22.36	20th (P)

TRACKEO

HOME RESULTS ABOUT Q

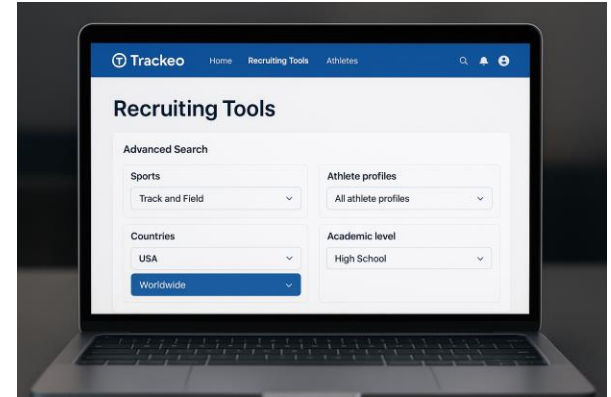
COUNTRY

CLUB

REGION

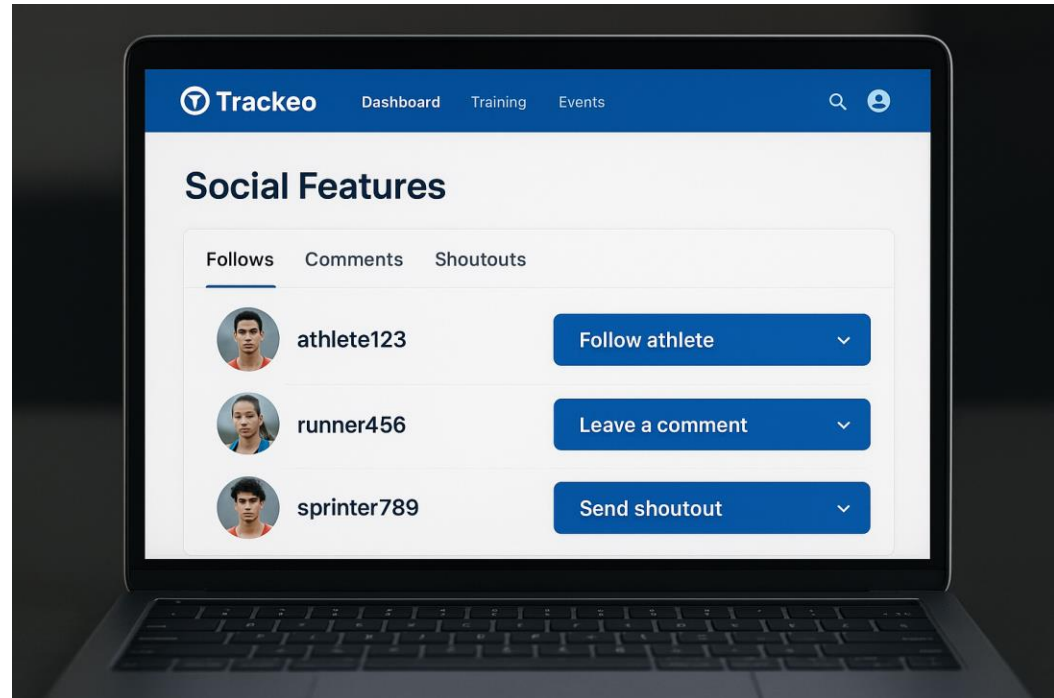
SOUTH AMERICAN TRACK AND FIELD RANKINGS

ATHLETE	COUNTRY	CLUB	EVENT	MARK
Macias São	Brazil	Sampaio	100m	10.05
Cristian Morono	Colombia	Deportivo	200m	10.10
Jandro Sorrana	Argentina	CA River	400m	10.17
Formdalo Reyes	Peru	Olimpico	600m	10.19
Jorge Iolêco	Distrito	Distrito	1500m	10.25
Fernanda Casa	Estrella	Atletico	800m	10.79
Teiraua Sáez	Teiruo	Atletico	1500m	13.28
Georgio Cobas	Colombia	Esterie	800m	13.29
Carillo Fontáñez	Colombia	Atletico	100m	13.28
Riecio Garcer	Chile	Atletico	100m	13.25
Alliecio Carvar	Chile	Distrito	Long jump	7.85
Jorge Montica	Brasil	Chile	200m	7.85



Recruiting tools & scholarship resources with advanced filters

Social features: follows, comments, shoutouts



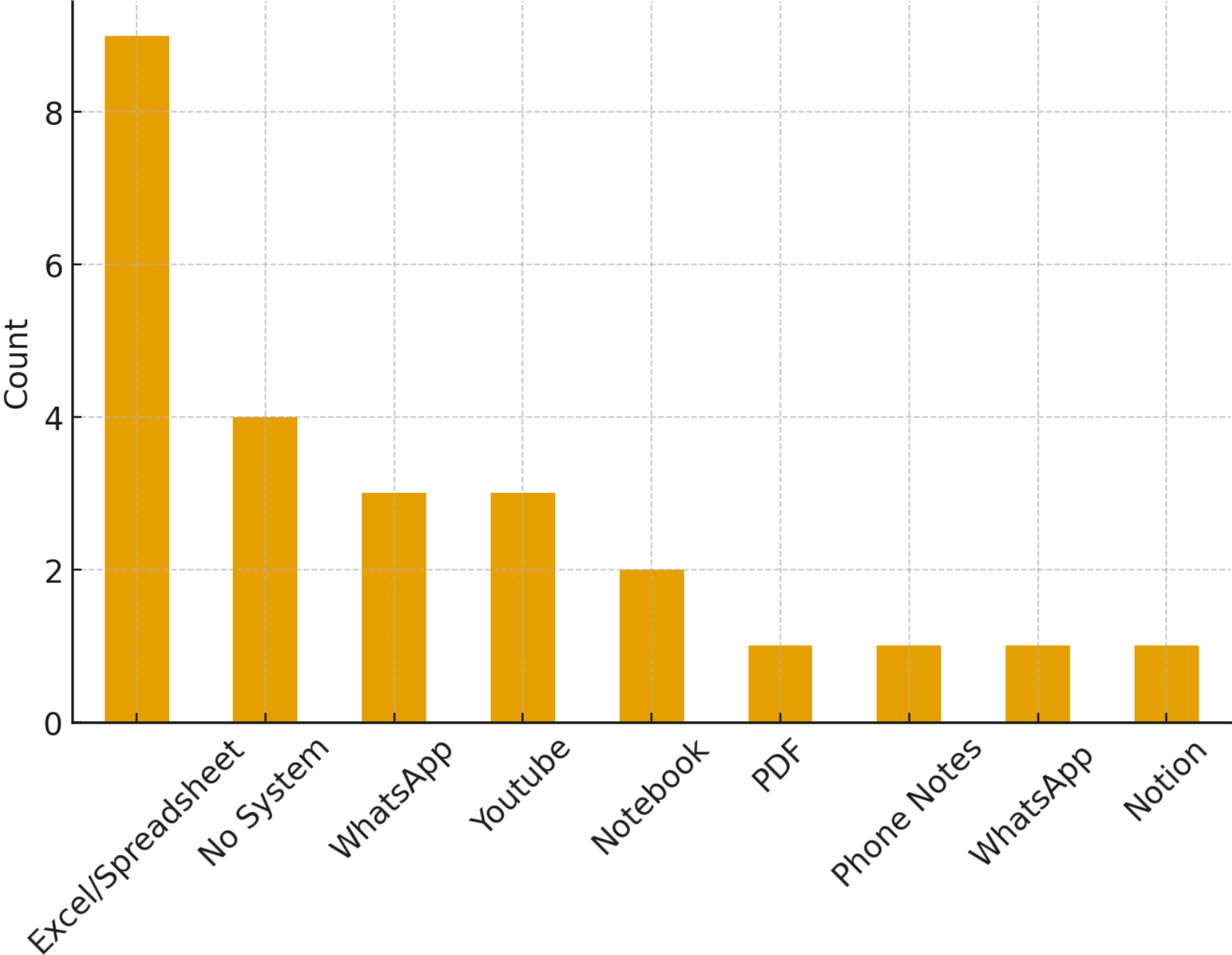
Target Audience

- Primary: Athletes, Coaches, Clubs
- Secondary: Investors & Recruiters
- Need: Verified performance data & streamlined networking & working along national sports federations

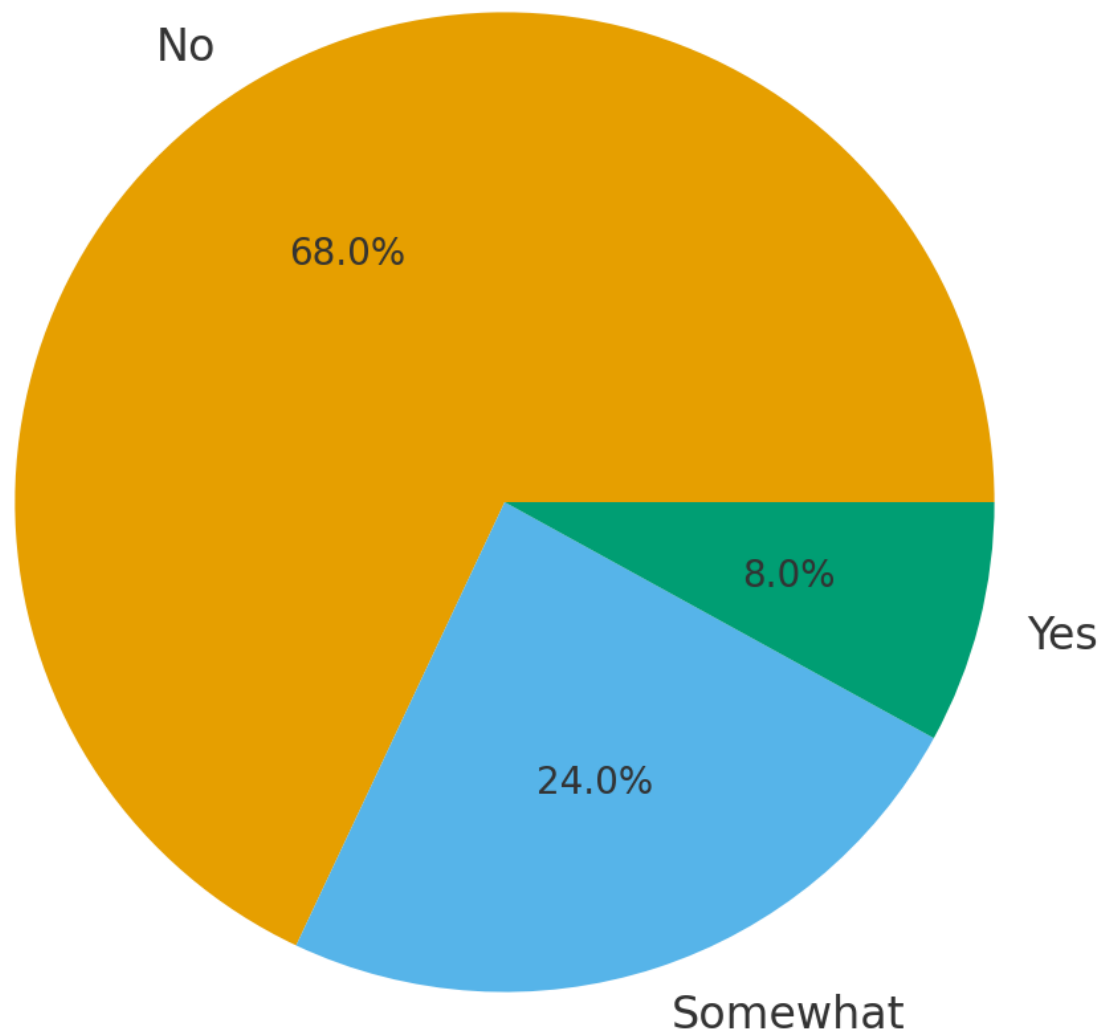
Validation & Insights (Before explaining Trackeo)

Audience Type	Current Tracking Method	Visibility for Recruitment (Now)	Visibility for Recruitment (After)	Most Valuable Feature	Ever Thought a System Like This Could Be Implemented
Athlete 1	Excel/Spreadsheet	No	Somewhat	Verified Results	Yes
Athlete 2	PDF	Somewhat	Yes	Recruiting Tools	Maybe
Athlete 3	Notebook	No	Yes	Networking	Yes
Athlete 4	Phone Notes	No	Somewhat	Recruiting Tools	No
Athlete 5	No System	Somewhat	Yes	Verified Results	Yes
Athlete 6	WhatsApp	Somewhat	Yes	Verified Results	Maybe
Athlete 7	Notebook	No	Somewhat	Recruiting Tools	Yes
Athlete 8	Excel/Spreadsheet	No	Yes	Verified Results	No
Athlete 9	No System	No	Somewhat	Recruiting Tools	Maybe
Athlete 10	WhatsApp	No	Yes	Networking	Yes
Athlete 11	Youtube	Yes	Yes	Verified Results	Yes
Athlete 12	Excel/Spreadsheet	No	Somewhat	Recruiting Tools	Maybe
Athlete 13	No System	No	Yes	Networking	Yes
Athlete 14	WhatsApp	Somewhat	Yes	Verified Results	Maybe
Athlete 15	Youtube	No	Somewhat	Recruiting Tools	Yes
Athlete 16	Excel/Spreadsheet	No	Yes	Recruiting tools	No
Athlete 17	WhatsApp	Somewhat	Yes	Verified Results	Maybe
Athlete 18	Youtube	Yes	Somewhat	Recruiting Tools	Yes
Athlete 19	Excel/Spreadsheet	No	Yes	Networking	Maybe
Athlete 20	No System	No	Yes	Verified Results	Yes
Coach/Recruiter	Excel/Spreadsheet	No	Yes	Recruiting Tools	Yes
Coach/Recruiter	Excel/Spreadsheet	No	Yes	Networking	Maybe
Coach/Recruiter	Excel/Spreadsheet	No	Yes	Verified Results	Yes
Coach/Recruiter	Excel/Spreadsheet	No	Yes	Recruiting Tools	Yes
Coach/Recruiter	Notion	Somewhat	Yes	Networking	Yes

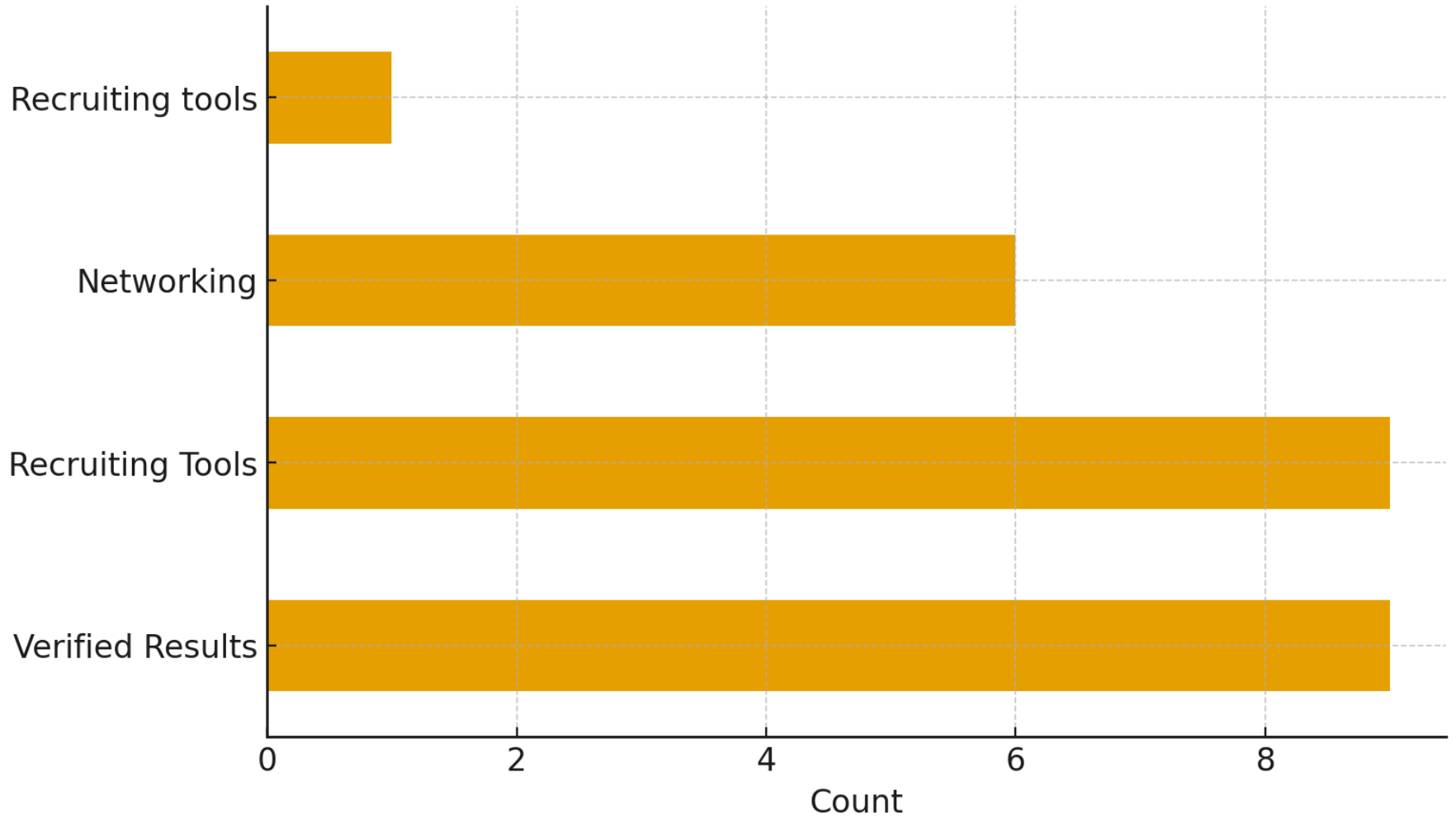
Current Tracking Methods



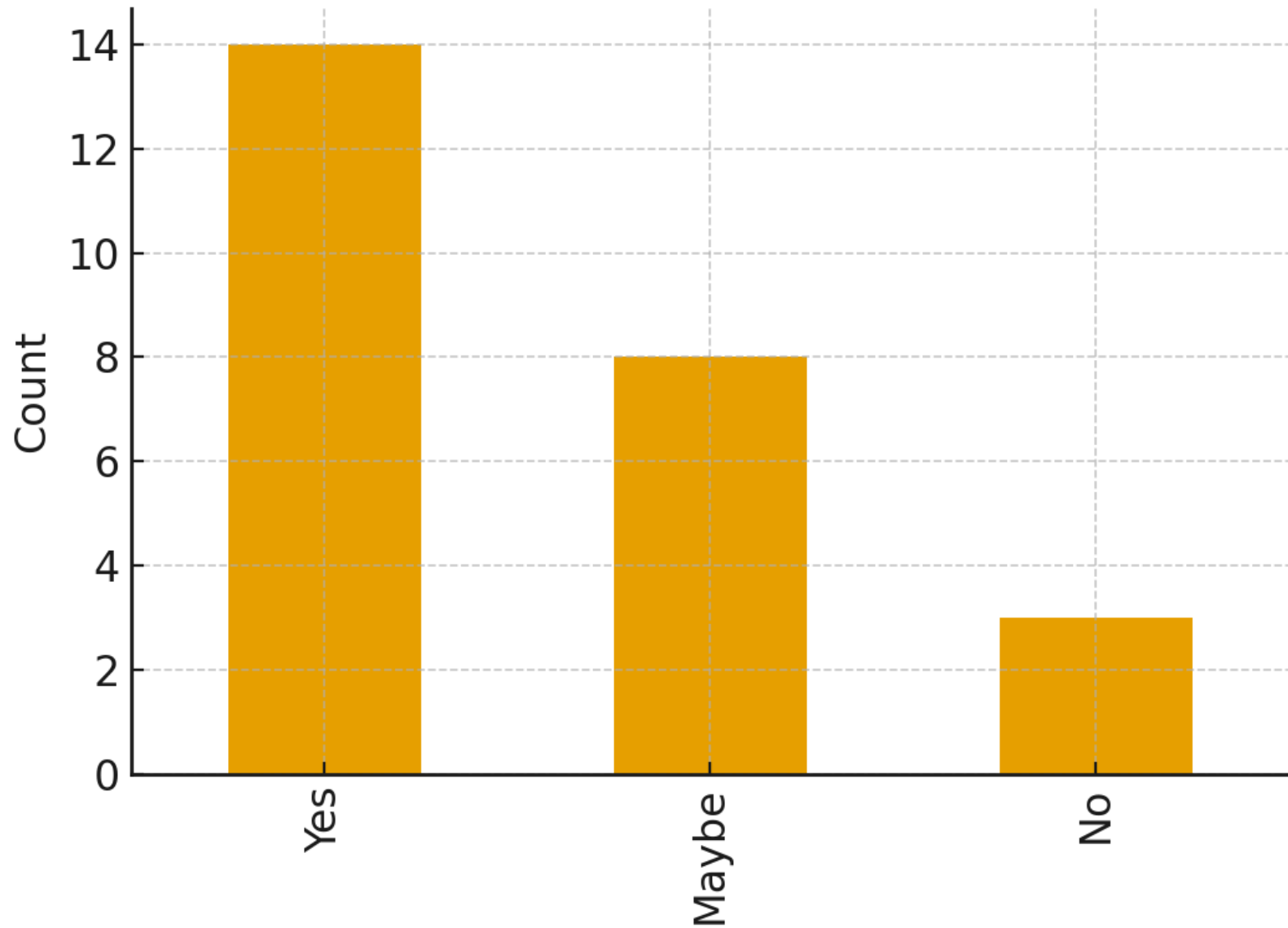
Visibility for Recruitment (Now)



Most Valuable Features



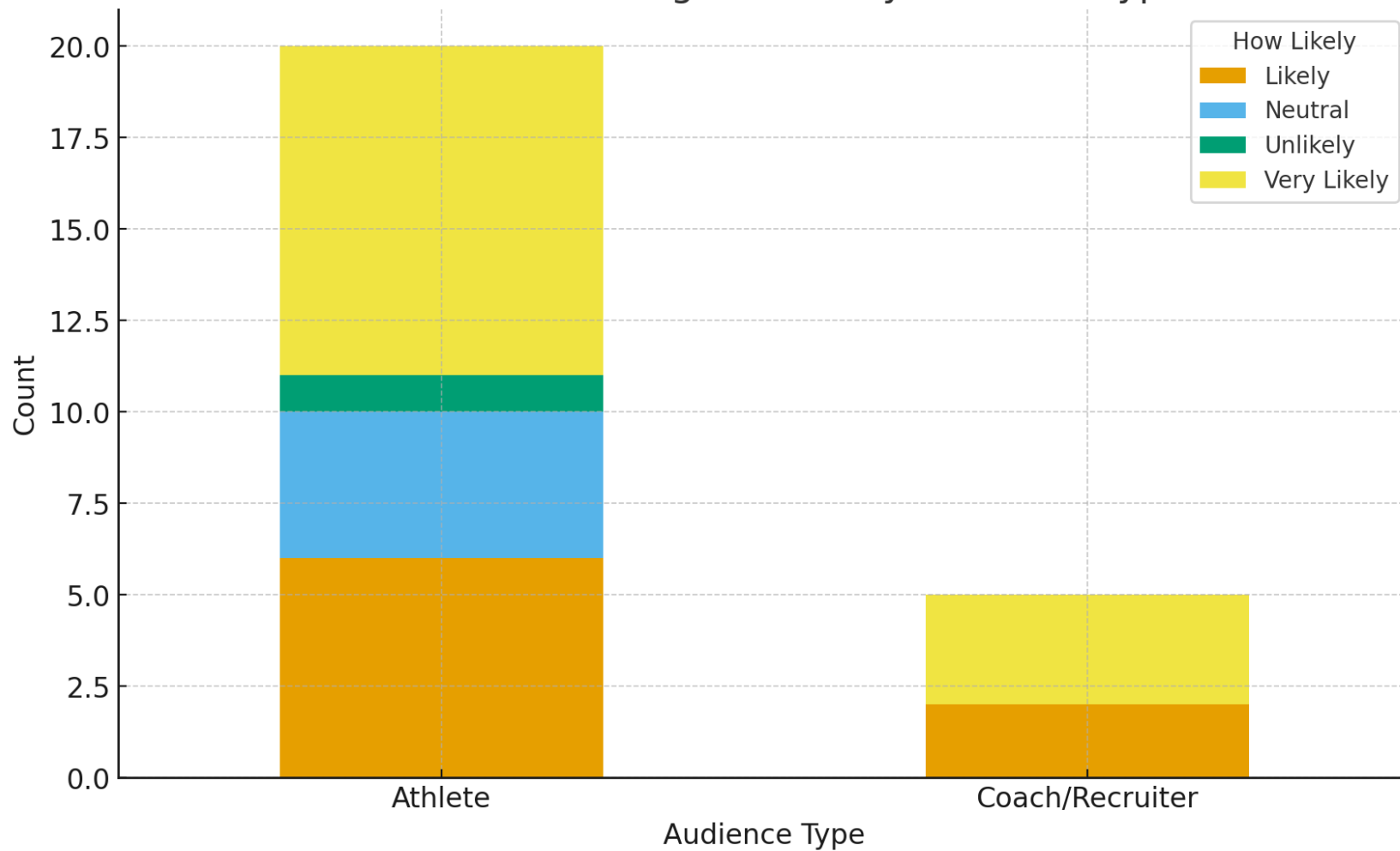
System Implementation Perception



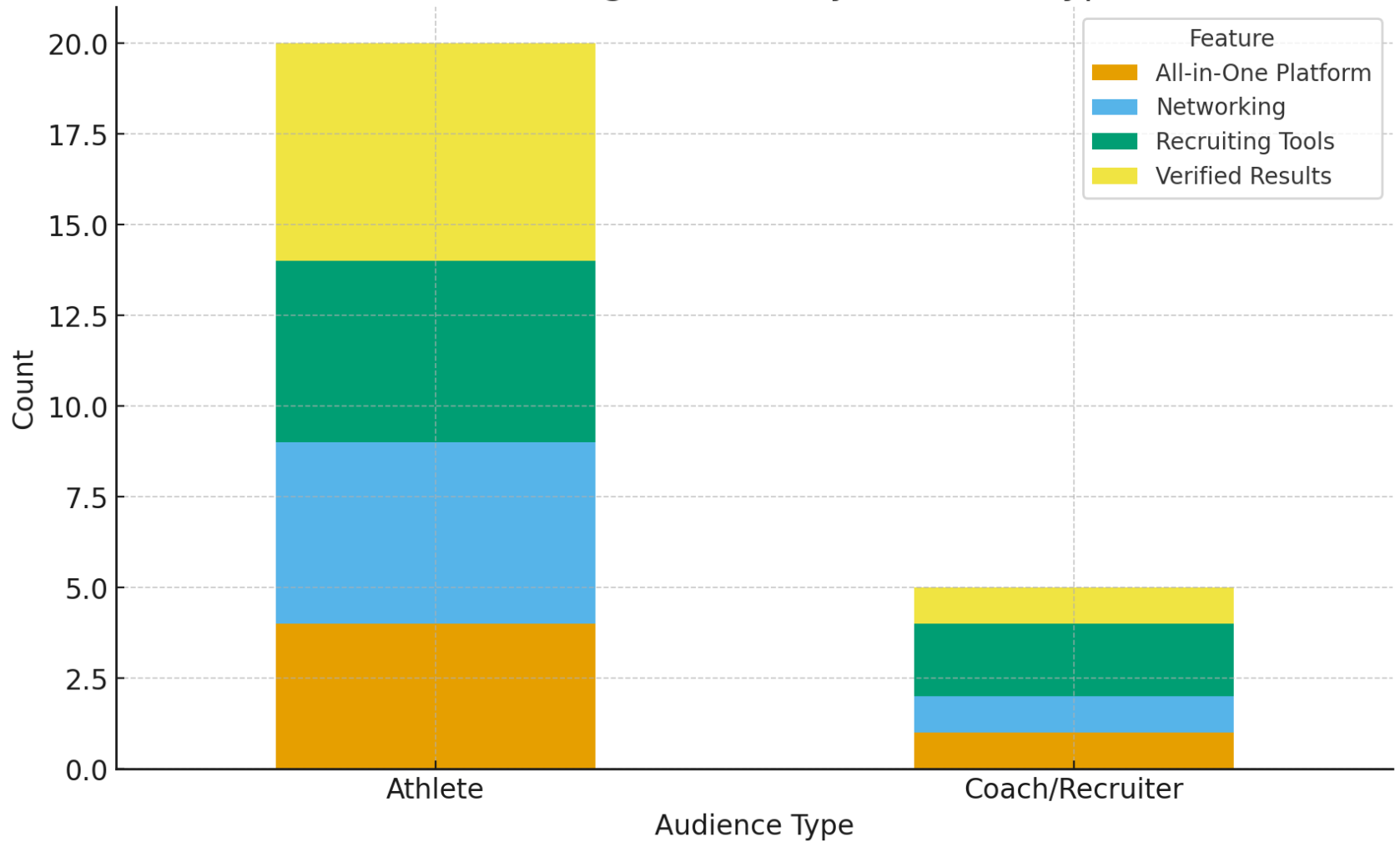
Validation & Insights (After explaining Trackeo)

Audience Type	How Likely Are You to Use Trackeo	Feature That Excites You the Most	Do You Believe This Could Change Visibility for South American Athletes	Would You Talk About It with Other Athletes/Coaches
Athlete	Very Likely	Verified Results	Yes	Definitely
Athlete	Likely	Recruiting Tools	Yes	Probably
Athlete	Neutral	Networking	Somewhat	Maybe
Athlete	Very Likely	All-in-One Platform	Yes	Definitely
Athlete	Likely	Verified Results	Yes	Probably
Athlete	Very Likely	Recruiting Tools	Yes	Definitely
Athlete	Unlikely	Networking	Somewhat	Maybe
Athlete	Very Likely	Verified Results	Yes	Definitely
Athlete	Likely	Networking	Yes	Probably
Athlete	Neutral	Recruiting Tools	Somewhat	Maybe
Athlete	Very Likely	All-in-One Platform	Yes	Definitely
Athlete	Likely	Verified Results	Yes	Probably
Athlete	Very Likely	Recruiting Tools	Yes	Definitely
Athlete	Neutral	Networking	Somewhat	Maybe
Athlete	Likely	Verified Results	Yes	Probably
Athlete	Very Likely	Recruiting Tools	Yes	Definitely
Athlete	Neutral	All-in-One Platform	Somewhat	Maybe
Athlete	Very Likely	Networking	Yes	Definitely
Athlete	Likely	Verified Results	Yes	Probably
Athlete	Very Likely	All-in-One Platform	Yes	Definitely
Coach/Recruiter	Very Likely	Recruiting Tools	Yes	Definitely
Coach/Recruiter	Likely	Verified Results	Yes	Probably
Coach/Recruiter	Very Likely	Networking	Yes	Definitely
Coach/Recruiter	Likely	All-in-One Platform	Somewhat	Probably
Coach/Recruiter	Very Likely	Recruiting Tools	Yes	Definitely

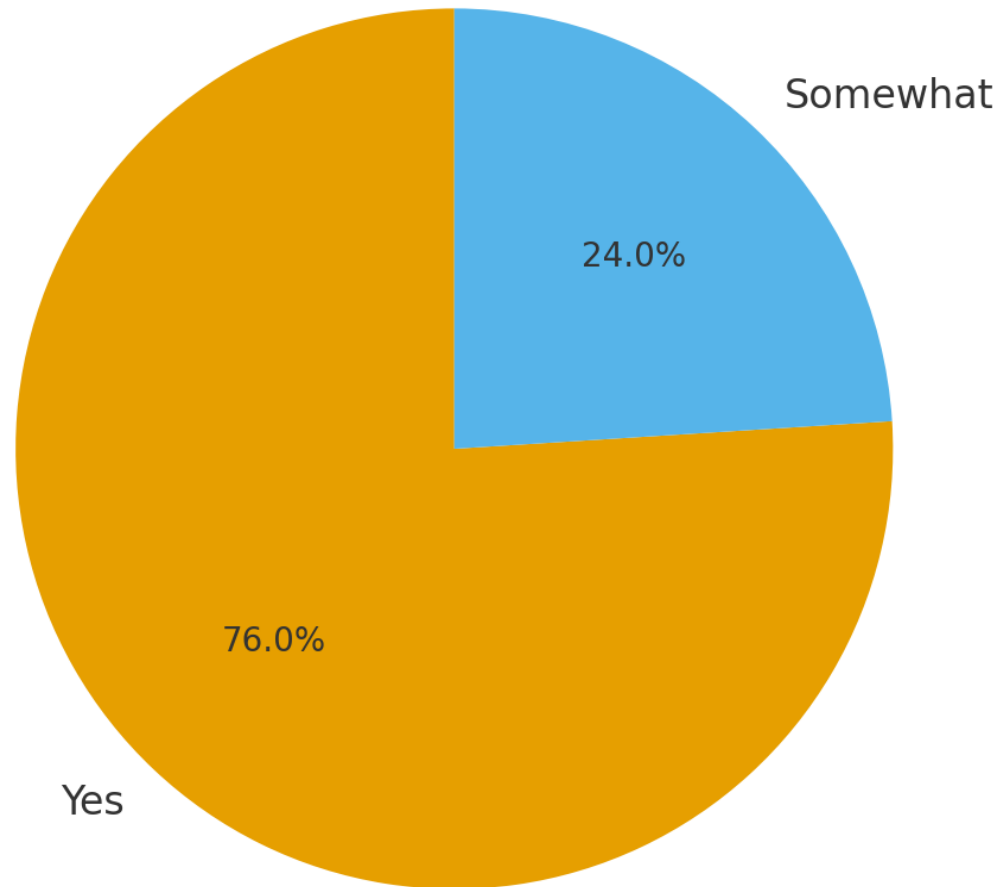
Likelihood of Using Trackeo by Audience Type



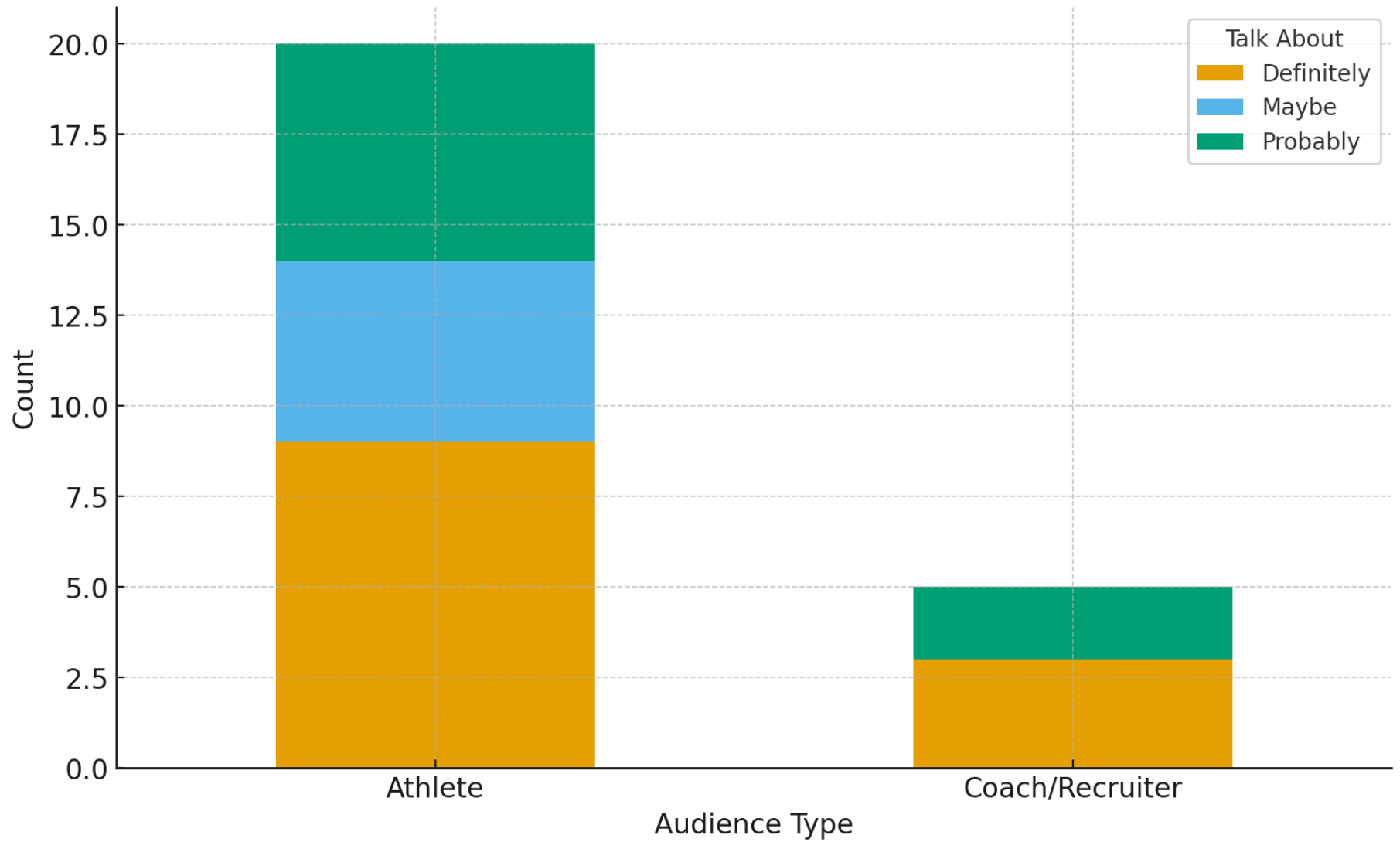
Most Exciting Features by Audience Type



Belief in Visibility Change for South American Athletes



Would You Talk About Trackeo?



Miro

Map Planning

Upgrade

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of Backlog view

Discovery and Planning

Goals: Understand requirements, plan architecture

Define user personas (Athletes, Coaches/Recruiters, Admins)

Map out core features:

Athlete Profiles + Stats

Meet Results Database

Coach Search + Recruiting Messaging

Social/Networking Features

Design wireframes (Figma or Miro)

Choose tech stack:

Front-End: React + Tailwind (for speed and responsive design)

Back-End: Node.js + Express (or Django/FastAPI if Python)

Database: PostgreSQL (good for relational data like results)

New view

🔗 ↕ ⋮

📅 09/30/2025–10/14/2025 Today

Discovery and Planning

Group 2

FrontEND

Group 3

BackEND

Group 4

Database + Admin Tools

Group 5

Integration and Testing

September 23 29 October 6 13 20 27 November 3 10 17 24 December 1 8 15

NO TEXT

Discovery and Planning

FrontEND

BackEND

Database + Admin Tools

Integration and Testing

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Sep 30, 2025

50%

Why Now?

- South America is a fast-growing athletic region
- High demand for transparent results in digital sports
- No major competitor combining verified data + networking

Why Trackeo Deserves Funding

South American athletes currently lack a **centralized, verified platform** for tracking results and showcasing themselves to recruiters. This limits their opportunities to secure scholarships or professional contracts abroad.

Trackeo is the **first platform** designed specifically to combine:

- **Verified Results Database** (like TFRRS but focused on South America)
- **Recruiting Tools** (coaches can message athletes directly)
- **Networking Features** (athletes can connect, follow, and share progress)

This combination not only solves the visibility issue but also creates a professional ecosystem for athletes, coaches, and recruiters.

Funding will allow us to:

- Scale the platform to handle all South American results
- Build a mobile version to reach more athletes
- Market the app to universities and professional teams worldwide

Insights & Data Analysis

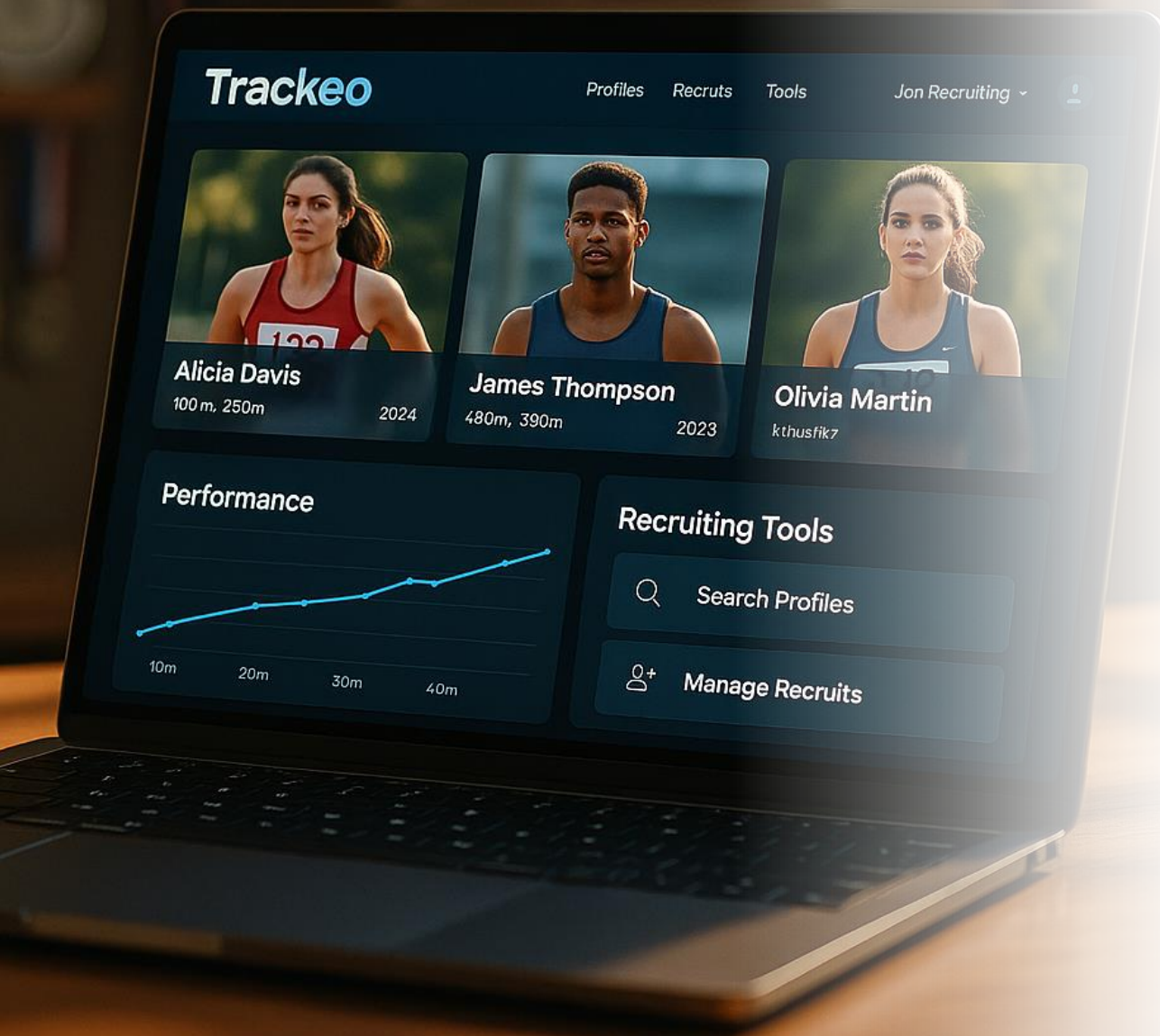
Pre-Survey Insight:

- 85% athletes used manual tracking (spreadsheets or Somewhere they manually added results)
- 75% felt they were invisible to recruiters

Post-Survey Insight:

- **Likelihood to use Trackeo:** 80%
- **Most Exciting Feature:** Verified Results + Recruiting
- **Belief in Impact:** 76% said it will change South American visibility
- **Word-of-Mouth Potential:** 80%+ would share with others

This shows clear market validation, athletes and coaches not only like the idea but want to use it and promote it.



Thank You!