



SPORTS HI

The home of  
high school sports



**Gen Z live their life online  
but not with high school sports**

Youth sports market in the US

**\$9B** → **\$17B** → **\$41B**

2015                          Now                          2023

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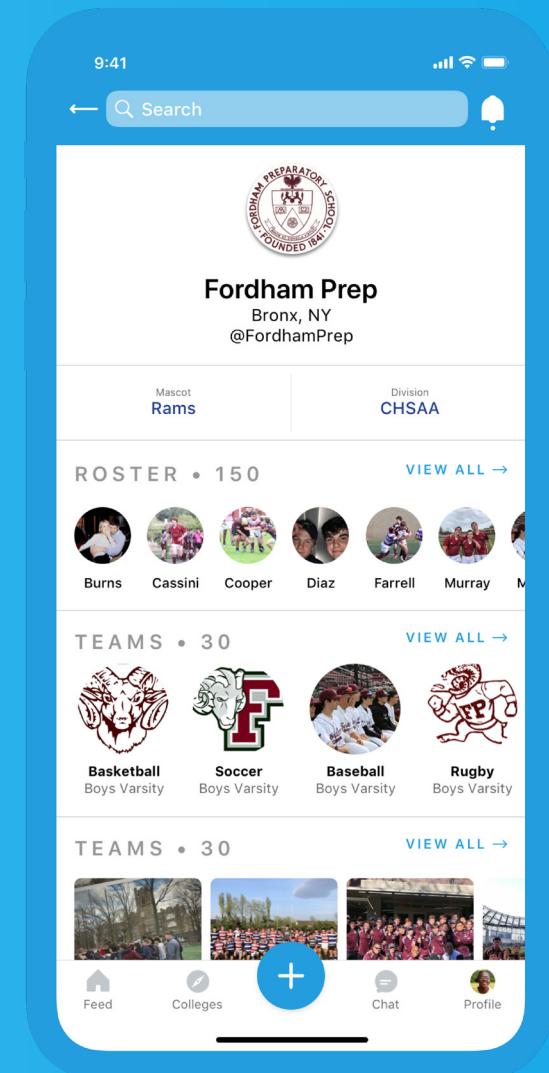
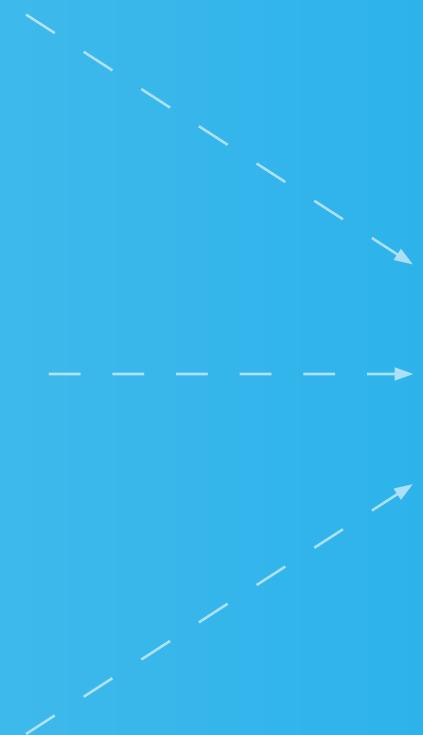
**50M**  
high school athletes,  
coaches, and parents

**SportsHi creates community from the moment you join the app**

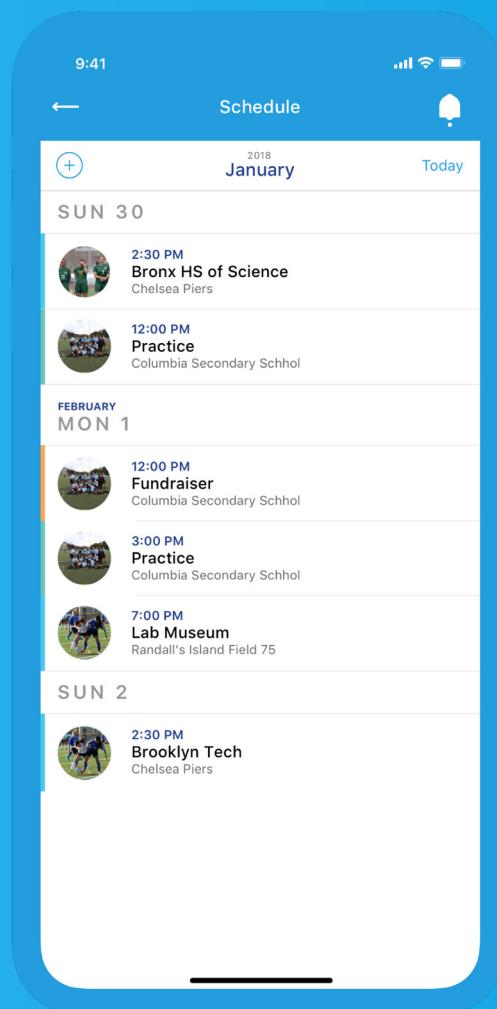
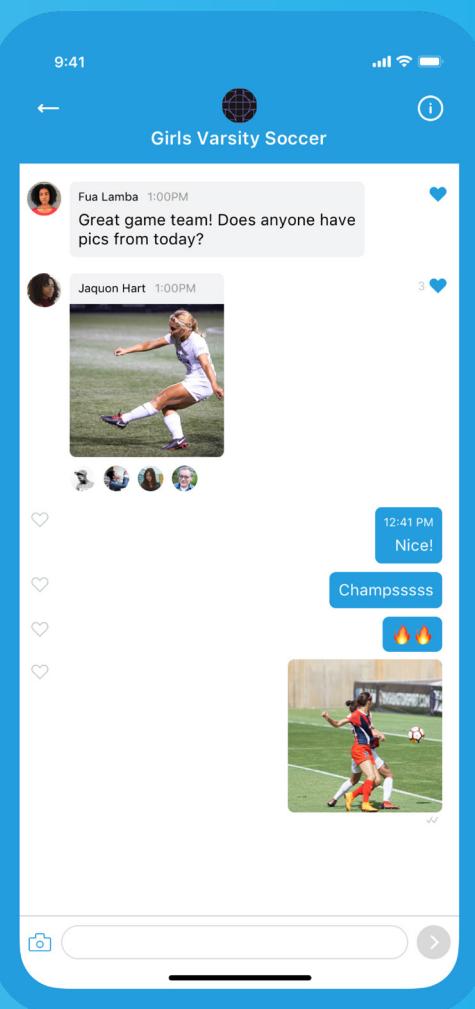
**Players**

**Coaches**

**Fans**



# SportsHi allows teams to share content, communicate, and schedule events



# Traction

Launched January 2019

100+  
high schools



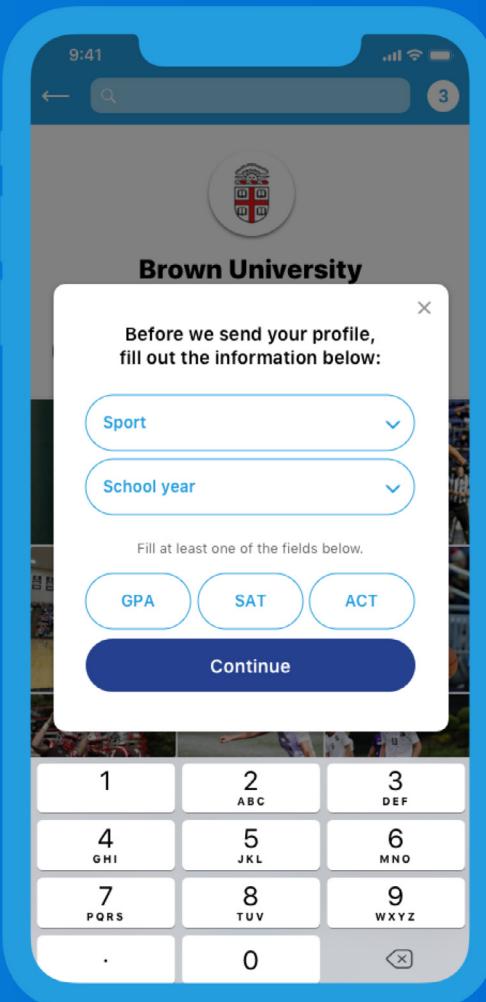
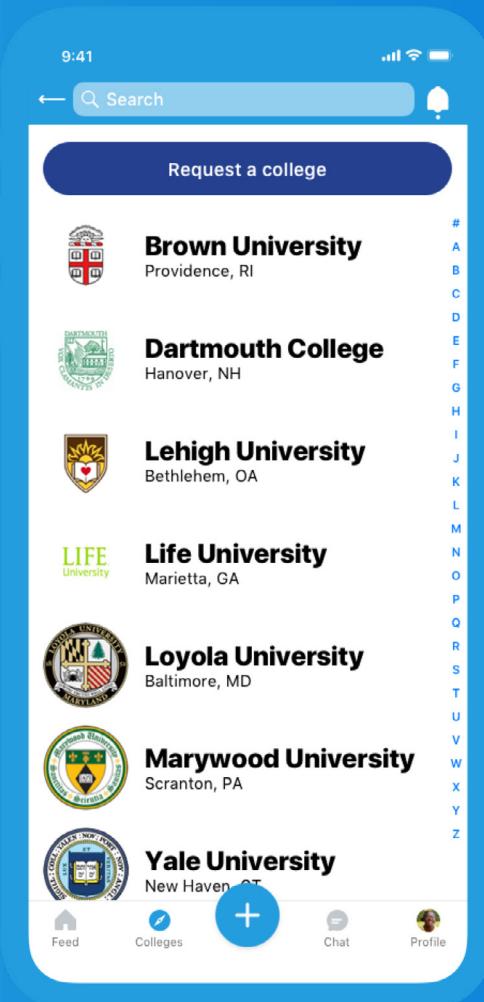
2.1K+  
users

3-4  
sessions/day

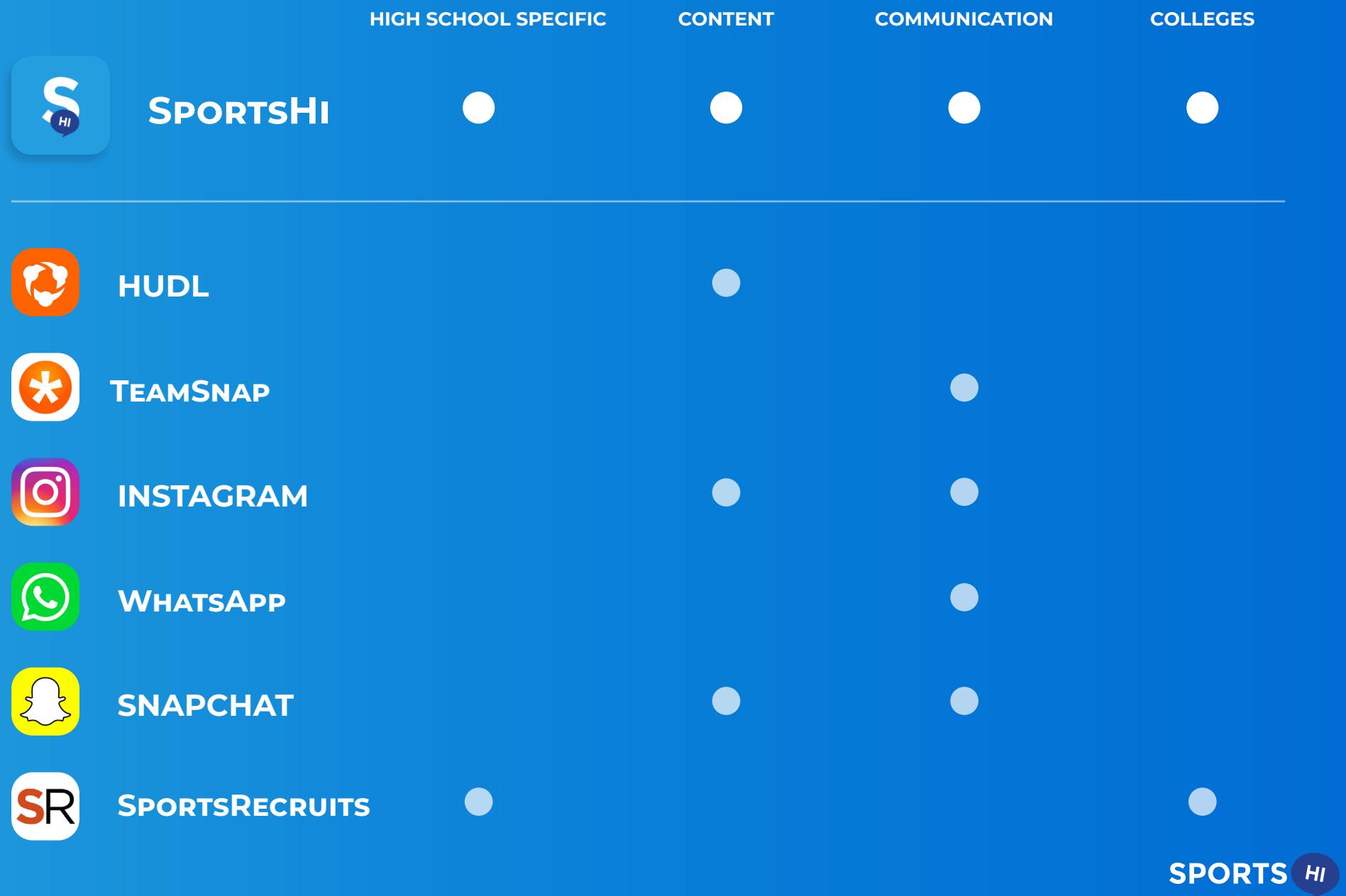
35+  
colleges



# SportsHi makes it easy for students to connect with colleges



# Competitor landscape



# Business model

## USERS

Players

Coaches

Fans

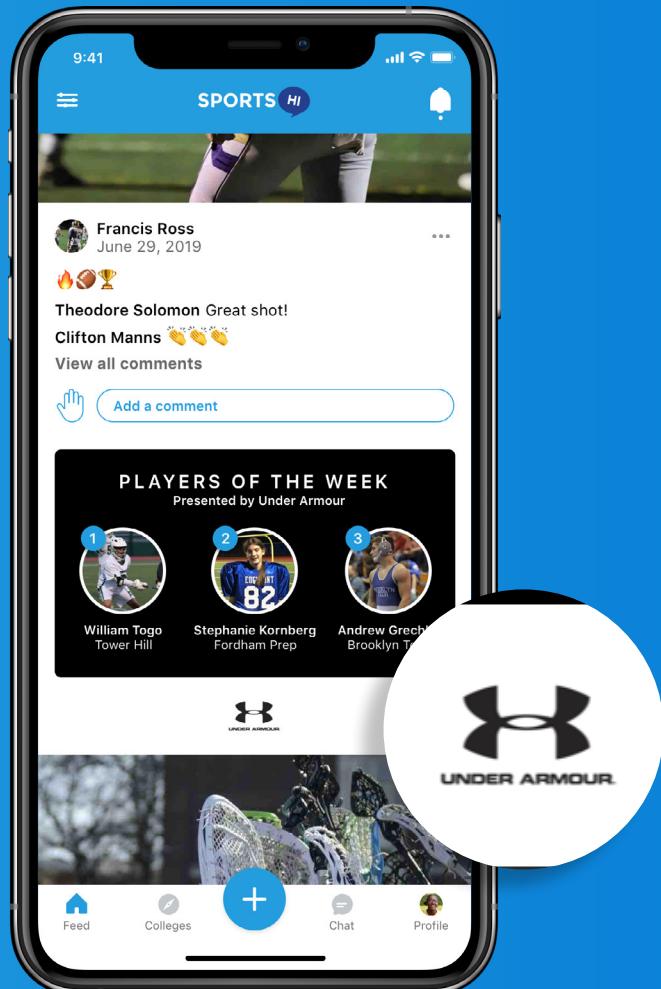


## REVENUE STREAMS

Brands

Colleges

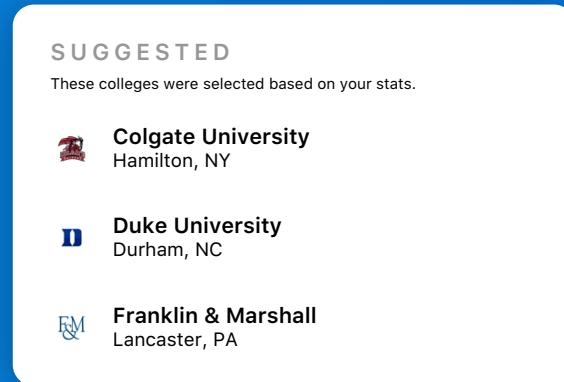
# Revenue streams



Brands are trying to connect with online youth communities



User stats determine “right-fit” colleges



In-app college suggestions

Colleges increase their chances of students applying to their program

# A millennial team tackles a Gen Z problem



**ALEX MILES**  
Founder and CEO



**STEPHANIE REYES**  
Partnerships Manager



**ALEX PETERS**  
Head of Design



**CHRIS REED**  
Head of Development



**BEN DEWEY**  
Lead Engineer



Four full-time employees including CEO, Lead Engineer, and Head of Design.

**SPORTS HI**

# Advisors



**TIFFANY FA'AE'E**  
Former USA Rugby Captain  
UN Ambassador



**ANDREW COHEN**  
CEO/Founder BrainScape



**SAM GARNES**  
Ex-NFL Player/Coach



**JAY HERNANDEZ**  
Assistant Coach for Charlotte Hornets

# Raising \$500k on convertible note (\$4m cap, 20% discount)



MARKETING/GROWTH



PRODUCT DEV



OPERATIONS



OTHER

SportsHi has raised \$700k to date.

# Exit opportunities

4 Under Armour acquisitions in the last 5 years  
totaling more than \$710M



UNDER ARMOUR



\$475M



\$150M



\$85M



Not disclosed



78 ACQUISITIONS



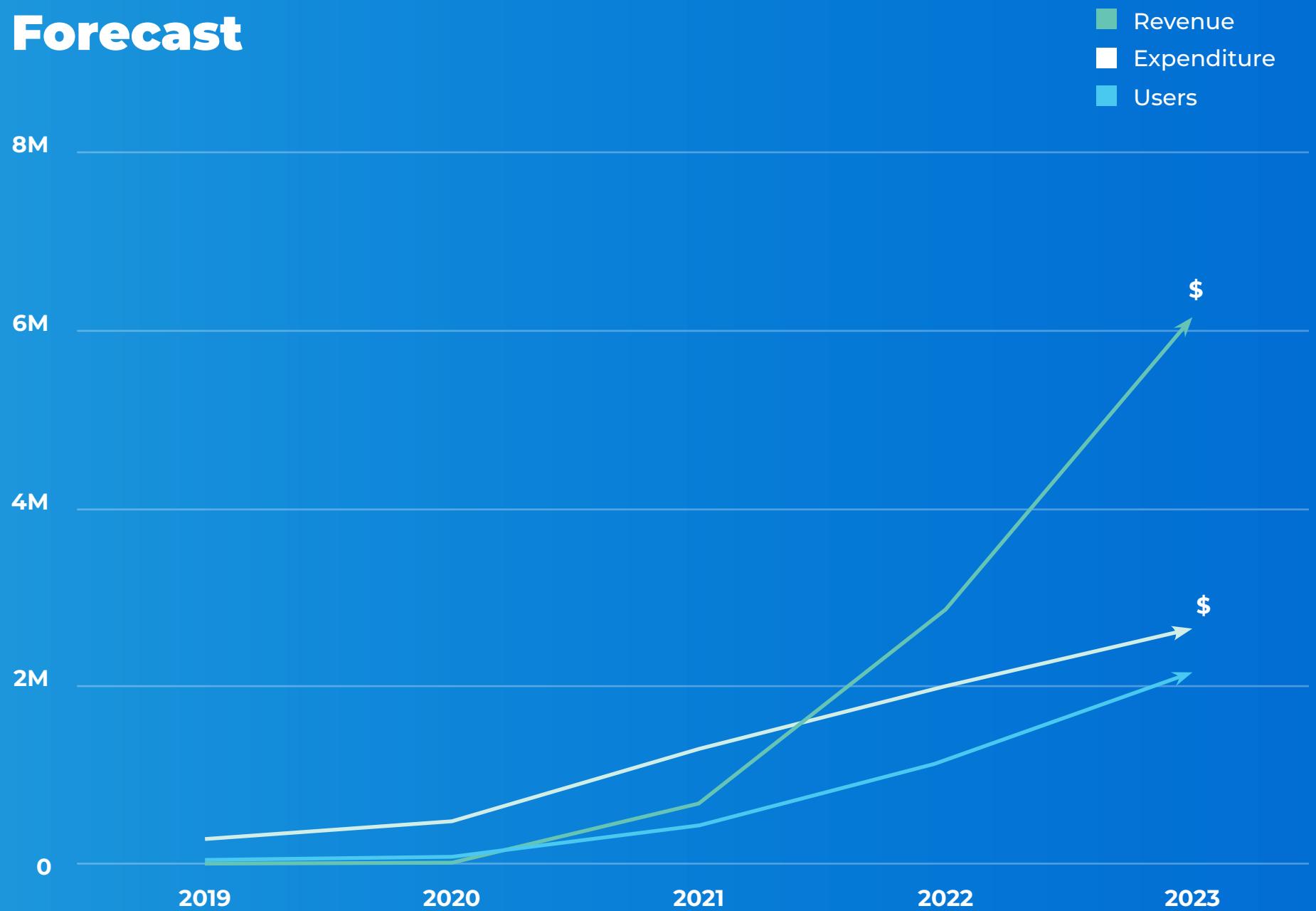
19 ACQUISITIONS

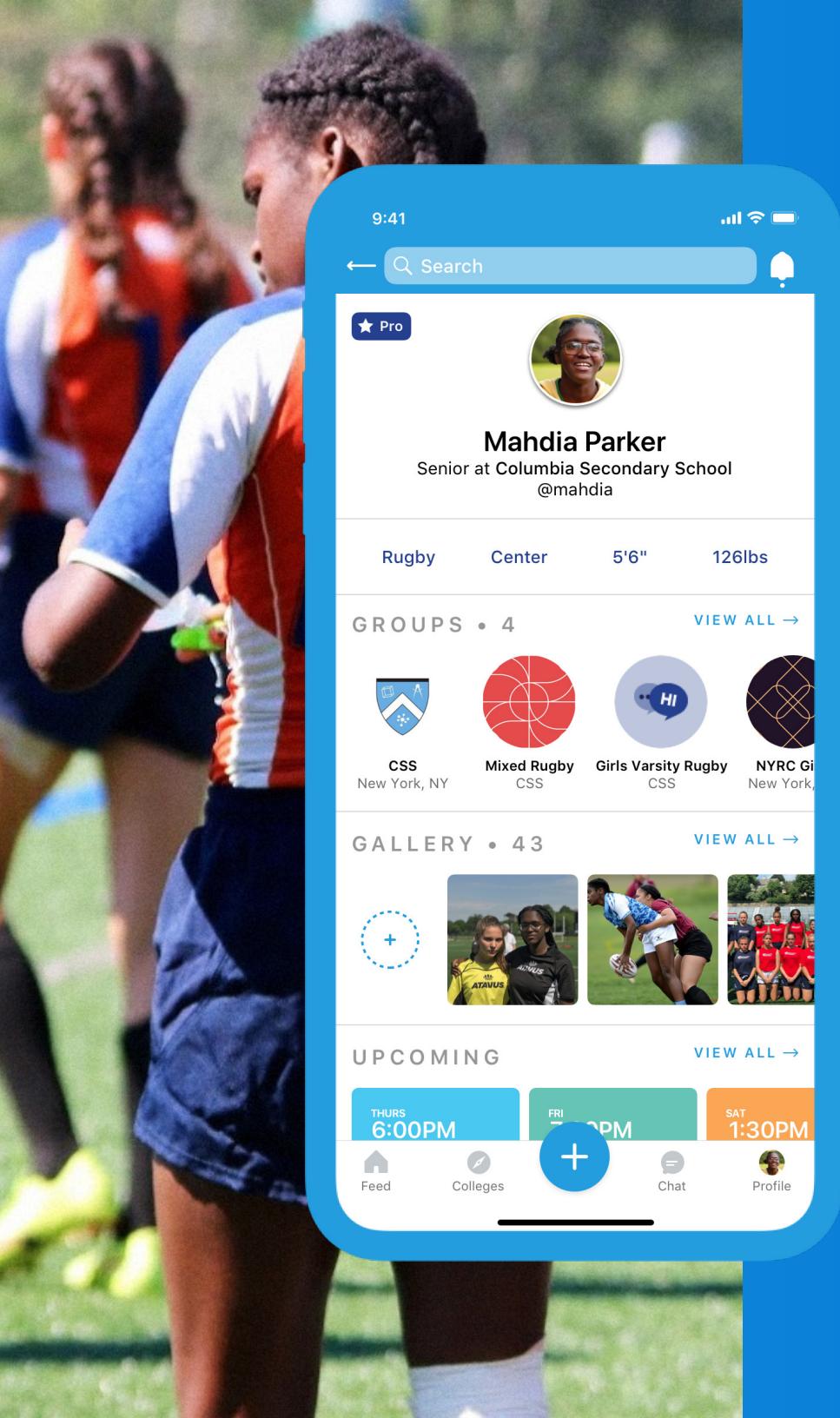


# Appendix

SPORTS  hi

# Forecast





A screenshot of the SportsHi mobile application. At the top, it shows the time as 9:41 and a search bar with a bell icon. Below that is a profile card for "Mahdia Parker" with a "Pro" badge, a circular profile picture, and the text "Senior at Columbia Secondary School" and "@mahdia". Underneath, her stats are listed: "Rugby", "Center", "5'6\"", and "126lbs". A "GROUPS • 4" section shows four groups: "CSS New York, NY", "Mixed Rugby CSS", "Girls Varsity Rugby CSS", and "NYRC Girls". A "GALLERY • 43" section shows three thumbnail images of people playing rugby. At the bottom, there's an "UPCOMING" section with events for "THURS 6:00PM", "FRI 7:00PM", and "SAT 1:30PM", each with a plus sign to add to the calendar. Navigation icons for "Feed", "Colleges", "Chat", and "Profile" are at the bottom.

## Meet Mahdia

She received a full-ride scholarship to Brown University.



Attended Columbia Secondary School.



Uses SportsHi 3x / day.



SportsHi connected her with Brown University!

# How we grow to 50,000 users



## AMBASSADOR PROGRAM

Acquiring players through our high school internship program.



## SOCIAL MEDIA GROWTH

Growth hacking Instagram to drive downloads from players.



## PARTNERSHIPS

Partnering with youth organizations and non-profits to be official app providers.



## SPONSORED SCHOLARSHIPS

Brands sponsor \$10K college scholarships 4 times each year.