

ATHLYNX YOUTH SPORTS MARKET ANALYSIS

THE SECRET SAUCE TO SUCCESS

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EXECUTIVE SUMMARY

The youth sports industry represents a **\$40+ BILLION annual market** with families spending unprecedented amounts on their children's athletic development. ATHLYNX is positioned to capture this market by providing a comprehensive platform that serves athletes from youth sports through professional careers.

Key Insight: Parents are the PRIMARY customers in youth sports. They control the spending and make decisions based on perceived value for their child's future. The transition to NIL (Name, Image, Likeness) in college creates a natural progression where athletes become their own customers.

TOTAL ADDRESSABLE MARKET

Overall Youth Sports Market

- **Total Annual Spending:** \$40+ Billion (2024)
- **Number of Youth Athletes:** 60 Million (ages 6-17)
- **Average Spending Per Child:** \$1,016/year (46% increase since 2019)
- **Elite/Travel Team Spending:** 3,000–25,000+/year

- **Wealthiest Families:** Up to \$25,000/year per child

Market Growth

- 46% increase in spending over 5 years (2019-2024)
 - Growth rate: 2x the rate of general price increases
 - Projected to exceed \$50 Billion by 2028
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SPORT-BY-SPORT BREAKDOWN

BASEBALL/SOFTBALL

Annual Costs:

- Recreational: 500–1,500
- Travel Ball: 3,000–8,000
- Elite Travel: 8,000–15,000
- Top-Tier Programs: 15,000–35,000

Key Expenses:

- Team fees: 1,500–5,000
- Tournament fees: 100–300 per event
- Perfect Game showcases: 1,000–3,000 per weekend
- Equipment: 500–2,000
- Travel/Hotels: 2,000–10,000+

Market Size: Largest youth sport by spending

ICE HOCKEY

Annual Costs:

- Recreational: 1,000–2,500

- Travel>Select: 5,000–10,000
- AAA Elite: 10,000–20,000
- Junior Programs: 15,000–25,000+

Key Expenses:

- Ice time: 3,000–8,000
- Equipment: 1,500–3,000
- Tournament travel: 3,000–10,000
- Private coaching: 2,000–5,000

Note: Highest cost per participant of any youth sport

GYMNASICS

Annual Costs:

- Recreational: 1,200–2,400
- Competitive (Levels 1-5): 3,000–6,000
- Elite Competitive: 8,000–15,000
- Olympic Track: 15,000–30,000+

Key Expenses:

- Monthly tuition: 400–1,200
 - Competition fees: 100–500 per meet
 - Travel: 2,000–8,000
 - Leotards/Equipment: 500–2,000
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SOCCER

Annual Costs:

- Recreational: 200–500
- Club/Travel: 2,000–4,000

- ECNL/MLS Next: 5,000–10,000+
- Elite Academy: 8,000–15,000

Key Expenses:

- Club fees: 3,000–6,000
 - Tournament travel: 2,000–6,000
 - Equipment/Uniforms: 500–1,000
 - Private training: 1,000–3,000
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BASKETBALL

Annual Costs:

- Recreational: 200–500
- Travel/AAU: 2,000–5,000
- Elite AAU: 5,000–10,000
- Top Programs: 8,000–15,000

Key Expenses:

- Team fees: 1,500–4,000
 - Tournament fees: 500–2,000
 - Travel: 2,000–8,000
 - Training/Camps: 1,000–5,000
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FOOTBALL

Annual Costs:

- Recreational: 200–500
- Travel/7on7: 1,500–4,000
- Elite Camps/Combines: 3,000–8,000

Key Expenses:

- Team fees: 500–2,000
 - Equipment: 300–800
 - Camp/Showcase fees: 500–2,000 per event
 - Travel: 1,000–5,000
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SWIMMING

Annual Costs:

- Recreational: 600–1,200
- Club Team: 1,500–3,000
- Competitive: 3,000–6,000
- Elite/National: 6,000–12,000

Key Expenses:

- Club membership: 1,000–2,500
 - USA Swimming registration: \$150
 - Meet fees: 30–100 per meet
 - Travel: 1,000–5,000
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TENNIS

Annual Costs:

- Recreational: 500–1,500
- Junior Development: 2,000–5,000
- Tournament Player: 5,000–15,000
- Elite Academy: 15,000–50,000+

Key Expenses:

- Lessons/Coaching: 3,000–20,000
- Tournament fees: 50–200 per event

- Travel: 2,000–15,000
 - Equipment: 500–2,000
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VOLLEYBALL

Annual Costs:

- Recreational: 300–800
- Club/Travel: 2,000–5,000
- Elite Club: 4,000–8,000

Key Expenses:

- Club fees: 1,500–4,000
 - Tournament fees: 500–2,000
 - Travel: 1,000–5,000
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LACROSSE

Annual Costs:

- Recreational: 500–1,000
- Club/Travel: 1,500–3,500
- Elite Programs: 3,000–6,000

Key Expenses:

- Club fees: 800–2,500
 - Equipment: 500–1,500
 - Travel: 1,000–4,000
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THE PSYCHOLOGY OF SPORTS PARENTS

Why Parents Spend So Much

1. College Dreams

- 83% believe their child will play college sports
- 75% believe their child could go professional
- Reality: Only 7% of high school athletes play college sports
- Reality: Less than 2% receive athletic scholarships

2. Living Through Their Children

- Parents who didn't achieve athletic success
- Status symbol among peer parents
- Social validation through child's achievements

3. Fear of Missing Out (FOMO)

- “If I don’t spend, my kid falls behind”
- Peer pressure from other sports families
- Belief that more money = better outcomes

4. Sunk Cost Fallacy

- Already invested thousands
- Can’t stop now or “waste” previous investment
- Escalating commitment

Target Demographics

Primary Target: Affluent Sports Families

- Household income: \$100,000+
- Spending: \$2,361+ per child annually
- Multiple children in sports

- Willing to pay premium for perceived advantage

Secondary Target: Aspirational Middle Class

- Household income: 50,000–100,000
 - Stretching budgets for sports
 - Looking for value and ROI
 - Price-sensitive but committed
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THE ATHLYNX JOURNEY

Stage 1: Youth Sports (Ages 6-14)

Customer: PARENTS Their Needs:

- Recruiting profile for their child
- Highlight video hosting
- Stats tracking
- College exposure tools
- Branded athlete website

ATHLYNX Solution:

- Custom athlete websites (johnsmith.athlynx.com)
- Video hosting and highlight reels
- Stats database and tracking
- Recruiting profile builder
- Parent dashboard

Revenue Model:

- Website hosting: 9.99–29.99/month
 - Premium features: 49.99–99.99/month
 - Highlight video production: 199–999
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Stage 2: High School (Ages 14-18)

Customer: PARENTS + ATHLETES Their Needs:

- College recruiting exposure
- Showcase event connections
- Coach communication tools
- Academic/Athletic profile
- Scholarship tracking

ATHLYNX Solution:

- Enhanced recruiting profiles
- College coach database
- Showcase event calendar
- Application tracking
- Scholarship finder

Revenue Model:

- Recruiting package: 29.99–99.99/month
 - Premium exposure: 199–499/month
 - Showcase connections: 99–299 per event
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Stage 3: College (Ages 18-23)

Customer: ATHLETES (NIL Era) Their Needs:

- NIL deal management
- Brand partnerships
- Social media monetization
- Contract review
- Financial management

ATHLYNX Solution:

- NIL Vault (deal management)
- Brand matching platform
- Contract templates
- Payment processing
- Tax documentation

Revenue Model:

- NIL management: 5-15% of deals
 - Premium features: 49.99–199.99/month
 - Brand matching: Success fees
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Stage 4: Professional/Post-College

Customer: ATHLETES Their Needs:

- Career transition
- Business opportunities
- Coaching connections
- Broadcasting/Media
- Investment guidance

ATHLYNX Solution:

- Career portal
- Business network
- Mentorship connections
- Content creation tools
- Financial planning resources

Revenue Model:

- Premium membership: 99.99–299.99/month
- Career services: Custom pricing
- Partnership revenue share

COMPETITIVE ADVANTAGE

What Makes ATHLYNX Different

1. Complete Journey Platform

- No other platform covers youth to pro
- Lifetime athlete relationship
- Data continuity across career

2. Parent-First Approach

- Understanding the real customer
- Tools designed for parents
- Value proposition they understand

3. Web Hosting + Domain Registration

- Like GoDaddy for athletes
- Custom branded websites
- One-stop platform

4. NIL Integration

- Seamless transition to monetization
- Already have the athlete's history
- Trust built over years

5. Character Development Philosophy

- “First or Last” mentality
 - No participation trophies
 - Real lessons, real growth
 - Differentiates from feel-good competitors
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REVENUE PROJECTIONS

Year 1 (2026)

- Target Users: 10,000 families
- Average Revenue Per User: \$300/year
- **Projected Revenue: \$3,000,000**

Year 2 (2027)

- Target Users: 50,000 families
- Average Revenue Per User: \$400/year
- **Projected Revenue: \$20,000,000**

Year 3 (2028)

- Target Users: 200,000 families
- Average Revenue Per User: \$500/year
- **Projected Revenue: \$100,000,000**

Year 5 (2030)

- Target Users: 1,000,000 families
 - Average Revenue Per User: \$600/year
 - NIL Revenue: \$50,000,000
 - **Projected Revenue: \$650,000,000**
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THE SECRET SAUCE

Why This Works

1. Captive Audience

- Parents WILL spend on their kids
- Emotional decision, not rational
- Price is secondary to perceived value

2. Recurring Revenue

- Monthly subscriptions
- Multi-year relationships
- Upsell opportunities at each stage

3. Network Effects

- More athletes = more value
- Coach connections
- Brand partnerships
- College relationships

4. Data Moat

- Years of athlete data
- Performance history
- Recruiting insights
- Impossible to replicate

5. Trust Transition

- Parents trust ATHLYNX
 - Athletes inherit that trust
 - Natural NIL customer
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CONCLUSION

The youth sports market is a **\$40+ BILLION opportunity** with parents willing to spend extraordinary amounts on their children's athletic dreams. ATHLYNX is uniquely positioned to capture this market by:

1. Starting with parents as the primary customer
2. Providing real value through web hosting, recruiting tools, and exposure
3. Building lifetime relationships with athletes
4. Transitioning seamlessly to NIL monetization
5. Maintaining a character-first philosophy that resonates with serious sports families

The Secret Sauce: Understanding that parents are the gateway to athletes, and the journey from youth sports to NIL is one continuous relationship.

Dreams Do Come True.

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