

KOACHSMART

Recruitment, Reimagined. The AI-Powered Ecosystem for Sports Talent.



Made with **GAMMA**

The Problem

Chaos in Sports Hiring

Academies currently use WhatsApp groups and word-of-mouth to find coaches.

Verification Issues

Hard to verify certifications (BCCI, NIS, AIFF) manually.

Resume Mismatch

Paper resumes don't show *how* a coach teaches.
Sports require visual proof.

Location Disconnect

Coaches need jobs near specific grounds/stadiums, not just "in the city."

The Solution - KOACHSMART

A Niche Recruitment Platform

Dedicated 100% to the sports ecosystem.

Core Value Proposition

We replace text resumes with **Video Resumes** and "Gut Feeling" with **AI Data Matching**.

Trust First

A dedicated verification system to ensure athlete safety.

Key Features (Implemented)

1

Video Resumes

Upload coaching drills directly to the profile.

2

Geospatial Search

"Near Me" job filtering using Interactive Maps.

3

Profile Analytics

Track who viewed your profile and interview status.

4

Trust Badge

Upload certifications for Admin verification.

5

AI Match Score

Automatically ranks candidates based on skills, sport, and experience.

6

AI Salary Predictor

Analyzes market data to suggest fair salaries.

7

ATS (Applicant Tracking System)

Shortlist, Interview (via Zoom/Calendly links), and Hire workflow.

8

Role-Based Security

Candidate contact info is locked until shortlisted.

The Workflow (User Journey)

The Coach

1. **Build:** Create profile → Upload Video → Upload Certs.
2. **Verify:** Get approved by Admin → Receive Green Badge.
3. **Search:** Filter by Sport & Radius (e.g., "Cricket under 5km").
4. **Apply:** One-click apply or upload a custom PDF resume.

The Academy

1. **Post:** Create Job → Pin exact location on Map → AI suggests salary.
2. **Screen:** Dashboard ranks applicants by Match %.
3. **Review:** Watch Video Resume inside the platform.
4. **Hire:** Click "Shortlist" to unlock phone number → Schedule Interview.

Tech Stack (Under the Hood)

Backend

Python (Flask), SQLAlchemy
(Database).

Frontend

HTML5, Modern CSS
(Glassmorphism), Leaflet.js (Maps).

Security

Google OAuth (SSO), Role-Based
Access Control (RBAC).

Intelligence

Custom Algorithms for Salary Prediction & Profile
Scoring.

Communication

SMTP Email Notifications.

Future Roadmap (Features to Implement)



Payment Gateway (UPI)

For premium subscriptions (Razorpay/PhonePe integration).



Automated ID Verification

Integration with APIs like Veriff/DigiLocker to automate the manual admin check.



In-App Chat

Real-time messaging between Coach and Academy once shortlisted.



Social Feed

A LinkedIn-style feed for coaches to post daily drills and achievements.

Business Model (How to Sell)

Target Audience

Sports Academies, Schools, Gymkhana, and Professional Clubs.

Sales Strategy



Freemium Model

Free for Coaches (to build user base).



Subscription for Academies

First job post is free; pay for more visibility or database access.



Partnerships

Tie up with District Sports Associations (DSA) to be their official hiring partner.

Pricing Strategy

Coaches

FREE (Basic) | **₹499/month** (Premium - Top of search results).

Academies

₹1,999/month (Unlimited Job Posts & Resume Database Access).

How is this decided?

→ Market Benchmarking

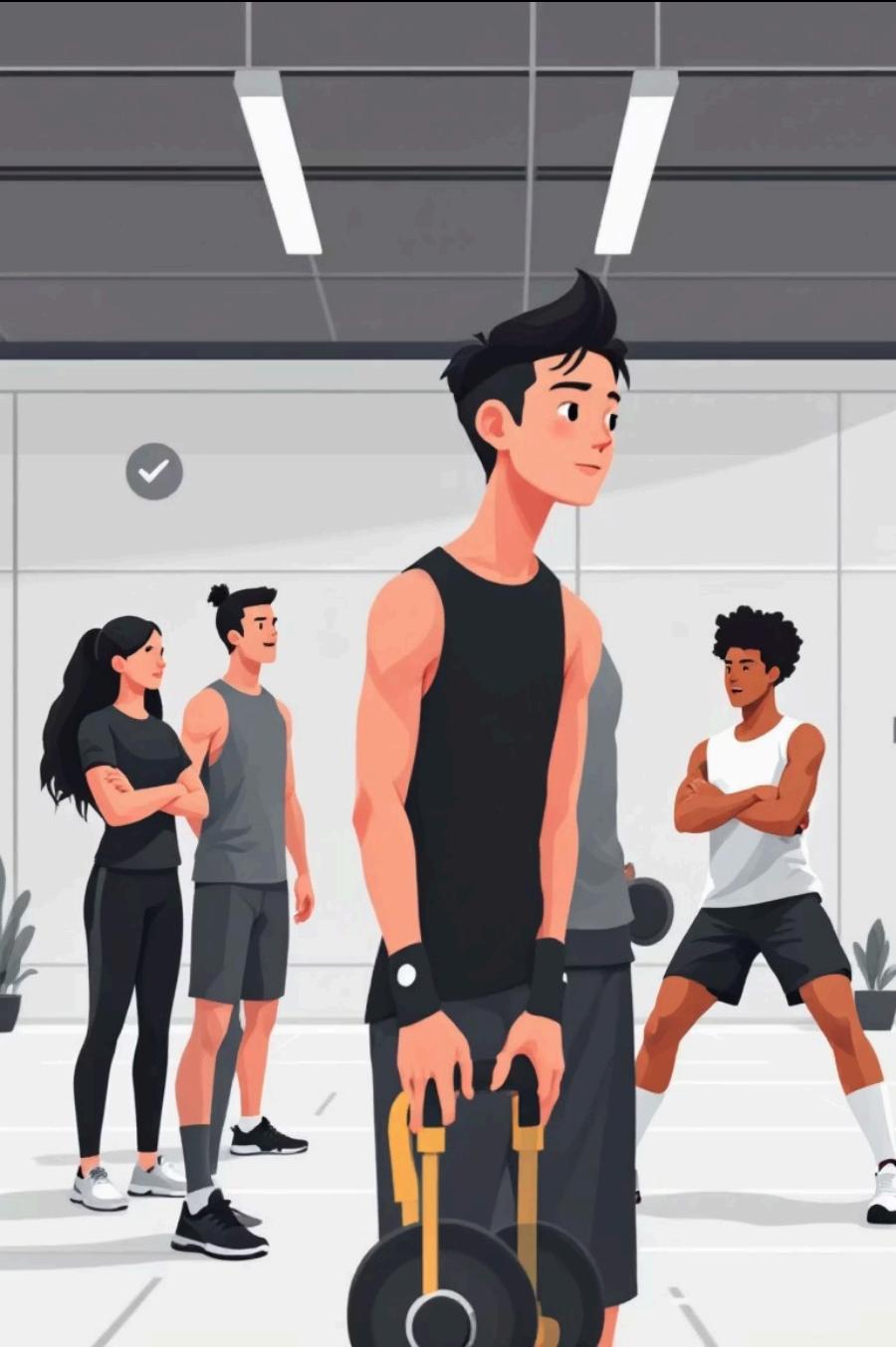
LinkedIn Premium is expensive (~₹2000+). Naukri is generic. We offer a niche service at a competitive rate.

→ Value Based

The cost of hiring a *wrong* coach is high. ₹1,999 is a small price for an Academy to ensure they get a Verified, Rated coach.

→ Volume

Sports is a high-volume, high-turnover industry. Low price + High volume = Profit.



The "X-Factor" – The Missing Key Point

The "Safety" Aspect

Sports coaching often involves working with minors (children). KOACHSMART isn't just about hiring; it's about **Child Safety**. By verifying backgrounds and certifications, we create a safer sports ecosystem. This is our biggest selling point to parents and schools.