

2020 HALF-TIME REPORT

To our partner organizations,

We've been working hard to expand the SportsRecruits ecosystem. We started as the first company to build a recruiting management platform for clubs, allowing coaches and recruiting coordinators to oversee and help athletes navigate their recruiting processes. As we continue to grow, our goal is to bring together all the stakeholders in one platform to enhance the experience for everyone involved, from clubs and high schools to student-athletes, college coaches, and event organizers.

Regards,



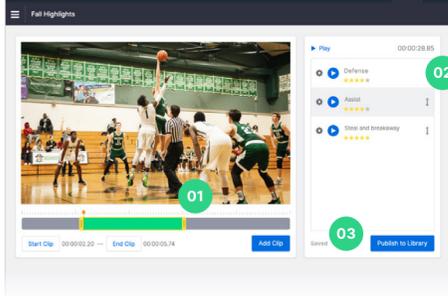
Clare Gaskell
Sr. Product Manager, SportsRecruits

EMPOWERING WITH VIDEO

Video is one of the most important aspects of recruiting for both student-athletes and college coaches, so we want to ensure that video is easy to access for everyone. Every student-athlete should be able to easily add video to their profile and have access to a highlight reel, whether it's professionally made or self-made, to showcase their talents to college coaches.

Highlight Reel Editor

Student-athletes can create their own highlight reels by cutting clips, adding a description to each, and publishing to their profile. They can use any video that they've uploaded to their video library or any film distributed to them via FrontRow.



- 01** Cut clips from any video that's been uploaded to the Video Library
- 02** Organize and add descriptions to clips to guide college coaches and give them context while viewing
- 03** Publish unlimited reels directly to the athlete profile and make edits and updates quickly and easily

Professional Reel Credits for Partner Organizations

We know how important video is to your athletes' recruiting processes, so we want to make sure that your student-athletes have the best opportunity to show off their skills in a professionally made highlight reel. Families work directly with our professional post-production team to select clips, choose music and finalize their reel. Professional reel features include:



Title Card



Isolation Effects



Built With Any Video

Upgraded Student-Athlete Video Library

With video being one of the most important aspects of a student-athlete profile, we've optimized the video library to make it faster for athletes to upload video.

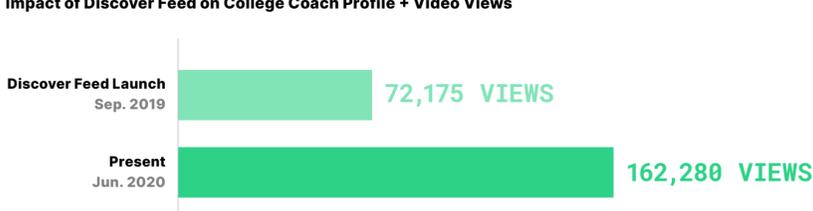
MAXIMIZING EXPOSURE

We're paving new and innovative ways college coaches can discover new recruits and easily access the important student-athlete information they're looking for. College coaches are constantly looking for video during their recruiting process, so we're making it easier and more accessible for college coaches to find video for student-athletes, whether that's watching video on student-athlete profiles or providing access to game footage after an event.

College Coach Discover Feed

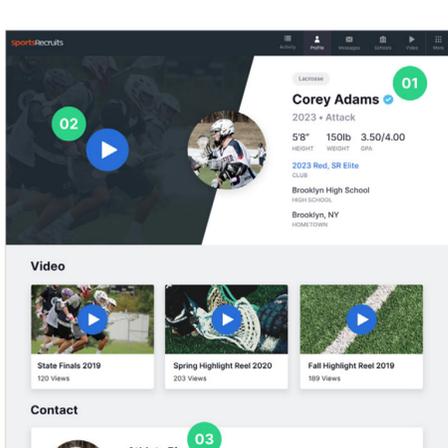
After gathering feedback from college coaches through surveys and interviews, we re-imagined the experience of how college coaches discover new recruits. Coaches can find athletes based on athletic and/or academic stats, geographic location, and whether or not they have video on their profile.

Impact of Discover Feed on College Coach Profile + Video Views



Redesigned Student-Athlete Profile

Based on the feedback we received from college coaches, we reorganized student-athlete profiles to better surface the information coaches are looking for right at the top of the profile, such as athlete contact information, club and high school affiliation, and essential information.



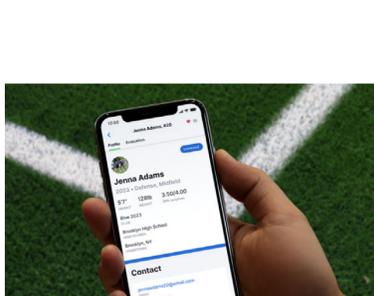
- 01** Verified profiles let college coaches know who is serious about competing at the next level
- 02** Featured videos allow coaches to easily watch an athlete's video and evaluate their ability
- 03** Athlete bios give college coaches more insight into who the student-athlete is both on and off the field

AN ALL-NEW EVENT BEACON

In our talks with college coaches about their recruiting processes, they emphasized not only the importance of video, but also the importance of live, in-person evaluations. With the launch of the EventBeacon suite of tools, we're introducing a new way to experience events both on the sidelines and in the comfort of their own home.

EventBeacon Mobile App

EventBeacon is redefining how college coaches evaluate student-athletes at events. The iOS and Android app provides access to complete event schedules, team rosters, and comprehensive student-athlete data right from their phone or tablet.



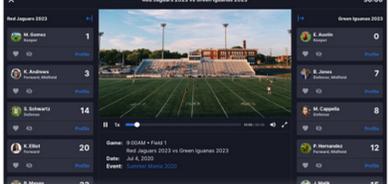
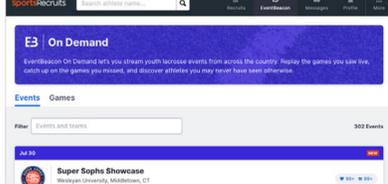
EventBeacon is powered by SportsRecruits profiles so your student-athletes will have complete control over what information is provided to the college coaches at events by simply keeping their SR profile up-to-date.

EventBeacon On Demand

We've heard the feedback from our clubs, our event partners, and college coaches about needing a way to access all video from events.

Access to event film allows coaches to replay games they attended or watch the ones they may have missed. Athletes continue to gain exposure to college coaches even after the event is over.

As an SR partner organization, we're here to support you providing playing time for your athletes and finding ways to showcase them with more video. We're happy to help you get set up in our EventBeacon On Demand library to showcase your film.



Event Rostering Tool

Teams and student-athletes will be able to self roster for EventBeacon events. The athletes rostered to an event are the ones that will show up in the EventBeacon app for college coaches to see on the sidelines.

As an SR partner organization, we've made the process of submitting your rosters seamless. Simply pick the team on your organization you're rostering for the event, match it to the team registered for the event, and you're good to go!

