powered by

WHAT IS powered by rep?

AN INTEGRATED PLATFORM THAT LEVERAGES USER DATA LIKE NEVER BEFORE, COMPRISED OF:

Highly Personalized Youth Athlete/Adult Fitness,
Training + Development Apps (Individual Sport or Multi-Sport).

Lifestyle Enabled Resource Guide that **Aggregates All the Fragmented Content/Products/Services that Revolve Around Playing**
(Equipment, Dining, Shopping, Travel, Socializing, Recruiting, Education, etc.),
and Hyper-Targets it's Delivery to Users.

THE MARKET

THE YOUTH SPORTS INDUSTRY

- More than **36 Million Youth Athletes Play on a Team or Individual Sport**. *(source: Aspen Institute)*
- Despite Setbacks from COVID-19, Youth Sports (ages 7-18) is Expected to Grow to a **$77.6 Billion Market by 2026**. *(source: USA Today)*
- The **Related Economic Activity** from Youth Sports (Family Lifestyle) Spending (Travel, Lodging, Equipment, Technology) Currently Exceeds **$30 Billion Annually**. *(source: Aspen Institute)*
- In Today's Highly Competitive World Youth Athletes Need **Effective Tools to Help Guide Their Development, from a Source They Can Trust…Your Company**.
- There is an Overwhelming Amount of Mis-Information and Confusion About the **Important Steps Needed to Guide Athletes to Success**.
- No One is **Successfully Aggregating Together** the Fragmented Youth Sports Industry and Delivering the Convenience of **Personalized Content, Products and Services** to Youth Athletes in One Place…**until now**.
- Every Athlete Deserves a Chance to **Reach Their Goals/Dreams**.

powered by reUSERS

WHO ARE OUR APP USERS?

- Youth Ages 5 – 18 Years old and Adults Ages 19 and Up.
- 82% have **Influence Over Household Spending** Representing $143 Billion. *(source: Forbes)*
- Parents **Spend $500/Month on Average on Youth Sports** per Child; $1000/Month is Not Unusual. *(source: TD Ameritrade)*
- Generation Z and Generation Alpha are the First Completely Digital Generations – **They do Everything on their Phone**.
- As a Result, You Must Consider How to Reach Them, Interact Appropriately, and Keep Them Engaged.
- Our **Unique Text and Response Interface** is Aligned with User Preferences and Behaviors.
- Our Users are Super Engaged – **Active Users Spend 31 Minutes Per Day** Doing Training and **Power Users Spend as Much as 2-3 Hours per Day** Doing Training, Nutrition, Learning about their Sport, and Viewing our Resource Guide (Rivalling Their YouTube and Video Game Time).

powered by re TRAINING + DEVELOPMENT PLATFORM

- Includes **Mobile Apps and Integrated Tech Platform** that Provides **World Class, Individualized Development** to Amateur Athletes in their Quest to be More Physically Fit, Play their Sport(s) More Competitively and at Increasingly Higher Levels (Recreational/Youth > Travel > High School > College > Professional).
- Development Curriculum Curated Working with **World Class Coaches/Experts** and **Best Practices** at All Levels of Sports and Nutrition.
- Uses Personal and Performance Data, National Benchmarks and Our Proprietary Matching Algorithms to Assign Daily Training to Each Individual Athlete that **Focuses and Accelerates Their Development…Safely**. **Not a One-Sized Fits All Solution**.
- Training Focus is on **Physical Development** – Coaches Typically Want to Control Skill Development However in Interviewing Thousands of Coaches at all Levels we Have Found that They Struggle When it Comes to Individualized Physical Training for Their Athletes.
- **Educates Users** – For Those Interested, Most Activity Includes Drill Down Content to Gain a Deeper Understanding of What They are Doing and Why.
- Can be Configured for an **Individual Sport or Multiple Sports**.
- Apps are Available for **All Phones and Tablets**, and are Provided to the Athlete, Parent or Coach, **Free of Charge**.
- Our **Enterprise Level** Platform is **Highly Stable, Scalable and Secure**.

FITNESS, TRAINING + DEVELOPMENT

FUNCTIONAL OVERVIEW

START SCREEN + MAIN MENU:

Customizable Intro, Primary Navigation, In App Self + Guided Help

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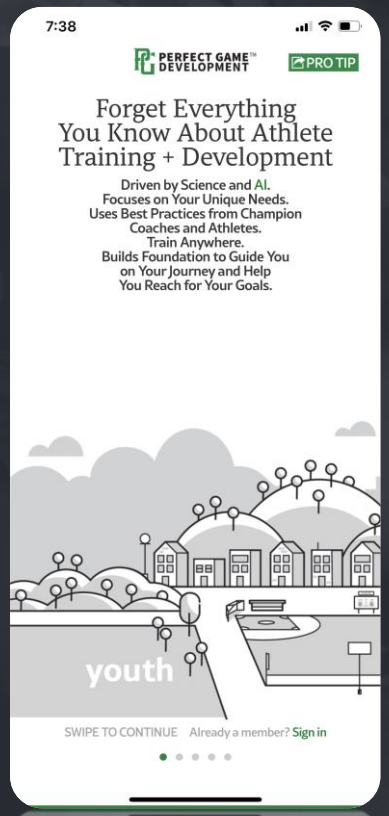
partner app shown for illustration purposes

Start Screen

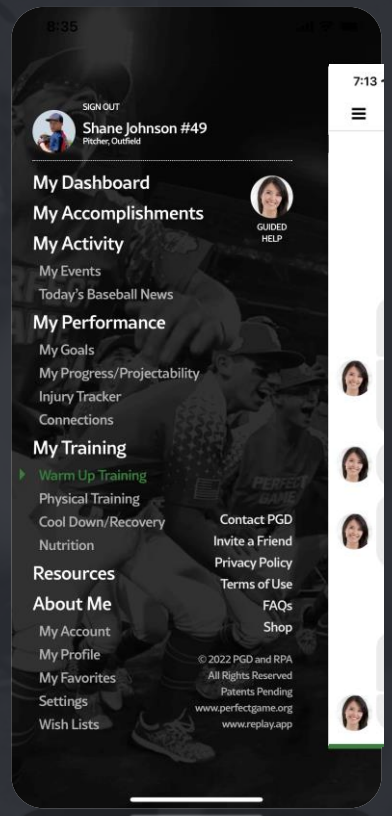
Dynamic Start Screen Engages User

Swiping Promo



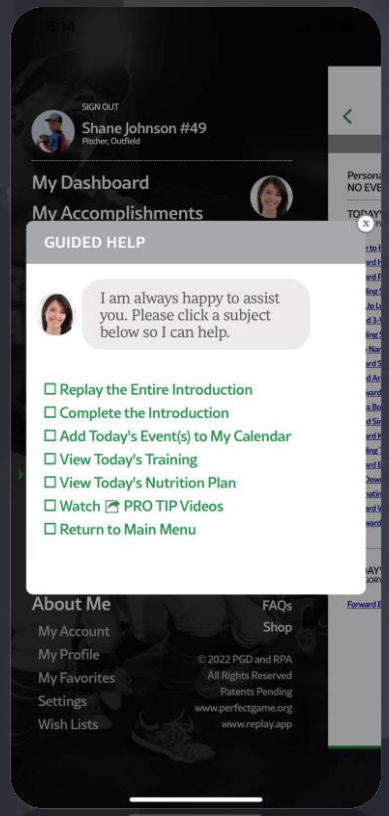
Sales Pitch Tells Story + Facilitates Engagement

Main Menu



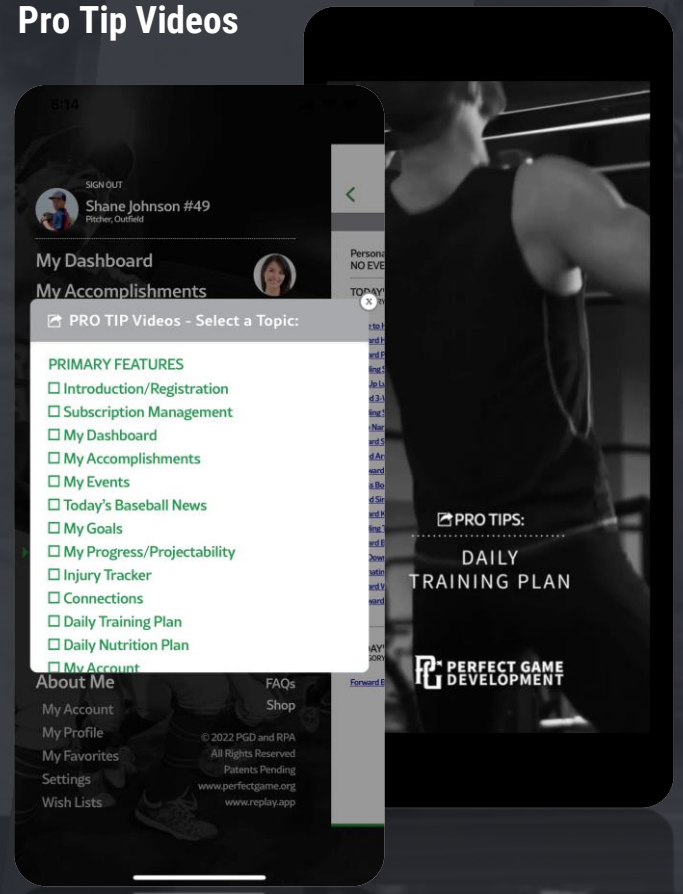
Slide Out Main Menu With Intuitive Navigation

Guided Help



Bot Guided Help for Common User Questions

Pro Tip Videos



Demonstrates Each Feature/Function and How to Get the Most Out of it

REGISTRATION + ONBOARDING:

Understanding and Engaging the User

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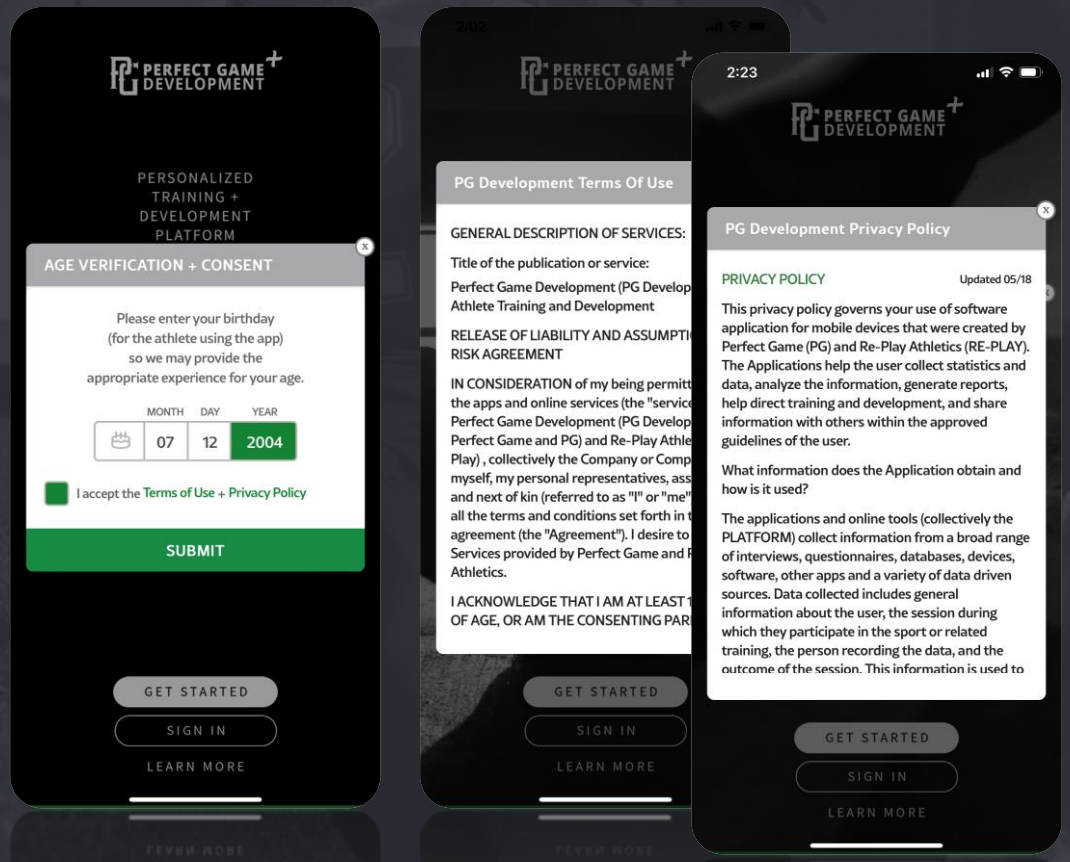
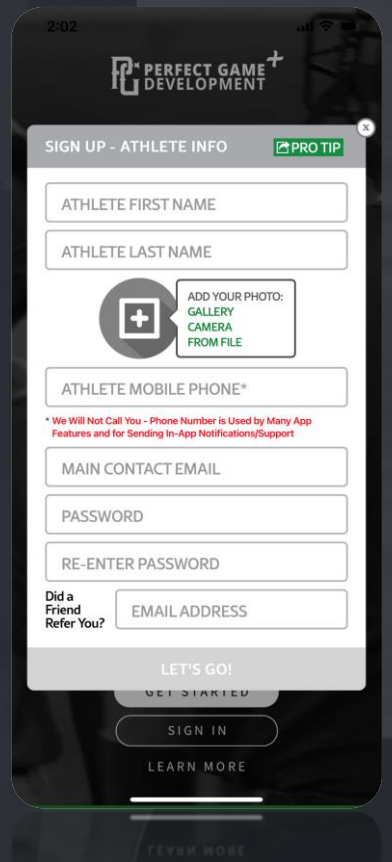
Age Verification



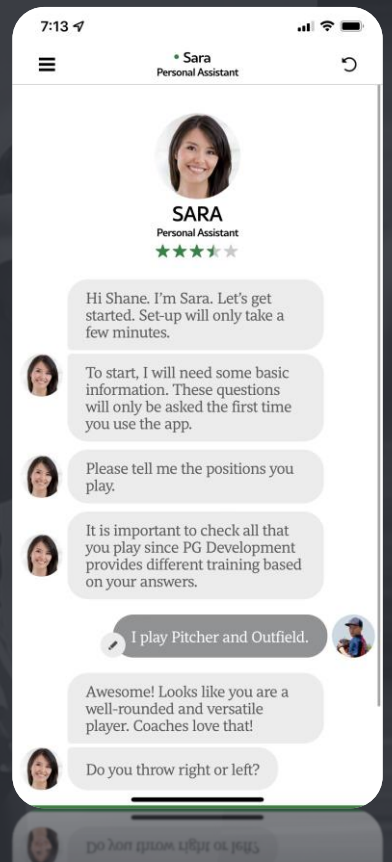
Acceptance of Terms and Privacy Policy Required

Registration Form



(This Step is Eliminated if Using Auto Registration)

Text/Response Interface



Bots Introduce and Explain Each Feature and Gather Needed Data (1st Time Only)

PHYSICAL TRAINING:

Daily Personal Workouts – Warmups, Physical Exercises + Cool Down

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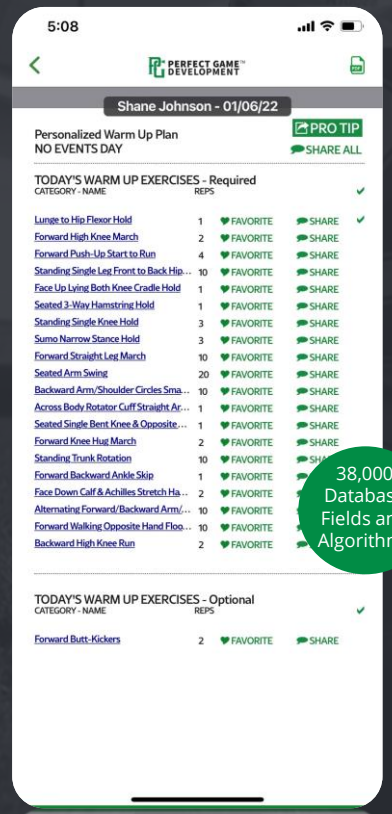
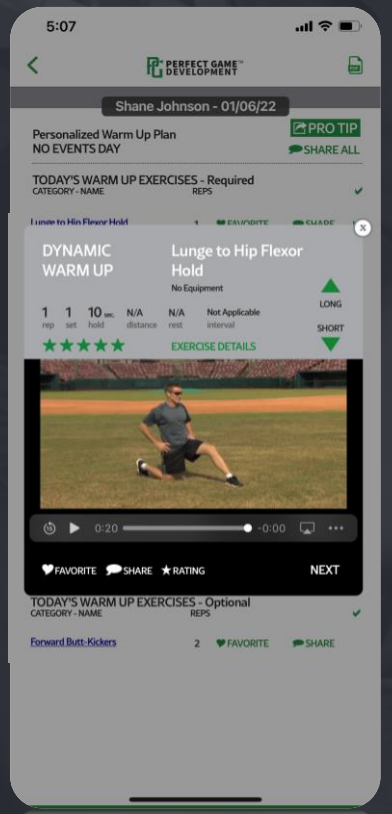
Matches User Deficiencies to Activity that Focuses and Accelerates Development Safely

Individualized Exercise List – Coordinated with User's Calendar and Rotates 4 Program Days (Upper Body, Lower Body, Strength + Conditioning, and Speed + Agility

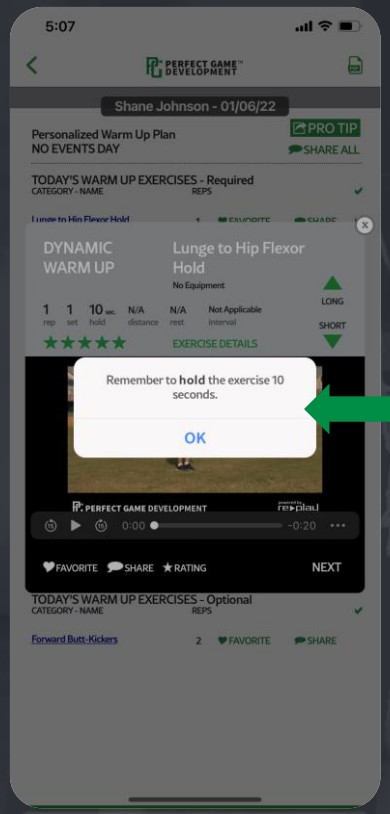


38,000 Database Fields and Algorithms

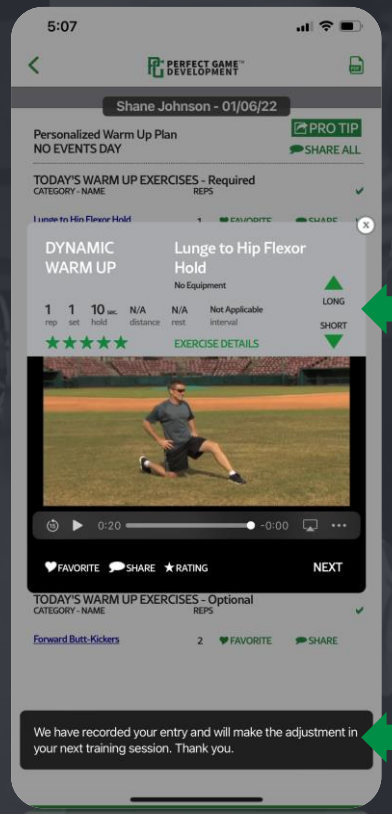
Advances Through User's List of Exercises in Order



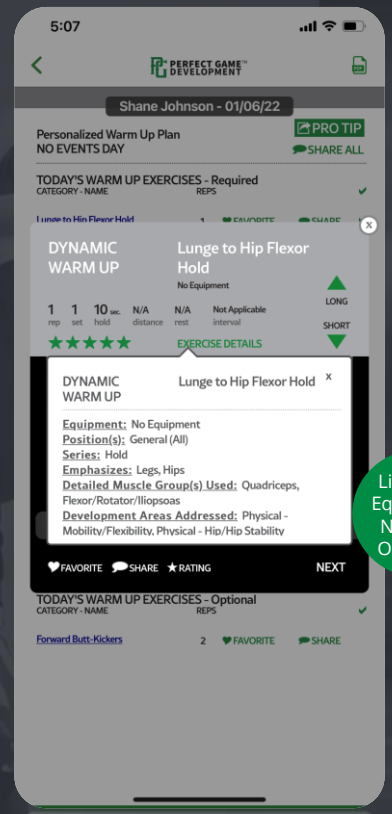
Intelligent Video Library of 800 Exercises Matched to Individual Needs



Prompts and Voiceovers Coach on Key Concepts for Athlete Success



Athlete May Provide Feedback so System Can Adjust Their Next Session



Links Any Equipment Needs to Our Shop

In Depth Details of Muscle Groups Used Benefits, Equipment Needed, etc.

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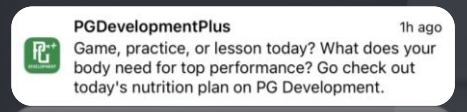
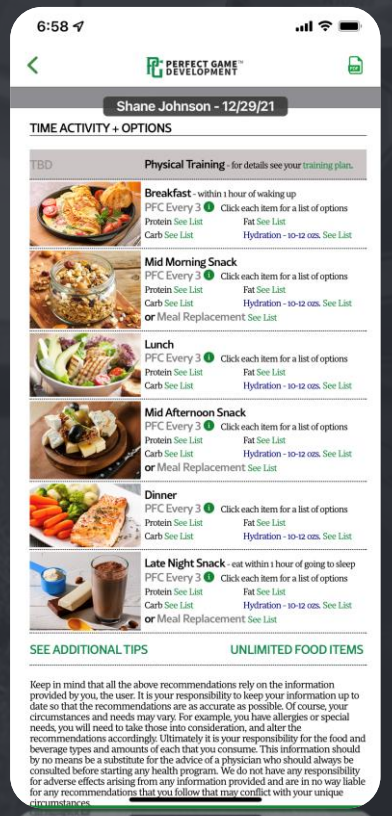
NUTRITION + HYDRATION:

Individualized Daily Nutrition + Hydration Plans and Reminders

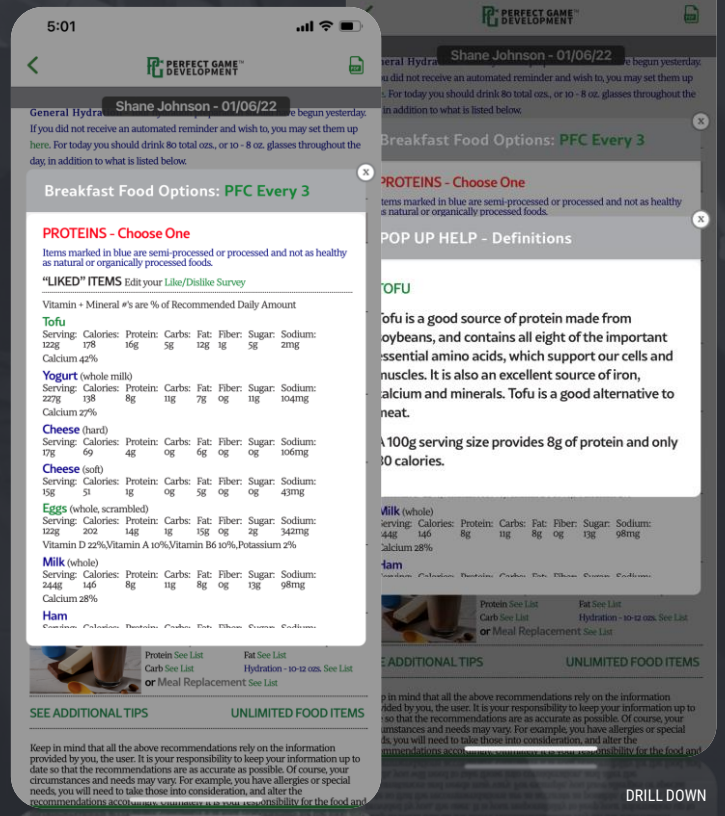


Daily Schedule



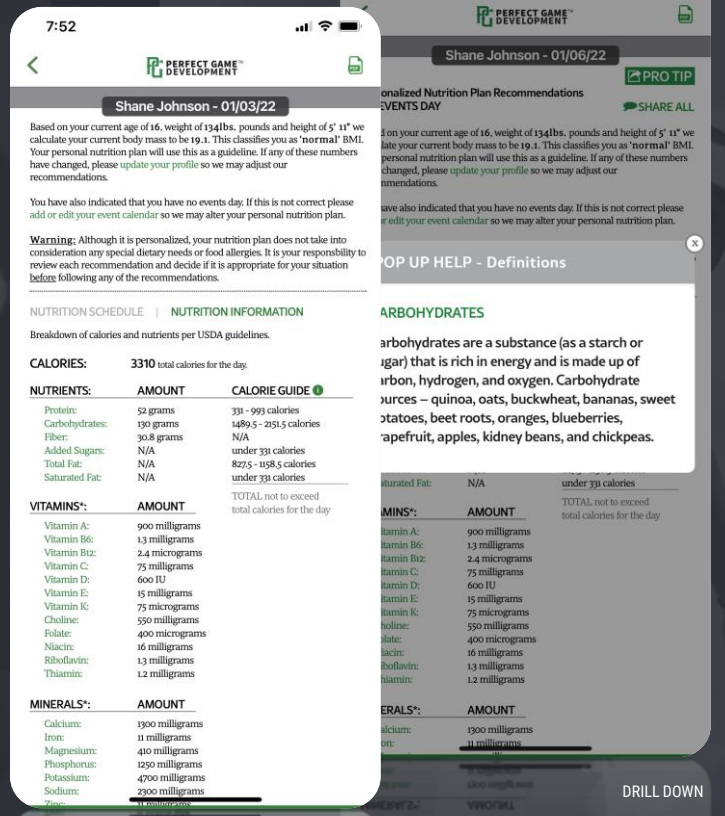
Nutrition Schedule Factors in Sports Activity

Meal/Snack Options



Suggested Foods + Beverages, with Nutrition Detail, Sorted by Likes/Dislikes

Nutritional Info



Considers Athlete Personal Info, Goals, and Pending Activity

Like/Dislike Survey

User Selections Get Factored Into Daily Plan

CALENDAR + EVENTS:

All Development Activity is Synchronized with the Athlete's Calendar

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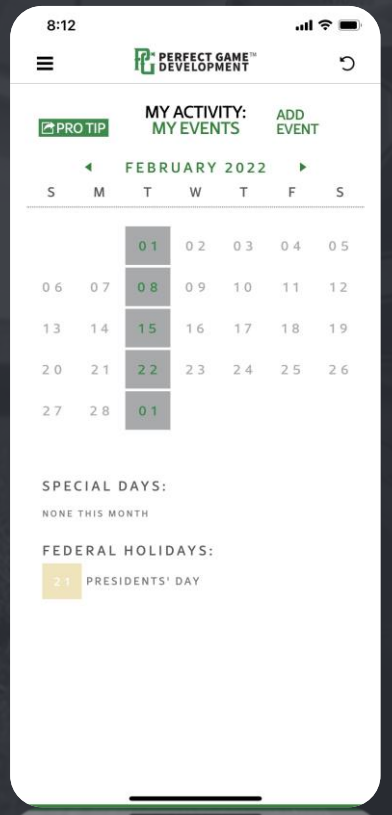
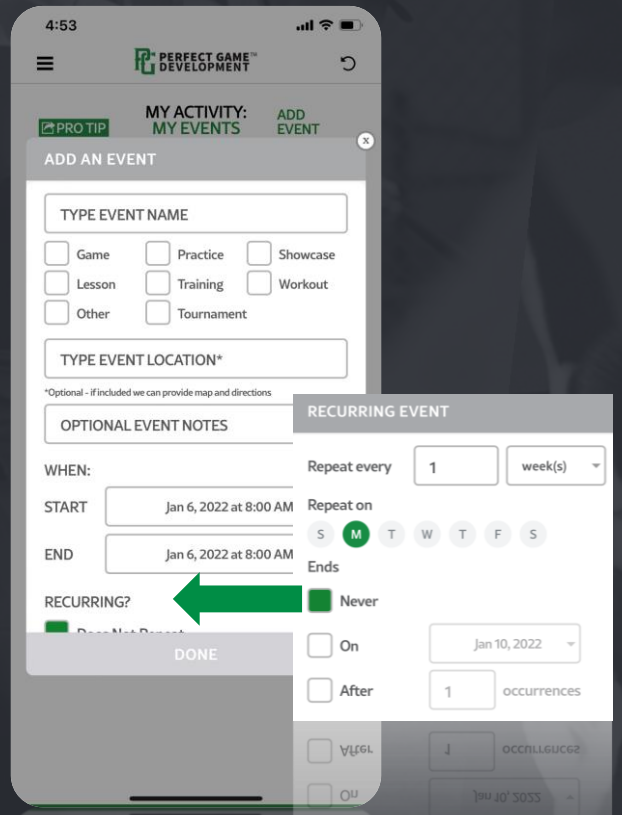
Event Calendar



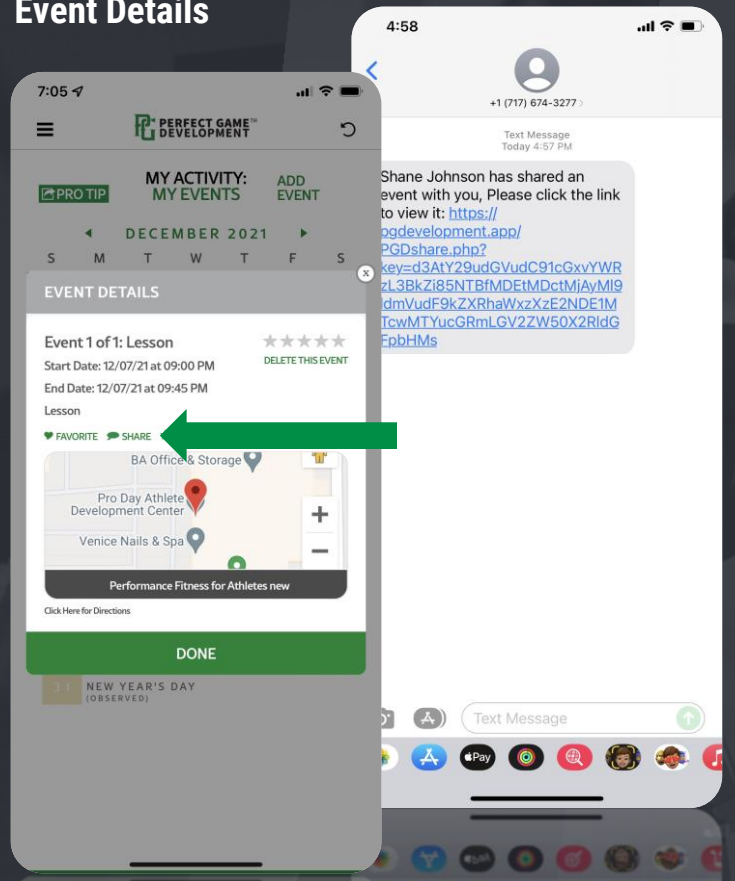
Month by Month Calendar Including Federal Holidays

Event Entry Form



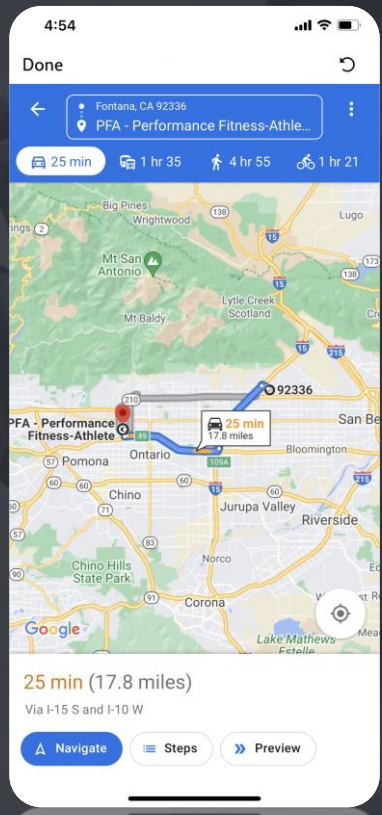
Recurring and Automated Reminder Functions

Event Details



Key Event Info – Date, Start + Stop Times, Rating, Save to Favorites

Event Directions



Fully Functioning Map with Directions (Also Shareable)

MY PERFORMANCE:

Quarterly Benchmarking, Progress Tracking + Projectability

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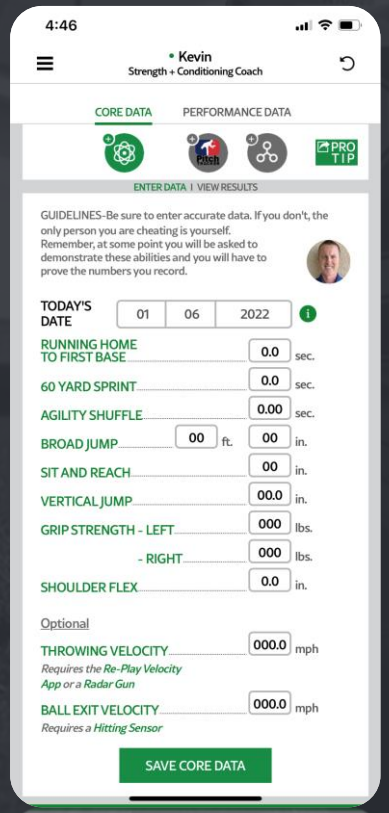
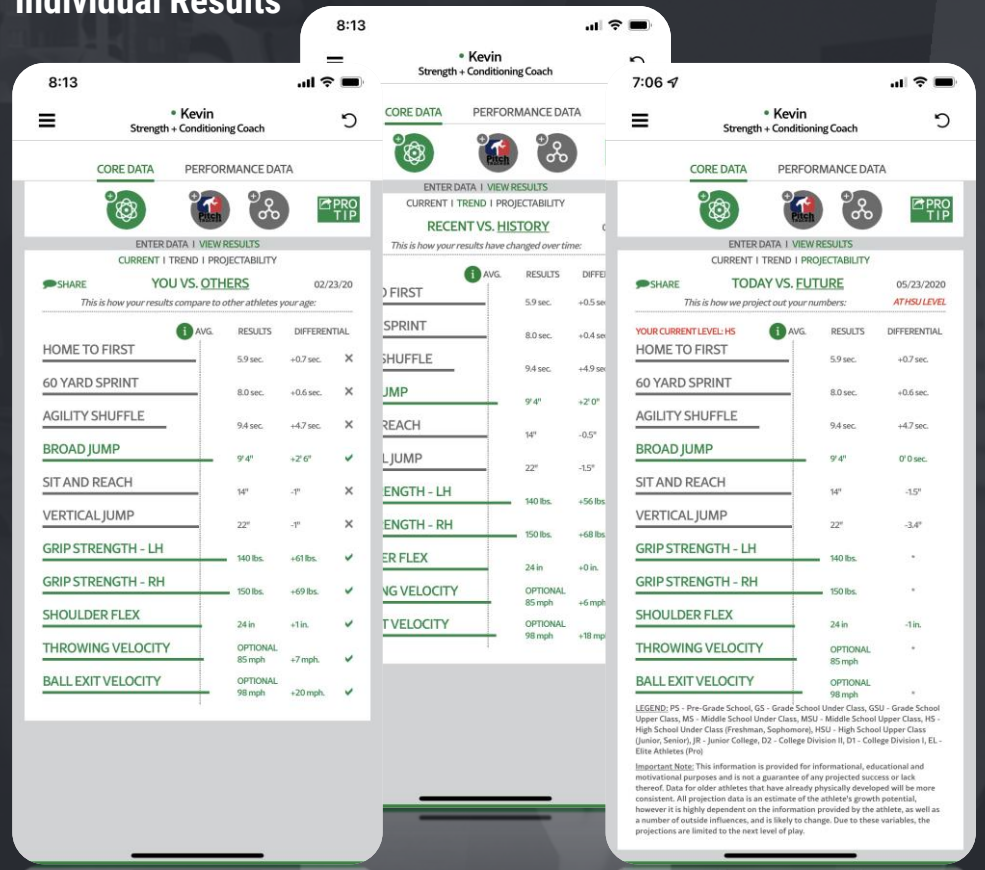
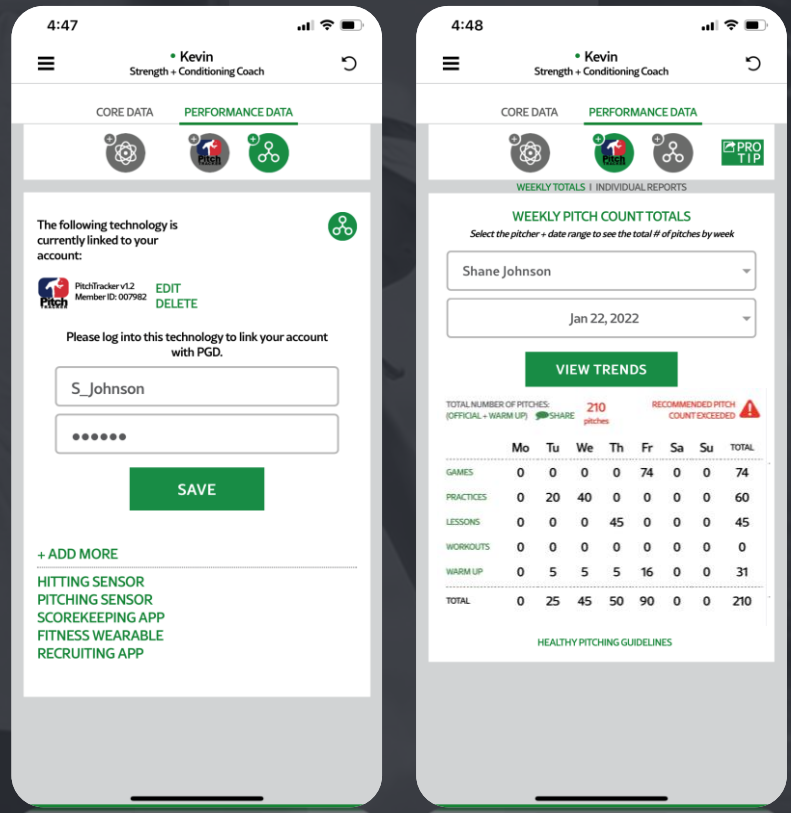
Core Data



Individual Results



Linked Technology (Optional)



Quarterly Data Collection Form Includes Instructions

Data Benchmarked Against Others, Personal Trend, Future Projectability. Highlights Areas User Excels in as Well as Deficiencies Which are Automatically Factored Into Their Daily Training

Our Open API Allows for Connection to Other Devices and Data Sources to Aggregate Info Into App and Factor Additional Data Into Daily Training

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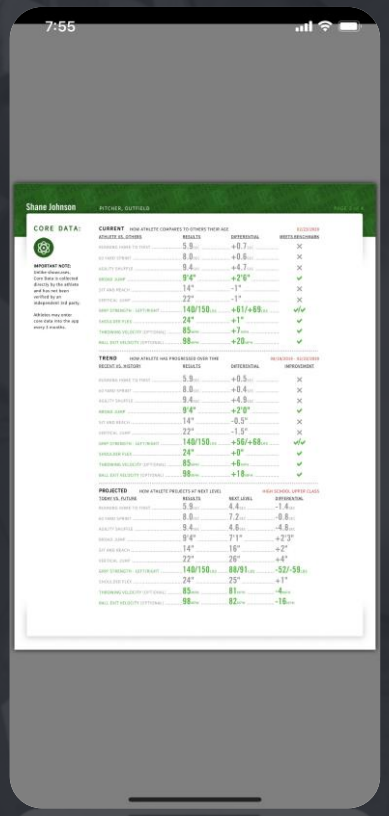
COMPREHENSIVE PLAYER PROFILE:

Aggregates all Data into Detailed Player Profile (Shareable)

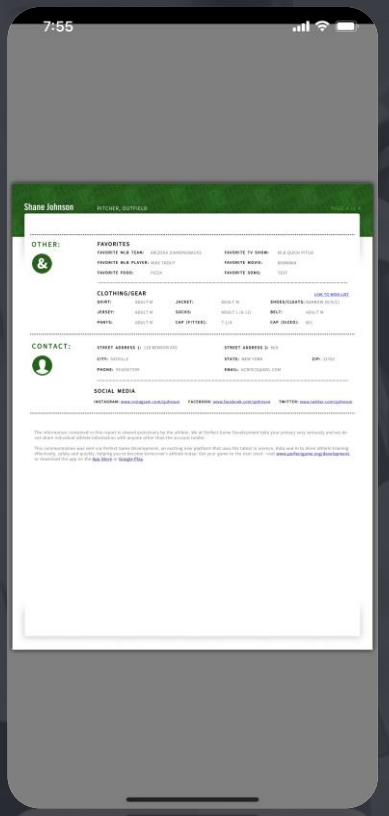
Player Profile – Auto Compiled PDF, Can be Saved, Printed or Shared

Personal Info, Videos, Sports/Team Info, Academic, and Training

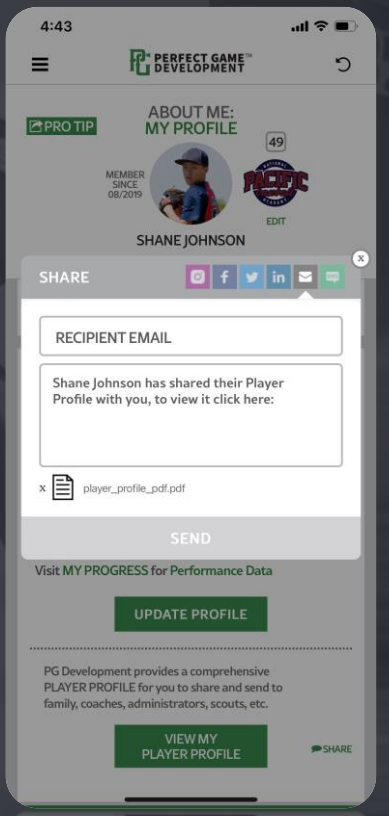


Core Data – 10 Key Metrics and Comparisons

Nutrition, Injury Tracker, Goals + Accomplishments



Favorites, Gear, Contact and Social Media



Profile Can be Shared by User via SMS, Email or Posting to Social Media

GOAL, ACCOMPLISHMENT + INJURY TRACKING:

Additional Data that Synchronizes with Training and Player Profile

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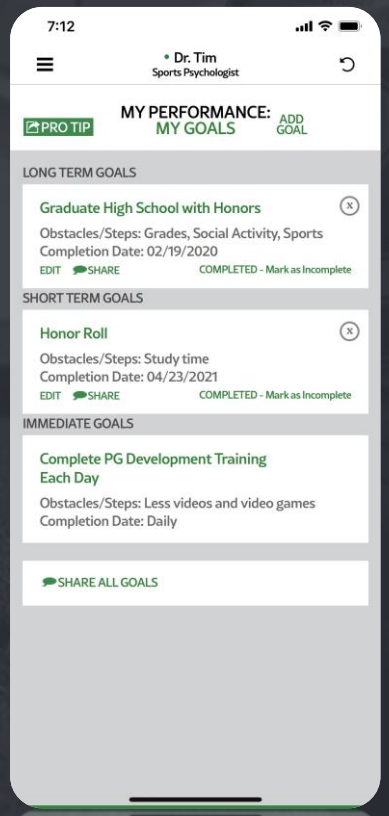
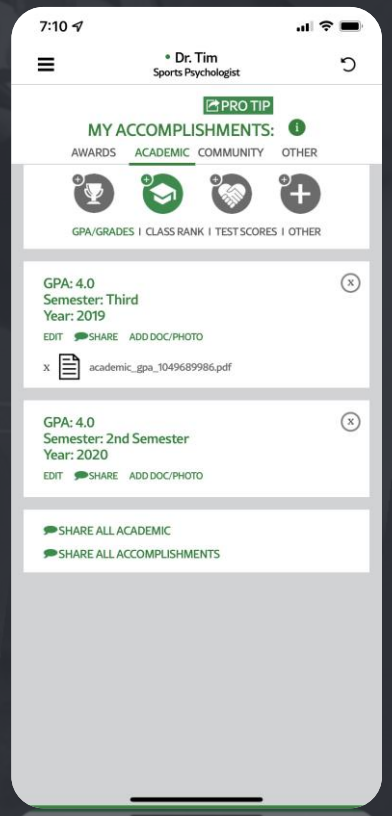
My Goals



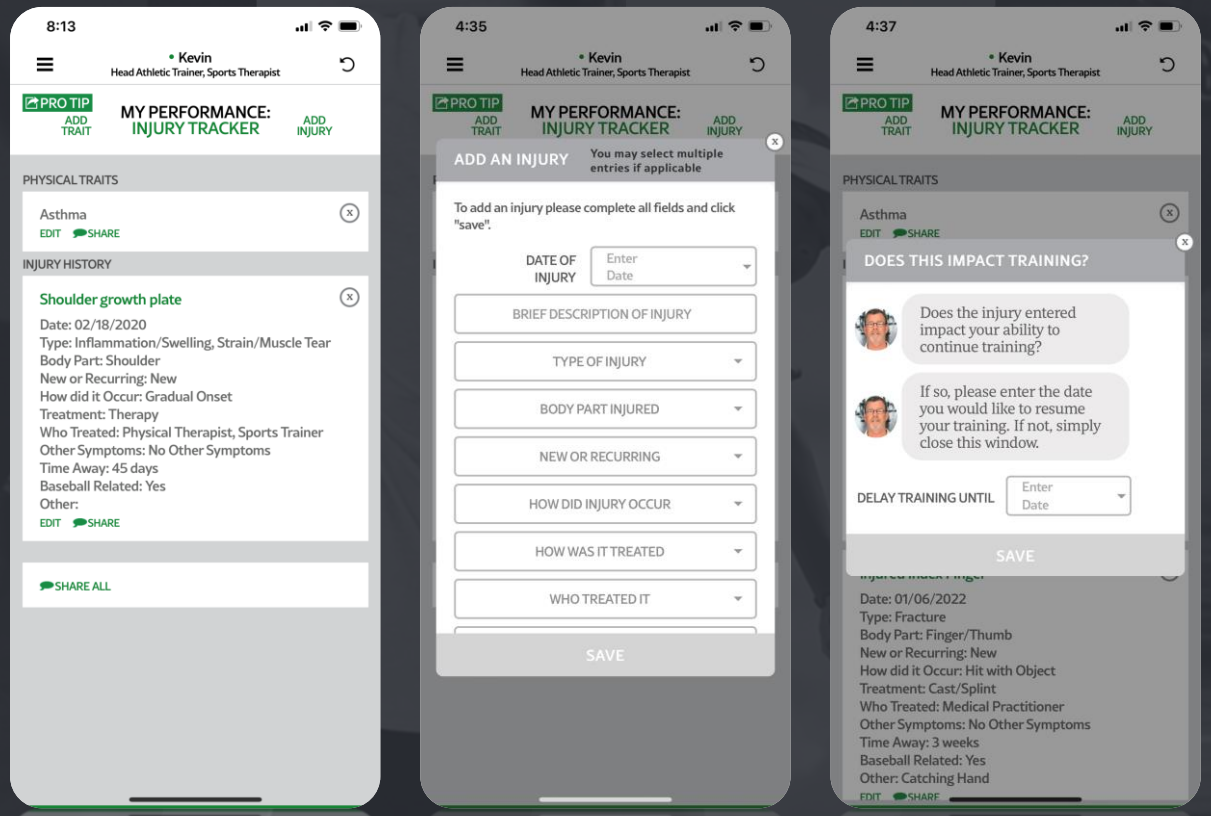
User Definable Long, Short and Immediate Goals. Rewards for Completion

My Accomplishments



Awards, Academic and Community Accomplishments Built Into Player Profile

Injury Tracker



Tracks and Provides History of User's Physical Traits and Injuries. Factors Injuries and Rehabilitation into Daily Training

USER ENGAGEMENT:

News Feeds, Loyalty Program, Shop and Wish Lists

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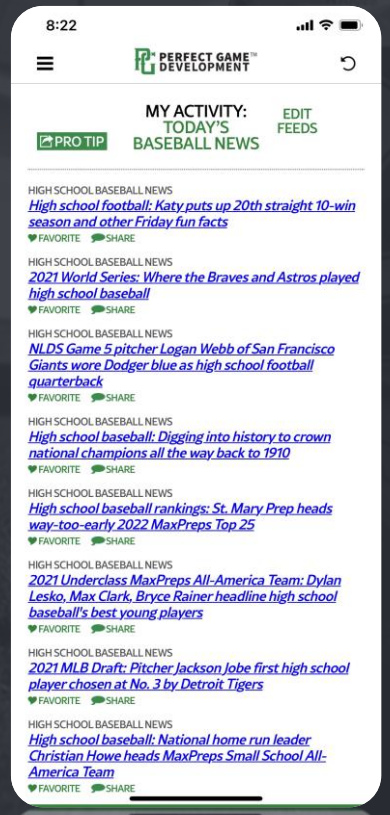
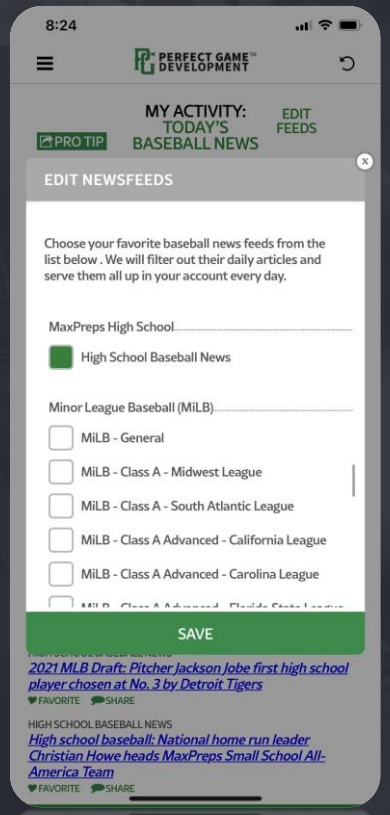
Sports News



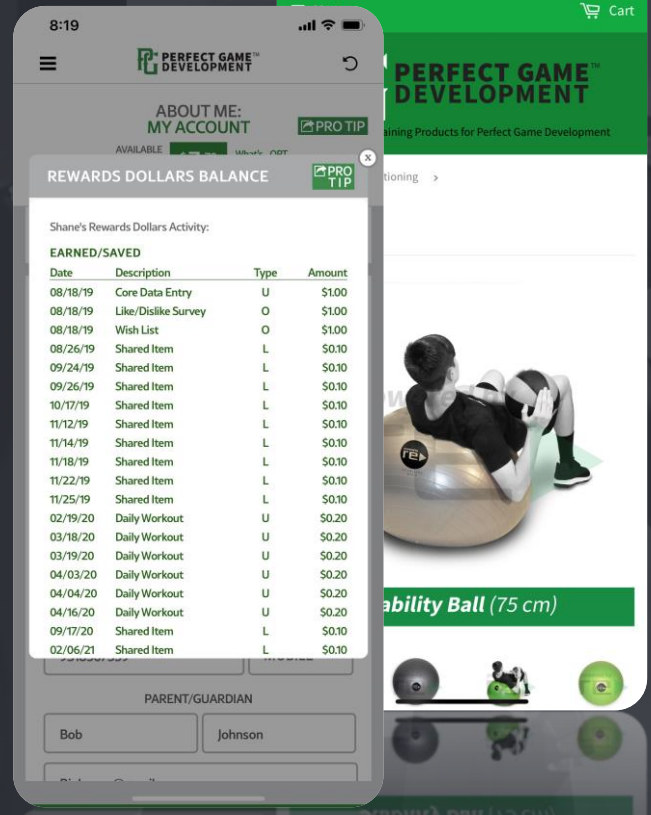
All Popular Sports Feeds Aggregated Into One Place



User May Select Which Feeds Show Up in Their App

Headlines Linked to Full Articles Using In-App Browser (Never Leave App)

Loyalty Program



User Activity Such as Completing Tasks, Sharing, etc. Awards Rewards Dollars to Spend on Training Products in our In App Shop

Wish Lists

Interactive Wish Lists Feed Other Functions and Can be Shared

ACCOUNT MANAGEMENT + SELF SERVICE:

Daily Dashboard, App Settings + Controls

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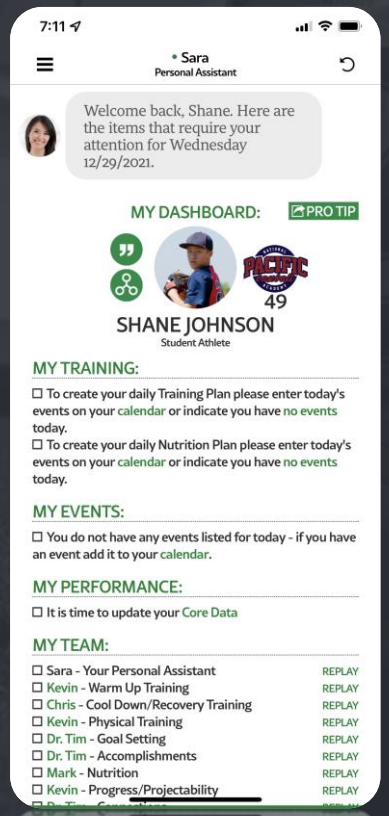
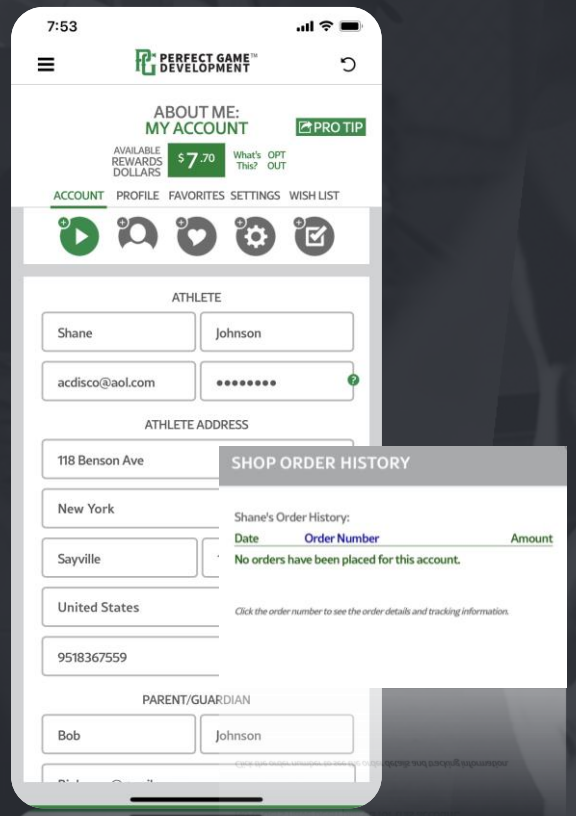
Daily Dashboard



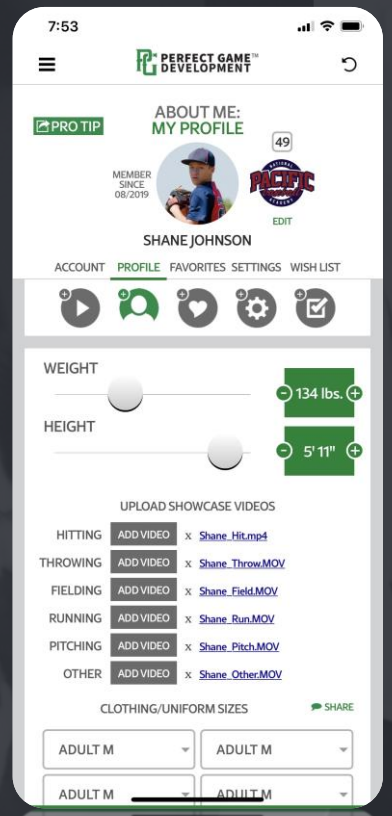
Daily In App and Emailed List of Key Action Items

My Account



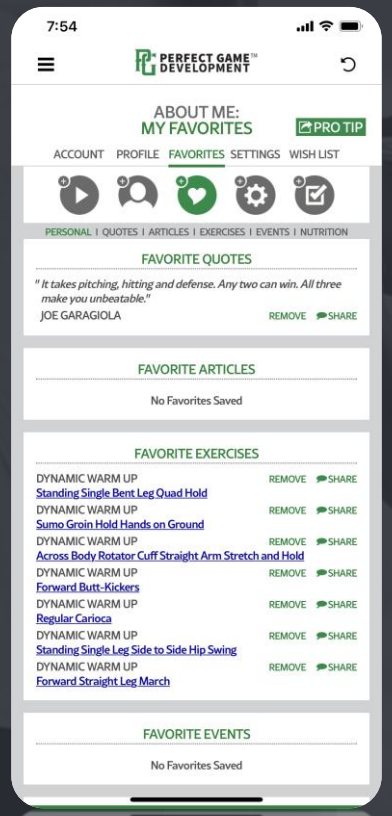
Log In Manager, Contact Info, Social Media + Order History

My Profile



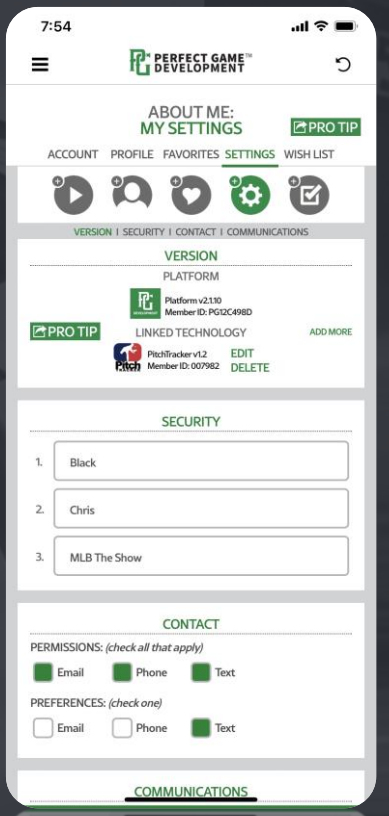
Personal Info, School Info, Videos, Uniform Info, Profile

My Favorites



Favorite Quotes, Articles, Exercises, Events, Resources

My Settings



Version, Security, Contact + Communication Preferences

BACK-END ADMIN:

App Management, Customer Service/Communication, Reporting, etc.

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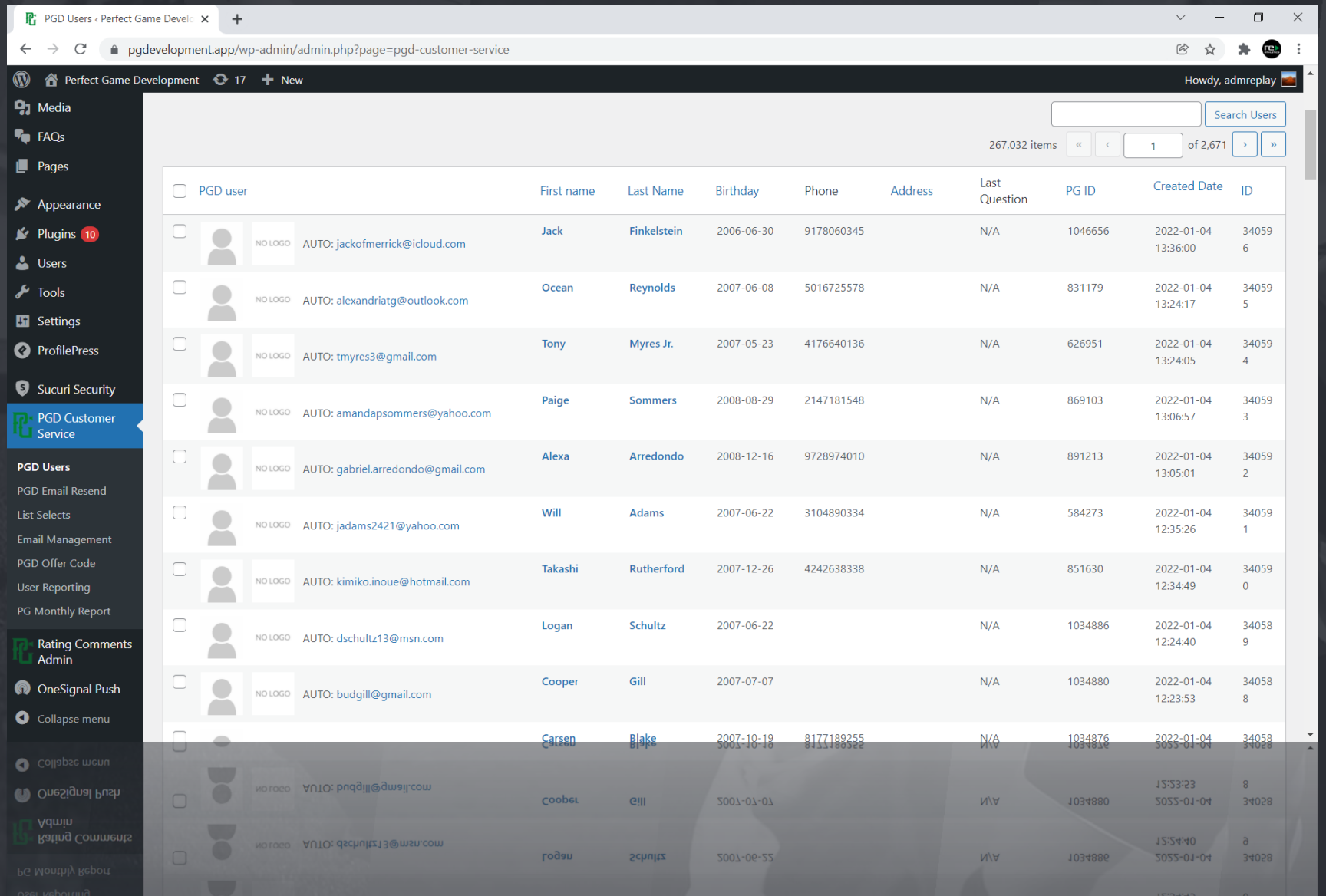

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FOR APP USERS:

- Our Connection with Users, and the Extensive Data We Collect, Provides a Connection to the Athlete's Lifestyle, a Deep Understanding of Their Needs, and Allows Us to **Provide Highly Valued Lifestyle Solutions** at a Deeper and More Personalized Level than Ever Before.
- User Interests, Actions, Behaviors, etc. Drive **Hyper-Targeted Content, Product and Service Recommendations Dynamically**. (The Guide May Also be Viewed Statically.)
- Largest Resource of its Kind Containing **Hundreds of Categories** + **Many Thousands of Entries**, Addressing Both **Sports Centric Items**, as well as **Areas of Interest That Revolve Around Playing Sports** (Dining, Travel, Apparel, Socializing, Attractions, Recruiting/College Programs, Careers, Education, Etc.)
- All Resource Guide **Info is Interactive** – User Can Initiate a Phone Call, Launch an Email, Get Directions, View Web and Social Media Links, and Respond to a Call-to-Action, all with a Single Click.
- Our **In App Browser** Allows User to Visit External Links without Ever Leaving the App.

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FOR ADVERTISERS:

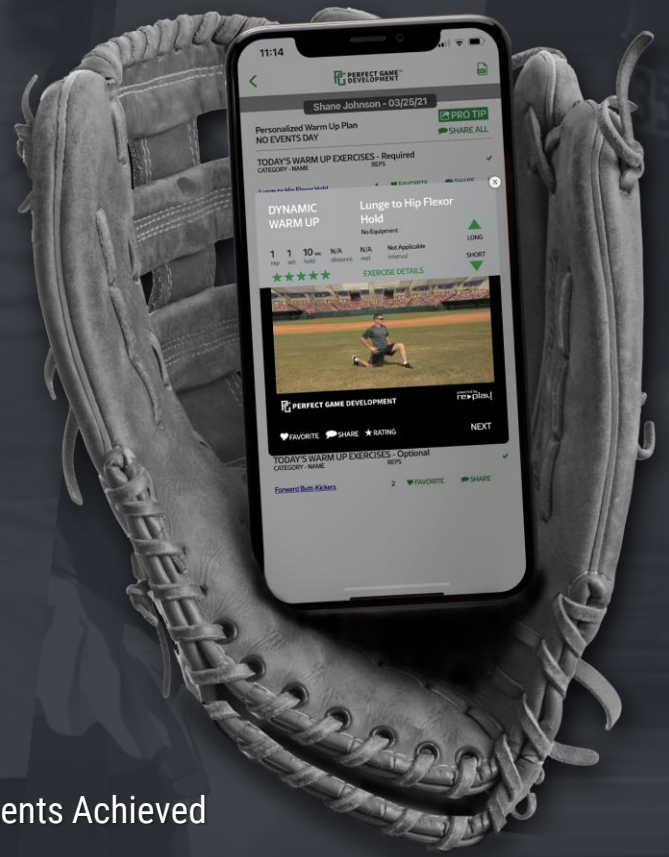
- **More Targeted Than Any Other Medium**.
- Our Resource Guide Accommodates **Information, Products, Services, Events, Destinations** and more.
- **Low-Cost Ads** Generate **High ROI**, Making Advertising **Affordable and Attractive to Any Size Business** – Local, Regional or National Yielding an Almost Infinite Audience of Prospective Advertisers.
- **Circumvents App Tracking Issues** – Closed Loop System.
- Full Transparency - Provides **Real Time Performance Stats**.
- **Completely Turnkey** from Gathering Ads to Drip Marketing to Sales to Self Service.
- All entries may be placed in up to **5 Categories** and Up to **10 Keywords** (or Keyword Phrases) Included.
- **In App Search Engine** – Name, Address, Description, Categories, Keywords.
- Auto-Renewable Payments (Multiple Gateways – CC/DC, Check/Savings, PayPal) **Cancellable at Any Time**.
- All Placements are Carefully Reviewed Before Releasing to Assure Compliance with our **Publishing Guidelines**.

powered by rep

DATA COLLECTION

A SMALL SAMPLING OF THE DATA WE COLLECT AND TRACK…

- Personal Information (Age, Height, Weight, Sports/Positions Played)
- Demographic and Psychographic Information
- Performance Data
- Development Needs
- Calendar/Schedule (upcoming travel)
- Geographic/Location Information
- Food and Drink Preferences
- Community Service
- Social Presence
- Clothing and Shoe Sizes
- Interests
- Work ethic
- Equipment Owned/Needed
- Goals/Aspirations
- Academic Performance
- Behavior, and Much More!



A SMALL SAMPLING OF OUR EVENT, ACTION AND BEHAVIOR DRIVEN ADVERTISING OPPORTUNITIES…

- User's Birthday
- Post Workout or Event/Recovery
- Tournament/Game Day Offers
- Special Days/Holidays on Calendar

Most In-App Actions Can be Matched to a Corresponding Targeted Sales Opportunity!

- Travel Related
- Injury Related
- Award, Goal or Accomplishments Achieved
- List or Survey Completion, and Many More!

“LIFESTYLE ENABLED” RESOURCE GUIDE

partner app shown for illustration purposes

AD OPTIONS:

STATIC ADS

User Initiates

Flat Fee per Month or Year

Very Low Cost

Fully Interactive

Auto-Renews Each Interval

Includes Admin Functions

Real Time Stats

Cancellable Prior to Any Renewal

vs.

DYNAMIC ADS

Action, Event or Behavior Driven

CPM Pricing

Slightly Higher Cost But Hyper Targeted

Fully Interactive

Auto Replenishes

Includes Admin Functions

Real Time Stats

Cancellable Prior to Any Renewal

“LIFESTYLE ENABLED” RESOURCE GUIDE

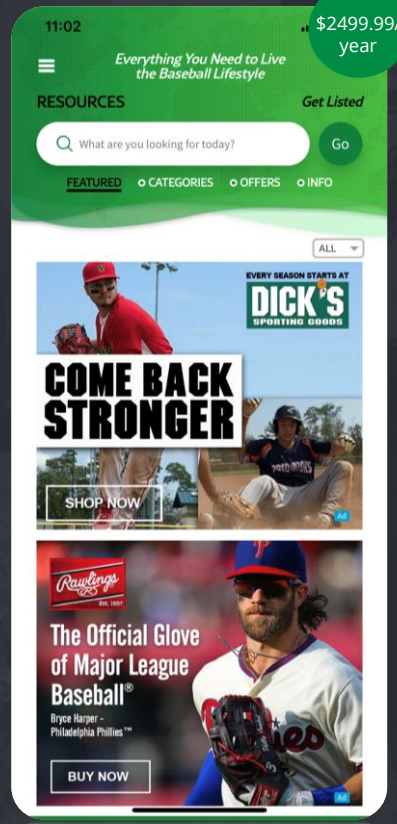
FUNCTIONAL OVERVIEW

“LIFESTYLE ENABLED” RESOURCE GUIDE

partner app shown for illustration purposes – current rate card rates shown – subject to change

AD/LISTING TYPES – STATIC:

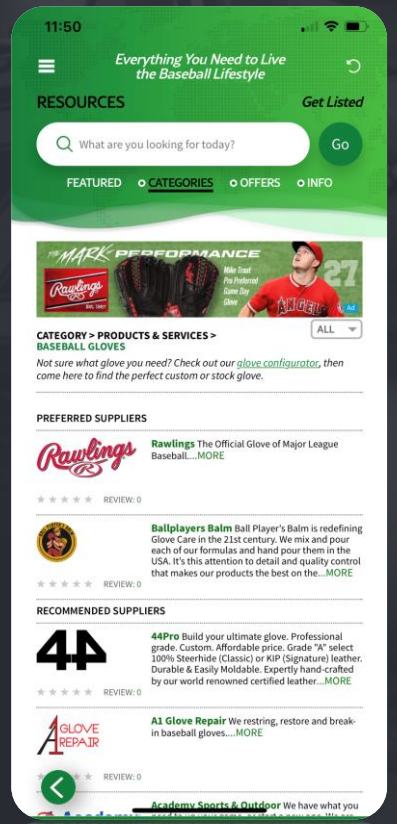
Sponsor Ad (Main Page)



Highest Visibility and Limited Positions Available

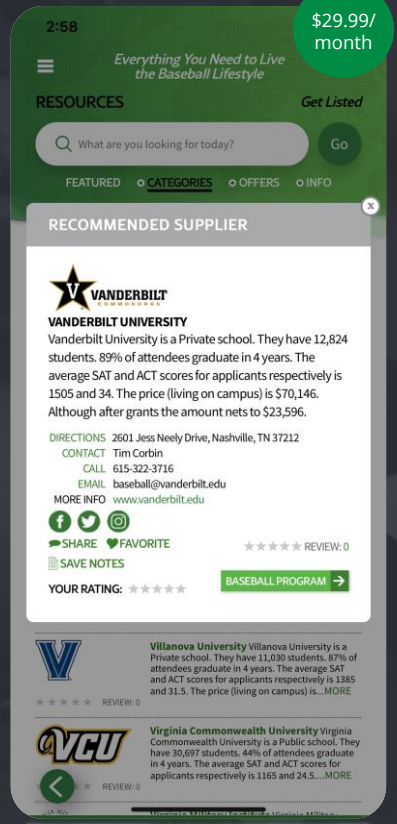
Highest Traffic!

Listing Page



Listings Prioritized by Type of Ad, then Alpha Approx. 200 Categories

Recommended Listing



Default Listing – Basic Ad (Vast Majority of Listings)

Upgraded Listing

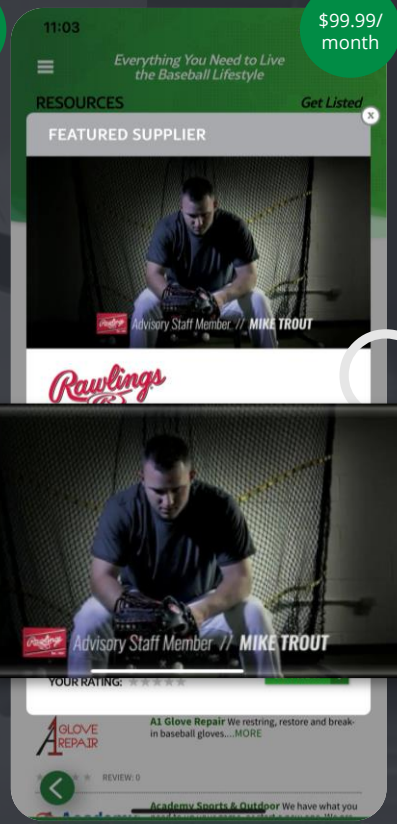
Adds Slideshow (up to 9 Images max)

Multiple Images!

Preferred Listing

Adds Half Page Custom Photo/Ad

Featured Listing



Adds Video – (player pops out to full screen)

Engage with Video!

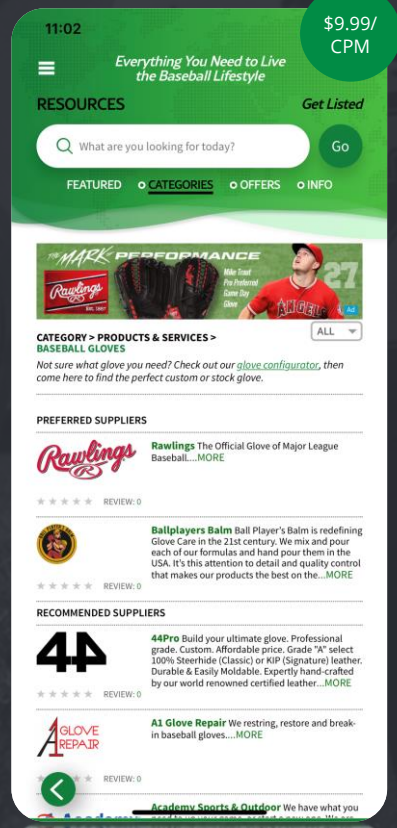
“LIFESTYLE ENABLED” RESOURCE GUIDE

partner app shown for illustration purposes – current rate card rates shown – subject to change

AD/LISTING TYPES – DYNAMIC:

Leaderboard Banner

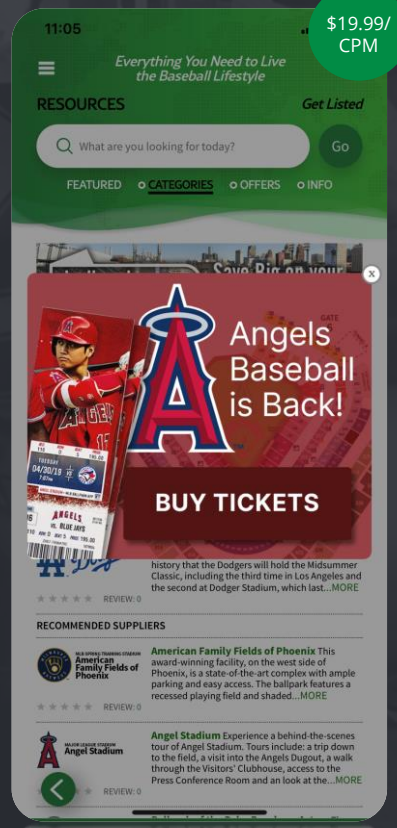
$9.99/ CPM



Targeted by **Category**
Position **Rotates**

Half Page Banner

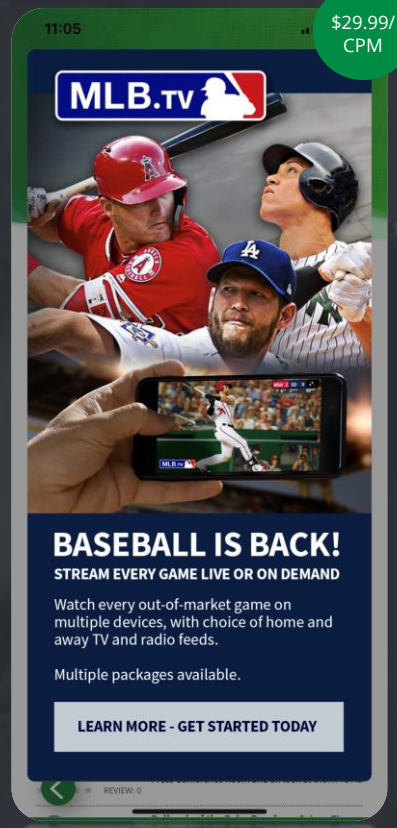
$19.99/ CPM



Targeted by **Category**
Pops-Up; Position **Rotates**

Interstitial Image

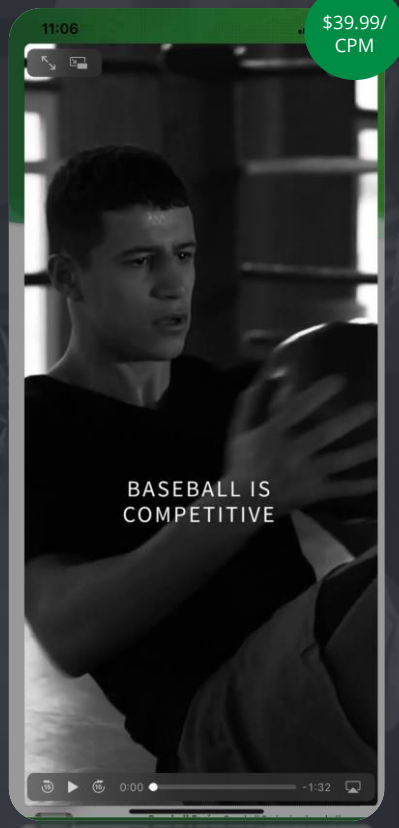
$29.99/ CPM



Targeted by **Category**
Pops-Up; Position **Rotates**

Interstitial Video

$39.99/ CPM

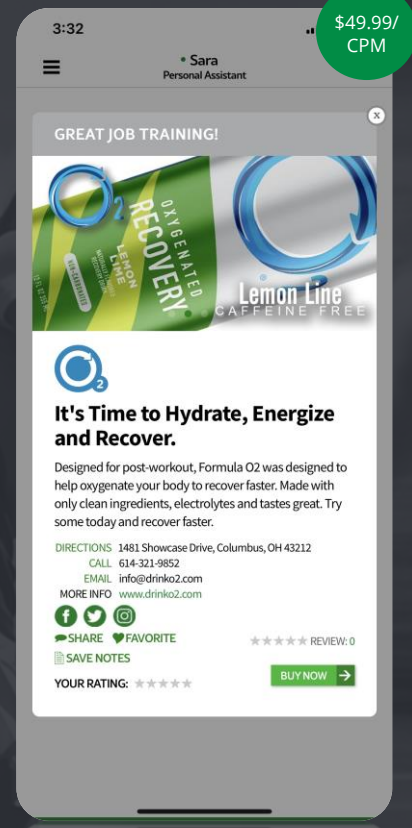


Targeted by **Category**
Pops-Up; Position **Rotates**

Full Screen Video!

Special Pop-Up Ad

$49.99/ CPM



Triggered by **Activity, Events, Behavior**
Pops-Up; Position **Rotates**

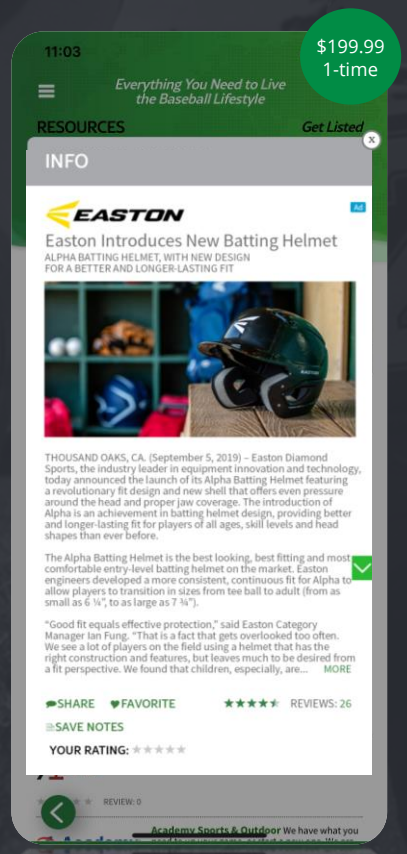
Most Targeted - Maximum Response – Event, Action & Behavior Drive at Time of Need!

“LIFESTYLE ENABLED” RESOURCE GUIDE

partner app shown for illustration purposes – current rate card rates shown – subject to change

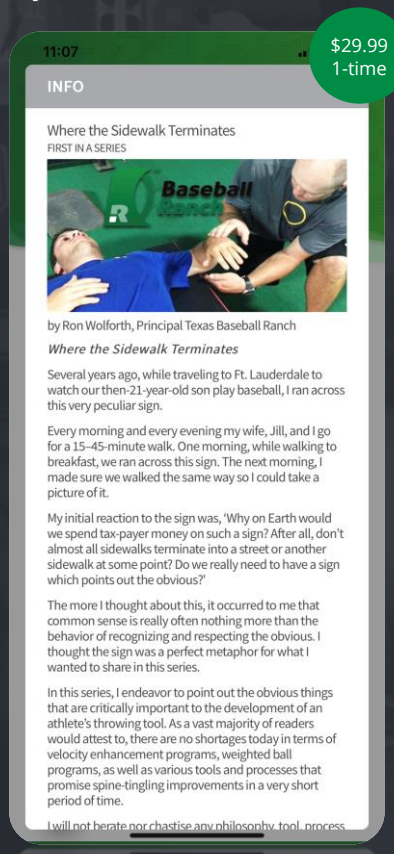
AD/LISTING TYPES – CONTENT:

Paid Content



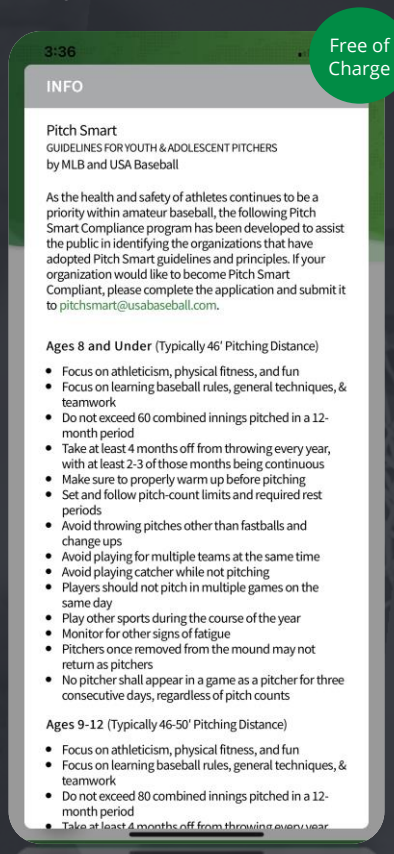
Purely Commercial Interest
One Time Fee
Includes Logo

Byline Content



Moderate Commercial Interest
Lower One Time Fee

Subject Content



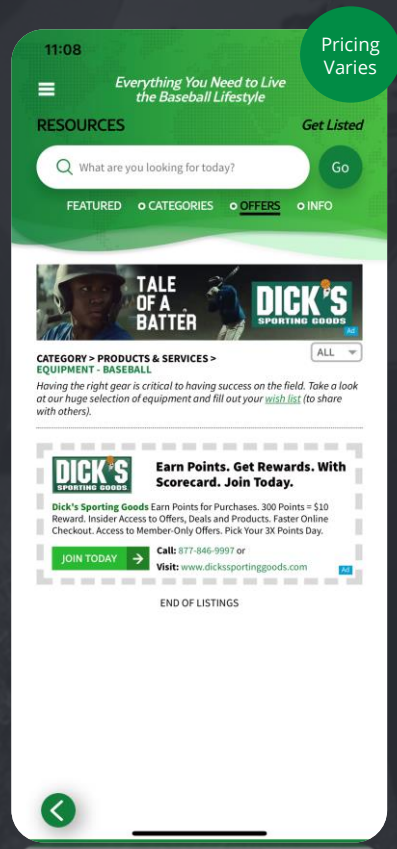
No Commercial Interest
Free of Charge

“LIFESTYLE ENABLED” RESOURCE GUIDE

partner app shown for illustration purposes – current rate card rates shown – subject to change

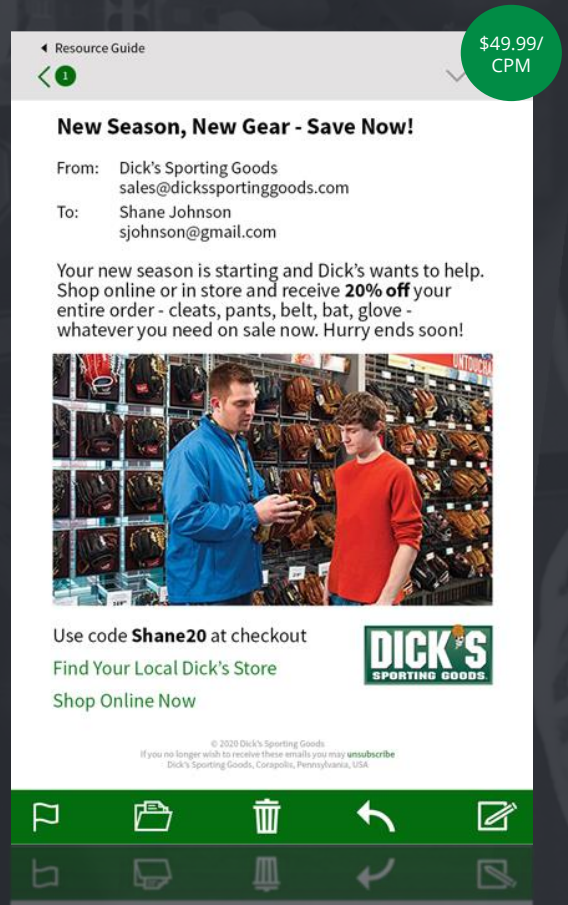
AD/LISTING TYPES – OFFERS, EMAILS + TEXT BLASTS:

Offers



Provides Value to Customers
Discounted Rate or Free

Email Blasts



Dedicated Blast to PGD Customers
Limited Weekly Slots Available
CPM Pricing

Text Blasts

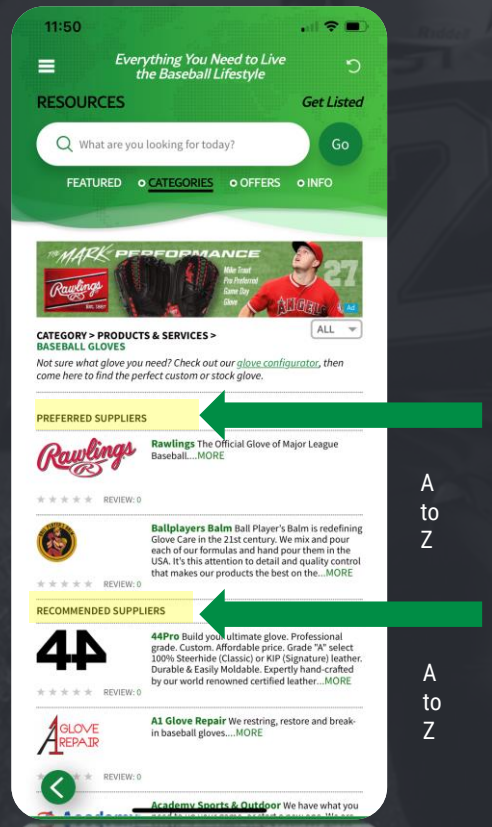
Dedicated Blast to PGD Customers
Limited Weekly Slots Available
CPM Pricing

“LIFESTYLE ENABLED” RESOURCE GUIDE

partner app shown for illustration purposes – current rate card rates shown – subject to change

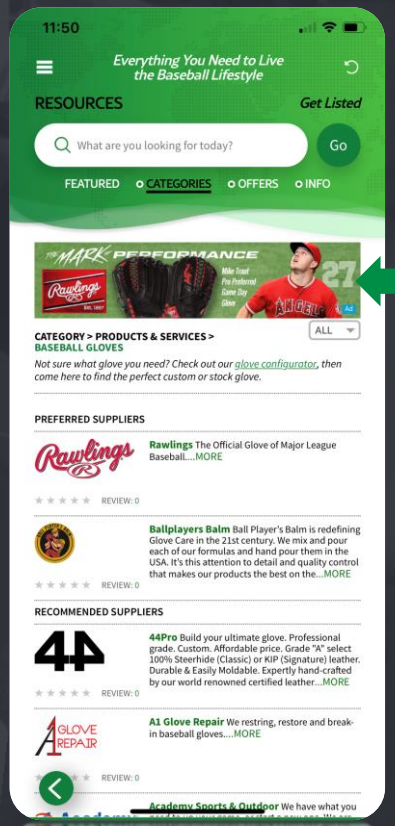
AD/LISTING PLACEMENT + PRIORITIZATION:

Static Ads



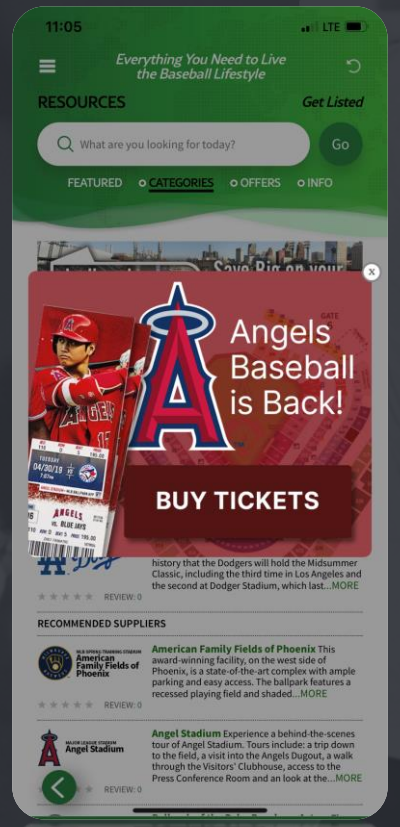
Static Ads are placed in either the **RECOMMENDED** section (Alphabetically) or **PREFERRED** section (in order of AD TYPE (then Alphabetically)

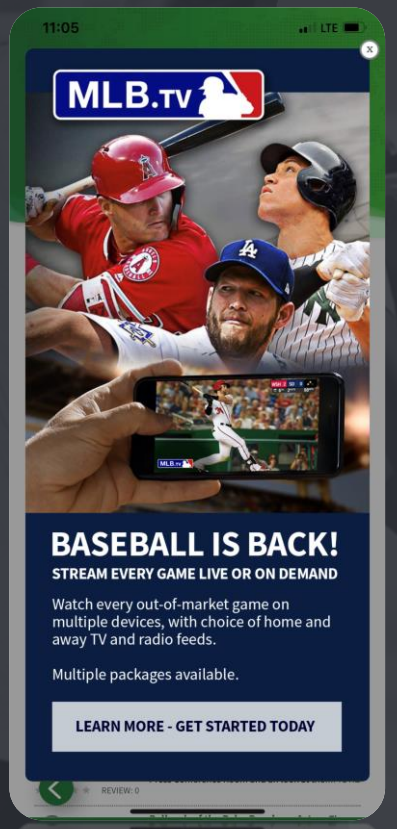
Leaderboard Banners



Rotated at the top of a Category (up to a max of 5 categories per ad) and/or Main Sections

Half Page Banner + **Interstitial** Full-Page Ads





Pop-Up; Rotated by Category (up to a max of 5 categories per ad)

Special Pop-Up Ads

Served Up Once Per Customer Per Activity, Action, Event or Behavior – Within core app functions

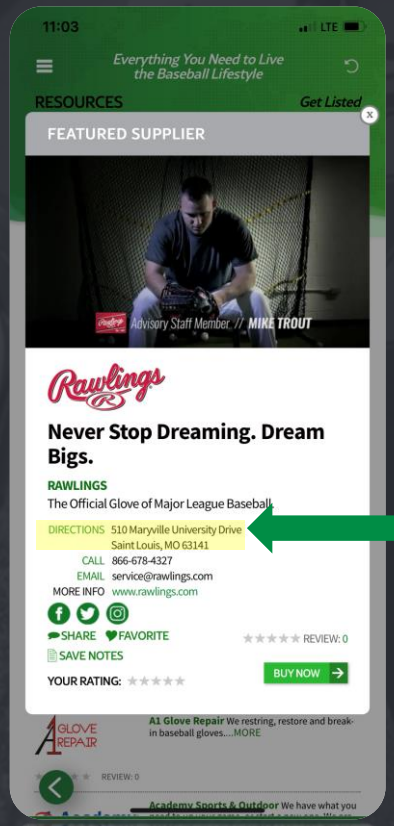
Our ads are designed to engage the user, providing multiple paths to make it easy for them to connect with advertisers.

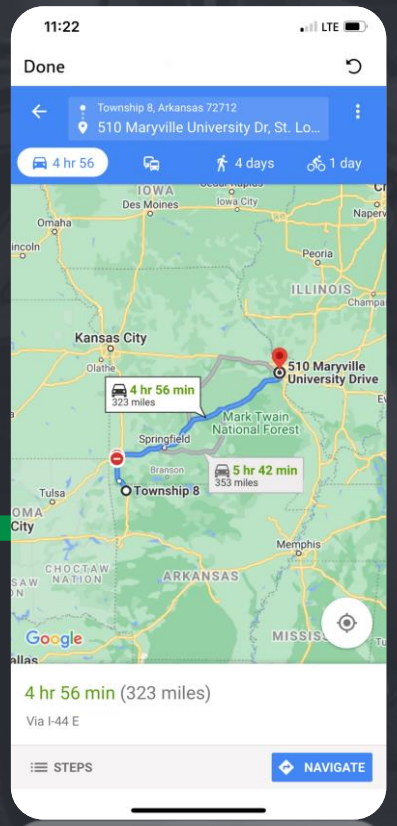
"LIFESTYLE ENABLED" RESOURCE GUIDE

partner app shown for illustration purposes – current rate card rates shown – subject to change

AD/LISTING INTERACTIVE FEATURES: (All Ads Except Sponsor + Banners)

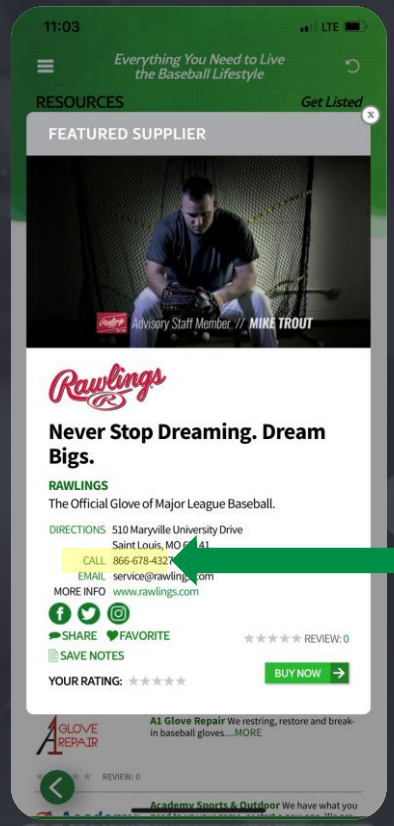
Directions/Address

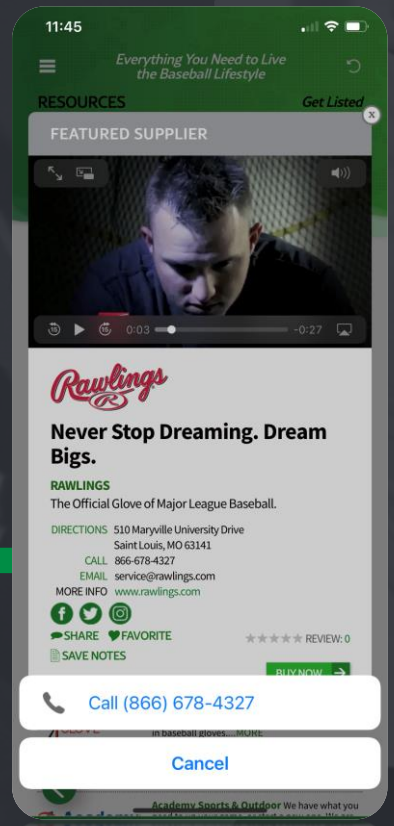




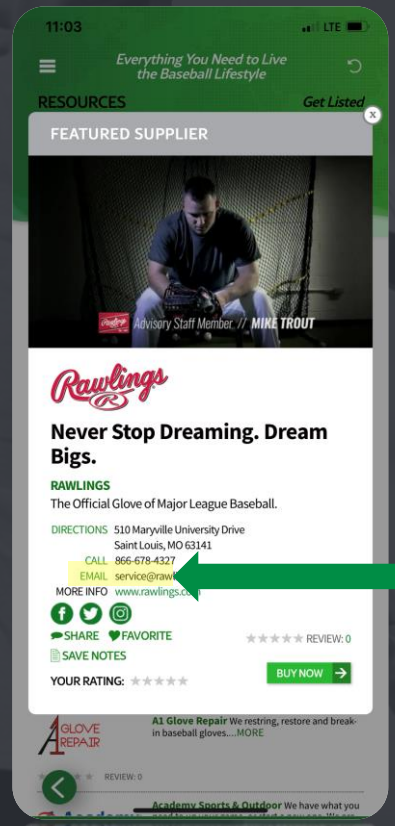
Uses address on file and/or geolocating to provide directions

Call

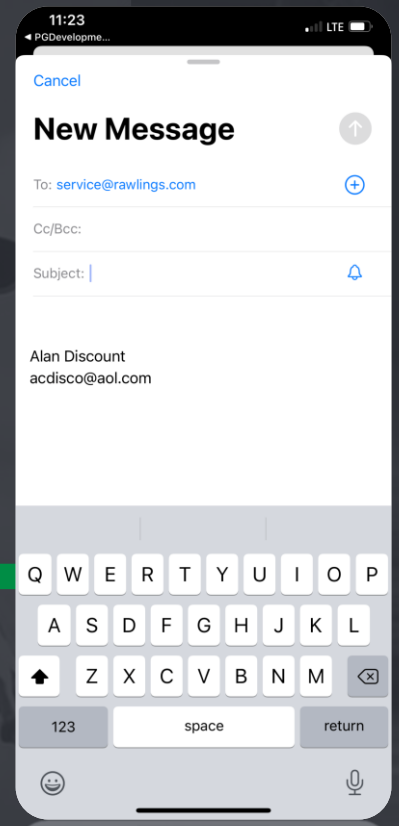




Initiates phone call with just a tap



Email



Opens and pre-populates email client

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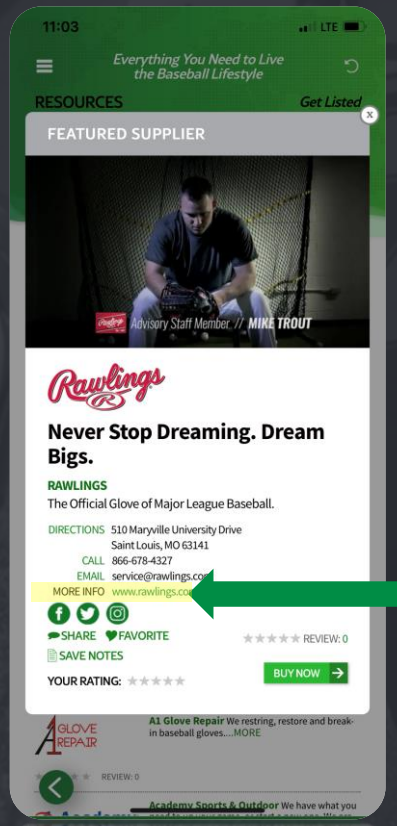
"LIFESTYLE ENABLED" RESOURCE GUIDE

partner app shown for illustration purposes – current rate card rates shown – subject to change

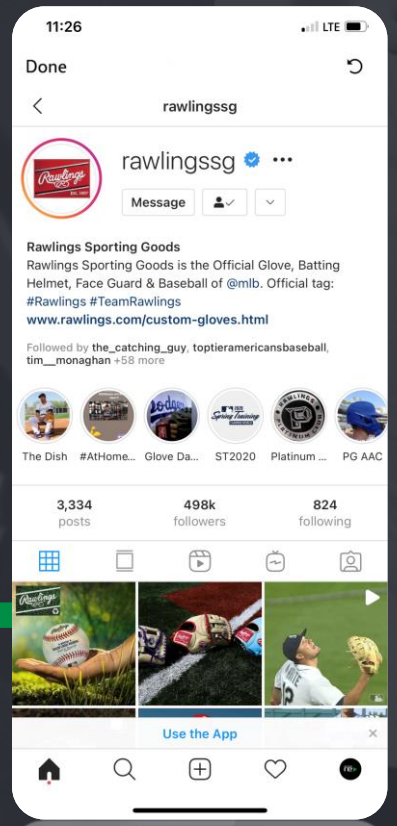
AD/LISTING INTERACTIVE FEATURES: (All Ads Except Sponsor + Banners)

More Info



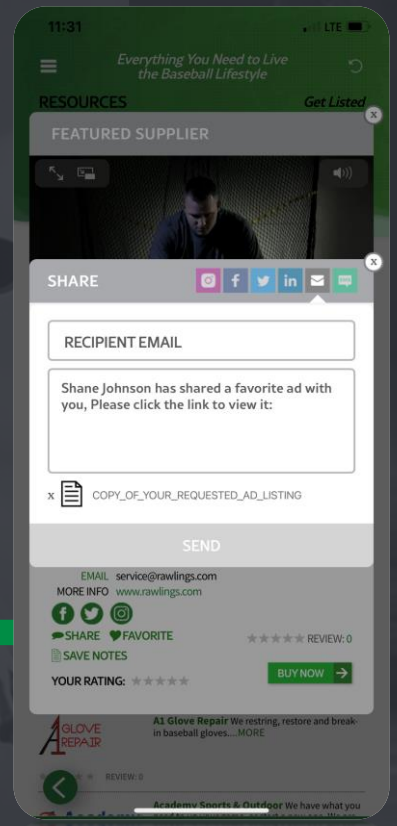
Uses proprietary in-app browser to link to website

Supplier's Social Media



Uses proprietary in-app browser to link to social media (FB, TW, IG)

Share



SMS Text, Email or post to user's Social Media (viral opportunity)

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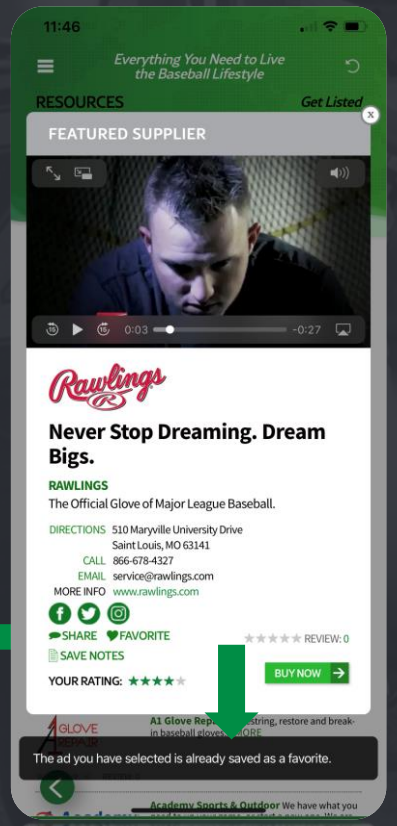
"LIFESTYLE ENABLED" RESOURCE GUIDE

partner app shown for illustration purposes – current rate card rates shown – subject to change

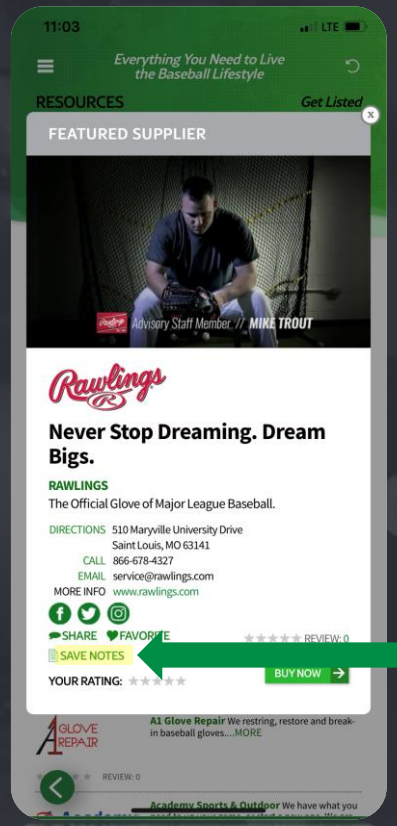
AD/LISTING INTERACTIVE FEATURES: (All Ads Except Sponsor + Banners)

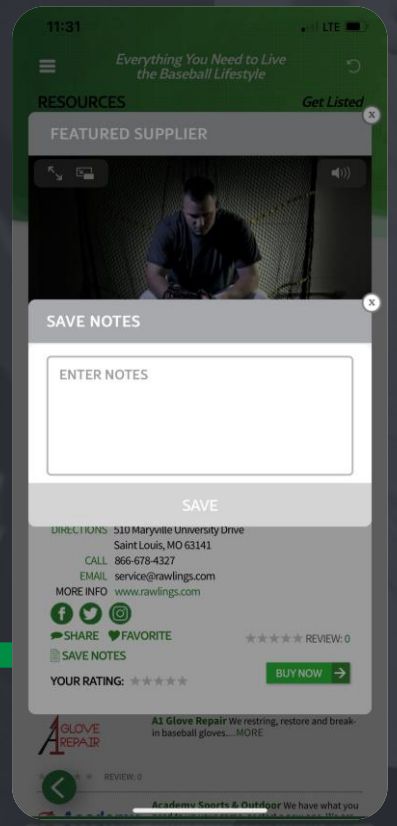
Favorite



Saves to user's Favorites page for easy future reference

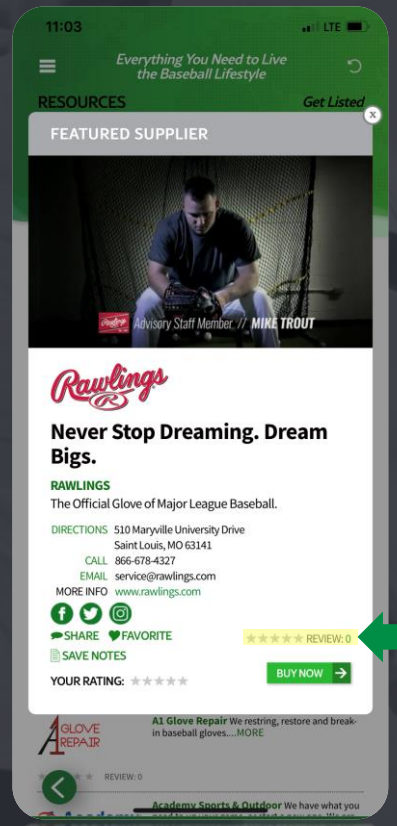
Save Notes

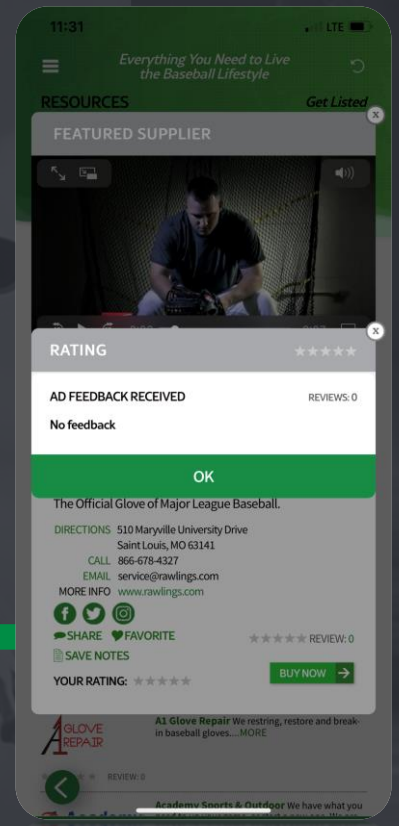




Saves notes to user's Favorites page for easy future reference

Reviews





See other user's ratings and reviews (moderated)

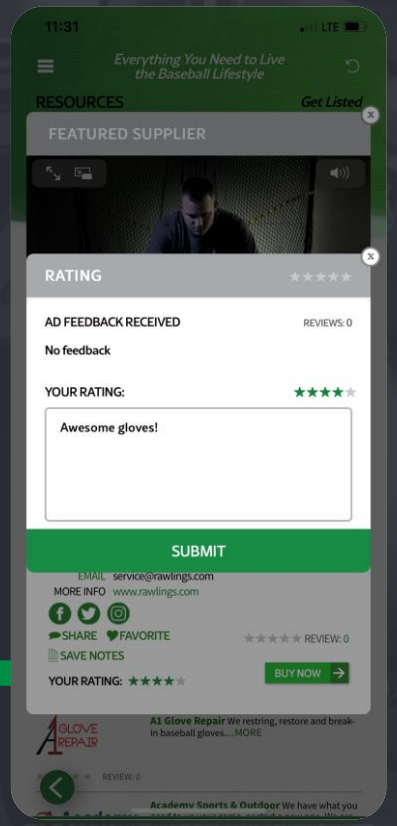
Our ads are designed to engage the user, providing multiple paths to make it easy for them to connect with advertisers.

"LIFESTYLE ENABLED" RESOURCE GUIDE

partner app shown for illustration purposes – current rate card rates shown – subject to change

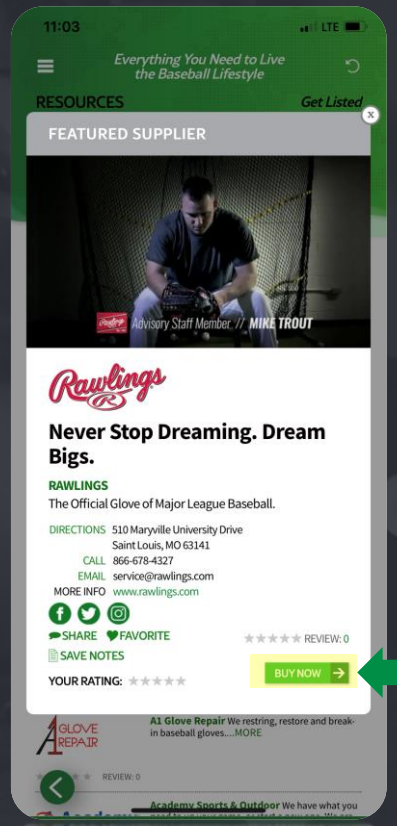
AD/LISTING INTERACTIVE FEATURES: (All Ads Except Sponsor + Banners)

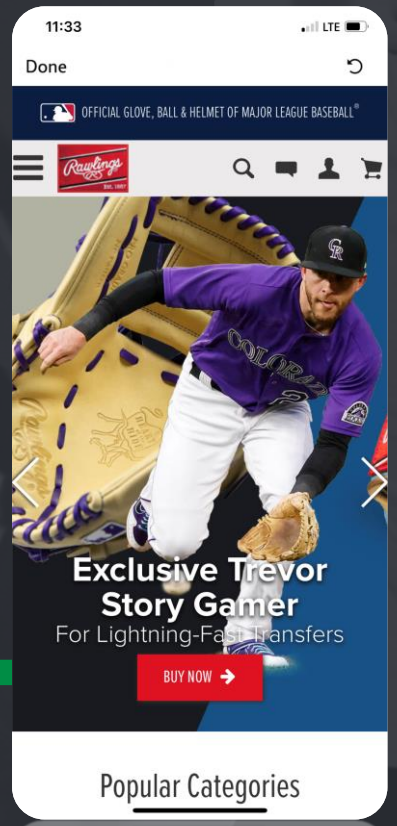
Your Rating



Each user may enter a rating and post their own review (moderated)

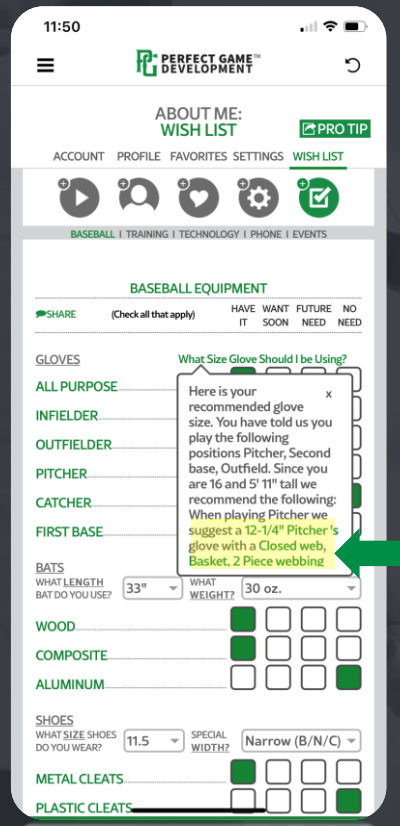
Call-to-Action Button





Uses in-app browser to drive user to purchase, find locations, etc.

Your Brand Tied to App Functions



Custom applications tied to specific app Functionality are available

Add to Calendar

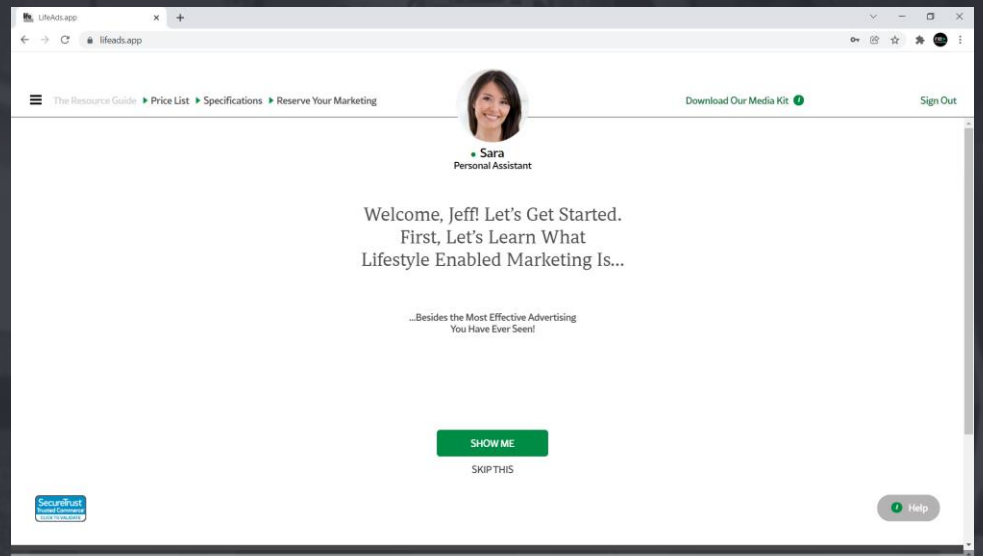
Event driven activity can instantly be added to the user's calendar

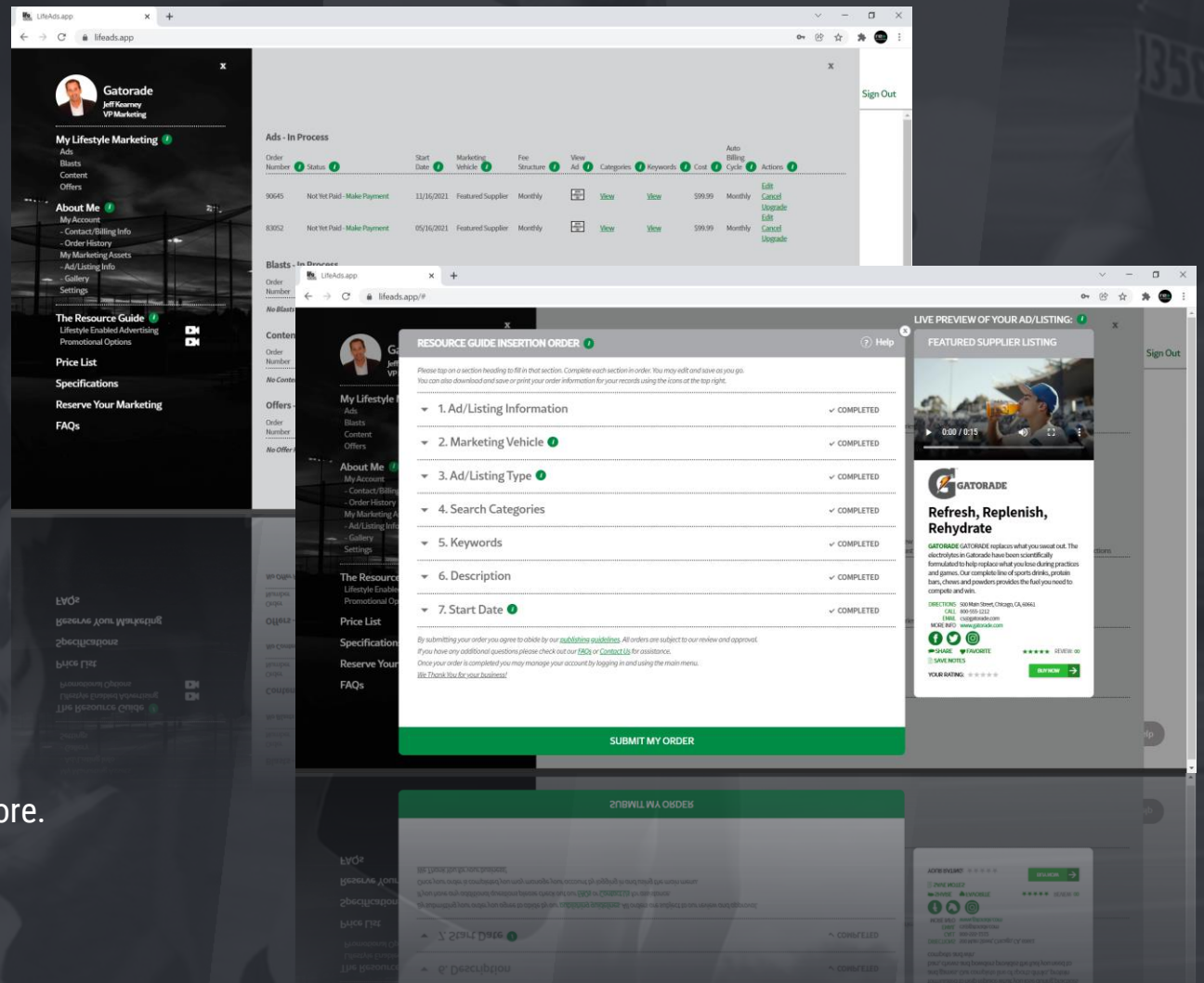
“LIFESTYLE ENABLED” RESOURCE GUIDE

partner front end shown for illustration purposes – current rate card rates shown – subject to change

FRONT END PORTAL:

Advertisers Have Complete Visibility and Control through our Advertiser Portal





- Web Based **Ad Sales**.
- Real Time **Performance Stats** – Views, Clicks, Cost, ROI, etc.
- Full **Editing** Capabilities.
- You Can **Create New Ads**, **Upgrade or Cancel Ads**, and Much More.