



The Future of Youth Sports

The PLAYERSNEXT Foundation for Kids, Inc.

A 501(c)3 Corporation



The Challenge

- Over the past 25 years, youth sports have experienced ***unprecedented growth and change.***
- As the needs of athletes evolved, the market left families chasing false hopes and expensive ***hit or miss options.***
- At the same time, school sports have suffered ***declining resources,*** quality and emphasis.
- These trends have created time, financial and logistical hurdles making youth sports ***unviable*** for many families.
- Lost in this problem are important ***life skills*** that local and school sports once provided.

Our Mission

*To transform the youth sports experience
while generating sustainable resources for school athletics.*

*In partnership with major universities,
PLAYERSNEXT will deliver innovative programming,
accessible by all, to inspire, empower and support.*

National Youth Sports Strategy

NATIONAL GUIDANCE



GOV'T & INSTITUTIONS

Congressional Charter
Strategic Planning
Data & Analytics
Funding Resource
Support

REGIONAL LEADERSHIP



MAJOR UNIVERSITIES

Market Influence
Subject Matter Expertise
Educators, Coaches & Athletes
Volunteers & Interns
Special Events

LOCAL EXECUTION



AREA TEAMS

Athletic Programming
Leadership & Life Skills
Inspiring Experiences
Community Engagement
Internships & Scholarships

Our Objectives



- Make youth sports fun, **accessible** and meaningful for all.
- Deliver innovative **local** programming that leverages leading sports organizations.
- Level the playing field in developing our next generation of **leaders** through sports.
- Generate critical **funding** for school sports, mentoring and student-athlete experiences.
- Provide important **advocacy** to our stakeholders and the industry.

Local



- Local ***athletic and life skills programming*** for all ages and levels.
- Clinics, camps, training, as well as *PLAYERSNEXT* “Pick-Up” games and events.
- *PLAYERSNEXT* “Challenge” competitions and “Smart Travel” league opportunities.
- Leverage university partners as volunteers, interns, mentors and guest speakers.
- Build opportunity, ambition and community pride from elementary through high school.

Schools

- Deliver on-going funding, equipment and support to school athletics.
- Develop ***unique and aspirational events*** that enhance the school sports experience.
- Build a total sports continuum with professional, college and youth sports.
- Leverage technology to foster best practices for student-athletes, coaches and teachers.
- Launch innovative activities that engage the entire student body and community.



Growth



- Develop the ***Total Student Athlete***.
- Important leadership and life skills programming.
- Mentoring program connecting current and former athletes with today's student-athletes.
- Educational and career internships that leverage our community stakeholders.
- Merit and need based scholarships.

Connect

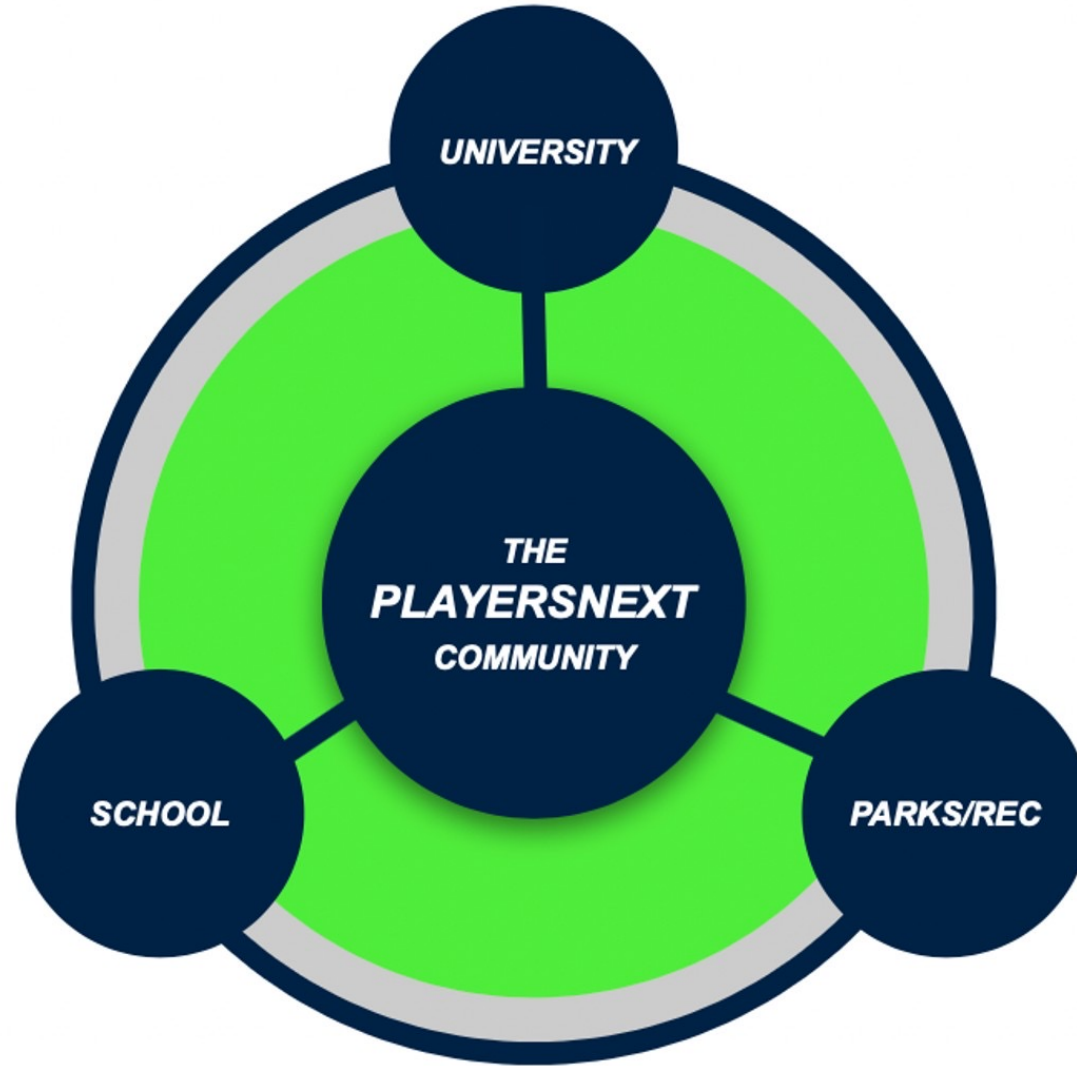
- Listen, Ask, Chat and Share....
- Build a virtual community of expert advice, ***information and support***.
- Deliver unique content for student athletes, parents and coaches.
- Connect our community with key resources and services.
- Develop a “smart marketplace”.



Community Programming

Local Stakeholders

Talent, Experience, Resources



PLAYERSNEXT	ATHLETIC	LIFE SKILLS	PARENT
4th/5th	Our GENESIS Program Two 8-week semesters consisting of rotating 2-week blocks of sports and fitness	Leadership 1 (Defining Leadership) + Sportsmanship Teamwork Goal Setting Character	Parent-Player Relationship Parent Accountability
6th-8th	<i>FitFests</i> Athletic Combines Developmental Clinics Pick-Up Days Challenge Competitions Group Athlete Mentoring Virtual Programming	Leadership 2 (Leadership Styles) + Work Ethic Adversity & Perseverance Positive Life Choices Excellence	Athlete Accountability Parent-Coach Relationship
9th/10th	<i>FitFests</i> & Combines Developmental Clinics Pick-Up Days Challenge Competitions Smart Travel Leagues Individual Athlete Mentoring Virtual Programming	Leadership 3 (Leadership Characteristics) + Sport Psychology, Nutrition & Wellness Criticism & Feedback Time & Stress Management Public Speaking	Parent Wellness Recruiting, NCAA Rules & Eligibility
11th/12th		Leadership 4 (Leadership in Action) + Volunteerism & Giving Self Awareness & Mental Health Career Development Financial Literacy	Autonomy & Independence Mental Health

Business Plan

Demographics

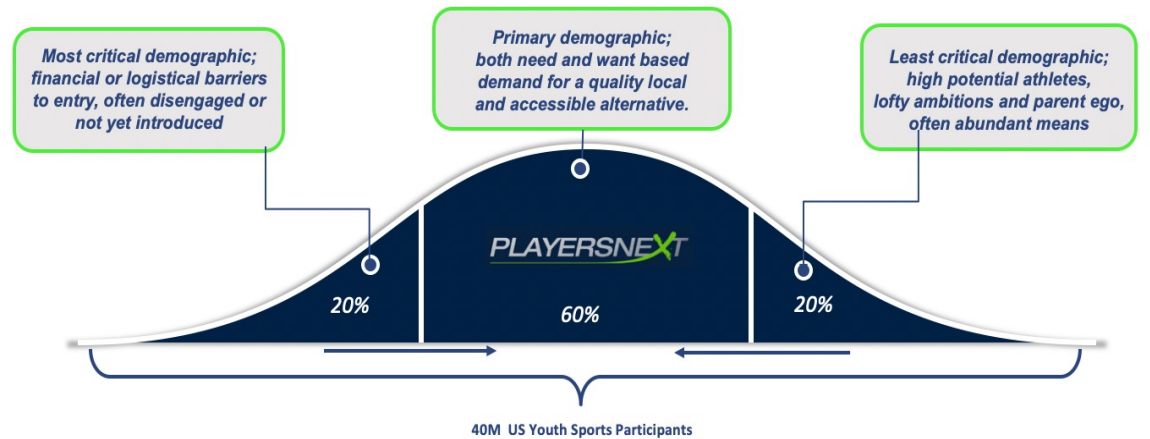
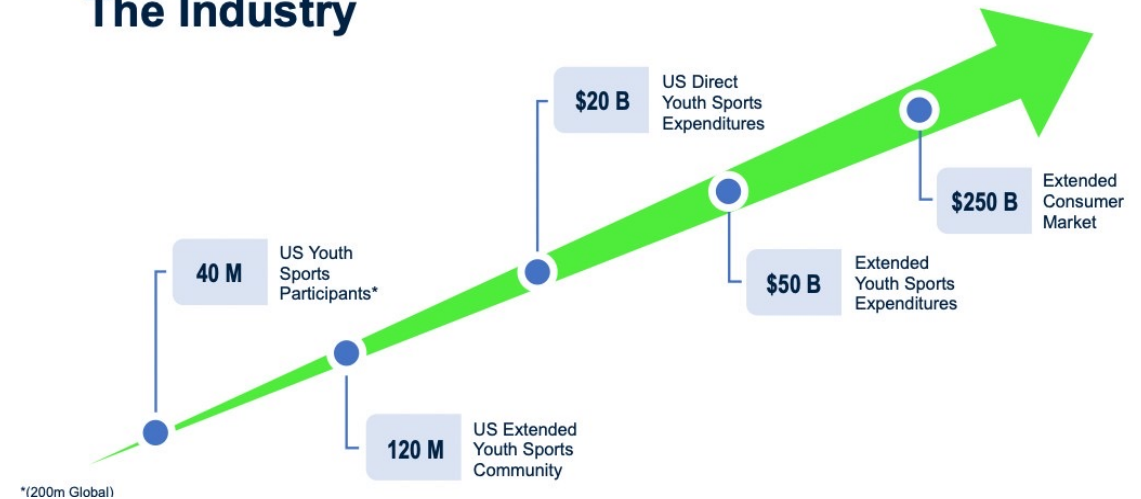
The U.S., has more than 40 million youth sports participants, ranging from 7-17 years of age, averaging 5-6 years of engagement.

For more than 75% of these families, growing financial, logistical and time challenges are making youth sports unviable, **especially in underserved communities.**

Our model assumes 25 million families are viable as *PLAYERSNEXT* members, with a conservative 20% market penetration by Year 5 and a member life-cycle of 3-5 years.

Our model also projects that our social and digital media platforms will engage an additional 10 million stakeholders.

The Industry



Structure

Venture Philanthropy

The PLAYERSNEXT Foundation for Kids is a 501(c)3 corporation, dedicated to transforming the youth sports experience while generating sustainable support for school athletics.

Through partnerships with major universities, *The PLAYERSNEXT Foundation* will focus its resources on delivering innovative programming and guidance to make youth sports fun and accessible to all, while returning important leadership and life skills to the student-athlete experience.

The PLAYERSNEXT Foundation has engaged and licensed an independent partner in the development of an education, information and e-commerce resource for players, parents and coaches in youth sports. Named *The PLAYERSNEXT App*, this resource will not only be available to *PLAYERSNEXT* members, but also parks and recreation participants, school sports teams and private youth sports organizations.

In return for this brand licensing relationship, *The PLAYERSNEXT Foundation* will receive 20% of all subscription revenue from *PLAYERSNEXT* members, plus 10% of subscription revenue from all other youth sports organizations, and an annual allotment of “free” subscriptions to be used for underserved families or communities.

We believe this licensing structure allows *The PLAYERSNEXT Foundation* to focus its capital resources on athletic and life skills programming for its members, while benefitting from a future revenue stream that could greatly enhance the sustainability of our core mission and broader philanthropic initiatives.

Execution Plan

Local, Innovative, Scalable

The *PLAYERSNEXT* Foundation will scale utilizing an integrated community and state-by-state model. This inclusive model will provide the organization and our members with unique local knowledge critical to our mission.

Each state will launch with a founding major university partner, focusing on programming execution and community engagement in their surrounding region. Over the ensuing 2-3 years, operations will extend across the entire state in partnership with other universities.

Each *State Operating Team* will recruit and manage a group of local *Community Development Directors* (CDD). These “local experts” will be former athletes, parents or coaches, looking to leverage their experience and passion to transform youth sports in their community.

Each local team will “partner” with nearby university leadership, staff and coaches, as well as student-athlete volunteers, interns and post-grad fellows to support community programming.

Our plan calls for a “soft launch” in NC during 2021. In 2022, our plan calls for extension across NC and launching 5 additional states - all of which have *State Operating Teams* and *University Partners*, in place. In 2023-2025, we will complete the launch of all states across the U.S.

Financial Proforma available upon request.

Leadership

Passion, Experience, Diversity

Cricket Lane, Ph.D.

Board Member

Associate Athletics Director for Student-Athlete Development at Univ. of North Carolina. Ph.D. from Wayne State Univ. and an MA from Univ. of Detroit. Held several prominent leadership roles with NCAA committees.

Eric Freedman

Board Member

Chief Investment Officer, US Bank Wealth Management. MBA The Wharton School, University of Pennsylvania Former V.P. with Goldman Sachs. All-Conference lacrosse player at Colgate. Active youth sports parent/coach.

Rob Jeske

Board Chair

Founder of *PLAYERSNEXT*. MBA University of North Carolina – Kenan Flagler Business School. Formerly led John Deere’s Golf & Sports unit. Former multi-sport athlete and coach. Youth sports parent and activist.

Bharathi Zvara, Ph.D.

Board Member

Assistant Professor in Maternal, Child and Family Health at the Univ. of North Carolina - Gillings School of Global Public Health. BA & MA from The Ohio State University, and her Ph.D. in Developmental Psychology from UNC.

Dan Estay

Board Member

CEO of Sonovascular. MBA from Univ. of Miami. Also, a Mentor-In-Residence at Duke University. Held leadership roles with Abbott and Johnson & Johnson. Former multi-sport athlete and youth sports coach.

Katie Jeske

Chief Operating Officer

Graduate of Ball State University in Education and Child Development. Former teacher in Chapel Hill/Carrboro Schools. Active in youth sports, both at the school and travel club level, for last fifteen years.

TD Luten

Chief Growth Officer

Graduate of Hampton University, where he played collegiate golf. Helped launch and build *The First Tee* in NC. Former Assistant Coach for Duke Men’s Golf. Founded successful golf coaching and placement business.

Kelsey Grambeau

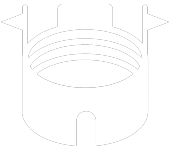
Executive Director, Carolinas

MA in Sports Administration from UNC. BS from Wisconsin, where she was a four-year letterman in tennis, as well as President of SAAC, and later played a student-athlete leadership role with Big Ten.

Interns & Fellows

UNC, Duke, NCSU, Clemson, Elon

Our team is proud to include outstanding student-athlete interns and fellows working in the areas of marketing, social and digital media, journalism, event management and business development.



Giving

Major Gifts

One Gift, One Dream, One World

Major Gifts represent a cornerstone of our ambition. Each gift will have the opportunity to create **a unique legacy** that will impact young lives for generations to come.

Circle of Champions

Individual or institutional endowments from \$100,000 to \$1,000,000+.
Each endowment includes a national legacy opportunity to a program, scholarship, event or award.
Champions will also be invited to unique leadership and VIP events.

Strategic Grants

Corporate or institutional grants from \$25,000 to \$100,000+.
Each grant includes targeted, subject-matter based programming, internship or award, as well as inclusion in unique virtual and in-person events.

Founders Club

Individual or business contributions from \$10,000 up to \$50,000+.
Each endowment includes a regional branding opportunity to a local or state program, event or award.

Brand Ambassadors

Brand Ambassadors represent our team of **leaders and former athletes**, willing to leverage their network to help transform youth sports into a game-changing experience for kids from every walk of life.

Hometown Heroes!

The Power of Main Street

Hometown Heroes! represents our call to action at the **grass-roots** level. To that end, we've designed several easy ways for families and businesses to help bring our mission to life.

Community Patrons: \$1,000

Make a personal or business contribution of \$1,000.
Leverage your network to engage five additional individuals or businesses to visit our website and join our community.

Local Sponsors: \$500

Make a personal or business contribution of \$500.
Leverage your network to engage five additional individuals or businesses to visit our website and join our community.

Fan Club: From \$100

Make a personal or business contribution of \$100 or \$250.
Leverage your network to engage five additional individuals or businesses to visit our website, join our community and contribute at any of these levels.

Giving Instructions

Let's Get Started!

PLAYERSNEXT FOUNDATION FOR KIDS, INC.

BUSINESS ID: INDIANA - 201410210010
BUSINESS TYPE: 501(c)3 – Domestic Non-Profit Corporation
IRS TAXPAYER ID: 47-2502939

WIRE:

BANK: WELLS FARGO BANK Meadowmont Branch, Chapel Hill, NC
INSTRUCTIONS: Routing#: 121000248 Account#: 9055630454

CHECK:

PAYABLE TO: **The PLAYERSNEXT Foundation**
MAIL/OVERNIGHT TO: The PLAYERSNEXT Foundation 1095 Burning Tree Drive, Chapel Hill, NC 27517
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CREDIT CARD:

From \$100 to \$5,000.

Visit: **playersnext.com**

Click: ***DONATE***

Follow prompts to checkout.

QUESTIONS:

email: members@playersnext.com