

PLAYERSNEXTTM



Youth Sports...Reimagined!

PLAYERSNEXT, LLC

CHAPEL HILL, NC

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The Challenge



Over the past 25 years, youth sports has experienced unprecedented growth.

During this same time, the cost and complexity of youth sports, as well as budget cuts to school athletics, have made this valuable experience unviable for many families.

Equally concerning, the once core attributes of fun, fitness, teamwork and life skills have been replaced by pressure, individualism and unrealistic goals.

These trends have left families chasing fragmented solutions, and created a significant need for expert ***information, guidance 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 & Careers
Special Events

LOCAL EXECUTION



LOCAL CHAPTERS

Game-Changing Resource
Athletic & Life Skills Programming
Inspiring Experiences
Community Engagement
Internships & Scholarships

Our Role

***In partnership with leading universities,
the PLAYERSNEXT team will deliver
innovative local programming,
a game-changing technology resource,
and sustainable financial support,
designed to inspire and empower all kids
to reach for their dreams.***



Our Values

INSPIRE

EMPOWER

SUPPORT

Inspire

Play



- ***Local, accessible, affordable and fun!***
- Developmental and competitive events, as well as *PLAYERSNEXT* “Pick-Up” days.
- Facilitate in-person and virtual athletic experiences with university partners.
- Engage college student-athletes as volunteers, interns, mentors and guest speakers.
- Foster opportunity, ambition and community spirit from elementary through high school.

Grow



- ***Develop the Total Student Athlete!***
- Important life skills, leadership and career development programming.
- Mentoring programs connecting current and former athletes with today's student-athletes.
- Educational and career experiences that leverage community leaders.
- Merit and need based scholarships.

Empower

The PLAYERSNEXT App

Unlock the Power!

We're proud to deliver this game-changing technology and media resource that provides players, parents and coaches with expert information, guidance, support and value to help navigate the youth sports journey.

All subscribers enjoy a generous welcome package, discounts and rewards, as well as generating free subscriptions and financial support to underserved families and communities.

Built by athletes, for families!

The top image shows the PLAYERSNEXT App interface on a laptop, tablet, and smartphone. The laptop screen displays a user profile for Morgan Evans with a list of questions. The tablet and smartphone show the same profile and a 'Log In' button. The bottom image is a diagram with a soccer ball in the background. Three circular portraits are overlaid on the ball: a woman labeled 'PLAYER', a couple labeled 'PARENTS', and a man labeled 'COACH'.

How can I keep up with my workouts? How should I train in the off season? How can I find a good ankle specialist? Where is our next game? How can I get in touch with other parents? Where can I find tips to improve my skills? How can I keep up with my...

How can I learn more about my child's favorite sport? What camp is the right fit? Where? Should my daughter play multiple sports? What does it take to earn a college scholarship? Do we need to buy these expensive cleats? What is the best way to keep up with assignments? When? How do the pros train for my sport? How should I handle the sidelines? last season? What is a typical day like for a player during the season? Where can I find the latest news and standings? Where can I find academic support that fits my schedule?

What kind of equipment does my child need? How should we play a high-pressure defense? Is there a good travel team close to me? our next team Ready? meeting? Where can I find advanced passing drills? Who'll pick me up for the game? How can I help my players overcome disappointment? What are the best pre-season workouts?

Where can I go to get expert advice?

PLAYERSNEXT™

Our Value Proposition



LEARN

Connects subscribers to our virtual library of podcasts, webinars, videos, articles - filled with expert information, instruction, inspiration and empowerment.



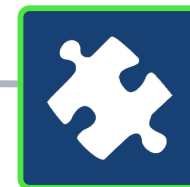
FIND

Connects subscribers to our private network of mentors, coaches, programs, resources and services to support and enhance their youth sports journey.



SHOP

Connects subscribers to the world's first, private, youth sports e-commerce resource filled with unique retailers, information, value and rewards.



PLAY

Connects subscribers to explore and sign-up for athletic events, life skills experiences and an assortment of fun activities to enjoy with friends.



CONNECT

Connects subscribers with other members - players to players, parents to parents, coaches to coaches, and our network of expert advisors.

Subscriptions from \$7.⁹⁵ / Month

For every paid subscription, we donate one FREE subscription to underserved families, schools and programs.



Support

The PLAYERSNEXT Foundation for Kids

A 501(C)3 Non-Profit

- ***Generate sustainable community resources!***
- Develop inspirational events that enhance the youth sports experience.
- Improve access and opportunity for girls and underserved demographics.
- Leverage technology to share information, expert advice and best practices.
- Promote activities that integrate youth sports, the community and career development.



Level the Playing Field!



- ***Promote diversity and inclusion initiatives!***
- Provide school, community and team grants.
- Merit and need based scholarships.
- Mentoring, internships and career development programming.
- Provide important **advocacy** to our stakeholders and the industry.

Business Strategy

Market Potential

In the U.S., there are more than 40M youth sports participants, ranging from 7-17 years of age, with an average 5-6 years of engagement.

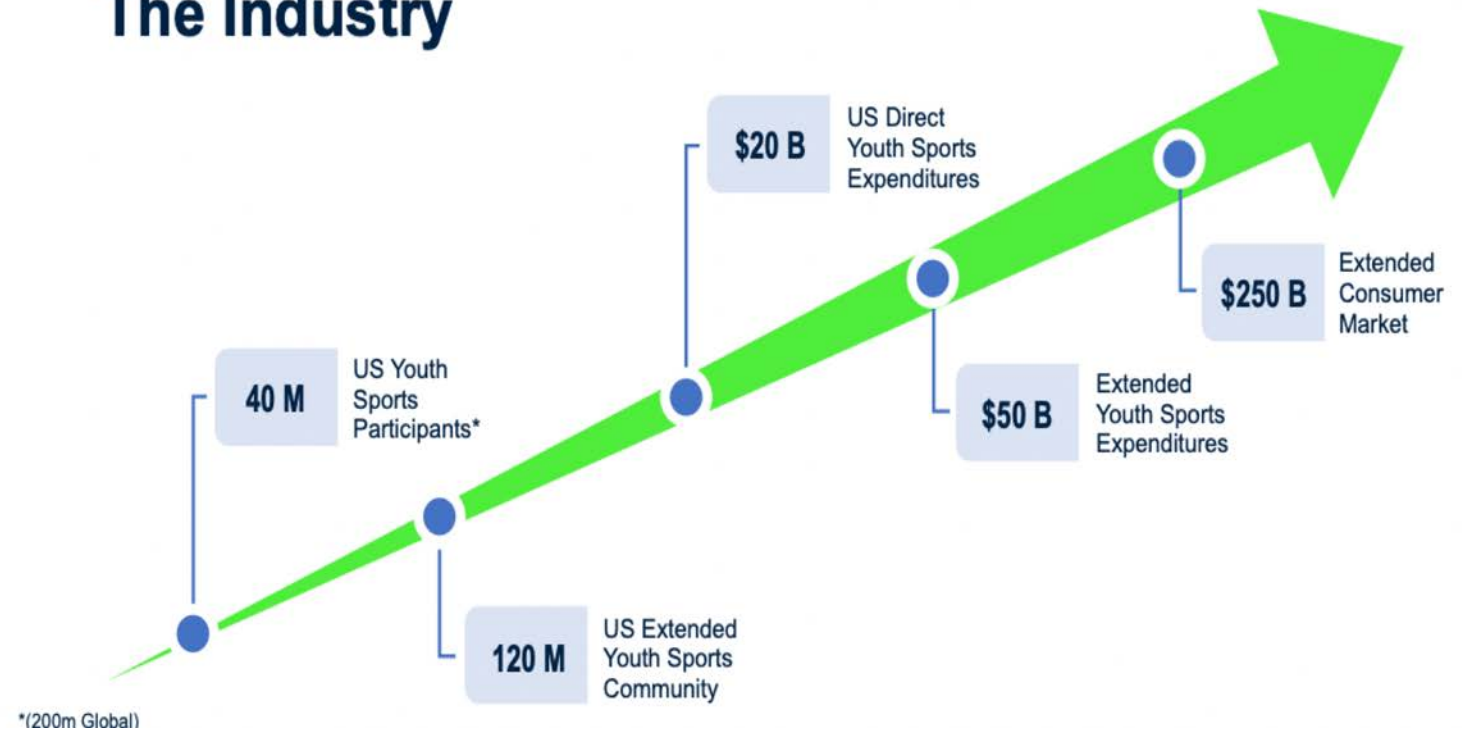
Due to the growing cost and complexity of youth sports, there's significant demand for an efficient and affordable resource to provide information, guidance and support.

Our model assumes 20M viable subscribers for our App and Programming, with an eventual 10-20% market penetration and an average subscription life-cycle of 3-5 years.

Our model also assumes our digital media platforms and on-line merchandising will engage more than 20M extended stakeholders.

We anticipate the global potential to be 2-3 times greater.

The Industry



Execution Plan

PLAYERSNEXT is an “**impact venture**” dedicated to bringing sustainable change to youth sports by delivering innovative solutions to families, organizations and communities.

PLAYERSNEXT will initially focus on the development of the ***PLAYERSNEXT App***, delivering inspiring athletic and life skills programming, digital media platforms, and creating the world’s leading community for families engaged in youth sports.

PLAYERSNEXT also intends to take an industry leadership role in the development of media and technology resources to provide much needed information, guidance and support to players, parents and coaches, regardless of financial means.

We believe the focus described above will lead to additional opportunities related to youth sports, including but not limited to; a mass media network, venture capital investment in youth sports, and potential M&A aggregation of other businesses engaged this sector.

For every paid subscription, *PLAYERSNEXT* will provide one **FREE** subscription to underserved families, programs and schools, as well as share a portion of all operating proceeds to ***The PLAYERSNEXT Foundation***, a 501(c)3 non-profit that provides grants, resources and scholarships to underserved families, programs and schools.



Our Leadership

Passion, Experience, Diversity

Rob Jeske	Founder	Founder of <i>PLAYERSNEXT</i> . MBA University of North Carolina – Kenan Flagler Business School. Formerly led John Deere’s Golf & Sports business unit. Former multi-sport athlete and coach. Youth sports parent / mentor.
Scott Stankavage	Board Member	Former UNC and NFL Quarterback, who later built a successful career in the real estate development and investment industry. Author, motivational speaker and strong advocate of youth sports.
Jay Parker	Board Member	Former Wake Forest Pitcher, who went on to become President of LENOVO, and later President of DELL. Currently CEO of <i>MENTORFORCE</i> , as well as an active youth sports parent, coach and advocate.
Peter Fox, Jr.	Board Member	UNC graduate and CEO of <i>HYPERSPACE</i> Ventures, a growing technology development firm. Also, plays an active leadership role in family’s diversified investment portfolio, including several sports based ventures.
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.
Cricket Lane, Ph.D.	The PLAYERSNEXT Foundation	Senior Associate Athletic Director for Student-Athlete Development at Univ. of North Carolina. Ph.D. from Wayne State and an MA from Univ. of Detroit. Held several prominent leadership roles with NCAA committees.
Eric Freedman	The PLAYERSNEXT Foundation	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.
Bharathi Zvara, Ph.D.	The PLAYERSNEXT Foundation	Assistant Professor in Maternal, Child and Family Health at UNC - Gillings School of Global Public Health. BA & MA from The Ohio State University, and her Ph.D. in Developmental Psychology from UNC.
Nat’l Advisory Council	USA	Our elite panel of accomplished athletes, coaches and subject matter experts - by sport and profession.
Interns & Fellows	UNC, Duke, NCSU, Clemson, Elon	Our team is proud to include outstanding student-athlete interns and fellows from our university partners.



Our Founder

Rob Jeske – Sports & Business Leadership



Coach & Consultant

After competing professionally, built a national player development program, eventually helping more than 100 players compete at the D1 level and beyond. During this same period, leveraged business and golf experience into a consulting practice advising large corporations with their golf and sports strategic investments.



Fortune 100 Golf Industry Executive *MBA / UNC Kenan-Flagler Business School*

Following a consulting engagement, accepted an executive role to lead John Deere's \$300M golf and sports business unit. Over fifteen years, helped position Deere as a golf industry leader, while delivering record growth and profits. During this time, worked closely with top clubs, organizations and industry experts around the world.



Golf & Sports Entrepreneur

Founded and leads *PLAYERSNEXT*, a sports marketing and management business providing innovative services and solutions to golf, college and youth sports sectors, and, *The PLAYERSNEXT Foundation*, a 501(c)3 non-profit partnering with leading universities to help inspire, empower and support kids through youth sports.

Thank You!

for additional information, please contact:

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