

PLAYERSNEXTTM

Youth Sports...Reimagined!

CHAPEL HILL, NC

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The Opportunity

Kids that play sports and remain physically active are...

60% - *More likely to live a healthy lifestyle as adults.*

40% - *More likely to graduate from high school.*

35% - *Higher GPA and test scores.*

25% - *More likely to go to college.*

The Challenge



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

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

Furthermore, in the current ***pay for play*** era, the once core attributes of fun, fitness and teamwork have been replaced by pressure, specialization, individualism and unrealistic goals.

These trends have left families chasing fragmented and expensive solutions, and created a significant demand for expert ***information, guidance and support.***

Our Solution

***In partnership with leading universities,
PLAYERSNEXT will deliver innovative programming,
a game-changing technology resource,
and sustainable financial support,
designed to inspire, empower and develop
our next generation through sports.***



Our Values

INSPIRE

EMPOWER

SUPPORT

Local Programming...

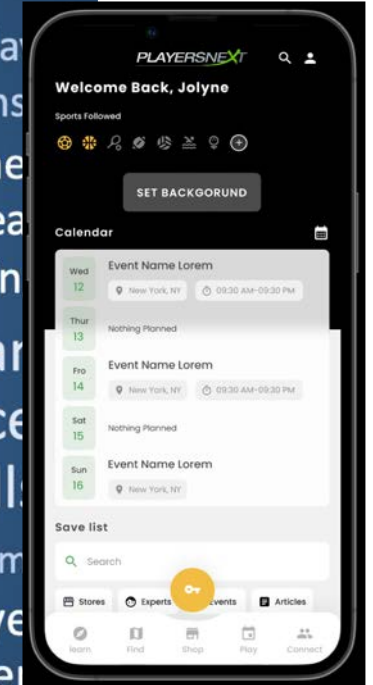
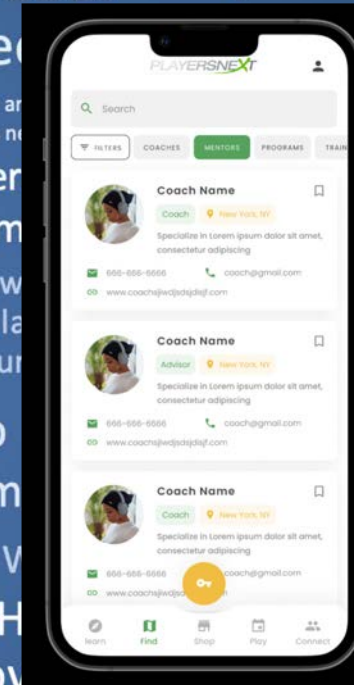
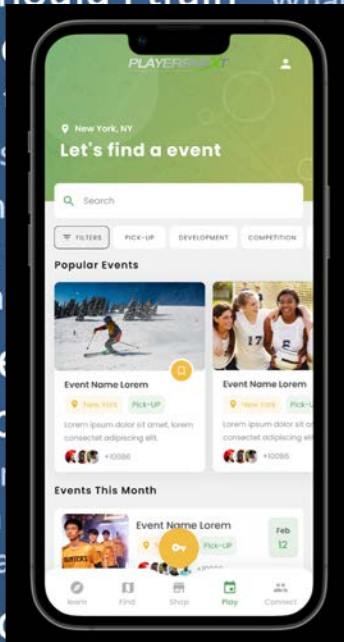
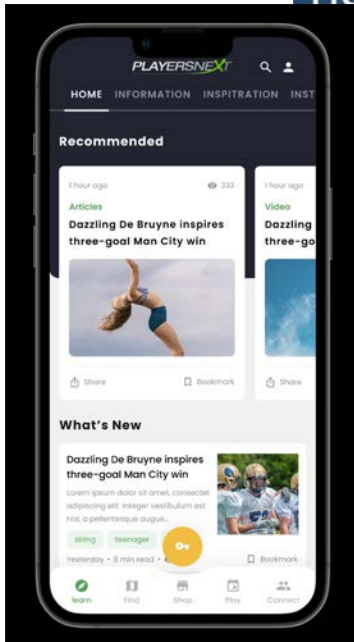
INSPIRE



- ***Develop the Total Student Athlete!***
- Deliver innovative athletic, life skills and leadership programming.
- 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.

The PLAYERSNEXT App

EMPOWER



Where can I go to get expert advice?

Level the Playing Field!

SUPPORT



- **Generate sustainable community resources!**
- Develop inspirational events that enhance the youth sports experience.
- Improve access and opportunity for girls and underserved demographics.
- Provide direct grants and programming to schools, community programs and local teams.
- Promote activities that integrate youth sports, the community and career development.

Strategic Overview

National Youth Sports Architecture

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

Pulling it Together!



PLAYERSNEXT, Inc. will deliver a game-changing technology resource, together with social, digital and mass media content, designed to *empower* families during their youth sports journey.

Revenue will be generated via subscriptions, e-commerce sales, ads/listings, corporate partners, events and media productions.

PLAYERSNEXT local chapters and university partners will deliver innovative athletic, leadership and life skills programming to schools, programs and teams, designed to *inspire* all kids to reach for their dreams.

The *PLAYERSNEXT* Foundation, a 501(c)3, will *support* local community outreach, as well as provide direct grants to schools, programs and teams in underserved communities.

Funding will be derived from Institutional grants, corporate donations, major gifts and our community store.

Our Leadership

Passion, Experience, Diversity

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 *MENTORFORCE*, as well as an active youth sports parent, coach and advocate.

Peter Fox, Jr.

Board Member

UNC graduate and CEO of *HYPERSPACE* 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.

Rob Jeske

Founder & Board Member

Founder of *PLAYERSNEXT*. 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.

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.



From Our Founder...



Thank you for taking the time to learn more about our mission!

At *PLAYERSNEXT* we're focused on impacting and developing young lives, and our platform just happens to be sports.

Our focus is on grades 5-10, where we believe inspiration can be ignited and positive core values can be instilled, and ultimately last a lifetime.

We hope you choose to "join our quest", and we're excited to offer many ways to get involved – including investment, philanthropy, volunteer and career opportunities.

Thanks again, and please feel free to contact me with any questions or feedback!

Best Regards,

Rob Jeske

rob@playersnext.com

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