



## What to look for in a Youth Team Management Platform and App

### 1. FREE

- Needs to be available to all players and coaches
- Shouldn't compete with hard and soft goods for precious dollars
- Broadest adoption
- Fastest adoption
- Charging for the app is an additional administrative burden, increases friction.

### 2. Branded for Partner and Youth Team

Branding is important to youth teams. Kids love it of course, and it has numerous other functions:

**Increase awareness of the team.** A team's brand will be in front of parents, coaches, program organizers, players and fans, as well as additional community stakeholders. Awareness helps with recruiting, volunteering, sponsors, community building, etc.

**A welcomed form of advertising.** Youth sports sponsorships are a positive and engaging way to market a brand. Parents like to see the companies that are supporting local sports. iTeamz' partners can use their brand on the team app.

**Help keep the cost of youth sports programs low.** With lower fees, more families are able to afford to sign-up and that means more children being able to receive the many benefits of playing sports.

**Build goodwill.** Companies that sponsor youth sports programs make a positive contribution to their community. Overall this can evoke a community-wide feeling that a company understands the impact and importance of sports for its youth. This feeling can instill loyalty among a business' current and future patrons.

### 3. Branding and BrandingToolkit

iTeamz youth app branding toolkit allows partners and teams to quickly and easily brand the app. Free of cost, iTeamz handles the branding process quickly due to:

1. Proprietary template architecture
2. Source code control tool
3. Ability to quickly allow teams to find their branded app in the Apple and Android app stores.

#### **4. Specifically designed from the ground up for the youth and educational technology market:**

- Leading edge educational technology features to help coaches, league and tournament teachers and student athletes better manage hectic schedules.
- A completely safe home-to-school team ecosystem that offers free text messages to save time, engage, and motivate teachers, coaches, parents, administrators and fellow athletes both in school and out of school.
- FERPA aligned data as all interactions are safe because all phone numbers are kept completely private.
- Opportunities to enable students to effectively build executive function skills to help manage academic needs and sports time, an easy way to stay informed outside the classroom.
- In-game communication tools to motivate fans to share comments and perceptions, in real time.
- “Invite” feature to enable coaches and students to invite and inform family, friends, teachers, potential recruiters and other stakeholders.
- SMS and free app in low income districts where parent engagement is a key issue in improving students’ academic and athletic performance.

#### **5. Essential Core Functions**

- Customized for unique requirements of different sports
- Not a “beer league” app
- Mobile and text and simple to use on the run for parents and kids
- Mobile live stats and analytics, real-time
- Coaches profiles
- Share documents with team members
- Tournament management
- Game and practice schedules
- Roster and contact info
- Driving directions
- Team blog
- Pictures and video