



iTeamz Media Backgrounder

May 11, 2015

Purpose and Mission

We improve the complete ages 5-18 team sports experience by keeping coaches, parents, administrators and kids in-sync.

Product

iTeamz (iTeamz.org) is a mobile app that simplifies and takes the stress out of the management of youth sports teams ages 5-18. It eliminates the need for mass emailing, phone calling, and prevents out-of-sync communication, saving precious time and money for coaches, teachers, parents and students.

The iTeamz app is available in branded and non-branded versions. Both are available for mobile download from the Android and Apple app stores. The branded version is great for teams, leagues and organizations that want to enhance brand equity for fundraising, team and school/community spirit with easy access through the app stores, and partners who want to augment their current offerings.

The generic version is also available for instant use.

iTeamz is specifically designed from the ground-up for youth athletes, coaches, managers and parents and offers customized features for each sport including:

- 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.

The company also offers apps for custom uses such as scorekeeping, referee authentications, as well as additional unique aspects of youth sports team tournament management.

Our Team

iTeamz was founded in 2010, by senior technologist Lou Obsuth. In 2015, Larry Gordon joined as CEO and Adam Reingold as Leader of Education Growth. Lou was Founder, President and CTO of ClearTran (Intell-A-Check) which was acquired by BNY Mellon. Larry was part of the original leadership team at Cognizant; Founder and CEO of CleanMachine, the pioneer in remote consumer premium tech support, acquired by iYogi; and part of the leadership team at Kanbay, acquired by CapGemini. Adam led McGraw-Hill’s, K-6 History Social Sciences national marketing programs; Founder of CivCity.com; Director of Content, Office of Strategy and Innovation, New York City Department of Education, and Director of Partnerships for New Classrooms.org. Lou, Larry, and Adam and their families are actively in local kids’ team hockey, tennis, basketball and football sports activities.

Strategy

The iTeamz go-to-market strategy is partner-based, and we are looking to help consumers and schools, based on providing a benefit to the vendors they already work with. We have a generic version for individual teams to use, but our focus is not to compete with our partners. The greatest benefits to our platform come to larger organizations since we are built to be scalable and integrate well with other technologies.

iTeamz offers a best of breed messaging and communications platform that integrates well with other emerging ed-tech and youth sports platforms such as tournament scheduling, fund raising, parent/teacher/student communications strategies, fundraising and many other solutions.

Branding

iTeamz wants to enable youth teams to carry through their branding to their technology tools. A brand will be in front of the youth sports market of parents, coaches, teachers, program organizers, players, sponsors and fans. It should also carry through to the technology tools as well. iTeamz uses a proprietary toolkit to quickly and efficiently fully brand team apps.

Allowing partners and teams to brand the iTeamz app is core to its strategy. Here's why the ability to brand is valuable to teams:

1. Team brands have value for fundraising and recruiting. All the technology tools as well as the uniforms should enhance this value. A website wouldn't have the name of the website hosting company featured prominently. Why should the mobile app?
2. The app should be easy to find and identifiable in the app store and a team association is a natural touchstone. It should not require a burdensome process. Users search in the app store for their team's app. It is just a one-step process instead have having to navigate a hierarchy of searches, starting with technology vendor, and ending with their app.

Being able to white label the iTeamz app is also helpful to partners. They can offer the app to their customers and offer appropriate ads and messaging to the mobile app, which is expected. Some technology partners want to charge for the app as part of a larger application solution. Some want to advertise their sporting goods. Some media companies want to make content available. iTeamz is flexible and robust enough to meet all these needs. iTeamz's partners have multiple reasons for working with iTeamz. These include:

1. Revenue share from advertising
2. Subscriber acquisition, stickiness and loyalty
3. Running their own advertising through it
4. Augmentation to functionality they are already offering

iTeamz's proprietary branding methodology and software toolkit allows iTeamz to do this quickly and efficiently, resulting in a free branded app for partners and users.

Ads and Licenses

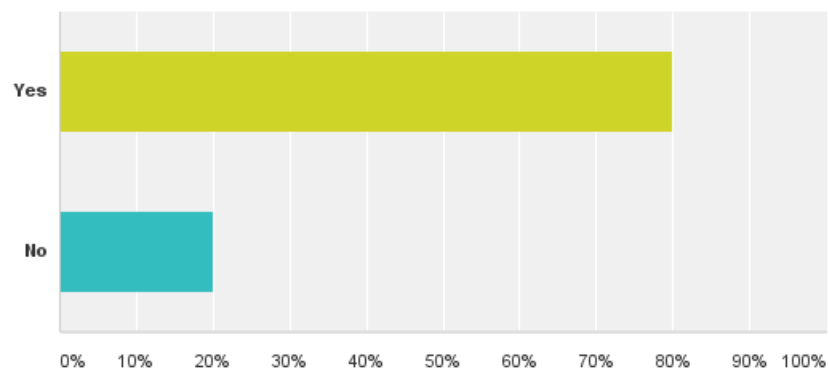
iTeamz is available to partners as a license and also offers versions with ads, house ads only, and no ads. This allows partners to use the iTeamz platform to drive their own messaging as

well as participate in a revenue sharing relationship. Partners can also license the platform in a variety of ways.

The iTeamz Experience

iTeamz users generally have had a very good experience and would recommend the app. According to iTeamz's 2015 survey, 80% of users recommended the app to others:

Have you recommended iTeamz to others?



Youth Sports Overview

Overall, ESPN shows that youth participate significantly in sports. Approximately 30 million US children ages 5-18 are involved in organized sports. Participation in youth sports has increasingly become a part of the American fabric over the past century—with an estimated 30 to 40 million American children from the ages of 6-17 participating in some form of athletic activity on a regular basis. According to a 2014 survey by the Sports and Fitness Industry Association, 53 percent of 'Generation Z,' 6 to 14-year-olds, play team sports.

Increasingly, youth athletes also look to sports for self-identity and social interactions. In this way, ESPN research shows that 61% percent of boys in grades 3-12 say sports is a big part of who they are. The result is that there is an increasing demand for communication tools to make planning and social interactions easier and more efficient.

iTeamz serves this market by helping make youth sports run more efficiently and providing for a better experience for athletes, parents, educators, and coaches.

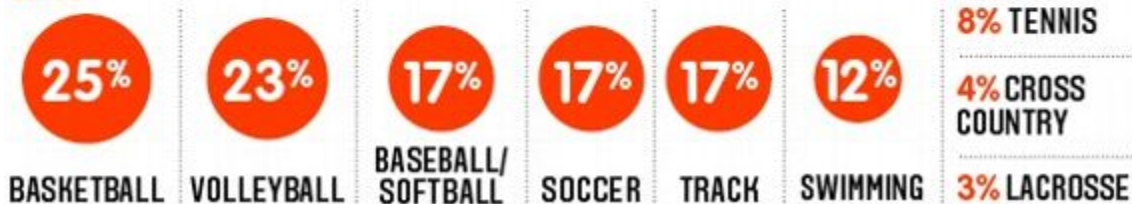
As indicated below in data from ESPN the youth sports team market is a large and diverse market well-suited to low cost or no cost technology adoption. As the US population increases, this market will continue to grow in the years ahead.

PERCENTAGE OF ADOLESCENTS WHO PLAY EACH SPORT

BOYS



GIRLS



ORGANIZED TEAM SPORTS PARTICIPATION 2012

