

# SOCCER 2.0

Millennials Are Coming



The revolution is closer than you think!





# 81 Million



## 40% have kids





One word?



# Transparent

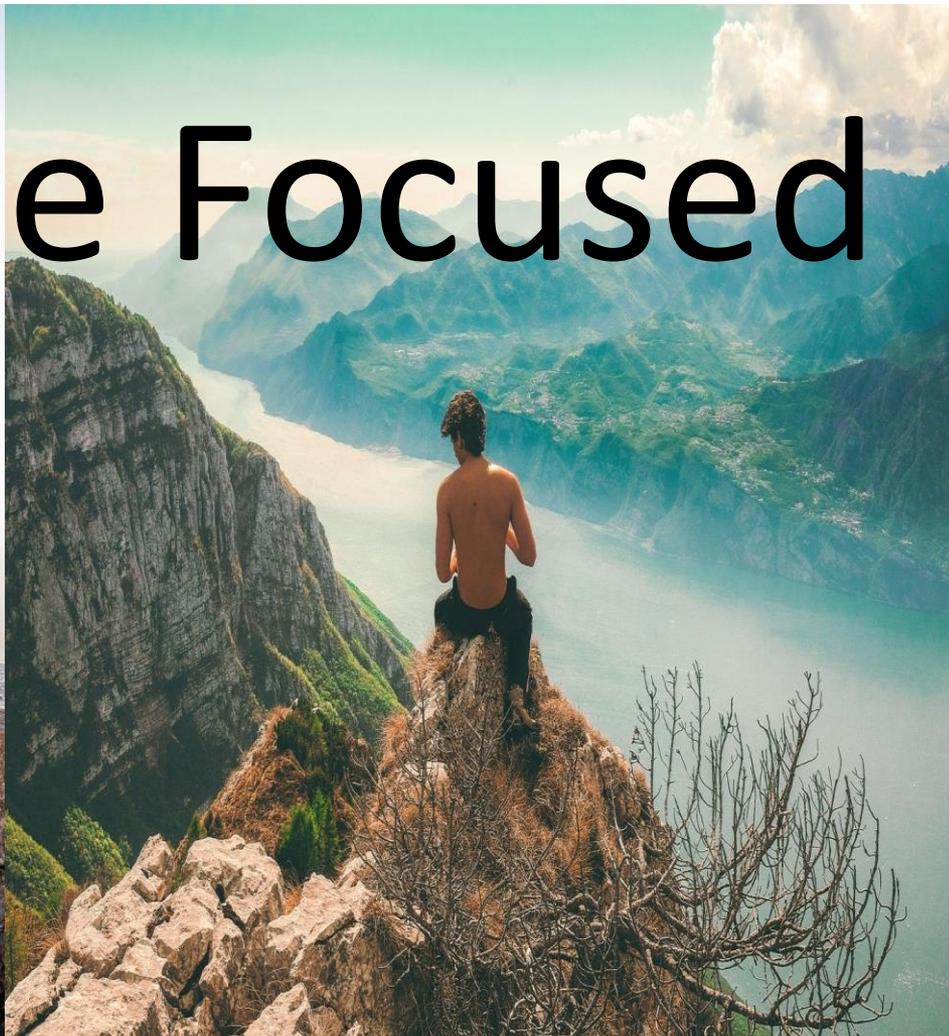
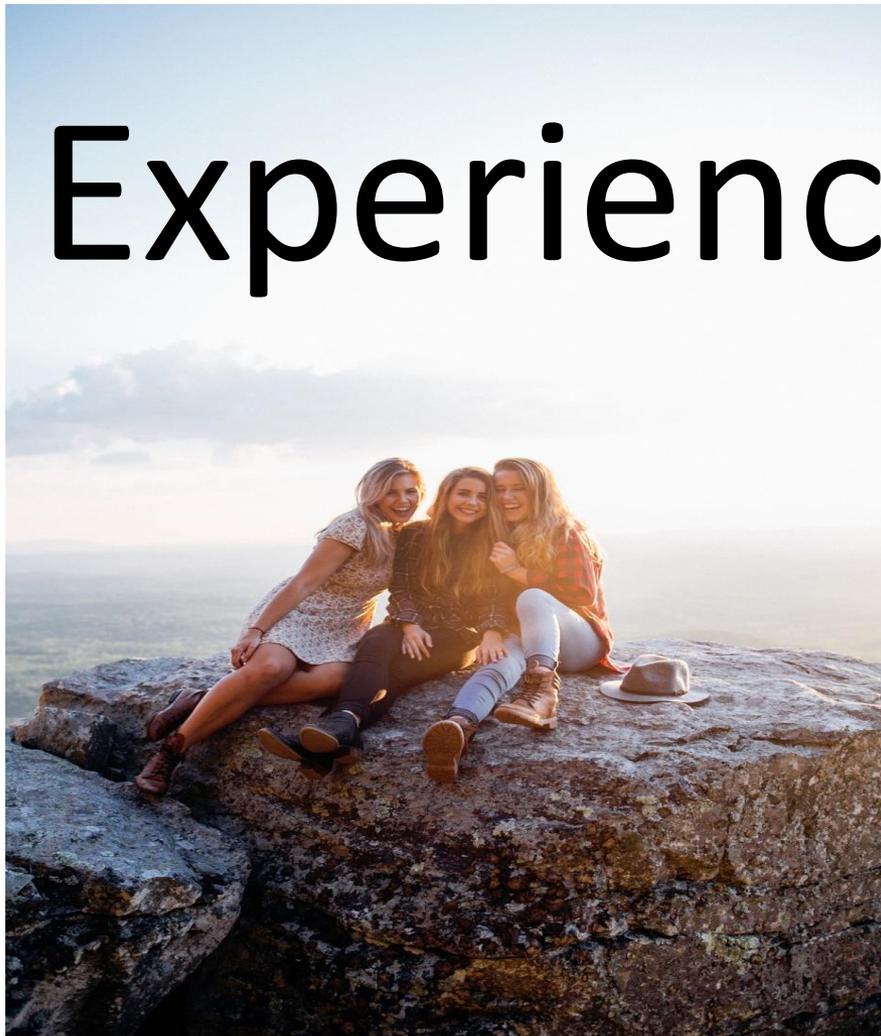


# Highly Educated

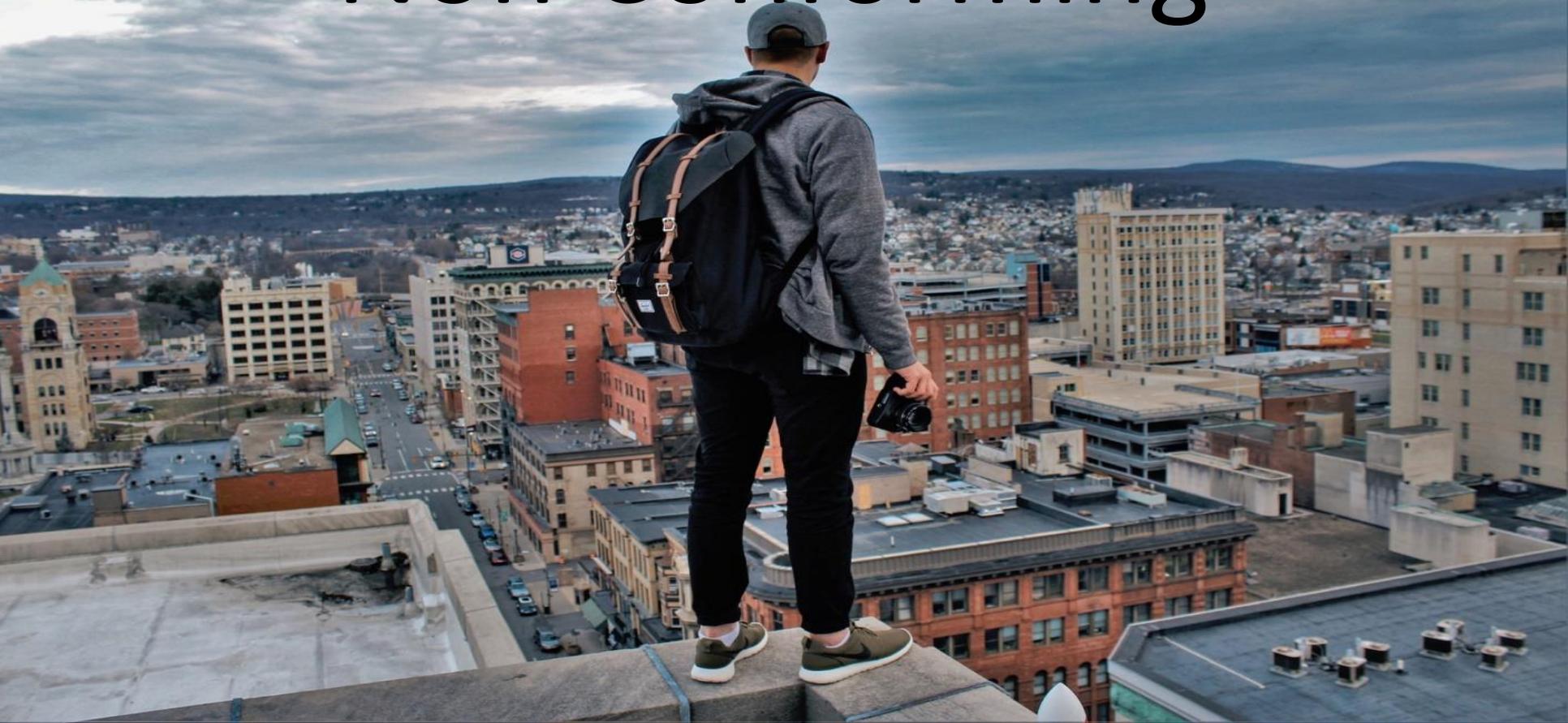


# Value Driven

# Experience Focused



# Non Conforming



# Green



# Multi Cultural



# Good Cause



**High School Sports**

# Youth sports study: Declining participation, rising costs and unqualified coaches

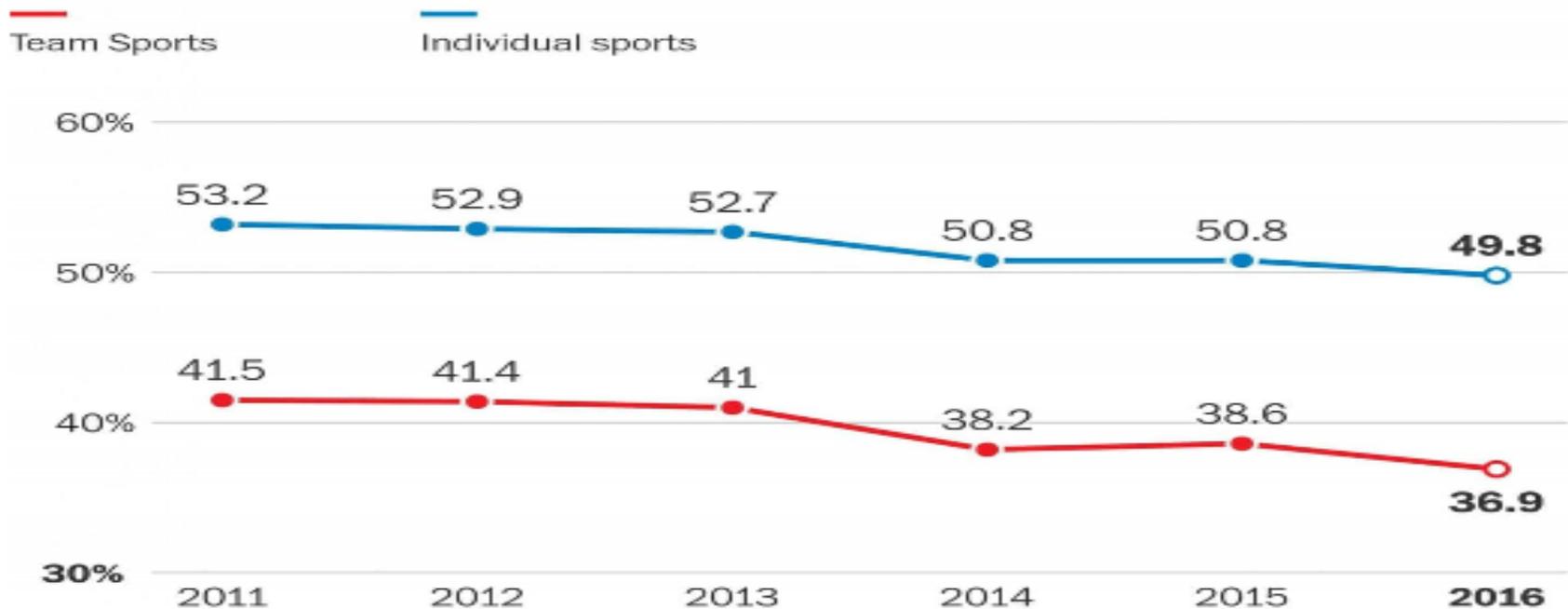
By **Jacob Bogage** September 6

Between [skyrocketing costs](#), [sport specialization](#) and [coaches needing training](#), youth sports is in the midst of a crisis, according to new data published Wednesday by the Sports & Fitness Industry Association and the Aspen Institute.



## Youth sports participation keeps dropping

The percent of children who play team or individual sports on a regular, or "core," basis continues to fall. Almost 45 percent of kids played a team sport regularly in 2008, according to Aspen Institute data. Now only about 37 percent of kids do.



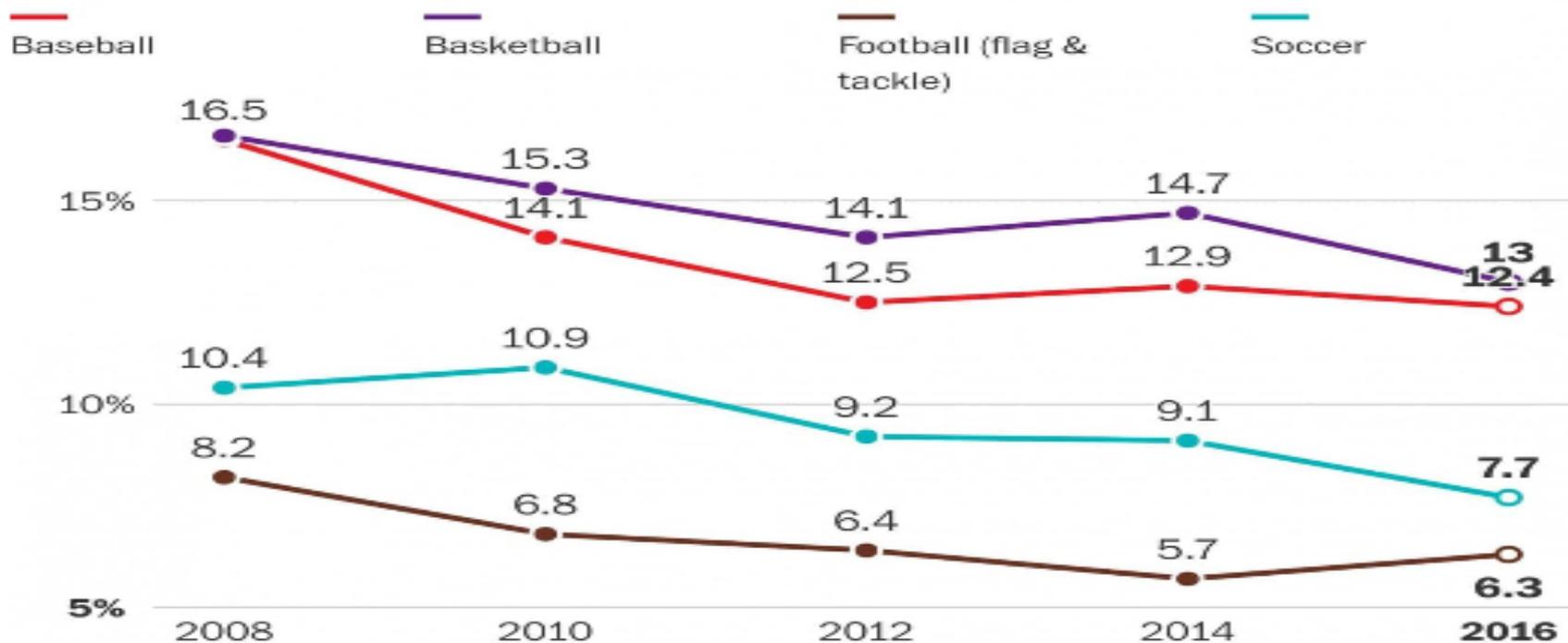
Source: Sports & Fitness Industry Association, Aspen Institute

JACOB BOGAGE/WASHINGTON POST



### The "big four" youth sports all take losses

Almost every sport Aspen surveyed experienced participation decreases, but none so severely as the "big four:" baseball, basketball, football and soccer.



Source: Sports & Fitness Industry Association, Aspen Institute



### Children who played a team sport for at least one day by household income

There's a strong correlation between household income and team sport participation, Aspen's data show. Kids from households making less than \$25,000 played one day's worth of team sports in 2016 at half the rate of kids from homes making at least \$100,000.



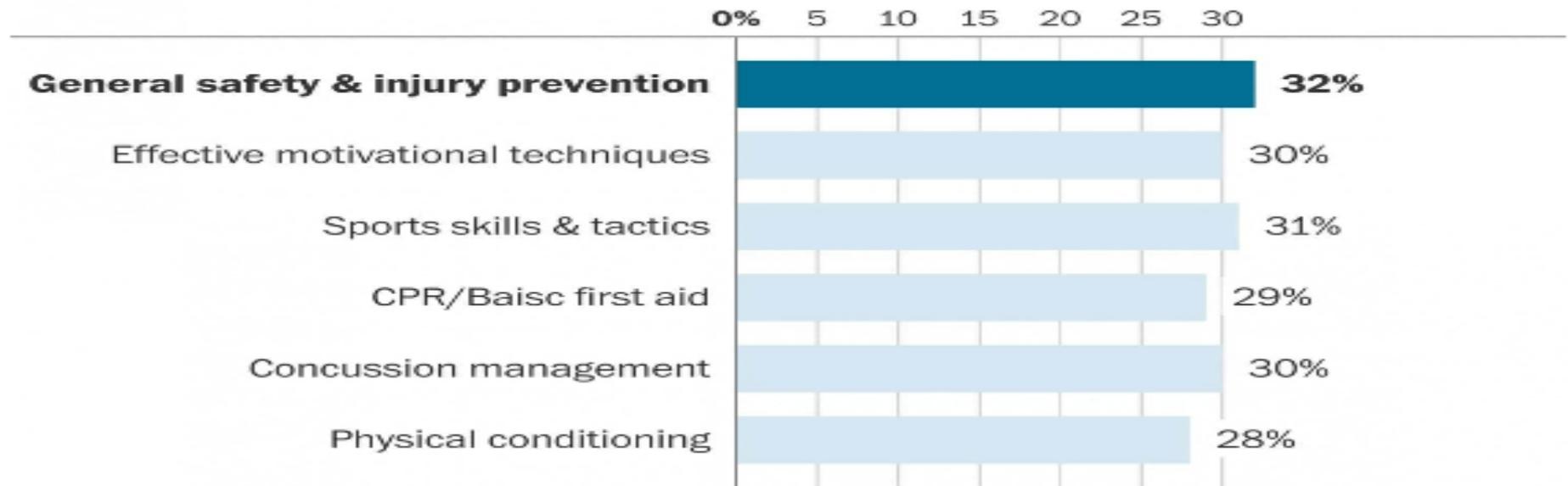
Source: Sports & Fitness Industry Association, Aspen Institute

JACOB BOGAGE/WASHINGTON POST



### Coaches don't have sufficient training

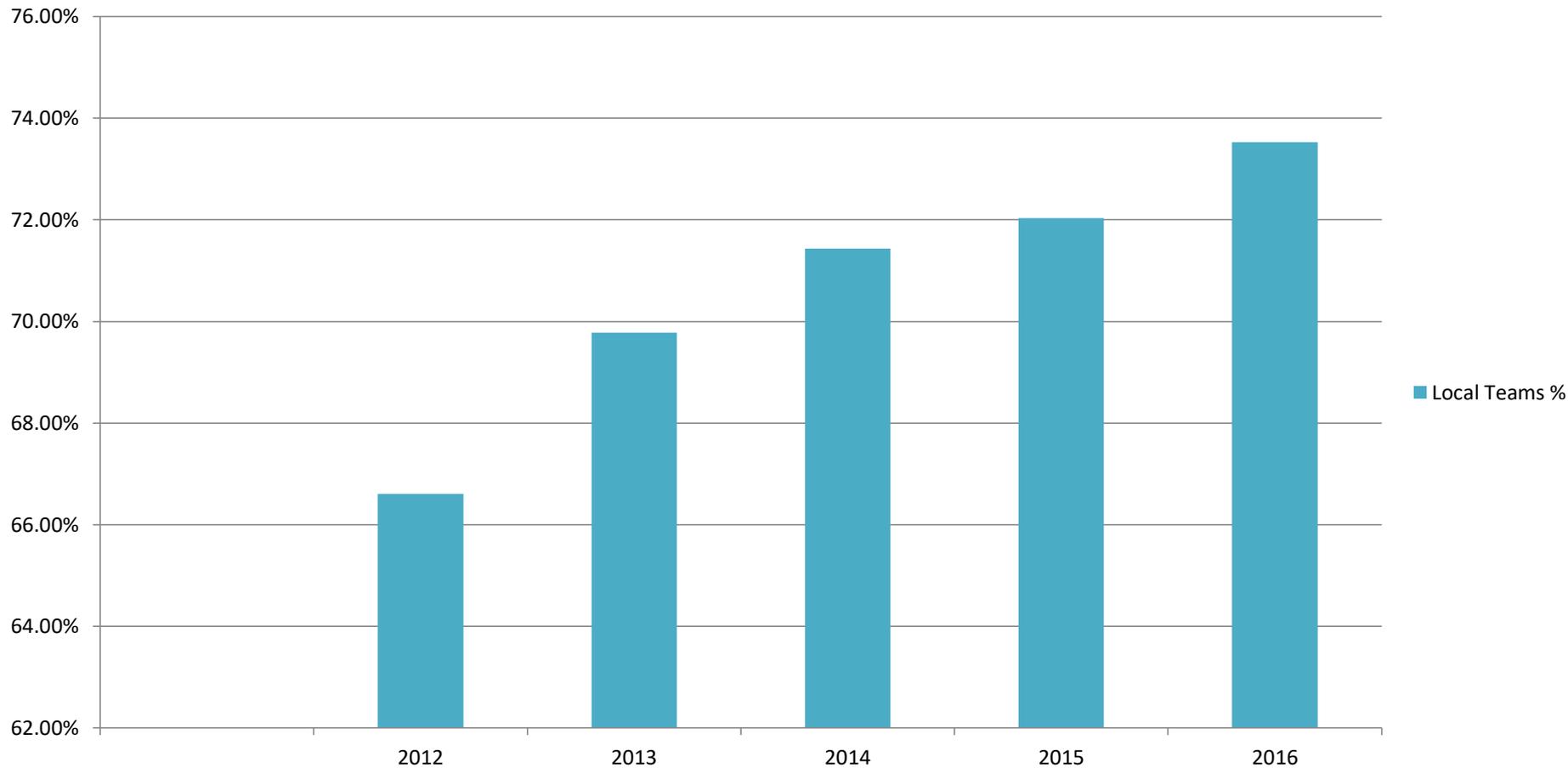
Most coaches do not have training in the requisite categories it takes to effectively coach youth sports, Aspen found. Less than one-third of coaches are trained in general safety and injury prevention. Not even 30 percent of coaches are trained in CPR and basic first aid.



Source: Sports & Fitness Industry Association, Aspen Institute

JACOB BOGAGE/WASHINGTON POST

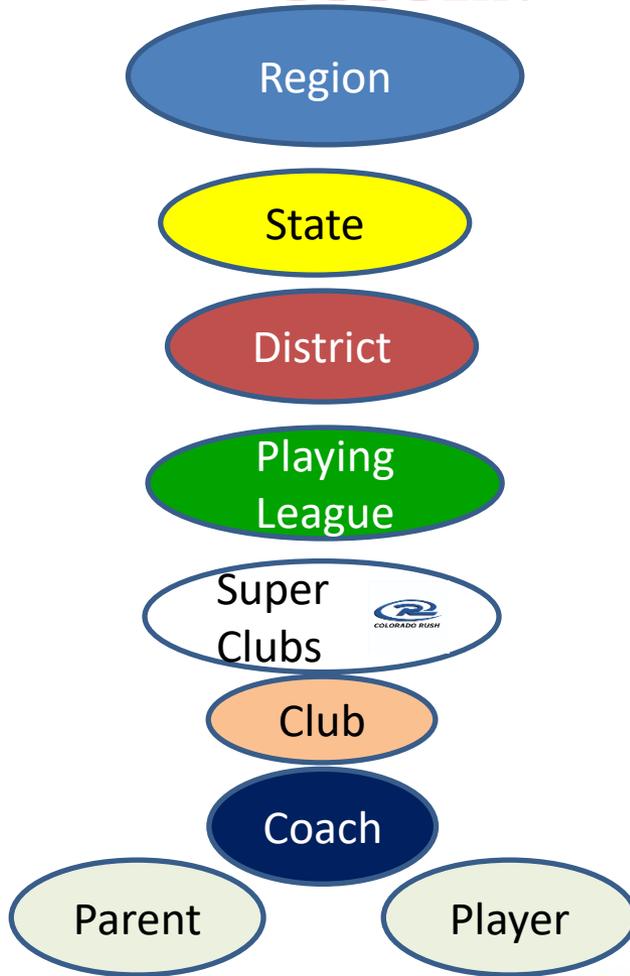
**Local Teams %**



**TOURNAMENTS**



## INEFFICIENT MODEL





Airlines & Banking  
Youth Sports  
Tournaments



"Alexa, dim the dining room lights."

"Alexa, what's the weather in London?"

"Alexa, what's on my calendar today?"



NLP



Search



# Through Slack



john 7:34 AM ☆  
20 rooms



PlanTrip APP 7:34 AM

What city or zip code are you traveling to?



john 7:34 AM  
Irvine spectrumn



PlanTrip APP 7:34 AM

When do you want to check in?



john 7:34 AM  
8/1/17



PlanTrip APP 7:34 AM

When do you want to check out?



john 7:34 AM  
8/4/17



PlanTrip APP 7:34 AM

There are 50 hotels in the area, and you can only send bids to 10, and only the first 5 to respond will participate. Would you like to filter by the distance, the hotel brand, the hotel rating, or say "done" and we will take it from here.

NLP

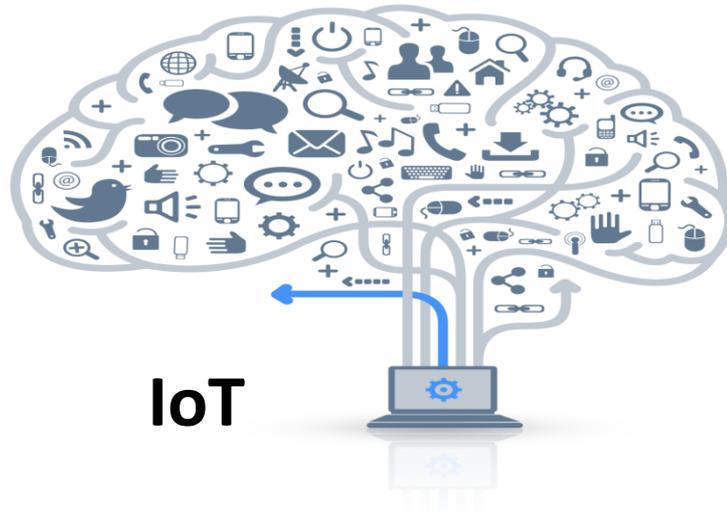


WEARABLES



AR/VR





An advertisement for 3D printing in sports equipment design. It features a yellow background with a soccer cleat and its packaging. The cleat is black with yellow accents and has a textured soleplate. The packaging is yellow and black, with the text "SHOX GUARD" and "ZK" visible. To the right of the cleat, the text "3D PRINTING CHANGING SPORTS EQUIPMENT DESIGN" is written in bold, black letters. In the bottom right corner, there is a blue box with the text "WTFFF?! 3D Printing" and "WTFFF 346" below it.



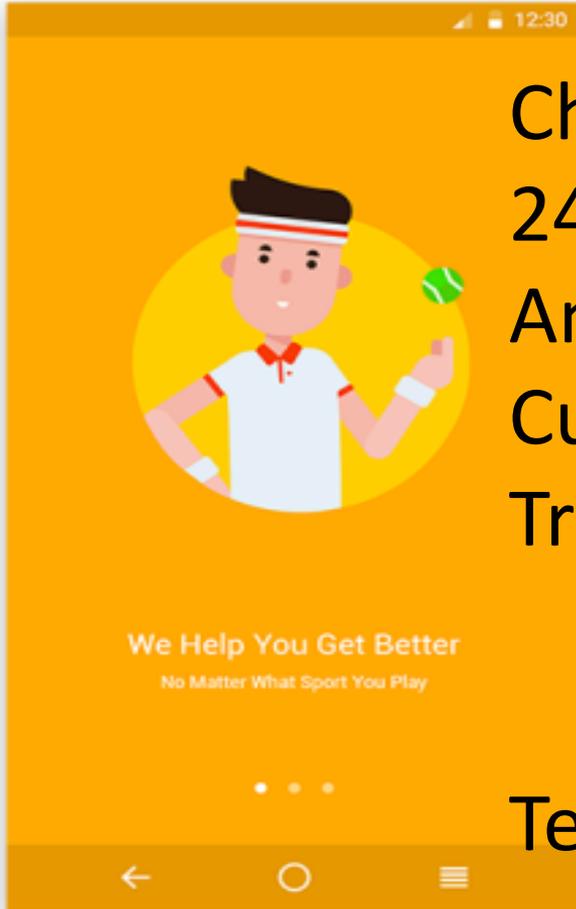
**Millennials**  
**+**  
**Technologies**  
**+**  
**Market Conditions**  
**=**



# THE PERFECT STORM

# Soccer 2.0





Cheaper  
24/7  
Anywhere  
Custom  
Transparent

Technical

SEE MORE INSTRUCTORS

LOG

M  
MASTERCLASS



# STEPHEN CURRY

TEACHES SHOOTING, BALL-HANDLING, AND SCORING

# Avatar Next?

Tryouts  
Recruiting





## Big improvement after practicing with VR

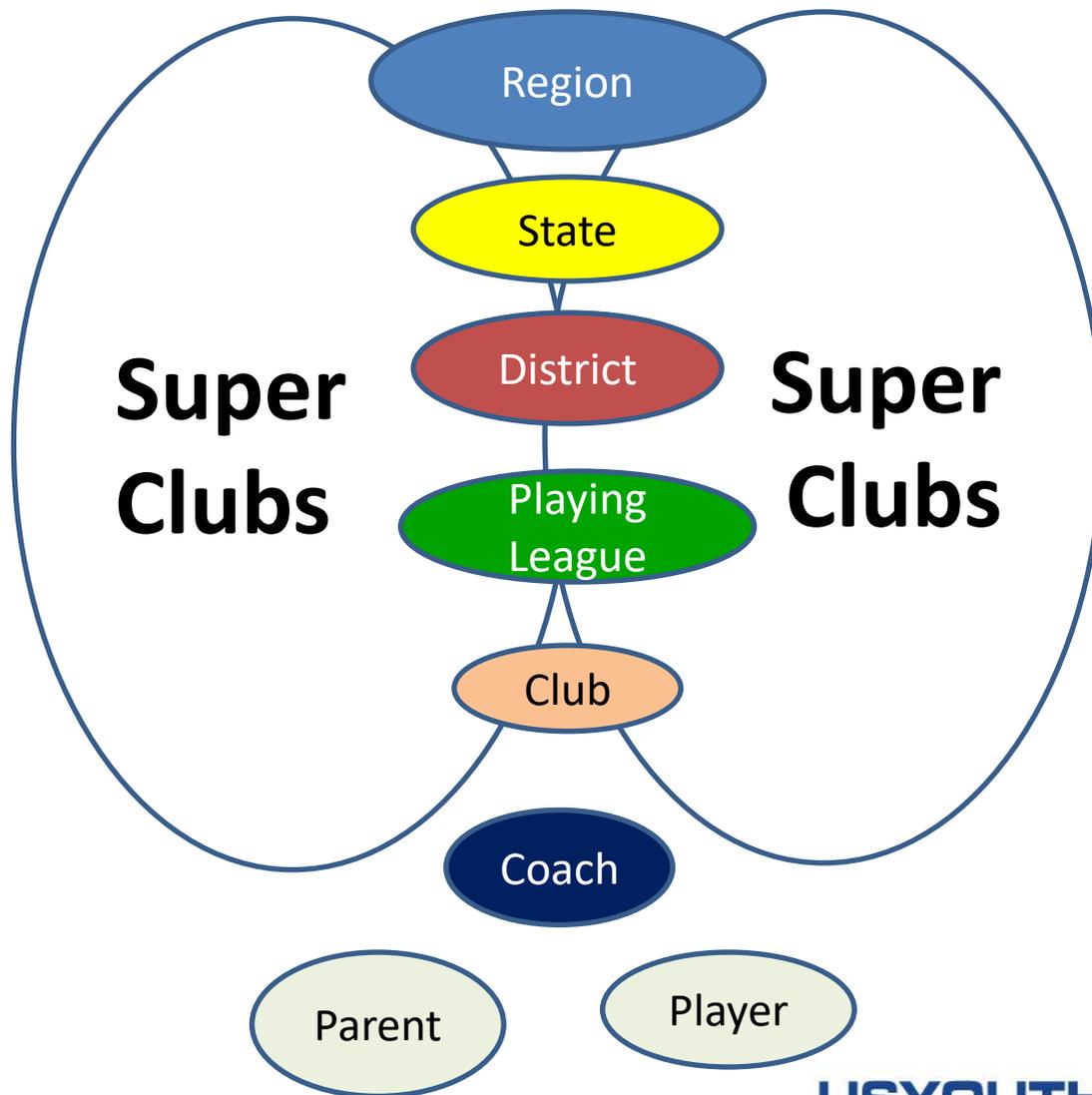
🕒 May 2, 2017   📁 Data Science

WASHINGTON POST REPORTS NBA STAR SEES INCREASE IN FREE THROW MAKE PERCENTAGE WITH STRIVR TRAINING



**Leadership**  
**Motivator**  
**Emotional Intelligence**  
**Technologist**  
**Negotiator**  
**Easier and Cheaper**





**Cause**  
**Customer Experience**  
**Technology Coordination**  
**Transparent**  
**Data Driven**  
**CMO, CIO & CSO Roles**



**Re-Invent  
Get Closer To Customer  
Eliminate All The Confusion  
By-Laws  
Data Analytics  
CMO, CIO & CSO Roles**



**Customer Experience  
Sponsorships Data Driven  
Better Operations  
Events with a Cause  
Broadcast**

**Stay and Play**





How Does Your Organization Measure Up?

Regulating the internet giants

# The world's most valuable resource is no longer oil, but data

*The data economy demands a new approach to antitrust rules*



What is Your Organization Doing ?

# **Customer Focus – Predictable Experience**

**Re-invent**

**Streamline**

**Training**

**Have a Cause**

**Be Transparent**

**Collect as Much Data as Possible**

**Provide Great Experience at a Good Value!!!**



Yes,  
We Can!



# TeamRunner

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