SOCGER 2.0

Millennials Are Coming

The revolution is closer than you think!
LUNCH WITH A MILLENNIAL
MILLENNIALS

Booth 1316

81 Million

40% have kids
One word?
Transparent
Highly Educated
Value Driven
Experience Focused
Non Conforming
Green
MILLENNIALS

Good Cause

Booth 1316
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Team Sports</th>
<th>Individual Sports</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>53.2</td>
<td>41.5</td>
</tr>
<tr>
<td>2012</td>
<td>52.9</td>
<td>41.4</td>
</tr>
<tr>
<td>2013</td>
<td>52.7</td>
<td>41</td>
</tr>
<tr>
<td>2014</td>
<td>50.8</td>
<td>38.2</td>
</tr>
<tr>
<td>2015</td>
<td>50.8</td>
<td>38.6</td>
</tr>
<tr>
<td>2016</td>
<td>49.8</td>
<td>36.9</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>General safety &amp; injury prevention</th>
<th>32%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective motivational techniques</td>
<td>30%</td>
</tr>
<tr>
<td>Sports skills &amp; tactics</td>
<td>31%</td>
</tr>
<tr>
<td>CPR/Basc first aid</td>
<td>29%</td>
</tr>
<tr>
<td>Concussion management</td>
<td>30%</td>
</tr>
<tr>
<td>Physical conditioning</td>
<td>28%</td>
</tr>
</tbody>
</table>

Source: Sports & Fitness Industry Association, Aspen Institute

JACOB BOGAGE/WASHINGTON POST
Local Teams %

- 2012: 62.00%
- 2013: 64.00%
- 2014: 66.00%
- 2015: 68.00%
- 2016: 70.00%
- 2017: 72.00%
- 2018: 74.00%
- 2019: 76.00%

MARKET CONDITIONS
MARKET CONDITIONS

INEFFICIENT MODEL

US YOUTH SOCCER

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Region
State
District
Playing League
Super Clubs
Club
Coach
Parent
Player

Team Runner

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Team Runner
Airlines & Banking
Youth Sports
Tournaments
IN GREED WE TRUST
"Alexa, dim the dining room lights."

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

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

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.
Millenials + Technologies + Market Conditions =
Cheaper
24/7
Anywhere
Custom
Transparent
Technical
STEPHEN CURRY
TEACHES SHOOTING, BALL-HANDLING, AND SCORING
Avatar Next?
Tryouts
Recruiting
Big improvement after practicing with VR

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!
To Contact Us:
Ziad Tleimat
Founder/CEO
925 202.1022
Ziad@Zimcode.com

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