

# EXECUTIVE MARKETING SUMMARY

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## **SPORTSTECH INTERNATIONAL**

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## SPORTSTECH | BUSINESS OVERVIEW

Sportstech has the long-term objective of becoming one of the most prestigious Sports Management firms in the world. While enriching the lives of athletes and meeting the team building objectives of our clients with integrity, quality, and excellence, we are building a championship organization in the sports marketplace.

The most important aspect of Sportstech is its core values and beliefs. The core values are what drives the organization, and is the key to creating a truly dynamic company. Values guide the actions. Sportstech believe in ...respect, complete honesty, and integrity in everything it does. It is for this reason that every opportunity is not a good opportunity, and every good opportunity may not be Sportstech's opportunity. Sportstech believes that there is a higher authority to answer too, and that is the bottom-line.

- Everybody wants to be on a winning team!

Sportstech is a full service sports management firm specializing in the integration of state-of-the-art technology for Human Asset Management.™ The sports industry has grown into a multi-billion dollar arena where the activities of an athlete's life outside of sports has as much or more impact as their performance in their respective endeavor. Through a comprehensive approach known as Human Asset Management,™ Sportstech uses a streamline process of integrated technology to take care of an athlete's needs, especially off-the-field issues and responsibilities. This allows the athlete to focus on optimum performance as a person, while being a positive contributor to society.

While most sports management organizations are attracted primarily by an athlete's physical ability, Sportstech puts as much or greater emphasis on their Emotional Quotient (EQ). This approach to Human Asset Management, the model of Human Behavior, naturally increases human performance. This is a great benefit to sports teams and organizations, because it promotes better team dynamics and self-awareness, thus decrease negative behavior and protecting their interests...Human Asset Protection Management.™

Human Relationships are the real key to success in society: 85% of the reason people get, keep, and move ahead in their job has to do with people skills and people knowledge... 15% is determined by their technical skills and knowledge, regardless of profession. Source: (Stanford Research Institute, Harvard University & Carnegie Foundation.)

- IQ is normally established by age 6. Research indicates that it does not change, and if there's any change it is very marginal.
- EQ is established through experiences, and research shows that individual can further develop EQ during their lifetime.

Sportstech's ultimate goal is to add personal value to an athlete's life, in return affecting every part of the person,-- "Human Asset Management."



**Success = Partnerships**  
*Sportstech partners with pro teams, college teams, and high school teams, along with corporations to increase human performance.*



**Emotional Intelligence (EQ)**  
*Human Relationships are the key to real success. Emotions, good or bad, determine whether are you in control or out of control.*

## SPORTSTECH | MARKET OPPORTUNITY

The sports industry of the 21st Century has grown into a multi-billion dollar business, but the increase in drug use and violent crimes has become the topic of media today. Many athletes are out of control, which is hurting the image of sports. This is due to a lot of reasons, but the bottom line is that the general public is becoming outraged and not putting up with it. Spectators and fans often derive a sense of social identity and self-esteem from a team. Emulation of favorite players is an element of this identification. Athletes, at large are no longer being looked at as role models, but rather as a bunch of high paid criminals.

Violence is one outcome of reactive aggression, an underlying emotional component, with harm as a negative consequence.

The ultimate goal of Sportstech is to empower the athlete with skills to address the pressure of performance and the growth of the negative behavior, while developing their Emotional Intelligence (EQ). This is "Human Asset Management."™ The expectation is that athletes are not reactive to situations but proactive with good choices. In this process, the interest and investment of the team is being preserved and protected. This is "Human Asset Protection Management."™



***The Goal to Win... At What Cost?***  
*The sports industry is a multi-billion dollar business with an unfortunate increase in drug use and violence.*

## SPORTSTECH | THE MARKET SOLUTION

The primary service is Human Asset Management™ for the individual and Human Asset Protection Management™ for the organization. Providing these initial services to athletes and team organizations will help in solving the problems of drug use and violent crime in sports today. The focus will be to introduce Human Asset Protection Management™ to professional sports teams and organizations while partnering with them to address the problems. The organization can then decide upon positive solutions, rather than negative suspensions and removal from the game or sport, a costly endeavor for the team and the athlete. By delivering a network of custom workshops, seminars, and personalized individual and team coaching and training, teams can educate players to participate within this framework and develop the skills through Human Asset Management. This becomes a critical service for teams and organizations in protecting their investment while athletes participate as productive members of the community. Sportstech is currently developing an innovative, state-of-the-art program know as, "Life Manage." This web-based interface tool will enable athletes and organizations to integrate life scheduling and Human Behavior education.

Sportstech's first primary client is the Los Angeles Angels. Sportstech will deliver a series of customized workshops during the Instructional League period. The players involved are the Angel's top prospects from throughout the minor league system. The workshops will be a prototype for future development within the organization, sponsored through their Player Development Department.



***Los Angeles Angels Project***  
*Customized programs, including a series of workshops, are being designed for developing athletes. ... the future of the Angels!*

Sportstech has successfully developed a strategic partnership with William Mark Corporation, makers of Exceptional Flying Products™ (high-tech toys), to represent one of their product lines, the X-zylo. This toy inspired Red Sox rookie pitcher, Dice-K Matsuzaka to develop baseball's newest pitch, the gyroball.

For other source of funding, Sportstech will establish revenue-generating partnerships with technology, media, and entertainment companies to continue the sports marketing and promotions efforts.

**SPORTSTECH | THE MARKET**

The primary addressable market of Sportstech is professional sports teams and professional athletes, who will receive specific services through their active participation within the Human Asset Management system. Sportstech will penetrate the sports management market and gain market shares through this niche market of its specialized services, a service that no other competitors offer at this time. Timing is of the essence to capture this market opportunity.

Within the next twelve (12) months it is the objective of Sportstech to market its service to the Big 3 Major Sports markets: Major League Baseball (MLB), National Football League (NFL), and the National Basketball Association (NBA), while establishing a business relationship with a minimum of one team in each league.

In providing value-added services at a premium, -- lowering the value and not the quality, -- to establish the start-up relationship, Sportstech will realize ongoing revenues through partnerships with professional sports team. This start-up model will create increased opportunities and financial sustainability.

**SPORTSTECH | MANAGEMENT TEAM**

Hands-on training and coaching facilitation is provided through an experienced team of professionals from the fields of neuro-science, education, technology, and corporate America.

The core management staff consists of the Executive Team. James Wimberly oversees the day-to-day operations, and Marvin Smith is responsible for resource and organizational development.

**Executive Team**

<b>Marvin Smith, M.A.</b> , President Principal	<b>Richard Rydstrom, Esq</b> Legal/Business Development
<b>James Wimberly</b> , Sr.VP Principal	<b>Paul Palsa</b> Media Relations
<b>Marek Helstrom, MBA</b> Business Development	<b>Dan Lundmark, MBA</b> Marketing & Media



**Sportstech & Sport Marketing**  
Product Brand marketing, partnered with professional athletes, is a multi-billion dollar business.



**Team Sportstech = Winning**  
Teamwork is key at Sportstech. Professional facilitators, and consultants, and an enthusiastic advisory board, round out the team. **Everybody wants to play on a winning team.**

**Advisory/Consultant Team**

<b>Browne Greene, Sr. Partner</b> Greene Broillett & Wheeler, LLP	<b>Andrew Sapp, PhD</b> Neuro-Psychologist
<b>Phillip Richards, First VP</b> Morgan Stanley	<b>Joshua Freedman, Director</b> Six Seconds EQ Network
<b>Mark Bower, Exec. VP Marketing</b> Chronicles Technologies, Inc.	<b>Bruce Hacker, E.A., Partner</b> Hacker, Rammell & Associates

**SPORTSTECH | MAKING AN IMPACT**

**Financial and Social Impact Summary**

The financial and social impact of Sportstech will be measurable by the growing number of athletes and teams who will be positively impacted by Human Asset Management programs. The Sportstech model, expanded through technology, will be the thrust of the strategy for the organization to replicate the success throughout the rest of United States, and abroad. The model for regional expansion of Sportstech will be driven by the development of specialized technology, with a combination of revenues generated from teams and individual athletes. This will provide an opportunity to develop in other areas through sports marketing and promotions.

The framework for assessing the impact of Sportstech upon an organization will consist of measurable and “success criteria” to gauge client satisfaction and performance. Another important metric that indicates the success of the pilot program is the development of athletes within an organization, and ability to understand the Model of Human Behavior.

Finally, the social impact of Sportstech will be demonstrated through the media and the sports world, by the positive behavior, team-building dynamics, and constructive influence within communities. Sportstech will champion a strong positive social message to athletes, young and old.

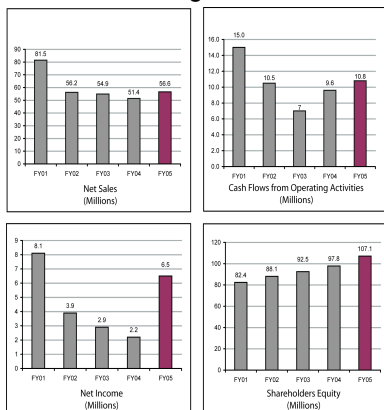


**Social Impact...**  
Emmanuel Elayae, at-risk youth athlete, mentored by Marvin Smith. Manny is a graduate of West Point, Class of 2004, and is serving as an officer in the U.S. Army.

**SPORTSTECH | MARKETING BUDGET**

**Financial Needs**

The finances that are needed at this time are supported by the marketing plan to grow the business. The budget is based on start-up seed capital.



**Financial Health Indicator**  
Revenue minus Expenses equal Profits... Healthy operations maximize revenue and minimize expenses... Effectiveness!