

Achieve Greatness.



DASH REEL

Athletic Coaching Marketplace

Why DashReel?



In a recent survey the International Olympic Committee found that one of the biggest problems athletes face is a fear of their lack in skill & inadequate resources to perform at the highest level.

I used to compete as a professional mixed martial artist and know how detrimental it can be to an athletes mental and physical performance if they do not have access to the right coaches.



Why at the highest level of sports do they over emphasize the importance of **WATCHING FILM**, but when it comes to youth athletics (18 & below) they very rarely having the opportunity to **SEE WHERE THEY NEED TO IMPROVE?**

The Problems

If you ever competed as an athlete, **WHY** did you quit? (**Poor experience with a coach? Overbearing Parents?**)



Athletes **have to rely on their current coaches to have the time & resources to breakdown film for them.** Assuming based on geographical location that an athlete will find the right coach that has their best interest in mind is what we assume today.



Coaches **on average only make \$38k a year.** Coaches are required to spend 10 – 12 hours a day on the field with these athletes. They do not make any more or less money when it comes to offering individual coaching. **How do we give coaches more ways to supplement their income, doing what they love, from the comfort of their home?**



Both athletes & coaches alike **wish there were more opportunities to learn & teach remotely.** How do we give **Athletes** more opportunities to connect with coaches they **RESPECT & WANT** to be taught by, while giving **Coaches** more opportunities to connect with athletes from **all around the world?**



How do we give the tens of thousands of athletes a year that step away from competition more ways of being able to stay connected to the game they dedicated their life to, **while being able to monetize on their knowledge of the game?**



DASHREEL

(Click Me To Watch)

DashReel

User Experience
for Film Experts

Film Analysis Software

Dev.dashreel.com

How to use DashReel

[\(Click Me\)](#)

How to use DashReel

AI Demo

(Replai – This is a partnering company to DashReel)

[\(Click Me\)](#)

AI Demos

(Movement Recognition, Biomechanics, Object Tracking, Person Detection & Recognition)

Breakdown Types

Athletic Betterment

Consumers

- Athletes looking to improve
- Teams looking to improve
- Coaches looking to get outside opinions on technique & strategy

Producers

- Coaches (All Levels)
- Enthusiasts
- College Athletes
- Amateur Athletes
- Professional Athletes
- Analysts Commentators

Unlike our competition DashReel will be managed through reviews, so anyone will be able to offer their service to breakdown film, but it will be up to each “Producer” to:

- Verify their identity
- Validate their experience
- Provide a solid product through their film analysis

Fan Engagement

Consumers

- Fans
- Sports Enthusiasts
- Athletes
- Coaches

Producers

- Popular athletes
- Popular coaches
- Sports Influencers
- Anyone with a following

If someone believes they have a following and wants to create a package for “Fan Engagement” they can. It will be up to the Influencer / celebrity to attract their fans to DashReel to get film broken down by them.

Comedic Roasting

Consumers

- Fans
- Sports Enthusiasts
- Athletes
- Coaches

Producers

- Comedians
- Popular sports figures
- Celebrities
- Influencers

If someone believes they are funny and wants to create a package for “Comedic Roasting” they can.

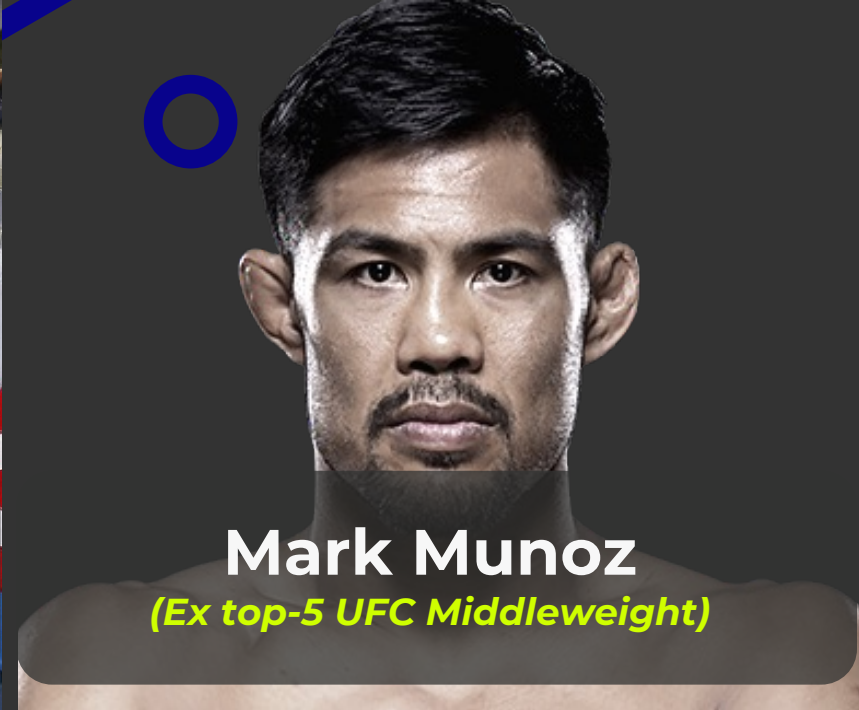
Athletic Advisors



Jason Parillo
(Head coach @ RVCA)



Steven & Jean Lopez
(Olympic Gold Medalists)



Mark Munoz
(Ex top-5 UFC Middleweight)



Andy Cosferent
(Founder @ Cheer Source & TV personality)



Raymond Daniels
(Viral MMA & Karate Athlete)

Sports Coaching in the US is a \$19B a year industry

2B Athletes globally = \$100B spent on Coaching annually.

5B Sports Fans globally = \$90B spent on Fan Engagement & Events.

Focused Sports (Globally)

Tennis



Lacrosse



Jiu Jitsu & Wrestling



Cheer & Stunt



Baseball & Softball



Football (Quarterbacks)



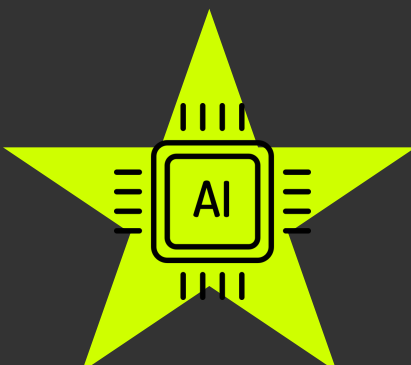
Transactions



DashReel initially will be an aggregator business model, where through our marketplace we take a % of each transaction from both parties. **We will mark up every package price 30 – 40%. So if a package = \$1 it will display as \$1.30 - \$1.40**

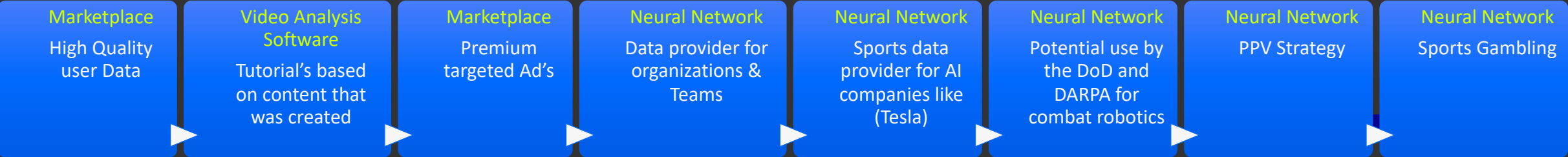
DashReel will also look to place ad's on videos that are broken down, once we have a significant user base.

Subscriptions



We will later scale into a subscription model, where coaches & athletes will be able to just use our film analysis + AI technology. coaches and athletes will have plans they can choose from that will range between \$14.99 & \$124.99. The price fluctuates depending on; # of users, storage & if the user wants access to our AI.

Future Potential: **Revenue**



Word of Mouth

The producers on DashReel who are offering their service to breakdown film, will have a vested interest in marketing DashReel, so they can generate more revenue. At scale once we have multiple producers making 6-figures + DashReel will have built a self marketing platform through the talent on its platform.

Influencer Marketing

Digital Marketing

SEO & Google Ad's

PR, Podcasts & Events

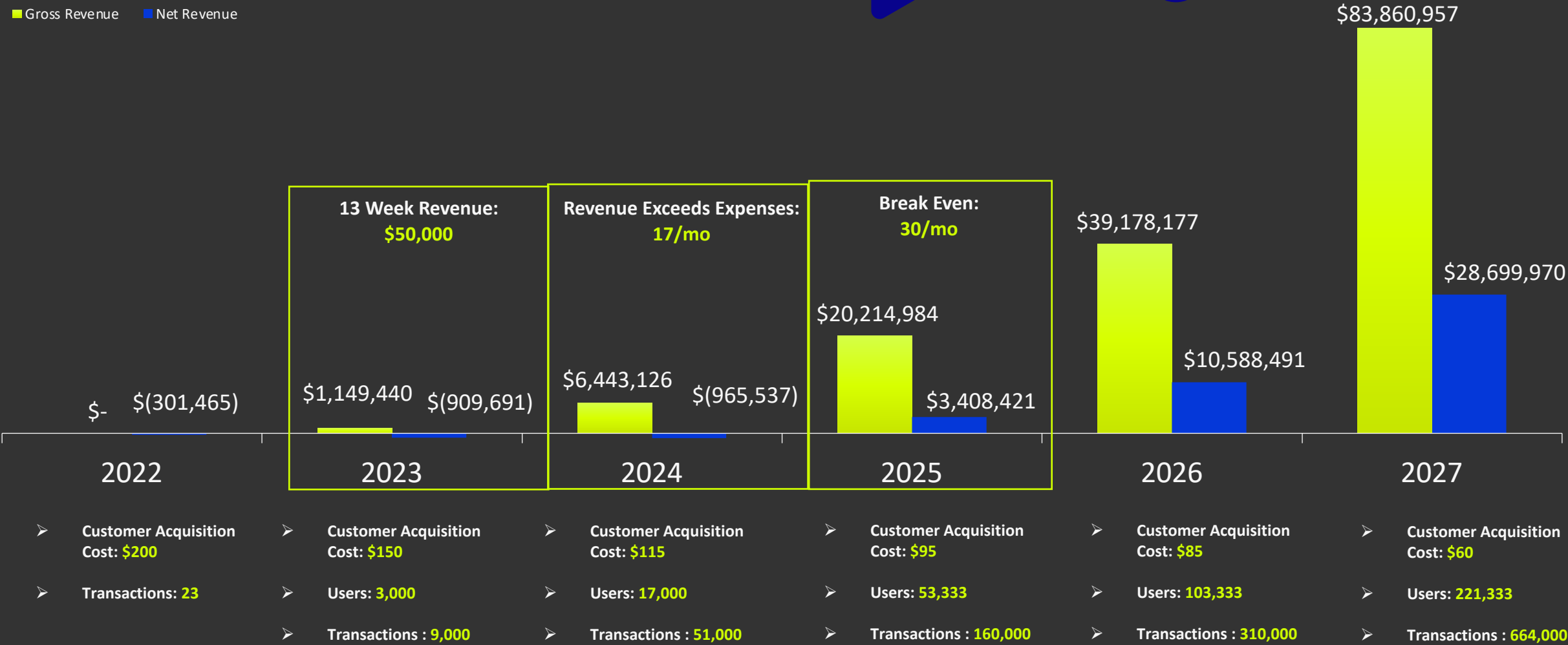
Competition

Unlike our competitors DashReel owns 100% of its IP. We are a marketplace that is investing in film analysis & AI technology, which makes us attractive to both marketplaces like Cameo to scale their marketplace offerings & film analysis companies looking for quality technology.

								
Founded 2017	Founded 2020	Founded 2011	Founded 2019	Founded 2017	Founded 1998	Founded 2018	Founded 2020	Founded 2020
Base Australia	Base Canada	Base Massachusetts	Base London	Base Chicago	Base Switzerland	Base Utah	Base Canada	Base California
Website https://skillest.com	Website https://proplayai.com	Website https://coachup.com	Website https://komi.io	Website https://cameo.com	Website https://dartfish.com	Website https://givego.io	Website https://millions.co	Website Dev.dashreel.com
Objective ➤ Online marketplace for coaches to connect with athletes remotely	Objective ➤ Hardware less solution to performing Biomechanics	Objective ➤ Online marketplace for coaches to connect with athletes in-person	Objective ➤ Allows celebrities to engage & connect with their fans	Objective ➤ Video shoutout platform for celebrities to engage with fans	Objective ➤ Digital enhancement technology used in sports	Objective ➤ Online marketplace for coaches to connect with athletes remotely	Objective ➤ Social commerce platform for athletes	Objective ➤ Online marketplace for coaches to connect with athletes remotely
Area of Focus ➤ Sport Specific: Golf	Area of Focus ➤ Sport Specific: Baseball	Area of Focus ➤ Universal in Sports	Area of Focus ➤ Influencer based	Area of Focus ➤ Any influencer that has a following	Area of Focus ➤ Sports broadcasting ➤ Education ➤ Interactive content	Area of Focus ➤ Film Analysis	Area of Focus ➤ Combat sports	Area of Focus ➤ All areas of sports
Business Model ➤ B2C	Business Model ➤ B2C	Business Model ➤ B2C	Business Model ➤ B2C	Business Model ➤ B2C	Business Model ➤ B2B & B2C	Business Model ➤ B2C	Business Model ➤ B2C	Business Model ➤ B2C

Forecasted Financials

Gross Revenue Net Revenue



Founding Team



Elliott Amador

- 7+ years Building, Managing & Leading Dev teams
- 5+ years Building, Managing & Leading UI/UX, Marketing, Animation & Business Dev teams
- 5 years of early stage (tech) startup experience
- Has scaled companies from Inception to EBITDA Positive
- Ex-Pro Mixed Martial Artist & Coach
- Developer & Analysis



Byron Martinez

- Experience @ Paypal
- Over 5yrs experience as a Full Stack Engineer
- Experience going through acquisition

Total Investment :\$500,000

Talent: \$350,000
Marketing: \$150,000

This current round, we are seeking to acquire more AI developers, frontend developers, backend developers, project specialists, industry experts, a COO & CMO, bring on the founding team as full-time employees, acquire the necessary infrastructure to increase the efficiency & power of our neural networks and begin marketing efforts around our video analysis software & marketplace.

SAFE:

20% discount on “Seed Round”

OR

EQUITY

Seeing is Believing.



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Contact

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