



### **What is SIDELINE SCOUT?**

SIDELINE SCOUT is a video replay system that allows athletes and coaches to instantly review recorded video to gain a competitive edge. This system makes it easier than ever to capture, share and analyze professional quality video during sports competition or training. With this revolutionary platform athletes can now instantly review and make adjustments allowing them to take their game to the next level.

### **How does SIDELINE SCOUT work?**

The system uses professional or personal video cameras that communicate with a custom proprietary box to take incoming video streams and convert them into video clips. These video clips are then distributed through a secure network to mobile devices (Surface, iPad, Android). No internet connection or additional wireless network needed. Athletes and coaches are able to view the video clips seconds after it happens allowing them to make quick and deliberate adjustments. Once on the mobile device, videos can be watched in slow motion, forward, reverse and even frame by frame. After the event, the athletes and coaches can use their mobile devices for further study and training regardless of having current connectivity to the SIDELINE SCOUT network or the Internet.

### **The SIDELINE SCOUT Story**

In the summer of 2013, Steven Smallwood was approached by a fellow parent to identify how Metro Christian Academy could leverage new rules allowing technology to be used in the press box and on the sideline during the football games. Metro Christian needed a way to use the video camera to watch a previous series from an iPad or tablet in the press box. Previously this recorded video was reviewed the following day by coaches and players to see what adjustments they could make for the upcoming week with their next opponent. With this new technology coaches could watch previous plays from the game and make adjustments immediately giving their team an advantage. At the beginning it took up to 80 seconds for a play to get to the tablets which everybody was very excited. Of course Steven wasn't satisfied and was determined to get it under 30 seconds. Within weeks, Steven and his team had the clips coming in less than 10 seconds after the play was over. SIDELINE SCOUT emerged as the leading product for GameDay Edge, LLC.

With Steven's years of experience in technology and sports he immediately determined the Internet could not be a requirement to this solution. He saw the importance for this system to be simple, fast and reliable at all venues. His vision was to develop a system so simple that an 8<sup>th</sup> grader could run it. The SIDELINE SCOUT team has surpassed Steven's expectation at every turn. In early 2016, GameDay Edge was approached by Drew Johansen (former 2012 US Olympic Head Coach, 2015 head coach of World Championship team, 2016 World Cup team and current Indiana University Head Diving Coach) wanting to leverage the SIDELINE SCOUT platform. GameDay Edge teamed up with Coach Johansen and his staff to customize a SIDELINE SCOUT system specific for diving. This new solution is now being used every day with collegiate and Olympic athletes changing how they prepare for upcoming events.

### **Investors**

Taking a bootstrapping business approach, GameDay Edge, LLC. has yet to take on VC investment. GameDay Edge is not opposed to taking on VC or Angel investors, but they believe bootstrapping requires guts, determination and passion. Founders who bootstrap put sweat equity into their businesses and risk everything they've got. They learn the art of hiring without much to give and stretch what resources they have to get what they need. They make things happen.

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