

# UNTAPPED REVENUE

## Part I: Player Retention

April 12, 2016

# TONIGHT'S AGENDA

Club Revenue Breakdown

Player "Churn"

Boosting Player Retention

Case Study: André Lennox, LA Volleyball Academy

**lacrosse**recruits  
**volleyball**recruits  
**soccer**recruits  
**fieldhockey**recruits  
**baseball**recruits  
*Coming Soon!* **softball**recruits  
*Coming Soon!* **basketball**recruits

5 SPORTS.

25 EMPLOYEES (WE'RE HIRING!).

357+ CLUB INTEGRATIONS.

18,000+ MEMBERS.

2,500,000+ LINES OF CODE.

WE ARE

**Sports**Recruits





**CHRIS MEADE**  
Co-Founder  
Wesleyan University Lacrosse



**MATT WHEELER**  
Co-Founder  
Wesleyan University Lacrosse



**WILL AMLING**  
Senior Sales Director  
UPenn Lacrosse



**BECCA BAILEY**  
Family Sales Specialist  
University of Wisconsin-Madison Tennis



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Director of Marketing



**NORBERT BIELAN**  
Post-Production Director



**MALLORY BORY**  
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Wesleyan University Lacrosse



**ANTHONY RODRIGUEZ**  
Software Engineer



**CAT STEFANOVICI**  
Chief Technology Officer

# WE ARE **sportsRecruits**



**ZACK WHOLLEY**  
Sales Development Rep  
University of Maryland Lacrosse



**AARON ZIMMERMAN**  
Director of Event Operations

# MEET THE PANELISTS



**MATT WHEELER**  
Co-Founder, SportsRecruits



**ANDRÉ LENNOX**  
Recruiting Coordinator, LA Volleyball Academy



**JORDAN NIES**  
Account Manager, SportsRecruits

# REVENUE KILLERS

# CUSTOMER CHURN

- The likelihood that a current player will leave your club

# HOW MUCH REVENUE IS GENERATED BY A SINGLE PLAYER?

If club dues are \$1,500, is it:

- A. Less than \$500
- B. \$1,500
- C. \$3,500
- D. \$5,000
- E. More than \$7,500



# THE ANSWER IS...

If club dues are \$1,500, is it:

- A. Less than \$500
- B. \$1,500
- C. \$3,500
- D. \$5,000
- E. More than \$7,500

# THE ANSWER IS...

E. More than \$7,500

# TWO COMPETING CLUBS



- **Falling Stars Club (FSC) vs. Rising Stars Academy (RSA)**
  - Both clubs have 20 players per grade, in 5th through 12th
  - Annual dues per player: **\$1,500**
  - In 2017, 2018, and 2019, **FSC** and **RSA** add 3 new players per team/per year. Good stuff!



# TWO COMPETING CLUBS



## Falling Stars Club

Loses 3 players per year

- Churn: 15%

## Rising Stars Academy

Loses 1 player per year

- Churn: 5%



# TWO COMPETING CLUBS



## Falling Stars Club

Annual dues: **\$1,500**

2016:

- 20 players on 5th, 6th, 7th, 8th, 9th, 10th and 11th grade teams

2017, 2018, and 2019:

- Add 3 new players per team



## Rising Stars Academy

Annual dues: **\$1,500**

2016:

- 20 players on 5th, 6th, 7th, 8th, 9th, 10th and 11th grade teams

2017, 2018, and 2019:

- Add 3 new players per team



# REVENUE IN 2016



Falling Sports Club in 2016

Grade	Players	Dues (in \$000)
5th	20	\$30
6th	20	\$30
7th	20	\$30
8th	20	\$30
9th	20	\$30
10th	20	\$30
11th	20	\$30
Total	140	\$210

Rising Sports Club in 2016

Grade	Players	Dues (in \$000)
5th	20	\$30
6th	20	\$30
7th	20	\$30
8th	20	\$30
9th	20	\$30
10th	20	\$30
11th	20	\$30
Total	140	\$210



# REVENUE IN 2017

## Falling Sports Club in 2017

## Rising Sports Club in 2017

Grade	2016 Players	Players Lost	New Players Added	2017 Players	Dues (in \$000)
5th	20	(3)	3	20	\$30
6th	20	(3)	3	20	\$30
7th	20	(3)	3	20	\$30
8th	20	(3)	3	20	\$30
9th	20	(3)	3	20	\$30
10th	20	(3)	3	20	\$30
11th	20	(3)	3	20	\$30
Total	140	(21)	21	140	\$210

Grade	2016 Players	Players Lost	New Players Added	2017 Players	Dues (in \$000)
5th	20	(1)	3	22	\$33
6th	20	(1)	3	22	\$33
7th	20	(1)	3	22	\$33
8th	20	(1)	3	22	\$33
9th	20	(1)	3	22	\$33
10th	20	(1)	3	22	\$33
11th	20	(1)	3	22	\$33
Total	140	(7)	21	154	\$231



# REVENUE IN 2018

Falling Sports Club in 2018

Rising Sports Club in 2018

Grade	2017 Players	Players Lost	New Players Added	2018 Players	Dues (in \$000)
5th	20	(3)	3	20	\$30
6th	20	(3)	3	20	\$30
7th	20	(3)	3	20	\$30
8th	20	(3)	3	20	\$30
9th	20	(3)	3	20	\$30
10th	20	(3)	3	20	\$30
11th	20	(3)	3	20	\$30
Total	140	(21)	21	140	\$210

Grade	2017 Players	Players Lost	New Players Added	2018 Players	Dues (in \$000)
5th	22	(1)	3	24	\$36
6th	22	(1)	3	24	\$36
7th	22	(1)	3	24	\$36
8th	22	(1)	3	24	\$36
9th	22	(1)	3	24	\$36
10th	22	(1)	3	24	\$36
11th	22	(1)	3	24	\$36
Total	154	(7)	21	168	\$252





# REVENUE IN 2019

## Falling Sports Club in 2019

## Rising Sports Club in 2019

Grade	2018 Players	Players Lost	New Players Added	2019 Players	Dues (in \$000)
5th	20	(3)	3	20	\$30
6th	20	(3)	3	20	\$30
7th	20	(3)	3	20	\$30
8th	20	(3)	3	20	\$30
9th	20	(3)	3	20	\$30
10th	20	(3)	3	20	\$30
11th	20	(3)	3	20	\$30
Total	140	(21)	21	140	\$210

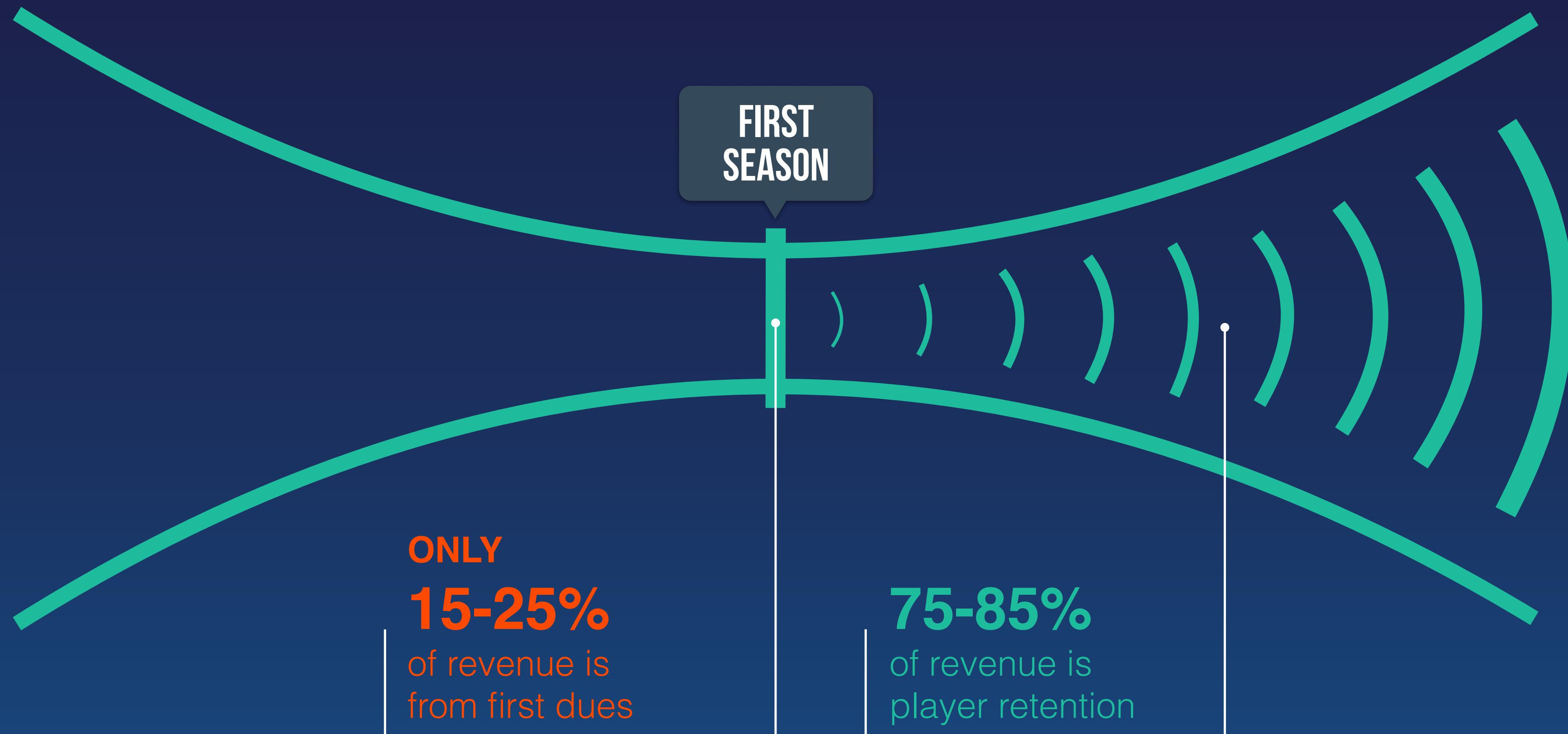
Grade	2018 Players	Players Lost	New Players Added	2019 Players	Dues (in \$000)
5th	24	(1)	3	26	\$39
6th	24	(1)	3	26	\$39
7th	24	(1)	3	26	\$39
8th	24	(1)	3	26	\$39
9th	24	(1)	3	26	\$39
10th	24	(1)	3	26	\$39
11th	24	(1)	3	26	\$39
Total	168	(7)	21	182	\$273

# REVENUE OVER THE NEXT 3 YEARS

## Club Revenue Comparison



# RECURRING REVENUE MAKES ALL THE DIFFERENCE



# PLAYER RETENTION

# YOUNG PLAYERS WORTH MORE, HARDER TO RETAIN



50%

*of families played for more than one club at age 13 or younger*



78%

*of families played for only one club by age 17*

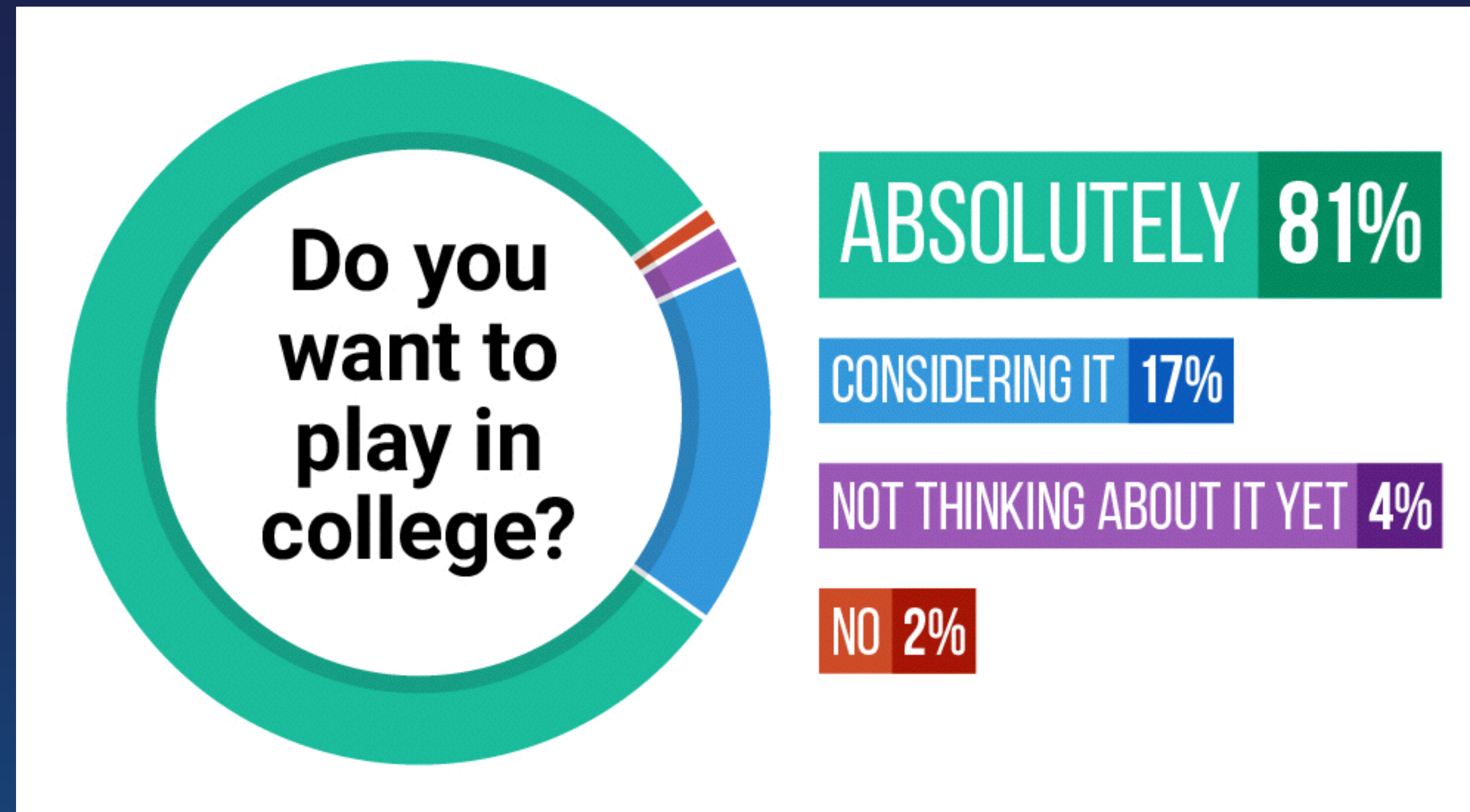
# TAKEAWAYS

- Takeaways:

# WHY FAMILIES CHOOSE CLUBS



# COACHING EXPERTISE

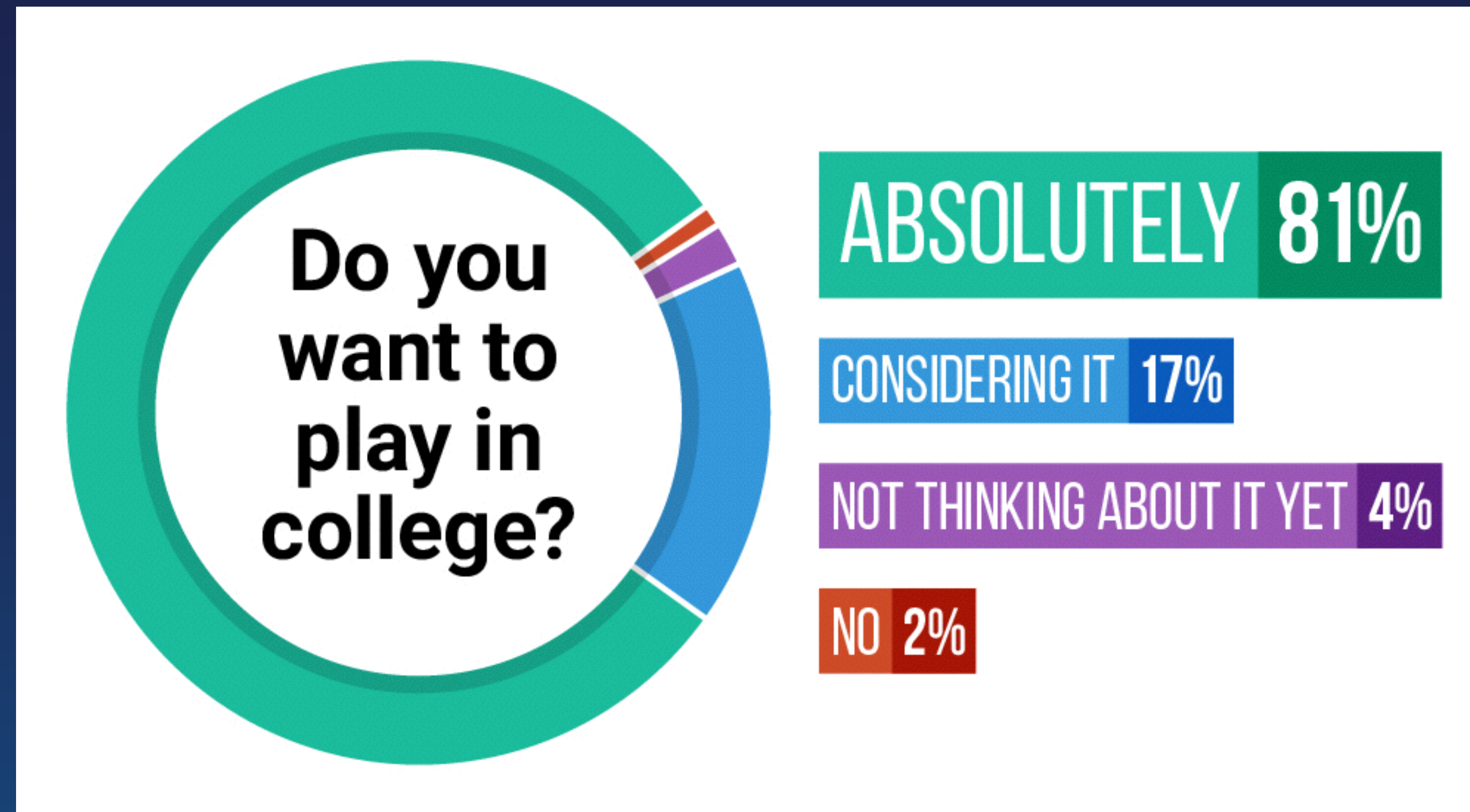




# CLUB FOCUS

- Coaching Staff
- Recruiting Program
- Price (surprising, but true)

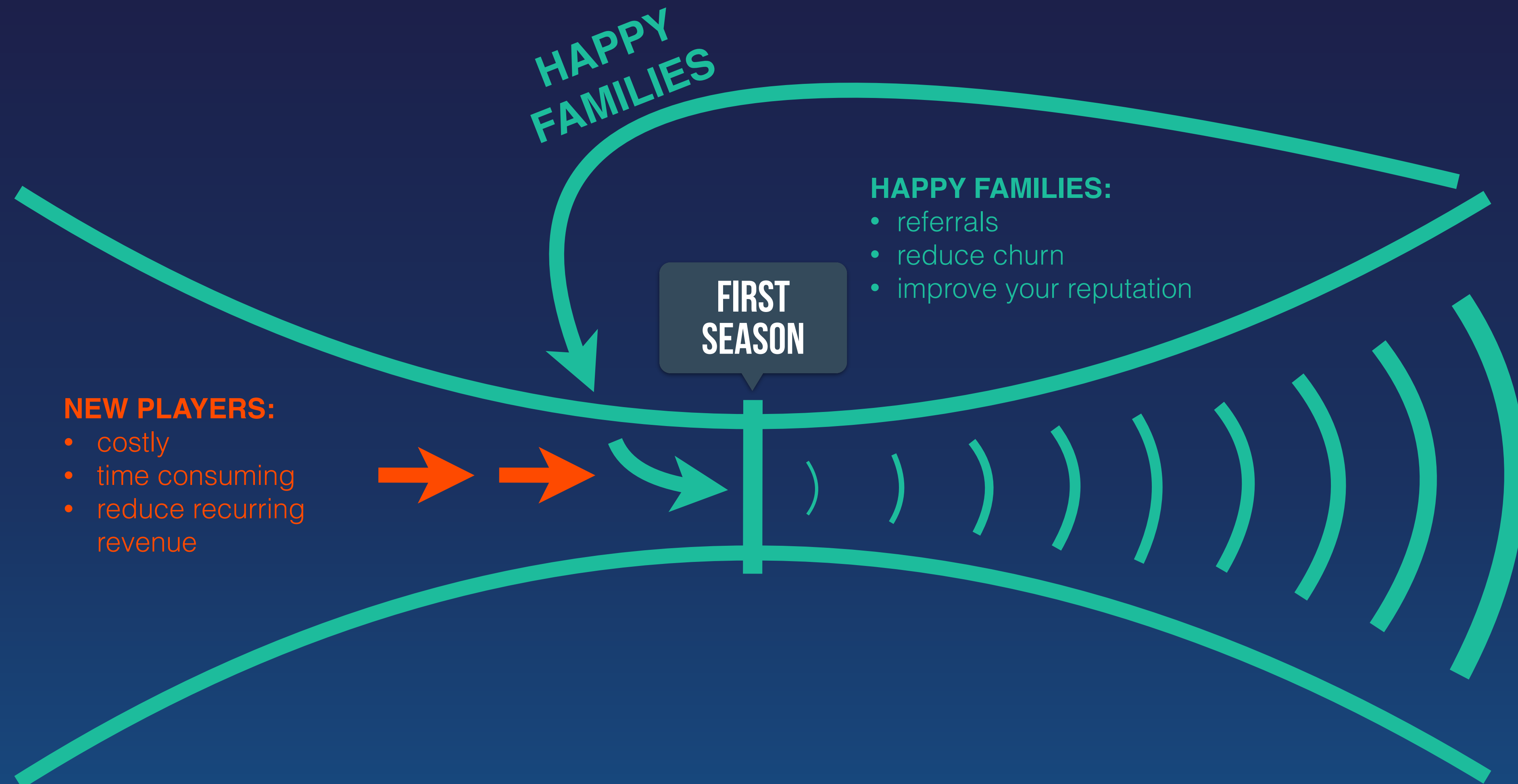
# RECRUITING EXPERTISE



# CASE STUDY: LA VOLLEYBALL ACADEMY

- André Lennox, Recruiting Coordinator at LA Volleyball Academy

# HAPPY FAMILIES = HAPPY CLUBS



# QUESTION & ANSWER