



BASEBALL WORKS FUNDRAISING



DIAMOND
ALLEGIANCE

BASEBALL WORKS, LLC



This Business Plan is furnished to select individuals for the sole purpose of disclosing certain proprietary information complete with ideas, concepts, marketing plans and financial projections for this venture. It does not constitute an offer to sell or a solicitation of an offer to buy any securities. We reserve the right, at our own discretion, to modify or withdraw this plan, to reject any offers regarding an investment and to terminate discussion with a recipient at any time.

This Business Plan does not constitute an offer to sell nor a solicitation of an offer to buy in any jurisdiction in which such offer to sell or solicitation of an offer to buy would be unlawful. The Company will not offer, and this Business Plan does not constitute an offer of securities, to any person in any jurisdiction in which such an offer would not be in compliance with the securities or blue sky laws of such jurisdiction. The securities will not be qualified for offer or sale to the public under the securities laws of any foreign country or jurisdiction. Neither the delivery of this Business Plan nor any sale of the securities shall, under any circumstances, imply that the information contained herein is correct as of any time other than the date set forth hereof.

Investors are not to construe the contents of this Business Plan or any other documents delivered herewith as legal, business, accounting or tax advice. Each prospective investor should consult their own attorney, business or tax advisor as to legal, business, tax and related matters concerning this investment. Each Investor must conduct and rely on its own evaluation of the Company, including the merits and risks involved in the Company's valuation, in making an investment decision.

Any investment will involve a high degree of risk. It is only appropriate for Investors who have the financial means to bear the possible loss of their entire investment. Prior to making any investment, a prospective Investor will be required to represent and warrant that he or she (i) is an accredited investor as defined in Regulation D under the Securities Act; (ii) is acquiring the shares for his/her own account, for investment only and not with a view toward the release or distribution thereof; and (iii) that he/she is aware that the transfer of the shares is restricted by applicable federal and state securities laws and by the absence of a market for the shares. Each Investor may also be required to satisfy additional suitability requirements, if any, as imposed by the jurisdictions in which the securities are sold.



BASEBALL WORKS



BASEBALL WORKS [Organization / Company Assets]



DIAMOND SPORTS FOUNDATION

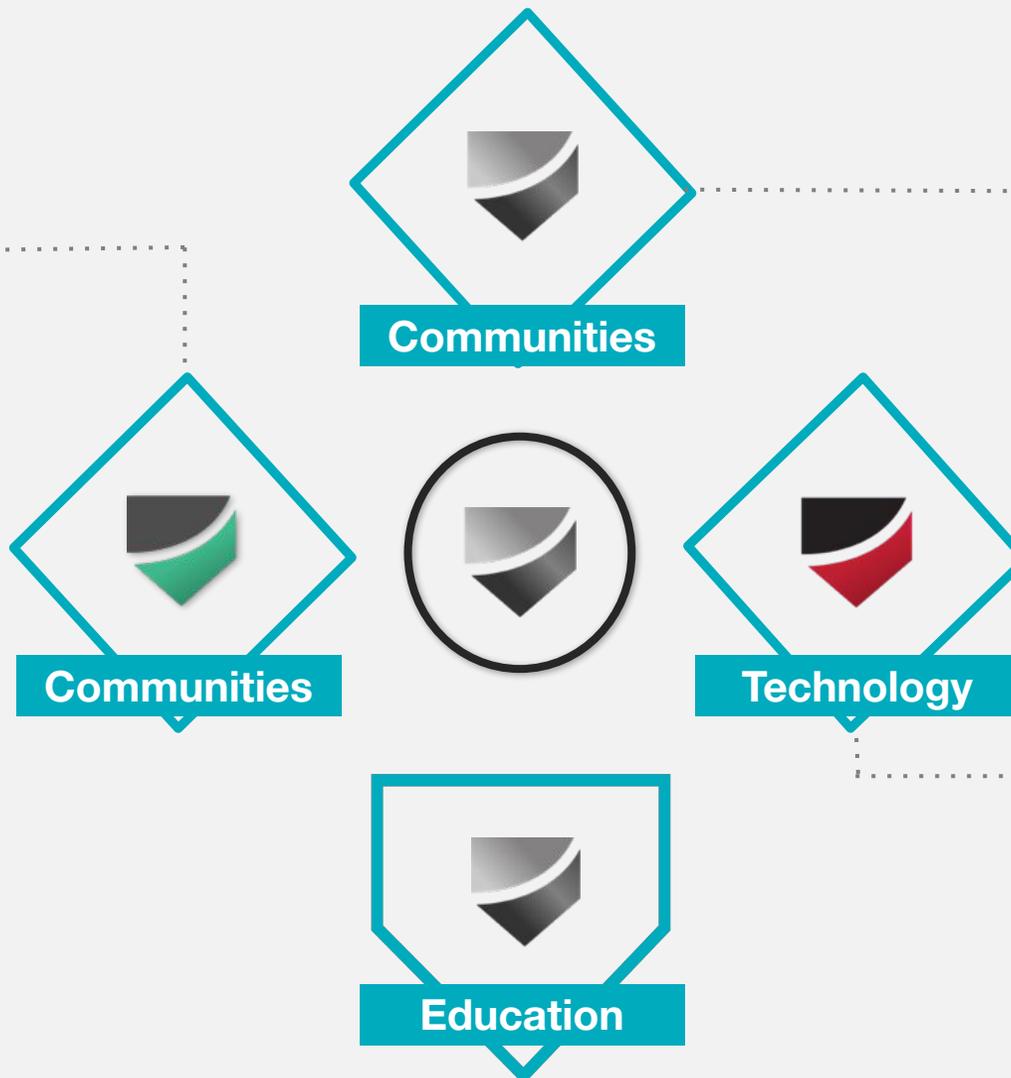
National Scholarship Fund

- Scholarship Program for underrepresented youth to play on top Travel Ball clubs nationwide

SPORTS ACADEMY

Student Athlete Development

- State of the art facilities designed to provide a seamless learning environment for elite student athletes



DIAMOND ALLEGIANCE

Travel Baseball Consortium

Business Services and Support
Designed for Travel Ball
Organizations

- Marketing & Branding Services
- Cost and Growth Initiatives
- Business Concierge

CURVE

Player Development Platform

Individualized Development for
Players

- CURVE SCORE™
- 100s of years of coaching experience
- Recruiting and exposure engine



Diamond Allegiance

Travel Baseball REIMAGINED





What is the **Diamond Allegiance**?



DIAMOND
ALLEGIANE

Mission:

The Diamond Allegiance is a **national partnership** of elite player development organizations committed to advancing the **travel baseball industry** by creating **better value** for players and parents and by helping teams and coaches run more successful organizations

Starting with the 6 founding members (2K players) in Jul/Aug of 2022, we have grown to 30 members (~8K players) in our first year of operation, while bringing more value to our members to help them grow their revenues and help travel ball families save money



Diamond Allegiance **Travel Baseball**

Diamond Allegiance is an association of elite travel baseball organizations coming together to improve the youth sports experience for players, parents and coaches

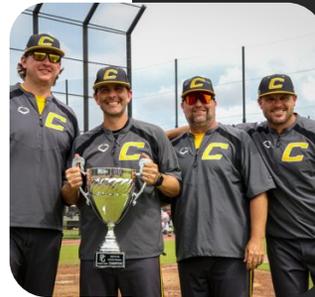
Membership Highlights

- ◆ **Organization / Company Development**
- ◆ **Targeted Savings for Organization**
- ◆ **Branded & Customizable Team Apps**
- ◆ **Marketing & Onboarding Support**
- ◆ **Travel, Equipment & Other Savings for Players & Parents**
- ◆ **One of a kind Player Development Platform**
- ◆ **Specialized Tournaments**
- ◆ **Access to Top Baseball Talent**
- ◆ **College recruiting conduit for players**
- ◆ **Career Opportunities for Coaches**



Diamond Allegiance Membership

Members have access to innovative player development, exclusive travel ball savings, and a systematic approach to business development and revenue growth for their organizations



Teams / Organizations

- Business Development & revenue growth opportunities
- Custom Branded Team App & marketing support
- State-of-the-art payment processing & websites
- Scholarships for underrepresented players



Players & Parents

- Savings program designed for travel ball families
- Innovative and individualized player development
- Conduit to D1 schools recruiting
- Recruiting education for parents



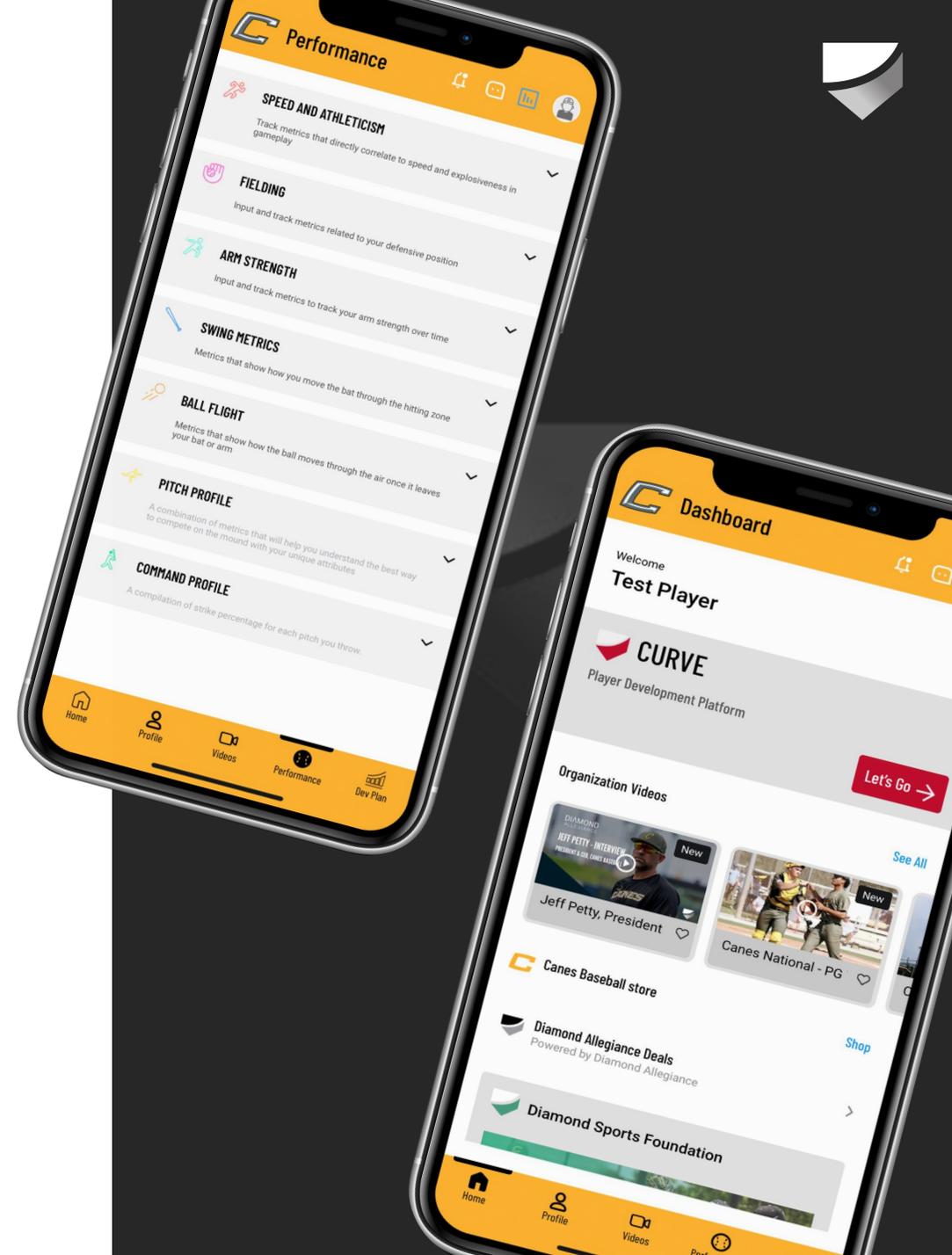
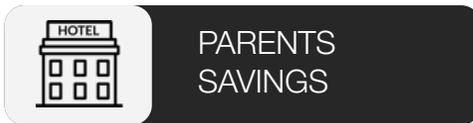
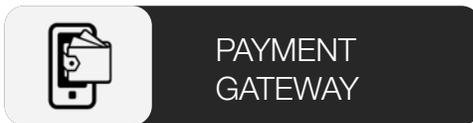
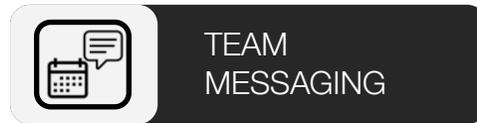
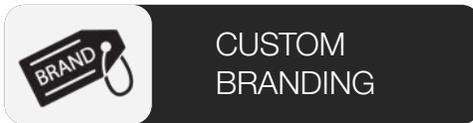
Coaches

- Year-round relationship with players
- Career growth opportunities
- Access to leaders in the baseball ecosystem
- Healthcare coverage (*coming soon*)



Diamond Allegiance Team HQ

Custom branded team apps designed to be an organization's central hub for communications, promotions, team building and to streamline all services, including payment processing via NBC Sports NEXT





Diamond Allegiance & NBC Sport Next Partnership

Manage Your Team In One Place

- ◆ Team, Players & Family Communications
- ◆ Customizable Player Registration and Onboarding
- ◆ Customizable Billing & Payment Collection
- ◆ Travel Concierge for Families
- ◆ Exclusive Savings for Organizations & families
- ◆ Seamless Payment Processing & Checkout
- ◆ 1% revenue sharing to DA



NBC Sports Next and Diamond Allegiance Team up to Help Make Travel Baseball More Accessible and Affordable through SportsEngine Technology >

Our partnership with NBC Sports NEXT has been our most pivotal transaction to date, giving teams & families more services tailored to travel ball and greater value to the Diamond Allegiance



Player Development **CURVE**

The most comprehensive player development app for amateur players on the market, CURVE

CURVE SCORE™ (Personalized Assessment)

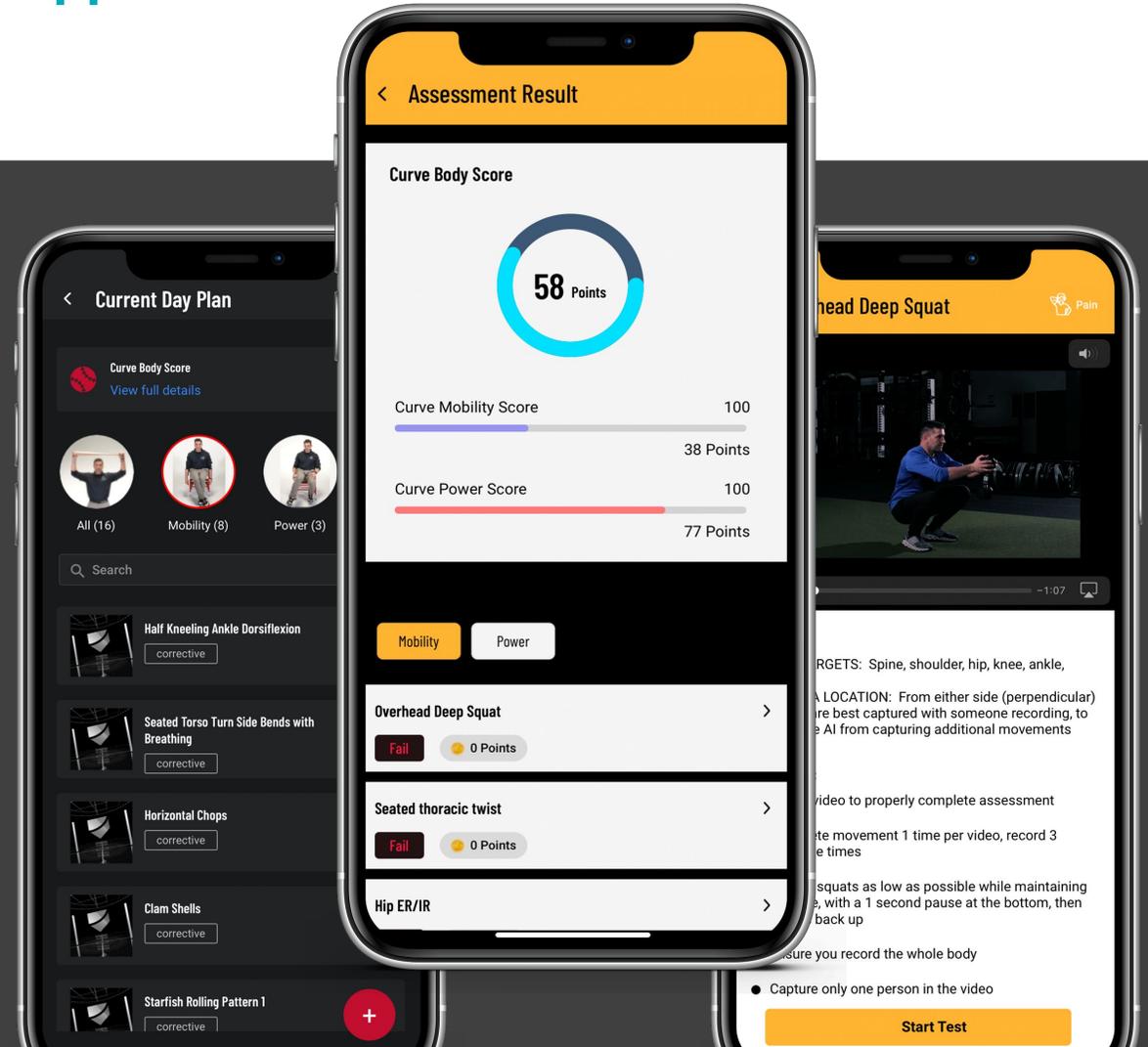
- Mobility assessments powered by exclusive AI tech, using a player's smartphone
- Personalized CURVE SCORE™ is generated

Individualized Development Plan

- Based on a player's CURVE SCORE™ a bespoke daily plan is developed
- Includes mobility exercises, strength training, personalized baseball specific drills

Player Focused Development Tracking

- Player performance is tracked in context of your goals and reevaluated as necessary
- Ultimately level up your CURVE SCORE™





Diamond Allegiance

2023 + Economics





Youth Travel **Baseball Marketplace**

Travel Sport Marketplace

1

Currently a \$39 billion industry, expected to grow to \$79 billion by 2030

2

Families spend ~\$20,000 on elite travel ball players annually, with \$2,000 to \$3,500 for team membership

3

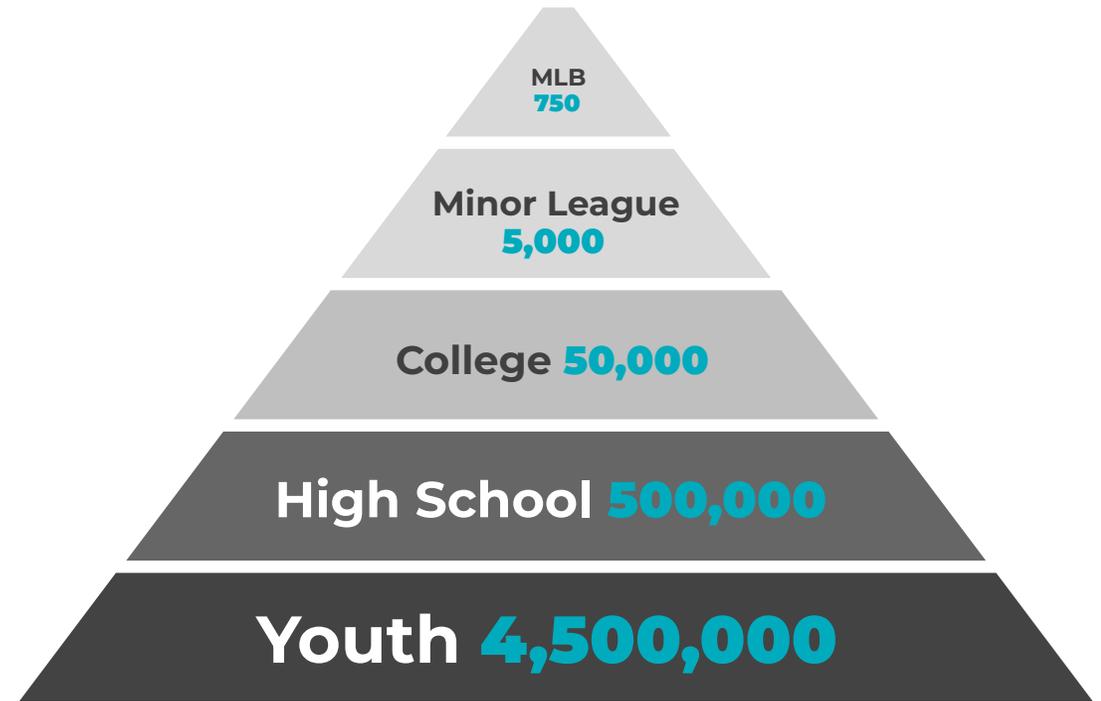
Travel sport participation gives elite players a recruiting advantage with top college programs





Youth Travel Baseball Marketplace

~5 million youths between the ages of 6 - 17 years old play some form of organized team baseball every year, with travel baseball comprising **15%** of total players



~750K Youths Ages 6-17 Play Travel Baseball Annually

Diamond Allegiance 2023 Revenues

For the 2023 season, Diamond Allegiance is on pace to secure \$1 million in revenue from 3 lines of business, 1) DA Membership (70% of total), 2) Curve Subscriptions (25%), 3) NBC Sports NEXT partnership (5%)



DIAMOND ALLEGIANCE

- **\$150ppp X 7,500** players
- **3,500** Founding Members
- **4,000** New 2023 Members



CURVE

- **\$100ppp X 2,500** players
- **33%** of players subscribing



SPORTS NEXT SPORTS x TECH

- Sponsorships & Rev. Share
- **\$50,000** annual sponsorship
- **1%** from all app transaction fees

Along with growing our player counts, we're looking to increase participation in the Curve player development app to 50% of total players, and increase rev. share with NBC Sports Next to 10% of total revenues annually

* Weighted average price per player of DA basic memberships and DA+ Curve player development subscriptions

Diamond Allegiance 5Y Membership/Player Projections



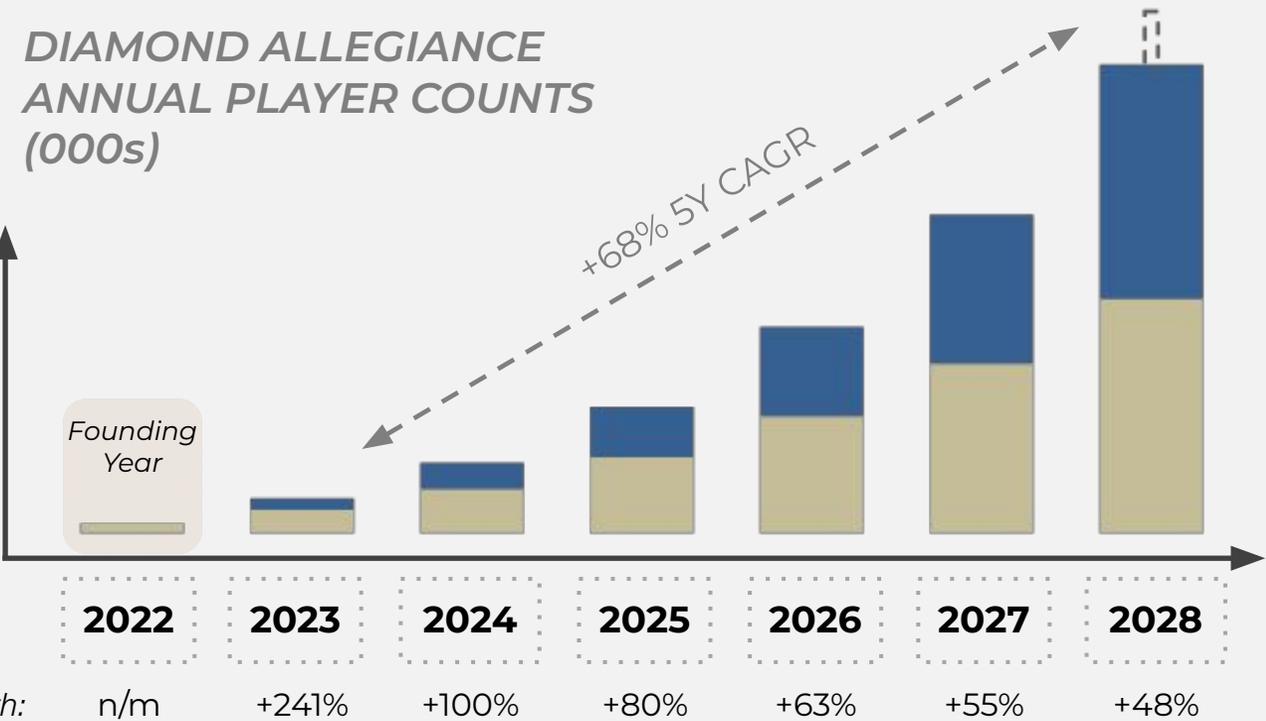
We are targeting 100K players by 2028, with at least 50% of Diamond Allegiance members subscribing to the Curve player development app

2023 Players (% of total)

- DA Basic: 5,000 (67%)
- DA+ Curve: 2,500 (33%)

2028 Projections

- DA Basic: 50,000 (50%)
- DA+ Curve: 50,000 (50%)



◆ DA+ Curve ◆ DA Basic

Diamond Allegiance 5Y Membership/Player Projections



Achieving our target goal of 100K players will generate ~\$25 million annually, with an Average Price Player (APP) of ~\$225

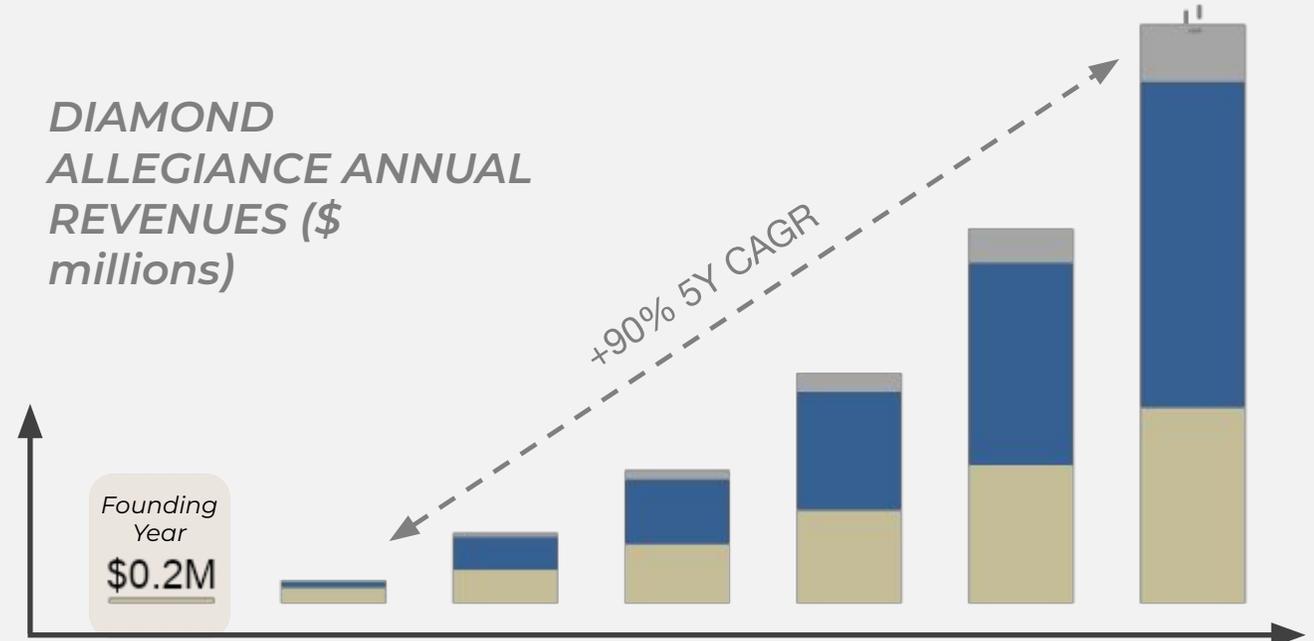
2023 Players (% of total)

- DA Basic: \$685K (70%)
- DA+ Curve: \$240K (25%)
- NBC-SNT: \$75K (5%)

2028 Projections

- DA Basic: \$9M (35%)
- DA+ Curve: \$14M (55%)
- NBC-SNT: \$2M (10%)

DIAMOND ALLEGIANCE ANNUAL REVENUES (\$ millions)



	2022	2023	2024	2025	2026	2027	2028
Y-Y % Player Growth:	n/m	+341%	+204%	+90%	+73%	+63%	+55%
Avg. Price Per Player:	n/m	\$183	\$191	\$200	\$208	\$217	\$225

NBC.SNT
 DA+ Curve
 DA Basic



Diamond Allegiance: Power Baseball Case Study

In 2023, for the first time in the club's history, founding member Power Baseball was able to raise team fees, with no pushback from parents, because of the additional value of their association with Diamond Allegiance

Incremental Value from DA Membership

- Power Baseball is a Founding member of DA
- As part of DA's business development worked w/ PCW to craft an effective messaging campaign aimed at parents, including
- Articulating the benefits of Power Baseball offerings to help reduce the friction of the price increase.
- CURVE is cited as a key value creation

As a result, Power Baseball raised their pricing by \$500 per player (+25%) for the 1st time in team history

At Power Baseball, our passion is working with aspiring young athletes and their families to guide, assist, educate, and advocate for them along their journey toward making their dreams a reality. The entire process makes our job rewarding beyond measure.

We do not take lightly the opportunity we are given to invest in each of our players. We believe all our players are valuable, with each of them having their own unique value as no two players' journeys are the same. Our years of experience, knowledge,

extensive network of relationships, and relentless pursuit of service equips us to be able to help all families, regardless of what the context of their journey entails.

We are grateful for the opportunity to be a significant part of our past, present, and future players' lives. This is the pulse of why we do what we do at Power Baseball.

— Brian Dempsey, Eric Lassiter, Jesse Marlo
Co-Founders of Power Baseball

TRANSPARENCY · ADVOCACY · EDUCATION

POWER
BASEBALL

BRIAN DEMPSEY
Director of Player Development

ERIC LASSITER
15 Years of Travel Ball Experience

JESSE MARLO
4 PG Championships

As parents, we all want the best for our kids. In travel baseball, there is no better organization for your son to become their best than Power Baseball.

It's a well-run, competitive, selective program that challenges each player to reach their full potential. They do this through focused development and coaching to the unique needs of our players.

Power coaches genuinely care and are invested in each player's progress. They are not motivated by yelling the player (or parent) what they want to hear, but rather by providing objective and candid evaluations on the player's performance, potential, effort, and attitude in order to help them excel. This approach prepares the kids for success on and off the field. I've always been impressed by how accessible the coaches are and how responsive, professional, and candid their communication is to the players and parents.

— Parent of current player

CONTACT US TO LEARN MORE: INFO@POWERBSB.COM

WHAT DO YOU GET WITH **POWER** BASEBALL?

Not all travel ball teams are created equal.

At Power Baseball we pride ourselves on transparency. We have created a system built to advance every player and our package pricing is designed to save you time and money. The table below compares a-la-carte prices for goods and services with our combined yearly package:

GOODS & SERVICES	DESCRIPTION	A LA CARTE PRICE
Education	Written & video content on relevant topics	\$360 annually
Recruiting Consulting	Meeting with current ownership representative (per request, guaranteed 1 per year)	\$900 annually (per NCSA pricing)
Network & Advocacy	200+ college contacts, agencies, & MLB scouts	Invaluable
Recruiting Videos	Full-time media director on staff	\$500
CURVE	Player development app with mobile coach access	\$250
Blast Motion	Player development app with mobile coach access	\$215
Experienced Coaching Staff	Top high school coaches in region, Current & former college coaches on staff	Invaluable
Competitive Tournaments	Hand-selected events for maximum exposure.	~\$450 per event
Discounted Apparel & Equipment	Marcucci & Victus equipment & apparel	20-40% off retail

INFO@POWERBSB.COM

POWER BASEBALL
YEARLY FEES

\$5,225
Position Player: \$2,150
Pitcher Only: \$1,950

\$500 X 400 players = \$200k Value Creation



Investor Opportunity



Given **Diamond Allegiance** considerable growth in our first year of operation, we're confident the more people know about us the more they'll want be involved with us. We just need to get the word out...

By building the **Diamond Allegiance** we have created a growing market of customers for **Baseball Works** products and services

Scaling Up



1

Invest in Software Development

- Enhance the player development platform and add a robust recruiting capability

2

Grow Our Membership

- Increase resources devoted to Sales & Marketing
- Increase engagement with the travel ball marketplace

3

Grow Our Partnerships / Sponsors

- Provide our members with more benefits
- Provide more savings to members

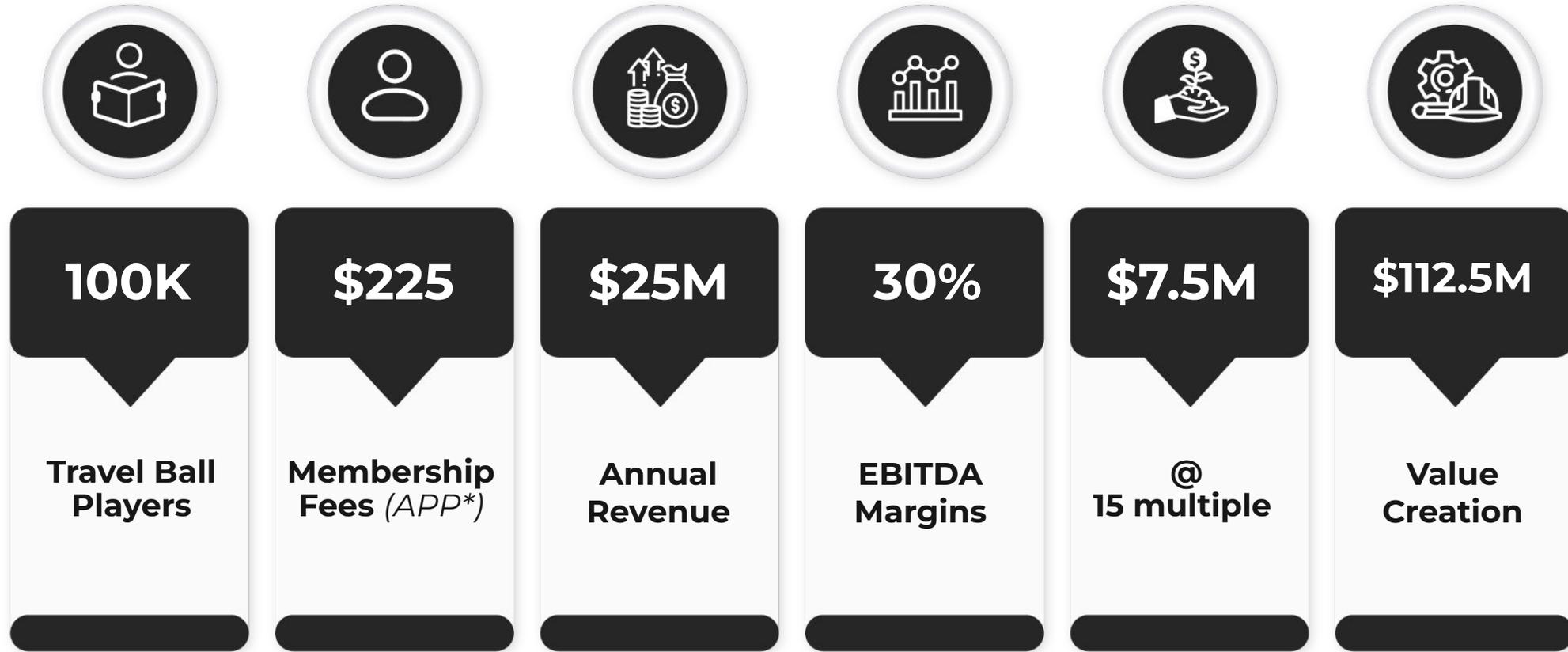
4

Grow The Foundation

- Increase annual scholarships by devoting more resources to acquire external donations

The investment would go towards - improving and investing in the CURVE app, Growing CURVE subscribers / DA memberships, more/better salespeople (currently concentrated in the southeast), expanding awareness with additional marketing spend, entering softball, opening new CURVE verticals (facilities, camps, showcases, colleges, academies)

Diamond Allegiance Annual Value Creation



Once we hit our goal of 100K average annual players, we are projecting \$25M in annual revenues

* Weighted average price per player of DA basic memberships and DA+ Curve player development subscriptions

Investment Opportunity

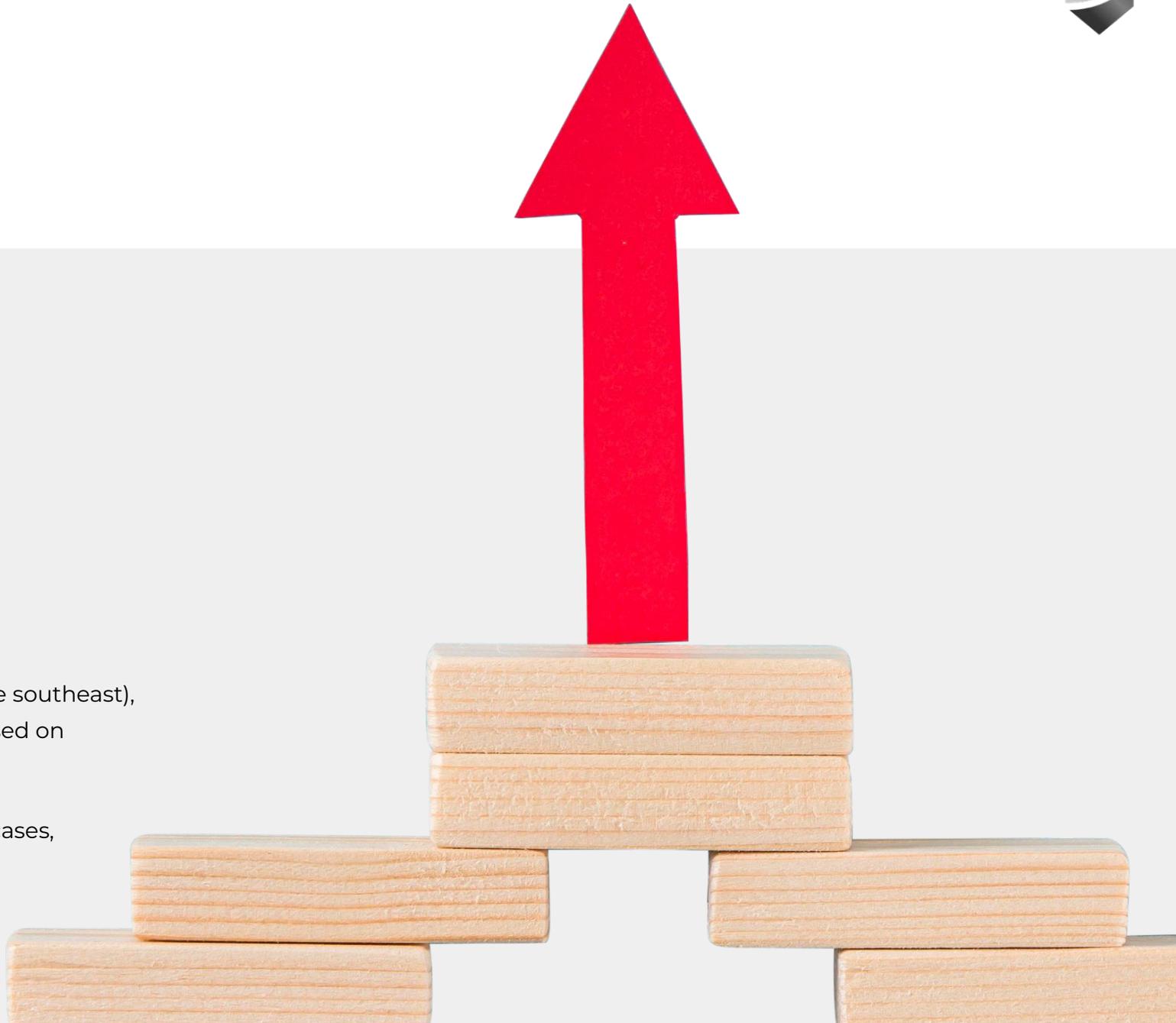


Fund Raise Series B:

- Looking to raise \$1m in this round of fundraising
- Offering 10% of the equity for \$1m

Use of Funds:

- Improving and investing in the CURVE app
- Growing CURVE subscribers / DA memberships
- more/better salespeople (currently concentrated in the southeast),
- Expanding awareness with additional marketing focused on parents and players
- Entering softball,
- Opening new CURVE verticals (facilities, camps, showcases, colleges, academies)



Sales & Marketing



Sales - Current state

- Current Sales team = 2 full-time sales leads
- Current and former travel ball owners
- Industry leaders and insiders with deep relationships
- Lack deep sales experience

Marketing - Current state

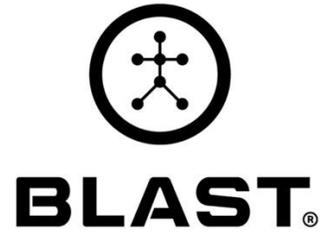
- Current marketing team = outsourced to PCW
- PCW = Former college and professional athletes with decades of experience in sales, marketing, creative, and brand
- The current focus on building the brand foundation and sales enablement
- Currently targeting travel organizations, looking to invest in creating awareness and interest in the DA brand with parents and players.



Our Partners



Business Partners



Business Team



SANDY OGG
Founder



CHRIS GAGNON
Advisory Board



HEATHER OGG
Chief Operations
Officer



DAN LEE
Chief Technology Officer



TOM JUDGE
Chief Marketing
Officer



NELSON GORD
Sales



BARRET STOVER
Product Development



BETHANY GERBER
Director of Onboarding
and Events



JOE MORAN
Success Manager

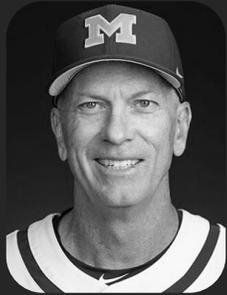
C-Suite and Board Experience | Business Operations | Marketing and Brand Building | Product & Tech Development | Startup Expertise



Win With Winners



100+ years of D1 Coaching | 4 NCAA Championships | 2 Gold Medals
6 National Coach of the Year Awards | 8 National Travel Ball Titles



TRACY SMITH
Head Coach,
Michigan
Chairperson
Advisory Board
Baseball Works

2013 College
World Series
2013 National
Coach of the Year



MATT GERBER
Head of Business
Development
Diamond Allegiance

Started and Sold
Orlando Scorpions
8 National Titles
25+ MLB players
12 first rounders
500+ College players



MICHELE SMITH
ESPN Analyst

2-time Softball
Olympic Gold
Medalist
First Woman to
call an MLB game
All American
Oklahoma State
College World
Series



PAT CASEY
Former Head Coach,
Oregon State University

College World Series 6
times
2006 National Champion
2007 National Champion
2018 National Champion
2006 National Coach of
the Year
2017 National Coach of
the Year (NCBWA)



ERIK BAKICH
Head Coach,
Clemson

2019 College
World Series
2019 National
Coach of the
Year



KEVIN O'SULLIVAN
Head Coach,
University of Florida

College World Series
7 times
2017 National
Champion
2011 National Coach
of the Year
2017 National Coach
of the Year (D1
Baseball)



ERIC LASSITER
Director of
Membership
Diamond Allegiance

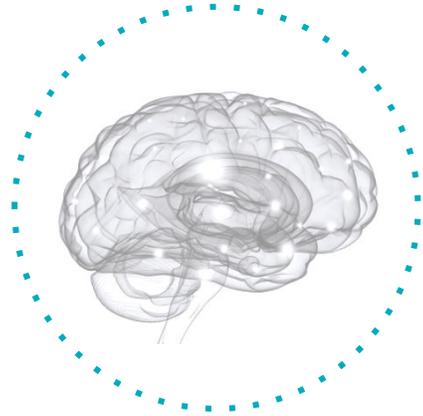
Co-founder of Power
Baseball
12 year high school
head coach
4x Metro Conference
Coach of the Year
5x Coach of the Year



CURVE
Player Development
State of the Art
Baseball Lab

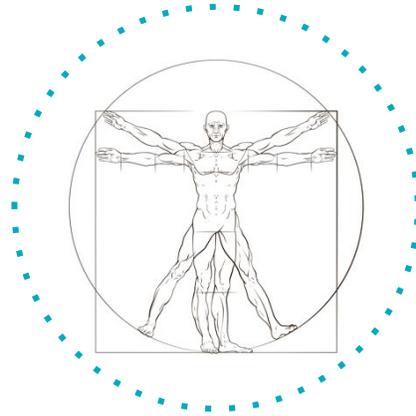


CURVE Player Development Approach



BRAIN

THE BRAIN MOVES
THE BODY



BODY

THE BODY SWINGS THE BAT
THE BODY THROWS THE BALL



BALL

FLIGHT, SPIN RATE, VELOCITY
ARE LAST, NOT FIRST



INDIVIDUALIZED



MENTAL GAME



MOBILITY



STRENGTH



SPEED



TECHNIQUE



POWER



SMART
DRILLS

CURVE Knights Knation **Baseball App**

Movement Assessments

- Player is assessed with smartphone and powered by AI technology

Diagnosis

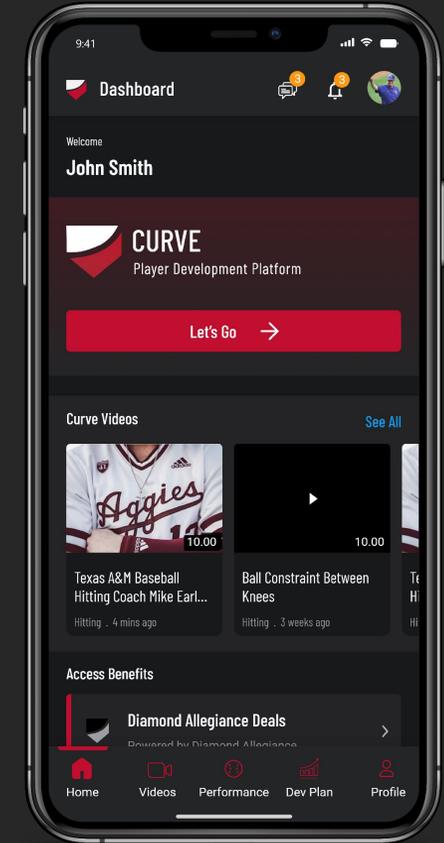
- A personalized “CURVE Score” is generated from the movement assessment

Daily Training Plans

- Daily training plans are generated to develop baseball-specific skills, power and mobility

Player Focused

- Player Profile holds all the important information for recruiting and communication tools for coaches
- Tracks Player Metrics - (60 yard dash, exit velocity, etc.), with benchmarks that can be tracked over time

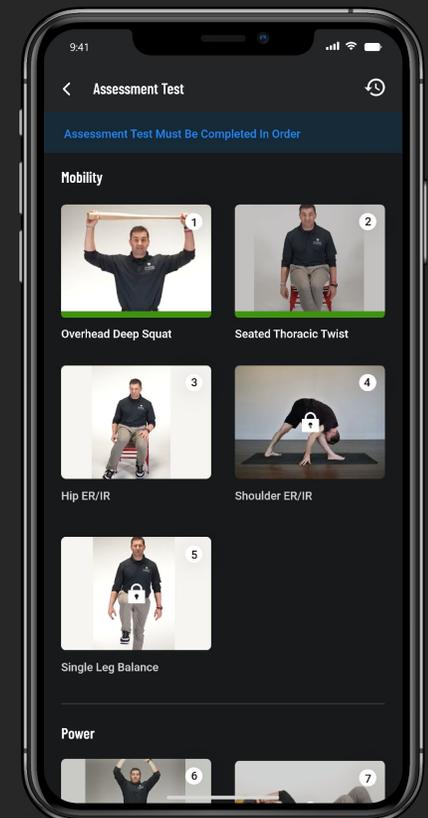
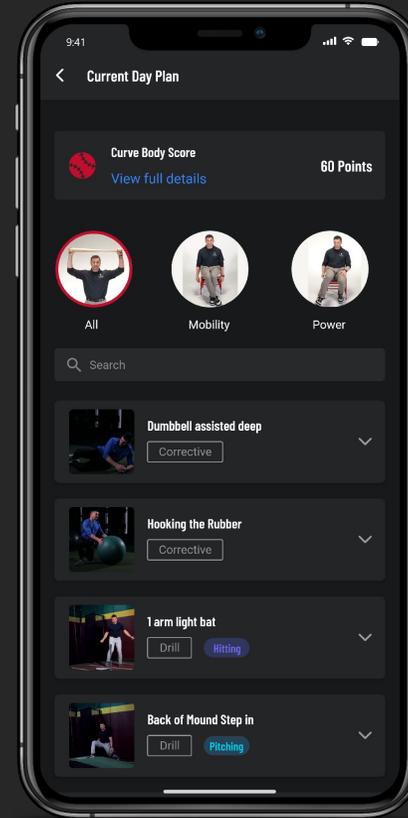


**EXCLUSIVE PLAYER
PRICING: \$250 annually**

CURVE Assessment

Mobility and Power Assessments:

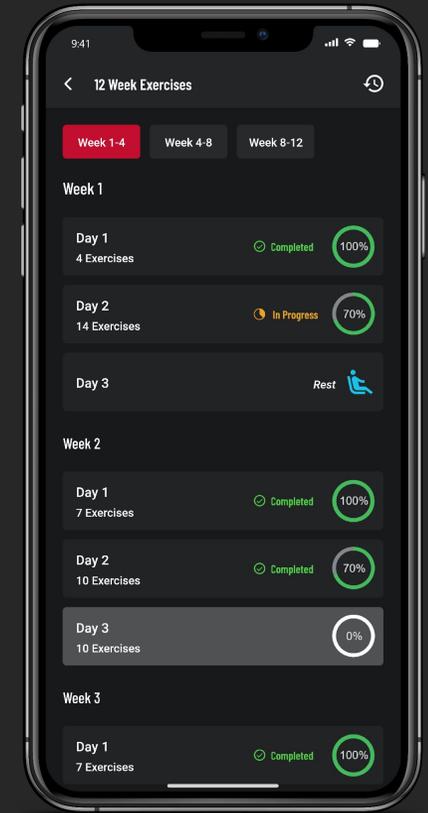
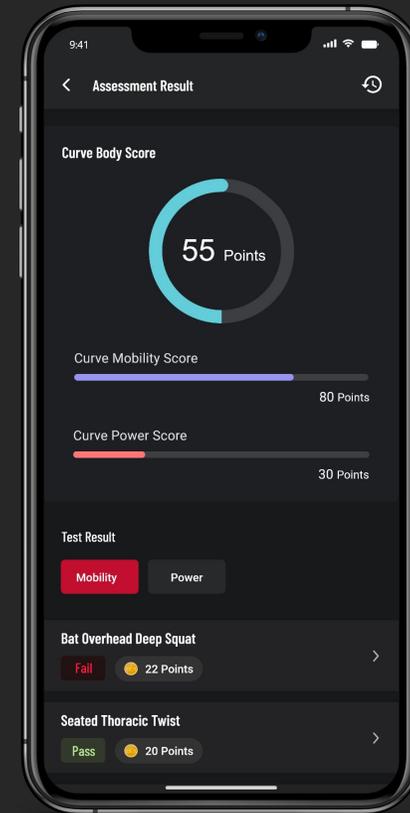
- Each player goes through mobility and power assessments graded by computer vision, powered by AI
- Critical biomechanics data is captured using a smartphone camera and can be performed anywhere
- These assessments determine areas of efficiency and deficiency in movement for the player



CURVE Diagnosis

Personalized “Curve Score” Generated:

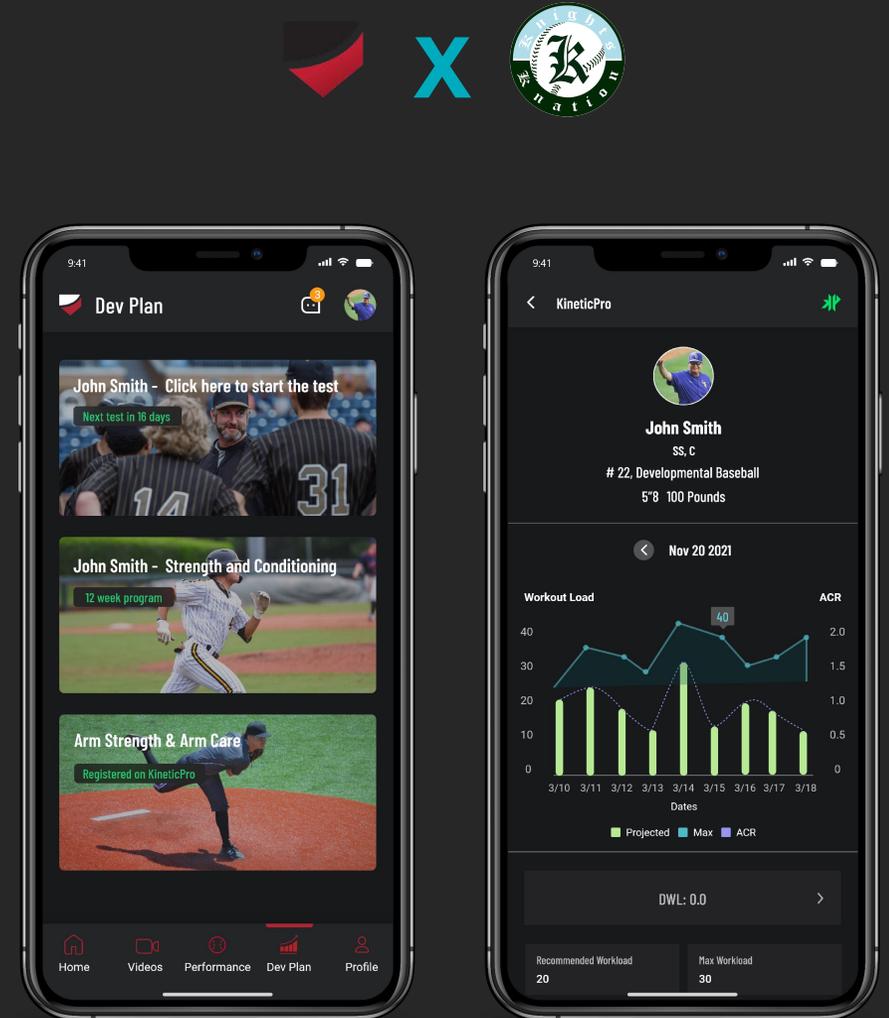
- Each player receives a CURVE Score based upon their assessments
- The CURVE Score is an average of the player’s mobility and power score, and scored out of 100
- The test/retest model means CURVE Scores are re-tested every 12 weeks to track improvements



CURVE Daily Training Plans

Individualized Daily Plan is generated:

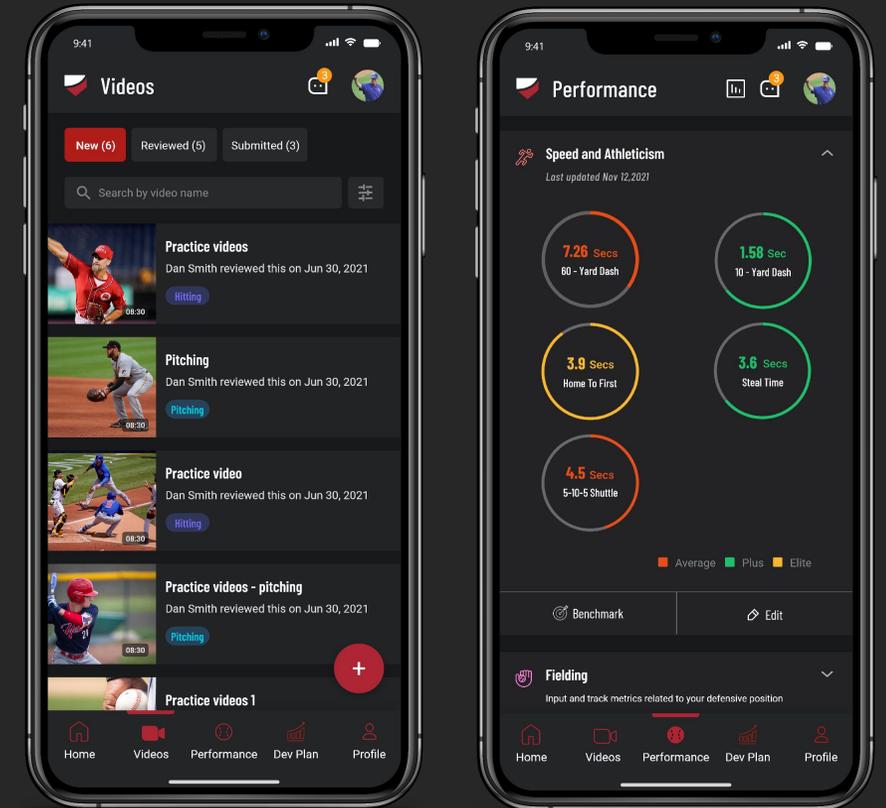
- Based upon the CURVE Score, a daily plan is created with mobility correctives, power exercises, and skill specific drills
- The plan is different every day for each player based on what they need to develop
- The plan is aimed at developing sport-specific skill to accompany increased movement and power production



CURVE Daily Training Plans

A Player Profile holds all the important information:

- A central hub for individual player metrics (60 yard dash, exit velocity, etc.), that can be tracked over time
- Player loads personal and academic information to use as a recruiting tool
- Messaging and communication tools within the player profile allows direct coach-player communication via a video reviews.





DIAMOND
SPORTS
FOUNDATION



Diamond Sports Foundation



- **Diamond Sports Foundation is partnering with the Rise 2 Greatness Foundation.**
- **Diamond Sports Foundation will donate CURVE subscriptions to all Rise 2 Greatness kids.**

Diamond Sports Foundation

Our scholarship program is designed to get underrepresented youth participating on travel ball clubs nationwide.

Only **19%** of 6-12-year-old kids from low-income households play a team sport.

The lack of access, diversity and representation has massive impact on the overall health of the game, and our communities.

Helping level the
playing field.

\$30,000
of scholarship funds
distributed to
members in 2022



Diamond Sports Foundation



Only **19%** of six–twelve-year-old kids from low-income households play a team sport.

The lack of access, diversity and representation has massive impact on the overall health of the game, and our communities.



- Only **3%** of college baseball players did not play in a Travel Ball program.

- Our scholarship program is designed to get underrepresented youth playing on top Travel Ball clubs nationwide.

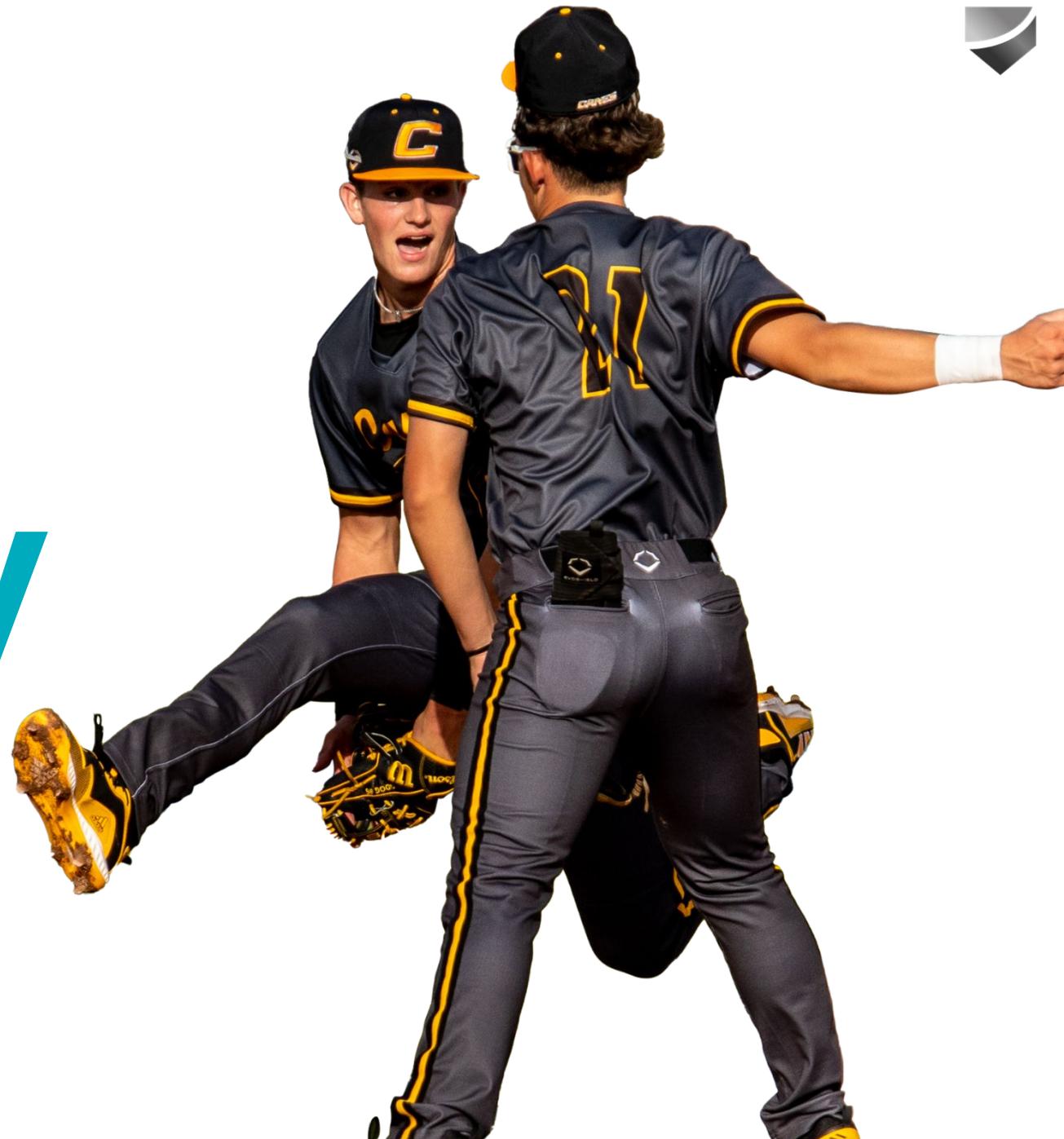
100+ players from underrepresented communities have played College Baseball, sponsored by the foundation.

Note: formally the New York Youth Baseball Foundation

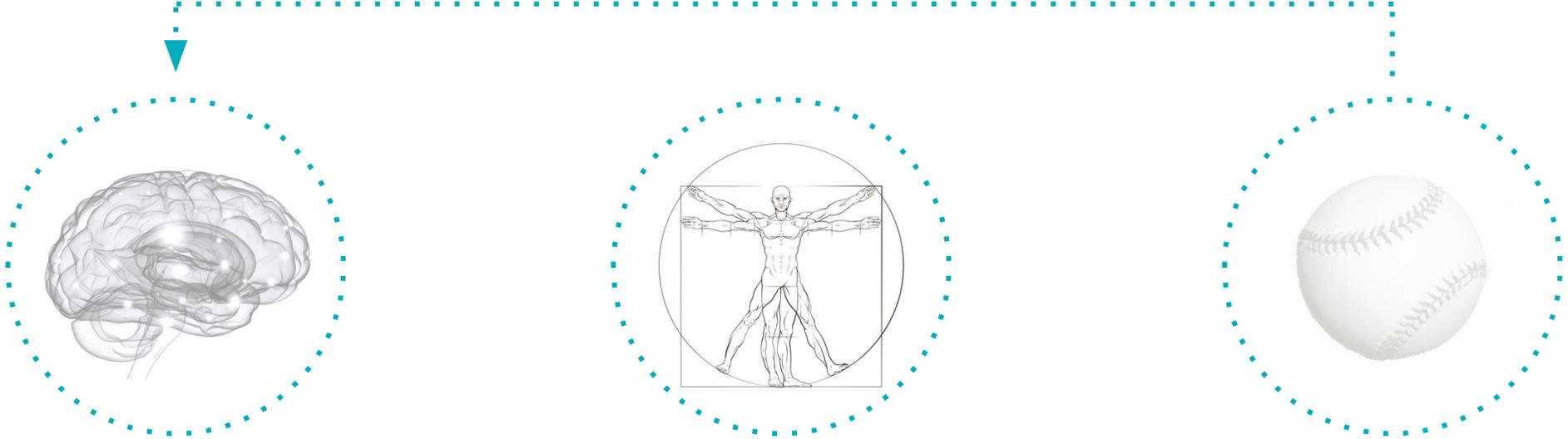


Transforming **Lives**,
Leveling the **Playing Field**,
Reshaping the **Future**

Sports Academy



Sports Academy



BRAIN

ACADEMICS / EDUCATION

BODY

PHYSICAL / MENTAL HEALTH

BALL

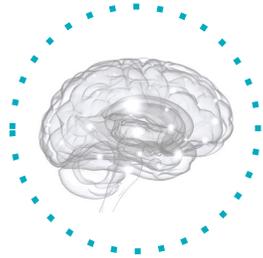
SPORTS / ATHLETIC DEVELOPMENT





Developing elite **student-athletes** require a wide range of resources. Sports Academies will provide everything under one roof, fostering an environment for them to grow and thrive

Sports Academy Overview



BRAIN

ACADEMICS / EDUCATION

- Sports-forward curriculum
- Individual tech enabled learning
- Integrated standardized test prep
- Student paced and driven
- Designed to fit in a “healthy day”



BODY

PHYSICAL / MENTAL HEALTH

- Physical Therapy
- Mental health wellness diagnostics
- Manual therapy / massage
- Inventive Cryo/ice therapy
- Nutrition Counseling
- Meditation / Yoga
- Team building



BALL

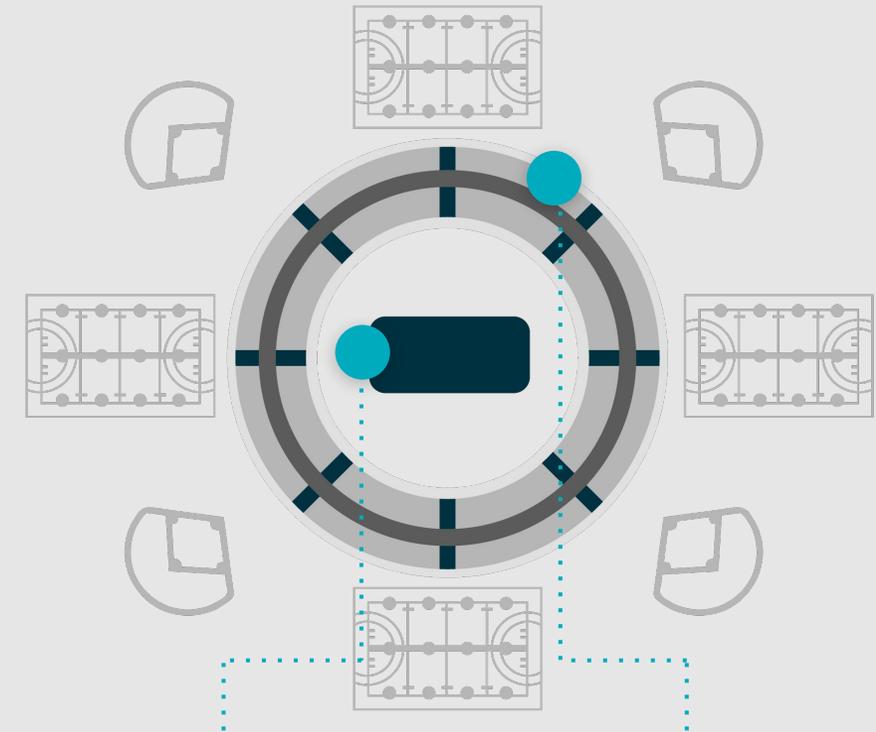
SPORTS / ATHLETICS

- Premier player development
- Data driven approach
- Individual designed programs
- Tech enable diagnostics
- Kinematic testing targeted to maximize development upside

Sports Academy: Facilities



- State-of-the-art campuses that combine academic and athletic facilities to create a seamless learning environment for elite student-athletes



**Fieldhouse, weight room,
training room, sports tech
lab**

**Classrooms, cafeteria,
dorms, retreat
lab**

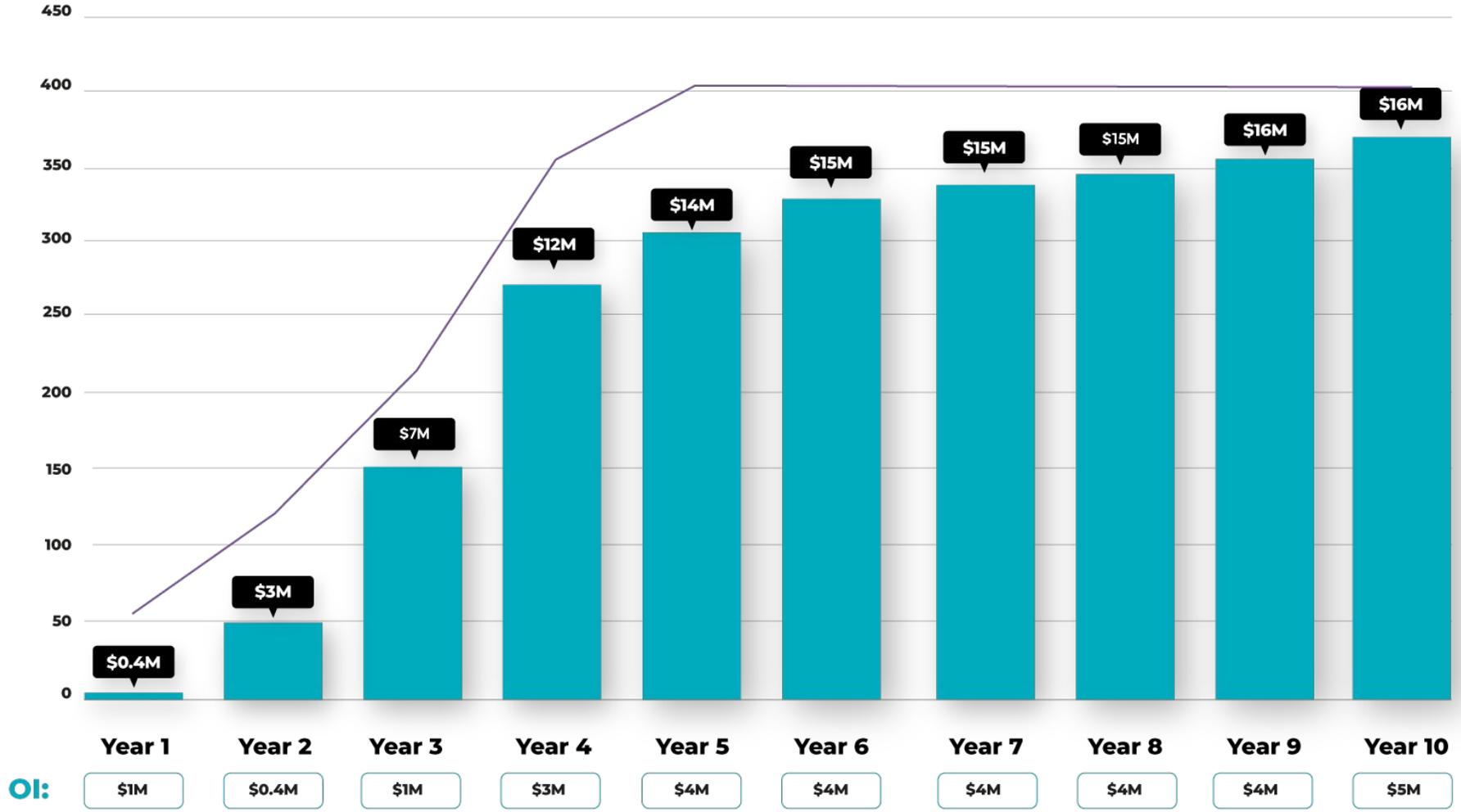
The first few academies will utilize facilities owned by our travel ball and education partners. For example, the pilot program will use athletic facilities owned by the **Cranes organization (**XX players**) and education facilities owned by Nord Anglia in **Texas**.*

Sports Academy: Value Comparison



- Families spend well over \$25K p/y developing elite student-athletes. Our facilities bring all resources together, saving time & money, resulting in measurable academic & athletic progress

Sports Academy: 10Y Revenue Projections



of Student-Athletes & Annual Revenues per Academy



DIAMOND
ALLEGIANCE

THANK
YOU

www.DiamondAllegiance.com

