



**CANES**  
BASEBALL



**DIAMOND**  
ALLEGIANCE

January 6th, 2024



# TRAVEL BALL REIMAGINED

We're going to redistribute **\$1Billion** back to travel baseball by **2030** for the key stakeholders that Diamond Allegiance serves:



Club Operators  
**1/3 Gained**



Families & Athletes  
• **1/3 Saved**



Philanthropy  
• **1/3 gained**

**More Baseball. Less Travel.**

# How?



## More Progress:

- Continued Investment in player development and data tracking (Curve, Test Centers, Player Metrics)



## More Exposure:

- Digital, Regional and Social - Professionalized marketing and messaging to gain influence and provide continued education (College Coaches, Pro Players, Social)



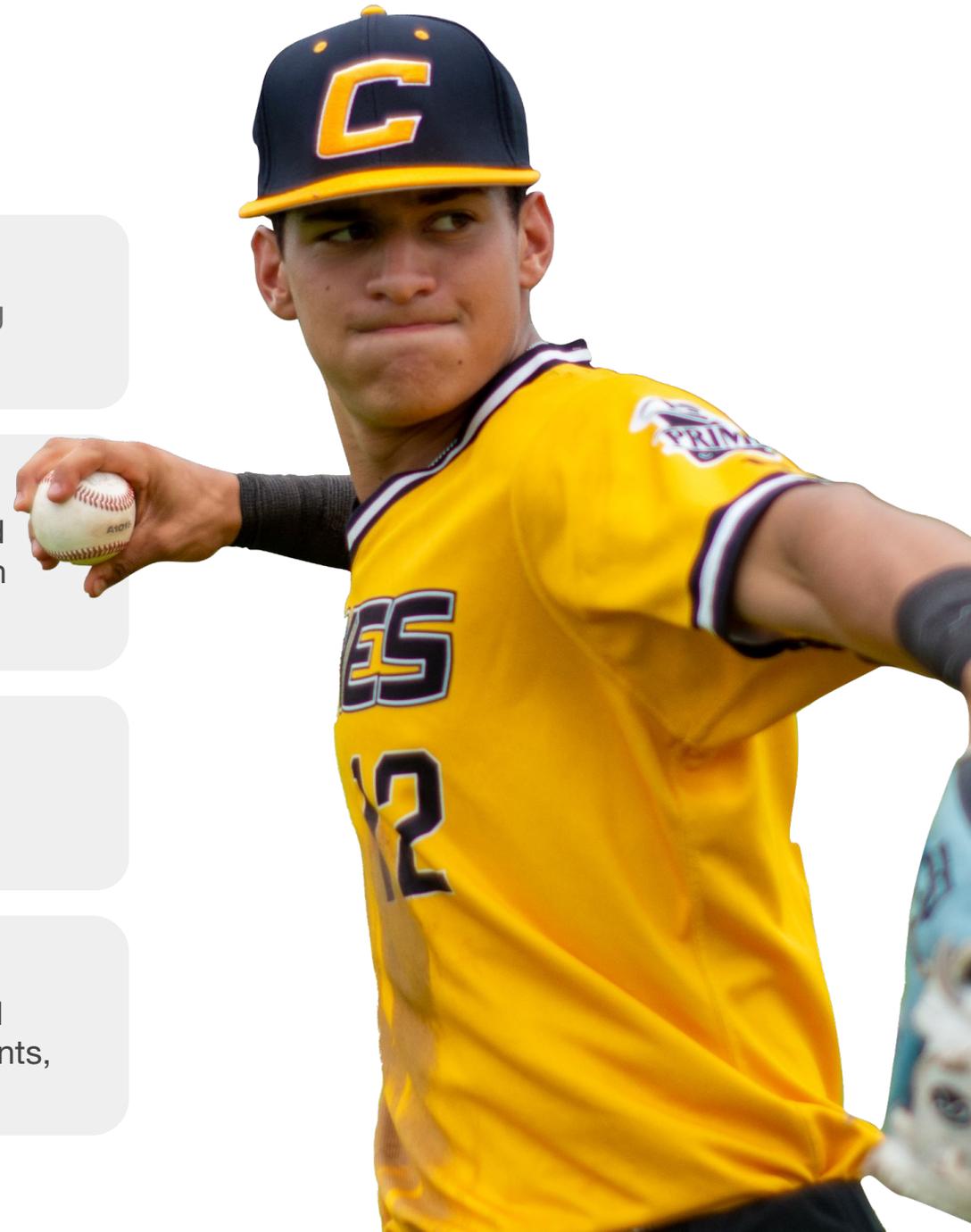
## More Recruitment:

- A practical and efficient approach to recruitment through development, network relationships, technology and events.



## A Better Experience:

- Investment in regional infrastructure for revamped events and recruitment (Maximize the event experience, regionalized events, meaningful data and content)



# Canes Baseball

## The Platform

The Platform is the foundation for the Super Clubs.



### Increase Organizational Value

- Competitive Payment Processing Fees (2.9% + 75 cents)
- HQ for centralized registrations - ability to count and communicate with players in org
- Refund Insurance - no more refunds to parents from org
- Website Network - builds stronger, more unified brands



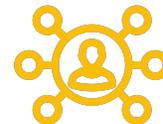
### Increase Member Value

- Integrated offerings
- Ease of Communication
- Coach safety certifications and background checks



### Data Validation

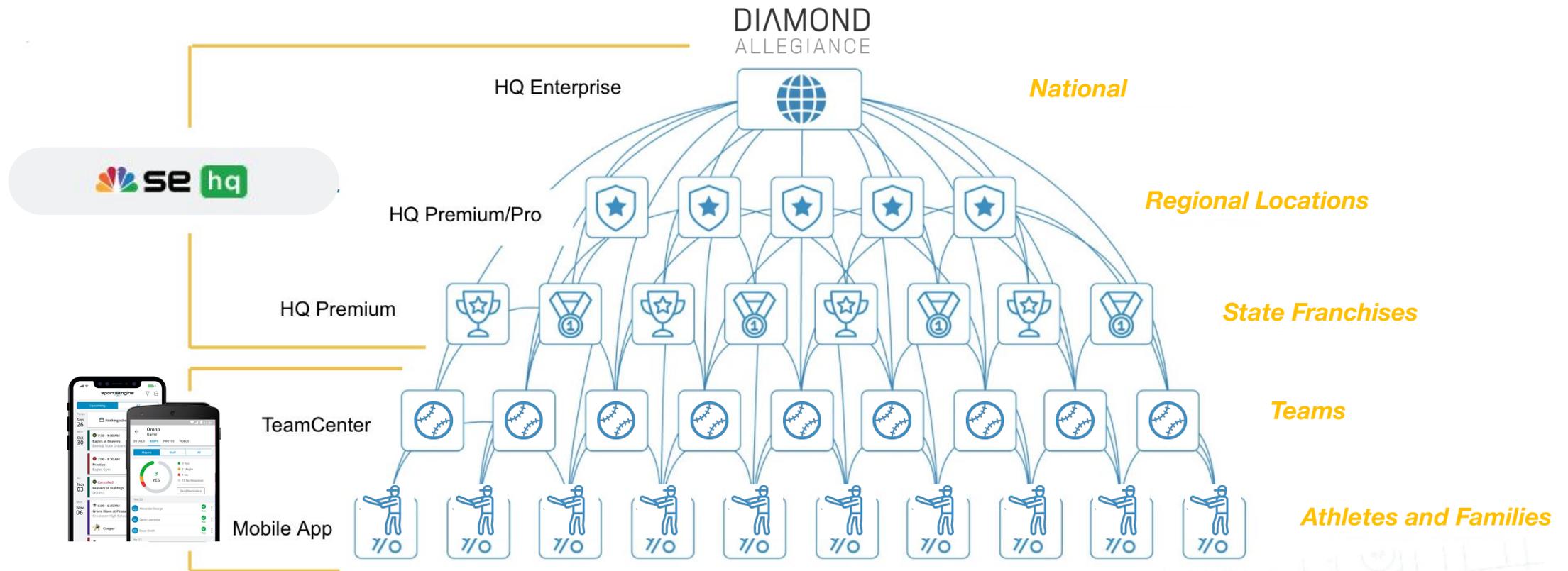
- Systems, Data and Technology
- Total Team and Player Tracking



### Shared Services

- Lower costs and create efficiency
- Uniform and Equipment Purchase at Checkout

# sportsengine | Software that Connects



SportsEngine HQ is the only complete Sports Relationship Management (SRM) technology platform for governing bodies and large organizations.

An SRM system helps organizations connect with members, families, and fans to share data, streamline reporting and approvals, and manage programs with efficiency.



# SUPER CLUB DEFINITION

Diamond Allegiance and Founding members are creating the blueprint for the definition of a Super Club:



## Club Operators

- 10,000 Players
- 500 Coaches



## Recognized Brand

- Regionally and Nationally
- Socially and Digitally



## Expert Facilities

- Test Centers
- Competition Centers

**Platform + Super Club = Diamond Allegiance**

# Canes Baseball

## Super Club Checklist

Where are the Canes as an organization today, and how can you grow!



### Infrastructure

- Facility, Teams, Tournaments, Camps, Showcases
- Test Centers, Fields, Indoor Facilities (Brick and Mortar)



### Network and Reputation

- Winning – Regional or National Franchises
- Recruiting Track Records
- Growth into additional Sports



### Professionalism

- Brand, Social Media Presence
- Leadership
- Certified Coaches



### The Platform

- Systems/Data
- Operations
- Streaming

# Diamond Allegiance

## Expectations and Benefits



### Future Growth

- Diamond Allegiance growth in 2024
- Revenue
- Other Stuff



### Founder Benefits

- \$\$\$
- \$\$\$
- \$\$\$



### Expectations

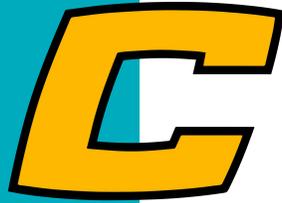
- Adoption Timeline
- All your players
- Other

# Summary

**30+**  
Franchises

**7**  
Regional  
Locations

**10,000+**  
Players



## OPERATIONAL FLEXIBILITY IN CORE TECHNOLOGY

Technology to provide flexibility and efficiencies in day-to-day Canes Business Operations



## AUTOMATION & INTEGRATION

Process and functionality to automate payment collection with integration into Canes App for more player development tracking



## CANES EXPANSION / SCALE

Implement and support the experience of new Canes franchises and expansion models



## REVENUE GROWTH

Increase Canes National Revenue by providing access to franchise data and player for increases marketing