



DIAMOND
ALLEGIANCE



IN OR
IN THE WAY
METx



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).



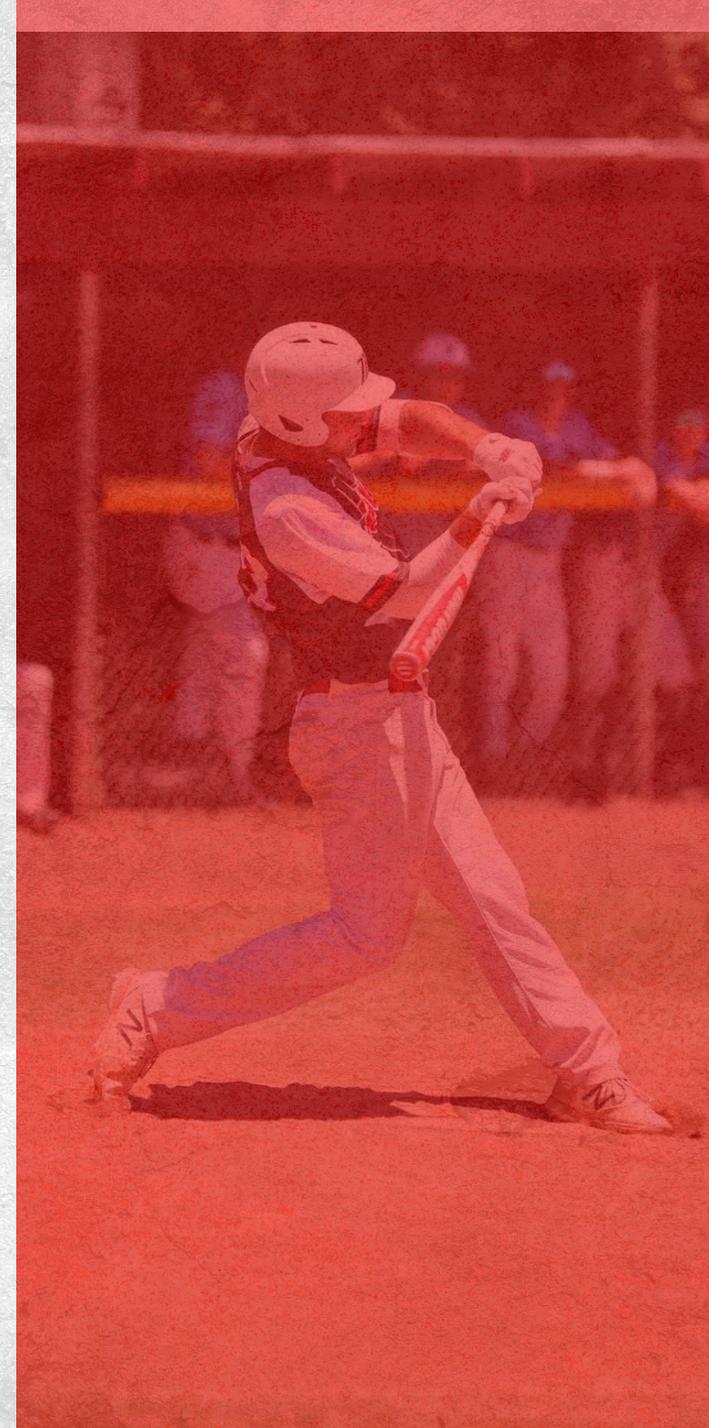
More Recruitment:

- 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).



Marucci Elite Texas

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



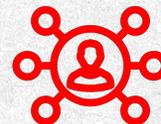
Increase Member Value

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



Data Validation

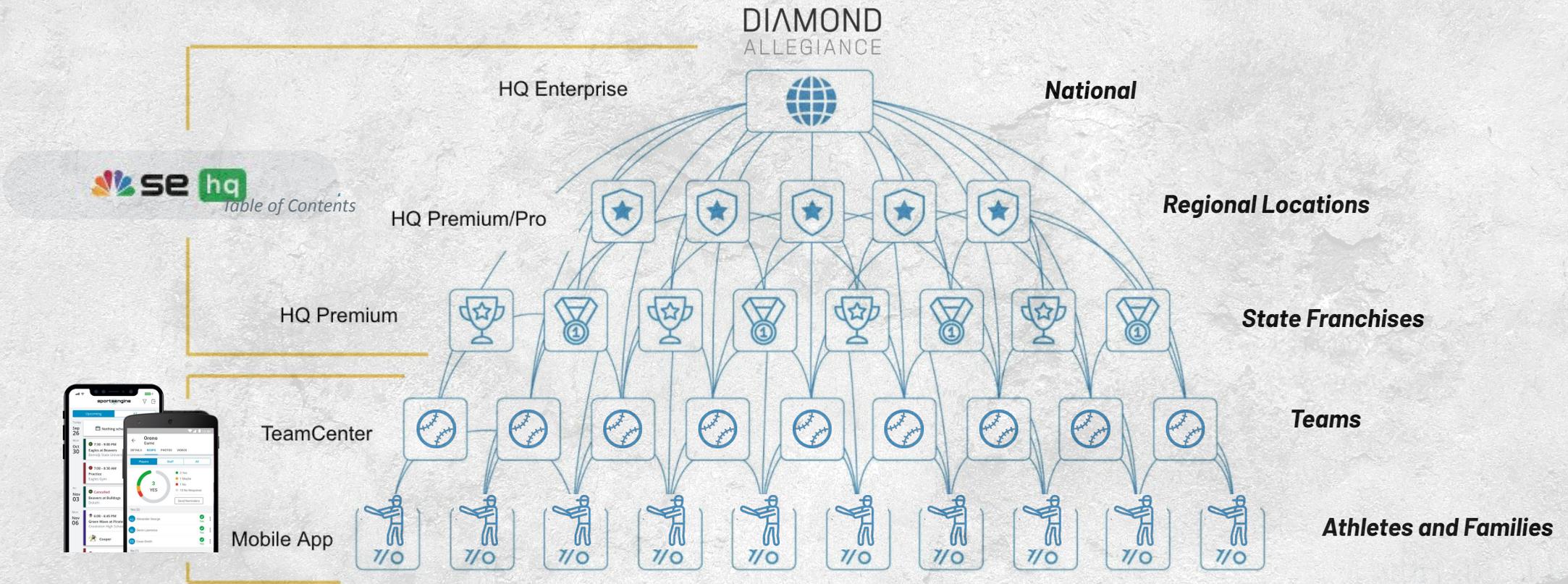
- Systems, Data and Technology
- Total Team and Player Tracking



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

SUPER CLUB CHECKLIST

Where IS MARUCCI ELITE TEXAS
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

Summary

30+
Franchises

7
Regional
Locations

10,000+
Players

OPERATIONAL FLEXIBILITY IN CORE TECHNOLOGY

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

AUTOMATION & INTEGRATION

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

EXPANSION / SCALE

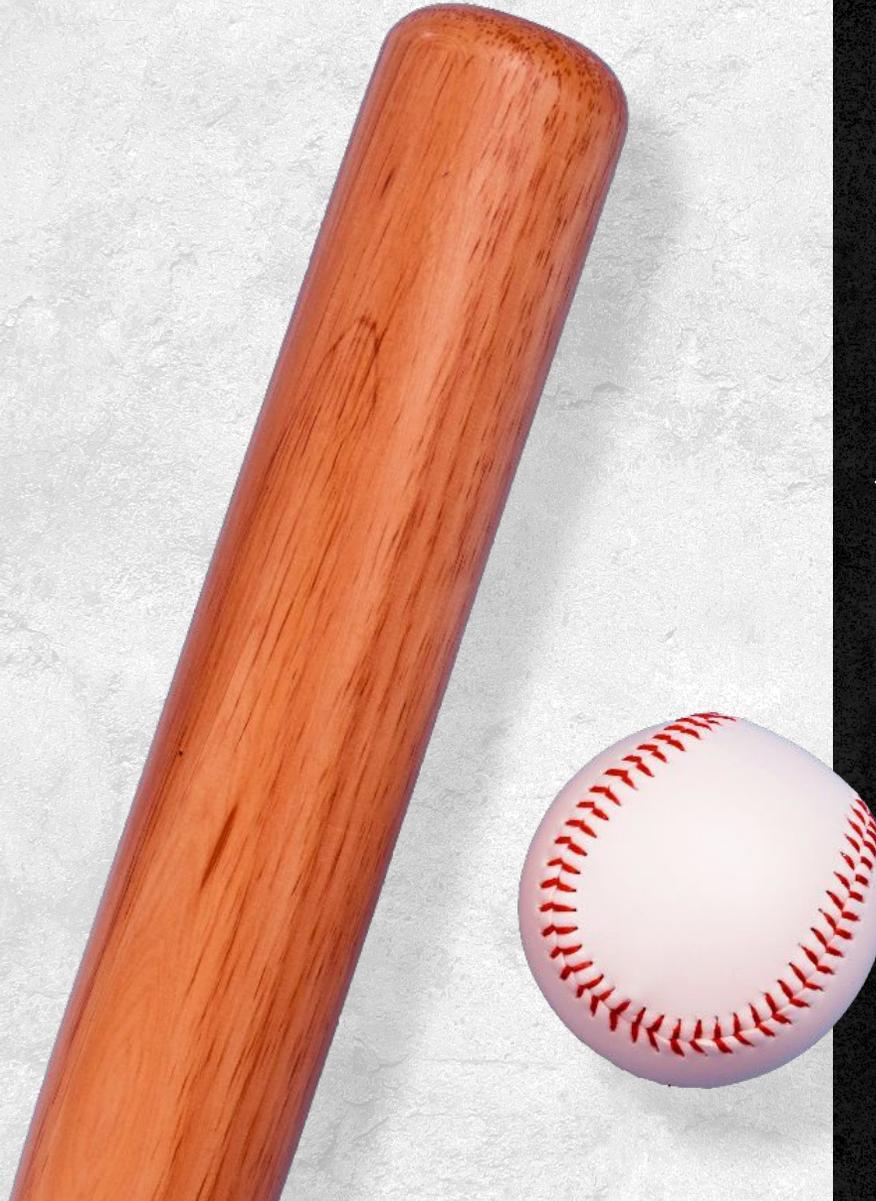
Implement and support the experience of new franchises and expansion models

REVENUE GROWTH

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

Diamond Allegiance

**WHAT WE
NEED
FROM
YOU!**



All Marucci Player
are **Diamond
Allegiance**
members

We want you ALL-IN!

Appendix



Diamond Allegiance Promises Made – Promises Kept

2023 was a Big Year for the Diamond Allegiance:

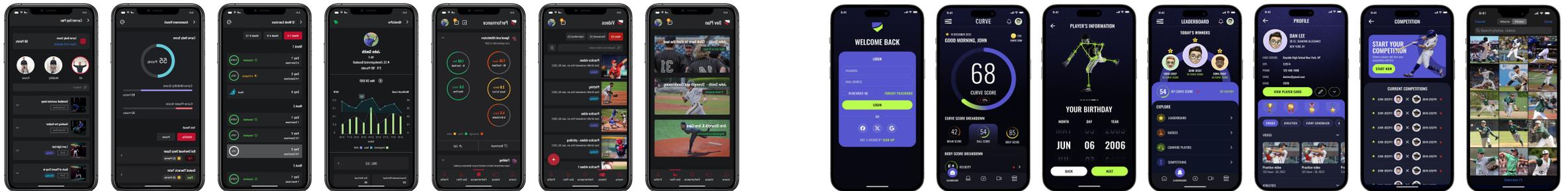
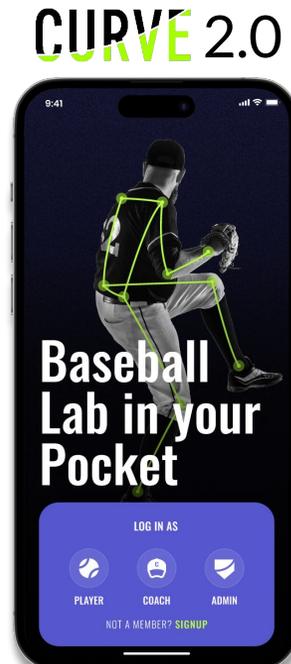
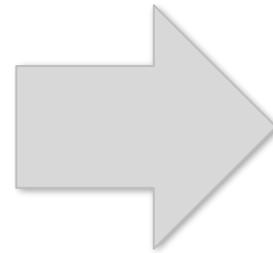
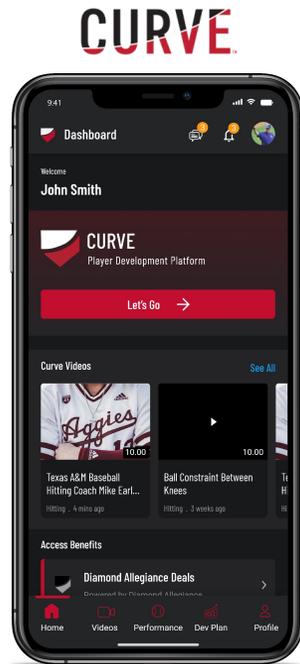
- The Diamond Allegiance doubled its membership this year with 37 organizations representing over 8000 players under contract
- We strengthened our partnership with NBC and secured a 15% revenue share from all DA transactions.
- Brought our member organizations closer together with events in Atlanta, Jupiter and the Farm
- The Diamond Sports Foundation gave \$75,000 in scholarships.
- Completed the Curve 2.0 prototype and added a 12 week development plan that includes individualized brain body ball training



[Diamond Allegiance: Curve Player Development App]



- In 2024 we launch the Curve App, the most innovative player development in the market
 - Currently nearly 50% of players subscribe to Curve, with 6K assessments performed in 2023



Recruiting and Scouting Impact

High-Stakes

CURVE
Test Centers
Administered by
Certified Prometric Resource



Medium-Stakes

CURVE
Application
Administered by
Certified Team / Staff



Prometric
Transcript Center



System of Record - houses
verified player statistics and
athletic transcripts

Prometric
Validation &
Predictability

- Coaches
- Scouts
- Players
- Parents

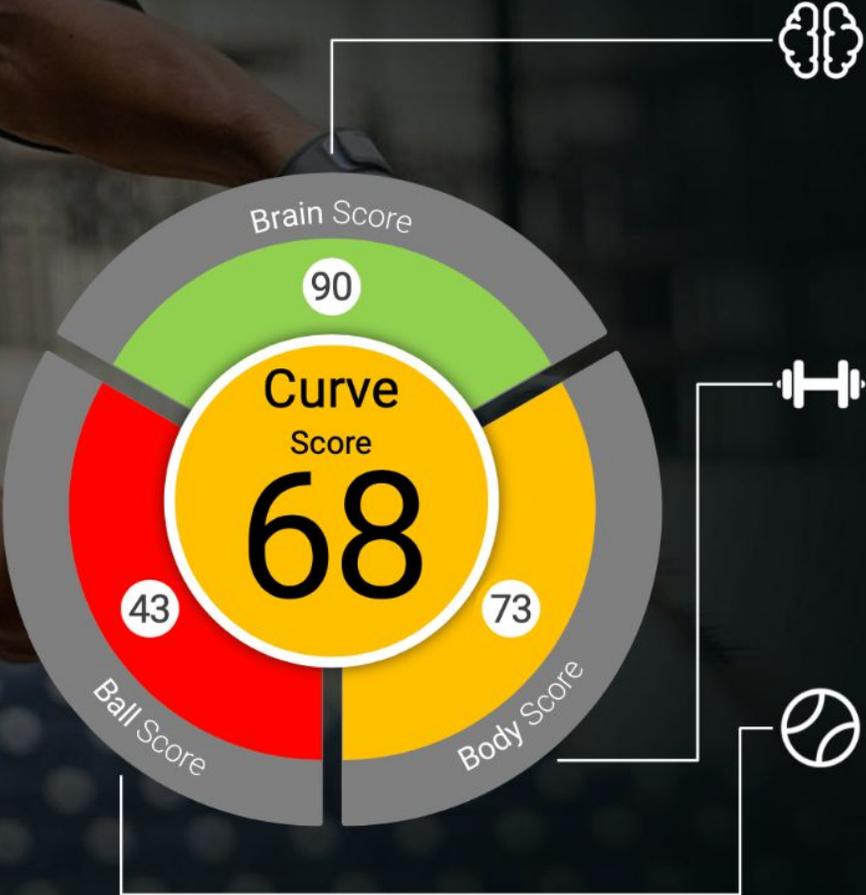
Enabling the **power to know** and the **promise of trust**

CURVE™

Curve is a data-driven platform to evaluate and aid player development for players, parents and coaches.

Curve Test Centers will be the high-stakes 'SAT equivalent' in assessing player progress towards higher target levels: D1, D2, D3, high school varsity, etc.

The Curve Application will serve as the medium stakes platform that enables coaches and player to assess and track progress with an included innovative badging system.



Brain

- Confidence
- Control
- Competitive Readiness
- Consistency

Hybrid Reality Chamber, Cognivue

Body

- Mobility
- Power
- Speed
- Strength

Proteus Motion

Ball

Hitting: Bat Speed, Blast Factor, Attack Angle, Contact %

Pitching: Velocity, Accuracy, Vertical Movement, Horizontal Movement

Trackman, 3Motion AI, Blast Motion

Why The Baseball Ecosystem Will Support Curve

College Coaches

- Difficult to scout
- No trusted sources of data
- Narrowed field of talent considered
- Embracing the analytic revolution

MLB & Players Association

- Need to grow the game
- Recognized access and diversity issue
- Reliant on 30yr old scouting and scoring system
- Need to create "Good Baseball Jobs"

Elite Travel Teams

- Created demand for new standard
- Standard framework drives coaching and training
- Predictive performance data by team can attract players

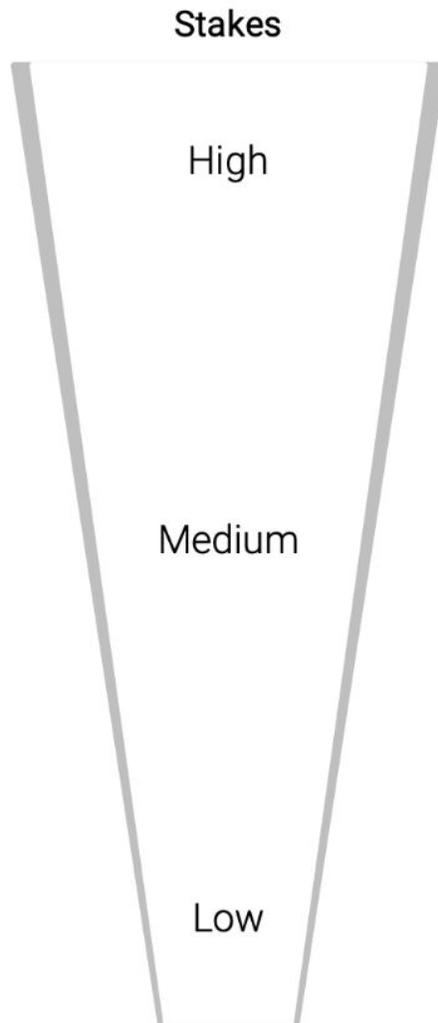
Mass Market Facilities

- Have huge attendee base with lots of down time
- Seeking additional sources of revenue
- Opportunity for additional use of local facility & coaches

Parents & Athletes

- Struggle to get equitable exposure and access
- Seeking quality feedback to drive performance
- Improve on "Prospect Days"

Curve Delivery Modes



	Description	Delivery Model
1	Certified Curve Score	Proctored Assessment @ Curve Test Center
2	Badging	Progress & achievement on sub-elements, administered by certified independent coach
3	Development	App-Guided Assessment and training with "Own Coach"
4	Self-Guided, Practice, Play	Athlete in app and working on their own development
5	Games	Homerun Derby-like challenges organized in in-app virtual leaderboards

Short-Term and Mid-Term Revenue Streams

High Stakes Assessments

- 1-4+ times annually
- Prometric Admin
- Brain, Body, Ball
- Component Testing
- Permanent Sites
- Popup Sites
- Price per Admin

Mid Stakes Assessments

- Throughout Year
- Coach Administered
- App-Based
- Subscription Pricing
- Player-Based
- Team-Based
- Leader-Boards

Coach Certification & Badging

- Certified on Curve
- Annual Re-Cert
- Badge Build Out
- Team Accomplishments
- Player Accomplishments

Athletic Registry

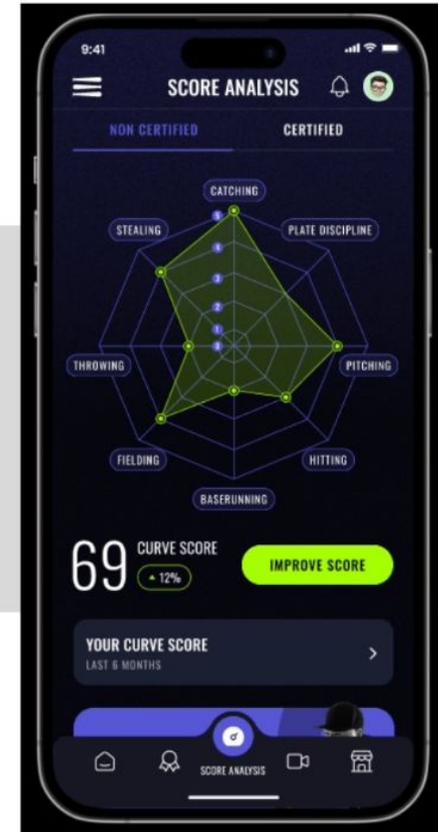
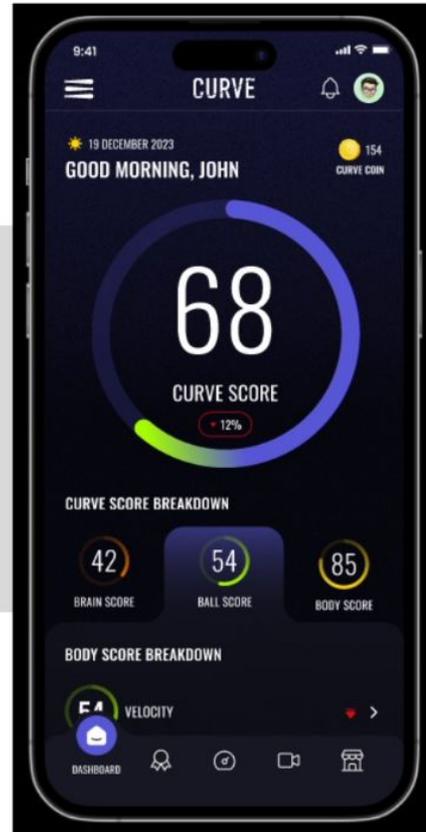
- Annual Subscription
- Coaches
- Recruiters
- Universities
- K-12 Specialized (IMG Academy)
- Club Sports

App Use for Player Development

- Annual Subscription
- Players
- Coaches
- Individualized Dev Plans
- Training Videos
- Additional Resources



App Design



[Diamond Allegiance: 5Y Player Projections]

We are targeting 100K players by 2028, with approx. 80% of Diamond Allegiance members subscribing to the Curve player development app

