



ShotBuddy

The Mobile Basketball Shot Tracking App That Allows Athletes To Train, Track, And Analyze Their Basketball Shooting Performance In Real Time!



THE PROBLEM




Student Athletes are more competitive, and more driven to succeed than ever before. They Train Hard, and Relentlessly, to get better at their game and they want to know:

- Am I getting better?*
- Where can I Improve?*
- How do I compare?*

According to a 2018 Cover Story published by Time Magazine, In 2018 Parents spent over 12 Billion dollars in Sports training, Coaching, Skill Development, Equipment, Camps, Hotels, etc. All to help their children follow their dreams, and according to that same article published in Time Magazine, the kids sports market has doubled.



THE PROBLEM



For Aspiring Young Basketball Players, Learning To Shoot A Basketball with Accuracy, Consistency, and under pressure basketball is critical to success in the sport.

How is this problem solved today?

Young Basketball players are taught to shoot a basketball through a variety of ways most often as follows:

- Self Taught
- By Coach, Parent, Mentor.
- Skills Trainer!

Experience has taught me that its usually its a combination of the 3, If NOT ALL of them at some point during their journey.

Regardless of which method they learn how to shoot a basketball, it still don't answer the question?

- AM I GETTING BETTER?
 - WHERE CAN I IMPROVE?
 - HOW DO I COMPARE?
- 

THE SOLUTION



The Mobile Basketball Shot Tracking App That Allows Athletes To Train, Track, And Analyze Their Basketball Shooting Performance In Real Time!



SHOTBUDDY

- ShotBuddy is a Mobile App Trainer, that allows players to Train, Track, Analyze, and Share their shooting performance in REAL-TIME! Turning their mobile phone into an advanced Basketball Shot Tracking, and Analytics tool!
-

With ShotBuddy Players no longer have to have ask themselves or their coach Am I getting Better?

Players can see the results in real time on their mobile device!

With ShotBuddy Players no longer have to have ask themselves How Do I Compare?

They can Track their performance in real-time they can share their performance with family, coach, team, or on Social Media!

Young players today tend to be highly competitive and highly social. With ShotBuddy they can use Social Media to show the world THEY GOT GAME!





TRAIN

Using the Dumb Waiter Drills as a reference, ShotBuddy tracks your arms movements and tells you how to correct shot your using haptic (vibration) and or audible feedback.

TRACK

ShotBuddy tracks and Calculates :

- Total number of shots taken
- Total number shots made and missed.
- Your Shot percentage.

ShotBuddy also keeps track of WHERE you made and missed shots on the court and creates a heatmap so you can see visually what areas of the court you need to work on

ANALYZE

ShotBuddy Logs, and Charts allows players to check out their shooting history, see how you've improved over time, and Instantly check out the areas on the court they need to improve!

SHARE

ShotBuddy is social! Players can post and share their performance with their Coach, Trainer, Parents, Friends, or on Social Media.



TRAIN

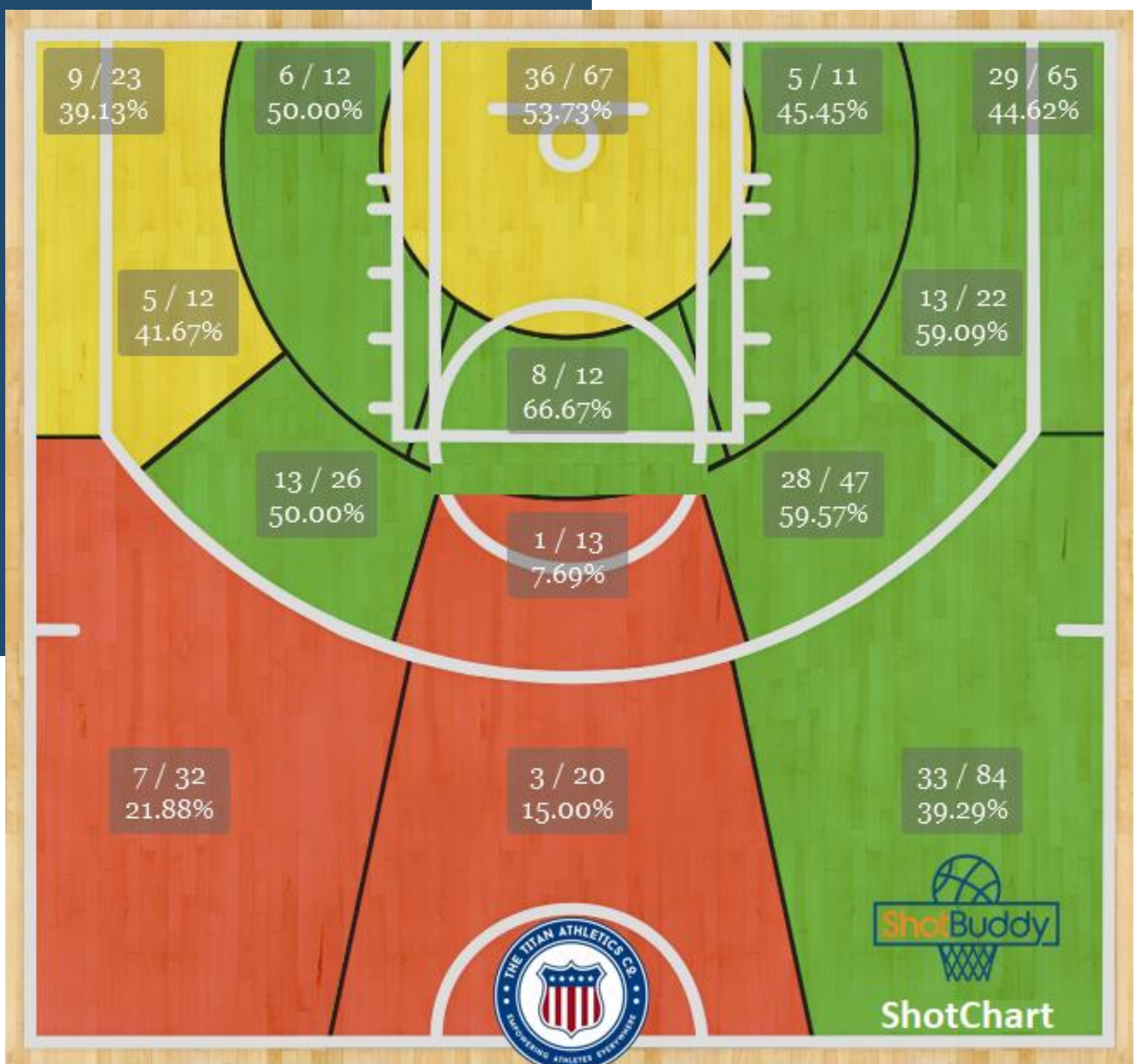
ShotBuddy uses A.I. to monitor your shooting motion, and based on your feedback, the AI engine is able to help shooters find and stay in their shooting form.



There are 14 Shooting Zones on an NBA Basketball Court!

Do you know how good you really are?

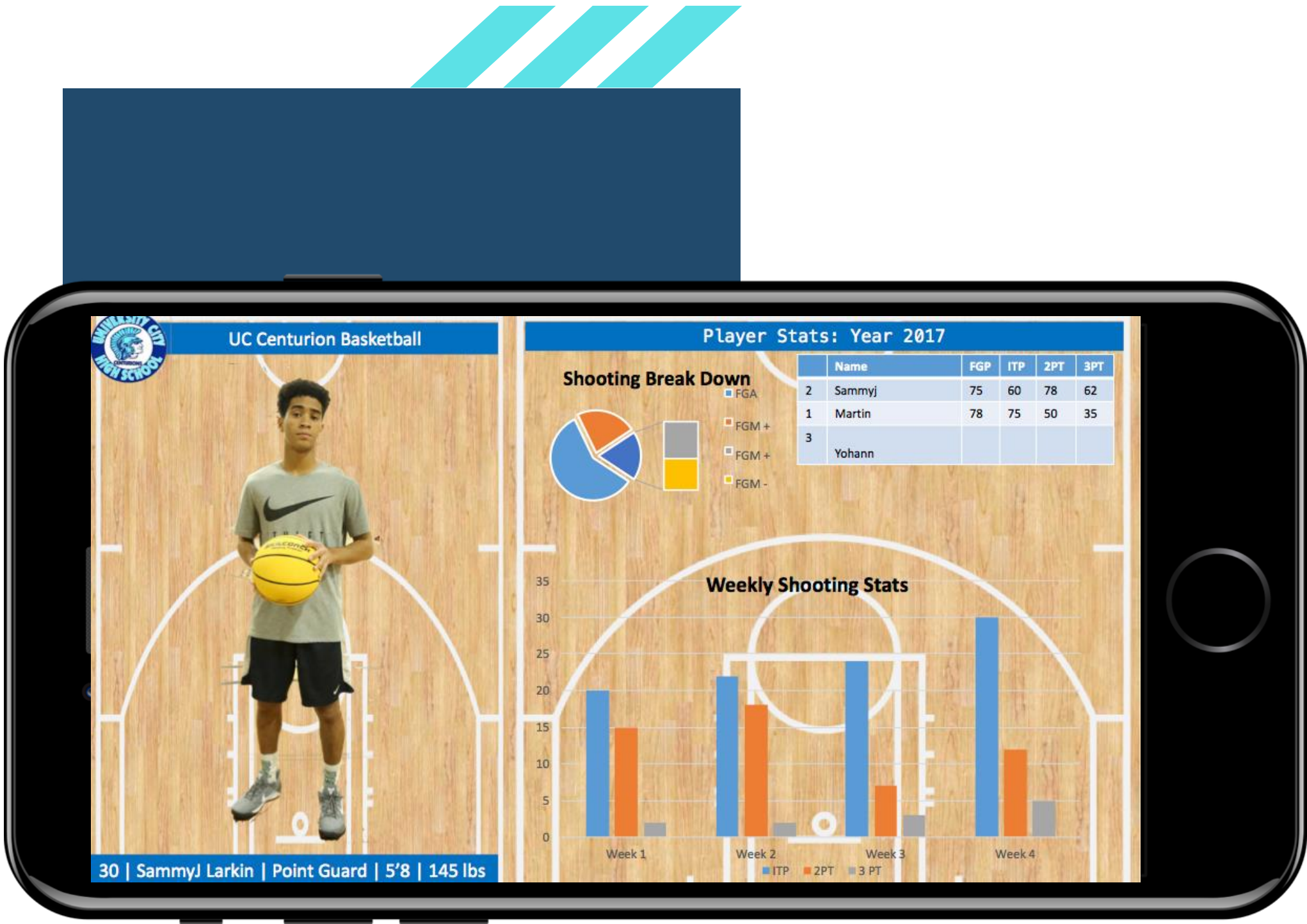
We based ShotBuddy on the NBA Shot Zones. Just Shoot, & Tap! and ShotBuddy creates a personalize HeatMap of the areas on the court where your game is strong and weak, so you see how you're doing like the Pros!



Use the Dashboard to check out your shooting history.

See Your History, While You Make History!

- See how you've improved over time.
- Instantly check what areas on the court you need to work on.
- Then do a quick check the competition!



WHY NOW?



MOBILE BASED APP

Players carry their phones everywhere they go, which means ShotBuddy is always where the user is.

UBIQUITOUS INTERNET

faster, cheaper, internet means always on, and always connected, for real-time play and feedback

ADVANCES IN A.I.

Advances in Artificial Intelligence has made on device analytics, and feedback curve is only going to get better.

TARGET AUDIENCE

Demographics



PARENTS

Ages 34-55 with Children who play sports competitively.

STUDENT ATHLETES

Boys and Girls ages 8-18 who play basketball competitively.

SIZE THE MARKET

Target Market:

Stage I: U.S. 26M

Stage II: Int'l 525M

Goal & Objectives:

Capture 250K (.01%) of SOM to achieve 3 YR target goal of business Model

**525
MILLION**

Total Available Market
(TAM) US / China

26M

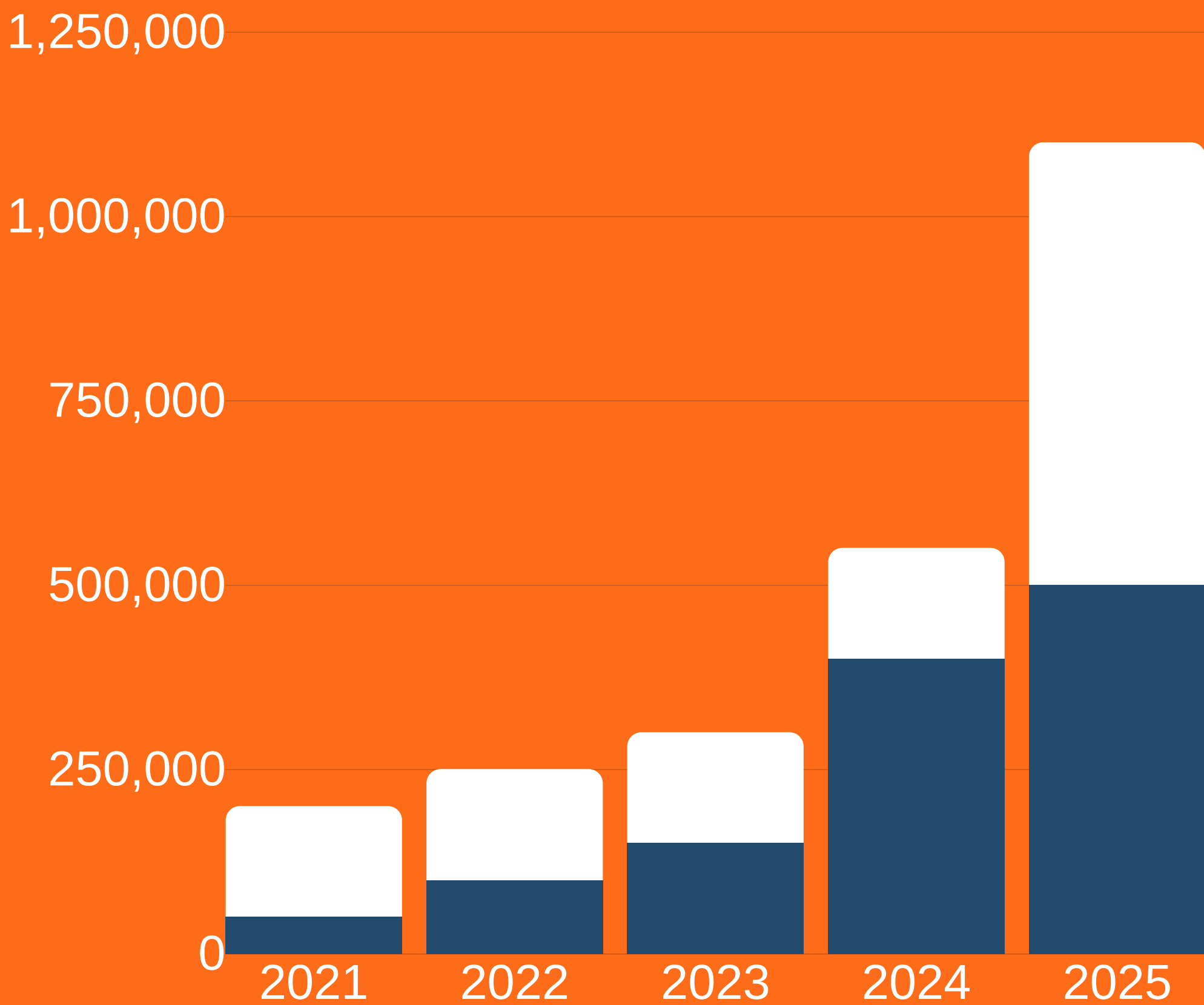
Serviceable Available
Market (SAM) US - Alone

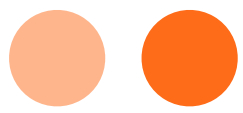
1.5M

Serviceable Obtainable
Market (SOM) US - Alone

MARKET CAPTURE PROJECTIONS

conservative
estimates at a .01%
market capture of
our SOM we
anticipate rapid
growth





DIRECT COMPETITORS

HOMECOURT



INDIRECT COMPETITORS



TOO COSTLY



HOME COURT DISADVANTAGES

IOS ONLY

Only avail be on IOS devices that supports the new Bionic chip

NO SUPPORT FOR OLDER

phones due to lack of hardware (Bionic Chip)

NO REAL TIME FEEDBACK

Haptic feedback not possible (phone is not on user)

REQUIRES CAMERA

Shooter must be in field of view of phone camera

COMPETITIVE ADVANTAGES

SUPPORT FOR ANDROID & IOS

ShotBuddy supports both Android and IOS

REAL TIME FEEDBACK

ShotBuddy is worn on your arm while shooting to capture and measure your shot in real-time. ShotBuddy learns your shooting form, so it can provide real time feedback.



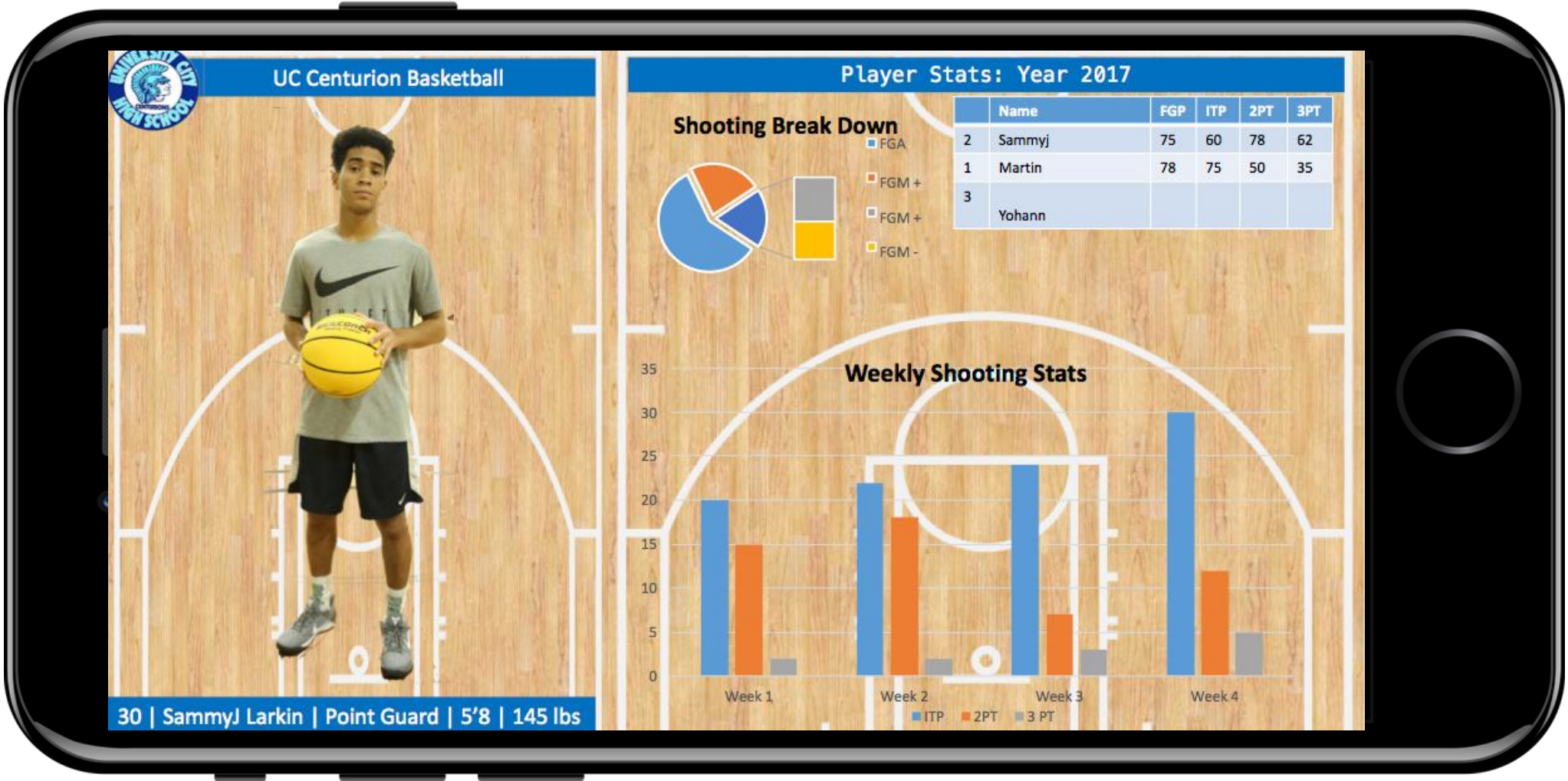
3RD PARTY TRAINING LIBRARIES

ShotBuddy Supports 3rd party training modules so players can continue to improve their game by download new training material and content!

NO SPECIAL HARDWARE

With ShotBuddy players wear the phone on their arm, using a standard arm band so they can use shotbuddy anywhere on the court,

WHY PARTNER WITH US?



WHY PARTNER WITH US?

At The Titan Athletics Co. Our Mission, Our Mandate, Our Motto is : Empowering Student-Athletes Everywhere.

To achieve that goal, we're going to develop the tools, technology, and training to **Enable, and Empower Student Athletes Everywhere**. One Mobile phone at a time. :-)

To be everywhere means we need to be at a price point that allows anyone regardless of financial means to have access too our tools.

Currently there are a lot of Freemium Apps in the marketplace with a quality gaming experience, that is engaging and FREE because they are advertiser supported.

That's where our Sponsor come in over Advertisers. As a Freemium App, we hope to enable as many premium features as possible at the FREE price point! By partnering with Sponsors, we intend to create an advertising ecosystem of partners and vendors who are focused on, and dedicated to the Empowerment of Student Athletes Everywhere, and support for their particular sport.

In addition, we can feel that we can achieve the following:

- More controlled end-user experience.
- More focused messaging to the end-user.

From a business perspective, if ShotBuddy Lite is sponsor supported, the sponsor would have the opportunity to be in front of student athletes worldwide, Parents, Coaches, and Skill trainers. Not to mention the student athlete's followers. **Some of our Collegiate-Athletes have and average of 100K followers, and a high as 350K in followers.**

Their followers tend to be life long, and the athlete are generally very engaging.

So, with ShotBuddy Lite, for the 1st time, Collegiate Athletes will be able to able to engage with their fans, peers, directly through the app including activities i.e., hosting skill development tips, training, and challenges.

We are competitively priced and positioned to place timely ads in front of the competitive basketball ecosystem, and land scape in a way that's never been done before.

We have plans to host other events like Attempting To Set The Guinness World Record for the most simultaneous free-throws made. I call the event "A Shot Around The World for Peace".



Sponsored Ad Offering

This Release of ShotBuddy, ShotBuddy Lite is Ad supported.

So, in addition to short Ad displays, during transition, Early Sponsors have an opportunity to be WHERE the action is!

EARLY SPONSORS will have the **UNIQUE** opportunity to buy **PROMINENTLY FIXED** Ads, placed strategically in the App to include the following:

- Plan 1: Launch Sponsor
- Plan 2: Court Sponsor
- Plan 3: Practice Sponsor
- Plan 4: Shoot Around Sponsor
- Plan 5: Competition Sponsors.

Initially Titan Athletics will build a portfolio of sponsors. In the future, we plan to offer a portfolio of Sponsors so that the users will be able to select the sponsor of their choice based on what's available in the Gallery.

Sponsored Ads, are presented in a way that is Nonintrusive to the users and allows them to select sponsors to help pay for their App Subscription, and ShotBuddy data Storage costs.

This allows Titan Athletics to ensure the ads that our student-athletes view is **RELEVANT** to their training and performance, and its something they want see and learn more about.

Sponsors can also offer athletes incentives, like points, coupons, and special deals on products for watching and Ad, registering a product, and or giving feedback on the product or service.

Do miss your opportunity to sponsor a Student Athlete's and be apart of their journey, as they train to pursue their dreams, to become the best!





EARLY SPONSORSHIP OPPORTUNITIES



FREEMIUM EDITION

SPONSORSHIP PLANS

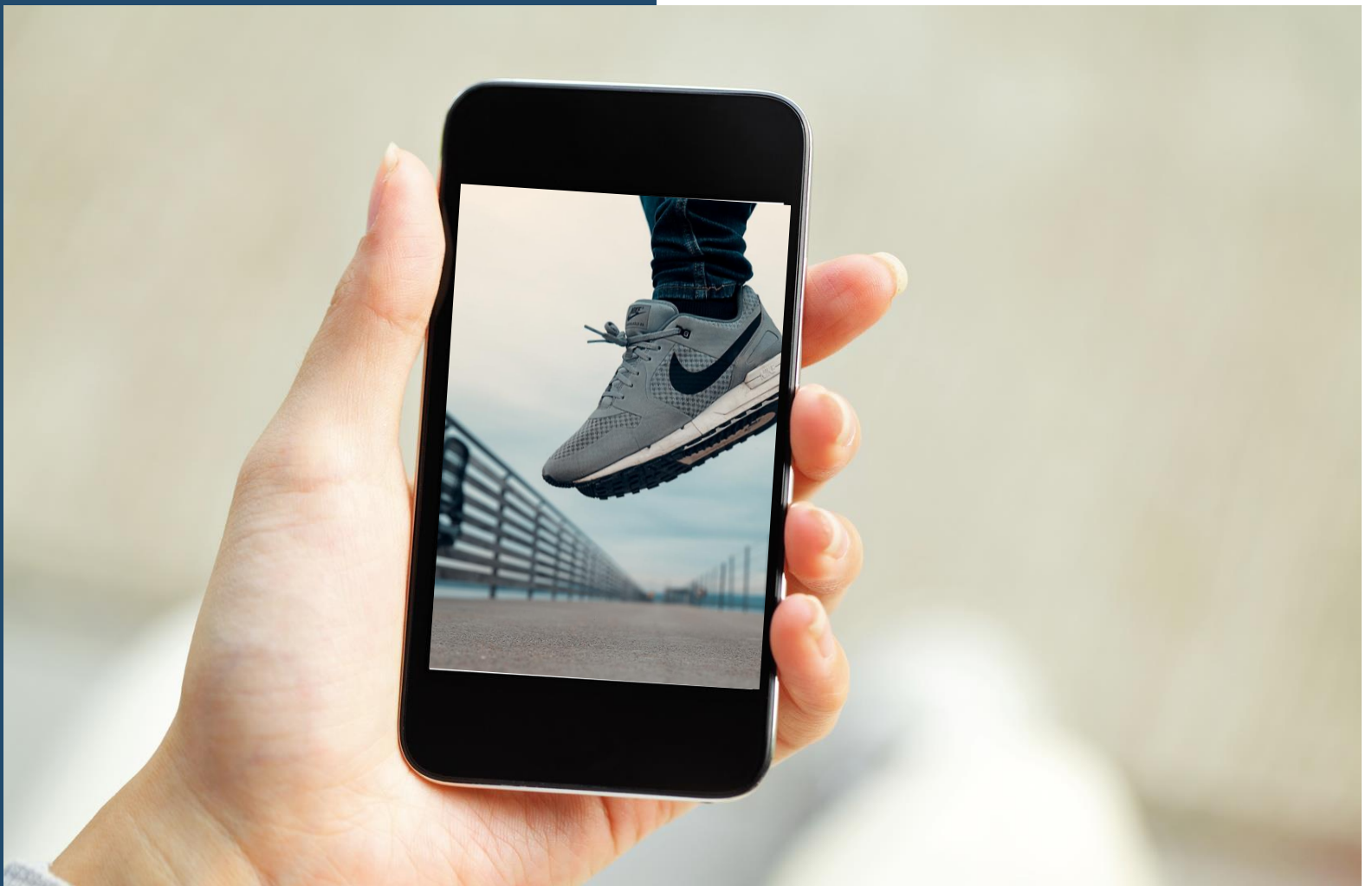
Student-Athletes can select Sponsors from the Sponsors Gallery. They can select how they would like their Sponsor to appear in their app by selecting one or all of the plans below.

- Plan 1: Launch Sponsor – \$500K Per Yr.
- Plan 2: Court Sponsor – \$150K Per Yr.
- Plan 3: Practice Sponsor – \$150K Per Yr.
- Plan 4: Shoot Ar Sponsor – \$300K Per Yr.
- Plan 5: Competition Sponsor – \$500K Per Yr.



SPONSORSHIP OPPORTUNITY

Plan 1: Launch Sponsor Ads



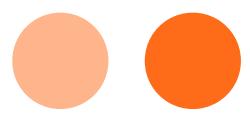
Launch Ads, are "**Brought To You By Ads**" and will launch when the app is 1st opened.

Sponsor Ads provide information in an entertaining way so athletes can learn more about your products and or services. Student Athletes can click anywhere on the Ad to have a link sent to them as a reminder

Price: \$150K Per Year

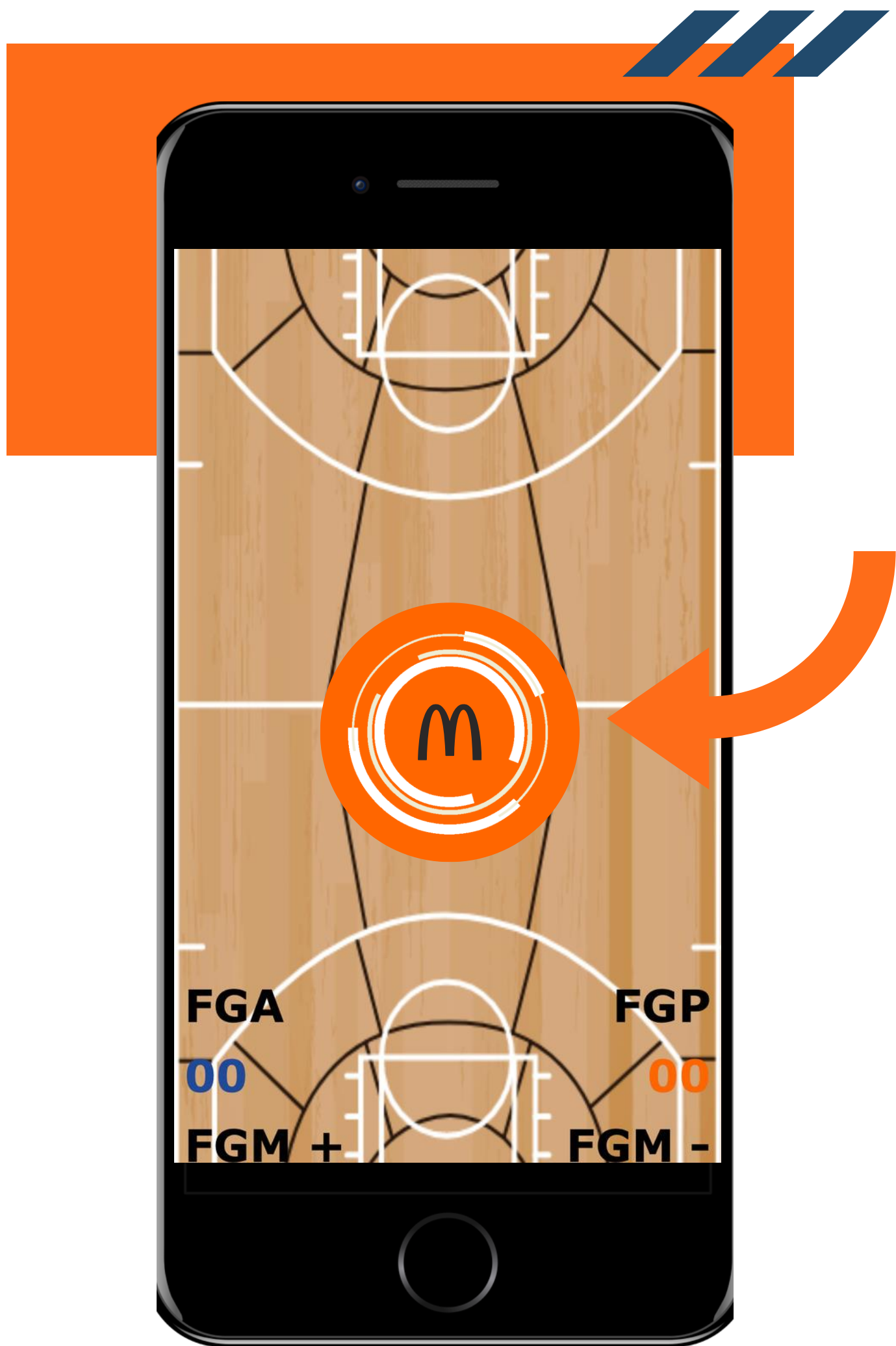
Reach: Per 50K+ Monthly Active User

Cost Per User \$3.00



SPONSORSHIP OPPORTUNITY

Plan 2: Court Sponsor



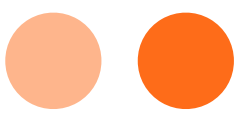
During Play Sponsor Logos are displayed prominently on the screen replacing the ShotBuddy logo. The logo will animate when the user makes a shot attempt. Users will also be able to receive special updates, prizes, and notices of special from the sponsor

Price: 150K Per Year

Reach: Per 30K students

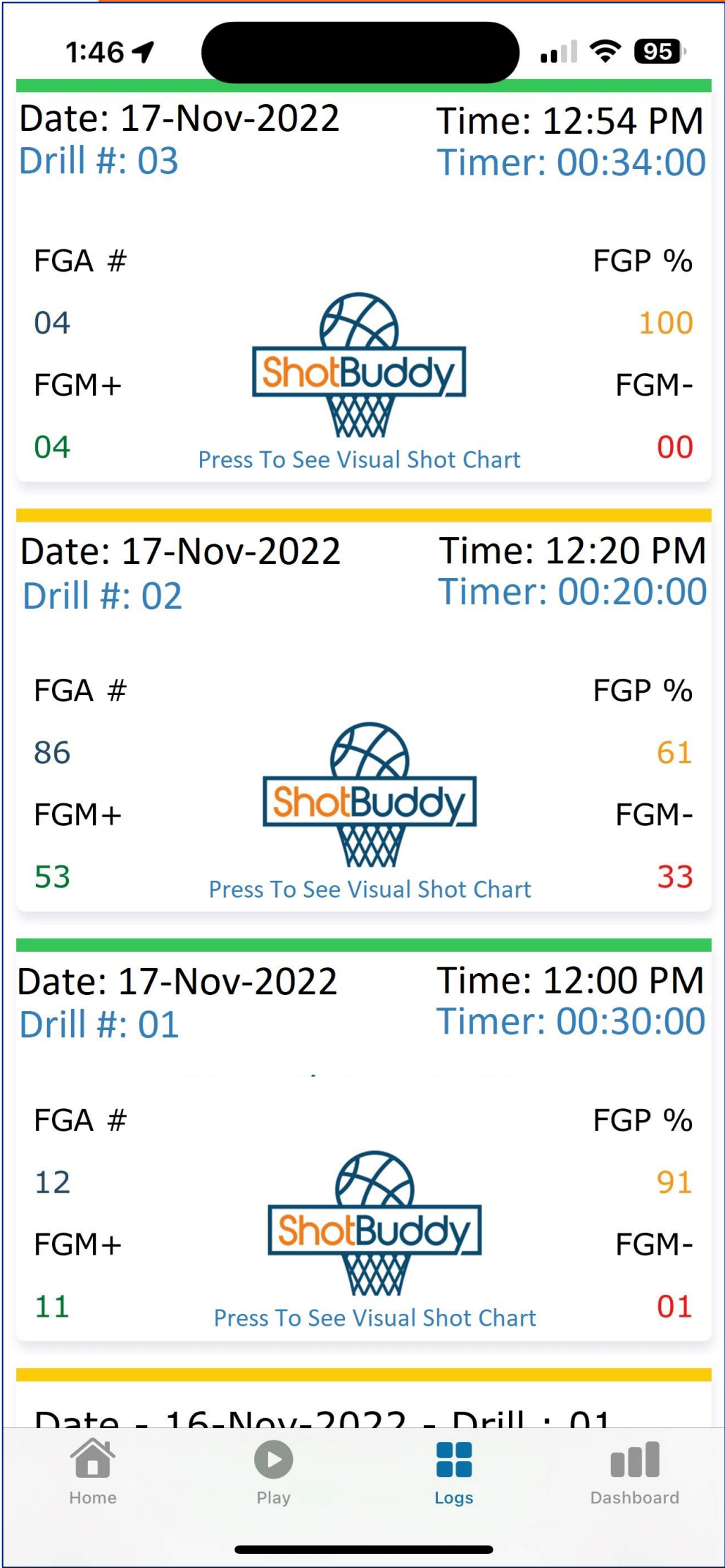
Cost Per Player \$5.00





SPONSORSHIP OPPORTUNITY

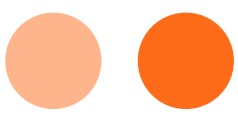
Plan 3: Practice Sponsor



Shoot Around Sponsors can have their Logos is displayed prominently on the players screen and flashing in high contrast colors for all to see. The logo will flash in high contrast color after the user taps the screen, during a shot . Custom Sound Effects can a also included.

Price: \$150K Per Year
Reach Per User: \$ 50K
Cost Per User: \$3.00





SPONSORSHIP OPPORTUNITY

Plan 4: Shoot Around Sponsor



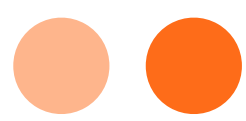
Shoot Around Sponsors can have their Logos is displayed prominently on the players screen and flashing in high contrast colors for all to see. The logo will flash in high contrast color after the user taps the screen, during a shot . Custom Sound Effects can a also included.

The option to have the Sponsors Logo prominently displayed on the Shooters Log is also available.

Users can click anywhere on the Ad to have a link sent via email as a reminder.

Price:	\$500K Per Year
Reach Per User:	\$250K
Cost Per User:	\$2.00





SPONSORSHIP OPPORTUNITY

Plan 5: Competition Sponsor



For the 1st Time EVER! Sponsors will have the opportunity to be where the action is, on the court and when players compete, an advertiser can become a Competition Sponsor, and sponsor Friendly Game of Horse!, 3-point shootout, Shoot the Clock, or any other game with any 2 or more players, anywhere in the WORLD!

In addition to having the banner shown on the Dashboard Screen, the Sponsor will have multi-media type interstitial ad displayed and played for the user, when the Dashboard button, is pressed.

The option to have the Sponsors Logo prominently displayed on the Shooters Log is also available.

Users can click anywhere on the Ad to have a link sent via email as a reminder.

Price:	\$500K Per Year
Reach Per User:	\$250K
Cost Per User:	\$2.00





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CONTACT US

