



Welcome

S O C C E R S U M M I T 2 0 1 6

MARCH 4-6, 2016 | UNIVERSITY OF GUELPH

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DISCOVER • DEVELOP • EXCEL

SPORT  ***NGIN***

Introductions

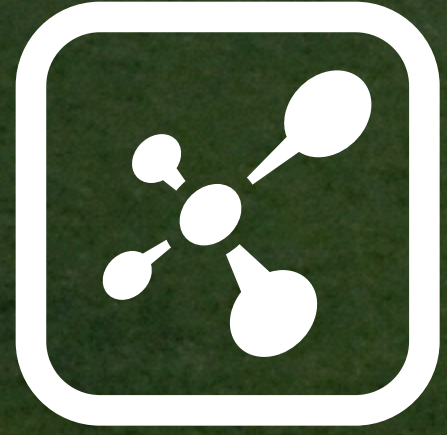
John Weinerth | Vice President, Soccer

Matt Hansen | Regional Sales Director

Rachael Peltier | Canada Sales Rep.

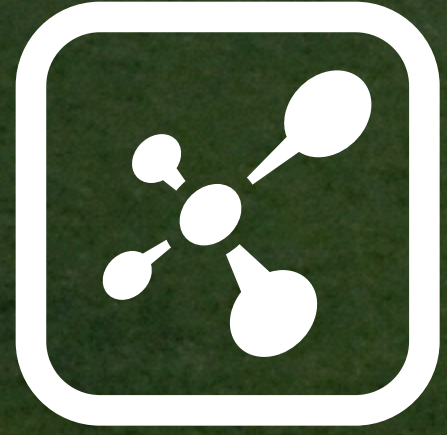
Jason Bates | Product Manager





Session Objectives

- Selection Process and Vision
- What We've Learned
- Technology Partnership and Phasing
- Sport Ngin: Who we are, where we are, and where we are going
 - The Company
 - The Platform
- Technology Solutions: How can Sport Ngin help OSA clubs achieve their desired outcome(s)?
- Next Steps



What Has Brought Us to Today

Vision and Vetting Process

- OSA has a tremendous vision to the leading soccer governing body
- OSA and their Affiliate Members have experienced the pain
- Engagement Process
 - 10+ month process - focus groups, onsite visits, Sport Ngin Corporate visits
 - Weekly conference calls, review of business processes and policy documentation, best practices consultation
 - OSA Focus Group, Executive Board and Full Board Presentations



What Have We Learned

ABOUT OSA AND VISION

- Structure, size, scope of OSA
- We have a strong understanding of the unique needs at the Family, Club, League, District, and Provincials levels
- Need for a Full Product Solution
- Opportunities to streamline business processes, create better connectivity at all levels while providing an improved overall user experience
- Benefits of a Long Term Partnership



OSA Technology Partnership

- **Sport Ngin is the Official Technology Partner of OSA**
- **Alignment and Fit**
 - A Partner - not a vendor - with Ontario Soccer on this journey
 - Technology Platform for today and tomorrow
 - Professional Execution - Security, Support, Training & Customer Success
 - Expertise + Resources = A Partner of Strength
- **Long Term Partnership - Three Phases**

What Does It Mean for Clubs?

Integrated Registration Solution (2017)

Automated Data Flow
Data and Content Sharing
Financial Tracking
Reporting
Auto Forms

Full Suite of Products

Online Registration
Sitebuilder (websites)
Verify (background checks)
League Management
Tournament Management

Member Pricing

Dedicated Team
Support
20% Discount

Sport Ngin is a technology partner to youth sports organizations everywhere, providing a whole product solution to help them manage their operations.





8,500+

Sports leagues, associations and governing bodies across all 50 states in the US, Canada, Europe, Asia, and Australia

500,000+

Teams

\$1 Billion+

Registration dollars processed (players, coaches, admins)

230+

Full-time employees

15

C-level roles amongst executives at previous technology and sport companies



Sport Ngin Soccer Vertical

- Only Sport Vertical represented by an Executive level Vice President helping influence product development and overall strategy for soccer
- More than 1,000 Soccer Governing Bodies, Leagues, Clubs, Tournaments and Associations on Sport Ngin Platform today and growing
- Enterprise Clients: USL Pro, Premier Development League (PDL), National Premier Soccer League (NPSL), Super Y League, US Adult Soccer, United Women's Soccer League, Chicago Fire, Houston Dynamo, Schwan's USA Cup, Bermuda FA



Customer Success

- Dedicated team focused on club level partnerships
- Deep knowledge and experience in leading and executing in the soccer space
- Best practices built based on thousands of successful client installations
- PCI Level I Compliant - Highest Level of Security Compliance in Payment Card Industry
- 24x7 Support
- Online Help Center

OSA Organizations

- Durham Region Soccer Association
- Darlington Soccer Club
- West Ottawa Soccer Club
- Barrie Soccer Club
- Petrolia Soccer Club
- Tara Minor Soccer
- Kirkland Lake Soccer
- Kincardine & District Soccer Club
- Timmins Minor Soccer
- London Mini Stars
- Collingswood United Soccer Club
- Timmins Women's Soccer Club
- Timmins Men's Soccer Club
- Tri-Town Soccer
- Kapuskasing Soccer
- Prince Edward County Soccer Association
- AG London Soccer Club
- USC Karpaty
- Leamington Soccer Club United





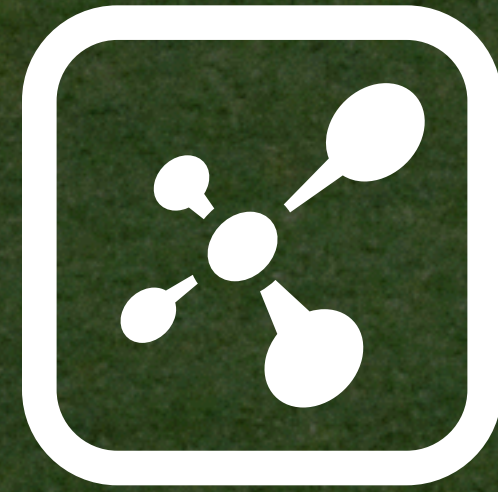
Why Sport Ngin?

“...Sport Ngin has saved our organization money through better credit card processing fees. Its financial reporting systems have made it much easier for us to follow up on unpaid payments compared to before where we had to wade through stacks of registration forms.

...Immediate reconciliation of credit card payments has also saved our Club time on counting cash, tracking debit transactions and chasing down NSF cheques...

...Participation is on the increase as we’ve been able to open a registration window of a couple months or longer as opposed to a one-night-only, in person, paper registration...”

- Kyle Elliot, Club Administrator - Darlington Soccer Club



Product Ecosystem

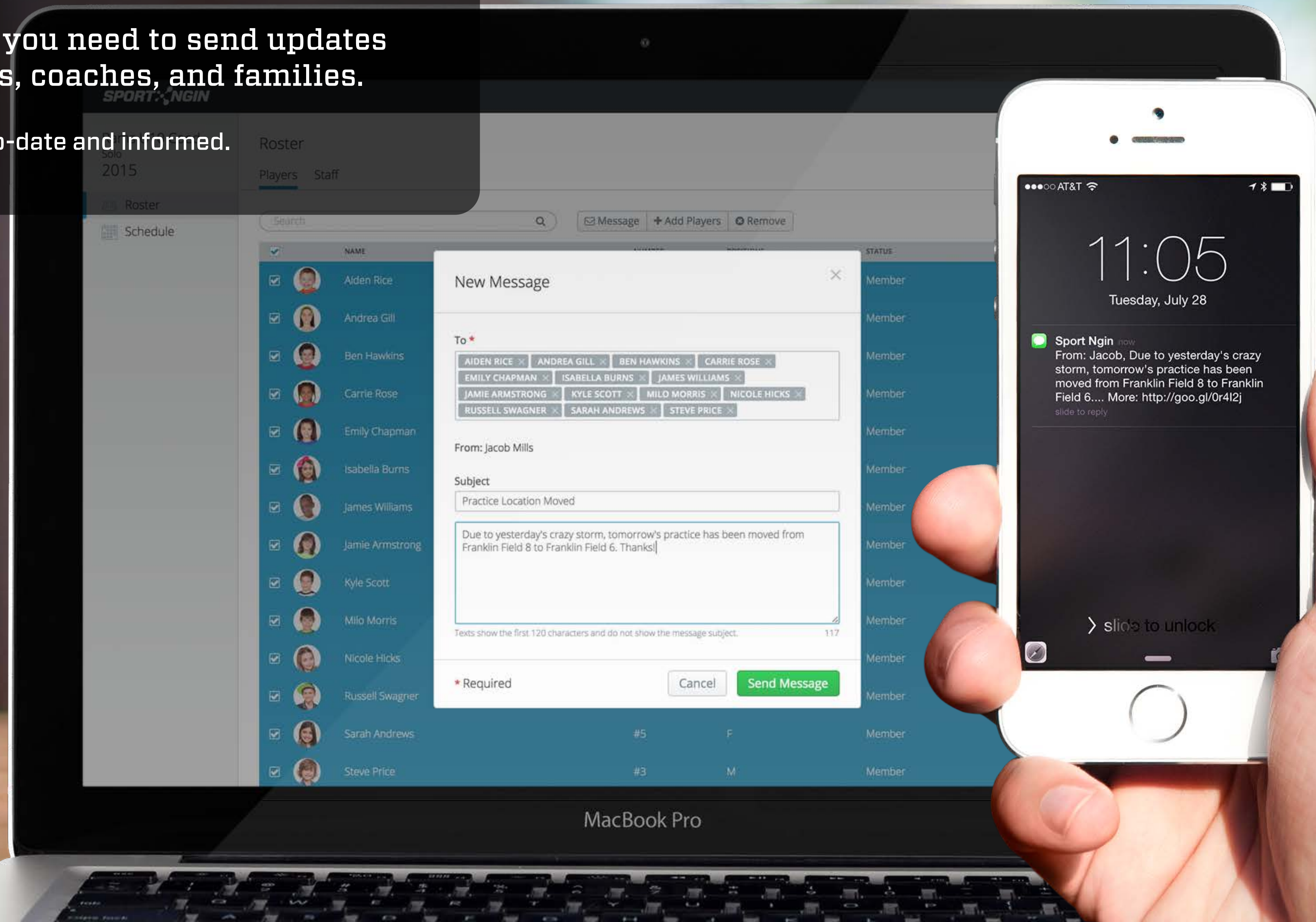
EVERYTHING YOU NEED



COMMUNICATION

Best for when you need to send updates to your players, coaches, and families.

Keep parents up-to-date and informed.



Registration Report: Mens Masters

Registration Session: LaxNW 2015 Summer League Registration
Number of Results: 37

Fields (Choose the information you'll see)

Filters (Include entries matching these conditions)

Match All of the following rules:

Level of Play: Mens is Men's Masters
or is Men's Intermediate
City contains
Add a Rule

Sort (Choose sort fields)

Attached	First Name	Last Name	Entry Number	Registration Date
Entry Order	Craig	Murphy	11119983	3/19/2015, 9:06AM
Entry Order	James	Just	11298691	4/4/2015, 1:01PM
Entry Order	Casey	Cleveland	11531899	4/20/2015, 4:58PM
Entry Order	Jeffrey	Hwang	11584552	4/22/2015, 10:30PM
Entry Order	Brian	Ostrom	11614477	4/27/2015, 12:28PM
Entry Order	Kiva	Hartfield	11627057	4/28/2015, 9:29AM
Entry Order	Paul	Stephens	11647099	4/29/2015, 3:19PM
Entry Order	todd	mylet	11655833	4/30/2015, 8:37AM
Entry Order	Will	Forney	11794045	5/8/2015, 11:26AM
Entry Order	Devon	Sommer	11820670	5/11/2015, 9:57AM
Entry Order	Andy	Leadbetter	11836911	5/12/2015, 9:49AM
Entry Order	Paul	Esklinger	11838098	5/12/2015, 10:52AM
Entry Order	Joe	Lower	11845558	5/12/2015, 2:55PM
Entry Order	Gregg	Carmichael	11849829	5/12/2015, 8:03PM
Entry Order	Mark	Caron	11859390	5/13/2015, 1:53PM

FINANCIAL MANAGEMENT

Best for helping me manage
income and cashflow and report
results with confidence.

Fast account funding.

Flexible cash management tools.

Unbeatable security.

LaxNW 2015 Summer League Registration

Adult Player Information

Currently Registering: Martin Van Buren

First Name:

Martin

Last Name:

Van Buren

Middle Initial:

Birthdate:

HS Graduation Year:

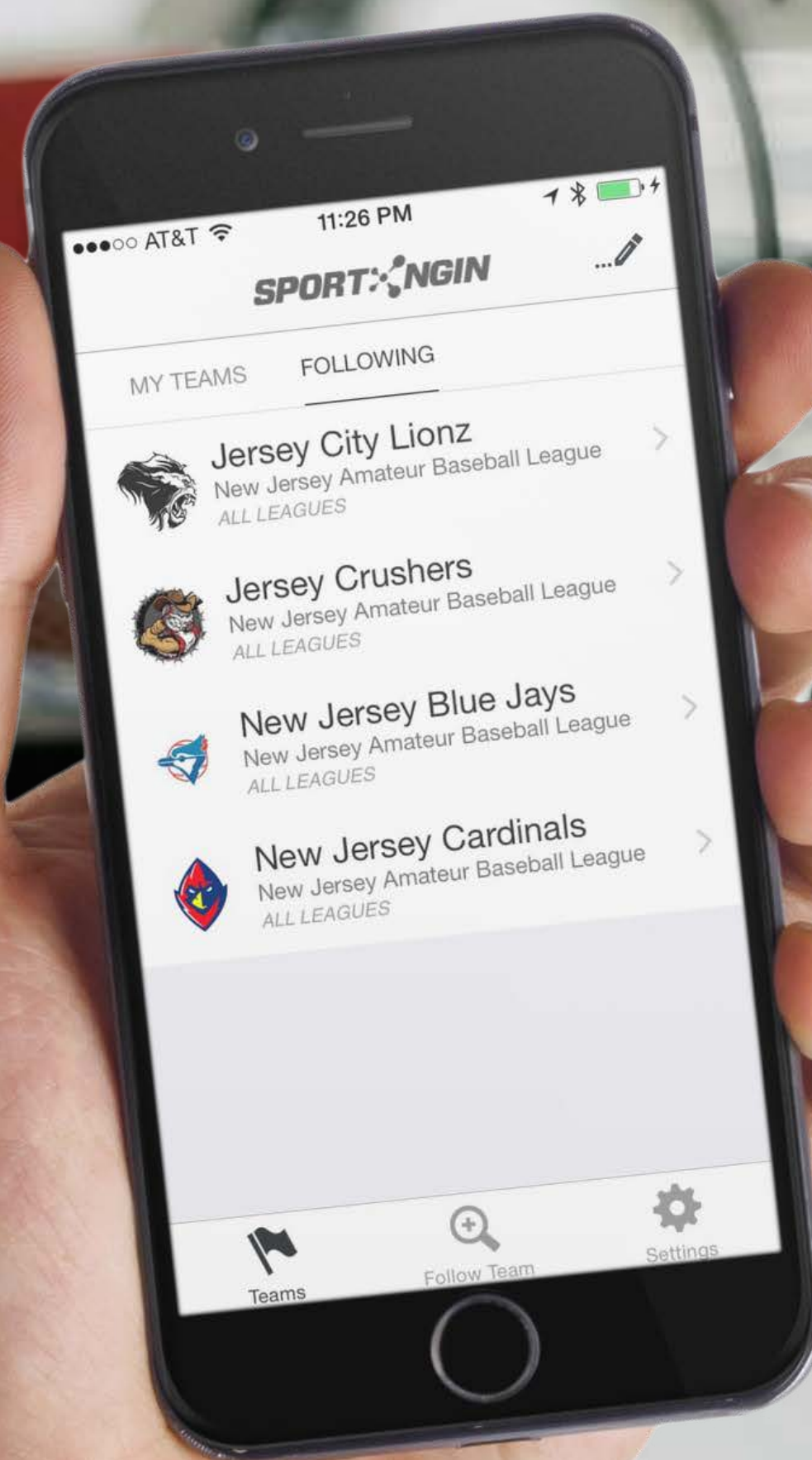
Address 1:

Address 2:

City:

State/Province:

Zip:



COMPETITION

Best for sharing and managing your in season game play.

Complete event and game scheduling with updates.

Share stats, scores, and brackets.

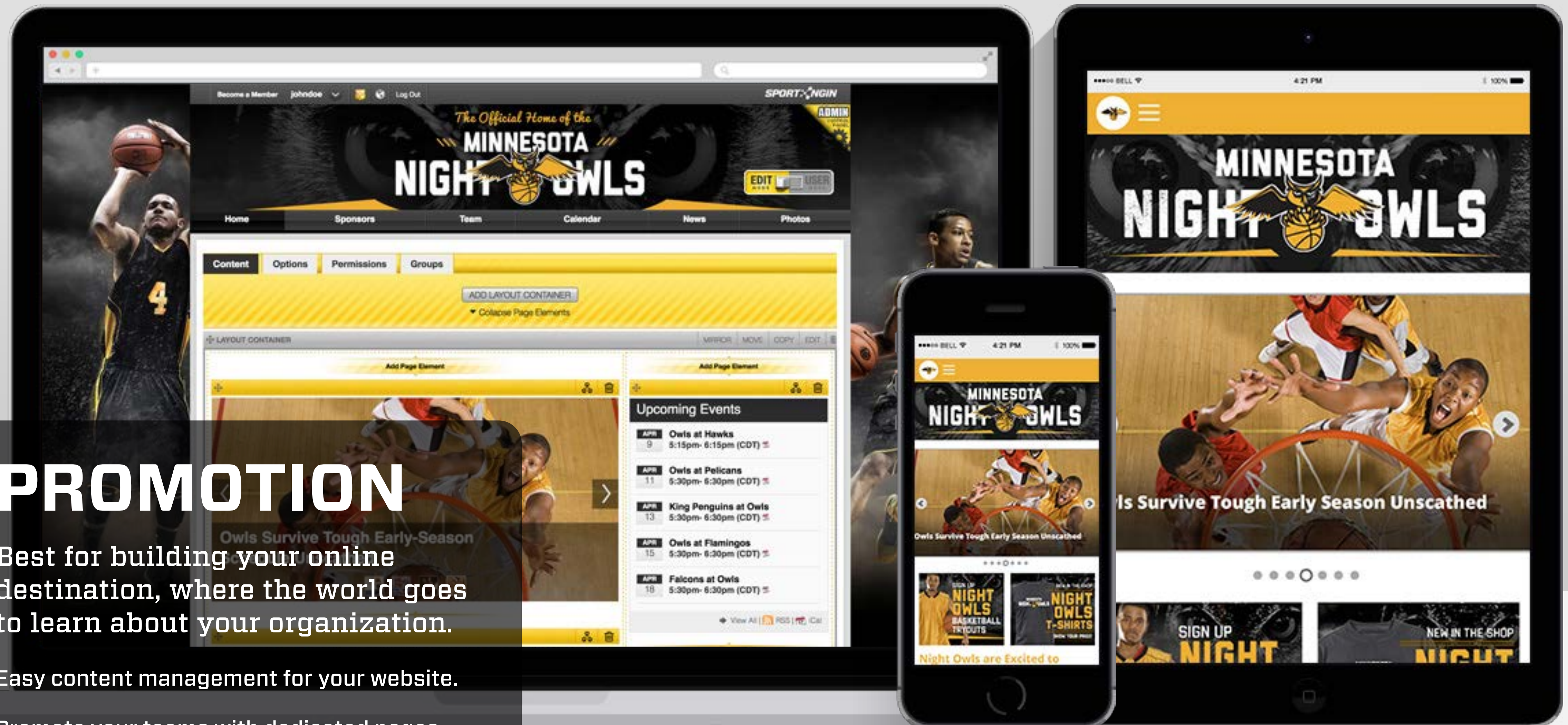
PROMOTION

Best for building your online destination, where the world goes to learn about your organization.

Easy content management for your website.

Promote your teams with dedicated pages and athlete profiles.

Social media integration.





RISK MANAGEMENT

Best for identifying evaluating
mitigating potential risk, protecting
your athletes and organization.

Comprehensive data security.

Integrated screening solution.

Cost effect.



Verify Background Checks



**Every year there are roughly 4.5
million reports of child abuse in the
US and Canada**
(Children's Bureau)

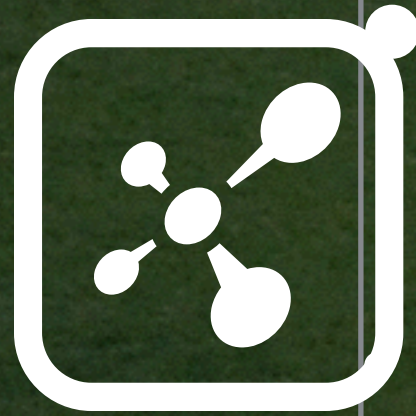


BREAKING NEWS!

Ontario Blue Jays (OBJs) – the incident occurred 15 years ago, but it is expected that this is the tip of the iceberg and that several other players will come forward

This could be the end for that program – the coach implicated is actually the owner of the program and has been there ever since.

Innocent until proven guilty is the important adage.



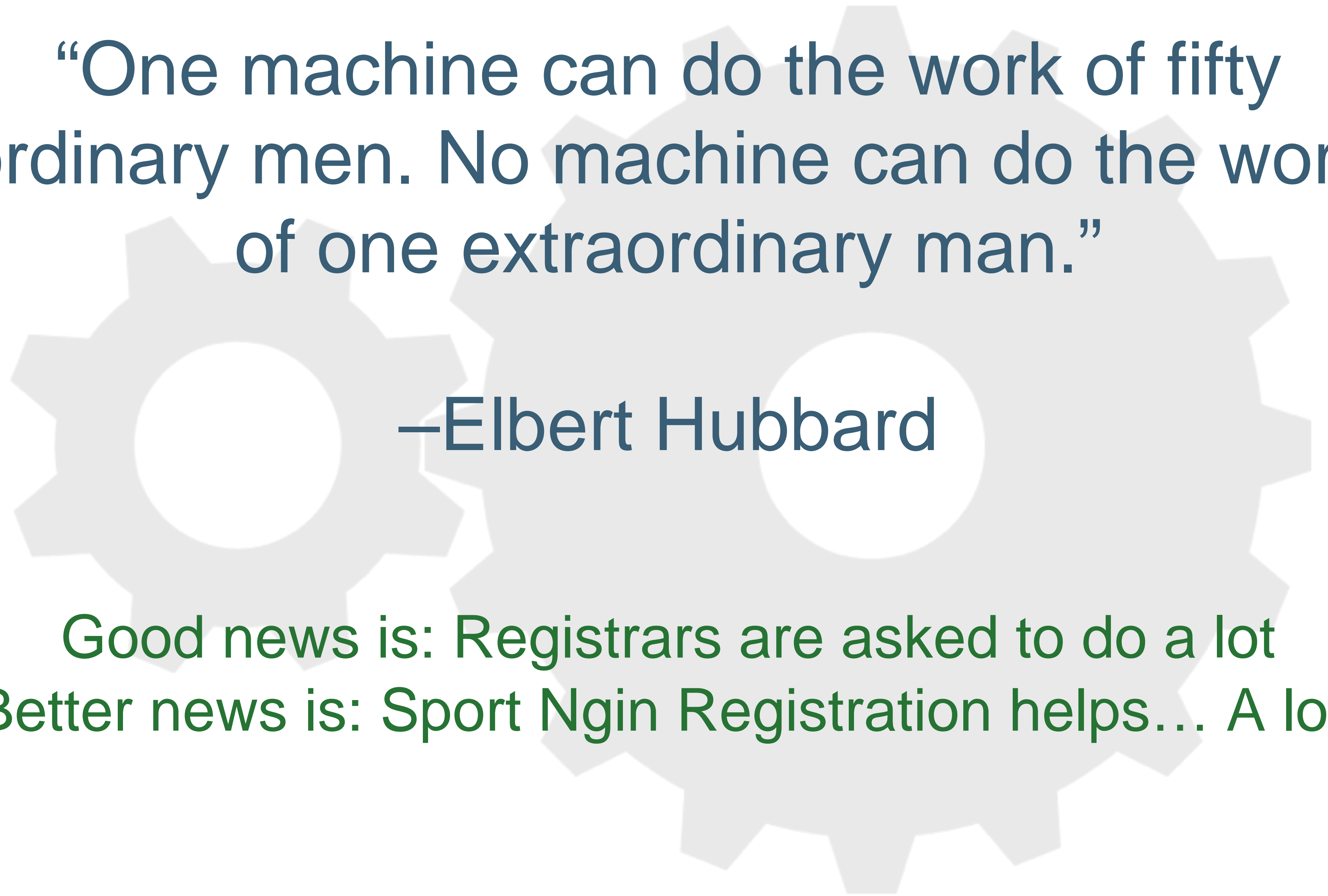
How Do We Help Protect?

Screening Vendor for all of our Canadian screening is based in Canada.

- **In compliance with Canadian Data Privacy laws.**
- **All criminal background searches are performed by the RCMP Enhanced Police Check (includes CPIC and PIP checks). CPIC is the Canadian Police Information Center and PIP is the Police Information Portal.**
- **This is the same check that volunteers for the 2015 Toronto PanAm games were subject to. This check will provide warrants, arrests, charges, prohibitions and any other negative interactions with the law.**
- **With the Enhanced Police Check you will receive all charges, which includes the sex crime charges of those people whose names are in the Sex Offense Pardons Database.**
- **Less time consuming and easier to ensure coaches and volunteers complete the check. Document retention in compliance with “The Personal Information Protection and Electronic Documents Act (PIPEDA)”**

A low-angle, slightly blurred photograph of a soccer game in progress on a grassy field. In the foreground, a white soccer ball with black hexagonal patterns is on the grass. Several players in dark blue jerseys and white socks are running. One player in a red and white jersey is visible in the background. The scene is brightly lit, suggesting a sunny day. The text "Successful Registration" is overlaid in a large, dark blue, serif font.

Successful Registration



“One machine can do the work of fifty ordinary men. No machine can do the work of one extraordinary man.”

—Elbert Hubbard

Good news is: Registrars are asked to do a lot
Better news is: Sport Ngin Registration helps... A lot!

Pre-Season

Prep and Planning

Marketing (Promotion)

Obtaining Sponsorship

Budgets and forecasts

Providing Options

Changes from Last Year

Data required at Game Time

Cash Flows - Payment Options

Incentives & Penalties

Inventory

Active Registration

Monitoring and Support

Continued Marketing
Scholarships/Coupons
Tracking Inventory
Tracking Payment Plan Adoption
Initial Accounting
Reporting
Refunds
General Member support
Smart Groups
Smart Dibs groups

Game Time

Management and Accounting

Accounting

Smart-groups

Messaging

Reporting

Messaging

Rostering

Refunds

Member Support

Payment Review/Management

Leveraging Registration

Verify

In-line screening
Permission based access
Region-specific screens
County level info

Team Center

Roster > Team Center

Texting

Scheduling

RSVP

Included w/ Sport Ngin





Integrations

The power of the Sport Ngin platform allows us to develop integrations with many other organizations and providers. We're continually adding to the list to make being a part of Sport Ngin more valuable to every organization we work with.

- League USA Scheduler
- Diamond Scheduler
- Maximum Solutions Scheduler

PRICING

(Includes 20% OSA Discount)

Website Setup/Design (One-time fee):

Starter: \$400 (USD)

Pro: \$1,440 (USD)

Elite: \$2,800 (USD)

Website Subscription:

\$475(USD)/year

*League Management functionality will incur additional fees

Sport Ngin mobile app (free download)

PRICING

Online Registration System

ONE-TIME \$125 (USD) SETUP

Can be used separately from Sport Ngin website

PER TRANSACTION FEE

Generally, around 3.25% + \$1.25-\$1.50 (CAD)

This per transaction rate is based off the estimated total transactions and dollar amount processed on an annual basis.

VERIFY (BACKGROUND CHECKS)

\$30 (CAD)/check

DATA SECURITY AND PRIVACY

PCI Level 1 Compliance

Amazon Web Services

SSL Encryption

Data Protection

Security Coding

Monitoring

Hosting Scale and Stability

Backup and Disaster Recovery

Next Steps

Meet with Sport Ngin

Matt Hansen

- matt.hansen@sportngin.com, 612-230-2375

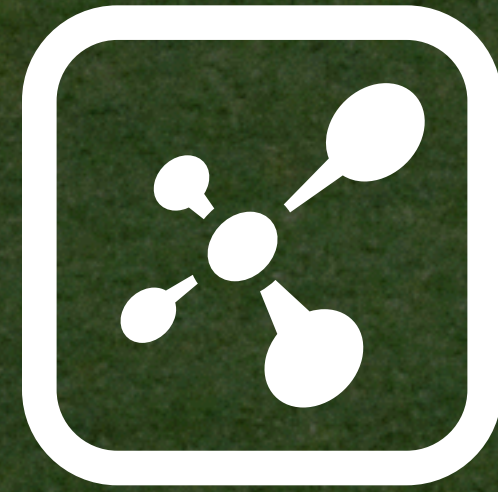
Rachael Peltier

- rachael.peltier@sportngin.com, 888-255-7840 ext. 9702

The background of the slide is a photograph of a soccer game, showing players in action on a grass field. A large soccer ball is visible in the lower-left foreground. The entire image is covered with a semi-transparent blue overlay. Centered on this background is the text "QUESTIONS" in a large, bold, white sans-serif font. Directly beneath it, in a smaller, white sans-serif font, is the text "(Q&A Document Available)".

QUESTIONS

(Q&A Document Available)



Thank You