



# Volleyball

## POSITIONING PAPER SUMMARY



### DESCRIPTION

SportsEngine is going all-in on Volleyball and will continue to make strides to make the sport of Volleyball easier for clubs to manage and run, giving them more time to spend on the court, teaching the sport they love. With the acquisitions of AES a couple of years back and the recent addition of BracketPal, we are able to assist the entire market with whatever needs they may have. Whether they are playing on a beach or inside, the weather is snowing or sunny, the club is large or small, SportsEngine is ready to kill the competition and continue to bring world class software to the Volleyball market.

### GOALS

#### PROBLEM

Volleyball clubs are complex and have many administrative tasks throughout the season and off season. They need a solution that will allow them to promote their clubs, manage their events, keep up with tryouts and season registrations and have the flexibility to bill members throughout the entire year.



#### SOLUTION

SportsEngine, along with AES and BracketPal, are making it possible for Volleyball Clubs to have one solution for all of their needs, all in one place. We are committed to helping grow the game of Volleyball by making it easier than ever for directors to run their clubs, leagues, and tournaments.



#### MARKET SEGMENTS

Volleyball



#### BUYER SEGMENTS

Tourney Directors

Club Directors



#### USER SEGMENTS

Coaches

Volunteers

Tourney Directors

Club Directors

### KEY BENEFITS

- Flexible Financial Management Tools**  
No need to worry about endless spreadsheets or ensuring all of your members have paid their season dues, with completely customizable sign ups, automated payment plans and specialized invoicing, SportsEngine puts your worries to rest.
- Competition Management fully Integrated**  
Why look anywhere else? SportsEngine is a one stop shop for all event and competition needs, both beach and indoor. AES and BracketPal are the leading software providers in their respective areas and fit the competition needs that are specific and unique to Volleyball clubs.
- Centralized Member Communication**  
Clubs need the ability to communicate effectively and efficiently to individual players, specific teams or to the entire club at any given time. With SportsEngine, all of your messaging can be done in one place without the hassle of tracking everyone's specific contact information.

### USE CASES

- A JVA member club has an outdated website with little content and has to track all sign ups and financial information on numerous spreadsheets. They need a solution to help promote their club and keep everything organized in one central location.
- A volleyball club is holding its first annual beach tournament this summer and need a way to schedule, manage and run it online.
- Event management has typically been a struggle for this volleyball club, they need a tool that allows them to complete the whole process of signing up, paying, booking hotels, and searching for results in one place.



# Volleyball

## AES AND BRACKETPAL DETAILS



AES

### Hotel Booking

Let AES take care of organizing teams and families while they find lodging for a weekend tournament. With hotels linked directly to events in the system, coaches can find hotels close to their tournaments to set parents up with. From there, they have the ability to search, analyze and book hotels with a few simple clicks.

### Scheduling

AES offers a scheduling tool that takes into account the number of courts, teams/divisions and how many days the event will take place. It then creates pools, brackets and playoff rounds based on the information provided to significantly cut the time spent on creating your tournament.

### Power Rankings

A ranking system that is finally clear and easy to follow. Gives your club the chance to see how you stack up against the best competition, recognized by AAU and USAV.

### Instant Results

Why should you have to wait days to check the results of a game or tournament. AES delivers fast, up to date results right away. Included in the results are match, set and point percentages. No need to carry your calculator around, let AES do the math.

### Painless Reporting

AES gives clubs the ability to export complete reports of divisions, pool sheets, playoff matches and division finishes, making it easier than ever to get the right reports to your Region offices with ease.

BRACKETPAL

### Automatic Scheduling

Custom or unusual scheduling is not a problem with BracketPal. Enter in your settings and specific information and watch BracketPal work its magic. Schedules are created within minutes instead of days.

### Painless Tournament Management

Take your schedule and match it up with pool play and playoff brackets for the ultimate beach tournament.

### Team and Player Profiles

BracketPal offers profiles to showcase league and tourney history, photos and contact information for teammates, fans or family.

### Designed Specifically for Beach Volleyball

Quickly deal with last-second format changes as a result of drops, walk ups, or division switches. BracketPal can also handle the popular "best of the beach" tournament format.

### Free Agent List

A fully integrated tool used for athletes needing a partner for the upcoming tournament this weekend or finding another teammate for your rec league. No need for endless phone calls to everyone who has ever played volleyball, we will match you up with other athletes looking for playing opportunities with a few simple clicks.

### I am interested in getting BracketPal/AES, what are my next steps?

Any clubs interested in purchasing these brands will need to get in touch with **Anthony Knutson** (AES) or **Jesse Gumm** (BracketPal) as they are sold separately from SportsEngine at this time.

**For Anthony (AES)**, you will need to setup a task in SalesForce for the account that is interested, make sure to include details of the club and how they want to be contacted.

**For Jesse (BracketPal)**, please email him directly (in the short-term until SalesForce is setup) at [jesse.gumm@sportsengine.com](mailto:jesse.gumm@sportsengine.com).

### What do these acquisitions bring to the table for SportsEngine?

**A complete solution for the Volleyball market.** With the the acquisitions of BracketPal and AES along with the SportsEngine suite, we have every tool we need to assist volleyball clubs run their organizations more efficiently and effectively.

### What if my organization runs both beach and indoor events?

SportsEngine wants to offer a complete solution for clubs that have a wide variety of different needs. By purchasing all three, SportsEngine, BracketPal and AES, organizations will have every thing they need to successfully run every aspect of their day to day operations.

### Do I need to have SportsEngine to utilize BracketPal or AES?

**No.** While it is best to have SportsEngine to utilize the full Volleyball solution and get the benefits of our suite of tools, you can purchase any of the brands as stand-alone products or mix and match to whatever fits your club's specific needs.

### Are there any discounts if all three are purchased?

At this time, we do not have any set discounts; however we are certainly willing to have this discussion if it comes up.

### I am a member of a USAV Region that is on the SportsEngine platform, what discounts do I receive?

If you are a member of Palmetto Region or North Country Region, you will receive 10% off one time setup fees of SportsEngine. North Country Regions will also benefit from discounted prices on AES software for all NCR sanctioned events.

### I am a member of JVA, what discounts do I receive?

Along with receiving JVA content directly to their websites, they will receive 10% off of their one time setup fees with SportsEngine.