



Executive Summary / UnderRecruited Preps

www.UnderRecruitedPreps.com

Francis Kanneh (CEO)

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Company Overview

UnderRecruited Preps is sports technology company focused on helping families conquer the athletic recruiting process. UnderRecruited Preps connects student-athletes to college coaches and provides educational resources. UnderRecruited Preps is a Minneapolis/based, Minnesota C/corp. **UnderRecruited Preps has over 100,000 active users. 100,000 social media followers.**

Team

FRANCIS KANNEH / CEO / MSU-Mankato BS

Kanneh bootstrapped a dorm room start up into a 6-figure revenue company as an undergraduate student. He played college football at Southern University (D1-AA) before transferring in the spring of 2015. He was featured in the Star Tribune as a Senior at Robbinsdale Cooper High School after going to 4 different high schools to chase his dream of playing division one college football. He succeeded and now wants to help youth athletes continue their athletic careers and getting a great education in the process.

Darion Fletcher- Sales-UMD BS: Business

Darion graduated in 2016 with a degree in Marketing. He is also a former college coach, 2016-2017 Cornerbacks coach for UMD. He holds three school records: pass break-ups in a career, season and game. Darion and I met at the University of Minnesota football camp in 2011. His desire and work ethic are unmatched and he will add a lot of value to this organization.

Kyrell Hawkins- Employee Prospect/ Spring 2018 Intern/ Inside Sales

Kyrell is finishing up his degree at Minnesota State University-Mankato. He is currently working as our intern where he does sales calls and is a sales representative at events/tournaments.

Clinton Kunhardt-CTO

Product

An online recruiting profile is very important to have college coaches view academic and athletic abilities. Freemium pricing model.

Free members: 1. Basic online recruiting profile 2. Eligibility/Academic Resources 3. College coaches can access profile

Paid members: 1. College Matching System (based on academic performance) 2. Full Access to every college in the country-50,000+ college coaches (19 M&W sports) 3. College coaches can access profile 4. Eligibility/Academic resources.

Market

\$15.3 billion U.S. youth sports market opportunity and growing. Division I and Division II schools provide more than \$3 billion in athletic scholarships to just over 175,000 athletes. 8 million students currently participate in high school athletics in the United States.

Revenue Model

UnderRecruited Preps growth model is built on reaching economies of scale through higher volume and margin. UnderRecruited Preps reinvests marginal gains in gross profit into customer acquisition to accelerate growth. Recurring revenue charging \$49/ month or \$250 one-time payment.

Investment

Currently don't have an evaluation. We are looking for an investor to set the terms. Raising convertible note.