

EXECUTIVE MARKETING SUMMARY  
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**SPORTSTECH INTERNATIONAL**

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## SPORTSTECH | EXECUTIVE BUSINESS SUMMARY

Sportstech International, a Division of Diversified Global Media (DGM) is a full-service sports management firm specializing in the integration of state of the art technology for Human Asset Management™. What differentiates Sportstech from all other sports management firms is that our service can start at the organizational or team level and work in concert with both the team needs and the athlete's short term and long-term needs. Sportstech's primary focus is on adding value to each athlete's life (not just those few years of "on-the-field" value) while serving the team or organizational goal of asset management protection and maximizing player utility. Sportstech's unique combination of focus brings three primary benefits:

1. **Each athlete** learns that his/her present "on-the-field" worth/value is only a fraction of the real value that he or she has to contribute their lifetime;
2. **Each team/organization** will realize increased on-the-field contribution from the athlete, as well as positively perceived value in their respective communities and ultimately in the organizational bottom-line;
3. **The community**, young and old will witness men and women in the media's full view acting with emotional intelligence and clarity of purpose. This allows us as a sports viewing nation to fully embrace and observe "role model choices" and "class behavior" as the rule, not the exception.

Expanding on these three themes...

### Benefit Number One – The Athlete.

Athletes have only a short window of opportunity to utilize and showcase their talent on the athletic field. This period of time is defined as the athletes time to maximize their dollar value with a short term vision for wealth building and value creation. While this in part is true, we at Sportstech take a more comprehensive and long-term view of the athlete.

Our view recognizes the athlete first as a person with hopes, dreams, talents, fears, insecurities, behaviors and behavioral patterns (some serving the athlete well and others not so well) and second, as a promotable commodity by both himself (Agent) and the organization (Team for whom he/she plays). As a "commodity" it is Sportstech's mission is to maximize the value of the athlete's efforts for both the organization as well as the athlete.

How do we do this? Sportstech's approach is simple yet powerful - talk openly with interviews and workshops, provide new perspective and new awareness on real issues regarding growth and change, provide tools, and then provide coaching – which helps with the commitment (will and competencies) for change. How we do this is what further differentiates us from any other sports management firm. We build trust, we build



***The Goal to Win... At What Cost?***  
*The sports industry is a multi-billion dollar business with an unfortunate increase in drug use and violence.*

relationships and we build credibility, then we continue to build trust as our athletes and organizations grow and prosper on and off the field.

The thrust of our training and coaching is centered on Human Asset Management™, the Model of Human Behavior through the understanding of Emotional Intelligence or EQ (also referred to EI). Simply put, EQ is... ***Consciously choosing thoughts, feelings, and actions to get optimal results in your behavior and with others.*** It is learning to take accountability and responsibility for how you show-up in the world – wherever you are – on the playing field, in the community, or in your own home! We utilize the latest research from the neurosciences, brain-based education, and the science of emotional intelligence, and deliver it with proven workshop and coaching skills.

Our athlete's get the "edge", meaning that with all others things roughly equal – the one who knows how to best utilize their emotions to their advantage, WINS! While our focus is not on the "W", the "W" will more often than not be the result as we place our attention on positive emotional growth!

Typically the athlete's value is centered on their ability as a competitor regarding a certain skill set or talent. Utilizing and building this value with a short-term view is detrimental and exploitive for both the athlete and the organization, creating a marginal win-win for each entity at the very best! We look to build the athlete's long-term value not only to themselves, the team, the organization, but also to their family, their community, and to the various entities that will unquestionably utilize the marketability and "face" of the athlete to promote their products or services. We look to help in the overall growth and development of human beings that just so happen to have both the heart and the skill to play sports at the highest level.

### **Benefit Number Two – The Organization.**

Consider the current costs facing certain teams and organizations today. We do not need to belabor long to see millions of dollars lost in the name and actions of minimal emotional intelligence. Consequential thinking, emotional literacy and the ability to make new life choices hinging on defined goals and purpose is something that seems to have been left behind in both the classroom, the locker room and in the home itself. The millions of dollars in contracts and bonuses are not the only loss that an organization faces. Organizations also face the loss of gate revenue, product and concession sales, but more significantly the loss of who they passed up in order to bring an athlete on board with low emotional intelligence. The investment upfront is insignificant in comparison to the "what-if" scenarios that team must deal with in the after-math of major (or even minor) problems and negative publicity.

### **Benefit Number Three – The Community.**

Long considered the as just the "paying public" teams and organizations need to re-focus their attention on what they are saying about themselves, their values, morals, ethics, and way of being as they continue to turn a "blind eye" to and even promote all in the name of potential profit, or realized profit. Our nations notable businesses and sports organizations need to step up and take a leadership role in



***Emotional Intelligence (EQ)***  
*Human Relationships are the key to real success. Emotions, good or bad, determine whether are you in control or out of control.*

providing the public, their public with authentic heroes that reinstate values and ethics (on and off the field) to the communities, and especially our youth of this nation. Sportstech “coached” athlete’s model behavior by integrating and balancing the emotional and cognitive aspects into reasoning and choice-making leading to more positive results, in more and more circumstances. They learn to overcome negative patterns of action/behavior because they develop a vision to something much larger than who they are today (in the temporary moment of their fame), and they subscribe to values and beliefs that require new choices. They embrace positive growth and change and are willing to go the extra mile because their vision is on something larger than just themselves. Let’s face it, aside from all the sports-talk shows (who thrive on the dialogue that negative behavior generates) our communities would be better served by men and women of principle rather than selfish and spoiled children in grown-up bodies!

## SPORTSTECH | BUSINESS OVERVIEW

Sportstech has the long-term objective of becoming one of the most prestigious Sports Management firms in the world. While enriching the lives of athletes and meeting the team building objectives of our clients with integrity, quality, and excellence, we are building a championship organization in the sports marketplace.

The most important aspect of Sportstech is its core values and beliefs. The core values are what drives the organization, and is the key to creating a truly dynamic company. Values guide the actions. Sportstech believe in ...respect, complete honesty, and integrity in everything it does. It is for this reason that every opportunity is not a good opportunity, and every good opportunity may not be Sportstech’s opportunity. Sportstech believes that there is a higher authority to answer too, and that is the bottom-line.

### ▪ EVERYBODY WANTS TO BE ON A WINNING TEAM!

Sportstech is a full service sports management firm specializing in the integration of state-of-the-art technology for Human Asset Management.™ The sports industry has grown into a multi-billion dollar arena where the activities of an athlete’s life outside of sports has as much or more impact as their performance in their respective endeavor. Through a comprehensive approach known as Human Asset Management,™ Sportstech uses a streamline process of integrated technology to take care of an athlete’s needs, especially off-the-field issues and responsibilities. This allows the athlete to focus on optimum performance as a person, while being a positive contributor to society.

While most sports management organizations are attracted primarily by an athlete’s physical ability, Sportstech puts as much or greater emphasis on their Emotional Quotient (EQ). This approach to Human Asset Management, the model of Human Behavior, naturally increases human performance. This is a great benefit to sports teams and organizations, because it promotes better team dynamics and self-awareness, thus decrease negative behavior and protecting their interests...Human Asset Protection Management.™



### **Success = Partnerships**

*Sportstech partners with pro teams, college teams, and high school teams, along with corporations to increase human performance.*

Human Relationships are the real key to success in society: 85% of the reason people get, keep, and move ahead in their job has to do with people skills and people knowledge... 15% is determined by their technical skills and knowledge, regardless of profession. Source: (Stanford Research Institute, Harvard University & Carnegie Foundation.)

- IQ is normally established by age 6. Research indicates that it does not change, and if there's any change it is very marginal.
- EQ is established through experiences, and research shows that individual can further develop EQ during their lifetime.

Sportstech's ultimate goal is to add personal value to an athlete's life, in return affecting every part of the person,-- "Human Asset Management."

## SPORTSTECH | MARKET OPPORTUNITY

The sports industry of the 21st Century has grown into a multi-billion dollar business, but the increase in drug use and violent crimes has become the topic of media today. Many athletes are out of control, which is hurting the image of sports. This is due to a lot of reasons, but the bottom line is that the general public is becoming outraged and not putting up with it. Spectators and fans often derive a sense of social identity and self-esteem from a team. Emulation of favorite players is an element of this identification. Athletes, at large are no longer being looked at as role models, but rather as a bunch of high paid criminals.

Violence is one outcome of reactive aggression, an underlying emotional component, with harm as a negative consequence.

The ultimate goal of Sportstech is to empower the athlete with skills to address the pressure of performance and the growth of the negative behavior, while developing their Emotional Intelligence (EQ). This is "Human Asset Management."™ The expectation is that athletes are not reactive to situations but proactive with good choices. In this process, the interest and investment of the team is being preserved and protected. This is "Human Asset Protection Management."™

## SPORTSTECH | THE MARKET SOLUTION

The primary service is Human Asset Management™ for the individual and Human Asset Protection Management™ for the organization. Providing these initial services to athletes and team organizations will help in solving the problems of drug use and violent crime in sports today. The focus will be to introduce Human Asset Protection Management™ to professional sports teams and organizations while partnering with them to address the problems. The organization can then decide upon positive solutions, rather than negative suspensions and removal from the game or sport, a costly endeavor for the team and the athlete. By delivering a network of custom workshops, seminars, and personalized individual and team coaching and training, teams can educate players to participate within this framework and develop the skills through Human Asset Management. This becomes a critical service for teams and organizations in protecting their investment while athletes participate as productive members of the community.



**Los Angeles Angels Project**  
*Customized programs, including a series of workshops, are being designed for developing athletes. ... the future of the Angels!*

Sportstech is currently developing an innovative, state-of-the-art program know as, "Life Manage." This web-based interface tool will enable athletes and organizations to integrate life scheduling and Human Behavior education.

One of Sportstech's first primary clients is the Los Angeles Angels. Sportstech will deliver a series of customized workshops during the Instructional League period. The players involved are the Angel's top prospects from throughout the minor league system. The workshops will be a prototype for future development within the organization, sponsored through their Player Development Department.

Sportstech has successfully developed a strategic partnership with William Mark Corporation, makers of Exceptional Flying Products™ (high-tech toys), to represent one of their product lines, the X-zylo. This toy inspired Red Sox rookie pitcher, Dice-K Matsuzaka to develop baseball's newest pitch, the gyroball.

For other source of funding, Sportstech will establish revenue-generating partnerships with technology, media, and entertainment companies to continue the sports marketing and promotions efforts.

## SPORTSTECH | THE MARKET

The primary addressable market of Sportstech is professional sports teams and professional athletes, who will receive specific services through their active participation within the Human Asset Management system. Sportstech will penetrate the sports management market and gain market shares through this niche market of its specialized services, a service that no other competitors offer at this time. Timing is of the essence to capture this market opportunity.

Within the next twelve (12) months it is the objective of Sportstech to market its service to the Big 3 Major Sports markets: Major League Baseball (MLB), National Football League (NFL), and the National Basketball Association (NBA), while establishing a business relationship with a minimum of one team in each league.

In providing value-added services at a premium, -- lowering the value and not the quality, -- to establish the start-up relationships, Sportstech will realize ongoing revenues through partnerships with professional sports team. This start-up model will create increased opportunities and financial sustainability.

## SPORTSTECH | MANAGEMENT TEAM

Hands-on training and coaching facilitation is provided through an experienced team of professionals from the fields of neuro-science, education, technology, and corporate America.

The core management staff consists of the Executive Team. James Wimberly oversees the day-to-day operations, and Marvin Smith is responsible for resource and organizational development.



**Sportstech & Sport Marketing**  
Product Brand marketing, partnered with professional athletes, is a multi-billion dollar business.



**Team Sportstech = Winning**  
Teamwork is key at Sportstech. Professional facilitators, and consultants, and an enthusiastic advisory board, round out the team. **Everybody wants to play on a winning team.**

**Executive Team**

<b>Marvin Smith, M.A.</b> , President Principal	<b>Richard Rydstrom, Esq</b> Legal/Business Development
<b>James Wimberly, Sr.VP</b> Principal	<b>Paul Palsa</b> Media Relations
<b>Marek Helstrom, MBA</b> Business Development	<b>Dan Lundmark, MBA</b> Marketing & Media

**Advisory/Consultant Team**

<b>Browne Greene, Sr. Partner</b> Greene Broillet& Wheeler, LLP	<b>Andrew Sapp, PhD</b> Neuro-Psychologist
<b>Phillip Richards, First VP</b> Morgan Stanley	<b>Joshua Freedman, Director</b> Six Seconds EQ Network
<b>Mark Bower, Exec. VP Marketing</b> Chronicles Technologies, Inc.	<b>Bruce Hacker, E.A., Partner</b> Hacker, Rammell & Associates



**SPORTSTECH | MAKING AN IMPACT**

**Financial and Social Impact Summary**

The financial and social impact of Sportstech will be measurable by the growing number of athletes and teams who will be positively impacted by Human Asset Management programs. The Sportstech model, expanded through technology, will be the thrust of the strategy for the organization to replicate the success throughout the United States, and abroad. The model for regional expansion of Sportstech will be driven by the development of specialized technology, with a combination of revenues generated from teams and individual athletes. This will provide an opportunity to develop in other areas through sports marketing and promotions.

The framework for assessing the impact of Sportstech upon an organization will consist of measurable and “success criteria” to gauge client satisfaction and performance. Another important metric that indicates the success of the pilot program is the development of athletes within an organization, and ability to understand the Model of Human Behavior.

Finally, the social impact of Sportstech will be demonstrated through the media and the sports world, by the positive behavior, team-building dynamics, and constructive influence within communities. Sportstech will champion a strong positive social message to athletes, young and old.

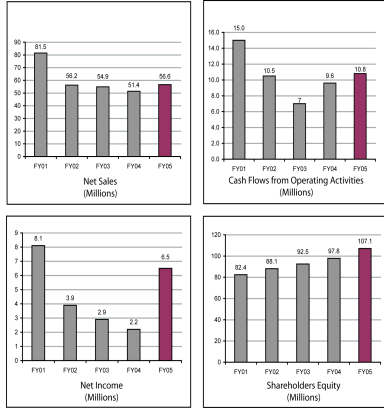
**Social Impact...**

*Emmanuel Elayae, at-risk youth athlete, mentored by Marvin Smith. Manny is a graduate of West Point, Class of 2004, and is serving as an officer in the U.S. Army.*

# SPORTSTECH | MARKETING BUDGET

## Financial Needs

The finances that are needed at this time are supported by the marketing plan to grow the business. The budget is based on start-up seed capital.



**Financial Health Indicator**  
*Revenue minus Expenses equal Profits... Healthy operations maximize revenue and minimize expenses... Effectiveness!*