

EzRecruit Minimum Viable Product

The Problem Space

Target Customer: University Varsity Coaches

Varsity coaches often find themselves working 12+ hour days, 7 days a week – a large portion of this time is being spent on managing recruits. In the recruitment management process, coaches are responsible for filtering many inbound interest forms/emails. Once they've discovered a few potential recruits, they need to maintain a relationship with them and keep track of their academics, competitions, commitment/interest levels, etc. Coaches are also responsible for scheduling and booking travel for the recruits to visit the university to gauge the recruits' chemistry between the school and the team.

Goals and Needs

In regards to recruiting, Stanford varsity coaches' goals are:

1. Foster relationships with top recruits and persuade them to play at their university
2. Carefully choose the recruits that would fit in best with the current team and their needs
3. Build and maintain relationships with the recruits until they sign, tracking personal, athletic, and academic progress

The Problem – Recruit Management

"I get 220 emails a day and 140 of them are from recruits, and I forward these to our recruiting coordinator.... another organizes schedules... [but] we're all in it for coaching, not the other crap."

Kevin Hambly, Head Coach of Stanford University Women's Volleyball.

Collecting recruit information and managing relationships with recruits requires manual and outdated processes, causing coaches to spend more time on recruitment and therefore less time on coaching, which is what they really love. These inefficiencies include the following:

- Filtering inbound interest forms/emails
- Transferring information from emails and forms to spreadsheets to track recruits
- Keeping track of the last interactions with top recruits to maintain a relationship
- Needing to reach out to high school coaches to obtain a player's game schedule
- Taking notes on calls with top recruits and then updating their notes on them

- Keeping track of top recruit academic progress (i.e. transcripts, course requirements)
- Gauging and maintaining the commitment level of top recruits
- Organizing visits for top recruits to the university

Objectives and Success Measures

Objective: To provide a product that reduces the amount of time and effort coaches are spending on the smaller, more tedious tasks required within the post-discovery recruiting process.

Success Measure: If we can halve the average time coaches spend on recruit management tasks, not including call lengths themselves since this is a personal aspect that can be positively received, we will consider this a success.

Economic Value and Value of Opportunity

TAM and SAM Estimations

The Total Addressable Market (TAM) for this product would encompass all college athletic programs across the United States. **The Serviceable Addressable Market (SAM)** would focus specifically on each varsity team at NCAA Division I Schools, including Stanford, and universities with similar athletic programs.

	Considerations and Process	Total (\$)
TAM	• 4,000 universities (public and private) + 2,000 colleges (community colleges, liberal arts colleges, etc.) • Average total spending per Program is \$100,000/year; average “Other Expenses” allocation is 29%. $100,000 \times 0.29 = \\$29,000$ • TAM (\$) = Total Athletic Programs in TAM x Average Spending Allocation • TAM = $6,000 \times \\$29,000 = \\$174,000,000$	~ \$174,000,000
SAM	• Assuming our product targets all Division I schools, the SAM would be approximately 363 institutions. (The average division I university has ~ 30-35 varsity sports) • Average total spending per Program is \$100,000/year • Average “Other Expenses” allocation is 29% of total spending; $100,000 \times 0.29 = \\$29,000$ • SAM (\$) = Total Athletic Programs in SAM x Average Spending Allocation	~ \$10,527,000

	• $SAM = 363 \times \\$29,000 = \\$10,527,000$	
TM	• Let's assume EzRecruit targets NCAA Division I schools with a slight focus on high grossing athletic programs, which account for approximately 300 of these schools. • Annual Subscription Fee per Institution: \$25,000 TM = Number of Targeted NCAA Division I Schools x Annual Subscription Fee TM = $300 \times \\$25,000 = \\$7,500,000$	\$7,500,000

Target Market Rationale for NCAA Division I Recruiting Platform

Our platform is tailored for NCAA Division I coaches, providing streamlined solutions for administrative tasks. Focused on top-tier institutions and specific regions, we aim to enhance recruiting efforts, ultimately contributing to the success of athletic programs.

Competitive Landscape for NCAA Division I Recruiting Platform Services:

NCSA (Next College Student Athlete)	
Strengths: Established as the world's largest and most successful athletic recruiting network. NCSA offers a range of membership options, including free and paid memberships with varying features. Has an existing network of athletes and coaches.	Weaknesses: Users report limited assistance and effectiveness, even with paid memberships. • There are concerns about an outdated model and clunky, unreliable app version. • Faces the challenge of potential resistance from coaches accustomed to existing methods.
MaxPreps	
Strengths: Offers comprehensive high school sports information, including real-time updates, schedules, rosters, rankings, and statistics. It is appreciated for its functionality and usefulness in keeping users informed about high school sports activities and events.	Weaknesses: Users have reported inaccuracies in MaxPreps scores & rankings. • Focuses on high school sports – may not cater to the needs of collegiate processes. • Limited features for advanced data analytics.
ARMS (TEAMWORKS)	
Strengths: A unified solution for collegiate athletics, streamlining recruiting management, compliance, and process automation. ARMS actively monitors compliance rules, reducing the risk of recruiting violations.	Weaknesses: Very complex user interface. • Achieving seamless integration with existing systems is challenging. • Platform-Specific Limitations – may not fully address the unique needs of each athletic program.

The Solution Space (See UI Designs in Appendix)

Design Constraints

1. Ease of Use	Coaches are often not technical and do not enjoy complex systems. Our solution should not require much training and should have a layout/flow as simple as the most common tools/apps that they use already (e.g. Google Calendar, Outlook, etc.).
2. Efficiency / Organization	- The solution should at least halve the average time spent on recruit data management tasks per recruit. - Should maintain a non-complex organization of <i>all</i> data necessary for post-discovery recruitment such as schedules, tasks, recruit data, etc.
3. Integration	Must easily integrate with coaches' current organization and/or communication software (primarily email applications like Outlook/Gmail and calendars like Google/Apple Calendar).

Divergence: Space of Solutions

With our design constraints in mind, our brainstorming yielded three potential clusters that we refined into 3 potential solutions. Below we discuss their advantages and limitations.

Solution	Summary	Advantages	Disadvantages
LinkedIn for Athletes	- Recruits create a profile with updated transcripts, game schedules, recruit stats, accolades, highlight reels, etc. - If a recruit is interested in a university, they can grant select permissions for coaches to access their more sensitive info e.g. transcripts/schedules.	- Easy profile updating/customization for athletes. - Athlete profiles would be searchable, increasing athlete discoverability, on top of the platform also solving part of our problem by giving athletes a place to update their information.	- Athletes will have to spend significant time setting up their profile since our platform would involve a large visual component. - Coaches may not want a player-of-interest to be on another team's radar.
Proactive Recruitment Management Platform	- Web app database for coaches to manage recruits from initial contact through signing. - Recruits can directly update information themselves (e.g.	- Lightweight onboarding for recruits (simple intake form). - Coaches can store information privately, without tipping off other teams. - Matches the coach's mental model of an internal database	- As an internal database for coaches, it would be in direct competition with ARMS, a well-known incumbent. - Since many coaches use ARMS, moving to this platform means a complete

	transcripts, competition schedules, course plans). • Emails sent to recruits by our service when information is outdated.	like ARMS. • Proactively addresses the need for updated information with simple, efficient emails.	overhaul of how coaches organize recruit information.
High School Athlete Management Platform	• A player management platform for high school sports teams. • School counselors and coaches update outdated transcripts for players and input team schedules.	• All players in high school will have their data updated by someone who is likely more reliable than the recruit themselves (counselor/coach). • High school coaches can use our tools to be more organized.	• Only solves part of our problem of managing recruit-coach relationships (transcripts/game schedules). • Is an indirect solution via a user group we have not yet consulted (high schools).

Convergence: Final Design – Proactive Recruitment Management Platform

We chose to pursue the **Proactive Recruitment Management Platform** (renamed **EzRecruit** for *panache*). This web app...

- Provides coaches with the ability to collect initial recruit information (e.g. position, email, coach contact, etc.) through forms and a database to track recruit academic, athletic, and personal progress.
- Automatically sends emails to recruits to update transcripts/course schedules at the conclusion of each semester (or trimester).
- Tracks player interactions with team social media accounts.
- Shows upcoming games/competitions that top recruits are playing in.
- Takes notes during calls, formats them, and adds them to the recruit's information in the database.
- Reminds coaches to reach out to recruits that they haven't talked to recently.
- Keeps track of social media posts, outdated transcripts, and campus visits.

EzRecruit supercharges recruit management by handling the manual data updating and monitoring tasks that coaches waste time doing today.

Rationale for Selection

We first eliminated the **High School Athlete Management Platform** as a solution because...

- Misalignment with our third constraint of integrating with some of the tools that coaches already use (which could help with adoption).
- Students may feel uneasy about the instantaneous and unrestricted sharing of their transcripts and schedules.
- Coaches mentioned that many high school coaches purposely avoid recruitment because parents can become "toxic" quickly – this would severely affect adoption of the product.

We then eliminated **LinkedIn for Athletes** as a solution since...

- Coaches stated that ARMS makes it difficult to collect recruit information because it requires athletes to create an account but account creation is integral to LinkedIn for Athletes.
- Coaches are nervous about competing programs discovering and pursuing their top recruits.
- Coaches were concerned it would encourage generic intro messages to be sent to many programs and make it too easy to find them, degrading the quality of communication with recruits.

We finally settled on **EzRecruit** because the coaches appreciated that...

- Unlike LinkedIn for Athletes, it still requires athletes to actively seek them out which demonstrates genuine interest.
- EzRecruit fits the mental model they have from using whiteboards to organize athletes and from using ARMS, a competing platform.
- Coaches loved that EzRecruit provides them with tools that alleviate mundane recruit management tasks that are part of their existing workflow.
- It directly addresses the obstacles that other major platforms present e.g. ARMS having unformatted call notes, no boilerplate/automatic handling for stale transcripts, not collecting useful social media information, and not organizing last interaction data. This allows coaches to finally have one spot to keep all recruitment data instead of needing separate spreadsheets.

One coach mentioned this solution is not as necessary for teams that recruit at a smaller scale. However, entire athletic departments typically purchase software for all their teams, so we anticipate that this won't be an issue if we add value to larger teams within their programs.

Launch Plan

Blog Post: EzRecruit – Making Time for Coaches to Actually Coach

University varsity coaches may enjoy the interpersonal aspects of recruiting, yet the more trivial parts of the role like tracking correspondences, scheduling visits, and simply ensuring recruits' transcripts are updated take too much time. Current recruitment management platforms aren't proactive about data upkeep or are far too complicated and unformatted, leaving you to do all the busy, manual work of scheduling and tracking recruit data on your own.

EzRecruit is a smart web application that helps you efficiently manage and monitor everything regarding your potential recruits from correspondence, to transcript updates, to their competition schedules and more. Built for university varsity coaches who simply need more hours in the day, you can check out our web application at EzRecruit.com.

EzRecruit will seamlessly integrate with your favorite calendars such as Google or Apple Calendar to help you schedule calls based on you and your recruits' schedules. Our platform also automatically sends updates to your recruits to update their transcripts and schedules so you don't have to worry about it. Use EzRecruit to ensure that you have more time to focus on the tasks more important to you and your team such as, you know... actually coaching.

Economics

Lifetime Value (LTV) Process	Rationale
Annual Profit Margin Per Customer: $\text{= Annual Revenue per Customer} - \text{Annual Cost per Customer} \div \text{Annual Revenue Per Customer}$ Cost Breakdown: $\# \text{ of Customers Channel 1} \times \text{CAC} + \# \text{ of Customers Channel 2} \times \text{CAC} = \text{Cost}$ 20 Customers Acquired Annually 3 from AFCA (Rationale and Calculation below), 17 customers acquired annually through Instagram Targeted Ads $3 (\text{Customers}) \times \\$1500 (\text{CAC1}) + 17 (\text{Customers}) \times \\$40 (\text{CAC2}) = \mathbf{\\$5180 (\text{Total Annual Cost})}$ $\\$25,000 (\text{Annual Revenue per Customer}) - \mathbf{\\$5180 (\text{Annual Cost})} \div \\$25,000 (\text{Annual Revenue per Customer}) = \mathbf{0.7928 (79.28\% \text{ Gross Margins})}$ Dollar Value for Gross Margins: $\text{Gross Margins} \times \text{Annual Revenue per Customer} = \text{Dollar Value for Gross Margins}$ $79.82\% (\text{Gross Margins}) \times \\$25,000 (\text{Annual Revenue per Customer}) = \mathbf{\\$19,820 (\text{Gross Margins in \\$})}$ CLTV (Customer Lifetime Value): $\text{CLTV} = \text{Annual Subscription Fee} \times \text{Annual Profit Margin} \times \text{Number of Years}$	Stepping through our rationale for annual pricing first, our competitor in the sports technology and recruitment management space (ARMS Software) yielded <u>\$9,000,000</u> in revenue. Dividing this figure by the 400 sports teams/programs ARMS currently serves (Teamworks has acquired ARMS Software that serves over 400 collegiate athletic departments) This is how we arrived at our annual pricing plan of \$25,000 per institution. Our gross margins were calculated by taking our annual revenue per customer (\$25,000) subtracting the Customer Acquisition Costs from our first two distribution channels including: Instagram Targeted Ads Sitting at \$40 and Marketing at AFCA at \$1500 and dividing it by our Annual Revenue per Customer (\$25,000). The estimates we made for user adoption per year were modeled from ARMS Recruitment Software annual adoption rates. Given the company was founded in <u>2006 and acquired in 2023 with 400</u> teams served, we assumed linear growth by year and divided 400 (teams) $\div$ 17 (years) $\sim$ 24 customers a year. *This is a rough figure and we took a more conservative estimate of 20 customers acquired per year.* We then factored this into our calculation where each of these 20 customers were acquired through our first 2 distribution channels (Instagram targeted ads and AFCA) as mentioned above. This yields us a 79.82% gross margin rate and an equivalent dollar value of \$19,820. We subsequently found our Customer Lifetime Value by multiplying our annual subscription fee of \$25,000 by our Profit Margin Per Customer (79.82% by our <u>contract lifetime which on the enterprise level is 5 years.</u> This yields us our CTLV of \$99,100. Note: We threw out our third distribution channel (NCAA Partnerships), which has a higher estimated

EzRecruit LTV = \$25,000 (annual subscription fee) × (5 years, contract lifetime) × (79.82% gross margin) Therefore, the estimated Customer Lifetime Value (CLTV) is \$99,100.	CAC of \$5000 because even at a the highest ad exposure frequency of 10, the actual conversion rate is most 1.5% for TV advertisements, coupled with the fact that the audience that actually would view these advertisements is an even smaller subset of potential audiences, this makes it is the least effective distribution channel. And so we utilize our first 2 distribution channels in our estimates.
Calculating LTV ÷ CAC: Using 3:1 LTV ÷ CAC recommendation: Max Allowed CAC: $LTV \div 3 = \\$99,100 \div 3 = \mathbf{\\$33,033}$	We calculate the maximum Customer Acquisition Cost (CAC) using the 3:1 CLTV to CAC ratio. With an estimated CLTV of \$99,100, we're willing to spend up to \$33,033 to acquire a customer, maintaining a positive return on investment. We have significant flexibility on CAC. If we are unsuccessful with current CAC/channel and distribution channel assumptions, we can either a) spend more money per customer in current channels b) explore higher-cost distribution channels

Distribution Strategy for EzRecruit

We intend to employ a multi-faceted approach, utilizing three distinct channels to effectively distribute EzRecruit to Division 1 athletic coaches in the NCAA.

Channel	Summary	Considerations and Process	CAC
1. Instagram Targeted Ads	From interviews, we learned Coaches heavily utilize Instagram to discover recruits (see Miro in Appendix). Strategically placing ads throughout the coaches' discovery process, provides EzRecruit as a logical next step for coaches post-discovery.	• Industry average cost per click (CPC) for Instagram targeted ads is \$2. • Assuming a conservative click-through rate (CTR) of 5%, this would mean that it costs \$200 to acquire 100 clicks. • If the conversion rate from click to customer is 5%, then the cost to acquire a single customer would be \$40. ($\\$200 \div 5 = \\$40$) (100 clicks x 5% conversion rate).	\$40

2. Marketing at AFCA (American Football Coaches Association) Convention	The AFCA Convention serves as a pivotal event for Division 1 coaches. This increases exposure and credibility within the D1 coaching community, fostering direct interactions and potential adoption.	• Booth at AFCA = ~ \$2500 • Travel for 2 representatives = ~\$1000 • Conference lasts 3 days spanning 24 hours - Estimating 10 minutes for an effective sales pitch resulting in 144 conversations where we convert ~ 3 customers at a 2% conversion rate which is at the lower end of a good conversion rate in sales. • The cost to acquire a single customer would be \$1500 (\$4,500 ÷ 3 customers).	\$1500
3. NCAA Partnerships (TV Ads, Physical Advertisements at Events, etc.)	By having targeted physical advertisements at Division I games, we position EzRecruit as a tailored solution with well-established networks of coaches, programs, and facilities.	• Given ARMS Recruit Software raised funding amount in the Series A round (\$6,000,000). We will allocate an initial investment of 30% (average marketing budget allocation for SaaS companies) to attain a figure of \$1,800,000 for partnership development and ongoing support. • Given the effectiveness of being directly in front of coaches at games, events, etc. • The cost to acquire a single customer would be (\$1,800,000 ÷ 360 customers).	~\$5000

Roadmap

Overview:

Our roadmap focuses on increasing the quality and scalability of EzRecruit. To be a key player for large Division 1 programs at universities across the country, our intention for EzRecruit is to be more serviceable, more trusted, and more efficient than the processes in place today. We aim to achieve this vision with the following 3 themes:

Theme	Why	Priority
1. Increased Visibility & Trust	Coaches will not fully adopt our product if they don't believe in its value.	#1. Establishing ourselves as users' primary option for their recruiting workflow should be our number 1 priority.
2. Expansion Across Universities	Other teams/universities will not adopt our product if they either aren't aware of it or don't see the value.	#2. Scaling is important but can only happen after our product is of high quality and can provide exceptional value to other teams.

3. Full Recruit Lifecycle Coverage	Eventually we should address needs for the recruit across their entire lifecycle – from pre-discovery to matriculation to graduation.	#3. Once we have a well-established platform, we should aim to expand the platform’s capabilities to service problems that transcend the current post-discovery problem.
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Theme 1 • Increased Visibility and Trust

Project 1.1: Transparent Data Practices and Privacy Assurance. Coaches and athletic recruits alike work with a lot of sensitive data – they must be assured that their data and confidential recruiting information are protected.

Impact	Cost	Priority
Large Establishing transparent data practices and ensuring user privacy can significantly boost trust and credibility, especially when dealing with sensitive recruitment data.	Large Costs involve implementing robust data security measures, developing clear privacy policies, and conducting awareness campaigns. While these measures may have a moderate cost, the impact on trust is substantial.	#1. Once our product is of high quality, robust data security and privacy framework with strong encryption, secure storage, etc. should be our number 1 priority.

Project 1.2: User Testimonials and Case Studies. As teams adopt our product we can collect and showcase its success to more teams, leveraging social proof via testimonials.

Impact	Cost	Priority
Large We will spread word of mouth testimonials through instagram targeted ads, our primary distribution channel.	Medium Scheduling interviews may be a time consuming effort but manageable with respect to our technical projects.	#2. Once our product is of high quality, raising awareness of the product should be our next priority.

Project 1.3: Integrating Compliance Rules

Impact	Cost	Priority
Large Coaches must follow NCAA compliance rules – integrating these into our platform would increase the ease of use, reduce risk/stress, and the extra	Small The cost of this incorporation would be relatively low. Understanding and including these rules would use up moderate time and resources.	#3. Given the large impact and small cost, this would be of medium priority. It would take some effort to implement, but the reward would be worth it for the

effort that it takes to remain in compliance with NCAA.		customer.
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Project 1.4: Online Training and Support Resources.

Impact	Cost	Priority
Medium Developing comprehensive online training resources can significantly enhance user onboarding, leading to increased adoption and satisfaction among coaches.	Medium Costs involve creating training modules, video tutorials, and a knowledge base. Establishing a responsive customer support system incurs moderate costs but is essential for long-term success.	#4. Given the role of onboarding and user support in user adoption, creating online training and support resources is considered a medium-priority initiative.

Theme 2 • Expansion Across Universities

Project 2.1: Pilot Program with Select Universities.

Impact	Cost	Priority
Large Implementing a pilot program has the potential to showcase the effectiveness of EzRecruit to a targeted group of universities, generating positive feedback and user testimonials further aiding in visibility and trust.	Large Initial costs involve identifying and engaging a select group of universities for the pilot program. Potential expenses include offering discounted rates or free access for a limited period to incentivize participation.	#1. Given its potential to demonstrate immediate value and attract more universities, the pilot program should be considered a high-priority initiative.

Project 2.2: Collaborative Marketing with Athletic Associations.

Impact	Cost	Priority
Moderate to Large Collaborative marketing with athletic associations/ brands and coaches unions can significantly increase visibility within the targeted community. This can lead to a broader user base and	Large Costs may include co-creating promotional content, potentially offering exclusive promotions or benefits to coaches within the association network. These costs are manageable and justifiable for the potential	#2. While important for broadening the reach, collaborative marketing is considered a medium-priority project, balancing impact with associated costs.

increased credibility.	impact.	
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Project 2.3: Community Building and Engagement.

Impact	Cost	Priority
Medium Fostering a sense of community among coaches using EzRecruit and promoting active engagement can significantly enhance trust and visibility. A vibrant community also serves as a powerful marketing tool.	Medium Costs involve community-building initiatives, such as creating forums, organizing events, and facilitating networking opportunities. These costs are generally moderate but can lead to lasting benefits.	#3. Building a community around EzRecruit is considered high-priority as it directly influences the platform's trustworthiness and the overall user experience.

Theme 3 • Full Recruit Lifecycle Coverage

Project 3.1: Smooth Integration from Recruit to Signed Athlete.

Impact	Cost	Priority
Medium Not having to create a new profile for a newly admitted student removes unnecessary extra work for coaches.	Small Only minor platform adjustments need to be made in order to transfer/convert the recruit's data into an official student athlete profile once they matriculate to university.	#1. Given that this is a small and simple feature that still has a moderate impact, this should be our first priority to show customers we care about improving the product.

Project 3.2: Player Discovery. We want to expand our capabilities and tackle more dimensions of the recruiting process such as helping coaches discover more athletes.

Impact	Cost	Priority
Large This feature would have a strong impact. The pre-discovery phase is an integral part of recruiting, and covering all dimensions of the process would be extremely valuable.	Large As helpful as this feature would be, it would be a huge undertaking, adding the other half of the recruiting process to our platform and raising cost by a sizeable amount.	#2. This would be lower on the priority list as it is a big task to tackle. It would take more time and resources to complete, so it would be considered medium-priority.

Appendix

Designs

This is the dashboard. Coaches would also be able to create forms and manage the content of them and recruits would have a link to fill out forms. We would also help coaches set up an automatic response to emails that are about recruiting (using keyword matches or a LLM) to instead fill out the form (which will also be linked on the team website). Additionally, in the settings tab, coaches can configure the frequency of reminders and can adjust reminder messages. Any events processed by EzRecruit will also be synced to coach calendars (i.e. Google, Apple). Regarding the phone and messaging icons, coaches can use these to initiate contact with recruits. Finally, clicking on a recruit profile allows coaches to see the recruit's information as well as a history of interactions with the team, their status concerning the "Top Recruit Feed" items, and their notes on the recruit. Notes from any calls will be automatically formatted and summarized by a LLM via a Zoom Extension we will create, but coaches can always adjust them.

EzRecruit

Calendar synced with your favorite calendar

Settings

Top Recruit Feed

Recruits to Catch Up With

Full Name	Last Interaction
① Austin Butler	p 20 2 days ago
② Carter Johnson	p 20 2 days ago
③ Brian Storr	p 20 2 days ago

See More...

Recruits System Transcripts Outdated

Full Name	Last Transcript
④ Justin Voss	p 20 2 days ago
⑤ Matt Mundy	p 20 2 days ago
⑥ Alvin Storr	p 20 2 days ago

See More...

Game Schedules Outdated

Full Name	Last Game
⑦ Dale Dakey	p 20 2 days ago
⑧ Fred Frick	p 20 2 days ago
⑨ Mandy Mundy	p 20 2 days ago

See More...

Recent Interactions with Team Staff

Full Name	Position	Last Interaction
① Brad Reddy	p 20	2 days ago
② Matt Mundy	p 20	2 days ago
③ Gary Gerson	p 20	2 days ago

See More...

Game Schedule Outdated

Full Name	Last Game
④ Zane Zander	p 20 2 days ago
⑤ Zane Zander	p 20 2 days ago
⑥ Yuna Yuna	p 20 2 days ago

See More...

No Scheduled Campus Visit

Full Name	Last Visit
⑦ Brett Hart	p 20 2 days ago
⑧ Braden Yoo	p 20 2 days ago
⑨ Kim Stahr	p 20 2 days ago

See More...

Top Action Items

Overdue, manually in "See more"

Action Item	System Action
Schedule on Call with Austin Butler	Sending Austin an invite to Zoom in 2 days.
Remind Justin Voss to update his transcript	Sending Justin an reminder email in 3 days.
Schedule a campus visit with Kim Stahr	Sending Kim an invite to Zoom in 2 days.

See More...

Recruit Databases

New Recruits (Add to "All Recruits" after 2 weeks of no action taken)

Full Name	Grade	Year	Old Team	High School	State	DOB	Height	Weight	Email	Transcript	Game	Message	Highlights
① David Jett	2025	High School	Redwood	CA	7:27	5'11"	180	230	2025	2025	2025	2025	2025
② Fred Frick	2024	Senior	Strawberry	CA	7:52	6'3"	176	170	2024	2024	2024	2024	2024
③ Zane Zander	2025	Senior	Strawberry	CA	7:28	6'0"	200	230	2025	2025	2025	2025	2025

See All New Recruits

Top Recruits

Full Name	Grade	Year	Old Team	High School	State	DOB	Height	Weight	Email	Transcript	Game	Message	Highlights	Status
A ① Austin Butler	2025	High School	Redwood	CA	7:27	5'11"	180	230	2025	2025	2025	2025	2025	2025
A ② David Jett	2024	Senior	Strawberry	CA	7:52	6'3"	176	170	2024	2024	2024	2024	2024	2024
B ③ Zane Zander	2024	Senior	Strawberry	CA	7:28	6'0"	200	230	2024	2024	2024	2024	2024	2024

See All Top Recruits

Top Recruit Feed (Todos for managing relationships with top recruits):

Top Recruit Feed



Recruits to Catch Up With

Full Name	Last Interaction
⑧ Austin Baller P D [checkmark]	1 Month Ago
⑧ Coabe Johnson P D [checkmark]	27 Days Ago
⑧ Patrick Star P D [checkmark]	20 Days Ago
See More...	



Resends System Reminder Email
Transcripts Outdated

Full Name	Last Update	Last Reminder
⑧ Justin Vixon CP D [checkmark]	1.5 Years Ago	1 Week Ago
⑧ Matt Matty CP D [checkmark]	8 months Ago	1 month Ago
⑧ Arand Super CP D [checkmark]	7 months Ago	2 Days Ago
See More...		



Game Schedules Outdated

Full Name	Last Update	Last Reminder
⑧ Duke Dakey CP D [checkmark]	1 Year Ago	1 Week Ago
⑧ Fred Freddy CP D [checkmark]	9 Months Ago	2 Months Ago
⑧ Moses Moody CP D [checkmark]	6 Months Ago	None
See More...		



Recent Interactions with Team Social Media

Full Name	Platform	Content
⑧ Reed Reddyton P D [checkmark]	Instagram	Completed 1/2/2021
⑧ Matt Mattson P D [checkmark]	Instagram	Liked Post From 03/04/2021
⑧ Gary Garyson P D [checkmark]	Twitter	Liked Tweet From 3/16/2021
See More...		



Course Schedule Outdated

Full Name	Last Update	Last Reminder
⑧ Zyan Zephyr CP D [checkmark]	1.5 Years Ago	03/16/2021
⑧ Zane Zaneater CP D [checkmark]	1 Year Ago	03/16/2021
⑧ Yvan Yunny CP D [checkmark]	1 Year Ago	03/16/2021
See More...		



No Scheduled Campus Visit

Full Name	Last Reminder	See Date for Status
⑧ Brett Hoof P D [checkmark]	03/16/2021	04/17/2021
⑧ Brandon Van P D [checkmark]	03/16/2021	04/18/2021
⑧ Kian Elahi P D [checkmark]	None	04/21/2021
See More...		

Top Action Items (action items for coaches and the system's handling of them, manual override available):

Top Action Items^{*Override manually in "see more..."}

Action Item	System Action
Schedule a Call with Austin Baller	Sending Austin an invite to zoom in 2 days. [X]
Remind Justin Vixon to Update His Transcript	Sending Justin a reminder email in 1 week. [X]
Schedule a Campus Visit with Kian Elahi	Sending Kian an invite to zoom in 2 days. [X]
See More...	

Recruit Databases (viewing all recruit information and reviewing new recruit form submissions):

Recruit Databases													
New Recruits (Moved to "All Recruits" after 2 weeks, if no action taken)													
Full Name	Grad. Year	Club Team	High School Team	State	2K ERG Time	Height	Weight	Email	Transcript	Next Game	Intro Message	Highlights	Alerts
① Jared Jany	2025	Hendrick Rowers	Redwood Academy	NV	7:27	5'11"	180	JJ@gnail.com	Jared Transcript.pdf	03/20/2024 at Monterey Bay	Hi Coach, my name is Jared. I've been rowing...	Youtube.com/Jared	✓ ✗ 📧 📅 Alerts to Top Recruits: Monitor Top 5 "New Recruits" (Small List) Alerts to "New Recruits": Send system email per 1-2 weeks. Alerts to "New Recruits" (Small List)
① Fabio Fabry	2024	Searing Strikers	Harvard Westlake	CA	7:52	6'3"	176	FF@gnail.com	Fabio Transcript.pdf	03/28/2024 at Mississippi River	Coach, it's a pleasure to be in contact...	Youtube.com/Savin	✓ ✗ 📧 📅 Alerts to Top Recruits: Monitor Top 5 "New Recruits" (Small List)
① JZ SZ	2025	San Francisco Rowing Club	Mateo Vista High	CA	7:28	6'0"	200	JZ@gnail.com	None	03/26/2024 at SF Waterway	Greetings Coach, I've always wanted to go...	JZ.mov	✓ ✗ 📧 📅 Alerts to Top Recruits: Monitor Top 5 "New Recruits" (Small List)
See All New Recruits							See All Recruits						

Top Recruits														
Tier	Full Name	Grad. Year	Club Team	High School Team	State	2K ERG Time	Height	Weight	Email	Transcript	Next Game	Highlights	Notes	Alerts
A	① Austin Baker	2025	Fast Rowing Co.	Fairview High	HI	6:52	6'1"	170	JB@gnail.com	JL Transcript.pdf	04/02/2024 at Monterey Bay	Video coach	Family background: 2x US national team...	📧 📅 📧 📅 Alerts to Top Recruits: Monitor Top 5 "New Recruits" (Small List)
A	① Devin Beck	2024	San Diego Streamers	San Diego High	CA	6:54	6'2"	180	DB@gnail.com	PB Transcript.pdf	04/08/2024 at SF Waterways	Devin.mov	Coach to Devin: Devin should have been rowing...	📧 📅 📧 📅 Alerts to Top Recruits: Monitor Top 5 "New Recruits" (Small List)
B	① Zyn Zepko	2024	Boston Sporters	Hamilton Prep	MA	7:01	5'11"	168	SL@gnail.com	Sepp Transcript.docx	03/20/2024 at Monterey Bay	Video.com/SL	Sepp background: depth and mass by his position...	📧 📅 📧 📅 Alerts to Top Recruits: Monitor Top 5 "New Recruits" (Small List)
See All Top Recruits														

Miro (User Research Notes, Solution Ideation)

Most of our interview notes are there, with the exception of about 2 calls.

https://miro.com/app/board/uXjVN1YowUM=?share_link_id=798706475029

References:

https://rocketreach.co/arms-software-profile_b5942eb4f6925efa

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