

***SIGNING DAY* SPORTS**

UNLOCK YOUTH ATHLETE POTENTIAL



***Invest in Signing Day Sports and
the Future of Student-Athlete Recruitment***

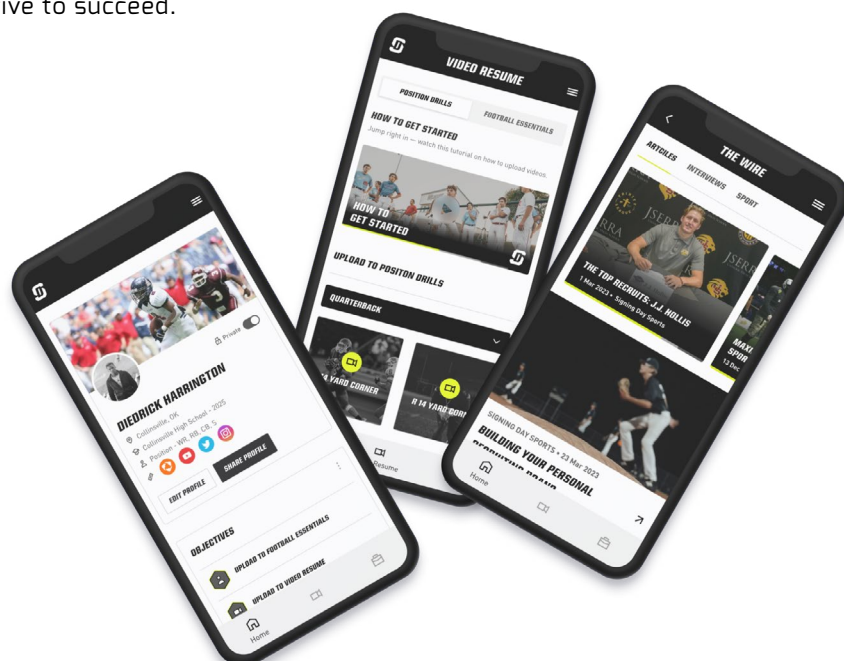
LEARN MORE IN THIS EXCLUSIVE REPORT



Signing Day Sports is a company and platform that seeks to be a leader in the modernization of the college sports recruitment industry. In a field in which **over 7.8 million^o high school athletes** competed during the 2022-2023 school year, our innovative platform aims to champion them, providing the tools and technology that can streamline the journey to collegiate sports.

The college sports recruitment industry holds out the promise of a college education and professional sports career to many would-be college student-athletes. Unfortunately, many high school athletes need help to gain the exposure they need. Signing Day Sports directly addresses this need, harnessing the power of **a user-friendly app that places student-athletes in the digital viewfinder of college coaches nationwide.**

At Signing Day Sports, we are not just participating in the market—we are working to be a **leader**, carving out a track where the opportunity for **recruitment is no longer a privilege for the few**—and delivering a process to guide every student-athlete with the drive to succeed.





REASONS TO INVEST

In the digital era, we believe that the college athlete recruitment industry is **ripe for disruption**, and **Signing Day Sports is a company and platform that is aiming to be a leader in the modernization of the sports recruitment industry**. Consider the following reasons for investors to join our journey:



EXPANSIVE MARKET POTENTIAL:

With millions of high school athletes across the United States, the market for college athlete recruitment is large and expected to grow.⁽³⁾ The demand for innovative recruitment solutions is driven by the numbers of participants and the need for more effective ways to connect student-athletes with college programs.

INNOVATIVE TECHNOLOGY:

Our app harnesses the power of technology to bridge the gap between talent and opportunity. Its design facilitates what we consider a seamless, intuitive experience for users, showcasing a level of sophistication and innovation that intends to set us apart from the competition.



DEMAND:

The current system's limitations highlight the necessity for a service like ours. Student-athletes and college coaches require a more effective method to navigate the recruitment maze, and we believe Signing Day Sports offers the app that can do that.

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**CURRENT REVENUE STREAMS
(FOOTBALL / SOCCER)**

B2C SAAS - \$250 A YEAR

B2B SAAS - \$125-\$175 A YEAR

ONE TIME EVENT FEE - VARIES

**ADDITIONAL SPORTS:
BASKETBALL, HOCKEY, LACROSS**

**IN-APP SALES ONE TIME
& RECURRING**

EXAMPLES

- PROFILE SEO BOOSTS
- APPAREL BASED ON METRICS
- SUPPLEMENTS

SCALABLE BUSINESS MODEL:

The SaaS model offers a pricing strategy designed to be accessible for families and student-athletes while providing value through advanced features and services.

COMPETITIVE ADVANTAGE:

Our platform's core design can offer video-verified metrics and an all-encompassing recruitment profile, and we believe it can provide us with a distinct edge over traditional and emerging competitors.



STRATEGIC COLLABORATIONS AND ALLIANCES:

Our collaboration with the **US Army Bowl** for the term of December 2022 to December 2024 underscores our commitment to excellence in the college athlete recruitment sector. Our initiative includes hosting regional combines from January to June 2024 across **21 states**,

each expected to attract an average of 300 participants. These events utilize the SDS Event tool to provide athletes with a fully-developed profile that integrates directly into our SaaS model.

The National Combine/Bowl Game distinguishes itself by **drawing in approximately an expected 1,500 participants.** Our agreement includes exclusive branding and marketing rights across various channels, which not only enhances visibility but also drives leads back into high schools throughout the country.

Additionally, through the **Elite Development Program Soccer** strategic alliance powered by Signing Day Sports, **we believe that we are the sole recruiting platform provider to thousands of high school student athletes.** Our revenue-sharing model from EDP events and the use of the SDS on-site tool during these events extends our reach into clubs and teams nationwide, solidifying our position as a pivotal player in the recruitment landscape.

INVESTING IN SIGNING DAY SPORTS MEANS PLACING YOUR TRUST IN A COMPANY THAT WE BELIEVE CAN CAPTURE AND LEAD A NICHE MARKET WITH SIGNIFICANT POTENTIAL.

THE PROBLEM AND SOLUTION

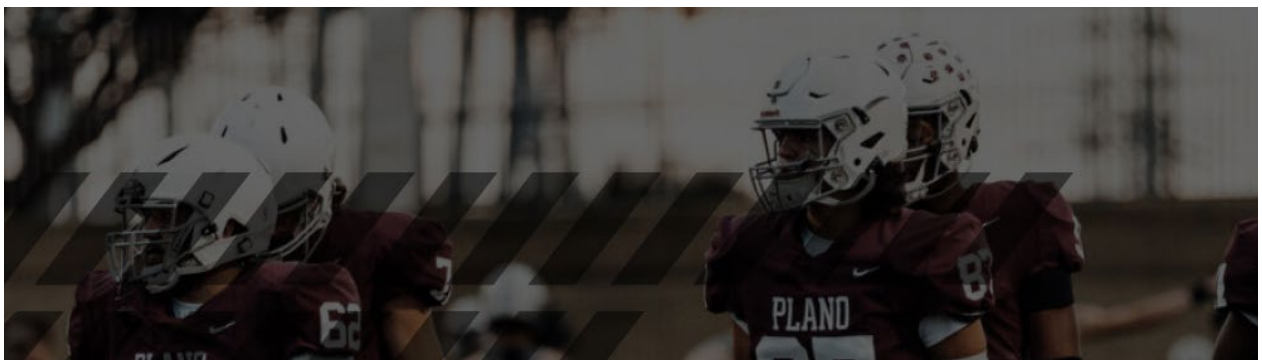


COMPLEX RECRUITING PROCESS

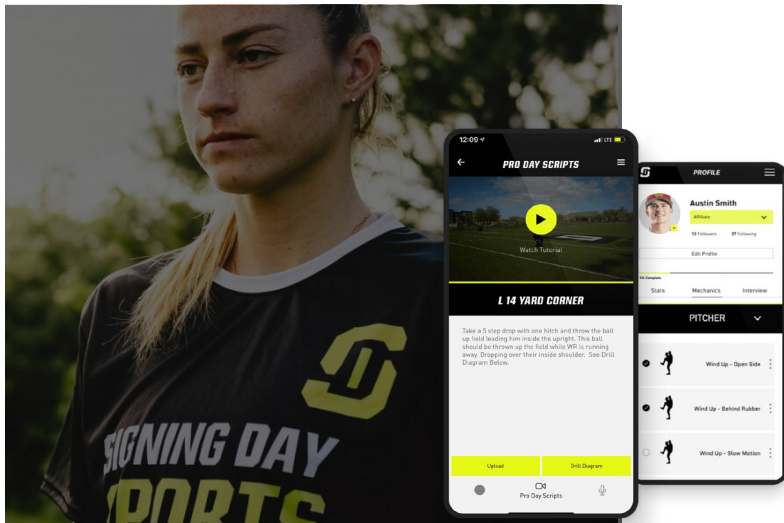
The recruitment journey for high school athletes is fraught with obstacles. Talented individuals in smaller towns or those who may not fit the conventional recruitment profile are often overlooked. Without a robust and accessible platform, many student-athletes' potential goes unrecognized, their athletic dreams dimmed by the shadows of obscurity. College coaches and recruiters, on the other hand, face the herculean task of identifying and evaluating talent dispersed across the nation. The traditional college sports recruiting system is problematic for the following reasons:

- ▶ **TIME-CONSUMING & COSTLY FOR SCHOOLS AND ATHLETES**
- ▶ **REQUIRES ATTENDING CAMPS, COMBINES AND SHOWCASES**
- ▶ **MANY QUALIFIED STUDENT-ATHLETES GO UNNOTICED DUE TO A LACK OF KNOWLEDGE ABOUT THE PROCESS**
- ▶ **NO SIMPLE/STANDARDIZED PROCESS FOR CREATING HIGHLIGHT OR SKILL VIDEOS**
- ▶ **CHALLENGING FOR STUDENT-ATHLETES/COACHES TO COMMUNICATE**
- ▶ **DIFFICULTY CHOOSING SCHOOLS**

Enter Signing Day Sports, a company and platform that we believe can modernize the fragmented, inefficient, and often exclusive nature of high school sports recruitment. We understand that the process of showcasing talent and scouting for prospective student-athletes should not be a privilege for the few but an accessible avenue for the many. Our innovative app can be the bridge that connects under-recruited student-athletes with college scouts and coaches.

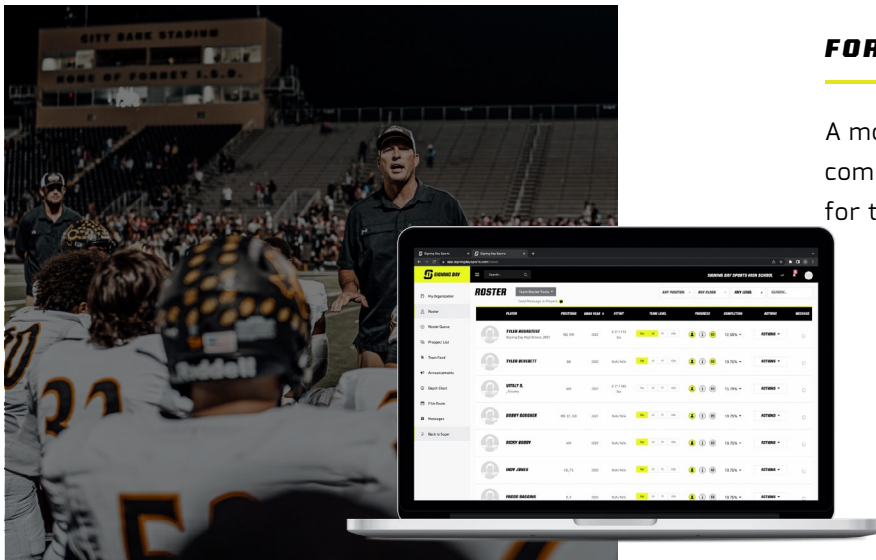


THE SOLUTION WE OFFER IS MULTIFACETED:



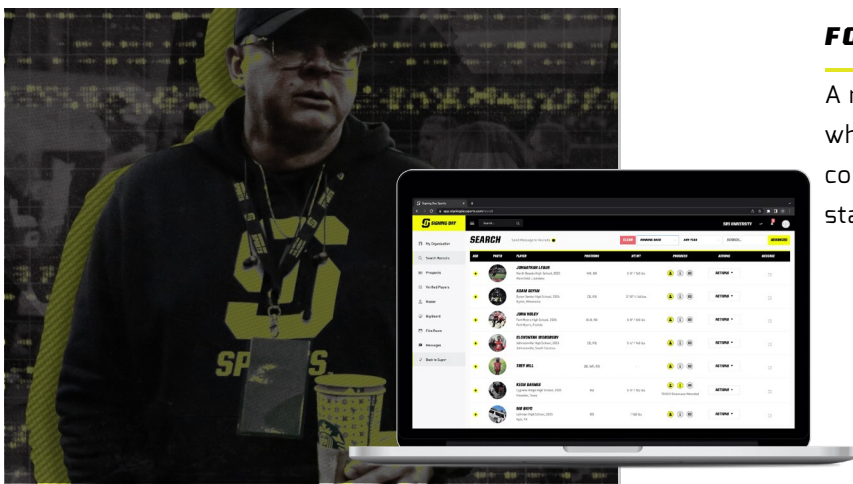
FOR THE STUDENT-ATHLETE:

A digital portfolio showcasing their skills, game footage, and verified stats to capture the attention of college scouts and coaches nationwide.



FOR THE HIGH SCHOOL COACH:

A modern platform to manage rosters, communicate with players, and advocate for their team.



FOR THE RECRUITER:

A repository of talent, accessible anywhere, where they can discover, evaluate, and connect with potential recruits through a standard, video-verified data.

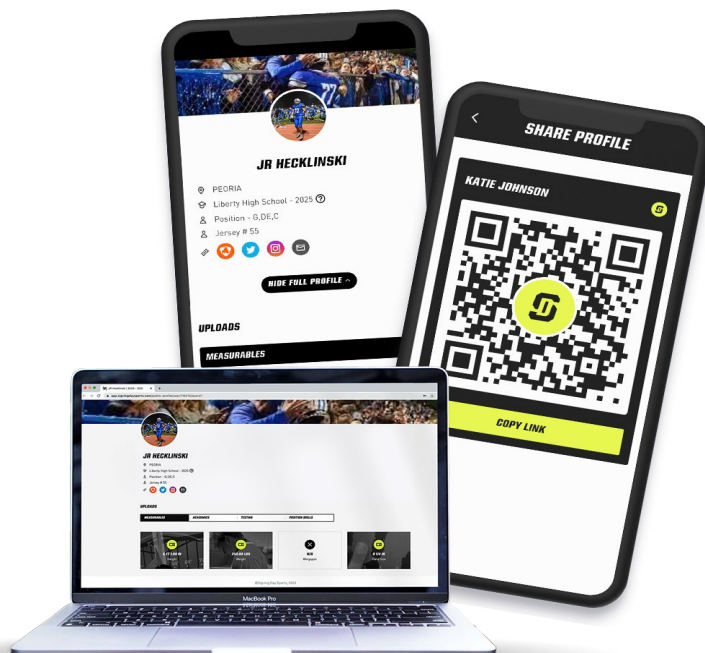
**OUR PLATFORM AIMS NOT ONLY TO LEVEL THE PLAYING FIELD
BUT ALSO HELP EXPAND IT, WHERE EVERY LEAP, SPRINT, AND
GOAL IS A STEP TOWARDS COLLEGIATE RECOGNITION.**



OUR PRODUCT

Signing Day Sports does not just capture athletic feats; it puts them in **digital profiles, offering student-athletes** a stage long after the crowds have departed.

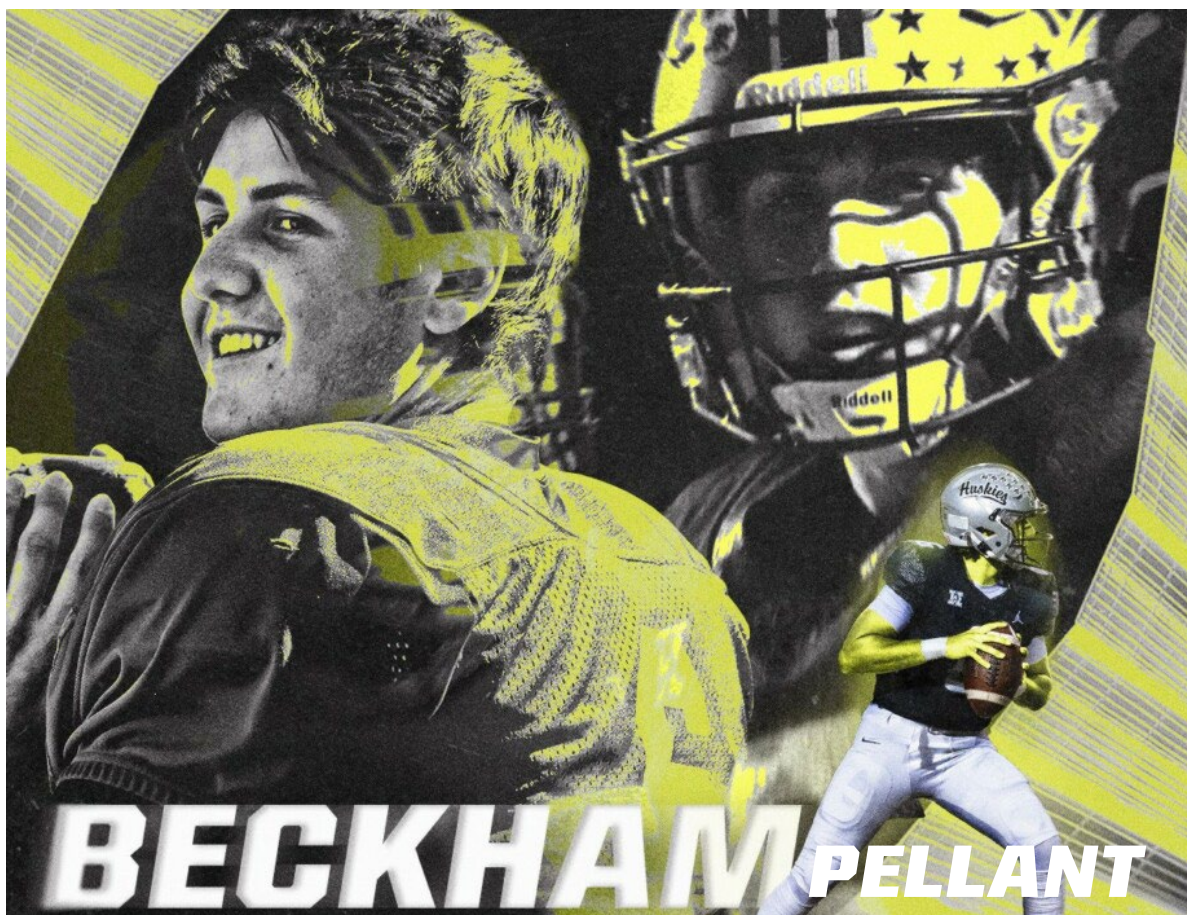
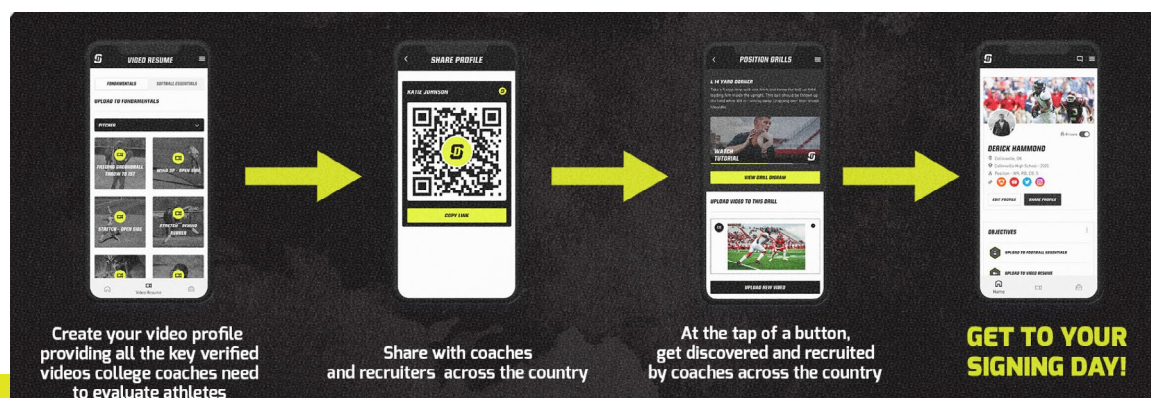
- ▶ **THE DIGITAL SHOWCASE:** At the core of our service is a digital portfolio where student-athletes curate their sports narrative. It is a showcase that transcends the physical field, providing a platform for student-athletes to display verified performances, highlight reels, and academic achievements to a nationwide network of college scouts and coaches.
- ▶ **METRICS THAT MATTER:** Our platform brings the power of data to the forefront. Student-athletes upload video-verified metrics – such as a 40-yard dash time or wingspan measurement – giving college coaches concrete, standard data to inform their recruiting decisions.
- ▶ **ACADEMIC INTEGRATION:** Recognizing the dual importance of athletics and academics, our service allows for the inclusion of official transcripts and standardized test scores, presenting a holistic view of the student-athlete.
- ▶ **TRAINING INSIGHTS:** Beyond game-day prowess, we showcase the student-athletes' dedication to their craft through training videos. These glimpses into their work ethic and commitment paint a picture of potential that goes beyond what's seen on the field.
- ▶ **COACH & SCOUT ENGAGEMENT:** Our platform can streamline the dialogue between high school coaches and college scouts. It empowers high school coaches to effectively advocate for their student-athletes while providing college scouts with a tool to discover emerging talent.





ATHLETE SHOWCASE: BECKHAM PELLANT'S JOURNEY

Signing Day Sports was instrumental in the remarkable journey of Beckham Pellant, a promising quarterback from Hamilton High School in Chandler, Arizona. Signing Day Sports helped put Mr. Pellant in touch with a coach at Illinois State, and earned an offer after attending its recruiting camp. The Signing Day Sports app facilitated Mr. Pellant's communication with coaches and helped showcase his abilities, leading to this significant opportunity.





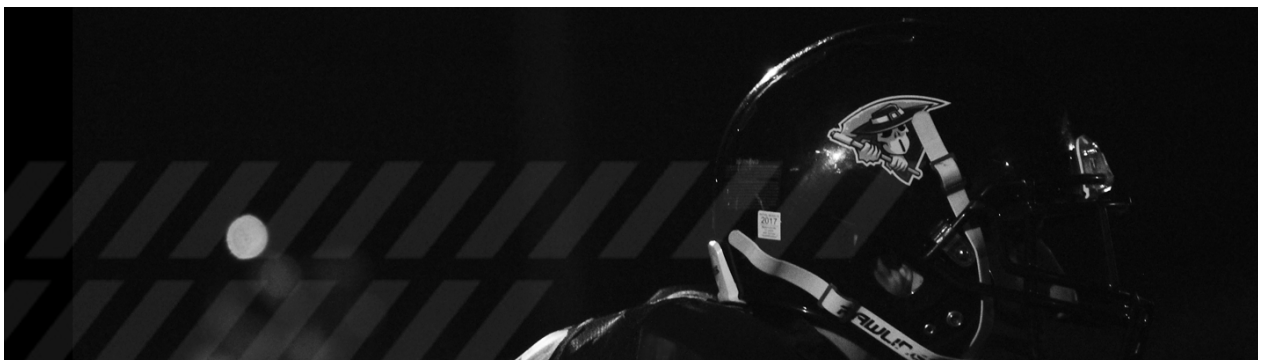
MARKET AND TRENDS

Navigating through the landscape of high school athletics, Signing Day Sports capitalizes on the market, where over 7.8million students actively participated in sports during the 2022-2023 school year.⁽²⁾ This number is not just a statistic; it represents a burgeoning passion for sports, an avenue for college scholarships, and a path to lifelong success, deeply ingrained in the fabric of youth culture today.

The recruitable landscape is robust. The number of student-athletes playing in NCAA men or women' soccer combined is less than 7% of the approximately 853,000 men and women high school soccer participants combined.⁽³⁾ Similarly, for NCAA football, the number of players is less than 8% of the approximately 1 million potential participants at the high school level.⁽⁴⁾ These numbers highlight a large, untapped market brimming with opportunity—an opportunity where Signing Day Sports aims to position itself as the digital bridge between young talent and collegiate dreams.

\$77.6 BILLION IN THE US BY 2026
THE YOUTH SPORTS INDUSTRY IS
PROJECTED TO REACH UP TO \$77.6
BILLION IN THE U.S. BY 2026.

It has been projected that there will be annual revenue of \$77.6 billion by 2026 in the U.S. youth sports industry.⁽⁵⁾ Our platform can participate in this market by uniting the drive of young athletes with the power of technology. In an era marked by digital fluency, Signing Day Sports stands out with an app that speaks directly to the aspirations of this tech-savvy generation, offering a solution that harmonizes with their digital-first approach to life and sports aspirations.



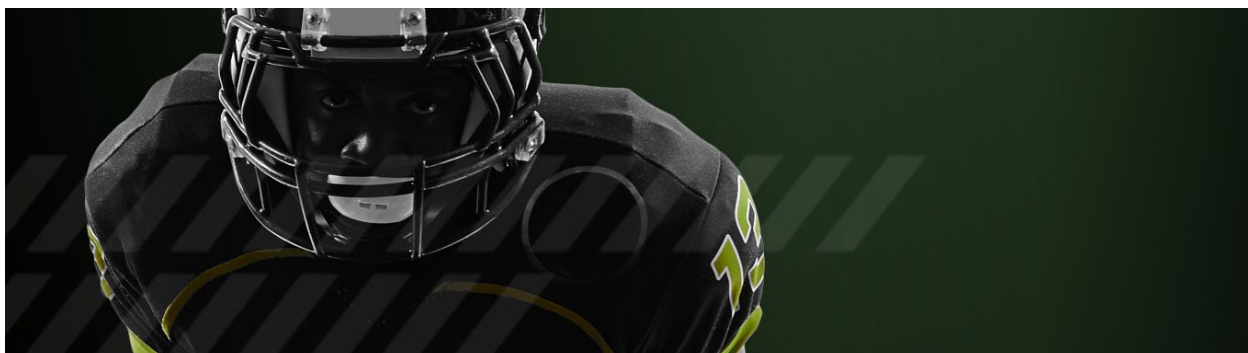


COMPETITIVE ADVANTAGE

We believe that Signing Day Sports' unique blend of technology, user-centric design, and a deep understanding of the market's needs positions us leagues ahead of the competition. Here's why:

- ▶ **VIDEO-VERIFIED PROFILES:** Our platform elevates objectivity and transparency with video-verified metrics and skills demonstrations. This feature ensures that college coaches and scouts are basing their decisions on accurate, reliable data—a significant advantage over platforms relying on self-reported statistics.
- ▶ **COMPREHENSIVE STUDENT-ATHLETE PORTFOLIOS:** We offer a holistic view of a student-athlete's capabilities, character, and potential. Beyond just stats and videos, our profiles include academic achievements, personal interviews, and the intangibles that make each student-athlete unique. This depth of insight is intended to foster a deeper connection between student-athletes and recruiters, paving the way for more informed, meaningful recruitment decisions.
- ▶ **SIMPLIFIED USER EXPERIENCE:** Our app is designed with the user in mind, focused on ease of navigation, profile setup, and interaction. This simplicity is intended to encourage higher engagement from student-athletes, high school coaches, and college recruiters alike, increasing the platform's utility.
- ▶ **MARKET RESPONSIVENESS:** We are committed to innovation, continuously refining our platform to meet the evolving needs of our users and to anticipate future trends. This agility allows us to introduce new features and sports, and continue to work to modernize the recruitment space.

We believe that our competitive advantage lies in our ability to merge technology with a genuine understanding of what student-athletes, high school coaches, and recruiters need to succeed. In doing so, Signing Day Sports has crafted a platform that is powerful, **with the intention of making us a major destination for those committed to achieving their collegiate and professional athletic aspirations.**



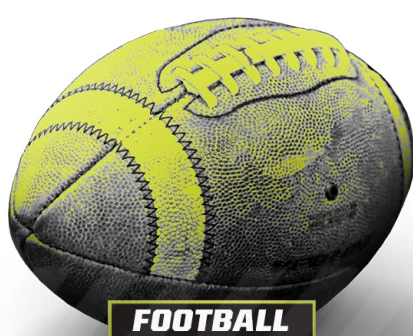


TRACTION & MILESTONES

Since our launch, Signing Day Sports has charted a course through the athletic recruitment landscape marked by significant achievements and growing momentum. Here's a snapshot of our journey and the milestones that underscore our progress:

- ▶ **EXPANSION ACROSS SPORTS:** Initially focusing on football and softball, we've broadened our offerings to include other sports. Each expansion reflects our commitment to inclusivity and the diverse interests of student-athletes nationwide.
- ▶ **STRATEGIC ALLIANCES:** We have formed alliances with key sports organizations, enhancing our platform's credibility and reach. These collaborations may also expand our user base and help our platform evolve to meet our community's needs.
- ▶ **TECHNOLOGICAL ADVANCEMENTS:** Continuous updates and feature enhancements have helped make our platform a leader in innovation. From video verification to comprehensive student-athlete profiles, each update is aimed at streamlining the recruitment process for all stakeholders.
- ▶ **COMMUNITY ENGAGEMENT:** Through events, workshops, and online forums, we've cultivated a platform for student-athletes, coaches, and recruiters. This engagement is crucial for feedback, improvement, and fostering a sense of belonging among users.

These milestones are not just markers of our journey; they are the foundation upon which we're building the future of Signing Day Sports. As we continue to grow and evolve, our focus remains on unlocking potential, bridging gaps, and creating a world where every student-athlete has the opportunity to shine.



FOOTBALL



SOCCER

BASEBALL

SOFTBALL



OUR TEAM

At Signing Day Sports, our leadership team is a dynamic fusion of professional sports veterans, tech innovators, and strategic business minds, all driving towards a single goal: modernizing athletic recruitment.

With backgrounds ranging from international athletic competition to pioneering software development, our team brings authenticity and functionality to our platform. Their combined experiences in scaling startups and leading strategic growth initiatives provide a solid foundation for our business model.

Student-athlete recruitment is at our core, guided by seasoned coaches and recruitment experts. This expertise guides our platform to support student-athletes' growth and prepares them for the challenges ahead. With a knack for building sports communities, we aspire to spread our message far and wide.



DANIEL NELSON

Chief Executive Officer, Chairman and Director



DAMON RICH

Interim Chief Financial Officer



JEFF HECKLINSKI

President



TRENT WHITEHEAD

Vice President of Human Resources



CRAIG SMITH

Operations Officer



DAVID SIEBERT

Head of Finance/Controller



PAUL REDMOND

Lead Engineer



TERMS OF OFFERING

Embarking on a **Regulation A offering**, Signing Day Sports invites you to invest in a future where athletic talent meets opportunity. **With shares priced at \$7.50**, we believe we open the door for investors to support and benefit from our growth at an early stage.

- ▶ **SHARE PRICE AND MINIMUM INVESTMENT:** Each share stands as a commitment to innovation and athletic potential, with a minimum investment set at \$450.00.
- ▶ **OFFERING TYPE:** This **Regulation A offering** is designed to democratize investment in our platform, providing a chance for a wide range of supporters to participate in the youth sports recruitment industry.
- ▶ **USE OF FUNDS:** The raised capital will be strategically allocated towards product development, focusing on introducing new features and supporting additional sports. A significant portion will also go towards marketing and user acquisition, aiming to grow our user base and enhance brand visibility. Additionally, funds will support the strengthening of our server infrastructure and data security, ensuring a seamless and secure experience for all users. The remainder will be used for general corporate purposes and working capital.

Investing in Signing Day Sports means you will be part of a visionary team that can propel innovation in college-athlete recruitment. Join us in this venture where your investment aims to fuel the dreams of student-athletes and the dawn of a new era for student-athlete recruitment.

SIGNING DAY SPORTS – IT'S IN THE NAME!

IN THE PRESS:

Stay current with the latest strides Signing Day Sports is making in the realm of college-athlete recruitment and the broader sports industry.

[Here](#) you will find a curated selection of articles, feature stories, and press releases that paint a vivid picture of our ongoing journey and milestones.



Sources:

- 1.) <https://www.nfhs.org/articles/high-school-sports-participation-continues-rebound-toward-pre-pandemic-levels/>
- 2.) <https://www.nfhs.org/articles/high-school-sports-participation-continues-rebound-toward-pre-pandemic-levels/>
- 3.) <https://www.ncaa.org/sports/2015/3/2/estimated-probability-of-competing-in-college-athletics.aspx>
- 4.) <https://www.ncaa.org/sports/2015/3/2/estimated-probability-of-competing-in-college-athletics.aspx>
- 5.) <https://zipdo.co/statistics/youth-sports-industry/>

COMMUNICATIONS DISCLAIMER

(Last Updated <https://ir.signingdaysports.com/financials/sec-filings/sec-filings-details/default.aspx?FilingId=17448152>, 2024)

This disclaimer is deemed to be incorporated by reference in its entirety into any social media communication, advertisement, email or other communication or disclosure which contains the following URL link: <https://www.investinsds.com/sds/> (each, a "Communication").

Signing Day Sports, Inc., a Delaware corporation (the "Company" or "Signing Day Sports"), is conducting a securities offering pursuant to Regulation A under the Securities Act of 1933. An offering statement on Form 1-A for this securities offering has been filed with and qualified by the Securities and Exchange Commission. A copy of the offering circular contained in the offering statement is available at the following URL link: <https://ir.signingdaysports.com/financials/sec-filings/sec-filings-details/default.aspx?FilingId=17448152>. The offering circular contains important disclosures and should be reviewed by all investors prior to making any investment in connection with this offering.

Forward-Looking Statements

This communication contains forward-looking statements. In addition, from time to time, we or our representatives may make forward-looking statements orally or in writing. We base these forward-looking statements on our expectations and projections about future events, which we derive from the information currently available to us. Such forward-looking statements relate to future events or our future performance, including: our financial performance and projections; our growth in revenue and earnings; and our business prospects and opportunities. You can identify forward-looking statements by those that are not historical in nature, particularly those that use terminology such as "may," "should," "expects," "anticipates," "contemplates," "estimates," "believes," "plans," "projected," "predicts," "potential," or "hopes" or the negative of these or similar terms. Forward-looking statements are only predictions. The forward-looking events discussed in this communication and other statements made from time to time by us or our representatives, may not occur, and actual events and results may differ materially and are subject to risks, uncertainties and assumptions about us. We are not obligated to publicly update or revise any forward-looking statement, whether as a result of uncertainties and assumptions, the forward-looking events discussed in this communication and other statements made from time to time by us or our representatives might not occur. Past performance is not indicative of future results. There is no guarantee that any specific outcome will be achieved. Investments may be speculative, illiquid and there is a total risk of loss.

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