



Trace iD

Combine your best moments from games quickly and easily.

“Video is only valuable if it is watched.”

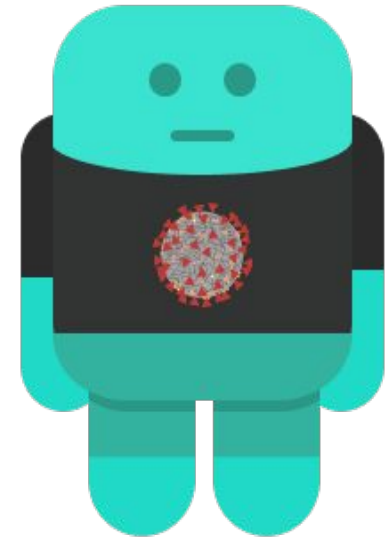
Agenda

1. Post COVID-19 Recruiting Challenges
2. Trace iD: College Coach Analysis
3. Trace iD: Player Workflow (new features)
4. Recruiting Communication Tips



POST COVID 19 - Recruitment Challenges

1. Financial Limitations
 - a. Eliminated programs
 - b. Reduced recruiting budgets
1. Extra Year of Eligibility
1. Transfer Portal
 - b. Over 1000 in the transfer portal
1. International Student-athletes

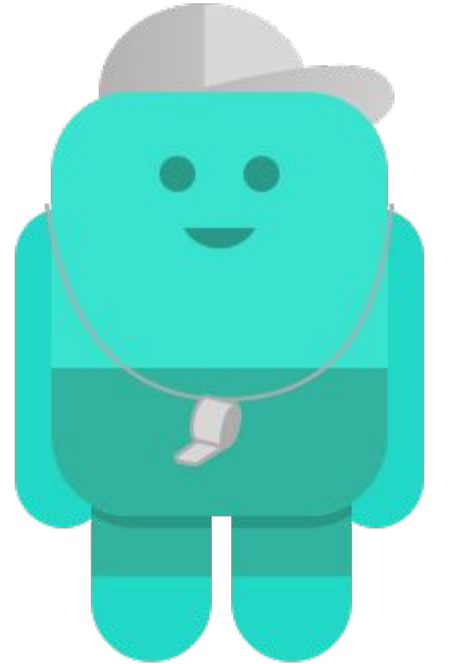


3 Biggest Recruiting Issues For You

1. How to recreate missed live evaluation opportunities?
2. How to recreate these with complete context?
3. How to grab and hold college coaches' attention?

But recruiting must go on; roster spots need to be filled.

What is the solution?

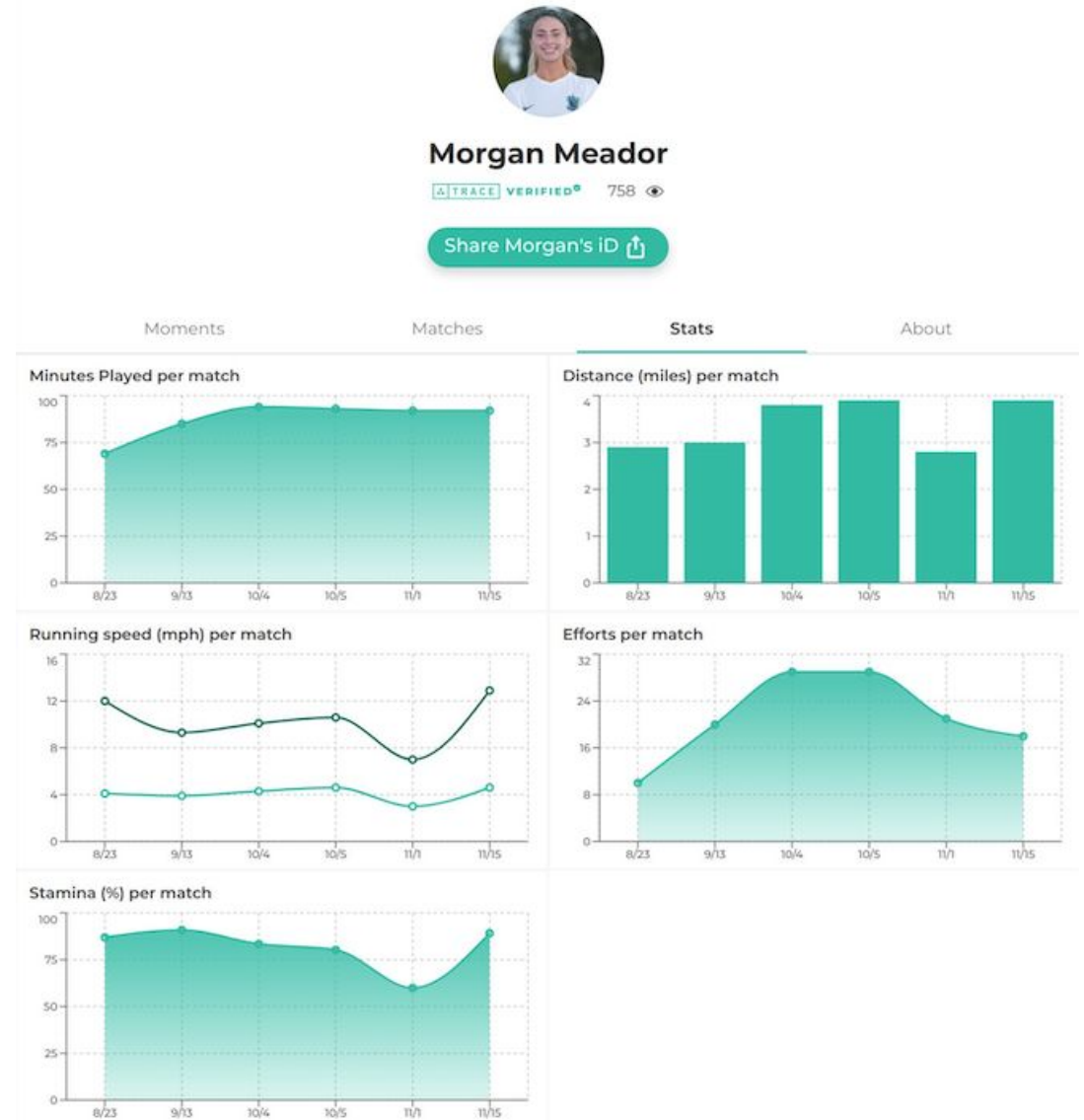


Trace iD

The Future of Virtual Recruiting

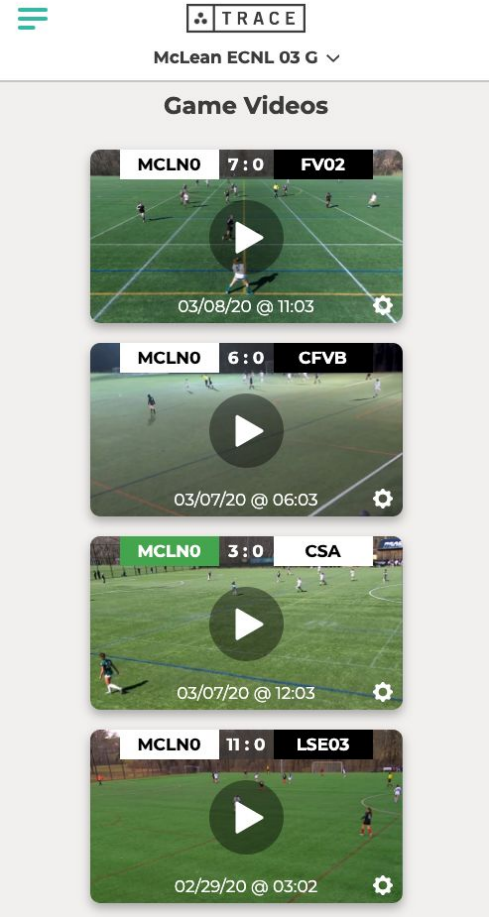
Combine your best moments from games quickly and easily.

- ✓ Automated, and personalized, short-form moments
- ✓ Up-to-date
- ✓ Athlete empowered process
- ✓ Rich context
- ✓ Performance data and metrics
- ✓ Verified and credible

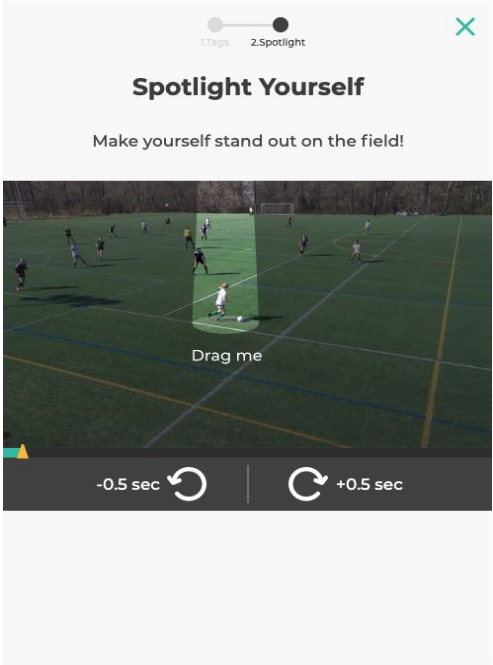


How-to Make Your Trace iD

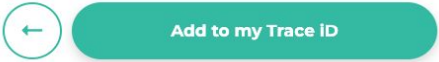
1. Find Your Moment



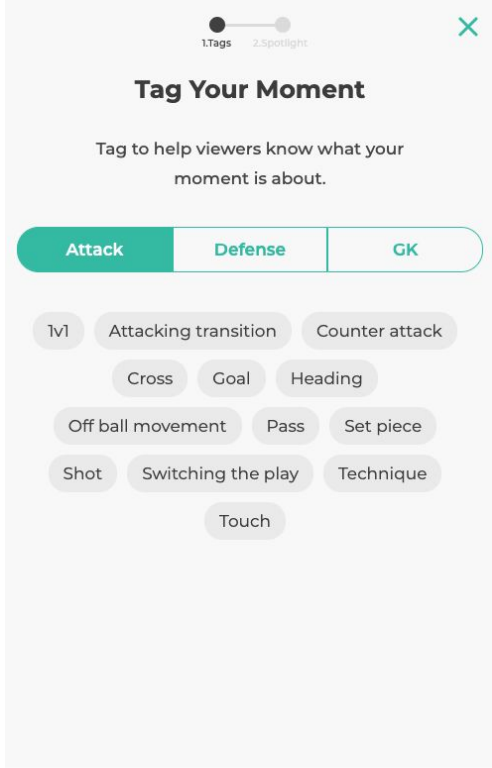
2. Spotlight Yourself



[Skip this, I don't need a spotlight](#)



3. Tag Your Moment



How-to Choose Your Moments

Use moments that separate you:

1. Strengths as a soccer player
2. Strengths as an athlete
3. Position specific characteristics
 - Wingers = 1v1
 - Center-backs = ability in the air

Click to Watch 'How-To Make your Trace iD' Video

The screenshot shows a user profile for Morgan Meador on the Trace platform. At the top, there is a menu icon and the Trace logo. Below the profile picture, the name "Morgan Meador" is displayed, followed by a "TRACE VERIFIED" badge and the year "1986". A green button labeled "Share Morgan's iD" with an upload icon is positioned below the name. The profile has four tabs: "Moments", "Matches", "Stats", and "About". The "Moments" tab is active, showing a video of a soccer game in progress on a green field. A large play button is overlaid on the video. Below the video, there are three tags: "Heading", "Reading The Game", and "Set Piece". A "Position" tag is also present. Below the tags, there are two rows of team selection options, each with a radio button and a score. The first row shows "SLSG MO ECNL 03 G" with a score of 12 and "FC Wisconsin ECNL 03 G" with a score of 0. The second row shows "SLSG MO ECNL 03 G" with a score of 2 and "SLSG Illinois 2003 ECNL" with a score of 0.

TRACE

Morgan Meador

TRACE VERIFIED 1986

Share Morgan's iD

Moments Matches Stats About

Heading Reading The Game Set Piece

Position

SLSG MO ECNL 03 G 12

FC Wisconsin ECNL 03 G 0

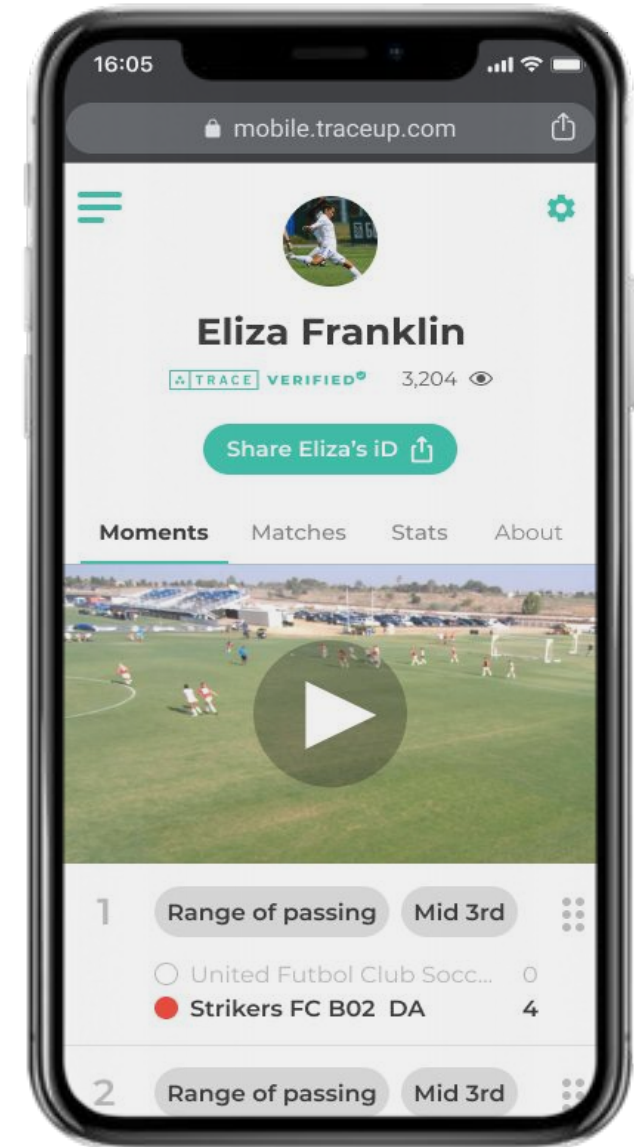
2 Pass Touch Attacking Transition

SLSG MO ECNL 03 G 2

SLSG Illinois 2003 ECNL 0

How-to Organize Your Playlist

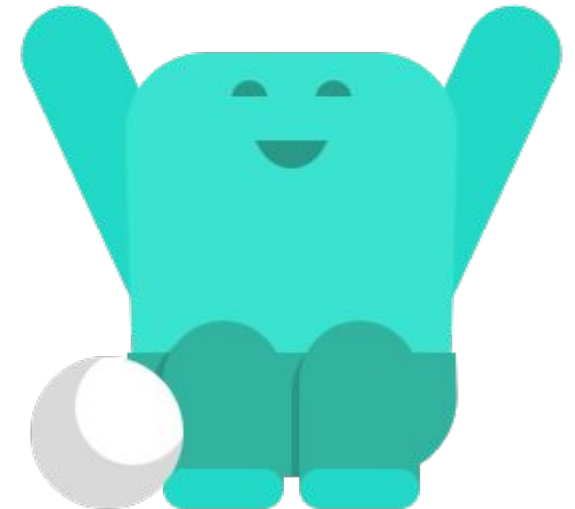
1. Moments 1-5 need to be your “best” moments. These are moments that will showcase your soccer characteristics and demonstrate exactly what you will bring as a player to a college program.
1. Moments 6-12 will supplement the first five but will add further specific position context.
 - a. Attacking Players
 - b. Midfield Players
 - c. Defensive Players
 - d. Goalkeepers



How-to Share Your Trace iD

1. Subject line: John Smith - Striker - Class of 2022 - Trace iD
2. Introduce yourself and provide a brief playing acumen
3. Explain why you want to attend their school, demonstrate that you have done your research
4. Announce your upcoming playing schedule and availability
5. **Send an updated playlist weekly (email/text)**
 - **Newer moments at the top of the playlist**

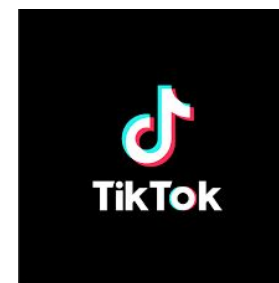
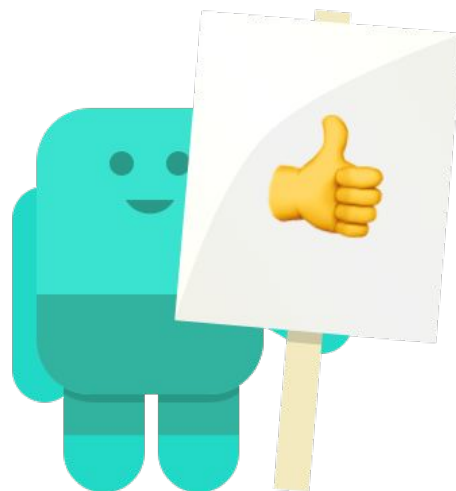
[Click to Watch 'How-To Send to College Coaches' Video](#)



Trace iD + Social Media = Opportunities

A University of Iowa study found that recruits who were active on social media received 2x more scholarship offers than those who were not active-.

- Trace's short form video content made for social media
- Twitter/Instagram
- Post the links
- Update after each game!



Trace Contact Information

Account Information

Marlena Stablein - marlena@traceup.com

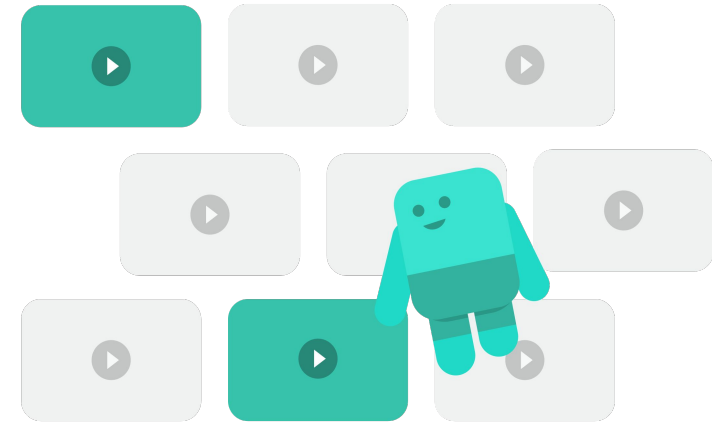
Coach and Player Education (Trace iD)

Tim Bennett - tim@traceup.com

Technical Issues

Customer Support - q@traceup.com

Website Help Page - <https://traceup.com/soccer/help>





Trace iD

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