



Trace iD

Combine your best moments from games quickly and easily.

“Video is only valuable if it is watched.”

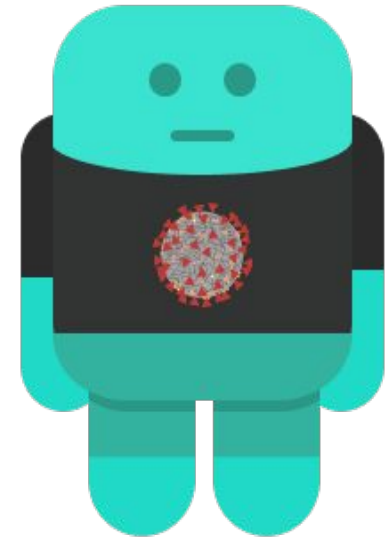
Agenda

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
2. Extra Year of Eligibility
3. Transfer Portal
 - b. Over 1000 in the transfer portal
4. International Student-athletes

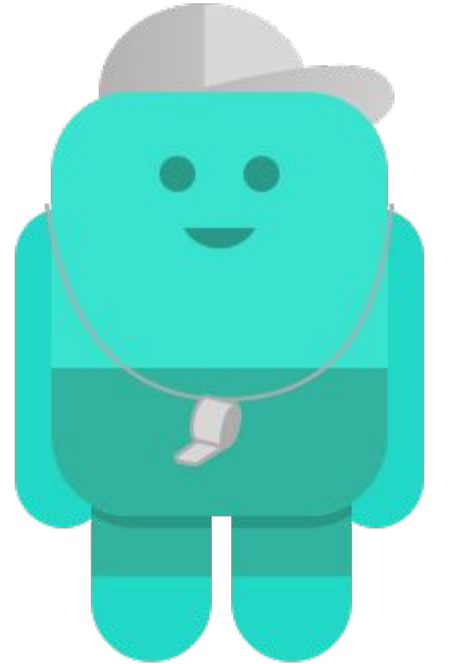


3 Biggest Recruiting Issues For You

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?

Preparing for June 15 prior to Junior year!

What is the solution?

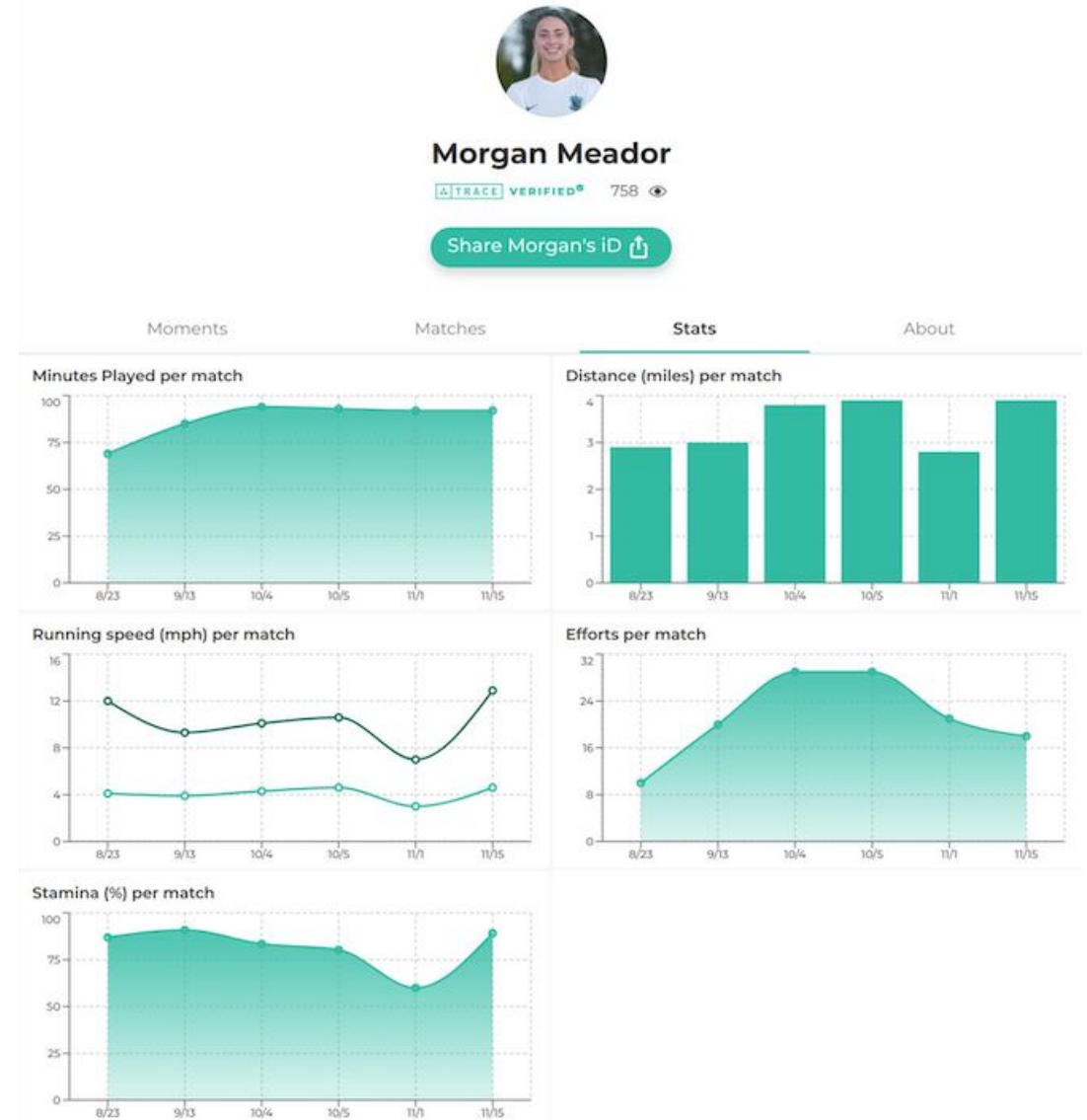


Trace iD

The Future of Virtual Recruiting

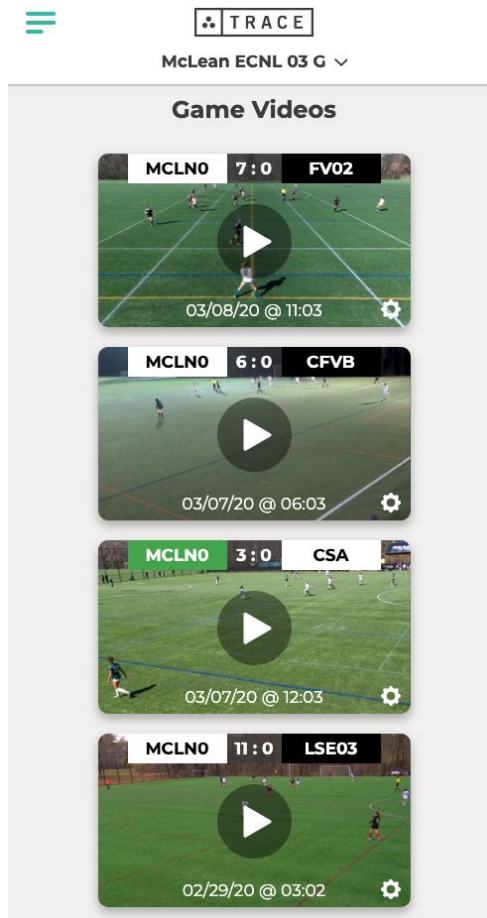
Combine your best moments from games quickly and easily.

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

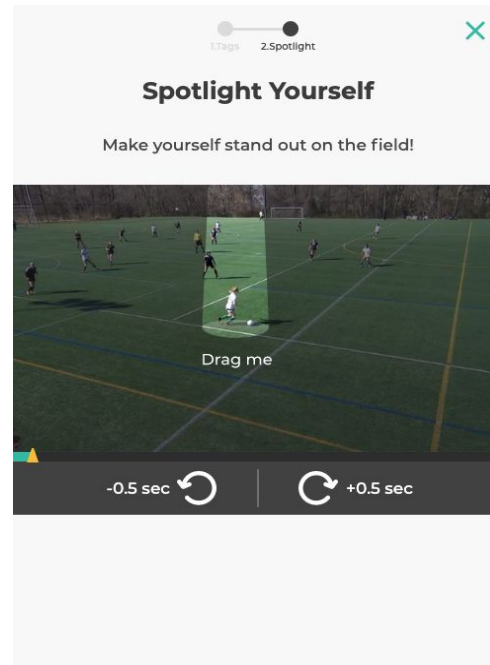


How-to Make Your Trace iD

1. Find Your Moment



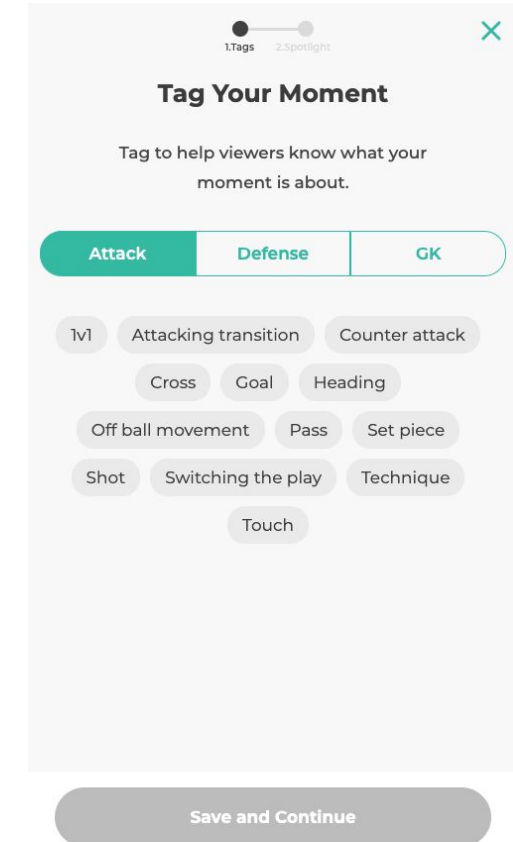
2. Spotlight Yourself



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



3. Tag Your Moment



How-to Choose Your Moments

Use moments that separate you:

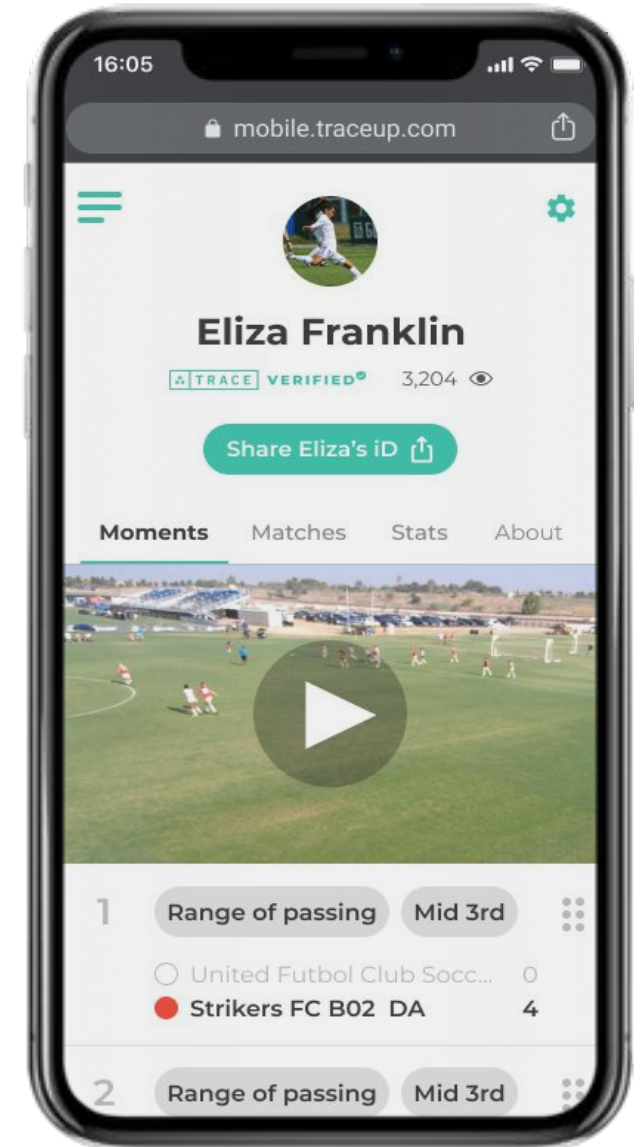
1. Strengths as a soccer player
2. Strengths as an athlete
3. Position specific characteristics
 - Wingers = 1v1
 - Center-backs = ability in the air

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 player with a large play button. Below the video, there are three tags: "Heading", "Reading The Game", and "Set Piece". A "Position" tag is also present. The statistics section shows two teams: "SLSG MO ECNL 03 G" with 12 goals and "FC Wisconsin ECNL 03 G" with 0 goals. Below this, there are two more tags: "Pass" and "Touch", and a "2" indicating a second moment. The final statistics section shows "SLSG MO ECNL 03 G" with 2 goals and "SLSG Illinois 2003 ECNL" with 0 goals.

How-to Organize Your Playlist

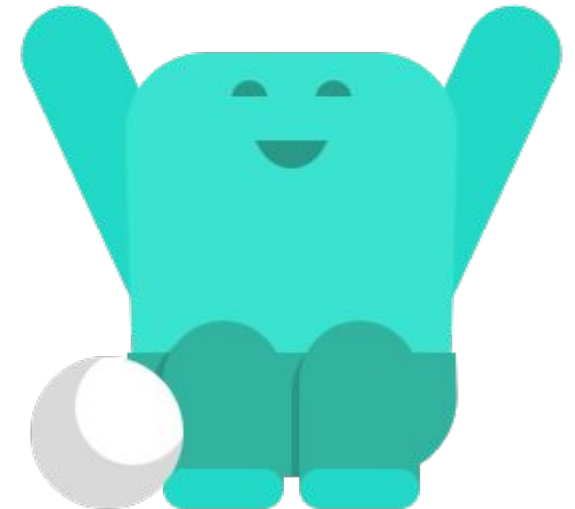
1. Moments 1-5 need to be your “best” moments. These are moments that will showcase your soccer characteristics and demonstrate exactly what you will bring as a player to a college program.
1. Moments 6-12 will supplement the first five but will add further specific position context.
 - a. Attacking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

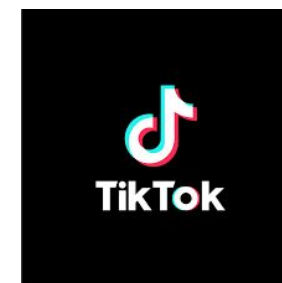
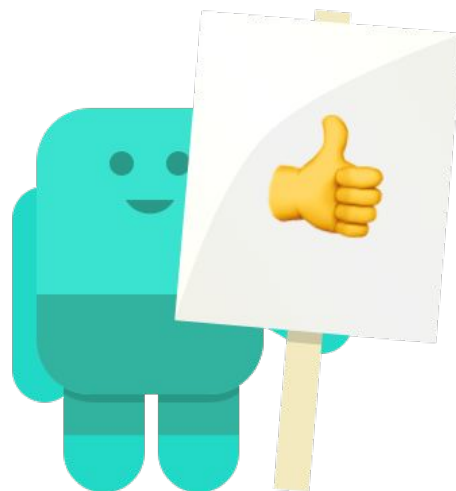
[Click to Watch 'How-To Send to College Coaches' Video](#)



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

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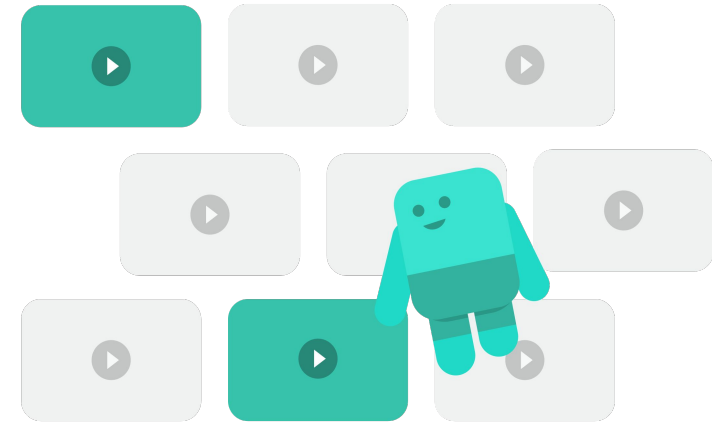
Coach and Player Education (Trace iD)

Tim Bennett - tim@traceup.com

Technical Issues

Customer Support - q@traceup.com

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





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