



GUIDEWIREGROUP
SCORE CARD

AthletixNation

21	Business Viability 8 3/3/2	Execution on Business & Product 7 4/3	Team 3	Business model 3	Funding		
<p>SUMMARY: AthletixNation bridges the needs of local media and brand advertisers with exclusive sports content. The company provides collegiate sports video to local media outlets, providing desirable and exclusive content to traditional media’s online sites and opening new audiences to brand advertisers.</p> <p>With minimal capital, the company has successfully negotiated multi-year content licenses from several NCAA divisions, has established content distribution deals with more than 400 publishers representing 50 million unique visitors, and secured the first major brand advertiser (Sonic).</p>							
<p>GUIDEWIRE GROUP OPINION: We are well impressed by this company. It has executed key, exclusive deals that have eluded many other companies, and done so on a very thin budget. These deals have been executed in a manner that enable AthletixNation to sell advertising against highly-desirable sports content – content advertisers are be blocked in traditional TV and in-stadium outlets.</p> <p>The company’s business model is rich. AthletixNation sells the platform and content to media sites, who embed the AthletixNation player into their sites. AthletixNation retains the rights to sell advertising on the player, giving the company access to 50 million unique viewers that can be sold to advertisers.</p> <p>While the company is clearly focused on sports content, this platform has the potential to be a broader syndication service, aggregating content from a broad array of verticals. It is that potential, along with the company’s clear ability to execute against scant resources, that makes Guidewire Group so keen on AthletixNation.</p>							
<p>COMPANY INFORMATION:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;"> AthletixNation Inc 12900 Metcalf, Suite 160 Overland Park, KS 66213 www.athletixnation.com </td> <td style="width: 40%; text-align: right;"> Davyeon Ross, CEO & Founder John Boardman, CTO Scott Brickner, CFO </td> </tr> </table>						AthletixNation Inc 12900 Metcalf, Suite 160 Overland Park, KS 66213 www.athletixnation.com	Davyeon Ross, CEO & Founder John Boardman, CTO Scott Brickner, CFO
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