



AthleteBridge

AthleteBridge gives clubs, academies and coaches one record for the squad, the season and every athlete's progress.

PARTNER
CHEAT SHEET
ATHELETEBRIDGE.COM

Rosters

Fixtures & standings

Training programs

Coaching sessions

Performance data

WHAT IT IS

One record for a club's squad, season, training and athlete performance.

30-SECOND PITCH

Rosters, fixtures, self-computing league tables, training programs, coaching sessions and typed performance data on one workspace. Every sport, grassroots to elite, esports included. Free for a single squad.

PROBLEM WE SOLVE

- Squad list wrong by midweek
- League table typed up by hand
- Training plans leave with the coach
- No evidence an athlete improved

VALUE PROPOSITION

- Table recomputes itself from recorded results
- Programs published once, reused every season
- Progress you can show a parent
- Access control included, not an upsell

IDEAL CUSTOMER

Clubs, academies, coaching businesses and esports orgs running several squads

Not a fit: One casual team wanting only chat and RSVP

WHO YOU ARE TALKING TO

Academy director — Prove your athletes actually improve

Club secretary — The table fixes itself

Independent coach — Reuse programs, prove results

Esports manager — Same model as physical sport

TOP USE CASES

- Build and manage a squad
- Record results, standings recompute
- Publish reusable training programs
- Book, run and rate sessions
- Chart athlete progress over time

CAPABILITIES

- Rosters
- Fixtures
- Auto standings
- Training programs
- Drill library
- Coaching sessions
- Workout logs
- Performance metrics
- Esports brackets
- Role-based access

PRICING

Free \$0 forever
Team \$29/mo or \$24/mo annual
Club \$99/mo or \$79/mo annual
Academy \$299/mo or \$239/mo annual
Federation From \$600/mo list; custom
Free single squad; \$29 to \$299 monthly; Federation custom

COMPETITIVE LANDSCAPE

Hudl — Runs the season, not just video

TeamSnap — Adds training, standings, performance data

TrainingPeaks — Team sports and esports, not endurance only

Spond — Competition layer above simple scheduling

WHY US

- Six primitives on one connected record
- Standings derived from results, never typed
- Publish lifecycle protects coaching method
- Esports and physical sport, one model

PROOF & CREDIBILITY

- Permission checked on every operation
- Every write scoped to one workspace
- Shipped-versus-roadmap labelled honestly throughout

DEMO

Start free at app.athletebridge.com, or ask us for a walkthrough

TALKING POINTS

- One record from roster to result
- Every sport, every level, esports included
- Enterprise governance without the enterprise invoice
- Free plan runs a real season

OBJECTION HANDLING

"We already use TeamSnap"

Keep the chat; we add training, standings, progress data

"You have no customers yet"

True. Test the free plan on your own squad

"Too expensive for our club"

One squad free forever; paid starts at \$29

DISCOVERY QUESTIONS

- Where does your squad list live?
- Who types up the league table?
- What happens when a coach leaves?
- How do you prove athletes improve?
- How many teams and athletes?

SPOT A GOOD OPPORTUNITY

- Several squads under one organisation
- League table maintained by hand
- Parents asking for progress evidence
- Coaching plans held by individuals
- Wants a branded club app
- Needs video breakdown as the core

HOW TO INTRODUCE US

"I know a sports platform that keeps your roster, fixtures, training and athlete data on one record"

LEAD HANDOFF

Send the club name, sports, team and athlete counts, and the pain

PARTNER COMMERCIALS

15% of first-year subscription; up to 20% reseller margin

USEFUL LINKS

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TALK TO US

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