



SALES & PARTNER PLAYBOOK

AthleteBridge

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

Rosters

Fixtures & standings

Training programs

Coaching sessions

Performance data

PREPARED BY

Burdenoff Consultancy Services Pvt.
Ltd.

PRODUCT

athletebridge.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1



00 How to use this playbook

Read the problems, personas and discovery questions first — they are what let you recognise an AthleteBridge conversation when it happens in front of you. Use the use-case pages to match what you heard to something concrete you can describe, and the competitor table when a prospect is already paying someone else. Keep the shipped-versus-roadmap labels honest; the product is early and a partner who oversells it will be found out in the first demo. When you have a live opportunity, follow the handoff section and send it to us.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

CONTENTS

01 Product Overview

02 One-Line Pitch

03 30-Second Elevator Pitch

04 Problem We Solve

05 Value Proposition

06 Ideal Customer Profile

07 Buyer Personas

08 Top Use Cases

09 Product Capabilities

10 Pricing & Plans

11 Competitive Landscape

12 Why Us / Differentiators

13 Customer Proof & Credibility

14 Demo Information

15 Sales Talking Points

16 Objection Handling

17 Discovery / Qualification Questions

18 How to Identify a Good Opportunity

19 How to Introduce Us

20 Lead Handoff Process

21 Partner / Referral Commercials

22 Contact Information

23 Useful Links & Sales Assets

24 Product Mockups — Complete Visual Appendix

01 Product Overview

ATHELETEBRIDGE.COM

AthleteBridge is a sports, coaching and training platform for clubs, academies, coaching businesses and esports organisations. It holds one connected record of the sporting organisation: the teams and the people on them, the fixtures they play and the competition table those results produce, the training programs and drills coaches author, the coaching sessions they run, and the workouts and typed measurements that show whether an athlete is improving. Everything belongs to a workspace, so permissions, isolation and an audit trail come with the product rather than being configured on top of it. The same model covers football, basketball, cricket, tennis, athletics, swimming and esports, at every level from a trial squad to an elite programme.

CATEGORY

Sports and coaching operations software — the layer above team-chat, scheduling and video tools, for organisations that run squads, competitions and athlete development together.

WHERE IT STANDS TODAY

Live and generally available, and early. The roster, competition, training, session and performance surfaces are shipped and usable from real screens today; there are no published customer references or usage numbers. Native mobile apps, wearable ingestion, calendar views, session payments and injury-risk modelling are honestly on the roadmap, not built.

HOW CUSTOMERS GET IT

Cloud, multi-tenant, hosted in India, with a free plan a coach can start on with no card. Sign-in is single sign-on across the Burdenoff product family. Federation and enterprise customers can be given a dedicated tenant or a self-hosted deployment, along with production single sign-on and directory sync. Onboarding is self-serve for a single squad; for a multi-team club or academy we help set up teams, roles and the first competition.

Web app in the browser — the full console

Federated GraphQL API for integrations and reporting

In-app assistant available on every screen

Agent tool surface for a customer's own scripts and assistants

Single sign-on across the wider Burdenoff product family

Desktop, native mobile, command line and language SDK clients — planned

02 One-Line Pitch

SAY EXACTLY THIS

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

SHORTER, FOR A CHAT MESSAGE

One record for your squad, your season and every athlete's progress.

THE CATEGORY SENTENCE

AthleteBridge is a sports, coaching and training platform for clubs, academies, independent coaches and esports organisations.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most clubs run on five disconnected tools: a spreadsheet for the squad, a group chat for fixtures, a notebook for training, and nothing at all for whether an athlete is actually getting better. AthleteBridge puts all of it on one record. Record a match result and the league table recomputes itself. Publish a training program once and reuse it every season. Log workouts and typed measurements, and an athlete's progress becomes a chart you can show a parent. One workspace, every sport, grassroots to elite."

IF THEY ARE TECHNICAL

AthleteBridge models the whole sporting organisation once — teams, members, fixtures, standings, programs, drills, sessions, workout logs and typed performance metrics — and serves it through a single federated GraphQL API, so integrations and custom reporting are first-class rather than a CSV export. Access control is checked on every operation at the API edge and every write is confined to one workspace, so a coach in one squad cannot reach another club's athlete data. There is also an agent tool surface, so a team can drive the same domain from its own scripts or assistant.

IF THEY ARE A BUSINESS BUYER

A club or academy typically pays for a scheduling app, keeps the league table in a spreadsheet, keeps training plans in a coach's head, and has no evidence of athlete development at all. AthleteBridge replaces that with one subscription and one record, priced by the number of athletes on your rosters rather than by admin seats. A single squad runs free forever, so a club can prove the value on a real season before anyone signs anything.

04 Problem We Solve

These are the binds you will hear described in the first ten minutes of a conversation with a club secretary, an academy director or a coach. None of them sound like software problems, which is why they go unsolved for years.

The squad list is wrong by Wednesday

Who feels it: Club secretary, team manager, academy administrator

What it costs them: Three versions of a spreadsheet circulate by email and chat. Someone fields a suspended or injured player, the club gets fined, and the committee blames the secretary.

How AthleteBridge answers it: The roster is one governed record. A member carries a role, a status — trial, active, injured, suspended, released — a position, a jersey number and a physical profile, and a status change is visible to every coach immediately because they are all reading the same row rather than a copy of it.

The league table is typed up by hand

Who feels it: Club secretary, league or federation administrator

What it costs them: Results arrive by text, get retyped into a spreadsheet, and one transposed score triggers a dispute with another club. It costs an evening a week and the table is never trusted.

How AthleteBridge answers it: Standings are derived, never entered. Recording a fixture result marks the match complete and recomputes played, won, drawn, lost, goals for and against and points on a three-one-nil model for both teams, ordered by points then goals for. The table is always a consequence of the results.

Coaching knowledge walks out of the door

Who feels it: Academy director, head of coaching

What it costs them: When a coach leaves, the training plans leave with them. The next coach starts from a blank page and the academy's method resets every time staff turn over.

How AthleteBridge answers it: Programs are authored in the product and move through a governed draft, published and archived lifecycle, with drills carrying sets, reps, work and rest durations and a demonstration video. Any program can be marked a reusable template, so the method belongs to the organisation rather than to the individual.

Nobody can prove an athlete is improving

Who feels it: Academy director, performance coach, parent, athlete

What it costs them: "Is my child getting better?" is answered with "he's working hard", because that is all anyone has. Parents leave, selection decisions are argued about, and the training programme cannot be evaluated at all.

How AthleteBridge answers it: Workouts are logged with duration, perceived exertion, load and notes, and performance measurements are stored as a typed time series — speed, endurance, strength, agility, accuracy, weight, heart rate or a custom label. Those read back as trend charts on an athlete profile and as honest aggregates on a coach dashboard.

Coaching is run through direct messages

Who feels it: Independent coach, coaching business owner

What it costs them: Evenings disappear into arranging tomorrow's sessions across chat apps. There is no record of what was agreed, no feedback trail, and no way to show a client what they got for their money.

How AthleteBridge answers it: A coaching session is a governed booking — in person, online or hybrid, optionally tied to a program — that runs requested, confirmed, completed, with cancellation and no-show branches, and finishes with written feedback and a one-to-five rating that feeds the coach's own analytics.

Esports and physical training run on separate tooling

Who feels it: Esports team manager, performance staff in a gaming organisation

What it costs them: The gym work sits in one app and the competitive record in another, so nobody can connect conditioning to in-game performance or justify the physical-training budget.

How AthleteBridge answers it: The roster, fixture, program, session and measurement model is sport-agnostic. Esports is a first-class sport, tournament fixtures render as a bracket alongside league tables, and a custom measurement type carries game-specific numbers on the same record as the squat and the sprint.

05 Value Proposition

Five reasons a club or academy changes something that has technically been working for years. Lead with the one that matches what they complained about first.

One record from roster to result

Six things that normally live in six tools — the squad, the fixtures, the table, the programs, the sessions and the measurements — are one connected record. A result changes the table. A completed session lands on the athlete's profile. A workout logged against a program ties effort back to the plan it came from. Nothing has to be exported, reconciled or retyped.

Evidence: Recording a fixture result recomputes standings for both teams automatically; no competitor in the analysis connects all six.

Development becomes evidence

Typed measurements over time turn athlete development from a coach's opinion into a chart. A performance workbench shows each measurement with its trend, its range and the change since last time; an athlete profile adds line charts, workout history and session ratings; a coach dashboard rolls up sessions, completion rate and training load across the squad. The dashboards deliberately show only what the data supports.

Evidence: Speed, endurance, strength, agility, accuracy, weight, heart rate and custom measurement types, each stored as a time series per athlete.

Enterprise governance without the enterprise invoice

Because AthleteBridge is built on the Burdenoff platform, access control, workspace isolation, single sign-on, audit, billing, file storage and notifications are inherited rather than rebuilt. Permission is checked on every operation before the request reaches the product, and every write is confined to one workspace. Most sports tools either charge enterprise prices for this or do not have it.

Evidence: Six seeded roles per workspace, from club director to club observer, with access granted per resource type.

Every sport, and esports, on one model

The product does not have a football edition and a swimming edition. A team has a sport, a fixture has a type, a measurement has a type, and the primitives underneath are identical, so a multi-sport academy runs football, basketball and athletics in one place. Esports is not a bolt-on: tournament fixtures render as a bracket on the same engine that produces a league table.

Evidence: A live tournament bracket view built on tournament-type fixtures sits alongside league standings in the same product.

Priced for grassroots, globally

Pricing tracks the number of athletes on your rosters rather than the number of administrators, so collaboration is never the thing you pay for. One squad is free forever and sized to run a real season, and paid tiers are set in four regional bands rather than converted from dollars — which is what puts the product within reach of clubs outside North America and Western Europe.

Evidence: Free plan covers 25 athletes, one squad and two staff logins; India is priced in rupees rather than converted from the dollar list.

06 Ideal Customer Profile

A multi-team club or academy of roughly 60 to 500 athletes that already runs competitions, employs or contracts coaching staff, and has been asked to show parents or a federation that its athletes are developing.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Grassroots clubs	1 to 5 teams, 30 to 120 players, volunteer-run	They keep the roster in a spreadsheet and the league table by hand, and the secretary loses an evening a week to both. The free plan and the Team plan let them start without a committee vote.
Academies and development programmes	50 to 500 athletes, paid coaching staff	They have to retain coaching method through staff turnover and prove development to fee-paying parents. Program templates and performance history answer both, and they can afford the Club or Academy plan.
Independent coaches and coaching businesses	1 to 5 coaches, 10 to 60 clients	They run their business through chat apps and spreadsheets. Session lifecycle, reusable programs and progress charts make them look professional and make renewals easier to justify.
Esports organisations	One to several rosters, plus coaching and performance staff	Scrims live in chat, stats are pulled from replays by hand, and physical conditioning sits in a different tool entirely. One model covers the roster, the tournament and both kinds of training.
Leagues, federations and multi-club bodies	10 to 100+ member clubs	They collect results manually and maintain tables centrally. Isolated club workspaces feeding one competition table, plus production single sign-on and a dedicated tenant, is the Federation conversation.

GEOGRAPHIES

Global. Strongest fit where incumbents are priced for North America or Western Europe and do not reach — India, South and Southeast Asia, Africa, Latin America and the Middle East — but the product is equally usable in the UK, Europe and North America, and pricing is set in four regional bands.

NOT A FIT — DO NOT CHASE

- A single casual team that only wants a group chat, a schedule and RSVP — free tools already do that well and AthleteBridge is more product than they need
- A buyer whose central requirement is game-film breakdown, camera hardware or recruiting exposure — that is Hudl's ground and we do not compete there
- An organisation that will not adopt anything without a native mobile app on day one; AthleteBridge is web-first today and mobile is on the roadmap
- A league whose main need is online registration, fee collection and a public website — registration and payments are not built
- An endurance-only coaching practice that lives on device sync and training-load science; wearable ingestion is not built and TrainingPeaks is honestly better for them today
- Anyone who needs a signed HIPAA business associate agreement as a precondition — that is handled case by case and is not a default posture

07 Buyer Personas

Five roles decide or block an AthleteBridge deal. The hook is the line to open with; the question is what they will ask you within two minutes, so have the answer ready.

Academy director or club owner

WHAT THEY WANT

Run a multi-team organisation from one record, keep the coaching method when staff leave, show fee-paying parents that athletes develop, and grow without doubling administration.

Open with: "When a coach leaves your academy, does the training plan leave with them — and can you prove to a parent that their child got faster this season?"

They will ask: How long does it take to get twelve teams and a hundred and eighty athletes in, and can I control which staff see what?

WHAT FRUSTRATES THEM

Five disconnected tools and five bills. Training plans that vanish with a departing coach. No data to answer a parent's question. No control over which coach can see which athlete's information.

Club secretary or team manager

WHAT THEY WANT

Keep an accurate squad list that coaches trust, schedule fixtures, publish a correct league table, and get their evenings back.

Open with: "How many hours a week goes into keeping the squad list and the league table correct, and how often does one of them turn out to be wrong?"

They will ask: I am not a technical person — how much of this will I have to learn before it saves me time?

WHAT FRUSTRATES THEM

Emailed spreadsheets that diverge, a hand-typed table that other clubs dispute, and a suspension that nobody saw before team selection.

Head coach or independent coach

WHAT THEY WANT

Author programs once and reuse them, run sessions professionally with a record of what was agreed, and show clients or the club that the work is landing.

Open with: "If you had to prove to a client tomorrow that eight weeks of your coaching worked, what would you actually show them?"

They will ask: Can I keep my programs as templates and reuse them across clients and seasons?

WHAT FRUSTRATES THEM

Rebuilding the same plan for every athlete, arranging sessions across chat apps, and having nothing but memory to point at when a client asks whether they have improved.

Strength, conditioning or performance analyst

WHAT THEY WANT

Capture training load and measurements consistently, watch trends across a squad, and give coaches an evidenced view of who is progressing and who is carrying too much.

Open with: "Do you have a comparable time series per athlete, or a folder of spreadsheets nobody has opened since March?"

They will ask: Does it read from wearables, and what exactly does the AI assessment base its call on?

WHAT FRUSTRATES THEM

Data typed into spreadsheets that nobody reads, no comparable time series across athletes, and no way to connect the numbers back to the programme that produced them.

Esports team manager

WHAT THEY WANT

Govern a roster with role-based access, schedule scrimms and tournaments, run structured review sessions, and connect physical conditioning to in-game performance.

Open with: "Is your gym work and your competitive record in the same place, or do you have to argue for the conditioning budget from memory?"

They will ask: Can I record custom in-game measurements alongside physical ones, and does the bracket handle our tournament format?

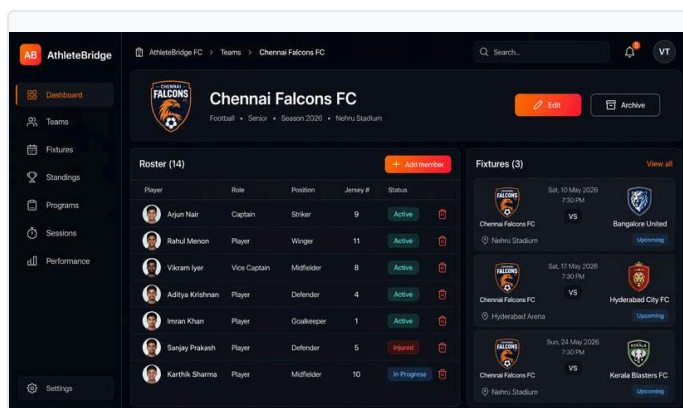
WHAT FRUSTRATES THEM

A shared sheet with six tabs that players break, scrimms arranged in chat, review sessions nobody records, and physical training in a completely separate tool.

08 Top Use Cases

12 SCENARIOS

Twelve situations the product handles today. Each names the role, the bind they are in before AthleteBridge, and what the product actually does — use the one closest to what the prospect told you, not the one you find most impressive.



CLUB SECRETARY, TEAM MANAGER, ACADEMY ADMINISTRATOR

A squad list every coach can trust

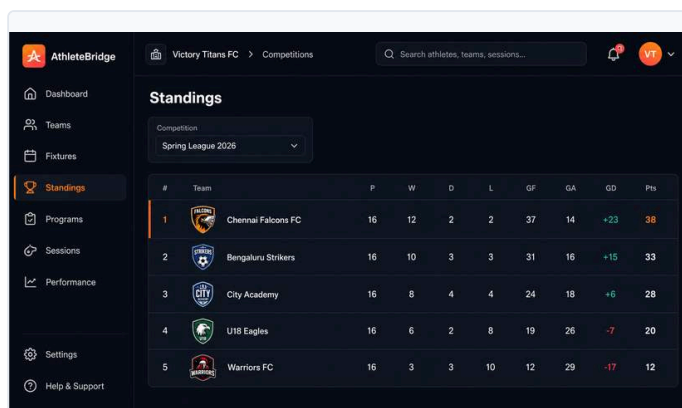
THE SITUATION

The roster is a spreadsheet emailed to three coaches. By midweek all three have different versions, and the one that matters is whichever the coach opened last.

WHAT HAPPENS WITH ATHLETEBRIDGE

Teams are created with a sport, a season, an age group, a home venue and a head coach. Members are added with a role — player, captain, coach, assistant coach, physio, manager — a status, a position, a jersey number and physical details, and edited inline from the team screen. Archiving a team or releasing a member preserves the record rather than deleting it.

One squad list, current everywhere, with the history of who was on it still intact.



CLUB SECRETARY, LEAGUE ADMINISTRATOR

Record the result, let the table fix itself

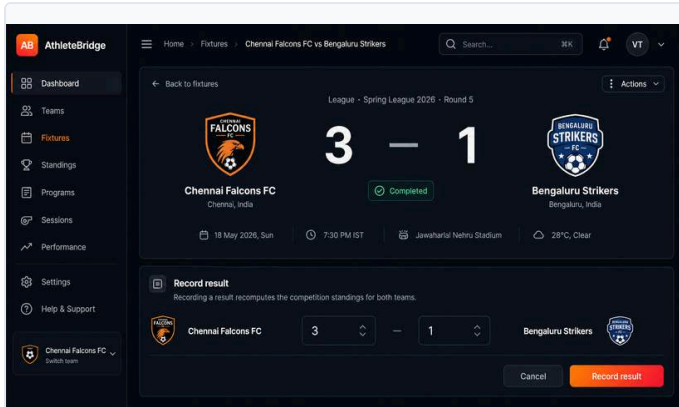
THE SITUATION

Results arrive by text on a Saturday evening and get retyped into a spreadsheet. One mistake and another club is on the phone on Monday.

WHAT HAPPENS WITH ATHLETEBRIDGE

The result is entered against the fixture. The match is marked complete and the competition table recomputes for both teams — played, won, drawn, lost, goals for and against, and points on a three-one-nil model, ordered by points then goals for. The table is never edited by hand, because it is derived from the results.

A league table that is correct by construction, and an evening a week back.



TEAM MANAGER, FIXTURES SECRETARY

Schedule a season in one place

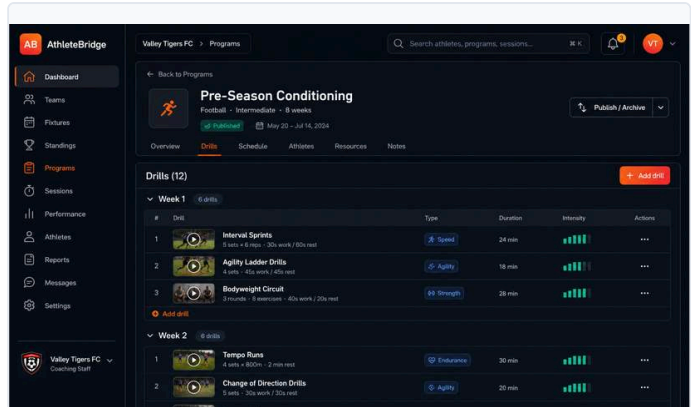
THE SITUATION

Fixtures are scattered across group chats and a printed list on the clubhouse wall, and half the squad turns up to the wrong venue at least once a season.

WHAT HAPPENS WITH ATHLETEBRIDGE

Fixtures are scheduled between a home team and an optional away team as friendlies, league games, cup ties, tournament matches or scrimmages, each with a competition, a round, a venue and a kickoff time, and each moving from scheduled through live to completed with postponed and cancelled branches. Squad availability is collected against the fixture so the coach picks from who can actually play.

One fixture list the whole club reads, with availability visible before selection.



HEAD COACH, DIRECTOR OF COACHING

Author a training program once, reuse it for years

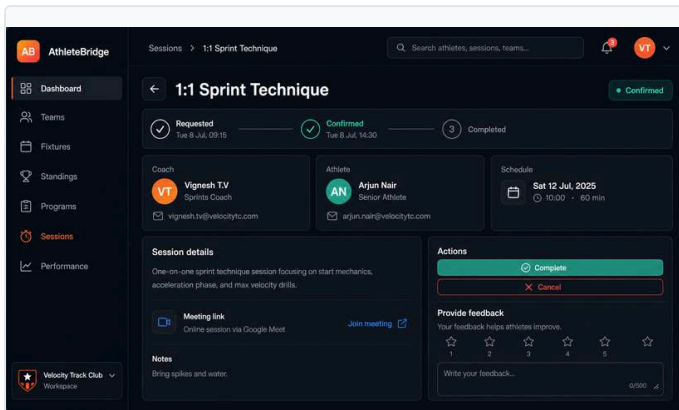
THE SITUATION

Every coach writes their own plan in their own notebook, and eighty per cent of the drills are the same. When the coach leaves, the plan leaves.

WHAT HAPPENS WITH ATHLETEBRIDGE

A program is created as a draft with its sport, level and week count. Drills are added with sets, reps, work and rest durations and an order within a week, each able to carry a demonstration video uploaded in the product. The program is published when it is ready, pulled back to draft to edit, archived at the end of its life, and marked a template if it should be reused.

Coaching method that belongs to the organisation and survives staff turnover.



INDEPENDENT COACH, COACHING BUSINESS OWNER, ACADEMY TECHNICAL COACH

Run coaching sessions like a business

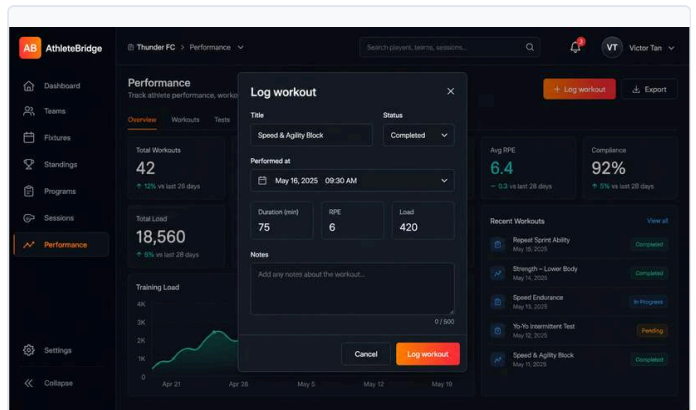
THE SITUATION

Sessions are arranged in direct messages, there is no record of what was agreed, and a client who asks what they got for six weeks of fees gets an anecdote.

WHAT HAPPENS WITH ATHLETEBRIDGE

A session is booked between a coach and an athlete — in person, online or hybrid, with a location or meeting link, a duration and an optional link to a program. It moves from requested to confirmed to completed, with cancellation and no-show branches, and on completion the coach records written feedback and a one-to-five rating that the athlete can read back.

Every session is a record: what was planned, what happened, and what the coach said.



ATHLETE, STRENGTH AND CONDITIONING COACH

Capture what an athlete actually did

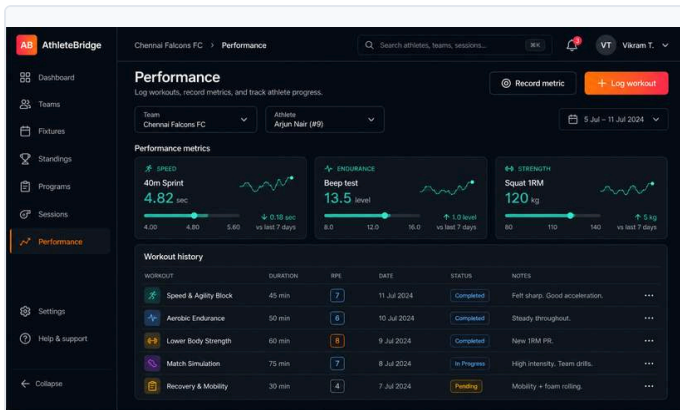
THE SITUATION

Training happens and then evaporates. Nobody knows whether the athlete completed the plan, how hard it felt, or how much load they carried into the next week.

WHAT HAPPENS WITH ATHLETEBRIDGE

A workout is logged as planned, completed or skipped, with when it was performed, its duration, a perceived-exertion rating from one to ten, a total load, free-form figures and notes, optionally tied to the program it came from. The history reads back as a paginated table on the athlete's record.

Adherence and effort become facts rather than assumptions.



PERFORMANCE COACH, ACADEMY DIRECTOR

Chart progress instead of describing it

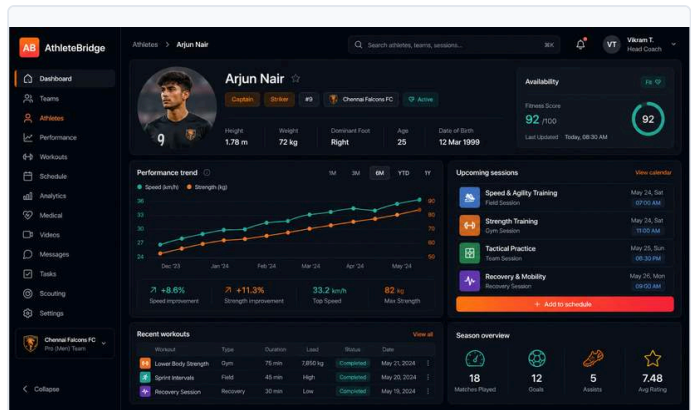
THE SITUATION

Measurements are taken on a clipboard three times a season and then never compared, so nobody can say whether the training block worked.

WHAT HAPPENS WITH ATHLETEBRIDGE

Measurements are recorded against an athlete with a type — speed, endurance, strength, agility, accuracy, weight, heart rate or a custom label — a value, a unit and a timestamp. The performance workbench shows each one as a headline figure with a trend line, a lowest-to-highest range and the change since the previous reading, next to the workout history behind it.

A progress curve per athlete, per measurement, that anyone can read at a glance.



ACADEMY DIRECTOR, HEAD COACH, PARENT, ATHLETE

Answer the parent question with data

THE SITUATION

At a parents' evening, "is my daughter improving?" is answered with "she is working very hard", and the family quietly starts looking at another academy.

WHAT HAPPENS WITH ATHLETEBRIDGE

The athlete profile consolidates identity and physical details, trend line charts per measurement with range filters, an improvement summary, workout history, and the coaching sessions they attended with the ratings those coaches gave. It is one screen, readable by a non-technical parent.

Retention argued from evidence rather than enthusiasm.



HEAD COACH, DIRECTOR OF COACHING, ACADEMY DIRECTOR

See the whole squad, honestly

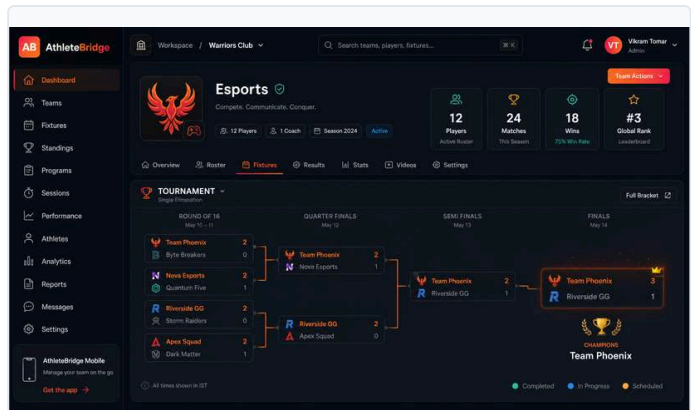
THE SITUATION

The organisation has data in five tools and a view of the squad in none of them, so decisions about load, selection and coaching quality are made on impression.

WHAT HAPPENS WITH ATHLETEBRIDGE

The coach dashboard aggregates real activity: total sessions, average session rating, completion rate, a session-status breakdown, average rating by coach, a weekly training-load trend and a league-standings snapshot. It deliberately shows no wellness index, readiness score or injury-risk percentage, because those numbers would have to be invented.

A squad-level view the coach can defend line by line.



ESPORTS TEAM MANAGER, TOURNAMENT ORGANISER

Run an esports competition on the same engine

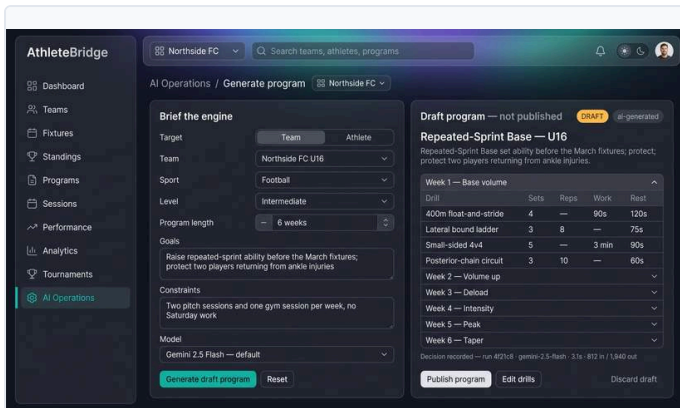
THE SITUATION

The gaming roster is a shared sheet, scrims are arranged in chat, and the bracket is drawn in an image editor and re-drawn after every upset.

WHAT HAPPENS WITH ATHLETEBRIDGE

Gaming rosters, tournament fixtures and results use the same primitives as physical sport. Tournament-type fixtures are grouped by round and rendered as a bracket, from the opening round through the quarter and semi-finals to a champion card driven by the real completed final, alongside league standings for anything played on points.

One organisation, one record, whether the competition is on a pitch or a server.



HEAD COACH, ACADEMY TECHNICAL STAFF

Commission a draft program instead of writing it from scratch

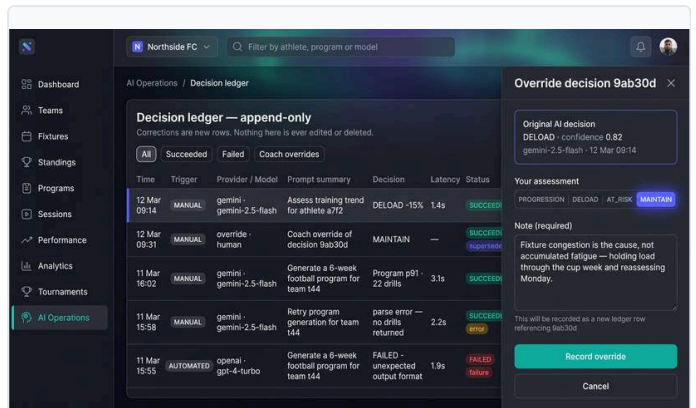
THE SITUATION

Programming a block is an evening's work per squad, so it gets skipped, recycled unchanged, or done badly at eleven at night.

WHAT HAPPENS WITH ATHLETEBRIDGE

The coach states the target — one team or one athlete — with the sport, the level, a length between one and twelve weeks, the goals in plain language and any constraints such as facilities or players returning from injury. The engine writes a real program with drills per week in order, and the result is created as a draft marked AI-generated. It reaches athletes only when a coach publishes it through the same lifecycle a hand-written program uses.

Hours of programming become a review, with a coach still holding the publish button.



CLUB MANAGER, ACADEMY DIRECTOR, ANYONE ACCOUNTABLE FOR HOW MINORS TRAIN

Keep a record of every automated decision

THE SITUATION

A club that lets software influence how children train has to be able to say, months later, what was decided, on what evidence, and who changed it — and usually cannot, because the answer was a chat message.

WHAT HAPPENS WITH ATHLETEBRIDGE

Every call to the decision engine appends one record holding what triggered it, which model answered, a non-identifying summary of what was asked, the decision returned, and whether it succeeded or failed. Failures are recorded too. A coach who disagrees does not edit the record: an override is appended against the human, with a required note, pointing at the decision it supersedes.

The engine's call, the coach's correction and the reason all remain on the record.

09 Product Capabilities

What exists today, group by group. Anything not marked shipped is marked honestly — read those labels before you promise anything in a room.

Squad and roster

The organisational spine: who is on which team, in what role, and in what condition.

Teams with a lifecycle

Squads carry a sport, a status running from forming through active and inactive to archived, an age group, a season, a home venue, a head coach and free-form tags.

Members with a sporting profile

A roster row holds the person's role, status, position, jersey number, height, weight, dominant side and join date, edited inline from the team screen.

Status tracking

Trial, active, injured, suspended and released statuses are visible to every coach at once, so an ineligible player is not selected by accident.

Availability and RSVP

Athletes and staff answer yes, no or maybe to a fixture or session, and the coach sees a live availability panel before picking a squad.

Non-destructive archiving

Archiving a team or releasing a member sets a terminal status and keeps the record rather than deleting history.

Reminder delivery by push and email planned

The reminder itself can be triggered today; delivering it as a push notification or email to the athlete is not yet wired up.

Fixtures and competition

Scheduling the season and producing a table nobody has to maintain.

Fixture scheduling

Friendlies, league games, cup ties, tournament matches and scrimmages between a home and an optional away team, with competition, round, venue and kickoff time.

Result recording

Entering a result marks the fixture complete and applies the outcome to both teams' competition records in the same action.

Self-computing standings

Played, won, drawn, lost, goals for and against and points on a three-one-nil model, ordered by points then goals for, recomputed from results rather than entered.

Esports tournament brackets

Tournament-type fixtures grouped by round and rendered as a bracket, with a champion card driven by the real completed final.

Fixture and session calendar views planned

A calendar layout over the shipped fixtures and sessions lists, with reminders, is designed but not built.

Multi-season history and federation-wide tables planned

Season rollover, historical tables and tables spanning many member clubs are on the roadmap.

Training and coaching

Authoring the work, publishing it, and running the sessions that deliver it.

Program publish lifecycle

Programs move through draft, published and archived with invalid transitions rejected, so athletes only ever see finished plans.

Drills with structure

Each drill carries sets, reps, work and rest durations, a week number and an order, so a plan is executable rather than a paragraph of advice.

Demonstration videos

A drill can carry a demonstration video uploaded from the drill list; media is held in the platform's shared file storage.

Reusable templates

Any program can be marked a template and reused across athletes, teams and seasons, which is how coaching method stays with the organisation.

Session lifecycle with feedback and rating

Requested, confirmed and completed, with cancellation and no-show branches, closing with written feedback and a one-to-five rating.

Drag-and-drop program builder planned

A richer authoring surface on top of the shipped drill list is planned; today drills are added, ordered and edited from a list.

Session payments and coach payouts planned

Taking money for a coaching session, holding it and paying the coach out is not built.

Performance and development

Capturing what athletes do and reading it back as evidence.

Workout logs

Planned, completed or skipped, with date, duration, perceived exertion, total load, free-form figures and notes, optionally tied to a program.

Typed performance measurements

Speed, endurance, strength, agility, accuracy, weight, heart rate or a custom label, each a time series per athlete with value, unit and timestamp.

Performance workbench

Per-measurement headline figures with trend lines, range scales and the change since the previous reading, beside a paginated workout history.

Athlete profile

Identity and physical details, trend charts with range filters, an improvement summary, workout history and session ratings on one screen.

Coach analytics

Session totals, average rating, completion rate, status breakdown, rating by coach, weekly training-load trend and a standings snapshot — real aggregates only.

Readiness and injury-risk dashboard planned

Readiness scores, injury-risk percentages and projected-progress charts are not built and are deliberately not shown, because they would have to be invented.

Wearable and device ingestion planned

Automatic import from watches, head units and fitness platforms is designed but blocked on vendor onboarding; measurements are entered by hand today.

Assistance and automation

The coaching decision engine, the in-app assistant and the agent surface — with a coach always holding the last word.

AI-drafted training programs

A brief — target, sport, level, length, goals and constraints — produces a real multi-week program with drills, created as a draft that only a coach can publish.

Progression and deload assessment

Recent workout logs and measurements are reduced to numbers and classified as progression, deload, at-risk or maintain, with a rationale, a confidence and a bounded load change.

Append-only decision record with coach override

Every decision, including failures, is recorded with its provenance. An override is appended against the coach with a required note rather than editing what came before.

Model choice per workspace

A catalogue of provider and model pairs with a workspace default and a per-request override; a chosen model is used or an error is returned, never silently swapped.

In-app assistant

Available on every authenticated screen, carrying the type and identifier of what the user is looking at — never athlete names, contact details or figures — and confirming before anything destructive.

Agent tool surface

The sports domain exposed as typed tools for a customer's own agent or script, running as the calling user under the same permissions, with a confirmation gate on destructive tools.

Dedicated operations console for automated decisions

in progress

A single screen for the model picker, the decision feed and the override action is being finished; the underlying operations are already available.

Per-decision cost and spend caps

planned

Recording and capping spend per workspace on automated decisions is on the roadmap.

Governance and platform

What comes with the platform underneath, which is why a small product ships with grown-up controls.

Access control on every operation

Permission is checked at the API edge before a request reaches the product, per resource type and per action, at administrator, editor or viewer level.

Seeded role catalogue

Six roles are created in every workspace — club director, team manager, head coach, performance analyst, athlete and club observer — so a parent or committee member never reaches athlete data.

Workspace isolation on every write

Every change is confined to one workspace and asserts it touched exactly one record, so an identifier guessed from another club cannot be read or written.

Single sign-on and shared identity

Sign-in is shared across the Burdenoff product family, with one identity able to hold several roles and every action still attributable.

Shared files, tags and notifications

Demonstration videos and attachments, workspace-wide tagging on teams and programs, and in-app, email and webhook notification come from the platform.

In-product audit timeline and quota display

planned

Actions are attributable at the platform level; surfacing a searchable activity timeline and live quota usage inside AthleteBridge is on the roadmap.

10 Pricing & Plans

Pricing is by organisation, measured by the number of athletes on your rosters rather than by administrator seat, so adding coaching staff does not raise the bill. Every day-to-day feature is on every tier including Free; paid tiers expand capacity, retention, support and governance. Prices are set in four regional bands rather than converted from the dollar list, and Federation is sold as an annual contract. The list below is the Band A price — the United States, the European Union, the United Kingdom, Japan, Korea, Australia, Canada and Singapore.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 forever No card required	An independent coach or a single small squad	25 managed athletes, 1 squad, 2 staff logins; 20 fixtures and 20 coaching sessions a month, 1 competition; 3 training programs, 30 drills; 100 workout logs and 200 measurements a month; 1 GB shared storage, 14-day analytics retention; Community support, best-effort availability
Team	\$29/mo or \$24/mo annual India ₹999/mo or ₹799/mo annual	One team or a small squad with paid staff	60 managed athletes, 3 squads, 10 staff logins; 200 fixtures and 300 sessions a month, 5 competitions; 50 programs, 750 drills; 3,000 workout logs and 5,000 measurements a month; 25 GB storage, 90-day analytics retention; Community support plus 2 tickets a month
Club	\$99/mo or \$79/mo annual India ₹3,999/mo or ₹3,199/mo annual	A multi-team club or a small academy	300 managed athletes, 15 squads, 40 staff logins; 1,000 fixtures and 2,000 sessions a month, 25 competitions; 300 programs, 5,000 drills; 25,000 workout logs and 50,000 measurements a month; 250 GB storage, 365-day analytics retention; Priority support under 24 hours, 99.9% service level
Academy	\$299/mo or \$239/mo annual India ₹11,999/mo or ₹9,599/mo annual	A large academy running many squads and paid coaching staff	1,200 managed athletes, 60 squads, 150 staff logins; 5,000 fixtures and 10,000 sessions a month, 100 competitions; 1,500 programs, 25,000 drills; 150,000 workout logs and 250,000 measurements a month; 1 TB storage, 730-day analytics retention; Priority support under 8 hours, 99.9% service level
Federation	From \$600/mo list; custom Annual contract, payment 30 days from invoice; India priced on a custom basis	Leagues, governing bodies and multi-club organisations	Contracted athlete, squad and staff numbers; Production single sign-on and directory sync included; Dedicated tenant or self-hosted deployment available; Custom retention, dedicated support and a 99.95% or better service level; Sold and quoted by us — do not publish a hard price

Add-ons

ADD-ON	PRICE
Athlete +50	\$19/mo (₹799/mo)
Athlete +250	\$79/mo (₹3,199/mo)
Athlete +1,000	\$249/mo (₹9,999/mo)
Team +5 squads	\$19/mo (₹799/mo)
Session +500 a month	\$15/mo (₹599/mo)
Performance Standard (+25,000 workout logs, +50,000 measurements a month)	\$19/mo (₹799/mo)

ADD-ON	PRICE
Performance Pro (+150,000 workout logs, +250,000 measurements a month)	\$59/mo (₹2,399/mo)
Storage +250 GB	\$39/mo (₹1,599/mo)
Support, 5 hours prepaid	\$299 one-time
Support, 20 hours prepaid	\$999 one-time

WHAT TO TELL A PROSPECT ABOUT PRICE

- Bands B, C and D are materially cheaper than the Band A list above. Band C, for example — Latin America, Southeast Asia, Turkey and South Africa — is \$14, \$49 and \$149 a month for Team, Club and Academy. Quote the band the customer is actually in.
- Add-ons are available on Team, Club, Academy and Federation, and expand capacity without moving the customer up a tier. They never unlock production single sign-on, data residency or a dedicated tenant below Federation.
- Federation is sales-led. The \$600 a month list is an anchor, not a quote — bring the opportunity to us and we will price it.
- Self-serve checkout is being switched on market by market. If a prospect wants a paid plan today, introduce them rather than sending them to a payment page — we will issue the plan directly.
- Never quote a discount, a currency conversion or a rounded figure. If the price you need is not in this pack, ask us for it.

11 Competitive Landscape

Seven products a prospect is likely to name. Each of them genuinely beats AthleteBridge at something, and saying so is what makes the rest of the comparison credible. Public pricing here was accurate as of July 2026 — check it before you quote it.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Hudl	The dominant sports video-analysis and team-performance platform, known for game-film breakdown, capture hardware and recruiting exposure, sold mostly to schools, colleges and clubs with a video budget.	Game-film breakdown is their category and we do not compete with it. Their recruiting network, capture hardware and mobile experience are all genuinely ahead of us, and for a programme whose central need is video they are the right answer.	We run the season rather than the film: roster, fixtures, a self-computing table, programs with a publish lifecycle, coaching sessions and typed measurements on one record. We also have a free tier, where their entry team plans have historically started around \$500 a year, and we support esports, which they effectively do not.
TeamSnap	The largest grassroots youth-sports organisation platform in North America — scheduling, rosters, availability, messaging, drills, registration and payments, built for volunteer parent coaches.	Nothing beats them for volunteer-friendly simplicity and parent adoption, and they take registration money and season fees today, which we do not. Their mobile app is a habit for families.	They coordinate; we develop. Auto-computed standings, structured programs with a real lifecycle, the coaching-session flow and typed performance history are all absent from their product, and their drills are content rather than governed programs.
SportsEngine	An institutional youth-sports suite owned by NBC Sports, combining registration, payments, rostering, schedules, club websites, financials, safety programmes and tournament brackets.	Mature registration and payment workflows, a built-in website builder and safety-programme integration with background checks. For a league whose year revolves around taking registrations, they are hard to beat, and the brand carries weight with institutional buyers.	We focus on the coaching, competition and development record rather than the registration overhead: training-program governance, session booking with feedback and ratings, and performance analytics they do not offer, on a modern interface.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Heja	A mobile-first team communication and scheduling app with a strong European following — schedules, availability, messaging, documents, attendance and fee tracking for youth teams.	Extremely simple for volunteer coaches and parents, with an excellent reminder and attendance habit, a free tier and a warm youth-centric brand. Their mobile experience is better than ours, and mobile is where their users live.	The sports data model underneath is very shallow: no training programs, no drills, no fixtures with standings, no performance history. We replace the scheduling tool and add the layer they do not attempt.
TrainingPeaks	The reference training platform for endurance athletes and their coaches — structured workout prescription, training-load analytics, deep device integration and a large marketplace of prebuilt plans.	Their endurance analytics are the standard, their device and wearable ecosystem is deep, and they have two decades of athlete-data continuity. For a running, cycling or triathlon coach, they remain the better product and we should say so.	They are endurance-only and athlete-only. There is no club record — no roster, no fixtures, no standings, no governance — and no typed development curve for football, basketball, cricket, tennis or esports. Our pricing tracks roster size rather than per-athlete coach plans.
Spond	A free, mobile-first team communication and scheduling app popular in European grassroots sport, covering messaging, events, availability, reminders, polls and fee collection.	The core app is free with no member limits and they collect payments today, which is a real gap for us. Their availability and reminder workflow is excellent, and their youth-safety features are well thought through.	They schedule events; they run no competition and no development layer. Programs, drills, coaching sessions, standings and typed measurements are all missing, and their free tier carries sponsor advertising where ours does not.
Stack Team App	A free, customisable branded club app and website with member management, chat, events, live scores, player profiles and document sharing.	A club that wants its own branded app and website gets one, free, and their live-score feature and ecosystem reach are real. If branding is the requirement, we do not do it.	We supply the layer underneath the club app — training programs, coaching sessions, a table computed from results rather than posted as scores, and performance history — without advertising on the free tier.

THE POSITIONING LINE TO HOLD

AthleteBridge is not a better video tool, a better team chat or a better endurance log — it is the record that connects the season those tools leave in pieces.

12 Why Us / Differentiators

If a prospect remembers nothing else, these are the things that are structurally true of AthleteBridge and not of the alternatives.

Six primitives on one connected record

Roster, fixtures, standings, programs, sessions and measurements are one model, not six integrations. Every competitor owns a slice of the season; none of them connect the whole of it, which is why clubs end up retyping the same information into three tools.

Standings are derived, never entered

The source of truth is the result; the table is a computed consequence. That single design decision removes the club secretary's weekly spreadsheet job and the disputes that come with it, and it is absent from every product in the comparison.

A publish lifecycle that protects coaching method

Programs move through draft, published and archived with invalid transitions rejected, and can be saved as templates. The academy keeps its method when a coach leaves — which is a retention and quality argument, not a features argument.

Proof of progress for team sports, not just endurance

Endurance athletes have had a standard for years; footballers, swimmers, cricketers and esports players have not. Typed time-series measurements across speed, strength, agility, accuracy and custom dimensions make "is my child improving?" answerable in any sport.

Esports and physical sport on one spine

Competitive gaming is a sport in the data model rather than a separate product, so an organisation running both sees conditioning and competition on the same record. No incumbent in this market treats them as one thing.

Governance inherited, not bolted on

Permission checks on every operation, workspace isolation asserted on every write, single sign-on, audit, billing and file storage arrive with the platform. Competitors either charge enterprise prices for this, offer a shallow version, or have none.

Honest labelling as a policy

Shipped, in progress and planned are marked in the product's own material, including on the public site. In a market where sports-tech vendors habitually oversell, a buyer who has been burned before treats that candour as a reason to trust the rest.

13 Customer Proof & Credibility

There are no customer references to lean on, so credibility has to come from the product itself: the depth of what is built, the controls around it, the honesty of the labelling, and how quickly a prospect can test the claims with their own squad. Invite verification rather than asking for belief.

PERMISSION CHECKED ON EVERY OPERATION

Access control is enforced at the API edge on every read and write, per resource type and per action, at administrator, editor or viewer level — the product itself never decides who may do what.

SIX ROLES SEEDED INTO EVERY WORKSPACE

Club director, team manager, head coach, performance analyst, athlete and club observer are created automatically, so a committee member or parent can follow fixtures and the table without ever reaching athlete profiles, sessions, workouts or performance data.

ISOLATION ASSERTED ON EVERY WRITE

Each change is confined to one workspace and asserts that it touched exactly one record, so an identifier guessed from another organisation cannot be read or written. This is a property of the code, not a setting.

NOTHING IN THE DASHBOARDS IS INVENTED

The coach dashboard shows real aggregates over sessions, workouts and results, and deliberately omits wellness, readiness and injury-risk indices because the data to support them does not exist yet. That restraint is unusual and worth pointing at.

A STATED COMPLIANCE TRACK

SOC 2 Type II is targeted for the fourth quarter of 2026, ISO 27001 for the first quarter of 2027 and its privacy extension for the second, with India's data-protection obligations maintained on an ongoing basis. Data is hosted in India. None of these certifications is held today.

TESTABLE IN AN AFTERNOON

The free plan covers a real squad for a full season, so a prospect can create a team, schedule a fixture, record a result, watch the table recompute and publish a program without spending anything or talking to us.

Be straight about this. AthleteBridge is early. It launched recently, has no public reference customers, no published usage numbers, no testimonials and no case studies, and nothing on our side should be presented as if it does. Some capabilities a prospect will assume are present are not: there is no native mobile app, no wearable or device import, no calendar view over fixtures and sessions, no online registration or session payments, and no injury-risk or readiness scoring. Self-serve checkout for paid plans is still being enabled market by market. What a prospect should weigh instead is the depth and correctness of what is built — the connected data model, the derived standings, the governed program lifecycle, the performance history and the access controls — plus the fact that they can test every one of those claims on the free plan with their own squad before committing. If that trade is wrong for them, say so and walk away; there will be another club next week.

14 Demo Information

The most persuasive demo is the prospect's own squad on the free plan. If you are showing it yourself, follow this order — it builds the argument in the same sequence the product's value accumulates.

HOW TO GET A DEMO

Anyone can create a workspace and start on the free plan with no card at app.athletebridge.com. For a guided walkthrough with a real evaluation behind it, book Vignesh T.V. directly at <https://calendly.com/vignesh-burdenoff/1-1> or email vignesh@burdenoff.com. Partners do not need a separate demo tenant — use the free plan.

Runs about Twenty minutes for the roster, fixtures and standings arc. Forty minutes if the prospect cares about training programs and athlete performance, which most academies do.

WHERE TO LOOK

- **Product website** — <https://athletebridge.com>
- **Start free in the app** — <https://app.athletebridge.com>
- **Use-case stories** — <https://athletebridge.com/use-cases>
- **Book a walkthrough with Vignesh** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

1 Create a team and add three members

"This is the squad list, and it is the only one. Role, status, position, jersey number, physicals. Change a status here and every coach sees it — there is no version to email round."

2 Set a member's status to injured or suspended

"This is the fine you do not pay. The coach picking the team on Saturday cannot miss it, because they are reading the same row you just changed."

3 Schedule a fixture, then record the result

"Watch the table. I am not going to type anything into it — the result is the only thing I enter, and the standings recompute for both teams on a three-one-nil model."

4 Open the standings screen

"Nobody maintains this. It cannot drift from the results, because it is derived from them. That is the club secretary's Tuesday evening back."

5 Build a program, add drills, publish it

"Sets, reps, work and rest, ordered by week, with a demonstration video if you want one. It stays a draft until you publish it, and you can save it as a template — so when this coach leaves, the plan stays with you."

6 Book a coaching session and complete it with feedback and a rating

"Requested, confirmed, completed — with feedback and a rating at the end. That is a coaching business, not a chat thread."

7 Log a workout and record a measurement, then open the athlete profile

"This is the parents' evening answer. Sprint time, strength, whatever you measure, as a curve — plus what they actually completed and how their coach rated them."

8 Open the coach analytics dashboard

"Sessions, average rating, completion rate, weekly load. Notice there is no readiness score and no injury-risk percentage — we do not have the data to compute those honestly, so we do not show them."

15 Sales Talking Points

Eight lines that carry weight in a live conversation. Say them in the prospect's language, not ours.

One record from roster to result

It is the whole product in six words, and it maps directly to the five tools they are already paying for and reconciling by hand.

The table fixes itself

For a club secretary this is the single most vivid benefit in the product. It is concrete, it is weekly, and they can verify it in two minutes on the free plan.

Your coaching method stays when the coach leaves

Academy directors have all lived through this. Framing programs and templates as intellectual-property retention turns a features conversation into a business one.

"Is my child improving?" becomes a chart

Parent retention is what academies actually sell. Typed measurements over time make the answer evidential rather than reassuring.

Every sport, every level, esports included

Multi-sport academies and organisations running both physical and gaming rosters have to buy two products today. One model is a structural advantage no incumbent matches.

Governance you would normally pay enterprise prices for

Role-based access, workspace isolation, single sign-on and audit come with the platform. For an academy handling minors' data this moves from nice-to-have to buying requirement.

A free plan that runs a real season

It removes the budget conversation entirely from the first meeting. A coach can adopt without approval, which is how this product spreads inside a club.

We tell you what is not built

No mobile app, no wearables, no payments. Saying it first costs nothing and buys credibility for everything else you claim — and it stops a partner being caught out in the demo.

The objections below are the ones prospects actually voice. Answer the hard ones plainly; a concession made early is worth more than an argument won late.

"We already use TeamSnap and it works fine."

Then keep the part that works. TeamSnap coordinates a team well; it does not run a competition, hold structured training programs, or record whether an athlete is getting better. The question is not whether their scheduling is good — it is whether the table, the training method and the development record currently live anywhere at all.

PROOF · No fixture-and-standings engine, no governed training-program lifecycle and no time-series performance history exist in their product; their drills are video content rather than programs.

"You have no customers I can call."

That is true and I am not going to dress it up. There are no reference customers, no testimonials and no published numbers. What there is instead is a free plan you can run against a real squad for a season, without paying us or talking to us, and everything I have claimed is falsifiable inside an afternoon.

PROOF · The free plan covers 25 athletes, a full squad, a competition, programs, sessions and workout logging with no card required.

"Why would I not just use a spreadsheet? It is free."

A spreadsheet is free until it is wrong. The version everyone has is different, the table gets retyped by hand every week, an injury or suspension is missed at selection, and none of it accumulates into anything you can show a parent. AthleteBridge is the same data with a single copy and a table you never type.

PROOF · Standings are recomputed from recorded results rather than entered; member status changes are visible to every coach at once.

"This is too expensive for a club like ours."

One squad is free forever and is sized for a real season, not crippled. Beyond that, Team is \$29 a month at the Band A list and materially less in other regions — India is ₹999. And you are billed by athletes on the roster, not by staff seats, so bringing your coaches in does not cost more.

PROOF · Four regional pricing bands set by market rather than converted from dollars; the value metric is managed athletes.

"There is no mobile app. Our coaches and parents live on their phones."

Correct, and it is our biggest honest gap — the incumbents are mobile-first and we are web-first today. Native apps are on the roadmap. If phone-native is non-negotiable for your parents this year, we are the wrong choice, and I would rather tell you now.

PROOF · Native mobile is marked roadmap on the public site rather than implied as present.

"Why not build this ourselves? We have a developer on the committee."

The roster and the fixture list are a weekend. What takes a year is everything after: a standings engine that stays correct, a program lifecycle with valid transitions, per-role access control, workspace isolation, single sign-on, audit, file storage and notifications — plus maintaining all of it once your volunteer developer moves on.

PROOF · Access control, isolation, sign-on, billing, files, tagging and notification all come from the shared platform rather than being written per product.

"You are a small company. What happens if you disappear?"

A fair question for any young vendor. Two things reduce the risk: everything you put in is reachable through an open, documented API rather than locked in a screen, so your data can leave; and AthleteBridge is one product on a shared platform used across a family of products, so the foundations are not maintained by this product alone.

PROOF · The whole domain is queryable through a federated GraphQL API, and there is an agent tool surface over the same operations.

"We handle children's data. How do I know this is safe?"

Permission is checked on every operation before the request reaches the product, every write is confined to one workspace, and roles are seeded so a committee member or parent can see fixtures and the table but never athlete profiles, sessions, workouts or performance data. Data is hosted in India. SOC 2 and ISO 27001 are targeted, not held — I will not tell you otherwise.

PROOF · Six seeded roles per workspace with access granted per resource type; certification target dates are published rather than implied.

"Everyone claims AI now. What does yours actually do?"

Three specific things: it drafts a multi-week program from a brief, which lands as a draft only a coach can publish; it reads recent workouts and measurements and calls progression, deload, at-risk or maintain with a rationale; and it records every decision, including failures, so a coach can override it and both entries remain. It does not predict injuries and it does not score readiness — those would be invented.

PROOF · Overrides are appended against the coach with a required note rather than editing the original; no readiness or injury-risk field exists in the product.

"Who supports us when something breaks on a matchday?"

Support scales with the plan: community on Free, tickets on Team, priority response on Club and Academy, and a dedicated arrangement with a service level on Federation. On a partner-sourced deal we will also tell you honestly, before you sign, what response time we can hold to.

PROOF · Published support tiers per plan, with a 99.9% service level on Club and Academy and 99.95% or better on Federation.

17 Discovery / Qualification Questions

Ten questions to ask before you pitch anything. The point is not to qualify them out of politeness — it is to find out whether the pain is weekly, because a weekly pain is what makes this product get bought.

ASK THIS	LISTEN FOR
Where does your squad list actually live, and how many copies of it are there?	A spreadsheet emailed to coaches, or several versions in chat groups. If they laugh before answering, you have found the pain.
Who maintains the league table, and how long does that take each week?	One named person doing it by hand on a Sunday. This is the fastest demo you can give and the easiest value to prove.
How many teams do you run, and how many athletes across them?	The plan sizing. Under 25 athletes is Free, up to 60 is Team, up to 300 is Club, up to 1,200 is Academy — and multi-club means Federation.
What happened the last time a coach left?	Training plans that left with them and a successor starting from nothing. This is the template and lifecycle conversation.
When a parent asks whether their child is improving, what do you show them?	Silence, or "we tell them he's working hard". That gap is the performance-history sale, and it is tied to fee retention.
How do coaches decide who is fit to play this weekend?	Memory, a chat message, or someone shouting across the changing room. Status tracking and availability answer this directly.
What are you paying for today across scheduling, communication and anything else?	Two or three subscriptions plus spreadsheets. It sets up a consolidation argument and tells you what budget already exists.
Does anyone outside your coaching staff need to see athlete data — a committee, a sponsor, parents?	An access-control requirement they have never been able to enforce. The seeded observer role is a clean answer.
Do you run anything beyond one sport — other codes, other age groups, or esports?	Multi-sport or gaming rosters. Every incumbent forces them into a second product; we do not.
If this worked, what would you stop doing on a Tuesday evening?	A specific, dreaded task. If they cannot name one, the pain is not weekly and this is not a near-term opportunity.

18 How to Identify a Good Opportunity

Use these to decide whether to spend your own time. Green signals are worth an introduction this week; red ones are worth a polite exit and a better use of your afternoon.

STRONG SIGNAL — PURSUE

- Several squads or age groups under one club, academy or organisation
- A league table or competition record maintained by hand today
- Fee-paying parents or a federation asking for evidence of athlete development
- Coaching staff turnover, with training plans held by individuals rather than the organisation
- Both physical sport and esports rosters under the same management
- Already paying for two or more tools and complaining about reconciling them

Introduce us straight away.

WORTH A CONVERSATION

- A single team with a keen coach — real fit, but likely to sit on the free plan for a while before paying
- Interest driven by one enthusiast with no budget authority and no committee mandate
- A federation or league opportunity, which is a genuine fit but a longer, sales-led cycle we must run
- A prospect outside our regional pricing bands who will need a quote before they can evaluate
- Heavy dependence on phone-based workflows, where the missing mobile app will surface in week two

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- The core requirement is online registration and collecting season fees — not built
- The core requirement is game-film breakdown, camera hardware or recruiting exposure
- Endurance-only coaching that depends on device sync and training-load science
- They want a branded club app and website of their own, which is out of scope
- A procurement process demanding certifications we hold today rather than target

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

"Who keeps your league table correct, and how long does it take them every week?" — if there is a named person losing hours to it, everything else in this product will land; if there is no competition to run at all, you are probably talking to a chat-app buyer.

19 How to Introduce Us

Keep the introduction short and concrete. You are not selling the product — you are making it easy for someone to spend twenty minutes finding out whether it fits. Always name the specific pain they described to you.

IN CONVERSATION

"You know how the squad list is always out of date and someone has to type up the league table every week? There is a platform that keeps all of it on one record — roster, fixtures, training plans, sessions, and the actual numbers on whether athletes are improving. It is early and it is free for one squad. Want me to introduce you to the person who runs it?"

EMAIL — SUBJECT: THE SQUAD LIST AND THE LEAGUE TABLE, ON ONE RECORD

Hi [Name],

You mentioned the squad list lives in a spreadsheet and the league table gets typed up by hand every week.

I have been looking at AthleteBridge — a sports, coaching and training platform that keeps all of that on one record: rosters, fixtures, standings that recompute themselves when you enter a result, training programs, coaching sessions, and athlete performance over time.

It is early, and there is a free plan for a single squad, so you can test it against a real team before spending anything.

Worth twenty minutes? I can introduce you to Vignesh T.V., who runs the product (vignesh@burdenoff.com, +91-7358445777), or you can book him directly: <https://calendly.com/vignesh-burdenoff/1-1>

Best,
[Your name]

SHORT MESSAGE / LINKEDIN

"[Name] — you were describing the spreadsheet-and-group-chat problem for [club]. AthleteBridge puts the roster, fixtures, self-computing standings, training programs and athlete performance on one record, and there is a free plan for a single squad. Early product, honest about what is and is not built. Happy to make an introduction if it is useful."

WARM THREE-WAY INTRODUCTION

Send one email with both parties on it. Two lines on who they are and what they run, two lines on the specific pain they described in their own words, and the link to <https://calendly.com/vignesh-burdenoff/1-1> so they can book without another exchange. Copy vignesh@burdenoff.com and let us take it from there.

Please do not: Do not claim customers, clubs, results or usage numbers — there are none, and a prospect who checks will not come back; Do not promise a mobile app, wearable sync, online registration, session payments or injury-risk scoring; none of those exist; Do not quote a discount, a converted price or a rounded figure — quote the band the customer is in, or ask us; Do not present competitor pricing as current without checking it; the figures in this pack were accurate in July 2026; Do not send screenshots of another organisation's data or anything you were shown in confidence

20 Lead Handoff Process

Register the opportunity before the first meeting, not after it. Registration is what protects your commission, and it takes a paragraph.

1. Register the opportunity

Email vignesh@burdenoff.com with the organisation's name, the contact, and one line on why you think it fits. This attributes the deal to you before any conversation happens.

2. Send us what you heard

The pains in their words matter more than a tidy summary. Include the sports, the number of teams and athletes, what they use today, and any deadline — a season start, a federation requirement, a renewal date.

3. Make the introduction

One email with both parties on it, or a booking straight into <https://calendly.com/vignesh-burdenoff/1-1>. Say plainly whether you want to stay on the call; either is fine.

4. We qualify and demo

We run the first conversation, confirm the fit, walk the product and tell the prospect honestly what is not built. If it is not a fit we say so early rather than dragging it out.

5. We scope, quote and contract

Plan sizing against athlete and squad numbers, regional band, any add-ons, and — for a Federation deal — governance, deployment and service-level terms. You are copied throughout unless you ask not to be.

6. Onboarding and commission

We set up teams, roles and the first competition with them. Commission is calculated on the terms in your signed Partner Agreement and paid on the sourced subscription.

SEND US THIS — IT IS ALL WE NEED

- Organisation name, country and website
- Named contact, their role, and whether they can approve spend
- Sports run, number of teams or squads, and approximate number of athletes
- What they use today — scheduling, communication, video, spreadsheets — and what they pay for it
- The pain they described, in their own words rather than paraphrased
- Any timing pressure: season start, federation requirement, renewal date or budget cycle
- Whether you want to stay involved through the sales conversation or hand it over

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registered opportunity within one working day and make contact with the prospect within two. If we decide it is not a fit, you will hear that from us with a reason rather than being left waiting.

Deal registration: Registration is by email to vignesh@burdenoff.com and is what establishes attribution. An opportunity you registered stays attributed to you for the period set in your Partner Agreement, even if the prospect later approaches us directly. Register early — an introduction made before registration is much harder to attribute afterwards.

21 Partner / Referral Commercials

Partners are paid on the subscription revenue they source. There is no services marketplace, no course catalogue and no separate AI product to resell — only AthleteBridge subscriptions, add-ons and, on Federation deals, enterprise infrastructure and services. The figures below are the planned programme; the signed agreement governs.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral partner	Introduces a qualified club, academy or league. We sell, contract and support the customer.	15% of first-year net subscription revenue on Team, Club and Academy deals; 10% on Federation deals, which carry a higher contract value.	A reduced continuing commission — indicatively 5% — where the partner stays engaged with the account. · Not separately scheduled. Treated with the sourced subscription and confirmed in the Partner Agreement.
Implementation partner	Sources the opportunity and delivers onboarding, data migration and setup for the customer.	The referral rate on the sourced subscription, plus the partner keeps their own services revenue billed under their own statement of work.	As per the referral schedule where the partner remains engaged. · Not separately scheduled. Confirmed in the Partner Agreement alongside the services scope.
Authorised reseller	Resells AthleteBridge subscriptions under a signed reseller agreement and owns the first-line commercial relationship. The product is sold under the AthleteBridge name.	Up to 20% reseller margin off list on Team, Club and Academy. Federation margin is negotiated per deal.	Negotiated in the reseller agreement, contingent on the account remaining active and supported. · Negotiated with the resale margin rather than scheduled separately.

THE RULES THAT MATTER

- Commission is calculated on net subscription revenue, excluding taxes, infrastructure pass-through and marketplace fees
- A signed Partner or Reseller Agreement is required before any commission is payable
- Deal registration is what attributes the opportunity — register before the first conversation, not after
- Pre-launch honesty applies to partners: no invented users, clubs, results or metrics, in any material you produce
- Anti-bribery and data-protection terms apply, including to anything you are shown about a prospect's athletes
- There is no services marketplace, escrow, course catalogue or standalone AI product to resell

GETTING PAID

Commission is calculated on net subscription revenue for the sourced account. Timing, currency, invoicing and any clawback where a customer refunds or does not pay are set out in the signed Partner Agreement.

Every figure here is a planned programme rate published ahead of the partner programme opening, not a quotation. The terms that bind are those in your signed Partner or Reseller Agreement and in the quote we issue to the customer. Where the two differ, the signed agreement and the quote govern.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If AthleteBridge is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
AthleteBridge website	https://athletebridge.com	Public positioning, features and the honest shipped-versus-roadmap labelling
Start free in the app	https://app.athletebridge.com	Create a workspace on the free plan with no card — the best demo you can give
Documentation	https://docs.athletebridge.com	Product guides and API reference for a technical evaluator
Pricing	https://athletebridge.com/pricing	Published plans; always quote the customer's own regional band
Use-case stories	https://athletebridge.com/use-cases	Scenario pages by role — send the one that matches what the prospect told you
Comparisons	https://athletebridge.com/vs	Head-to-head pages against the incumbents, including where they win
Security	https://athletebridge.com/security	Access control, isolation, data residency and the compliance position
Frequently asked questions	https://athletebridge.com/faq	Plain answers a non-technical buyer can read on their own
Book a call with Vignesh T.V.	https://calendly.com/vignesh-burdenoff/1-1	Direct booking — vignesh@burdenoff.com, +91-7358445777
All Burdenoff products	https://burdenoff.com/products	The wider product family, useful when a prospect's need sits next door

WHAT YOU CAN SHARE, AND WITH WHOM

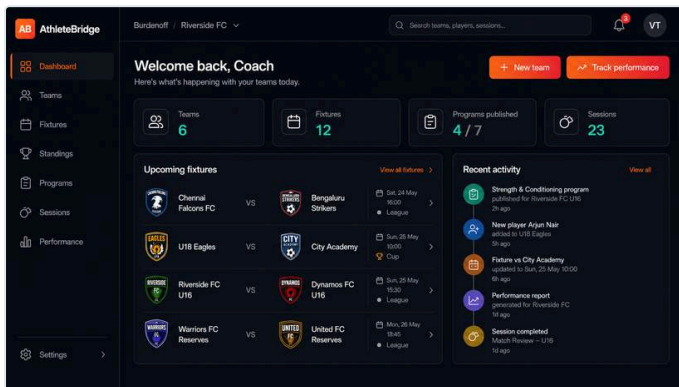
- Share freely: anything published on athletebridge.com, the documentation site, the use-case and comparison pages, and the published plan prices. These are already public.
- Prospect-facing only: this playbook, the cheat sheet and the product screens in it. Use them in a meeting or a one-to-one email, not on a public site, a social post or a directory listing.
- Ask us first: any use of the AthleteBridge name or logo in your own marketing, a co-branded page, a press mention, a webinar or a conference listing, or any written claim about roadmap timing.
- Never: invented customers, clubs, athletes, results, usage figures or testimonials; screenshots containing another organisation's data; or any capability described as shipped that this pack marks in progress or planned.
- Competitor material in this pack reflects public pricing and product information as of July 2026. Check it before you repeat a figure, and never disparage a competitor — the concessions in the comparison table are what make the rest of it credible.

24 Product Mockups — Complete Visual Appendix

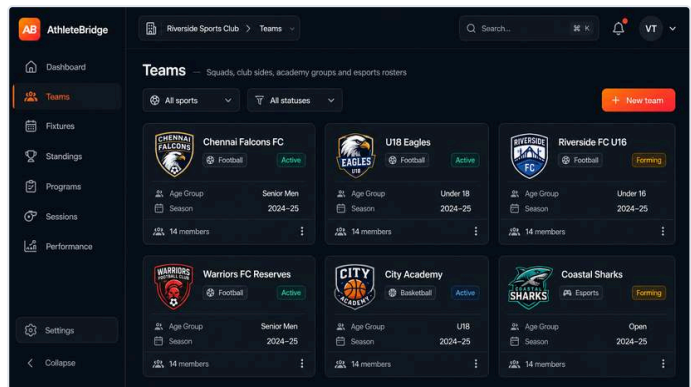
33 SCREENS

Every screen in the AthleteBridge design set — 33 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

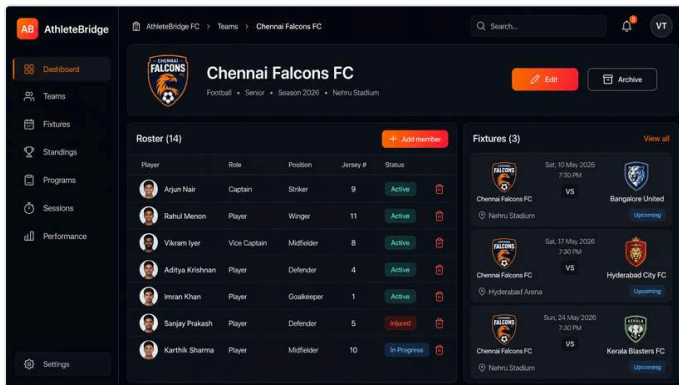
PRODUCT SCREENS • 32 SCREENS



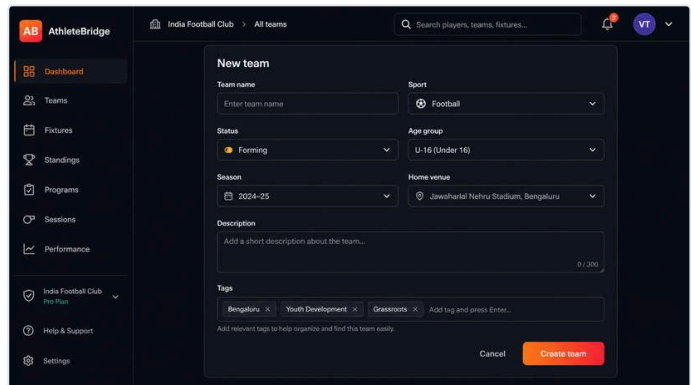
001 Athletebridge Mock 01 Dashboard



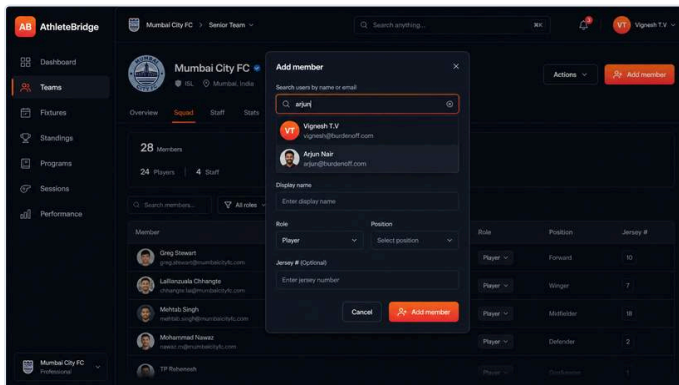
002 Athletebridge Mock 02 Teams List



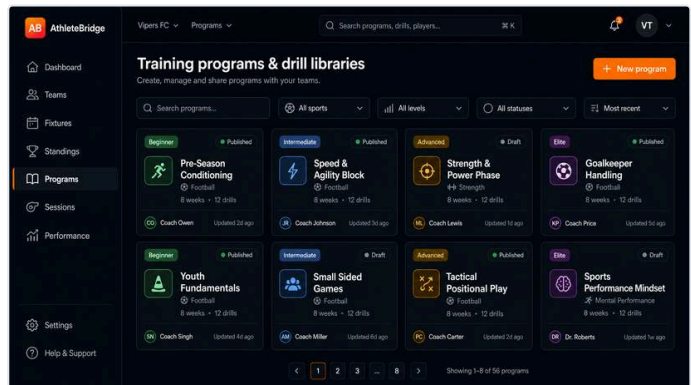
003 Athletebridge Mock 03 Team Detail



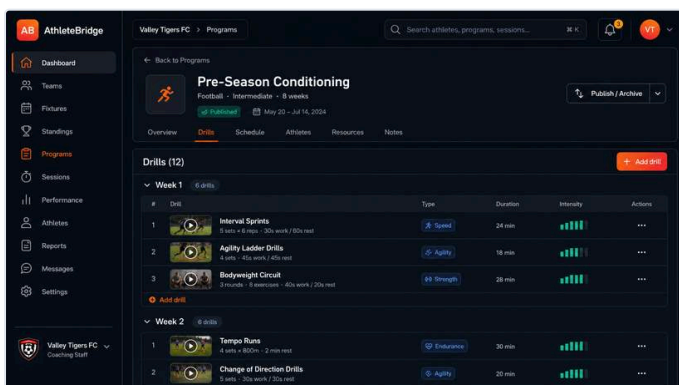
004 Athletebridge Mock 04 Team Form



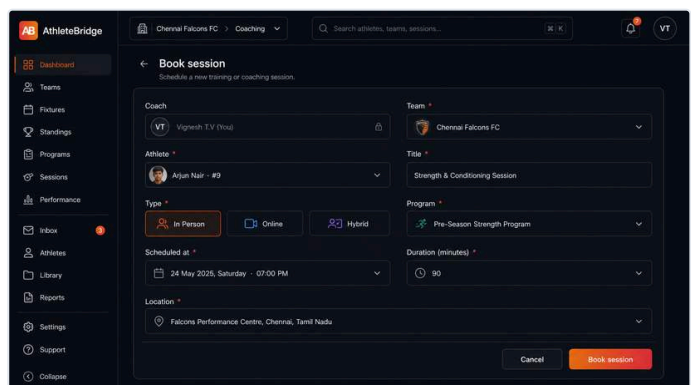
005 Athletebridge Mock 05 Add Member Dialog



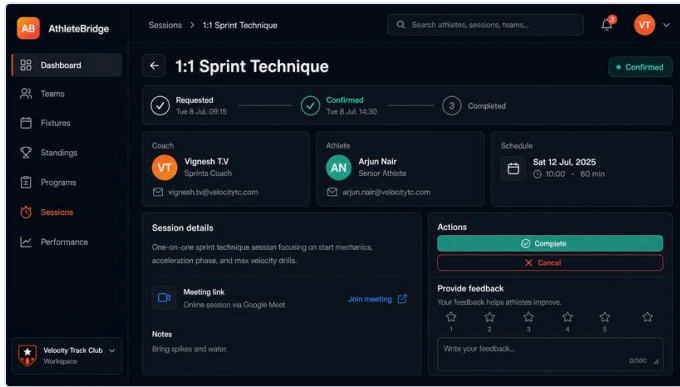
006 Athletebridge Mock 06 Programs List



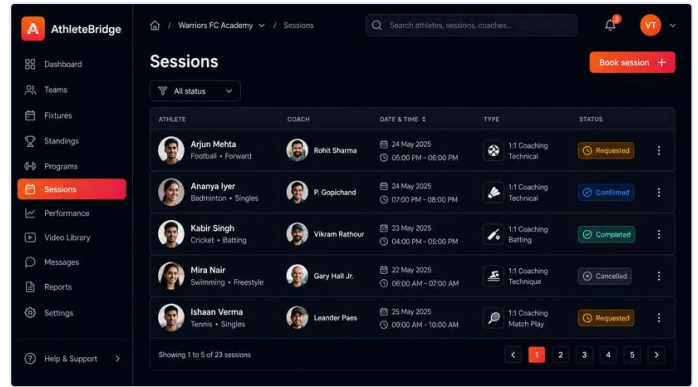
007 Athletebridge Mock 07 Program Detail



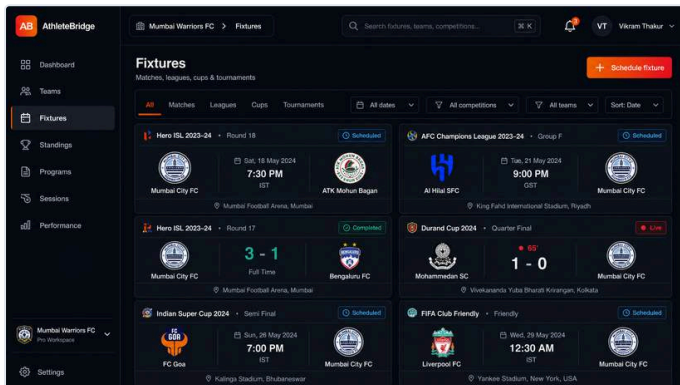
008 Athletebridge Mock 08 Session Book Form



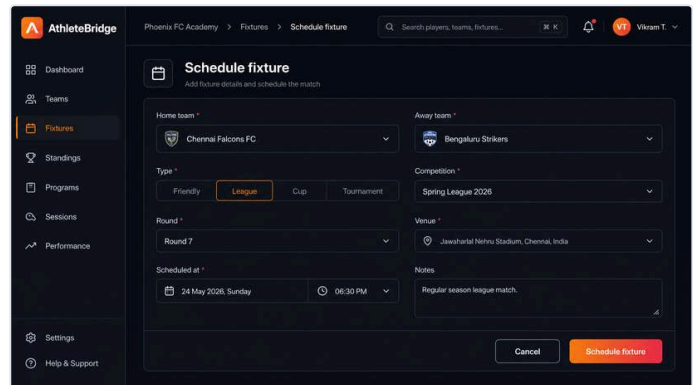
009 Athletebridge Mock 09 Session Detail



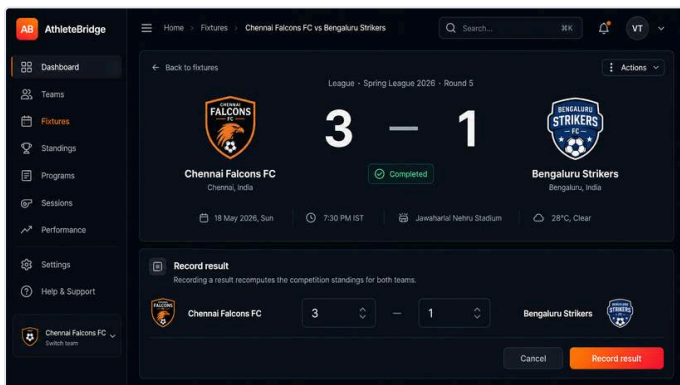
010 Athletebridge Mock 10 Sessions List



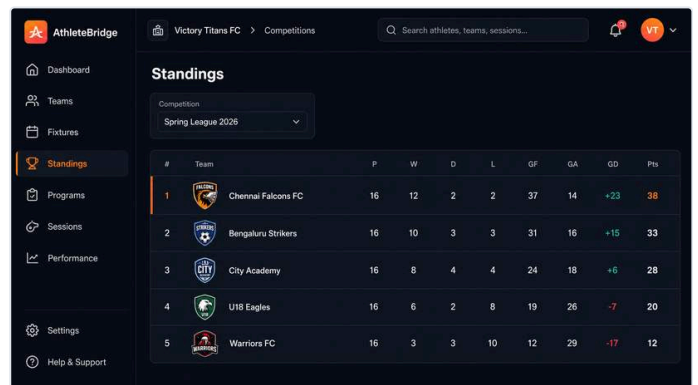
011 Athletebridge Mock 11 Fixtures List



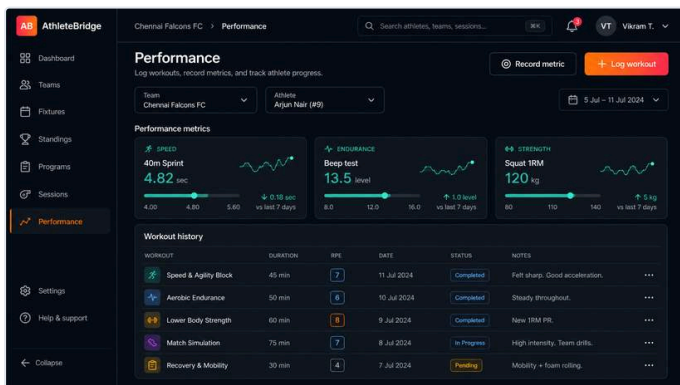
012 Athletebridge Mock 12 Fixture Schedule Form



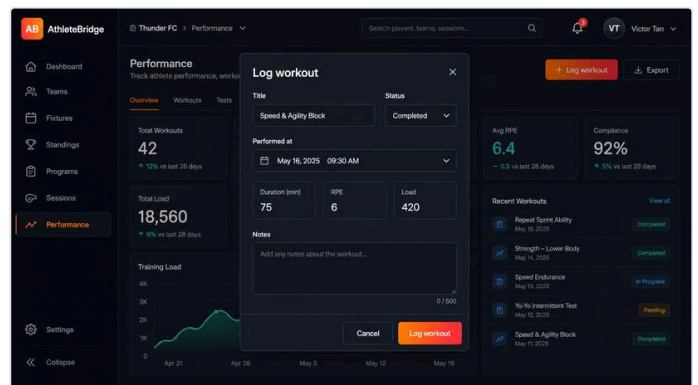
013 Athletebridge Mock 13 Fixture Detail Result



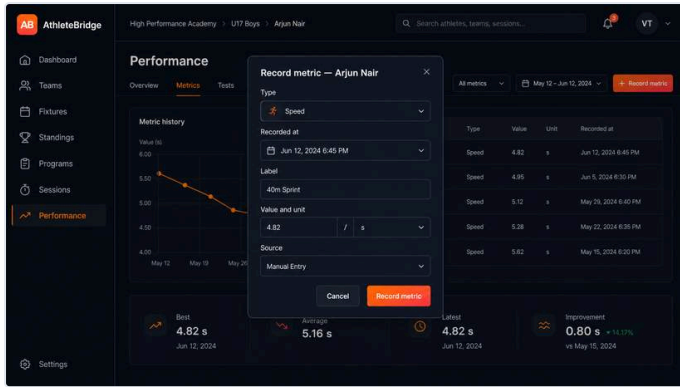
014 Athletebridge Mock 14 Standings Table



015 Athletebridge Mock 15 Performance



016 Athletebridge Mock 16 Log Workout Dialog



017 Athletebridge Mock 17 Record Metric Dialog



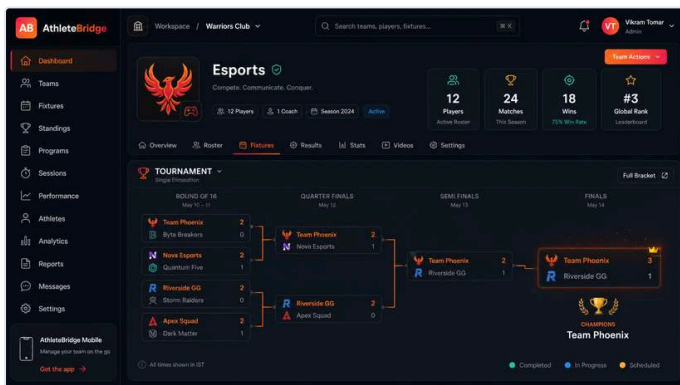
018 Athletebridge Mock 18 Athlete Profile



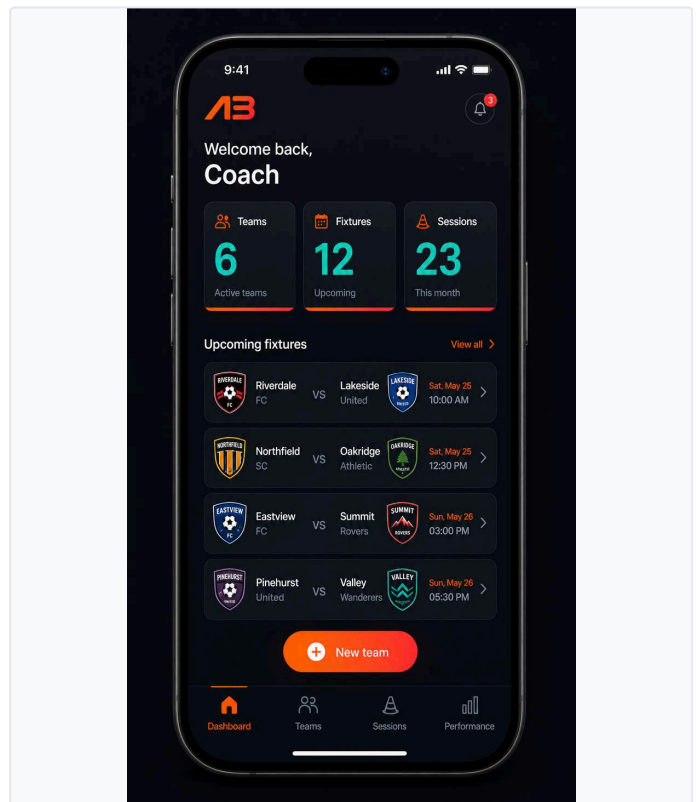
019 Athletebridge Mock 19 Coach Analytics



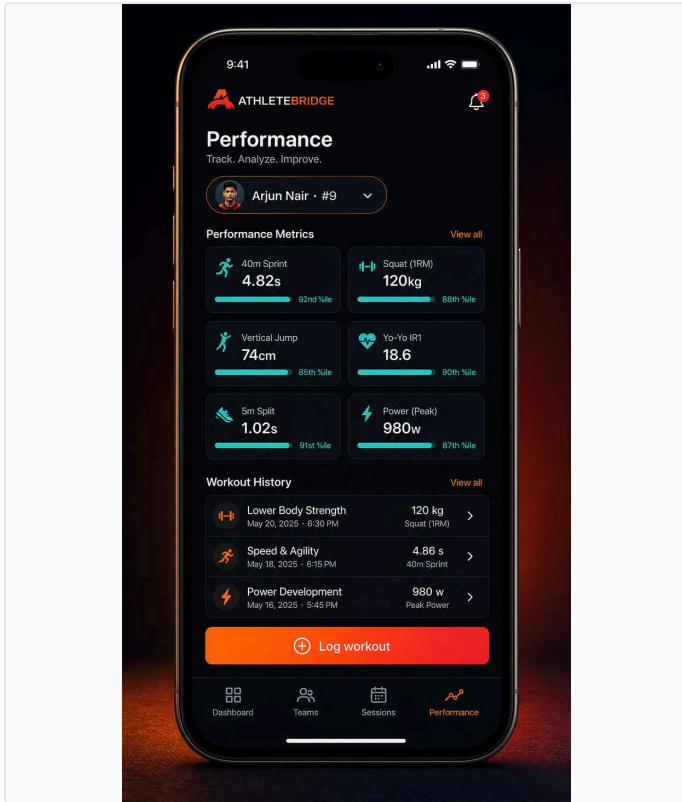
020 Athletebridge Mock 20 AI Insights



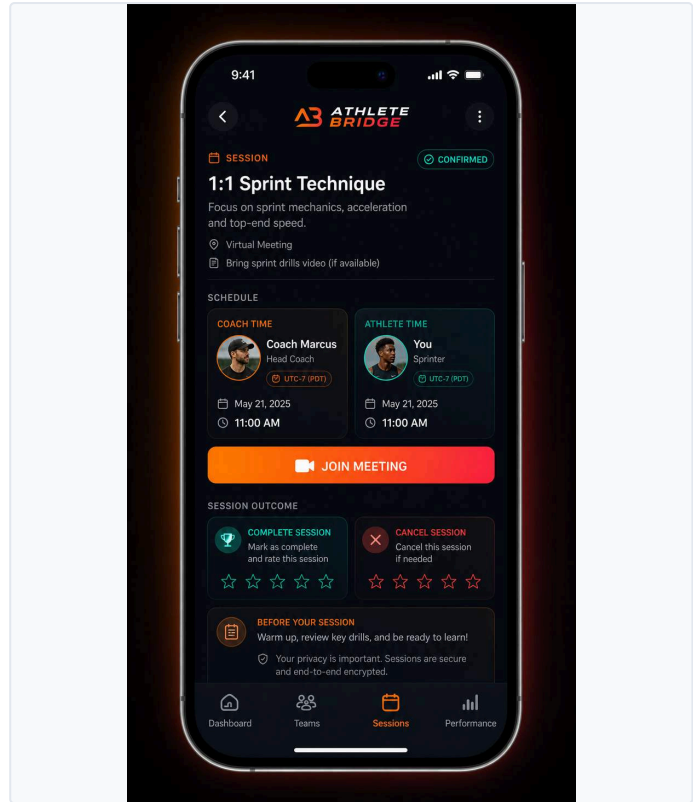
021 Athletebridge Mock 21 Esports Tournament



022 Athletebridge Mock 22 Mobile Dashboard



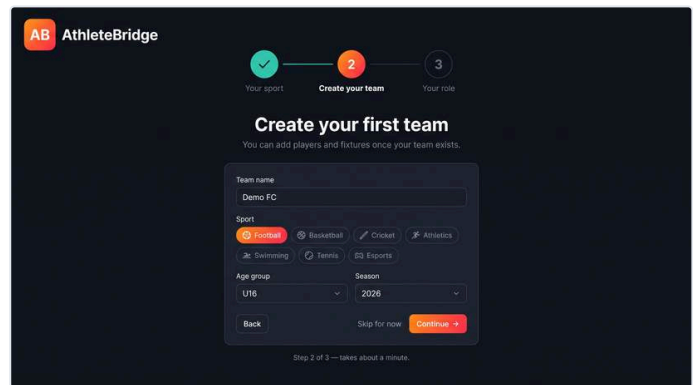
023 Athletebridge Mock 23 Mobile Performance



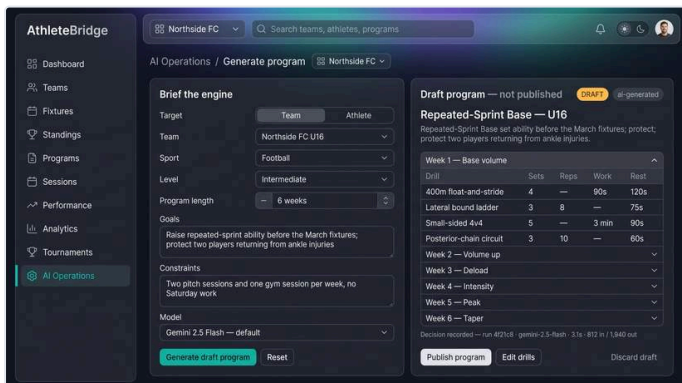
024 Athletebridge Mock 24 Mobile Session



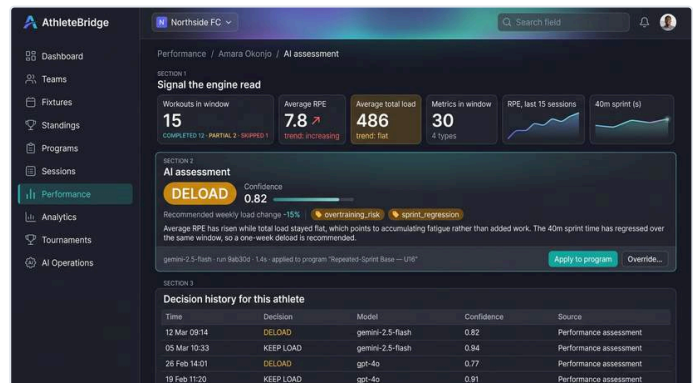
025 Athletebridge Mock 25 Landing



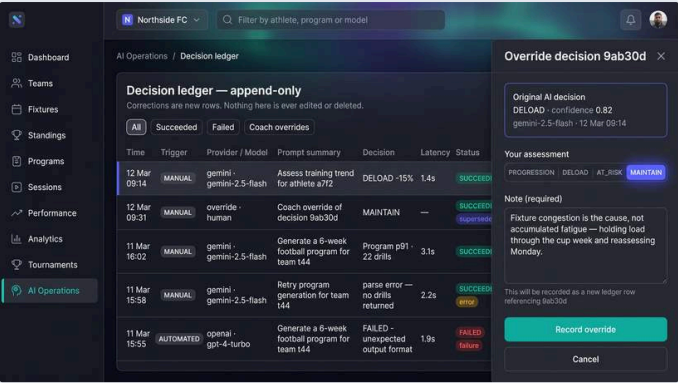
026 Athletebridge Mock 26 Onboarding Wizard



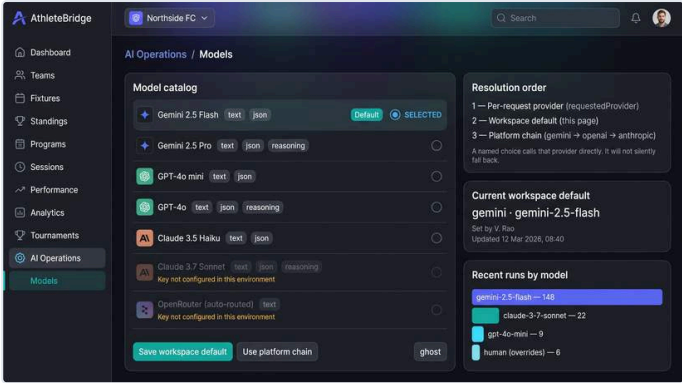
027 Athletebridge Mock 27 AI Generate Program



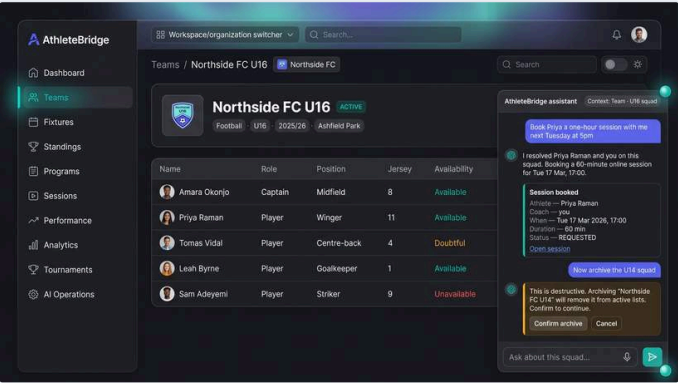
028 Athletebridge Mock 28 AI Load Assessment



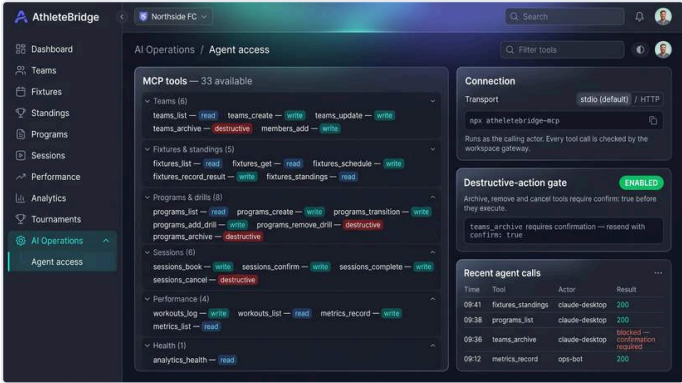
029 Athletebridge Mock 29 AI Decision Ledger



030 Athletebridge Mock 30 AI Model Settings

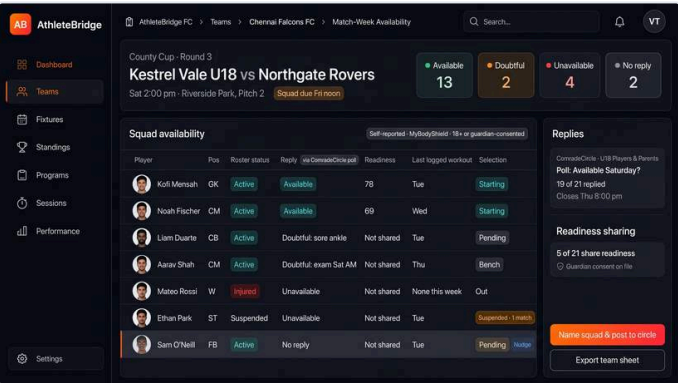


031 Athletebridge Mock 31 Assistant Squad Context



032 Athletebridge Mock 32 MCP Agent Tools

SPORTS FITNESS · 1 SCREENS



033 Match Week Squad Availability Board 1 Match Week Board



Found someone who needs AthleteBridge?

AthleteBridge is early, and that is exactly why an introduction from you carries weight — a prospect who comes in through a partner gets our full attention. You do not have to know the product deeply to be useful; recognising a club drowning in spreadsheets is enough. Send it over and we will take it from there.

EMAIL OR CALL

Vignesh T.V.

vignesh@burdenoff.com

+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

ALL BURDENOFF PRODUCTS

<https://burdenoff.com/products>



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