



MATT MURPHY

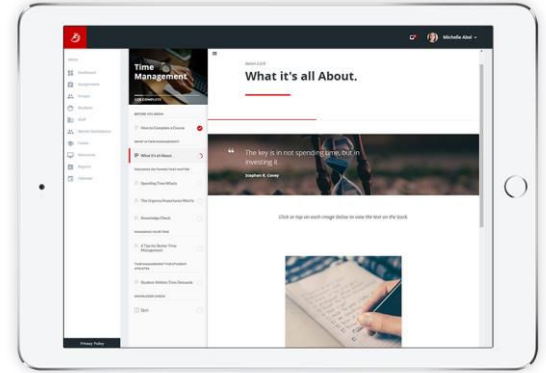
CLIENT: Game Plan
PROJECT: Executive summary - college sports
OBJECTIVE: Create an overview of Game Plan's college sports solution for prospective athletic departments
SUMMARY: After drafting an executive summary for its overall eLearning platform, I developed a similar overview for Game Plan's college-specific offer to be used as a standalone one-pager and within formal sales proposals



Game Plan is dedicated to guiding 100% of athletes through 100% of their journey.

We've partnered with subject-matter experts and industry thought leaders to create the leading educational platform for high school, college, and professional athletes. Our technology makes it possible to reach them where they are and incentivizes them to invest in their own development.

- Expert-Guided Lessons** On-demand, mobile-first, brandable eLearning delivers content directly to the athletes anywhere, anytime.
- Virtual Workshops** Create blended learning through virtual workshops, all managed and measured in one centralized platform.
- Critical Measurements** Measure athletes' participation, comprehension and sentiment.



200+ Athletics Organizations
20,000+ Active Athletes
13,000+ eLearning Courses Completed Monthly

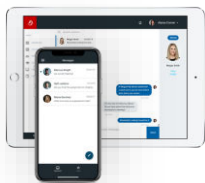
We teach student-athletes what they need to know today *and* tomorrow.

Setting your student-athletes up for success impacts both them and you in profound ways:

- Accelerates the transition from high school.
- Improves on-field confidence and performance.
- Enhances classroom learning and ensures eligibility.
- Serves as a recruiting tool for blue chip talent.
- Produces model ambassadors for your institution.
- Improves campus and community relations.
- Grows your network of businesses and thought leaders.



A holistic college-to-career solution for student-athletes.



Mentorship Marketplace

Online support network for student-athletes that also offers alumni and other stakeholders another way to stay engaged.



Career Services

Database open only to student-athletes for researching job opportunities and preparing for post-college employment.



Next Play Pro Assessment

Proprietary transition assessment designed to identify and overcome obstacles as they move into the professional world.



Athlete Interest Inventory Assessment

Powerful tool for helping student-athletes understand their academic and career interests for better decision making.

