



MATT MURPHY

CLIENT: Game Plan
PROJECT: Press release
OBJECTIVE: Draft announcement details, executive quotes, and company boilerplates for major corporate M&A activities by a sports software developer
SUMMARY: Having worked together on a range of sales and marketing materials, longtime client Game Plan tasked me with announcing its M&As during a period of rapid expansion fueled in part by those materials



Software Platforms Game Plan & InXAthlete Merge Forces

Combined business creates the most comprehensive athlete development and career services solution.

[LEARN MORE](#)

The Partnership

BOULDER, Colo. and GREENVILLE, N.C. – February 17, 2021

InXAthlete, a leading provider of career services for college athletes, and Game Plan, the leader in athlete education technology, today officially announced their merger. The group will provide the market’s top platform for all-in-one athlete development, mentorship, and career services.

“Led by former college student-athletes on both sides, our groups have an innate understanding of athletes’ needs and the technology that can support them,” said Cody Ferraro, InXAthlete Co-Founder. “Teaming up is a clear way to better fulfill a shared mission of guiding student-athletes on and off the field.”

No financial details were announced, but company leaders confirmed a new round of investment will accelerate their growth. Game Plan CEO Vin McCaffrey said this will impact product capabilities right away.

“Integrating our software platforms will allow coaches, educators, mentors, businesses, and others to more effectively engage athletes from high school to the professional level. We’re very excited about how this will enhance everything from content to communications to measurement.”

InXAthlete currently has over 3,000 job seeking student-athletes and 400 local and national employers with customized school platforms in Colorado, Utah, Northern Colorado, Central Florida, and San Diego.

Game Plan’s roster of more than 250 organizations includes the NFL, NBA, and over 200 collegiate athletic departments, among others. In 2020, athletes across the country completed 200,000 eLearning courses on subjects such as social justice, mental wellness, and sexual violence prevention.

Athletes also receive relevant content from Game Plan’s corporate partners, including Wells Fargo and IBM. They will now enjoy even more opportunities to engage businesses through InXAthlete’s national employer network. [Want Access for your Student-Athletes? Click Here.](#)

Game Plan

Game Plan partners with subject-matter experts and business thought leaders to serve as the #1 provider of educational content, mentorship, and career services for athletes of all levels. Since 2008, it has been dedicated to guiding 100% of athletes through 100% of their journey.

[LEARN MORE](#)

InXAthlete

InXAthlete understands how the qualities of stand-out student-athletes match those of stand-out employees. It is committed to bridging the gap between college and career by connecting student-athletes with fulfilling employment opportunities.

[LEARN MORE](#)

Contact

Worth Gregory, Director of Marketing

worth.gregory@gametgi.com

Contact

Cody Ferraro, Chief Business Development Officer

cferraro@inxathlete.com

Game Plan Acquires Data Collection and Analysis Platform Athlete Viewpoint

Enhanced survey services further accelerate the growth of the most comprehensive athlete-development solution in sports.

[LEARN MORE](#)

The Acquisition

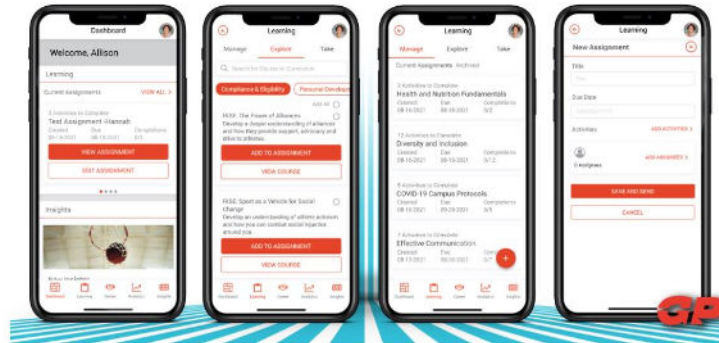
STATE COLLEGE, PA and GREENVILLE, NC – September 9, 2021

Game Plan, the leader in total athlete development, today announced its acquisition of Athlete Viewpoint, the foremost provider of survey and data analysis for athletics organizations. The deal reinforces Game Plan's position as the leading full-service platform for athlete development, education, and career services.

"Game Plan's leadership team articulated a compelling vision about how we could offer a single service that unites data, benchmarking and education," said Jennifer Cross, Athlete Viewpoint Co-Founder. "We're excited to bring these unique benefits to our more than 350 combined partner organizations."

No financial details were announced, but company leaders confirmed that integration of the businesses will begin immediately.

"Capturing the voice of the athlete is always powerful, but never more so than right now. Athlete Viewpoint's unrivaled ability to quantify and measure this voice means we can be even more precise in guiding high school, collegiate, and professional athletics organizations." - Game Plan CEO, Vin McCaffrey



Athlete Viewpoint's customized survey and benchmarking capabilities allow organizations to understand the athlete experience from the athlete's perspective. The information leads to more effective decision-making across a wide range of 'on- and off-the-field' areas that span an athlete's competitive and educational experience.

Game Plan intends to keep the Athlete Viewpoint brand intact to build on its strong reputation and momentum in the marketplace. Co-Founder Jennifer Cross will be Managing Director of the Athlete Viewpoint brand and also assume the role of Vice President, Professional Services, and Consulting. She will lead a team dedicated to working with partners to interpret the data they collect, provide meaningful insights and facilitate educational, executive coaching, and consulting resources for schools and athletic organizations.

"The possibilities are endless as we integrate our platforms to support the student-athlete experience, athletics administrators, and coaches," said Cross. "The industry is changing quickly, and our ability to gather accurate data and equip athletics professionals to lead through times of transition is critical."

About Game Plan

Game Plan is a pioneer in the intersection of education, sports, and technology. Since 2008, it has been dedicated to guiding 100% of athletes through 100% of their journey. For more information, visit <https://wearegameplan.com/>

[LEARN MORE](#)

About Athlete Viewpoint

Founded in 2016 by Jennifer and Michael Cross, Athlete Viewpoint is the leading solution for creating value out of the underutilized student-athlete survey process. Athlete Viewpoint's customized platform draws from a database of over 1200 questions to give student-athletes a voice, and athletic administrators and coaches data exactly the way they need it - fast, effortless and easily understood.

[LEARN MORE](#)

Contact

Worth Gregory, Director of Marketing

worth.gregory@gametgi.com

(855) 772-4263