



# Trace iD

Combine your best moments from games quickly and easily.

“Video is only valuable if it is watched.”

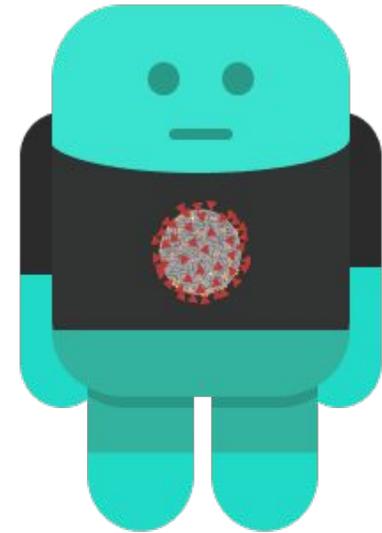
# Agenda

1. Post COVID-19 Recruiting Challenges
2. Trace iD: College Coach Analysis
3. Trace iD: Player Workflow (new features)
4. Recruiting Communication Tips



# POST COVID 19 - Recruitment Challenges

1. Financial Limitations
  - a. Eliminated programs
  - b. Reduced recruiting budgets
2. Extra Year of Eligibility
3. Transfer Portal
  - a. Over 1000 in the transfer portal
4. International Student-athletes



# 3 Biggest Recruiting Issues For You

1. How to recreate missed live evaluation opportunities?
2. How to recreate these with complete context?
3. How to grab and hold college coaches' attention?

*But recruiting must go on; roster spots need to be filled.*

***What is the solution?***

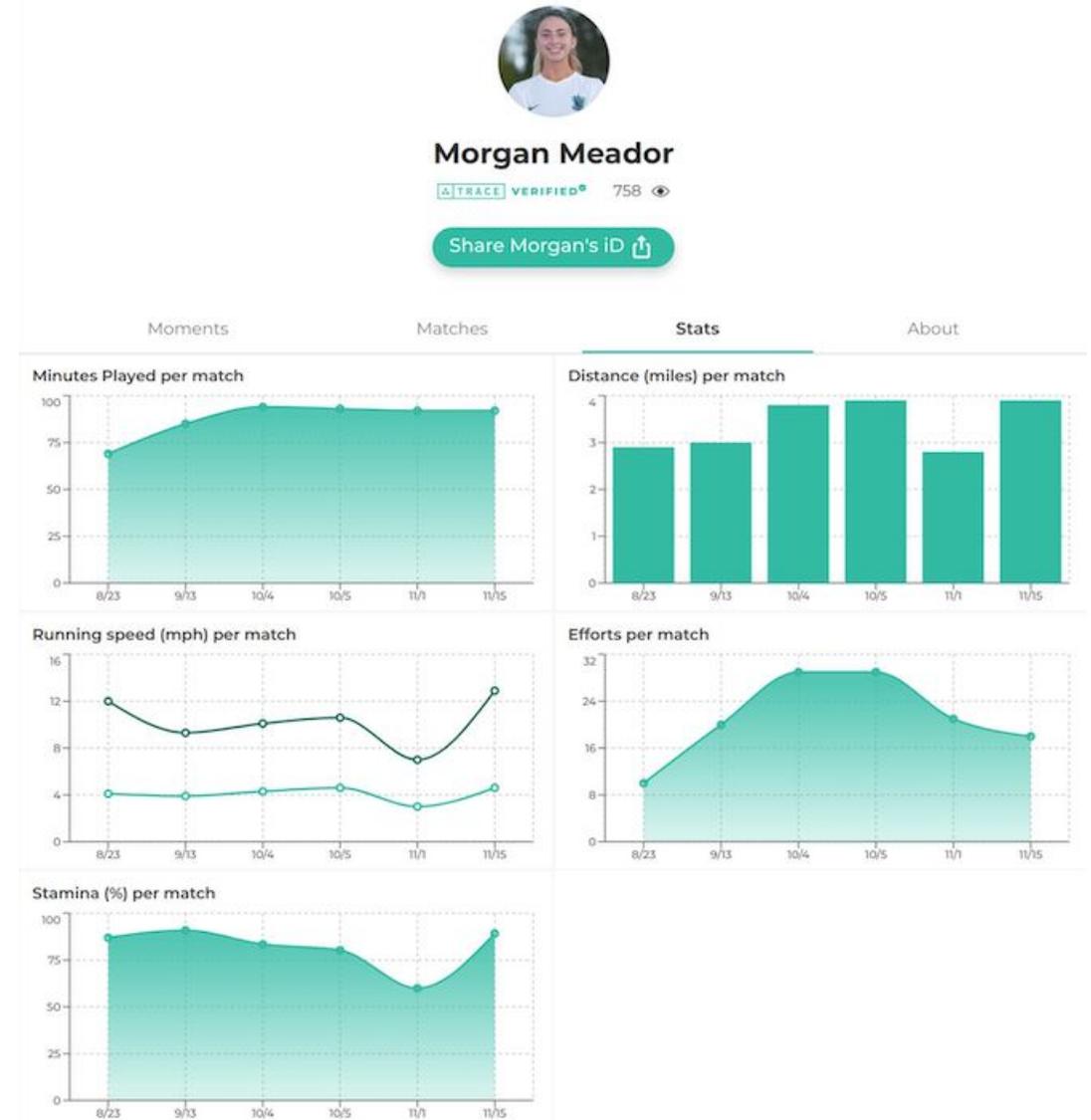


# Trace iD

## The Future of Virtual Recruiting

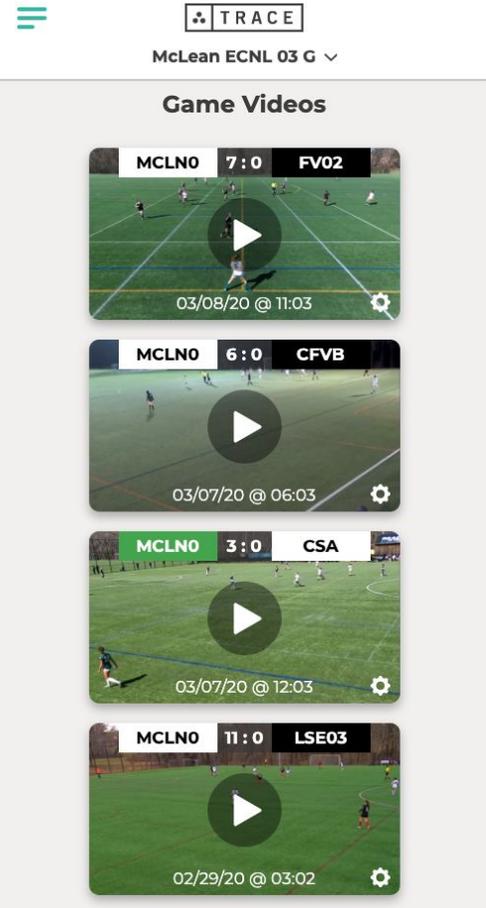
Combine your best moments from games quickly and easily.

- ✓ Automated, and personalized, short-form moments
- ✓ Up-to-date
- ✓ Athlete empowered process
- ✓ Rich context
- ✓ Performance data and metrics
- ✓ Verified and credible

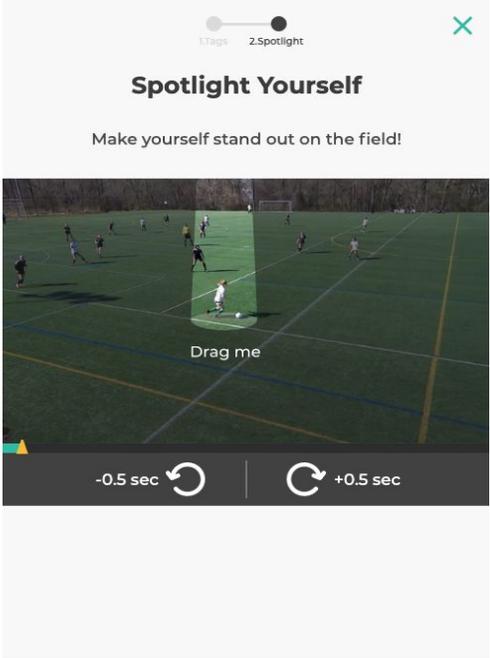


# How-to Make Your Trace iD

## 1. Find Your Moment



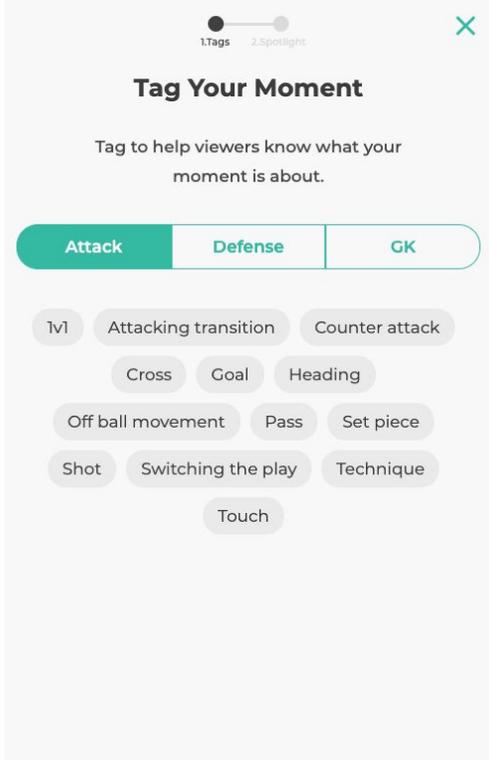
## 2. Spotlight Yourself



[Skip this, I don't need a spotlight](#)



## 3. Tag Your Moment



# How-to Choose Your Moments

Use moments that separate you:

1. Strengths as a soccer player
2. Strengths as an athlete
3. Position specific characteristics
  - Wingers = 1v1
  - Center-backs = ability in the air

Click to Watch 'How-To Make your Trace iD' Video

The screenshot shows a user profile for Morgan Meador on the Trace platform. At the top, there is a menu icon and the Trace logo. Below the profile picture, the name "Morgan Meador" is displayed, followed by a "TRACE VERIFIED" badge and the year "1986". A green button labeled "Share Morgan's iD" with an upload icon is positioned below the name. The profile has four tabs: "Moments", "Matches", "Stats", and "About". The "Moments" tab is active, showing a video of a soccer game in progress on a green field. A large play button is overlaid on the video. Below the video, there are three tags: "Heading", "Reading The Game", and "Set Piece". A "Position" tag is also present. Below the tags, there are two rows of team statistics. The first row shows "SLSG MO ECNL 03 G" with a value of 12 and "FC Wisconsin ECNL 03 G" with a value of 0. The second row shows "SLSG MO ECNL 03 G" with a value of 2 and "SLSG Illinois 2003 ECNL" with a value of 0.

TRACE

Morgan Meador

TRACE VERIFIED 1986

Share Morgan's iD

Moments Matches Stats About

Heading Reading The Game Set Piece

Position

○ SLSG MO ECNL 03 G 12

● FC Wisconsin ECNL 03 G 0

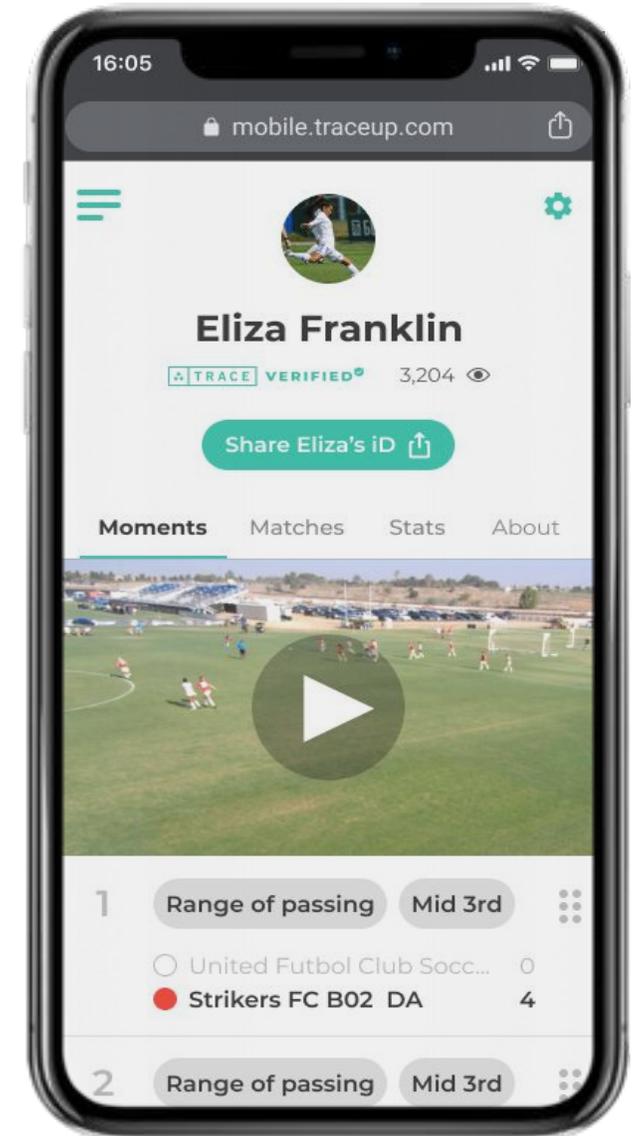
2 Pass Touch Attacking Transition

● SLSG MO ECNL 03 G 2

○ SLSG Illinois 2003 ECNL 0

# How-to Organize Your Playlist

1. Moments 1-5 need to be your “best” moments. These are moments that will showcase your soccer characteristics and demonstrate exactly what you will bring as a player to a college program.
1. Moments 6-12 will supplement the first five but will add further specific position context.
  - a. Attacking Players
  - b. Midfield Players
  - c. Defensive Players
  - d. Goalkeepers



# How-to Share Your Trace iD

1. Subject line: John Smith - Striker - Class of 2022 - Trace iD
2. Introduce yourself and provide a brief playing acumen
3. Explain why you want to attend their school, demonstrate that you have done your research
4. Announce your upcoming playing schedule and availability
5. **Send an updated playlist weekly (email/text)**
  - **Newer moments at the top of the playlist**

[Click to Watch 'How-To Send to College Coaches' Video](#)



# TGS + Trace iD College Portal



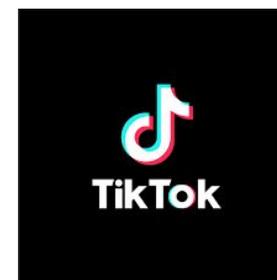
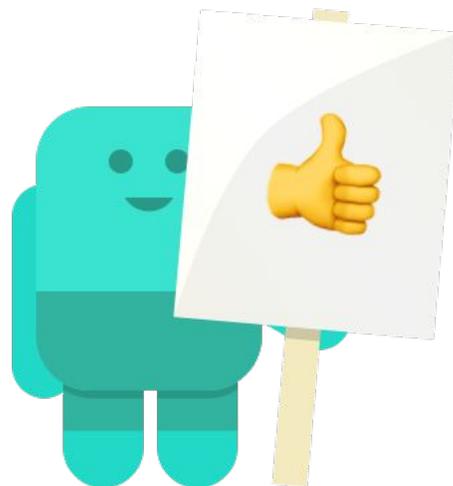
- ECNL/ECRL Traced games/scrimmages automatically pushed to TGS College Coach Portal
- 6000 College Coaches
- Search by
  - Team
  - Player
  - Trace iD
  - Location
  - Goals (real time)



# Trace iD + Social Media = Opportunities

*A University of Iowa study found that recruits who were active on social media received 2x more scholarship offers than those who were not active-.*

- Trace's short form video content made for social media
- Twitter/Instagram
- Post the links
- Update after each game!



# Trace Contact Information

## Account Information

Marlena Stablein - [marlena@traceup.com](mailto:marlena@traceup.com)

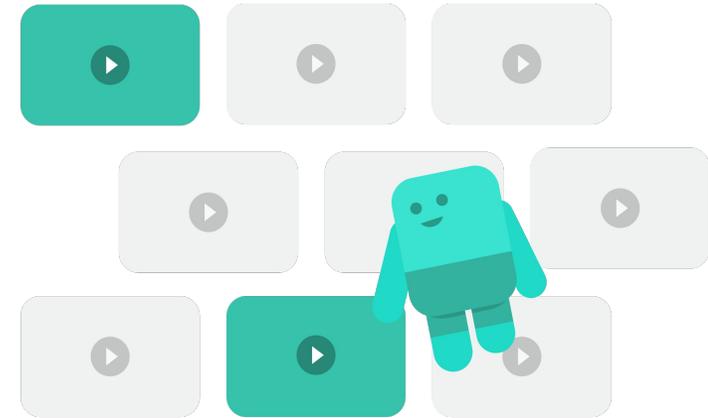
## Coach and Player Education (Trace iD)

Tim Bennett - [tim@traceup.com](mailto:tim@traceup.com)

## Technical Issues

Customer Support - [q@traceup.com](mailto:q@traceup.com)

Website Help Page - <https://traceup.com/soccer/help>





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