

RECRUITHER PROJECT BRIEF

Championing the Next Generation of Female Athletes



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PART 1: PROJECT PITCH

There is a significant gap in opportunities and visibility for female athletes in the sports industry, often leaving talent overlooked. RecruitHER showcases the many skills and achievements of high school female athletes, and connects them directly with recruiters, scouts, and coaches seeking talent. RecruitHER redefines the future of sports recruitment by leveling the playing field.

Despite the growing popularity and achievements of women in sports, many struggle to gain the recognition and opportunities they deserve for three main reasons:

- A lack of visibility hinders their chances of being recruited by collegiate teams or receiving sponsorships and endorsements.
- Traditional recruitment methods often overlook female athletes due to biases or lack of exposure.
- Many platforms do not cater specifically to the needs of female athletes, leading to fragmented or incomplete information for recruiters.

By offering comprehensive athletic profiles in one place, RecruitHER ensures every athlete's talent is visible, providing recruiters with detailed stats, highlight reels, and achievements.

We are the destination of choice for high school female athletes and their families eager to take the next step with their athletic careers, and for recruiters seeking the best talent. By empowering female athletes with the visibility they deserve, RecruitHER ensures that the future of sports is more lucrative and equitable. RecruitHER is more than a platform. We are a movement!

PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH

Purpose Statement

RecruitHER connects talented female athletes with sports programs and recruiters through a user-friendly platform designed to streamline the recruitment process.

Overview

RecruitHER provides a platform specifically for female athletes. Despite the growing success of women in sports, many talented athletes still struggle to be discovered by recruiters and coaches. RecruitHER offers a dedicated space for these athletes to highlight their skills and achievements, making it easier for sports professionals to find and connect with emerging talent. This targeted approach not only enhances visibility for female athletes but also improves their access to recruitment opportunities, making RecruitHER a unique and impactful solution in the sports world.



PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH

Problem

Female athletes face significant challenges in gaining visibility and opportunities compared to their male counterparts. Despite making up approximately 44% of college athletes, women still experience a disparity in opportunities and resources in sports (1). Research shows that women receive 40% or less of college athletics funding, according to an NCAA study (2). Additionally, women's sports receive only 4% of media coverage, compared to 96% for men's sports, which further limits the visibility of female athletes (3). RecruitHER addresses these issues by providing a dedicated platform for female athletes to showcase their skills and achievements, making it easier for recruiters, scouts, and coaches to discover new talent.

Solution

RecruitHER is designed to elevate female athletes nationwide by offering a platform where they can professionally showcase their skills and achievements. By allowing athletes to build detailed profiles with photos, highlight reels, and performance data, our platform ensures that female athletes gain the visibility they deserve, no matter where they are located. RecruitHER offers a simple, searchable database and a consistent look and feel for all athletes to reduce biases, making evaluations fair and objective. With tools that make it easy for athletes and their families to manage profile updates and efficiently communicate with scouts and recruiters, the platform streamlines the recruitment process, giving female athletes proper recognition and opportunities.

PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH

Inspirations

NCSA Sports (<https://www.ncsasports.org/>)

NCSA Sports is a leading recruiting network that connects student-athletes with college coaches, offering an extensive range of resources and tools to simplify the recruiting process.

Key Features:

- Vast Network: Access to a broad network of college coaches across multiple sports.
- Recruiting Guidance: Provides educational resources to help athletes and their families navigate the recruiting journey.
- Smart Matchmaking: Utilizes algorithms to pair athletes with schools and programs that align with their profiles and preferences.

What We Like:

- Broad Reach: The expansive network of coaches enhances the likelihood of athletes being noticed.
- Guidance and Support: Comprehensive resources provide valuable assistance during the recruiting process.
- Efficient Matching: The algorithm effectively connects athletes with compatible programs.

PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH

Areas for Improvement:

- **Simplified Setup:** We aim to streamline the setup process, offering athletes easy access to a centralized network of recruiters and guidance on social media promotion.
- **Enhanced Engagement:** Add features to foster better interaction between athletes and recruiters.
- **Improved Visibility:** Ensure profiles are easily searchable and prominently display key achievements.
- **Cost Effective:** NCSA is very expensive charging up to \$3000 for memberships, but our objective is to ensure athletes do not pay for recruiting services.



PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH

StateChamps (<https://statechampsw.com/>)

StateChamps is a recruiting platform tailored specifically for female high school athletes, designed to help them showcase their talents to coaches and recruiters.

Key Features:

- **Profile Creation:** Athletes can build comprehensive profiles highlighting their skills, achievements, and statistics.
- **Video Uploads:** Allows athletes to upload performance videos, giving recruiters a clear view of their abilities.
- **Recruiter Access:** Coaches and recruiters can access and search profiles free of charge, using specific criteria to find the right talent.

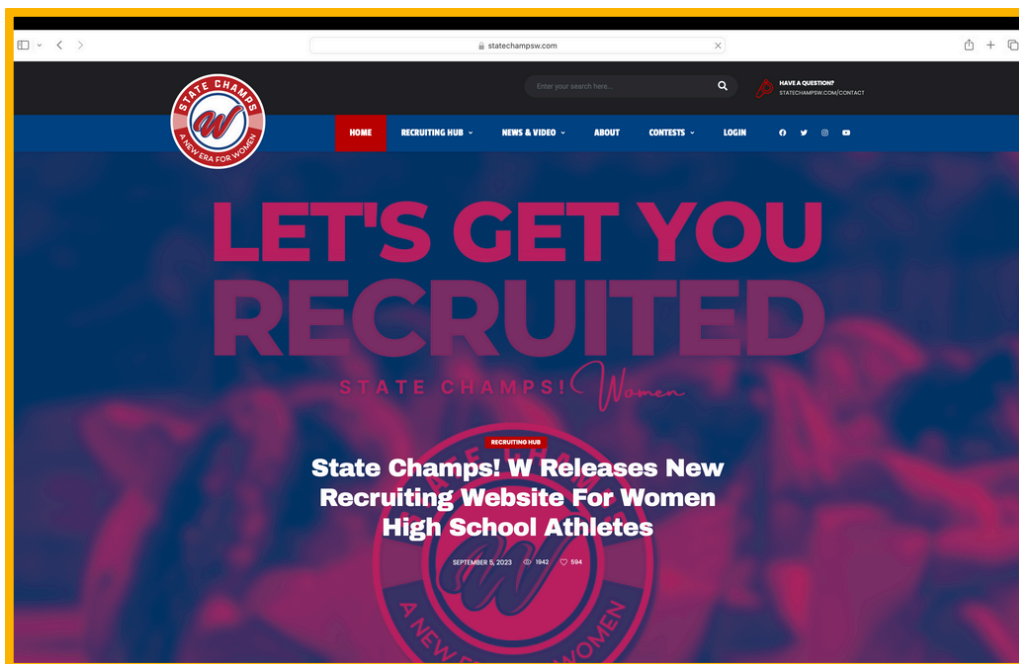
What We Like:

- **Empowering Platform:** Created and run by women, StateChamps offers free access to both athletes and coaches, ensuring that female athletes get the recognition they deserve.
- **Focused Attention:** The platform's emphasis on female athletes ensures they receive dedicated visibility.
- **Engaging Profiles:** Video uploads make athlete profiles more dynamic and appealing to recruiters.
- **Broad Reach:** Athlete profiles are automatically sent to over 100 coaches nationwide.

PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH

Areas for Improvement:

- User Experience: Improve the interface to be more intuitive and user-friendly.
- Analytics Integration: Add analytics tools to provide athletes with insights into profile views and recruiter engagement.
- Expanded Coverage: Currently limited to the tri-state area of Michigan, Ohio, and Indiana, expanding nationwide with RecruitHER.
- Educational Support: Offer more resources to help athletes navigate the recruitment process.
- Profile Security: Enhance security features to give athletes complete control over who views and shares their profiles.



PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH

Between The Lines Sports (Between the Lines Sports)

Between the Lines Sports is a media company that covers all levels of basketball and provides in-depth information for scouts, coaches, and fans.

Key Features:

- Written Articles
- Video Breakdown
- Mock Drafts
- Athletic Database with detailed notes (for purchase only)
- Showcase/Tournament Information

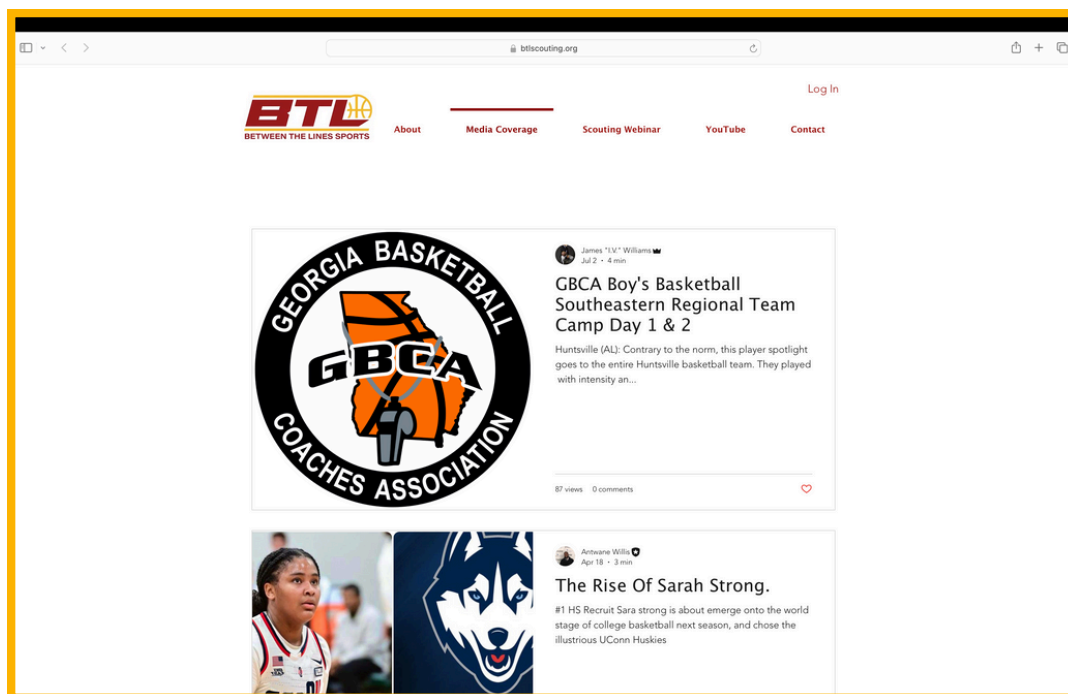
What We Like:

- Detailed Analysis: The in-depth articles and video breakdowns provide valuable insights into player performance.
- Comprehensive Database: The athletic database offers detailed information for scouts and coaches.
- Showcase Information: Information on showcases and tournaments helps athletes gain exposure.

PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH

Areas for Improvement:

- **Accessibility of Data:** Make the athletic database more accessible to all users, not just those who purchase it. Site only showcases a single sport. RecruitHER includes access to basketball, volleyball, and softball athletes at launch, and will add more in the future.
- **User Interface:** Simplify the interface for better user experience.
- **Interactivity:** Add features that allow users to interact with the content, such as commenting on articles or videos.



PART 2: DEFINITION, JUSTIFICATION + EXPLORATORY RESEARCH

Technology Overview

RecruitHER is a mobile-friendly website, utilizing responsive web design to ensure seamless access across smartphones, tablets, and desktops.

Justification

A mobile-friendly website is the best choice to reach the widest audience, as it is accessible on any device with an internet connection, without being limited to a specific operating system. This approach allows athletes and recruiters to engage with RecruitHER on the go, offering quick and easy access to all features.

Choosing a responsive website ensures that RecruitHER is scalable, easy to update, and user-friendly, providing a consistent experience across all devices without the need for downloads or installations.

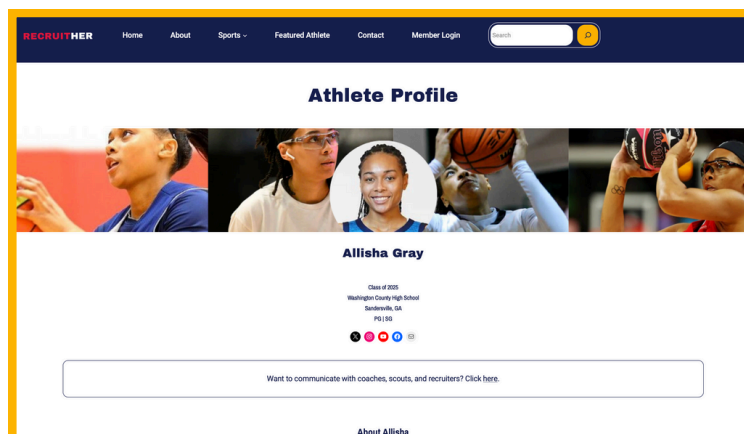
Features

- **Profile Creation:** Comprehensive athlete profiles with pictures, videos, and performance statistics. Safe, free setup access for all female athletes nationwide.
- **Highlight Images and Reels:** Athletes can upload pictures and videos of their performances.
- **Recruiter/Coach/Scout Access:** There is no cost for recruiters to access the website. For the security of our athletes, they must sign up, provide credentials, and will have the ability to search and evaluate athlete profiles by name, sport, or based on specific criteria.

PART 3: COMPETITIVE ADVANTAGE REPORT (CAR)

Market Justification & Competitive Advantage

RecruitHER provides a dedicated platform where female athletes can showcase their skills in a professional manner without the limitations of traditional recruitment methods. Existing platforms may not cater specifically to the needs of female athletes, leading to fragmented or incomplete information for recruiters. Some of the common challenges include limited visibility, fewer opportunities, gender bias, resource disparity, and underrepresentation. RecruitHER stands out from its competitors by consolidating athlete profiles, making it easier for recruiters to evaluate talent efficiently. Specializing in female athletes allows the site to cater specifically to the needs and challenges of female recruitment while offering tailored resources and opportunities that general sites may overlook. Features and tools such as profile creation, networking opportunities, and a national database provide a significant advantage, making it a valuable resource for athletes and recruiters. RecruitHER excels against its competitors by boosting visibility through strategic partnerships, leveraging targeted marketing to highlight its unique benefits, and offering innovative features and tools that distinguish our service.



PART 3: COMPETITIVE ADVANTAGE REPORT (CAR)

Consumer Research

This report provides an analysis of the targeted demographic for RecruitHER. The primary purpose of this report is to analyze the demographic characteristics of our consumer base, including age, gender, income, education, and location.

Demographic Information:

Gender: Female Athlete

Race: All

Age: Ages 14 -18

Education: High School

Interests:

- Taking their talents to the collegiate level.
- Elevating their athletic visibility.



PART 3: COMPETITIVE ADVANTAGE REPORT (CAR)

Wants:

- Opportunities to showcase their talents to a wider audience.
- Supportive community who understands and supports their athletic and academic goals.

Needs:

- Access to resources, guidance, and success stories to help them advance their athletic journey.

Target Customers:

- Female high school athletes and their parents
- High school and college coaches
- Recruiters
- Scouts
- Journalists



PART 3: COMPETITIVE ADVANTAGE REPORT (CAR)

User Personas

Each persona in the chart below represents a segment of our consumer base by highlighting their goals, interests, and motivational attributes.

Attributes	Jasmine Jones is a high-school basketball player who is looking to take her basketball career to the next level once she graduates.	James Williams is a former coach who worked within the NBA, and later started a Sports Media Company aimed to cover basketball at levels.
Age	17	30
Location	Atlanta, GA	Decatur, GA
Education	Junior at North Atlanta High School	United States Sports Academy & Faulkner University
Family	Middle-Class, Invested Parents	Middle-Class
Occupation	Student-Athlete	CEO of a Sports Media Company, Basketball Scout Analyst
Goals	- Secure an athletic scholarship. - Improve skills for college scouts.	- Expand his Sports Media Company. - Become the #1 source for athletic content.
Interests	- Basketball (High school and travel team) - Sports Camps	- Finding and exploring talented basketball athletes. - Connecting and forming bonds with coaches and recruits.
Motivation	- Gain exposure - Use sports for educational and professional growth.	Provide a unique perspective by using player and coaching experience.
Technology & Social Media	Uses smartphone and social media (Twitter, Instagram, Tiktok, Youtube)	Uses a laptop for scouting reports, media coverage, and recruiting sessions.

PART 3: COMPETITIVE ADVANTAGE REPORT (CAR)

Product Comparison

While recruiting platforms such as NCSA, StateChamps!, Between the Lines Sports, and MaxPreps have been around for years, RecruitHER sets itself apart with a user-friendly national athletic database featuring a simplified, intuitive interface. Its interactive elements boost user engagement, streamlining the recruiting process for greater effectiveness.

Competitor Comparison Chart

Feature	RecruitHER	StateChamps!	NCSA Sports
Target Market	High school female athletes nationally	Softball players in Michigan, Ohio, Indiana	All sports and high school athletes globally
Key Features	Free profile setup, athletes never pay, coach connections, female focused to address recruiting gaps	Weekly Scout Reports, podcasts, video content	Paid subscription offers recruiting advice, coach connections for male & female sports
Notable Tools	Direct message coaches	Automatic profile email to coaches	College Recruiting Guide
User Engagement	Website connects players with softball, basketball, & volleyball coaches	Website connects athletes with 100+ college coaches	Website, social media, and app connects players with 40,000+ college coaches
Unique Strengths	Track and highlight recruitment success along with impact to female athletics	Weekly Scout Report highlighting top female athletes and recruits	Worldwide recruiting network and guidance, backed by IMG Academy

CONCLUSION

RecruitHER redefines the recruitment process for female athletes by offering a streamlined, mobile-optimized platform tailored to their specific needs. By providing comprehensive profiles and interactive tools, it enhances visibility and engagement, ensuring no talent goes unnoticed. Focused on empowering female athletes, RecruitHER distinguishes itself from competitors by creating a dedicated space that simplifies recruitment and maximizes opportunities, providing recruiters with an efficient, centralized resource for discovering talent.



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Thank you!



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