



DRIVE

Advanced analytics to maximize your game



drivehockey.com

1.8M amateur hockey players & coaches need help getting to the next level

90% of players in competitive development programs fail to advance, despite each spending **\$8-\$15k+** annually

Recruitment, player development and coaching are all based on **gut instincts and the “eye test”**

A growing problem in a sport with nearly doubled youth participation in the US since 2014

We deliver truth through data...

We made a high-tech system simple so that 120K teams outside the NHL can know exactly how to advance their game

Portable



Deep performance insights

Sport specific AI



Simple & affordable



Players & coaches receive precise insights to improve their game



Players wear sensors



AI analyzed performance



Adjust & improve

Patented IP built around proprietary AI, data and hardware – simple & affordable, built on a scalable cloud stack

Initial
Target

\$600 M ARR

Competitive level amateur hockey
30k teams (avg 16 players per team)



Potential
Market

\$7.2 BN ARR

Competitive amateur sports



Entire
Market

\$22.1 BN

Sports Analytics Market Size by 2030*

Player development & athletic training
Evaluation, scouting, recruitment
Injury prevention & management

Multi-Sport Expansion

Full analytic data services, including broadcast,
media, entertainment & gambling markets



20x Marketing to Sales ROI

Online ads, direct outreach, referral, partners & event sponsorships

Competitive Teams

Top competitive teams, associations

20+ Service Partners

Skill coaches, associations, individuals

League Partners

Competitive amateur: USHL, ECHL, BCHL...



System Licensing

Mobile system + annual license



Team Services

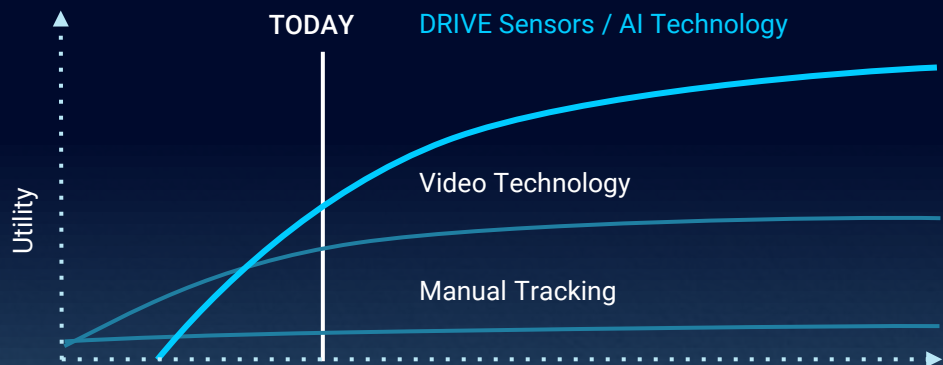
Minor teams, tournaments



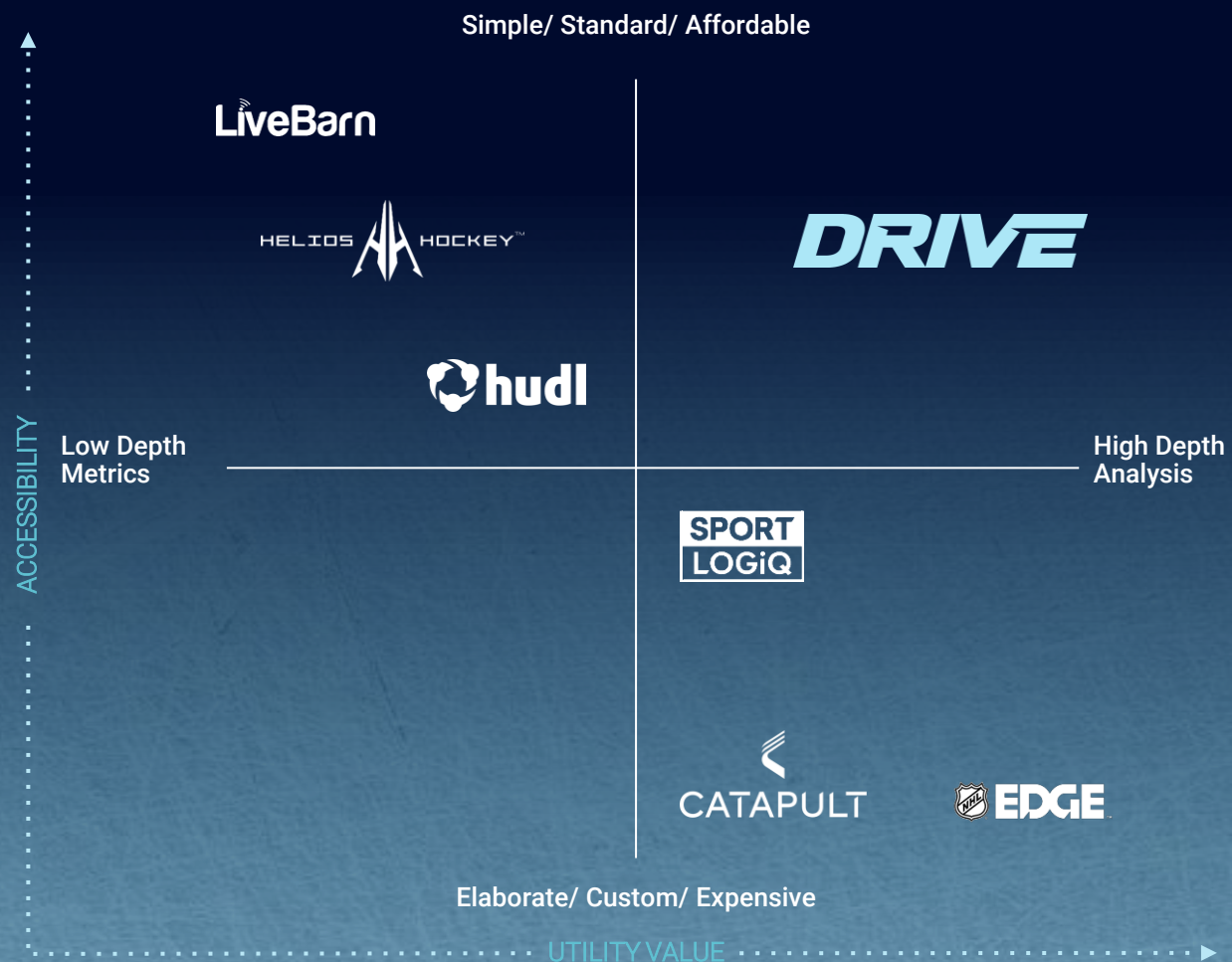
Data Licensing

Data access for scouting, media...

Positioned for mass amateur sports market adoption



Technology transferable into multi-sport verticals



Over 70 years of combined experience in pro-level hockey,
tech development, and startup business strategy



MIKE DAHLSTEDT, CEO

25 yrs. startup executive, multiple exits
Established 250+ distribution channels
Built \$20M ARR business
15 yrs. amateur coach



ADAM NATHWANI, COO

Competitive player, coach & scout
NHL front-office experience
Boston Bruins
MBA & Masters in AI



RON JOHNSON, VP PRODUCT

Pioneered player testing & combines
40+ yrs. pro hockey training
NHL offensive skills consultant
MSc. Hockey Biomechanics

Revenue Sources



Team Services	System Licensing	Data Licensing
Players, teams, associations	Teams, service providers, facilities	Pro teams, media, industry
Evaluations, ID camps, development, tournaments	Adding value-add analytics into their organizations, earn income	Data collection & access for scouting, industry & fan experience
\$10-25 /player per event -\$125 acquisition cost -\$75 servicing cost	\$13k + \$6k+ ARR -\$3800 acquisition -\$5800 hardware	\$1k - 25k ARR /access -\$150k implementation cost -50% profit share to league
\$100 - \$2k /event	\$6-10k ARR /team	\$150-600k ARR /league

Product development:
Live product in market

2 Patents Granted, \$250k in R&D Grants awarded
AI Model trained with 100M+ rows of data & 2,500 player profiles

Customers:
2,500+ players tracked

20+ service & distribution partners globally (US, Canada, Asia)

7+ League-wide Partnerships Pilots



Revenue:
\$400K MVP sales in 18 mo.

\$120k ARR, 250% YoY sales growth in Q1 2024
Growing player data assets by 10% monthly

Innovation Award



Global Sport Venture Challenge Winner



2022 Accelerator Cohort



2024 Accelerator Cohort



Data & Analytics Finalist



We are raising a \$1M (USD) Seed round

(Unlocks non-dilutive \$250k grant from Canadian Government)

Use of Funds



33%

Engineering



33%

Sales



33%

Operations

Outcomes



Introduce “puck data” for increased market value



Scale-up to 200 systems in market



Execute league-wide deployments



Access scouting markets