



# DRIVE

Drive brings professional-level performance analytics to amateur sports through AI-powered Smart Arenas

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A young boy in a hockey jersey is shown in profile, looking thoughtful with his hand to his chin. The background is a dark blue gradient with a faint image of a hockey rink.

# It shouldn't cost \$10K /yr to get better at sports

Every amateur player wants to score the next goal & reach their full potential. Until now, knowing exactly how to do that meant spending thousands to join the best development programs.

Arenas that solve this become training destinations: attracting teams, filling ice, and commanding premium rates



Our AI-powered 'Smart Arena' measures complete athlete performance: fitness, skills, & game IQ, guiding data-driven development & scouting

Pro-level analytics + immersive arena experiences

# Patented sensor technology that captures what video can't see

When Connor steps off the ice, he gets a detailed performance report benchmarked against peers, showing him exactly how to take his game to the next level.

The same AI-driven intelligence NHL teams use, now accessible to everyone

The image illustrates the DRIVE sensor technology and its associated analytics. On the left, a hockey player is shown from behind, wearing a helmet with a black DRIVE sensor attached. A blue arrow points from the sensor to a smartphone in the center. This phone displays a performance dashboard with the following data:

- Impact** (BREAKDOWN)
  - on Offence: 52.4% (NaN% time in offence zone)
  - on Defence: 47.6% (NaN% time in defence zone)
  - Avg Shift: 99s (11:38 time on ice)
- Technical** (BREAKDOWN)
  - Top Speed: 23.8 km/h (59th)

To the right, another smartphone displays an AI-generated report for a player named Jake. The report includes:

- Question:** How did Jake do in last night's game?
- Response:** Jake had a strong game last night against North Shore - his overall impact score of 69 was his best in the last five games and well above the cohort average.
- What stood out:** His transition game was excellent (81) - he created three quality scoring chances, two directly from quick breakouts. His defensive positioning has been steadily improving over the past month, up 8 points from his recent average.
- Area to watch:** His offensive support play dropped to 58, continuing a downward trend over the last few games. He's not getting into passing lanes as consistently when linemates have the puck - something to focus on in practice this week.
- Offer:** Want me to dig into what's happening with his offensive support, or break down those transition plays that worked well?

Metric	Player	Team Avg	Standing
Linear Acceleration Force	4.85	4.61	Above Avg
Single Leg Strength	1.75	1.67	Above Avg
Avg Distance / min	84.2	71.8	Above Avg
High Pace	23.6	19.9	Above Avg
Top Distance / min	257	249	Above Avg
Total Distance Skated	2692	2521	Above Avg
Top Speed	31.8	31.1	Above Avg
Conditioning	62.9	61.2	Above Avg
Top Angular Speed	17.2	16.2	Above Avg
Angular Acceleration Force	0.99	0.23	Below Avg

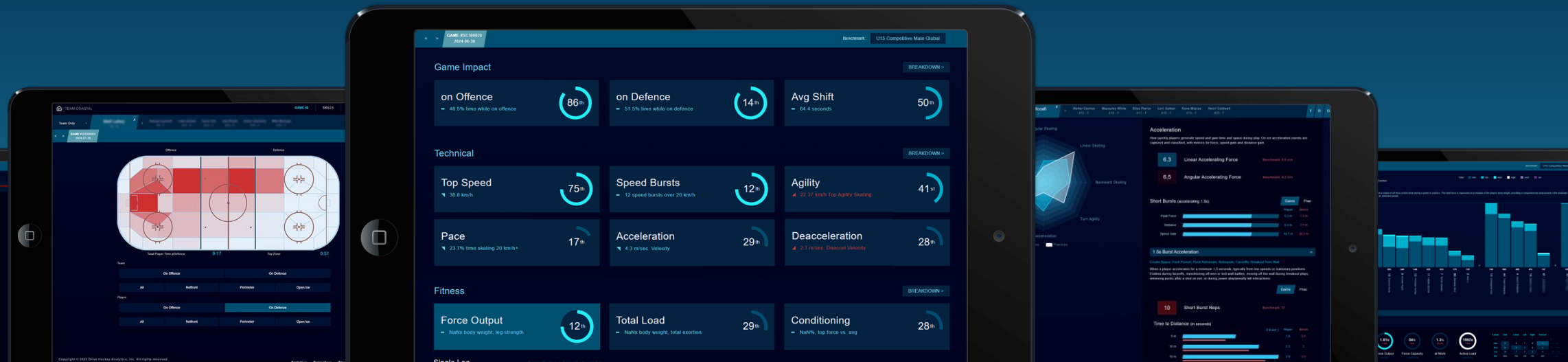
At the bottom left, there are logos for CE, FCC, and Google Cloud.

# Subscription model of \$10 – \$25 /m per player + \$100 sensor cost

Players maintain subscriptions for continuous development tracking and scout visibility

## Scout data licensing: \$2K – \$50K /yr per organization

Amateur scouting, media & gaming markets add high-margin revenue



TAM

**\$150 BN**

1B amateur athletes across all team sports globally

Initially targeting 1.8 M hockey players before expanding to  
1 Bn players across all team sports.

SAM

**\$260 M**

1.8M amateur hockey players globally

SOM

**\$75 M**

300K competitive hockey players in N.A.

# A multi-sport opportunity, targeting arena operators who earn revenue share from onboarding player subscriptions

Existing smart arena systems bring 150+ players each through league, academy, and team referrals



Phase	2026: Foundation	2027: Grow	2028: Accelerate	2030: Scale
Distributors	5	20	50	100
Arenas	10	50	100	1000
Player Subscriptions	500	5,000	15,000	200,000
ARR	\$250K	\$2.0M	\$5.0M	\$25.0M

18 active system pilots, 5K+ hockey players, \$140K ARR (+\$500K hardware)  
and a signed agreement with Canlan representing a \$5M ARR opportunity

 **CANLAN**  
sports™      **47**      **50k**  
Ice rinks      Player members

4 Patents (N.A., Europe), \$500K grants and a \$2M+ ARR pipeline for player and data sales:



“By partnering with Drive Hockey Analytics, we’re not only showcasing these athletes but also providing them with pro-level tools to enhance their development. This is a game-changer for how we evaluate talent and engage with fans.”

**Bryan Crawford, OHL Commissioner**

# Our patented sensor technology delivers professional-level analytics at a fraction of traditional costs

While competitors focus on basic metrics, we're building the industry's largest tactical performance dataset with over 500M rows of data growing daily

AFFORDABLE



LiveBarn

WHOOP



**DRIVE**

EXPENSIVE



BASIC DATA



COMPREHENSIVE DATA

# A leadership team with deep entrepreneurial, technology, hockey, and sales growth experience



## **MIKE DAHLSTEDT, CEO**

Technology startup / scaleup executive  
250+ channel partners, \$30M+ ARR business  
25 yrs. software, hardware, network  
15 yrs. amateur hockey coach



## **ADAM NATHWANI, COO**

Competitive player, coach & scout  
NHL hockey ops & central scouting  
Fortune 500 business analyst  
MBA & Masters in AI



## **RON JOHNSON, EXECUTIVE PARTNER**

Pioneered player testing & combines  
NHL offensive skills consultant  
30+ yrs. professional coach  
MSc. Hockey Biomechanics

Plus, an experienced supporting team of technical, financial and sales experts...

# A financial roadmap to boost our position as an industry leader

Secured \$600K in grants to date (AI, R&D, export) including \$200K+ for 2026

	2026	2027	2028	2029-30
<b>ARR</b>	\$250K	\$2.0M	\$5.0M	\$10M → \$25M
<b>Equity</b>	\$1.5M (Seed)	—	\$5-8M (Series A)	\$15-25M (B) / Exit
<b>Grants</b>	\$200K	\$200K	\$200K	—
<b>Debt Financing</b>	—	\$600K	—	\$3-5M
<b>Valuation</b>	<b>\$7.25M Pre</b>		<b>\$25-35M</b>	<b>\$100-150M</b>

## Use of SEED Funds

Onboard 20 distributor partners, install 50 arenas and activate a 50K player pipeline to reach \$2M ARR

Closing on a \$1.5M CDN SEED round:  
\$600K secured (lead & strategic), \$900K remaining

Pref Shares @ \$7.25M • Massive Market & Exit Potential • Existing ARR & Proven Traction • Defensible IP Moat



Invest here: <https://forms.gle/3pbnBwNF6WMx6AMp7>