

# ITSportsNet

## Core Business

**Health and Wellness:** Online management of sports administration and communication

## Contact Information

**Website:** [itsportsnet.com](http://itsportsnet.com)

### Headquarters:

Suite 210, 214 - 11 Ave SE  
Calgary, Alberta T2G 0X8  
(Southeast Calgary: Office in converted warehouse built in 1890, located 5 blocks from Saddle Dome)

**Careers:** David Cooper [cooper@itsportsnet.com](mailto:cooper@itsportsnet.com)

**Business Development:** Chris Groot  
[groot@itsportsnet.com](mailto:groot@itsportsnet.com)

**General Information:** [sales@ITSportsNet.com](mailto:sales@ITSportsNet.com)

**Phone:** 403.226.3040  
Toll free: 1.877.226.7726

**Ownership:** Private. Founder is President and CEO. Founded in 2000.

## What do people in the company say?

*"Discussing issues over a game of ping-pong is a legitimate form of having a 'meeting'...although I'm still not sure about making decisions based on who wins. Beers on Friday afternoon are never a bad thing either."* ~ Chris Groot, Sales & Marketing

*"I love being able to play music at my desk, walk around in bare feet, and chat with the boss about any subject."*  
~ Jason Hansen, Sales Support

*"It's not rare to see a little singing and dancing outbursts."*  
~ Trina Rathgeber, Support

*"I feel fully empowered to do my work with innovation."*  
~ Jonathan Li, Software Developer

*"It is nice to receive emails from customers saying 'Thank you for all your help'."*  
~ Frank Liu, Software Developer

*"My ping pong skills have definitely improved since I've been here."*  
~ Lena Hodgson, Software Developer

## What does ITSportsNet do?

ITSportsNet (pronounced I-T-Sports-Net) provides web-based tools and infrastructure that help amateur and recreational sport clubs and leagues simplify and streamline their registration, league management, and communication activities.

Using ITSportsNet's service, player registration and fee processing is done online and can be done 24/7 at the convenience of the players (or their parents). Since everyone wants to know game scores, team standings, player statistics, and game schedules, ITSportsNet offers a communication tool that makes it easy for club and league administrators to update their website and manage communication between players, coaches, team officials, parents, and fans. ITSportsNet also ensures data security and automatically backs up all data files.

According to ITSportsNet, the biggest benefit of ITSportsNet's service is that it saves sports organizations 50% of the time it normally takes to conduct their administration, management and communication activities, which makes things more convenient for everyone.

ITSportsNet is available for clubs, leagues, districts, and sport governing bodies. A sports organization from any sport can benefit from ITSportsNet's service, including soccer, basketball, hockey, softball, volleyball, baseball, rugby, ultimate, university intramural programs, and high school/collegiate athletic associations. ITSportsNet's clients include the Ontario Soccer Association (360,000 players), Minor Hockey Association of Calgary (12,000 players, 750 teams, 31 clubs) and the American Collegiate Hockey Association (300 teams from 250 Universities and Colleges across the US).

Since ITSportsNet applications are web-based, only a computer with an Internet connection is required. The price of ITSportsNet's service is based on the size of the sports organization. Typically, organizations pay \$1 per player per season to have access to all ITSportsNet's services.

## What makes them cool?

**The Canadian leader:** ITSportsNet was one of the first and is the largest provider of online administration and communication management services for the Canadian recreational sports market. As of August 2004, ITSportsNet has registered 600,000 players belonging to over 1,400 sports clubs and leagues across North America.

**Innovative services:** Player registration and league management were ITSportsNet's first services. ITSportsNet also gives clubs and leagues the ability to collect registration fees online. ITSportsNet has developed and successfully launched additional services that make administration, management and communication easier for sports organizations. These include online scoring, referee and coach certification, facility scheduling, and web content management.

**More client benefits:** In its fixed subscription fee, ITSportsNet provides a complete turnkey solution including software, websites, server management, hosting, security, and support.

**FREE trial:** ITSportsNet offers a free trial version of its service on its website.

**History:** The idea for ITSportsNet was developed from an MBA student research project led by founder, CEO and President, David Cooper, during his MBA course work at the University of Calgary in 1999. Originally interested in community portals,



### Revenue distribution for 2003

**By geography:** ITSports is #1 Canada and in top 5 in North America

**By product:** 100% annual subscription fees

**By client type:** 60% soccer groups, 20% hockey groups, 20% other sports groups

**Revenue growth:** 187% om 2002 to 2003

### Specific positions needed

People or companies to help in Marketing and Sales in Canada, Europe and Asia.

### Cool technology used

Software: Salesforce, Linux, FreeBSD, Apache, MySQL, PHP, and Java. Hardware: IBM eServers, Disk Arrays, and Cache servers.

### Scientific research interests

Database optimization, schedule software and best practices for sport organizations.

### Education wanted of new grads

Computer, Business, Sport. Over 80% of their new hires are new grads. (Co-op = YES)

the MBA student-led focus group discovered that their target market's most important needs were to communicate sport events schedules and quickly post game scores and standings. ITSportsNet continues to use customer-driven research to find new services.

**Name:** ITSportsNet is a combination of the concepts behind the company: "Sports" for the type of clients it services, "Net" for offering Internet-based services, and "IT" for Information Technology used to create their technology.

## What are their plans for the future?

**Global agents wanted:** ITSportsNet's technology can be customized to any recreational sports organizations around the world. It is currently looking for people to sell its services as an ITSportsNet agent and to customize its service for clients around the world.

**Fundraising partners wanted:** Fundraising is an important activity for many sports organizations. ITSportsNet is looking for innovative fundraising ideas and companies to help them with offering fundraising opportunities for their clients.

**Third-party partnerships wanted:** ITSportsNet has built a direct channel to leading sports organizations in North America. It would like to capitalize on this strength, and has started to offer appropriate products and services from third party suppliers that its clients would appreciate. It has started with jerseys and coaching material. ITSportsNet is looking for additional complementary products and services.

## What kind of people work there?

Team / Departments	Positions	Current Employees	Employees Needed
Sales	VP Sales, Sales, Sales Support	3	3
Info Technology	Developers and tech support (3)	3	1
Outside Contractors	Server Management, Business Development, Marketing, Bookkeeping, Customer Relationship Management	Outsourced	Yes
Marketing & Sales	People or companies to sell services in Europe, Canada and around the world	Outsourced	Yes
Senior Management	CEO, VP Business Development	2	0
	<b>Total</b>	<b>8</b>	<b>4</b>



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