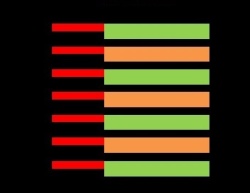
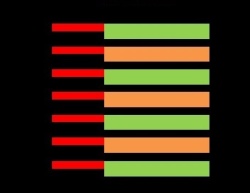
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**ESP [Extended Strategic Principles]**

**Products and Consultation Services**

|  |  |  |  |
| --- | --- | --- | --- |
| **USA Professional** | **NCAA-ESP** | **Sports** | **International** |
| NFL-ESP | NCAA Football | NTRA-ESP | CFL-ESP |
| NBA-ESP | NCAA Basketball | PGA-ESP | EPL-ESP |
| MLB-ESP |  | NASCAR-ESP |  |
| NHL-ESP |  |  |  |
| MLS-ESP |  |  |  |
|  |  |  |  |

-You may take us on as consultants with the ESP system.

-Allow us the opportunity to work for you as your analytics person; again, knowing the system we most know PRODUCES is ESP.

-We would send you weekly ESP Reports, Pre-Game and Post-Game (however, not In-Game).

-Any variation of consulting for your Head Coach, Offensive Coordinator, Defensive Coordinator and whomever else, on how to apply and work the ESP system and Reports.

-Ultimately, the most PRODUCTIVE (including "In-Game", more-so than all-of-the-above and potentially more PRODUCTIVE than 10-15% more wins per season); is the position of Game Management Coordinator or "GMC."  Whereby, in real time, as a coordinator, we are able to relate to the Head Coach on about 10 "Points of Call" during a game; the most PROBABLE and PRODUCTIVE BASIC STRATEGY DECISIONS in accordance with the ESP Pre-Game Report.

-Lastly, as an option, we produce a fan-friendly broadcast version of ESP called, *“ESP-Moneyball”*; and tape an exclusive "chalk talk" video tutorial, or Video Report of what that week's ESP Report data reveals and how that would help an organization’s PRODUCTION.