

PROSPECTUS

STUDENT athlete World .com

THE NATION'S MOST PERSONAL AND HONEST
COMPREHENSIVE COLLEGE ATHLETIC RECRUITING COMPANY

"WE HELP ATHLETES GET RECRUITED"

Our Personal and Honest Approach

A message from Tim Ryerson, STUDENTathleteWorld President/Founder

Athletes, Parents, and Coaches,
On behalf of our team here at STUDENTathleteWorld, welcome and thank you for your interest in what we do. We began helping athletes and families in the college athletic recruiting process in 2009.

The college recruiting industry has changed drastically since my days as a college coach (2001-2009), and even more since we began helping athletes and families.

The unfortunate reality is this industry has a bad reputation. Part of that is due to some companies who took advantage of the marketplace. However, in my opinion, part of it is due to unrealistic expectations of college recruiting perpetuated by youth coaches, parents, and the media.

I've always felt a strong passion for bringing some normalcy to this process and the youth sports industry in general.

The STUDENTathleteWorld program is put together to give clients what the need in the process, not what looks and sounds good.

Many parents want to buy 'exposure' and influence coaches and get their kids the upper hand in the process.

Unfortunately, it just doesn't work that way. College athletic recruiting is about developing recruiting relationships with college coaches, casting a wide net, and being realistic. If you do that, you will be successful.

We've built a great platform for athletes to navigate the recruiting process. It's not a magic wand. But it has been extremely effective for thousands of STUDENTathletes and families who have used our service.

If you want honest advice, personal service, and a realistic game plan for success in college athletic recruiting; you have come to the right place!

Inside This Issue

[Page 1] Welcome Message
[Page 2] Our Services
[Page 3] Our Success Stories
[Page 4] Our Story
[Page 6] Testimonials



Tim Ryerson, President/Founder

STUDENTathleteWorld President/Founder Tim Ryerson spent eight years as a college basketball and cross country coach at five different NCAA D2 and D3 Universities. He also coached baseball, softball, and football at the high school level.

Our Services

What We Do

We offer a full service program that includes all aspects of college athletic recruiting process. We help you to navigate this important journey. We have plans and options to meet the specific needs and budgets for all STUDENTathletes and families.

Scouting Evaluation - A college coach will evaluate your film and give honest and detailed feedback on your projected level of play. Our non-biased blind evaluation process ensures you target the right schools.

College Match - Our exclusive SaW College Match program matches your abilities and evaluation with potential schools that match your preferences and abilities. This connects you with great schools you may not know and ensures you focus on the schools that fit you best!

Video - We create professional highlight videos to easily showcase your ability to college coaches. Our video services are top of the line and meet today's changing recruiting landscape.

Consultation - Throughout your high school career we will guide you through the recruiting process acting as your consultant on your behalf with your best interests in mind. Consultation includes assistance in financial aid, NCAA rules, and unlimited access to your personal College Recruiting Advisor. We will talk with you, your family, your coaches, and our scouting staff to offer customizes professional guidance.

OUR GOAL

"To help you find the best education, at the best price, that allows you to continue to participate in the sport you love"



We Offer...

Tools - Our website includes all the tools you need to make sure all college coaches know about you — don't wait to hear from coaches! Our SaW College Match program contains more than 2,000 colleges and universities and more than 20,000 college coaches.
Guidance - Your personal College Recruiting Advisor's role is to help you use our tools and teach you how to use leverage to create specific playing, scholarship and admissions opportunities and how to determine which recruiting opportunity matches your specific needs and wants.

To Develop Opportunities...

Admissions - The combination of academic and athletic skill can help a high school student-athlete stand out amongst the crowd in the application process. Each student-athlete has an on campus cheerleader — the coach!
Athletic - A College Coach may have need for an athlete with your specific size, skill and personality to fill a roster spot. However, if they don't know about you, you won't fill the roster spot!
Financial - A College Coach is an influencer and decision maker in the college financial aid process. If he/she wants you to play, financial and merit based aid can be made available.

Based on Your Specific Needs...

Educational - What educational program are you interested in? What post-graduate career do you want to explore?
Personal - What type of school are you looking for? Small, Big, Urban, Rural? Does walking onto campus give you a good feeling or bad?
Extra-Curricular - Sports, Student Government, Religion, etc. What will round out your college experience?

Let Us Show You...

Why your child is in demand and will generate tremendous interest at schools nationwide right now!
Why it is impossible for a family to uncover all of the opportunities alone and why it is unfair to place the burden on your coach.
How to become a smarter purchaser of a college education and stretch the dollars you have available.
How to improve your child's chances of being recruited and admitted into a top-flight College or University.



Our Success Stories

Where Are They Now?
Our Athlete Matriculation Since 2009

To What College Have You Sent STUDENTathletes?

To nearly every single College and University in the Country! We've sent thousands of athletes to big and small schools across the Nation. Please check out our SUCCESS STORIES book or the WHERE ARE THEY NOW section of our website to see where our alumni have matriculated.

What is Your Success Rate?

While we have had our fair share of "Blue Chip" athletes, not every client that enrolls with us is athletically capable of obtaining an NCAA D1 full scholarship in their sport. Many of our clients are more concerned with **finding the right "fit" for their college careers**. Some clients even go through our program and pass up on opportunities to play at the NCAA D1 level because they find opportunities at other levels that better fit their academic, athletic, and personal goals.

So how do you define our success rate? What is success? For some clients it's about obtaining an NCAA D1 scholarship. For others it's about saving money on college. For others it's about providing lots of options. Other clients are more interested in our honesty, availability, and effort in helping them through the journey. The truth is that it's pretty hard to put a number on our success.

To put it in its simplest terms, **100% of our clients who engage in the recruiting process using our proven system have been offered multiple playing opportunities at the college level.** A small percentage, less than 5%, may have decided not to pursue those opportunities for various reasons. While we can't control every variable, we can say emphatically our program works for 100% of the clients who use it as designed. So, what's our success rate? 100%, we are sticking with it!

BY THE NUMBERS

5%

Percentage of high school varsity athletes that will play their sport in college –NCAA Report

6%

Percentage of college programs that compete in the FBS level of Division I

9%

Percentage of college teams, on average, compared to the number of high school team per sport- NCAA Report

11%

Percentage of scholarship covered by the average athletic scholarship in NCAA D1 and NCAA D2

42%

Percentage of colleges that even offer ANY scholarship monies specifically related to athletic performance.



'200K Savings!'

"I wanted to let you know what great success we had with your program. USMMA learned about Payton and his video through your program. His scholarship is valued at well over $200,000, so the investment in your service really paid off! " **–Jon Ball, Father of Payton Ball from Topsail High School (NC) who committed to The United States Merchant Marine Academy (NY)**



'So Many Contacts We Lost Count'

"Thanks for all your help. We had so many contacts we lost count. Your service was powerful and I feel we have a relationship greater than just business associates. Kyle has grown to look up to you and your advice and instruction. Thanks again, you have been a great help and a great friend." **–Jeff Marburger, Father of Kyle Marburger from Peru High School (IN) who committed to Cornerstone University (MI)**

Large Enough to Serve You, Small Enough to Care About You

The Story Behind STUDENTathleteWorld

This is an exciting time for us as we recently launched a new website that includes cutting edge recruiting tools for our clients, including our SaW College Match program.

What we are most proud of is that we've stayed true to our commitment to being personal and strategic-focused to each and every client. Our clients have rewarded us by recommending us to their friends and helping us grow at an astounding rate!

As much as we embrace technology, we are constantly reminded of the fact that we are in the 'people business' and college coaches recruit student-athletes, not profiles. With our growth has come fancy new technology and improved business practices and processes. However, our most important resource will always be our people, and our time.

I'm excited that now is a perfect time for us to serve our clients. We have become large enough to serve you, yet remain small enough to care about you as an individual.

Parents and student-athletes are often faced with many difficult questions when they start to think about getting recruited to play college sports. What do I do? How do I do it? Where do I start? When do I start? Isn't it my high school or club coaches' job? And what about all these college athletic recruiting businesses?

STUDENTathleteWorld team members have gone above and beyond with their clients. Our approach is personal and strategic-focused for each athlete.



They typically feel overwhelmed and unsure of how to go about the process. So getting professional help seems like a good idea. But even then, where do they start? There are hundreds of options available to them. There are free websites, and cheap websites, and people who call themselves 'scouts'. What does it all mean?

Many times they hear horror stories from other parents about a guy who came in and took their money and ran. Or maybe their coaches told them that all college recruiting business were scams. Some hear about a company or product that worked well. So how can you sort out this dilemma?

The first thing you need to do is understand the business. Here are a few hints...

If it's a free website understand the business model is all about ADVERTISING DOLLARS! While you are on their website every night changing your batting average from .310 to .315 thinking that this affects your recruit-ability it simply is increasing the price they can charge Nike and Gillette to put ads on the page where impressionable young new consumers are spending time on-line.

If it's a cheap monthly site it probably has some web-based features, some nice information, and a web-based portal for you to keep track of everything. But it is definitely a do-it-yourself model with limitations and without a personal touch.

CONTACT US

Are you ready to be pro-active and take control of your athletic recruiting process? If so, contact us today.

RECRUITING.STUDENTATHLETEWORLD.COM
INFO@STUDENTATHLETEWORLD.COM
Phone: 984-225-1040

If they are promising you scholarship money or pressuring you into anything over the phone then you should be careful. Actually, the NCAA makes it illegal for companies to promise any scholarship dollars.



At STUDENTathleteWorld we have worked hard since we began helping student-athletes and families in 2009 to carve out our niche in this industry by being very different from these three types of companies. Our program was created by former college coaches and the vast majority of our staff has been college athletes and coaches. We pride ourselves on being REALISTIC and HONEST. We've created a program that WORKS not just one that SELLS. We tell our clients what they NEED TO HEAR not always what they WANT TO HEAR. Most importantly, we are dedicated to being personal and strategic-focused in our approach with all of the families we represent. What follows are some examples of how we set ourselves apart from the rest of the industry with our personal touch...

Dustin Glant (Indianapolis, IN) joined our team after a nine year career as a pitcher in the Arizona Diamondbacks organization. As a highly recruited athlete himself who played at Purdue, he is able to share many REALITIES of the

"Our program is so different from what else is available. How many of our competitor's clients had their representatives at their graduation parties?" -Dustin Glant, Indiana

process with his clients in Indiana. He worked personally with them in all areas of the recruiting process. **In fact, last spring he attended the graduation parties of three of his clients!** He recently shared with us...

"Our program is so different from what else is available. How many of our competitor's clients had their representatives at their graduation parties?"

He also told us that now seeing a class through the program and how much money his families saved that he can't imagine a good reason NOT to be in the program.



"He's not my son's recruiting advisor, he's our friend" -Jack Jelepes, West Virginia on SaW Advisor Thomas Davis

Thomas Davis has been with SaW since 2014. He has one of the best reputations of recruiting coordinators in the Nation. He often travels through the Steel Belt region going to games of his clients, taking them to showcase events, and re-visiting with families.

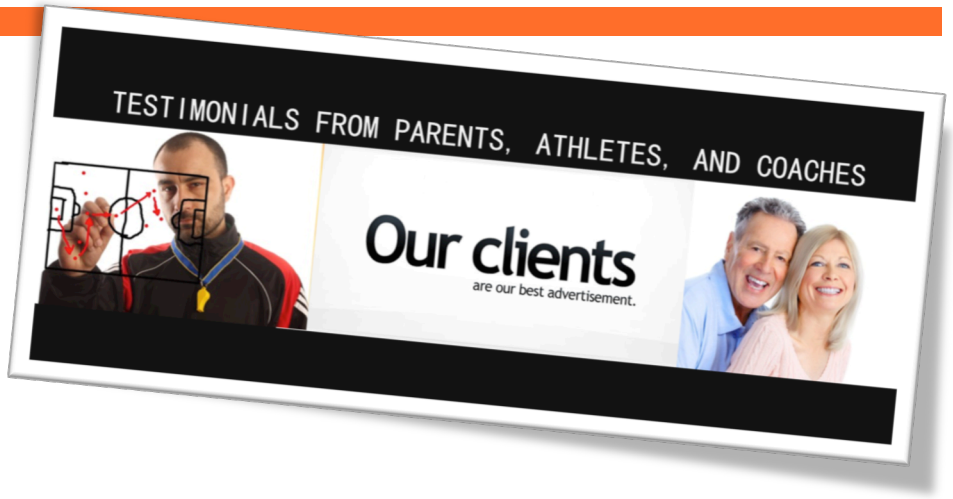
While this is not something that is essential in the recruiting process, it is something Tom does to help build great relationships with his clients. In fact he often offers to meet for a 'breakfast get-together' in the city he's in to reconnect with clients. Pictured above is Tom meeting with some clients years after coming on board with him and SaW.

STUDENTathleteWorld founder Tim Ryerson, who spent 8 years as a college coach before starting the company, had this to say about the approach to college recruiting that he designed,

"I can't tell you how many tough conversations I've had with families about the realities of college recruiting. ***It would be real easy for us to take the same approach our competition uses and promote the amount of scholarship money that is available and call ourselves 'scouts' and trick people into enrolling with us and leave them to fend for themselves.*** *We won't use the word 'scout' on our website and in our business name. It's dishonest and we won't do it, it's a matter of principle. The most important thing we can do for our families is to be honest with them and provide them with what they need to be successful in the recruiting process and then be there for them every step of the way to help them."*

STUDENTathleteWorld is proud to have grown into a national company with representatives across the USA. However, we are even more concerned about how we got here and how we will continue to grow to increase our ability to help student-athletes and families.

Tim concludes, "Our Mission Statement won't change. We are fortunate to have great people representing us across the Nation. They help create and foster an environment of honesty and a people first business model. **There are on-line advertising-based companies that are cheaper, there are web-based companies that are prettier, and there are phone sales-based companies that are more profitable.... but there are no people-based companies that do college recruiting BETTER than we do!"**



Testimonials

From Parents, Athletes, and Coaches

James L'Esperance, Father of James L'Esperance, East Lake High School (California) who committed to Claremont-Mudd-Scripps (California)

"We thought we were doing all the right things in the recruiting process but were not having any luck. We even signed up with another national recruiting agency at the beginning of his junior year, but they just seemed to sit back and wait for us to initiate all the work, and nothing happened. I realized that I had to get smarter, step back, and figure out what was going on. I heard about STUDENTathleteWorld from a friend and when I met your staff I immediately knew that my son was in good hands. **Within a day of enrolling, we had more activity than I could ever have imagined.** Within a week we five calls and had a coach come out specifically to see my son play. His video was being seen all over the country by the right level coaches. Every one of them was legitimately interested in my son. After a very painful process, we found the fit we were looking for. There is no way we would have arrived where we are without STUDENTathleteWorld. **I just don't have the time, expertise, systemic knowledge, objective view of my son, or access to coaches to pull all of this off."**

Jon Loewer, Father of Adam Loewer, McEachern High School (Georgia), who committed to Maryville College (Tennessee)

I was skeptical of 'another sports marketing company' when I met the STUDENTathleteWorld staff. I quickly had my mind changed when I was able to view all the tools available. **After using the program we literally within 45 minutes had 14 schools contacting us to schedule campus visits.** No way could we have ever done that on our own! As they continued to send out the profile coaches contacted them with needs and they forwarded to us for review. I cannot say thank you enough for the assistance they provided. The online videos are an added bonus."

Sherri Beaver, Mother of John Beaver, Myers Park High School (North Carolina) who committed to Lenior-Rhyne University (North Carolina)

"Your program provided exactly what you said it would- it educated us on the recruiting process, prepared John to be recruited by way of a profile and video and then you put John out there countrywide where he got a lot of exposure and contact. **He was able to get a large sample of different schools in various areas of the country which ultimately formed his preferences on the type of school he wanted to attend.** The information you sent out monthly by way of newsletters and videos were very helpful and on target. We have been very pleased with your program and feel it helped us greatly. Thanks for everything."

Todd Roeder, Father of Josh Roeder, Porter Ridge High School (North Carolina) who committed to the University of Nebraska

"My wife and I entered the world of college recruiting believing my son's talents alone were enough to get him a scholarship to a great school. We quickly learned that to do the best for our son we needed help from someone who knew how to navigate through the maze and traps of recruiting. **We credit STUDENTathleteWorld and the passion for what they do, care for their clients and their knowledge of the recruiting process, for helping us get our son a scholarship to play college baseball.** Their ability to break the process into simple steps made it more enjoyable and they were always there to answer questions and provide guidance and support. They remain a great support for us today and we recommend STUDENTathleteWorld to anyone who is serious about ensuring their child has the best opportunity to play college athletics!

Mike Gardner, Head Football Coach, Tabor College (Kansas)

"The honest evaluations and insight on the players make this company unique. **Every parent, player, and recruiter should value the honesty given by the STUDENTathleteWorld team.** If you are good enough the big time will find you, but the challenge is to make the big time where you are and they can do that for all their clients."

READ MORE TESTIMONIALS

Don't just take our word for it. We have over two hundred testimonials from parents, athletes, youth coaches, and college coaches on our website.

RECRUITING.STUDENTATHLETEWORLD.COM
Click on ABOUT US > Testimonials