

Create your East Coast Player Development Program Account by scanning the QR code below





Parent Introduction

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East Coast Player Development Program



Introducing the East Coast Sox Baseball Player Development Program

Powered WIN Reality, we will be focusing on hitting development to start.



A

Extra Team Practices

- Adding 1X team practice per week through a Virtual Reality practice hosted by WIN

B

Hitting Assessment

- Measuring progress through assessments every 6 weeks

C

Recommended Training Tracks

- Personalized training tracks to accelerate skill development

D

Biomechanical Analysis

- Measuring biomechanics of the swing in facility practice, VR practice and in games

We partnered with WIN Reality because:



A

Proven results at all levels

- MLB teams and players that use this exact platform perform better than their competition
- We are now the first to have access to it

B

Unlimited game-speed reps; the right way to improve skills

- Our players will get more at bats using WIN in 1 week than they otherwise would all year
- You typically pay \$40 per at bat, in WIN each at-bat is \$0.25

C

Measured progress and personalization

- Parents, players and coaches will actually know if you are getting better
- WIN measures everything
- Workouts and experiences tailored to each player

D

Connect our players with the entire East Coast Sox community, not just their team

- Team will practices will let all players in each age group compete and have fun together
- When you play for us, it doesn't matter what team they are on, when they put on this uniform we care just as much about them as anyone else
- This platform reinforces what matters most to us

E

Platform for our curriculum

- We are working closely with WIN Reality to make sure everything you do on the Player Development Platform ties together with the rest of what it means to be a East Coast Sox member.

Super Club Member Partnership; The only place to have full access to all of WIN's features



A Overview

- We are one of a very limited number of organizations that have access to the complete Player Development Program
- The top organizations in the country were hand picked to be a part of this alliance
- You will know how you stack up against the top players in the country in your age group
- WIN has 100's of thousands of players using the platform, but no one else is getting the full stack of white glove services you will have access to.



B Exclusive Features for the Player Development Program

- Super Club Membership players will get features not available to online purchasers
 - Branded materials specific to East Coast Sox
 - Coaching by WIN coaches AND East Coast Sox coaches in WIN
 - Individual and team competitions within East Coast Sox
 - Tournaments and events against other Super Club Members around the country
 - First access to all new WIN product features

WIN Reality Introduction



WIN has been directly improving hitter and team performance for five years

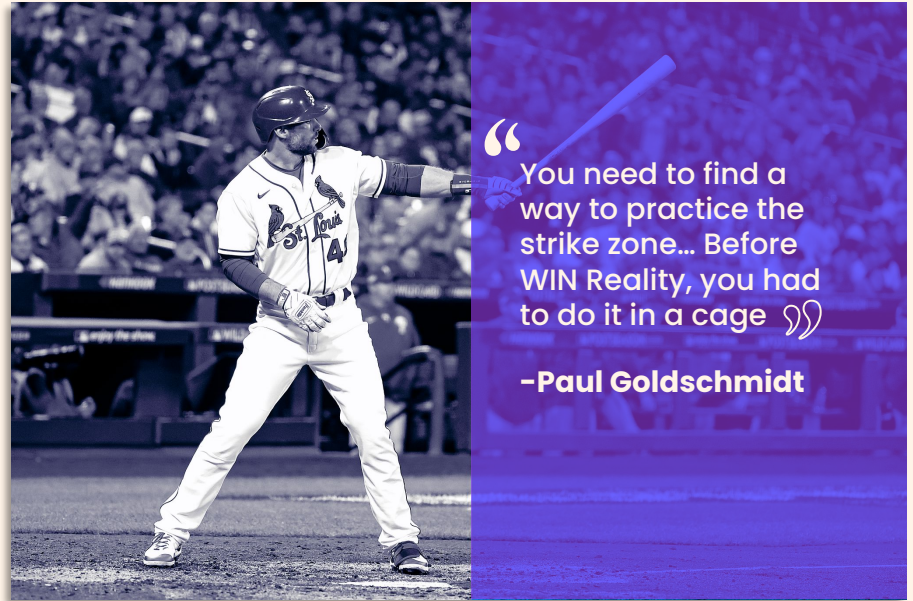
WIN REALITY X MLB SUCCESS

Optimal WIN Reality usage corresponds with a 0.505 increase (19.3% increase) in game PDR for 2023 WIN Reality MLB clients.

Which means: **WIN Reality helps MLB clients allocate more swings to strikes and fewer swings to balls.**

An increase of 0.505 in PDR projects...

- 5% increase in OBP
- 5% increase in OPS
- 20 more wins



Today, WIN is the leading hitting tool for the next generation of players

There are over 1M swings per month in WIN Reality. That is nearly 2X more than in an entire MLB season.

WIN users are seeing an MLB seasons worth of pitches in $\frac{1}{3}$ the time

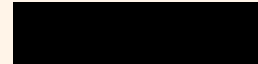


MLB



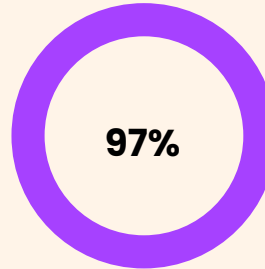
26 Weeks

WIN



10 Weeks

With WIN, baseball is no longer seasonal.



WIN users are ready for their moment. 97% of users say they are more confident at the plate.



The St. Louis Cardinals proved that our product leads to better results; we are now bringing that same experience to the travel ball market

STL CARDINALS MILB K% VS. MILB LEAGUE AVERAGE



Cardinals and League Average MiLB

The St. Louis Cardinals are **#1** in WIN Reality Usage and **#1** in swing decisions across all of minor league baseball

- 123 players across 6 levels
- 225,940 WIN pitches during the 2023 MiLB season

Cody Bellinger's VR routine lead to enhanced in-game performance

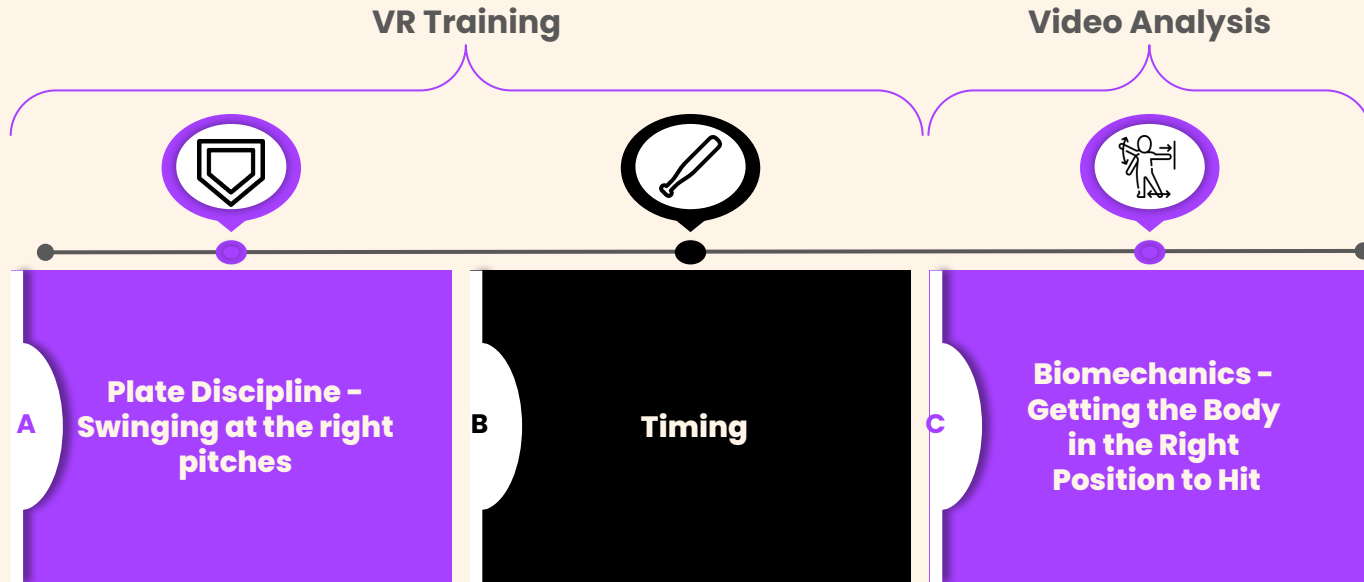


Metric	Gameprep w/ WIN	No Gameprep w/ WIN	Percent Change
BA	0.332	0.277	19.86% Increase
OBP	0.381	0.320	19.06% Increase
SLG	0.616	0.420	46.67% Increase
OPS	0.997	0.740	34.73% Increase
K%	13.2%	18.6%	29.03% Decrease
BB%	8.6%	5.5%	55.15% Increase
Chase Rate	29.8%	32.5%	8.31% Decrease
BB/K	65.00%	29.87%	117.61% Increase

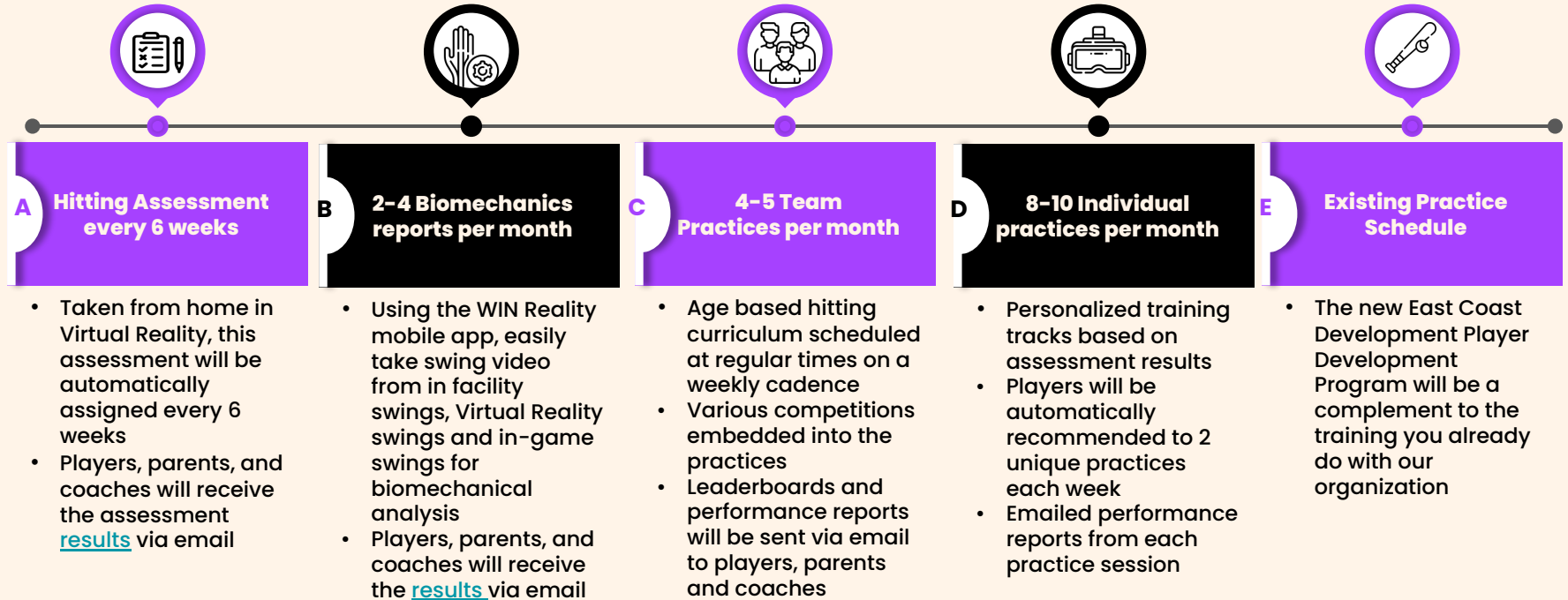
WIN selected the East Coast Sox as a founding member in the Player Development Program because:



There are 3 main pillars of hitting: Using WIN Reality, the Player Development Program will train all 3



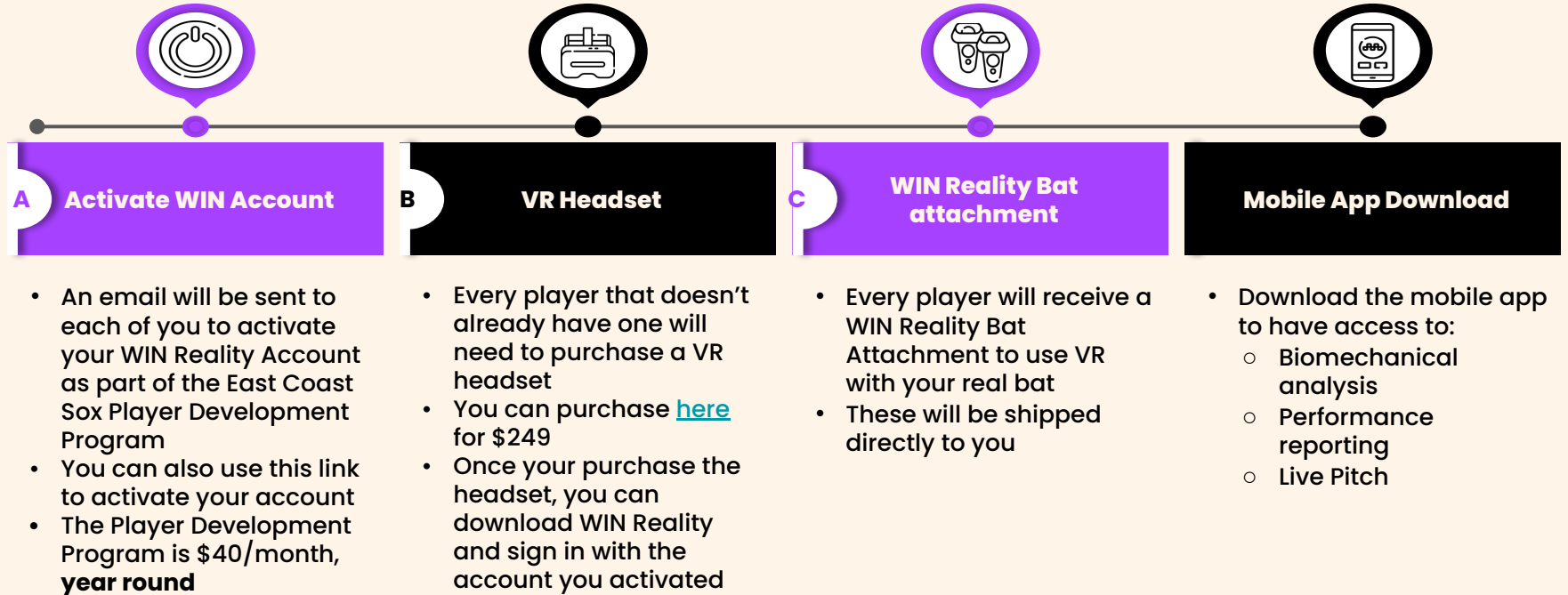
A look at the ideal month using the East Coast Player Development Program



Next steps in the rollout phase:



What you will need to get started



Create your East Coast Player Development Program Account by scanning the QR code below



FAQ (1/2)

Q: I already have a WIN account, what do I do?

A: We will add your team and organization to your account so that your coach can see your training plan. You will continue paying the price your already pay until your current term ends. Then you will adopt the \$40/month East Coast Sox Player Development Program price.

Q: I have two kids in the program, do they each need an account?

A: Yes, we will set up an account for both kids that you will have to activate. They will both have separate stats, be tied to their specific coach and team, and have recommended training plans tailored to them.

Q: Does each family need to have their own headset?

A: Yes, each family will need to have their own headset in order to take part in the VR portion of the Player Development Program. However, if you have 2 kids, it is not totally necessary that they each have their own.

Q: Will I as a parent be able to see their training plans and stats?

A: Yes, all performance reporting will be sent to your account email and will be available in the WIN mobile app which you can download for free!

FAQ (2/2)

Q: What type of headsets does WIN Reality work on?

A: WIN Reality currently works on the Meta Quest 2, Meta Quest 3, and Meta Quest Pro

Q: What is different about this than the product WIN sells on their site?

A: This has features that are not available to anyone but the partner travel baseball organizations WIN works with. These include, player performance reporting, weekly team practices, organization specific hitting curriculum, and personalized SwingAI analysis.

Your WIN Team: A dedicated hitting expert and a full team of resources

Dedicated WIN Hitting Coordinator – Andrew Don

About:

- Ex College and professional player
- WIN Hitting Expert Certified in:
 - WIN Technology
 - On Base U

When to contact:

- Questions related to the best ways to use WIN Reality
- Questions regarding hitting development, performance reporting, or anything else baseball

How to contact:

- (512) 615-5113
- andrew.don@winreality.com



Dedicated Operations Coordinator – Jacob Goodman

About:

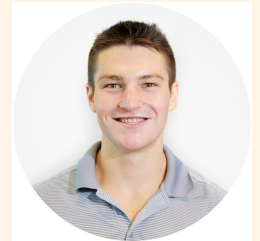
- Management consulting experience
- Proficient in all categories of WIN Reality's operations

When to contact:

- Any questions regarding onboarding steps, payment, schedule, and other logistics

How to contact

- (303) 808-4092
- eastcoastdevelopment@winreality.com



Measure -> Train -> Perform

Assessment Metrics

- Covers all things hitting
 - Swing Mechanics 12+ Metrics
 - Swing Plane
 - Timing
 - Decision Making
 - Reaction Time
 - Contact Rate
 - Bat Speed
 - Hard Hit Rate
 - Range of Motion
- 2024¹ roadmap

Sample Assessment - Contact Rate Section



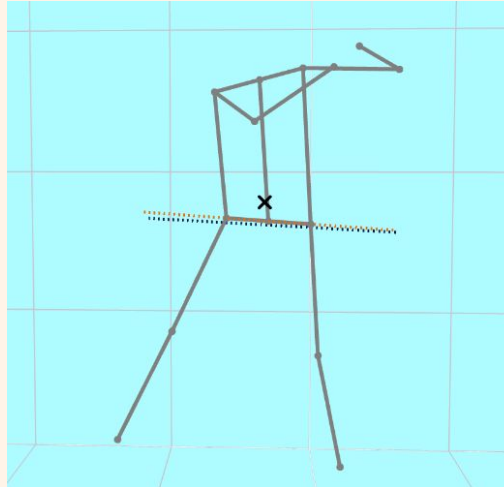
Measure -> Train -> Perform

DETAILED AND DIGESTIBLE REPORTS THAT ARE GENERATED IN REAL TIME

SWING MECHANICS REPORT - 12/29/23

- ✗ - Pelvis Total Rotation Range
- ✗ - Hip-Shoulder Separation at Contact
- ✗ - Pelvis Load
- ✗ - Stride Length
- ✓ - Negative Move
- ✓ - Forward Move
- ✓ - Upper Torso Load
- ✓ - Max Hip-Shoulder Separation
- ✓ - Pelvis Direction at Contact
- ✓ - Hip-Shoulder Separation at Foot Down
- ✓ - Upper Torso Direction at Contact
- ✓ - Upper Torso Total Rotation Range

Pelvis Load



Hitter has minimal counter rotation of their hips during the load

Adding more hip rotation in your load can help to generate better sequencing and more power

Measure -> Train -> Perform

Automated personalized workouts that meet the needs of each player and opportunities of improvement

Players and coaches can follow along our WIN training progression, or get into more detail with customized workouts built from their coach.

*Non-VR training tracks available.



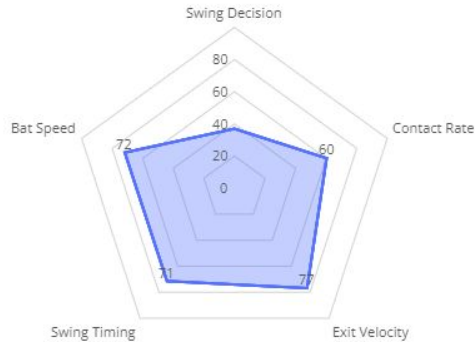
Measure -> Train -> Perform

Coaches dashboard to review progress with players and parents

Swing Timing
52.1%

Swing Decision
70.8%

Metrics Radar (Percentile for Age Group)



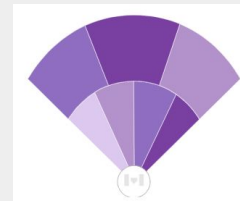
Hard Hit %
11.1%

Average Bat Speed
42.9mph

Average Exit Velocity
65.7mph

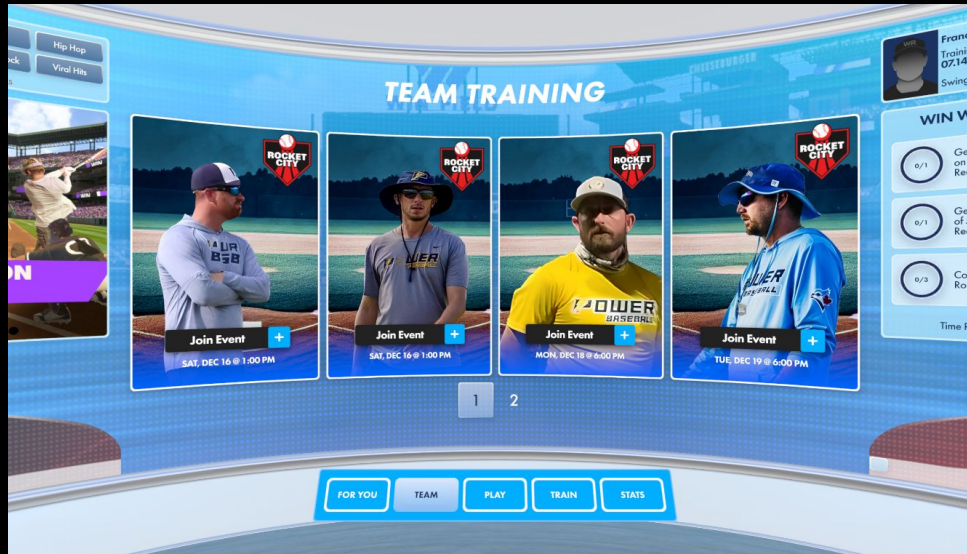
Swing Decision

31.2% 92.9%



Measure → Train → Perform


FUN & COMPETITIVE REPS FOR PLAYERS THAT IS EASY ON COACHES AND PARENTS



- 1 Coaches are able to schedule practices away from the field to take place inside WIN Reality
- 2 Access to WIN Coaches to run or assist in team practices
- 3 The ability to practice while eliminating field time, poor weather conditions, travel

Measure -> Train -> Perform

LEADERBOARDS AND COMPETITIONS THAT CONNECTS TEAMS AND ORGANIZATIONS



A graphic for a weekly live competition winners leaderboard for baseball. The title 'WIN WEEKLY LIVE COMPETITION WINNERS BASEBALL' is displayed in white and cyan text on a dark purple background. Below the title is a table with three columns: NAME, AGE GROUP, and WINS. The table lists five winners: Mason S (10u, 4 wins), Zachary, Meagan H, Elliot G (3-Way Tie!) (11-12, 3 wins), Aiden B (13-15, 5 wins), and Raul S (16+, 7 wins).

NAME	AGE GROUP	WINS
Mason S	10u	4
Zachary, Meagan H, Elliot G (3-Way Tie!)	11-12	3
Aiden B	13-15	5
Raul S	16+	7

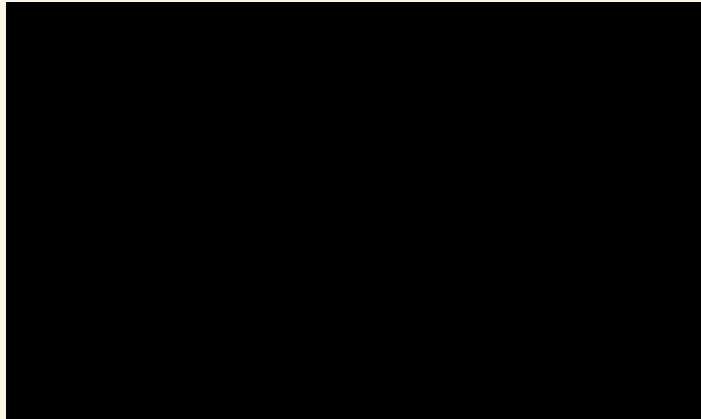
1 Customized leaderboards to highlight and recognize players that are going above and beyond in their training

2 Incentivize teams to stand out from the rest in their training

3 The ability to practice while eliminating field time, poor weather conditions, travel

Measure -> Train -> Perform

Translating training into the game with In-game mechanics analysis



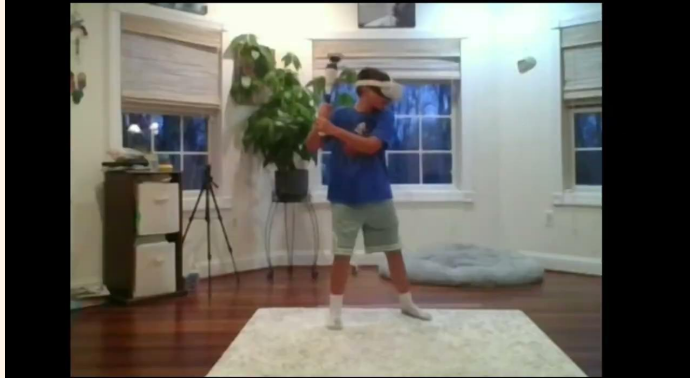
Negative Move	✓	Upper Torso Load	□
Forward Move	✓	Upper Torso Direction at Contact	□
Stride Length	✓	Upper Torso Total Rotation Range	□
Pelvis Load	□	Max Hip-Shoulder Separation	✓
Pelvis Direction at Contact	□	Hip-Shoulder Separation at Foot Down	✓
Pelvis Total Rotation Range	✓	Hip-Shoulder Separation at Contact	□



Negative Move	✓	Upper Torso Load	✓
Forward Move	✓	Upper Torso Direction at Contact	□
Stride Length	✓	Upper Torso Total Rotation Range	□
Pelvis Load	□	Max Hip-Shoulder Separation	✓
Pelvis Direction at Contact	✓	Hip-Shoulder Separation at Foot Down	✓
Pelvis Total Rotation Range	✓	Hip-Shoulder Separation at Contact	□

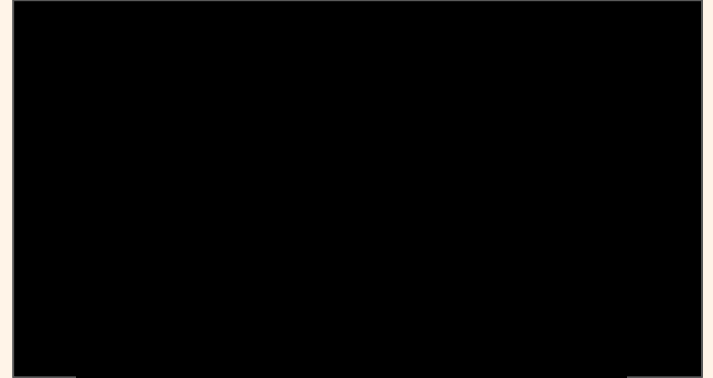
Improvement that used to take 2 years is now taking 2 weeks

INITIAL TEST



Negative Move	<input type="checkbox"/>	Upper Torso Load	<input type="checkbox"/>
Forward Move	<input checked="" type="checkbox"/>	Upper Torso Direction at Contact	<input type="checkbox"/>
Stride Length	<input type="checkbox"/>	Upper Torso Total Rotation Range	<input type="checkbox"/>
Pelvis Load	<input type="checkbox"/>	Max Hip-Shoulder Separation	<input checked="" type="checkbox"/>
Pelvis Direction at Contact	<input type="checkbox"/>	Hip-Shoulder Separation at Foot Down	<input checked="" type="checkbox"/>
Pelvis Total Rotation Range	<input type="checkbox"/>	Hip-Shoulder Separation at Contact	<input type="checkbox"/>

RETEST (2 WEEKS LATER)



Upper Torso Load	<input type="checkbox"/>	Pelvis Direction at Contact	<input checked="" type="checkbox"/>
Pelvis Load	<input type="checkbox"/>	Hip-Shoulder Separation at Foot Down	<input checked="" type="checkbox"/>
Forward Move	<input type="checkbox"/>	Max Hip-Shoulder Separation	<input checked="" type="checkbox"/>
Negative Move	<input type="checkbox"/>	Upper Torso Direction at Contact	<input checked="" type="checkbox"/>
Stride Length	<input type="checkbox"/>	Pelvis Total Rotation Range	<input checked="" type="checkbox"/>
Hip-Shoulder Separation at Contact	<input checked="" type="checkbox"/>	Upper Torso Total Rotation Range	<input checked="" type="checkbox"/>

Offseason Events & Tournament: Year round skill development is essential, playing games year round is not

We will make training fun in the dead months running Events and Tournaments in Virtual Reality against other top organizations and their pitchers. This will kick off later this year

