



Trusted partner of



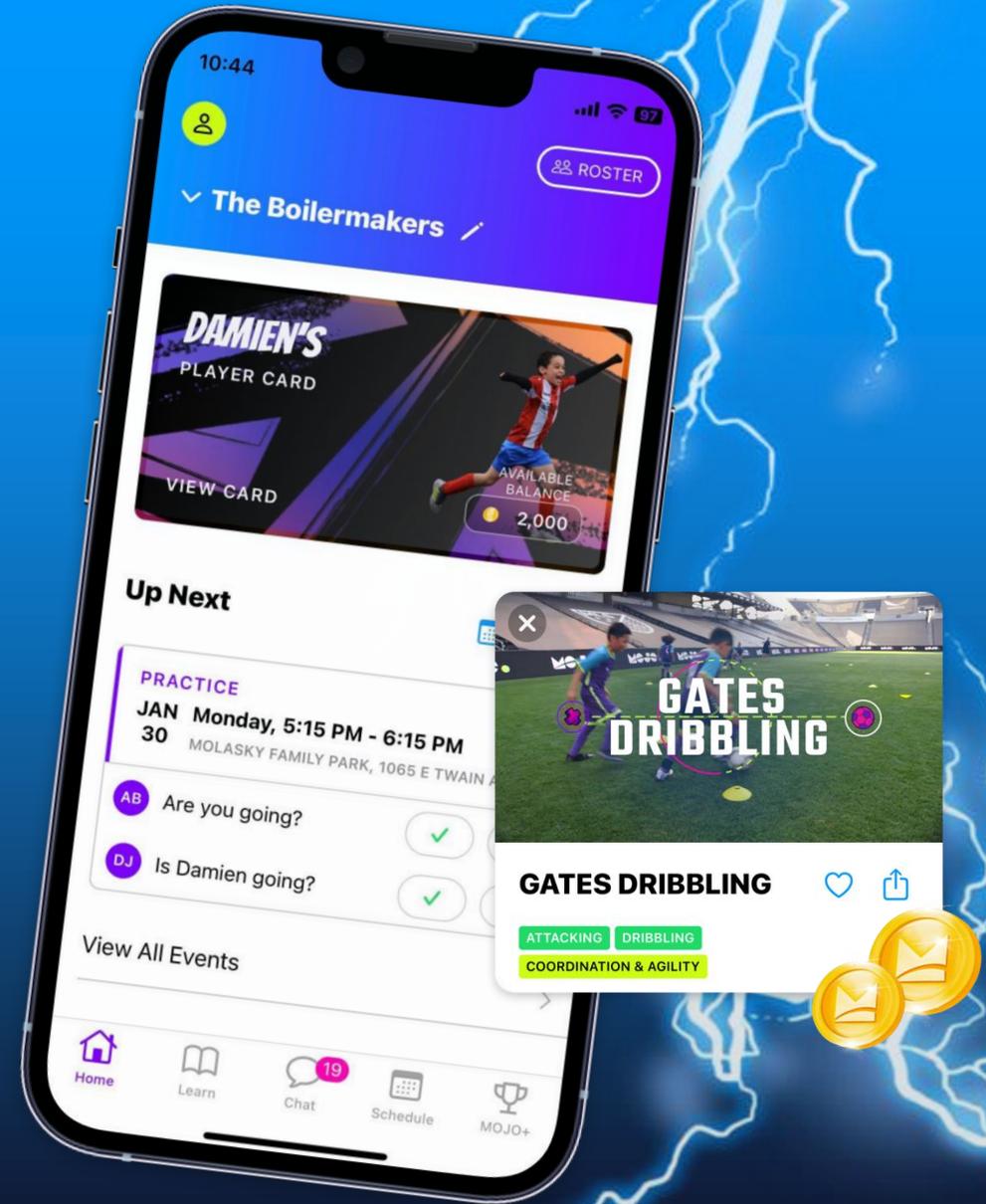
FC BARCELONA



MEET MOJO

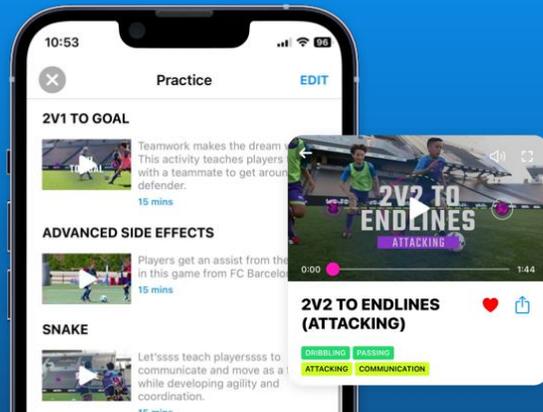
We make it easy for you to:

- Recruit and retain coaches
- Keep parents happy and informed
- Make sure kids come back



MOJO SOLVES THE PLAYING EXPERIENCE PROBLEM AND MORE

Recruit and retain coaches



Provide every coach with world-class activities, practice plans, and resources

Keep parents happy and informed



Sign in and go with preloaded schedules and rosters
Reach everyone with organization-wide communication

Make sure kids come back



Be the organization every kid wants to join thanks to video game-style features

Recruit and retain coaches

PROVIDE EVERY COACH WITH WORLD-CLASS ACTIVITIES, PRACTICE PLANS, AND RESOURCES

MOJO works with the best in sports to create fun, effective practice activities and plans for all of your coaches

8 out of 10 parents are more willing to coach after using MOJO



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EMPOWER COACHES WITH A ONE-TAP PRACTICE PLANNER AND CUSTOM CONTENT

With MOJO, you can:

- Provide coaches with a practice planning tool that enables them to build and edit practices in seconds
- Customize and publish your own curriculum and content, putting your brand first

“ I love that we can actually put together our own training plans for coaches and have that consistency.

Nick G.
Sporting Brookside Soccer Club



Keep parents happy and informed

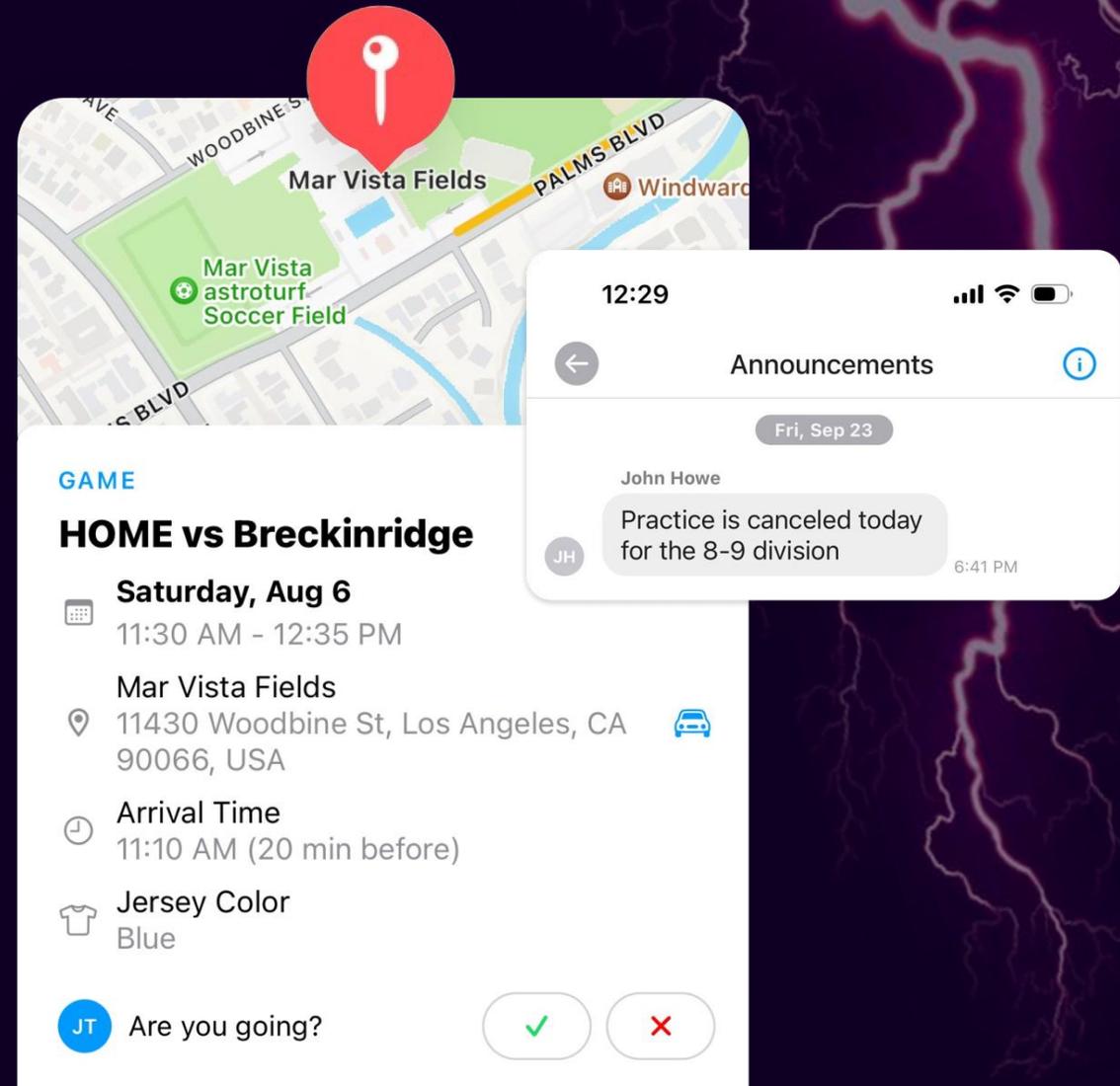
SIGN IN AND GO WITH INTUITIVE TEAM MANAGEMENT TOOLS AND CONNECTIVITY ACROSS YOUR ORGANIZATION

Easy-to-use team management tools for everyone

- Preloaded schedules and rosters
- One-tap attendance tracking
- Centralized messaging

Easily reach every member

- Integrated organization-wide communication
- Failovers for every user without the MOJO app



Make sure kids come back

BE THE ORGANIZATION EVERY KID WANTS TO JOIN

“Mom, can I do
[organization name]?”

With our video game-style system, we give you the tools to:

- Attract, motivate, and retain players
- Shape behavior through rewards
 - Encourage sportsmanship
 - Celebrate returning players
 - And much more



**AYSO PILOTED MOJO WITH 20
REGIONS IN MEMBERSHIP YEAR
2022-23**

PILOT OVERVIEW

A cross-section of regions were chosen in CA, IL, NY, and MI

- Participating regions ranged in size from 150 to 2,200 players per season

AYSO and MOJO Created Custom Curriculum

- Week-by-week practice plans were designed for U6 – U14, representing AYSO's player development methodology and core values

MOJO Managed All Setup and Adoption For Regions

- Regions sent their rosters and schedules to MOJO, then MOJO set up each team and onboarded every coach and parent onto the platform

MOJO Platform Was Provided Free for Regions

- AYSO National Office subsidized the cost for its members

"Compared to a previous survey, the percentage of coaches using Mojo for activities was about 3 times as many. The surveys seem to point out that when parents and coaches really use the app, they love it."

Alan Leverenz, Regional Coach Administrator & Trainer, Region 611 / West Side Soccer League



PILOT RESULTS

66%

Of Families
Adopted App in
Season 1

90%

Of Families
Adopted App in
Season 2

84%

Of Families Who
Adopted Were Still
Active Users At
End of Season

56%

Of Families Used
the Platform 10+
Times Per Week

100%

Of Regions Had At
Least 80%
Adoption in Spring
Season

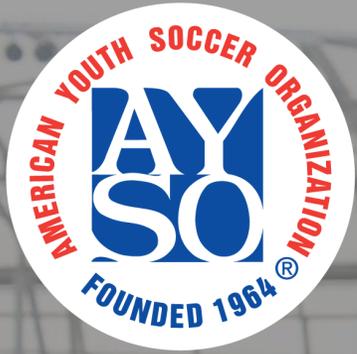
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Overall Satisfaction
Rating of Participating
Regions (1-10)

"I truly love this app! It's been an absolute game changer and the best App AYSO has ever partnered with!! It was a huge asset to all our new coaches. We love this one!!"

Megan Gonzalez, Regional Commissioner, Region 1472

**AYSO AND MOJO ARE
EXPANDING THE PROGRAM FOR
2023-2024**



Region Signup Form



Winner, Webby,
2021 Best Sports App



Winner, 2022 Fast
Company's Brands
that Matter



Winner, 2023 Fast
Company's Most
Innovative Companies