



**FIT SPORTS
MANAGEMENT GROUP**

Investor Deck

Morgan Gilliam, Principal Founder

Unlocking the Future of Sports in Utah



Investment Opportunity

Fit Sports Group operates at the intersection of sports real estate, live events, fitness, and sports technology.

We invest alongside founders and strategic partners to create, offer and build better facilities, programs, trainings, academies, teams for the next generation of athletes and fans.

The Sports Industry Is Entering a New Era of Explosive Growth

Global Sports Boom:

The sports youth market is on track to skyrocket from \$26B → \$95B+ within the next decade — fueled by innovation, AI, and the next generation of fans and athletes.

Utah: The Next Sports Capital

With 1,100+ events and an expected \$4B economic impact by 2027, Utah is emerging as one of the fastest-growing sports hubs in the nation — a launchpad for sports innovation and investment.



PostGame AI

Good afternoon, Morgan! 🖐

Chat with Coach →

Mood Score
N/A

Confidence
35%

Focus Areas
3

Strengths
2

You vs Your Average

See how you're performing compared to your personal average

Year One Initiatives

Fit Sports Group has 4 high-impact initiatives for its inaugural year, aligned with long-term growth and investment strategy:

- Postgame.ai – Ai Mental Performance Coach for Athletes
- Indoor Sports Dome with Utah Valley University
- Acquiring established soccer entity and league – Over 4000 kids
 - Launching a Soccer Network to scale to over 100,000 soccer families
- Partnering with an NIL Agency for non-football athletes

These projects are positioned to capture early traction, align with sports industry growth, and deliver strong potential returns for investors.

Beyond capital, Fit Sports will broker strategic partnerships, connect key stakeholders, and scale each project's impact.

Public-Private Partnership: Sports Dome with UVU

Fit Sports Group is leading a \$4M Sports Dome project in partnership with Utah Valley University (UVU).

To date, \$2M grant in funding has been ear marked, with the remaining capital targeted for closure by Q3 2026.

Fit Sports has successfully negotiated the exclusive contract to manage all programs, leagues, events, and operations within the Sports Dome, positioning the project for long-term operational success.

Financial Highlights:

- Projected IRR of 20-25% beginning in year two.

For additional information, please request the UVU Sports Dome Project Deck.



POSTGAME.ai

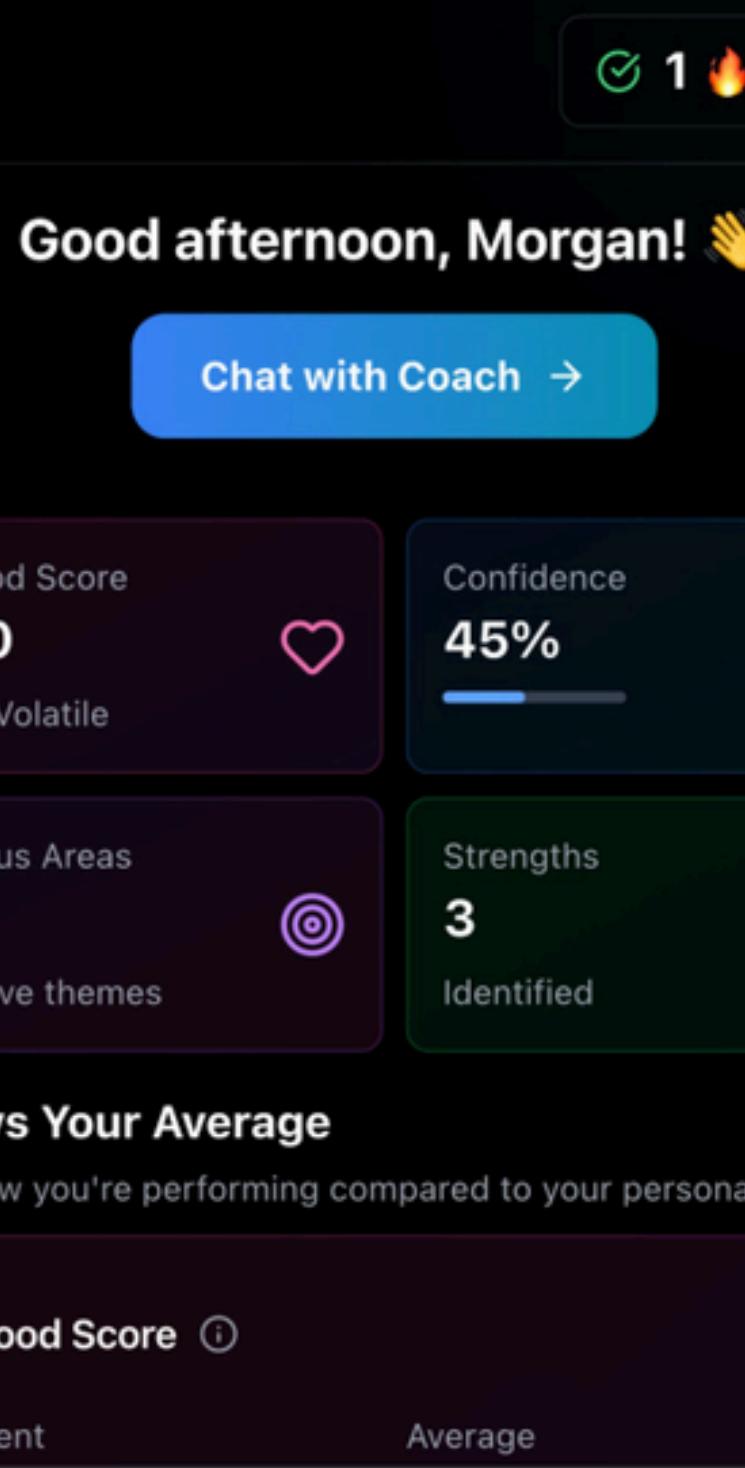
Empowering Young Athletes

Our mission is to utilize AI technology to provide personalized mental coaching for over 25 million youth athletes in the United States, enhancing their performance and mental resilience in sports and life.

Over \$10M projected revenue

Goal at the end of year 3!

A strong marketing focus to capture 1.5% of youth athletes over 400,000 with a monthly net revenue of \$9.99 per athlete.



PostGame.ai – Own the Future of Athlete Mental Performance

The Opportunity: Millions of youth athletes lack tools to build focus, resilience, and confidence – PostGame.ai is the first AI-driven sports mental coach.

Try it out – Beta

Click 

Fit Sports Group currently owns 25% of Postgame.ai.

The Upside: Scalable subscription revenue + team/club adoption = 10×+ return potential.

Strategy to exit within 3 years to a bigger sports tech group.

Building out a Soccer Platform

The Soccer platform will be an educational, informative and training network utilizing the best and most modern ai tools, systems and softwares in the industry.

Currently working with coachiq, clubb ai and a couple other partners to provide tools for players and parents outside of their club and team structure.

Over \$50K in 4 months with a projected revenue of \$400K in the first year.

Podcast and content will roll out Q2 to soccer families across Utah. Then will extend to the entire country in Q3 during World Cup.

#1 Parent and Player Instructional Membership for Competitive Soccer

Unlock your potential and dominate the field with elite physical and mental training, guidance by age and a full roadmap for parents.

Start Your Journey Today

100+

Players Placed in College

5000+

Youth Players Trained

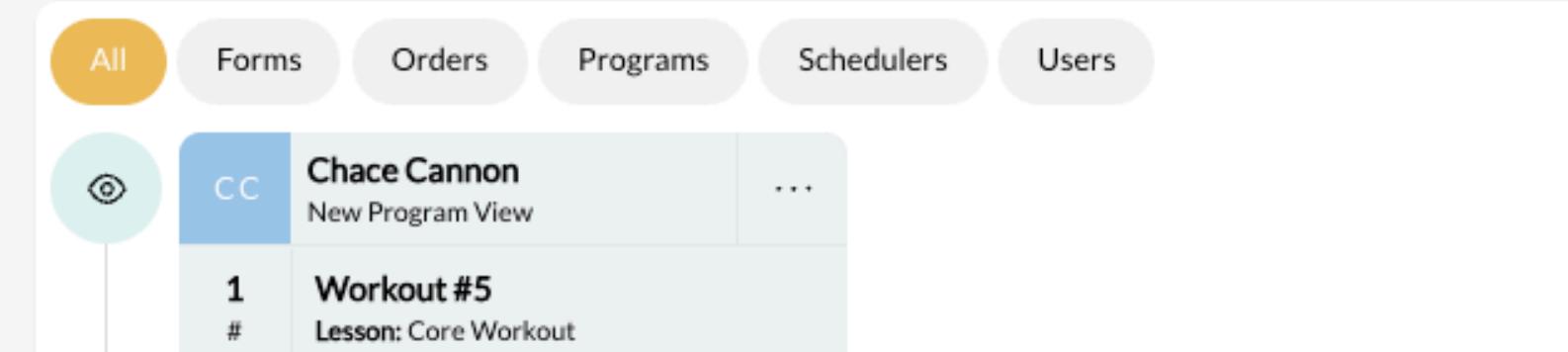
20+

Years of Experience

Website & App



Activity





Visionary Founder

Morgan Gilliam is the founder and driving force behind Fit Sports Group, bringing more than 20 years of experience across sports, entrepreneurship, and technology.

With deep expertise in facility management, live event operations, and sports technology, Morgan is leading Fit Sports Group with a clear mission: to modernize the sports industry through innovative events, next-generation facilities, and AI-powered platforms.

How Investors Make Money

Investors acquire equity in Fit Sports Group, a holding company with ownership and economic interests across sports facilities, events, teams, and technology ventures.

Returns are generated through:

- Cash Flow Participation

Management fees, operating profits, and revenue shares from facilities, events, and operating entities

- Equity Appreciation

Value creation across portfolio companies and assets as Fit Sports Group scales

- Strategic Exits

Selective liquidity events from asset sales, platform acquisitions, or partner buyouts

- Platform Leverage

Centralized branding, operations, and technology increase margins and accelerate growth across all investments

Target Return Profile:

18–25% net IRR over the long term (not guaranteed)

Join Us in Shaping the Future of Sports

The Ask:

Fit Sports Group is raising initial Seed Round of \$350,000 for 20% equity stake.

Use of Funds

- \$100,000 - Capitalize Postgame.ai for Marketing Launch
- Acquisition of Youth Sports Entity/League - \$150,000
- \$100,000 Operations and future investments

Minimum check size \$10,000



Contact Information



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REQUEST

Reach out for additional information on each project.

