# COACHES By The Numbers.

Product Brochure



# Platform Overview

Below is a breakdown of the tools within the CBTN platform that are specifically targeted at two main areas; **Team Design** and **Strategy + Execution**. Both are critically important to being successful on the football field. The CBTN platform is uniquely designed to analyze teams, coaches, and players through from this perspective. The goal of every tool we create is to provide **content** and **context** to allow users to make an informed **conclusion** or decision.

# **Team Design**

**Player Profiles** 

**Player Rankings** 

**QB** Profiler™

Rusher Profiler™

Receiver Profiler™

**Player Production Index** 

**Coach Profiles** 

**Coach Rankings** 

**Coach Comparison Tool** 

Player Analysis

Coach Analysis

PlayerScouting

Strategy + Execution

**Strengths + Weaknesses** 

**Coach + Team Rankings** 

**Drive Tool** 

**Comparative Analysis Tool** 

Tendencies + Scouting

**Winning Formula Tool** 

**Situational Tool** 

**Predictive Analytics** 

**Player Alignment Tool** 

**Advanced Scouting Tool** 

TeamStrat™ Reports *■* 

**Recruiting + Roster Analytics** 

**Portal Player Analytics Tool** 

**Player Explorer** 

**Team Explorer** 

**List Manager** 

**Board Viewer** 

Success

Team

**Analysis** 

**Evaluation** 

Decision

Support

WinPact™ Features

**Team Goal Dashboard** 

**Advanced Box Scores** 

WinDecision™ Tool

**Two Point Conversion Tool** 

4th Down Tendency Tool

# Platform Purpose

The "What", the "Where", the "When", and the "Why" are the critical questions that a lot of the coaches, athletic directors, and players sometimes ask, but rarely receive an answer. Our platform gets right to core of critical questions that must be answered to achieve repeatable success.

Why did we lose the game?

**Advanced Box Scores** 

Which plays mattered the most? Why?

WinPact™ Features

WinDecision™ Tool

What are our tendencies? Opponents?

**Predictive Analytics** 

**TeamStrat™ Reports** 

**Advanced Scouting Tool** 

**Player Alignment/Participation Tool** 

What is "success" for our program?

**Team Profiles** 

**Team Sheets** 

When should we go for 2? Kick? Punt?

**Two Point Conversion Tool** 

WinDecision™ Tool

4th Down Tendency Tool

What available players can help us win?

Portal Player Analytics Tool
Player Explorer

What has the biggest impact on scoring?

**Drive Tool** 

**Correlation Analysis Tool** 

How has our program won historically?

**Strength Profile** 

Which players are most impacting winning?

**Player Profiles** 

Player WinPact™

Player Production Index (PPI)

How do I evaluate our coaches?

**Coach Rankings** 

**Coach Profiles** 

**Comparative Analysis Tool** 

Which stats are correlated to winning?

**Correlation Analysis Tool** 

**Margin Charts** 

What is the makeup of our roster?

**List Manager** 

**Team Profiles** 

Recruiting + Roster Analytics Tool

**Team Explorer** 

What do our losses/wins have in common?

**Winning Formula Tool** 

**Advanced Box Scores** 

Did we achieve our goals for the game?

**Team Goal Dashboard** 

What are our strengths? Weaknesses?

**Comparative Analysis Tool** 

**Team Rankings** 

**Situational Tool** 

**Strength Profile** 

**Drive Tool** 

Where is my QB strong? Weak?

QB Profiler™

**Advanced Scouting Tool** 

What is the talent level of our schedule?

Team Rankings

**Team Profiles** 





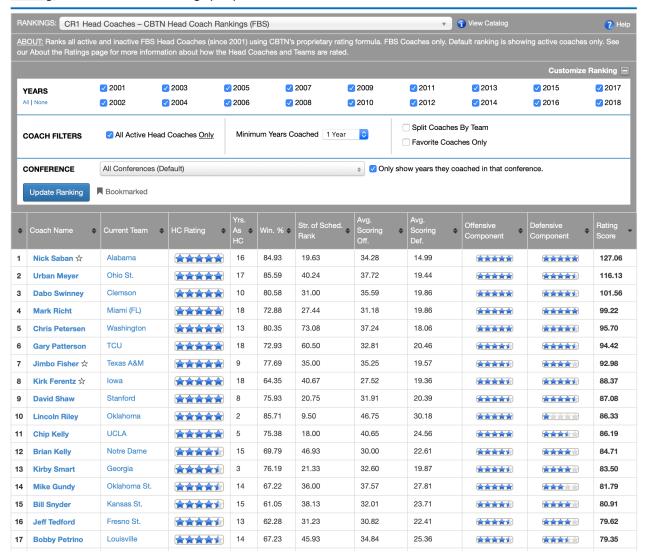
# **Coach Rankings**

Visit the Coach Rankings area to see how all coaches stack up against each other.

### Features:

- Includes more than 130 different rankings, spanning more than 500 statistical categories for the three phases of the game: offense, defense, and special teams.
- Includes more than 20 off-field statistics including revenue, salaries, graduation rates, recruiting classes, and much more.
- Customizable, sortable rankings enable you to see the information the way you want to see it. Filter by active/inactive coaches, customize years, or split by job, by conference, and more.
- Head coach, offensive coordinator, and defensive coordinator rankings for every applicable statistic.

### Ranking: CBTN Head Coach Rankings (FBS)



\* Included in the Core Package

Feature Focus: Coach Analysis Success Evaluation Page 4





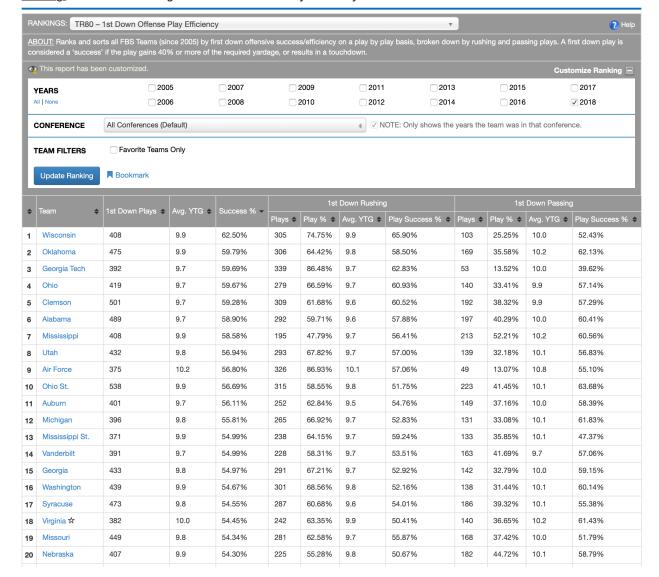
# **Team Rankings**

Visit the Team Rankings area to see how teams stack up against each other.

### Features:

- Includes more than 100 rankings, spanning more than 500 statistical categories for three phases of the game: offense, defense, and special teams.
- Includes data for FBS and FCS teams.
- Features more than 20 off-field statistics, including revenue, coach salaries, graduation rates, recruiting classes, and much more.
- Customizable, sortable rankings enable you to see the information the way you want to see it. Filter by custom years, conferences, and more.

### Ranking: CBTN Team Rankings - 1st Down Offense Play Efficiency



\* Included in the Core Package

Feature Focus: Coach Analysis Team Analysis Success Evaluation Page 5





# **Situational Tool**

The Situational Tool delivers detailed down-and-distance and field zone analytics in the way that coaches want. Complex game filters allow coaches to self scout their teams and opponents quickly and easily. Want to know what player Alabama targets the most in the red zone on 3rd & Medium? Or, what percent of the time to they target the tight end? This tool breaks all of this down and more.

### Features:

- Offensive and defensive situation breakdowns for every FBS team.
- Field zone breakdowns to determine the offensive and defensive success based on field position.
- Twenty different down-and-distance situations (including E and P downs) detailing the success of plays, run/pass bias, big-play frequency, yardage averages, and negative plays.
- Down-and-distance player performance broken down by both individual player and position to know who gets the ball on critical downs.
- Customizable and filterable by game type, yardage types, field zone, quarter/half, and conference/nonconference games.

### **Down and Distance Situations**

Down and Distance 🗢	# of Plays 🕈	% Run 💠	% Pass 💠	Yds/Play 🗢	Yds/Rush 🗢	Yds/Pass •	% Eff \$	Sacks +	Neg. Rush 🗢	20+ Yd Plays	TDs \$
<b>P and 10</b> (10 yards)	<b>161</b> (16.77%)	64.60%	35.40%	8.00	5.37	12.81	52%	0 (0.00%)	10 (9.62%)	16 (9.9%)	6 (3.7%)
<b>E and 10</b> (10 yards)	249 (25.94%)	54.22%	45.78%	8.16	6.56	10.05	61%	0 (0.00%)	10 (7.41%)	27 (10.8%)	13 (5.2%)
<b>1st and 10</b> (10 yards)	<b>410</b> (42.71%)	58.29%	41.71%	8.10	6.04	10.97	58%	0 (0.00%)	20 (8.37%)	43 (10.5%)	19 (4.6%)
1st and Extra Long (10+ yards)	10 (1.04%)	70.00%	30.00%	16.20	5.71	40.67	50%	0 (0.00%)	0 (0.00%)	<b>1</b> (10.0%)	<b>1</b> (10.0%)
2nd and Short (1-3 yards)	<b>71</b> (7.40%)	64.79%	35.21%	6.61	4.37	10.72	72%	1 (3.85%)	5 (10.87%)	6 (8.5%)	<b>15</b> (21.1%)
2nd and Me		Player Sumn	-	Ton Duch					la a a ir rawa		

2nd and Me	Down and Distanc	e Player	Summar	У									
(4-6 yards)	Down and Distance	# of	Total	Total	Top Rushers				Top Receivers				
2nd and Lor	Down and Distance	Plays	Runs	Passes	Player	Rush	Yards	YPC	Player	0	Rec	Yards	YPC
(7-9 yards)					Damien Harris	34	224	6.6	DeVonta Smith	11	8 (72.7%)	148	13.5
2nd and Ext					Najee Harris	25	122	4.9	Henry Ruggs III	10	7 (70.0%)	83	8.3
(10+ yards)	P and 10 (10 yards)	161	104	57	Josh Jacobs	24	141	5.9	Jerry Jeudy	10	6 (60.0%)	156	15.6
3rd and 1 (1 yard)	(10 yards)				Brian Robinson Jr.	6	25	4.2	Irv Smith Jr.	8	6 (75.0%)	156	19.5
3rd and Sho					Jalen Hurts	6	20	3.3	Jaylen Waddle	6	4 (66.7%)	144	24.0
(1-3 yards)					Najee Harris	46	343	7.5	Jerry Jeudy	21	14 (66.7%)	248	11.8
3rd and Med					Damien Harris	37	262	7.1	Irv Smith Jr.	20	14 (70.0%)	152	7.6
(4-6 yards)	E and 10 (10 yards)	249	135	114	Josh Jacobs	22	142	6.5	DeVonta Smith	17	11 (64.7%)	198	11.6
3rd and Lon	(10 yards)				Brian Robinson Jr.	15	56	3.7	Jaylen Waddle	16	14 (87.5%)	183	11.4
(7-9 yards)					Tua Tagovailoa	5	18	3.6	Henry Ruggs III	14	8 (57.1%)	167	11.9
3rd and Ext					Najee Harris	71	465	6.5	Jerry Jeudy	31	20 (64.5%)	404	13.0
(10+ yards)		410			Damien Harris	71	486	6.8	Irv Smith Jr.	28	20 (71.4%)	308	11.0
	1st and 10 (10 yards)		239	171	Josh Jacobs	46	283	6.2	DeVonta Smith	28	19 (67.9%)	346	12.4
	(10 yards)				Brian Robinson Jr.	21	81	3.9	Henry Ruggs III	24	15 (62.5%)	250	10.4
					Jalen Hurts	10	51	5.1	Jaylen Waddle	22	18 (81.8%)	327	14.9
					Damien Harris	3	9	3.0	Jaylen Waddle	2	2 (100.0%)	108	54.0
	1st and Extra Long	40	7		Josh Jacobs	2	19	9.5	Irv Smith Jr.	1	<b>1</b> (100.0%)	14	14.0
	(10+ yards)	10	7	3	Brian Robinson Jr.	1	0	0.0					
					Najee Harris	1	12	12.0					
					Josh Jacobs	16	65	4.1	Jerry Jeudy	7	7 (100.0%)	174	24.9
					Damien Harris	15	91	6.1	Irv Smith Jr.	7	3 (42.9%)	26	3.7
	2nd and Short (1-3 yards)	71	46	25	Najee Harris	7	41	5.9	DeVonta Smith	5	3 (60.0%)	50	10.0
	(1-0 yarus)				Tua Tagovailoa	3	-7	-2.3	Josh Jacobs	2	2 (100.0%)	13	6.5
					Brian Robinson Jr.	3	15	5.0	Henry Ruggs III	2	<b>1</b> (50.0%)	4	2.0

\* Included in the Core Package

Feature Focus: Coach Analysis Team Analysis Player Analysis Success Evaluation



# **Drive Tool**

The Drive Tool delivers detailed drive statistics aggregated in a way that is most useful for coaches. Complex game filters within the tool allow coaches to self-scout their teams and opponents quickly and easily. With only a few clicks, you can quickly see the effects that tackles for loss, long rushes, long passes, and sacks have on drives. The Drive Tool details scoring, punt, and turnover percentages based on critical drive occurrences. It also breaks down the offensive and defensive drives by field zone to demonstrate on what parts of the field a team is successful. The combinations of game filters, field zone filters, and occurrence filters make the tool's statistical combinations limitless.

### Features:

- Offensive and defensive drive-success breakdowns for every FBS Team.
- Color-coded compare-and-contrast feature to easily spot patterns in drive performance against national benchmarks and averages.
- Field zone breakdowns to determine the offensive scoring potency based on field position.
- More than 45 drive occurrences detailing the success of drives with big plays, penalties, sacks, at the start of the game or half, inside of 1/2/4 minutes left in the game/half, and other occurrences that are important to the success of drives.
- Customizable drive data by offense/defense, game set, game portion (half, quarter, close game, blowout, etc), location, and field zone.

# COACHES By The Numbers.

### Offensive Drive Occurrence Situations

Drive Occurer	nce		ves (%) 🕈	Avg Plays \$	Avg Yds. \$	Sco	oring % 💠	Non-	Scoring %	<b>♦</b> TD %	<b>♦</b> FG %	<b>\$</b>	Punt %	<b>\$</b>	то %	<b>\$</b>
Drive Had 1+	Sacks	16 9.4 <sup>-1</sup>		6.69 5.92	<b>31.81</b> 19.51		43.75% 16.26%		56.25%	31.25		2.50%	37.5			75%
		154 90		5.73	44.38		55.84%		83.74% <b>44.16%</b>	48.05		<sup>70%</sup>	57.2		6.4	37%
Drive Had 0 S	acks	85.33%		5.64	34.01		39.58%		60.42%	30.74		83%	34.7			<b>3</b> 70 89%
D: 11.14	N BI	56 32.9	94%	6.98	33.09		33.93%		66.07%	19.64	1% ( ) 14	1.29%	37.5	0%	8.9	3%
Drive Had 1+	Negative Play	41.7%	•	6.13	26.39		25.99%		74.01%	15.48	% 10	0.51%	44.1	8%	9.35	5%
Drive Had 0 N	egative Plays	114 67		5.25	48.17		64.91%		35.09%	59.65	5% 5.	26%	17.5	4%	7.0	2%
	-9	58.3%	0	5.35	35.82		43.43%		56.57%	36.08	% 7.	35%	33.7	3%	12.	11%
Drive Had 12+	- Yard Rush	51 30.0 26.62%		<b>7.75</b> 7.26	<b>58.37</b> 54.73		66.67%		33.33%	52.94		3.73%	3.92		5.8	
							62.94%		37.06%	50.44		2.50%	16.0		8.30	
Drive Had 15+	- Yard Rush	39 <b>22</b> .50%		<b>7.33</b> 7.11	<b>60.21</b> 57.94		66.67% 68.45%		<b>33.33%</b> 31.55%	58.97		<b>69%</b> 3.34%	5.13		6.76	
		17 10.0	nn%	7.18	68.94		82.35%		17.65%	76.47		88%	5.88		0.0	
Drive Had 20+	- Yard Rush	11.8%		6.50	62.88		76.32%		23.68%	64.28		2.04%	7.95		5.88	
D: 11 145	V 15	82 48.2	24%	5.98	61.68		79.27%		20.73%	73.17	7% ( 6.	10%	8.54	%	6.1	0%
Drive Had 15+	- Yard Pass	32.34%	•	7.45	58.60		69.02%		30.98%	55.37	% 13	3.65%	11.1	4%	8.32	2%
Drive Had 20+	- Yard Pass	67 39.4		5.93	64.55		83.58%		16.42%	77.6	5.9	97%	5.97	%	5.9	7%
Dilvo riad 201	1414 1 455	22.75%	0	7.04	62.53		75.45%		24.55%	62.43	% 13	3.02%	7.11	%	7.02	2%
Drive Had a B	ig Play***	112 <b>65</b> 49.57%	_	<b>6.63</b> 7.20	<b>58.91</b> 54.61		<b>73.21%</b> 63.20%		<b>26.79%</b> 36.80%	64.29		<b>93%</b> 2.98%	8.04 15.3		5.3	
		119 70		4.99	36.70		49.58%		50.42%	43.70		88%	32.7		8.4	
Drive w/o 12+	Yard Rush	73.38%		5.10	23.60		26.44%		73.56%	19.17		27%	46.1		11.9	90%
Drive w/o 20-				F	ield Zone Of	fensi	ve Drive Bre	eakd	own					%	8.5	0%
	7	39	63	<sup>30</sup> <b>20</b>	40 <b>17</b>		10	40	3	6	4	10	1	6	11.6	64%
Drive w/o 15-	Drives	Drives	Drives	Drives	Drive	es.	Drives		Drives	Drives	Drives		Drives	%	9.0	
	2.6 Points/Drive	1.8 Points/Drive	2.8 Points/Drive	3.3 Points/Driv	3.9 ve Points/D		4.5 Points/Drive		6.0 Points/Drive	4.5 Points/Drive	5.3 Points/Drive	Р	6.0 oints/Drive	6		22%
Drive w/o 20-	43.7 Yards/Drive	46.2 Yards/Drive	46.9 Yards/Drive	44.6 Yards/Driv			36.2 Yards/Drive		35.0 Yards/Drive	24.2 Yards/Drive	11.0 Yards/Drive	V	3.0 ards/Drive	%	8.7	<b>4%</b> 12%
	46.4%	55.8%	62.9%	69.4%			79.4%		100.0%	88.4%	78.6%		00.0%	-	-	1270
	Avail. Yards/Drive	Avail. Yards/Drive	Avail. Yards/Dr	ive Avail. Yards/I	Drive Avail. Yard:	s/Drive	Avail. Yards/Driv	/e A	vail. Yards/Drive	Avail. Yards/Drive	Avail. Yards/Drive	e Avai	I. Yards/Drive			
	Touchdown 43% 18%	Touchdown 28% 22%	Touchdown 44% 23%	Touchdown 50% 28%	Touchdowr 59	<b>1</b> %	Touchdown 60% 37%	Tou	uchdown 1009 41%	Touchdown 67% 48%	Touchdown 75% 51%	Touch	100% 74%			
	FG  0%  6%	FG 8% 8%	FG 8% 10%	FG 10% 12%	FG 18% 14%		FG 40%	FG  0%	26%	FG 17% 31%	FG 25%	FG  0%  18%				
	6% Three & Out	Three & Out	Three & Out	Three & Out	Three & Ou	t	Three & Out		ree & Out	Three & Out	Three & Out		& Out			
	43%	21% 23%	13%	10%	12% 20%		18%	0% 99	36	0%  2%	0% 0%	0% 0%				
	Punt 43% 51%	Punt 41% 46%	Punt 29% 45%	Punt 10% 36%	Punt 12% 29%		Punt  0%  21%	Pui   0%   11		Punt  0%  2%	Punt 0% 0%	Punt  0%  0%				
	Turnover 0% 11%	Turnover 13% 12%	Turnover 6% 12%	Turnover 15% 12%	Turnover		Turnover  0%  9%	Tur  0%   69	nover	Turnover 17% 6%	Turnover 0% 7%	Turno  0%  2%	over			
	4% of Possessions	23% of Possessions	37% of Possession	12%			<b>6%</b> of Possession	ns o	<b>2%</b> f Possessions	4% of Possessions	2% of Possession	s of P	1% ossessions			
	0	10	20	30	40		50	40		30	20	10	0	)		

Feature Focus: Coach Analysis Team Analysis Success Evaluation



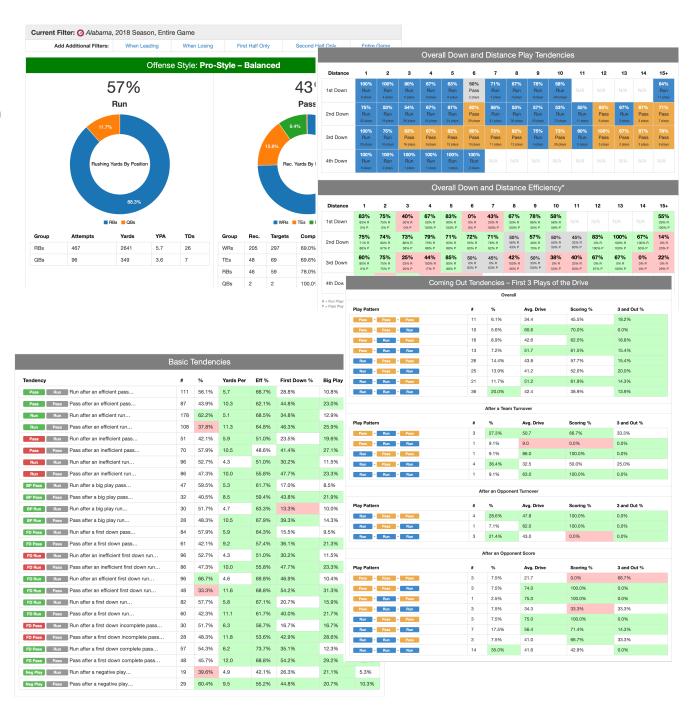


# **Predictive Analytics**

Designed for coaches by coaches, the CBTN platform has various tools that allow you understand playcalling tendencies and styles for every FBS team.

### Features:

- Offensive Styles are outlined to show how each offense distributes the football among the skill positions (true balance).
- Basic Tendencies show how an offense flows and attacks with momentum after big plays, first downs, negative plays, and efficient plays.
- Coming Out Tendencies show how teams like to structure their attack at the start of a possession.
   Understanding these play patterns illuminates what makes an offense successful.
- Down and Distance Play Tendencies and Efficiency show where an offense is strong and what its tendencies are to run/pass the football across all down-and-distance scenarios. This is critical for understanding what makes an offense successful in various situations.
- Customize all of these tendencies by game set, game portion (half, quarter, leading, trailing, etc), location, and field zone.



Feature Focus: Coach Analysis Team Analysis Success Evaluation Page 8

<sup>\*</sup> Included in the Core Package





# **TeamStrat™ Reports**

When it comes to detailed strategy, coaches often need very fine-grained reports that guide decisionmaking and game-planning. CBTN has created a library of reports, designed by coaches and for coaches to provide information to give any coach or team a strategic edge.

### **Features:**

- Customizable and filterable by game type, competitive situations, field zone, quarter/half, conference/non-conference games and more.
- 40+ Strategy Reports covering:
  - Player Tendencies for passing, rushing, blitzing, pass protection, tackling, etc.
  - Personnel and Formation Tendencies
  - 3rd Down Breakdowns on targets/touches, run/ pass balance, blitz tendencies, and more.
  - · Defensive Tendencies
  - · Strength and Weakness Reports
  - · Field/Boundary and Directional Tendencies
  - PFF and Standard versions available.

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14.5%

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38.5%

12.4%

1.3%

1.3%

303

241

91

35.9%

28.6%

10.8%

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22.5%

40.2%

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13.6%

22.7%

36.4%

22.7%

4.5%

0.0%

# Offensive Rusher Run Direction

0.5%

1.2% 4 for 5 74 yds. 0 TD, 0 INT 0% BPR 3.21s Rel 2.0%

0.2%

2.5% 7 for 10 70 yds. 2 TD, 0 IN1 10% BPR 2.42s Rel.

3.9%

1.2%

1.2% 4 for 5 100 yds. 0 TD, 0 INT 0% BPR 2.82s Rel.

1.5% 3 for 6 30 yds. 0 TD, 0 INT 17% BPR 2.44s Rel.

1.2% 4 for 5 116 yds. 1 TD, 0 INT

### RB: #5 - Ke'Shawn Vaughn

1.7% 3 for 7 40 yds. 3 TD, 0 INT 43% BPR 2.78s Rel.

Rushes	Yards	YPC	TDs	G.	LT O	LG 1	°	RG	RT	RE
157	1244	7.9 ypc	12	<b>7.6%</b> 15.8 ypc 12 for 190 yds. 1 TD	<b>16.6%</b> 9.5 ypc 26 for 246 yds. 2 TD	12.7% 4.7 ypc 20 for 93 yds. 0 TD	<b>27.4%</b> 7.0 ypc 43 for 301 yds. 3 TD	17.2% 6.5 ypc 27 for 175 yds. 3 TD	<b>12.7%</b> 9.0 ypc 20 for 179 yds. 3 TD	<b>5.7%</b> 6.7 ypc 9 for 60 yds. 0 TD

2.0% 4 for 8 119 yds. 0 TD, 0 IN 13% BPR 2.88s Rel

1.2% 2 for 5 17 yds, 0 TD, 0 INT 40% BPR 2.11s Rel.

3.9%

1.5% 5 for 6 51 yds. 0 TD, 0 INT 0.7%

0.7% 2 for 3 44 yds. 0 TD, 0 IN

1.0% 2 for 4 16 yds. 1 TD, 0 IN 50% BPR 3.73s Rel.

0.2%

1.5% 3 for 6 45 yds. 0 TD, 0 INT

3.4%

3.0%

0.5%

0.5% 1 for 2 13 yds. 0 TD, 0 IN 0% BPR 4.09s Rel

0.5% 2 for 2 33 yds. 0 TD, 0 INT 0% BPR 2.52s Rel

3.2%

0.5%

### Offensive Play Breakdown

Situation	# of Plays	Plays/Game	% of Plays	% of Plays (NCAA Avg.)	% of Plays (Conf. Avg.)	% of Plays (P5 Avg.)
P and 10	145	11.2	17.1%	17.4% (12.2 plays/gm)	17.2% (11.8 plays/gm)	17.2% (12.1 plays/gm)
1st and 10	347	26.7	40.8%	40.2% (28.3 plays/gm)	41.3% (28.2 plays/gm)	40.5% (28.5 plays/gm)
1st and 11+	13	1.0	1.5%	1.4% (1.0 plays/gm)	1.2% (0.8 plays/gm)	1.4% (1.0 plays/gm)
2nd and 11+	44	3.4	5.2%	4.9% (3.4 plays/gm)	4.7% (3.2 plays/gm)	4.8% (3.4 plays/gm)
2nd and 7-10	116	8.9	13.6%	15.5% (10.9 plays/gm)	15.1% (10.3 plays/gm)	15.3% (10.7 plays/gm)

Feature Focus: Team Analysis Player Analysis Success Evaluation Page 9





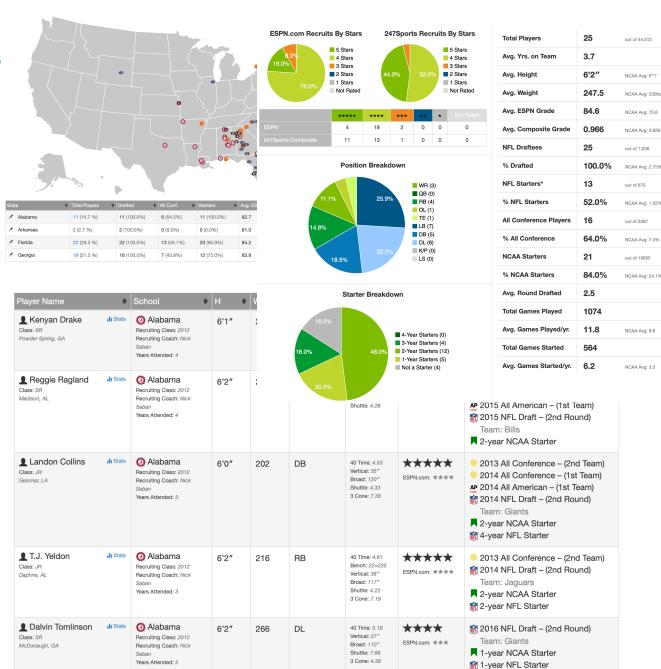
# **Recruiting + Roster Analytics**

CBTN captures biographic, biometric, recruiting, and statistical information about every player for the duration of their career, from high school to the NFL (where applicable). With all of this data, we provide incredibly detailed analyses of players which helps teams identify where they should be recruiting players based on the trends. Our comprehensive Recruiting Analytics Tool allows the user to perform their own research, customizable to the smallest detail, to empower their own recruiting strategies and success.

### Features:

- Detailed Player Lists show all the player's core performance metrics, from their recruiting rating in high school to their performance in college, and all the way to the NFL.
- Player Summary Reports show high-level trends across player groups and how they compare to NCAA averages.
- Summary Reports that group and break down players by Team, Conference, transfer portal history, State, and Region.
- Interactive Player Map shows exactly where the players played in high school, which yields a critical understanding of geographical and regional trends for different position and athlete types.
- Detailed production reports contrasting the impact of transfers and recruiting.

\* Included in the Core Package







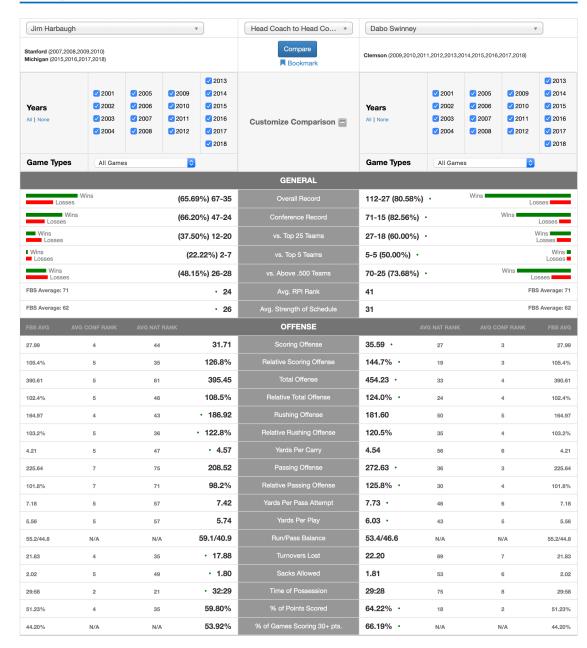
# **Comparative Analysis Tool**

Context is a critical aspect of evaluating or analyzing any team or coach. The Comparative Analysis Tool (CAT) allows you to compare any combination of coach, coordinator, or team to evaluate, comparatively, which is truly better across over 75 critical statistics. The CAT is designed to assess all aspects of the game, contrasting only those statistics that most highly correlate with winning.

### Features:

- More than 75 comparative statistics for offense, defense, and special teams.
- Comparative capabilities for every head coach, offensive coordinator, defensive coordinator, and team since 2001.
- Completely customizable to allow very fine grained control over aggregate comparisons.
- Game filters that allow for isolating data for all games, FBS-only games, conference-only games, or non-conference-only games.
- In addition to the core statistics, we also provide the national/FBS ranks, conference ranks, and the FBS average to provide added context for each statistic.
- Red and green indicators show which coach or team is better in an individual statistic.

# **Comparative Analysis Tool**



Feature Focus: Coach Analysis Team Analysis Success Evaluation

<sup>\*</sup> Included in the Core Package



# COACHES By The Numbers.

# **Winning Formula Tool**

In every game, when certain coaches or teams reach specific statistical milestones (for example, 300+ yards passing, 30+ points scored, 150+ yards rushing), their odds of winning can change drastically. The Winning Formula Tool allows the user to evaluate any coach or team in any combination of more than 400 different statistical categories to determine which situations truly make up the 'Winning Formula'.

### Features:

- More than 400 statistical formula items that can be viewed individually or combined together to determine very specific game situations that are key indicators of a team's success.
- Easily compare and contrast all head coaches, active coaches, and teams since 2005.
- Completely customize the years to allow very fine grained control over the formulas.
- Game filters that allow for viewing all games, conference-only games, non-conference-only games, or games in a specific month.
- Formulas created to evaluate a single coach or team will show the specific games in which that formula occurred, whether the team won or lost those games, and provide links to the Advanced Box Score for a deeper dive into the specific games.

### Alabama

Formula	Record +	Total Games •	Winning % •	% of All Games 💠	% of All Wins 💠	% of All Losses 💠
Allow 30+ Passing Plays + Allow 45%+ on 3rd Down Conv. + TFL Margin Disadvantage	2-2	4	50.00%	2.08%	1.23%	6.67%
Totals	2-2	4	50.00%	2.08%	1.23%	6.67%

DATE	FORMULA TEAM	OPPONENT		BOX SCORE
10-20-2007	@Alabama Crimson Tide 41	Tennessee Volunteers 17	•	Advanced Box Score
09-10-2011	Alabama Crimson Tide 27	@Penn St. Nittany Lions 11	•	Advanced Box Score
01-02-2014	Alabama Crimson Tide 31	Oklahoma Sooners 45	•	Advanced Box Score
01-07-2019	Alabama Crimson Tide 16	Clemson Tigers 44	•	Advanced Box Score

### Games Having Sack Margin Advantage AND More Big Plays than Opponent

Team •	Record	Total Games •	Winning %	% of All Games •	% of All Wins •	% of All Losses •
Ga. Southern	20-0	20	100.00%	32.26%	57.14%	0.00%
Ohio St.	73-0	73	100.00%	39.46%	46.20%	0.00%
Liberty	3-0	3	100.00%	25.00%	50.00%	0.00%
Wisconsin	60-1	61	98.36%	32.62%	42.86%	2.13%
Utah	47-1	48	97.92%	26.67%	39.50%	1.64%
Kansas St.	41-1	42	97.62%	24.00%	41.00%	1.33%
Ohio	41-1	42	97.62%	23.20%	38.68%	1.33%
Navy	41-1	42	97.62%	23.08%	36.61%	1.43%
Florida St.	58-2	60	96.67%	32.43%	45.31%	3.51%
Stanford	57-2	59	96.61%	32.60%	48.72%	3.13%

### Games Having 400+ Total Yards

Coach	Record •	Total Games +	Winning % •	% of All Games 💠	% of All Wins 💠	% of All Losses 💠
Barry Odom	18-9	27	66.67%	71.05%	94.74%	47.37%
Bill Clark	15-5	20	75.00%	51.28%	60.00%	35.71%
Bill Snyder	43-13	56	76.79%	40.58%	51.81%	23.64%
Billy Napier	7-0	7	100.00%	50.00%	100.00%	0.00%
Blake Anderson	30-13	43	69.77%	67.19%	76.92%	52.00%
Bob Davie	23-16	39	58.97%	44.83%	69.70%	29.63%
Bobby Petrino	81-24	105	77.14%	69.08%	81.82%	45.28%
Bobby Wilder	20-9	29	68.97%	47.54%	66.67%	29.03%

Feature Focus: Coach Analysis Team Analysis Success Evaluation Page 12

<sup>\*</sup> Included in the Core Package



# WinPact™ Features

WinPact™ is a measurement of the true *Win* probability im*Pact* of a play, player, offense, or defense, and is the best indicator of a team's success. Being able to measure WinPact™ is critical for any coach in assessing team performance. CBTN's set of tools outlines the WinPact™ of individual teams, games, and players. The calculations are done at the play level, which allows a coach to see every play and every player in order to and determine how much those plays truly impacted the game. This set of features answers the main questions we get from coaches: *Which plays matter?*, *Which players matter?*, and *Why did we win or lose the game?*.

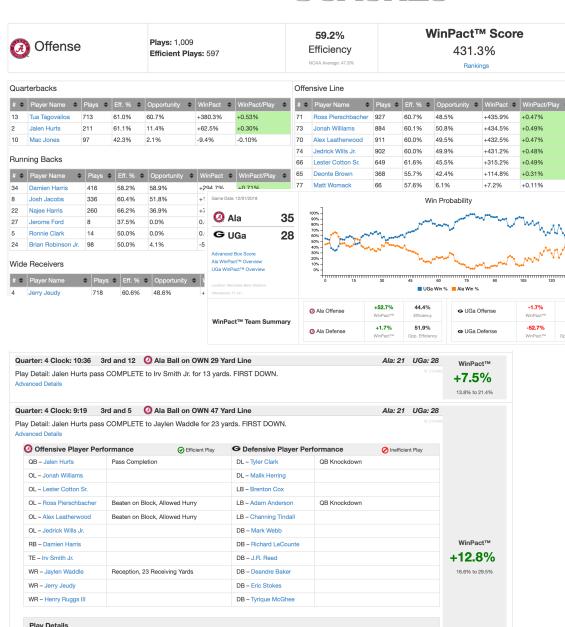
### Features:

- Game-level WinPact<sup>™</sup> analysis tool that details every offensive and defensive play in a game. Easily find the most critical plays and see who was the on the field when they happened, which players factored into the plays, and who/what ultimately impacted the game's outcome.
- Team-level WinPact<sup>™</sup> provides a view of an entire roster of players, broken down by position group, and allows a coach to see which players are their highestimpact players, their most efficient players, and the players who are on the field in critical moments.
- Team level WinPact<sup>™</sup> is ranked against all other FBS teams and includes filters to break down the data by personnel and formation, among others.

# COACHES By The Numbers.

51.9%

44.4%



Defense Personnel

Defenders In Box

Defenders at Line

Players Rushed

2-3-6

6

5

4

11

4.64

QB Release Time

3 WR 2 on left 1 RR

<sup>\*</sup> Included in the WinPact™ Add-on Package





# WinDecision™ Tool

When it comes to in-game strategy and decision-making, coaches often rely on conventional wisdom and past experiences. Very little actual information and data are being used to drive their decisions. This exposes the team and coach to the possibility of making both a controversial and risky decision. To solve this problem, we created the WinDecision™ Tool to empower coaches to make the most informed decision possible to help put their team in the best position to win the game.

Should you "kick the field goal" or "go for it" on 4th and 5 on the opponents 25 yard line, down by 3, with 5:00 minutes left on the road?

Coaches simply have never had the data to help answer this question. With the WinDecision™ Tool, now they do.

### Features:

- Configurable user interface to enter any possible game situation that may arise.
- Each situation shows detailed breakdown of the possible decisions, the likelihood of various outcomes, and the consequential change in win probability.
- For every coach decision, we show a detailed history of similar situations, what that coach chose in that situation, and the eventual outcome of the game.

# WinDecision™ Tool



# **Decision Options and Possible Outcomes**

			- 10						
	Critica	I Decisions (Fo	ound 26	similar situ	uations)				
	Decisi	ion		storical tempt %	Possible Outcome		Outcome Probability %*	Win Probability Change	New Team Win Prob.
					Make 42 yd. Field Goal	(Regular Kickoff)	60.0%	-9.5% WinPact™	28.5%
				61.5%	Make 42 yd. Field Goal	(Onside Kick** and Recovery)	16.9%	+37.0% WinPact™	75.0%
	Kick	Field Goal			Make 42 yd. Field Goal	(Onside Kick** and No Recovery)	43.1%	-20.3% WinPact™	17.8%
			16	of 26 Plays	Miss 42 yd. Field Goal		40.0%	-28.6% WinPact™	9.5%
					FG Blocked (Ret. for TI	0)	< 0.1%	-36.1% WinPact™	1.9%
On all Danisian History in Circilar C					Punt into End Zone (To	uchback)	20.0%	-27.7% WinPact™	10.3%
Coach Decision History in Similar S	πι			0.0%	Punt Inside 10 Yard Lin	е	40.0%	-26.1% WinPact™	11.9%
Similar Play Summary		Punt	0	of 26 Plays	Punt Blocked		0.0%	-30.1% WinPact™	7.9%
38.5% of teams 'Run a Play' (10 of 26) and went on to win 20.0% of	of th				Punt Blocked for TD or	Returned for TD	0.0%	-36.1% WinPact™	1.9%
<ul> <li>Teams Ran the ball 30.0% of the time.</li> <li>Teams Passed the ball 70.0% of the time.</li> </ul>					Turnover (near line of se	crimmage)	1.1%	-28.6% WinPact™	9.5%
61.5% of teams 'Kick a FG' (16 of 26) and went on to win 31.3% of	f the				Short Negative Play (-2	Yards)		-28.6% WinPact™	9.5%
Similar Plays Breakdown					Medium Negative Play	(-5 Yards)		-29.5% WinPact™	8.6%
Date   D & D   FP   Start   Score	Deci				Long Negative Play (-8	Yards)		-29.5% WinPact™	8.6%
09/14/19 4th and 5 OPP34 Q4 5:31 © \$USC 24, \$BYU 27	Kick				No Gain / Incomplete P	rass	56.5%	-28.6% WinPact™	9.5%
11/17/18 4th and 4 OPP29 Q4 3:52 🍅 🌋 Michigan St. 6, Nebraska 9	Run				Gained 1 Yard		No First Down	-28.6% WinPact™	9.5%
10/27/18 4th and 2 OPP24 Q4 5:37 • APurdue 13, Michigan St. 16	Kick				Gained 2 Yards			-28.6% WinPact™	9.5%
	Run				Gained 3 Yards			-28.6% WinPact™	9.5%
09/21/18 4th and 6 OPP21 Q4 5:39 • Wash. St. 36, USC 39	Kick								
09/01/18 4th and 9 OPP26 Q4 4:26 • N-Nicholls St. 17, Kansas 20	Kick				Gained 4 Yards			-28.6% WinPact™	9.5%
11/18/17 4th and 1 OPP32 Q4 6:06 • • Houston 17, Tulane 20	Run	un a Play		38.5%	Gained 5 Yards			+27.6% WinPact™	65.6%
10/21/17 4th and 6 OPP31 Q4 5:30 • Nova 7, Northwestern 10	ruoit	uii a riay	10	of 26 Plays	Gained 6 Yards			+27.6% WinPact™	65.6%
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Kick	11.1.50		A Foot Co	rolina 38, WBYU 45				
	Kick a FG	Made FG	Loss	-	ticut 6, Missouri 9				
09/19/15 4th and 4 OPP25 Q4 4:33	Run a Play		Loss	-	(a 42, 🐒 USC 45				
10/18/14 4th and 9 OPP31 Q4 5.19 San Jose St. 17, Wyoming 20	Kick a FG	Made FG	Win		ie St. 27, 💃 Wyoming 20				
12/27/13 4th and 2 OPP27 Q4 5:45 Syracuse 14, Minnesota 17	Kick a FG	Missed FG	Win	_	e 21, Minnesota 17				
11/23/13 4th and 1 OPP34 Q4 4:16 • Vanderbilt 7, Tennessee 10	Run a Play		Win	_	ollt 14, TTennessee 10				
	Run a Play		Win		go St. 34, San Jose St. 30				
12/26/12 4th and 2 OPP19 Q4 5:11 • Western Ky. 21,	Run a Play		Loss		Ky. 21, @Central Mich. 24				
				-	_				





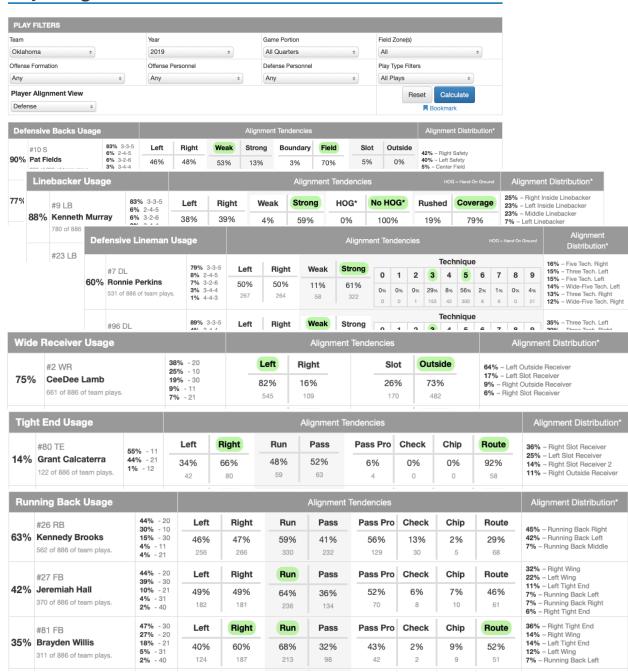
# **Player Alignment Tool**

Analyzing and understanding how a team lines up is a critical opponent scouting task. Coaches typically had to crunch through hours of film to understand all of the intricacies of sub-packages alignments and how teams utilize their personnel. With the Player Alignment Tool, we eliminate all of that work and allow coaches to spend more time on technique and tactics.

## **Features:**

- Breakdowns of every offensive and defensive position group, customized for specifically for their tendencies.
- Filterable by offensive formation, offensive personnel, defensive personnel, and specific play types. This allows for a coach to easily compare and contrast sub-packages and understand game situation tendencies that are extremely difficult to quantify by watching video.
- Color-coding that makes it quick and easy to understand the player tendencies.
- Left/Right, Weak/Strong, Boundary/Field, and Slot/ Outside breakdowns for qualifying position groups allow a coach to see how the opposing offense or defense is designed from a personnel perspective.

# Player Alignment Tool





# **Advanced Scouting Tool**

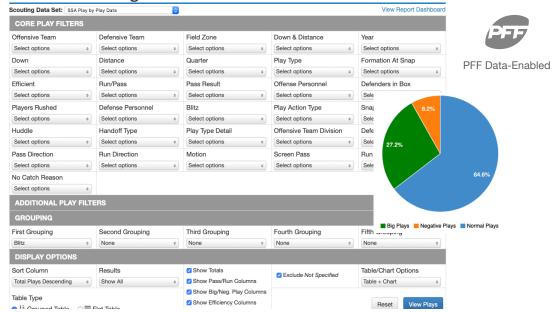
At the core of the CBTN platform is a really great data set that captures hundreds of pieces of information on every single play run by every single team in every single FBS game. We built the Advanced Scouting Tool (AST) so that coaches could have direct access to this data and create a report library that formats the data exactly how they would like to see it. Additionally, it provides an exploratory interface to allow coaches to find limitless trends and patterns in the data (both self and opponent scouting) that would take analysts weeks to determine manually.

### **Features:**

- User-configurable sorting and grouping. Supports up to five different grouping levels.
- · Configurable report output:
  - Turn on/off different columns on the reports.
  - Select from a library of pre-defined graphs and visualizations.
- · More than 200 fields available to filter, sort, and group.
- Standard and PFF-Data sets available by default.
- Have your own team terminology? We can customize the AST to show your data and terminology (typically exported from XOS or DVSport video systems) to leverage the hard work already being done to capture team-specific data.

# COACHES By The Numbers.

Advanced Scouting Tool



# Play Results

Filters: Offensive Team = 'Alabama', Year = '2018'

Down	Defenders in Box	Total Plays	Total Yards	Yards Per Play	Off. Efficiency %	% of Plays	Run %	Pass %	Big Play %	Neg. Play %
1		483	3,879	8.0	59.4%	47.9%	<b>57.1%</b> (276)	<b>42.9%</b> (207)	<b>20.7%</b> (100)	<b>5.2%</b> (25)
	6	287	2,416	8.4	56.4%	59.4%	55.1% (158)	44.9% (129)	22.3% (64)	4.2% (12)
	7	121	865	7.1	62.8%	25.1%	60.3% (73)	39.7% (48)	19.0%	8.3% (10)
	8	38	267	7.0	68.4%	7.9%	68.4% (26)	31.6%	13.2%	5.3% (2)
	5	26	284	10.9	61.5%	5.4%	30.8%	69.2% (18)	26.9%	3.8%
	9	8	26	3.3	50.0%	1.7%	100.0%	0.0%	0.0%	0.0%
	10	3	21	7.0	100.0%	0.6%	100.0%	0.0%	33.3%	0.0%
2		338	2,579	7.6	64.2%	33.5%	<b>49.4%</b> (167)	<b>50.6%</b> (171)	<b>24.0%</b> (81)	7.7% (26)
	6	183	1,672	9.1	66.7%	54.1%	47.5% (87)	52.5% (96)	30.1% (55)	9.3%
	7	86	654	7.6	59.3%	25.4%	46.5%	53.5% (46)	22.1% (19)	3.5%
	8	32	108	3.4	68.8%	9.5%	75.0% (24)	25.0% (8)	6.3% (2)	12.5% (4)
	9	16	63	3.9	62.5%	4.7%	68.8%	31.3%	12.5%	0.0%
	5	15	69	4.6	53.3%	4.4%	13.3%	86.7% (13)	20.0%	13.3%
	10	5	12	2.4	60.0%	1.5%	40.0%	60.0% (3)	0.0%	0.0% (O)
	11	1	1	1.0	100.0%	0.3%	100.0%	0.0%	0.0% (O)	0.0% (O)

<sup>\*</sup> Included in the AST Add-on Package





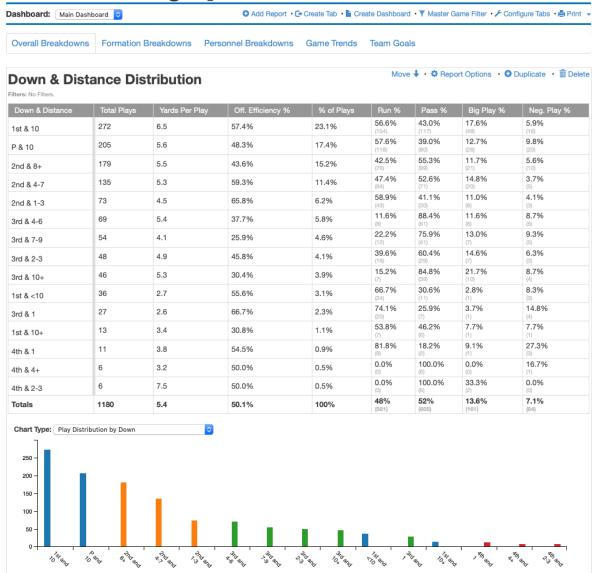
# **AST Report Dashboard**

After building reports with the Advanced Scouting Tool (AST), users can store and organize them with the AST Report Dashboard. Organize and arrange the reports into configurable tabs and dashboards in a way that makes sense to your team. These dashboards are the perfect way to organize self-scout and opponent scouting reports.

### Features:

- · Completely customizable dashboard and tab names.
- One-click easy printing of a tab or an entire dashboard.
- Master Game Filter that allows you to change the game set for your reports globally. No need to update the reports to reflect different opponents or new schedules.
- Easily add new reports by just going back to the AST. No need to contact the vendor and wait around for a response. The AST and AST Report Dashboard are completely self-service.
- · Easy-to-use "Duplicate" feature that allows you to leverage the format and filters of an existing report to quickly create a similar report.
- With the Content Manager, you can easily share reports and dashboards with other CBTN users.
- · Integrated with PFF and standard data sets.

# Advanced Scouting Report Dashboard



Feature Focus: Team Analysis Success Evaluation Page 17

<sup>\*</sup> Included in the AST Add-on Package





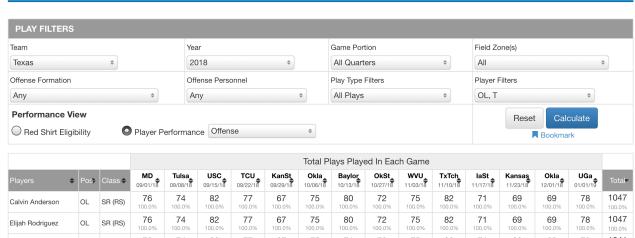
# **Player Participation Tool**

The CBTN platform tracks every player on every single play. Because of this capability, we can show coaches limitless views on how their players are being utilized and performing at a game and season level. The Player Participation Tool, in its simplest form, tabulates every single play for every player who is on the field for a specified team. When used in combination with the filters, you can quickly and easily see how players are being utilized in every phase of the game, different personnel/formation groupings, for different parts of the field, and in different play types (run, pass, sacks, touchdowns, etc). These views are critical for both self-scouting and opponent scouting throughout the season.

## Features:

- Players are filterable and sortable based on position and class for unit-by-unit depth chart analysis.
- Game phase filters for viewing offense, defense, and all 8 sub-phases of special teams.
- Play filters for formation and personnel, field zone, game portion, and play type make finding subpackage and situational substitution tendencies extremely simple and easy.
- Custom Red Shirt Eligibility view allows teams to closely monitor player compliance with new Red Shirt rules.

# **Player Participation Tool**



<sup>\*</sup> Included in the Core Package



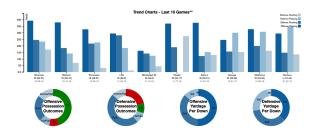


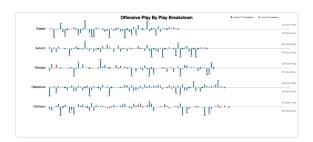
# **Interactive Scouting Report**

While the Team Rankings feature provides hundreds of statistics with which you can contrast and compare teams, there is still a need for an in-depth, visual, and configurable way to understand the performance and tendencies of a team. The Interactive Scouting Report was designed to provide several of those key views that can help a user understand a team's analytical DNA.

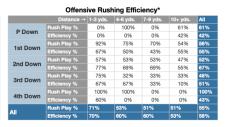
### Features:

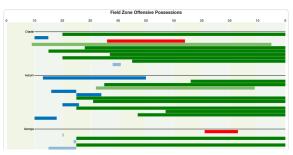
- Configurable dashboard-style interface allows a user to select from any of the 10+ visualizations to tailor a scouting report specifically to their needs.
- Custom game sets allow users to hand pick the games that they want to analyze for a team quickly and easily.
- Filterable by half and quarter for very fine-grained analysis.
- · Scouting Report Visualization Library includes:
  - Trend Charts
  - Core Rates and Differentials Benchmarks
  - · Team and Opponent Game Breakdowns
  - Offensive and Defensive Rushing/Passing
     Efficiency Breakdowns (by Down and Distance)
  - · Starting Field Position Factors
  - · Offensive and Defensive Play-by-Play Visualizations
  - Offensive and Defensive Possession Breakdowns by Field Zone

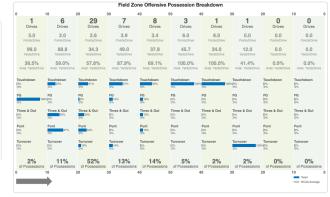




	Offensi	ve Pass	ing Effici	iency*		
	Distance →	1-3 yds.	4-6 yds.	7-9 yds.	10+ yds.	All
P Down	Pass Play %	100%	0%	0%	39%	39%
P Down	Efficiency %	0%	0%	0%	67%	65%
1st Down	Pass Play %	8%	25%	30%	46%	44%
IST DOWN	Efficiency %	0%	50%	100%	61%	62%
2nd Down	Pass Play %	43%	47%	47%	53%	48%
2nd Down	Efficiency %	70%	78%	54%	51%	61%
3rd Down	Pass Play %	25%	68%	67%	67%	52%
ara Down	Efficiency %	44%	62%	42%	35%	44%
44h Davis	Pass Play %	0%	0%	0%	0%	0%
4th Down	Efficiency %	0%	0%	0%	0%	0%
All	Pass Play %	29%	48%	49%	49%	45%
All	Efficiency %	61%	71%	54%	57%	58%







### Team Game Breakdowns

Date	Opponent	Rushing							Passing									Total
		Rush	Yds	YPR	Long		12+	Comp	Att	Comp %	Yds	YPA	Long		15+	Sacks	Ints	YPP
10-06-18	Arkansas	41	246	6.0	27	4	6	14	18	77.8%	393	21.8	76	4	10	0	0	10.8
10-13-18	Missouri	45	184	4.1	20	- 1	4	19	30	63.3%	380	12.7	81	3	8	1	0	7.5
10-20-18	Tennessee	42	218	5.2	21	4	7	21	32	65.6%	327	10.2	77	4	6	0	- 1	7.4
11-03-18	LSU	37	281	7.6	44	2	7	25	42	59.5%	295	7.0	30	2	9	1	1	7.3
11-10-18	Mississippi St.	45	142	3.2	17	2	3	17	27	63.0%	163	6.0	25	1	3	4	1	4.2
11-17-18	Citadel	23	190	8.3	73	2	4	21	26	80.8%	371	14.3	68	4	10	0	0	11.4
11-24-18	Auburn	26	123	4.7	21	1	4	26	33	78.8%	377	11.4	53	6	7	1	0	8.5
12-01-18	Georgia	29	157	5.4	59	3	5	17	34	50.0%	246	7.2	51	2	7	2	2	6.4
12-29-18	Oklahoma	42	200	4.8	19	2	2	25	28	89.3%	328	11.7	50	4	6	- 1	0	7.5
01-07-19	Clemson	37	148	4.0	15	0	2	22	36	61.1%	295	8.2	62	2	7	2	2	6.1
	Totals	367	1889	5.1	73	21	44	207	306	67.6%	3175	10.4	81	32	73	12	7	7.5
	Opponent	356	1185	3.3	45	9	22	161	289	55.7%	2020	7.0	74	16	47		5	5.0

Feature Focus: Coach Analysis Team Analysis Success Evaluation Page 19

<sup>\*</sup> Included in the Core Package

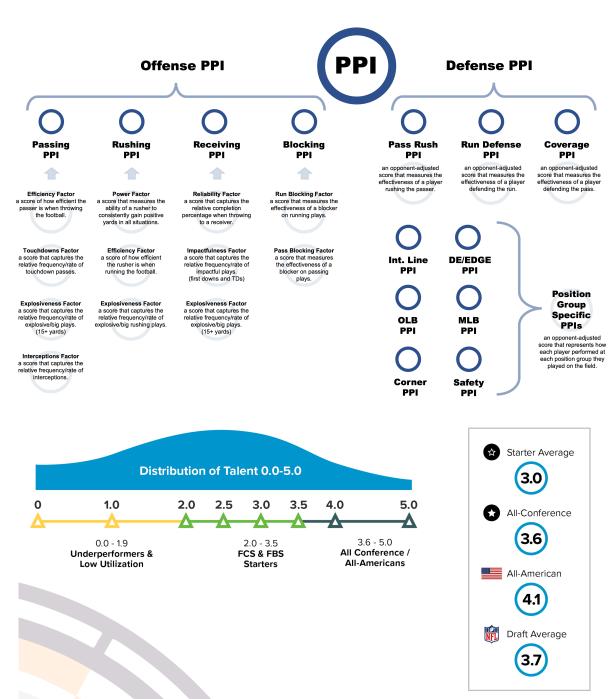




# **Player Production Index (PPI)**

PPI is a collaboration by Tracking Football and SportSource Analytics. The PPI is a 0 to 5 score based on the player's on-field production. The score assigns opponent adjusted values to each specific area of the game (rushing, receiving, blocking, passing, pass coverage, pass rush and run defense). Factoring in opponent strength, player usage, efficiency, explosiveness, power, and reliability, etc, the PPI can accurately measure and contextualize the performance of any offensive or defensive player. Each player is given an *Overall PPI* score that accurately represents a blend of all of the production they contributed based on their detailed usage in every phase of the game.

- · Completely Objective
- · Mathematically Tested
- · Schedule and Opponent Adjusted
- · Optimized per Position
- · Derivative Factors and sub-PPIs
- · Offensive PPI scores from (2005-present)
- · Defensive PPI scores from (2017-present)
- Integrated across tools in both SportSource Analytics and Tracking Football platforms.

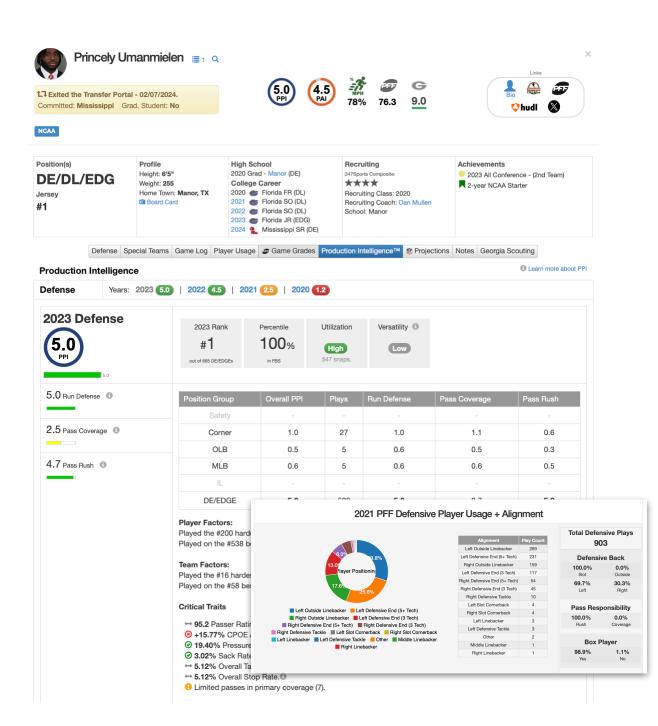




# **Player Profiles**

The CBTN Player Profiles are comprehensive statistical hubs for all information about a player. We cover all of the critical external sources of information (PFF, Tracking Football, HUDL, etc) as well as provide all of the data and analytics about that player provided by our platform, including deep dives into Player Production Index Scores. Our profiles are embedded throughout the platform across all of our tools to make viewing a player completely seamless.

- Game Logs + Yearly Statistics Breakdowns across Offense, Defense, and Special Teams
- · Biographical information
- · External links to Video (PFF + Hudl)
- Link tree with access to important external data sources like Tracking Football and media guides
- Detailed player usage and alignment data to analyze exactly how a player is utilized
- · PFF Game and Season grades
- Production Intelligence analysis (PPI) that shows how productive a player was on the field, showing all critical factors, opponent-adjusted, and objective
- Quick links to our in-depth Rusher/Passing/ Receiving Profiler tools.



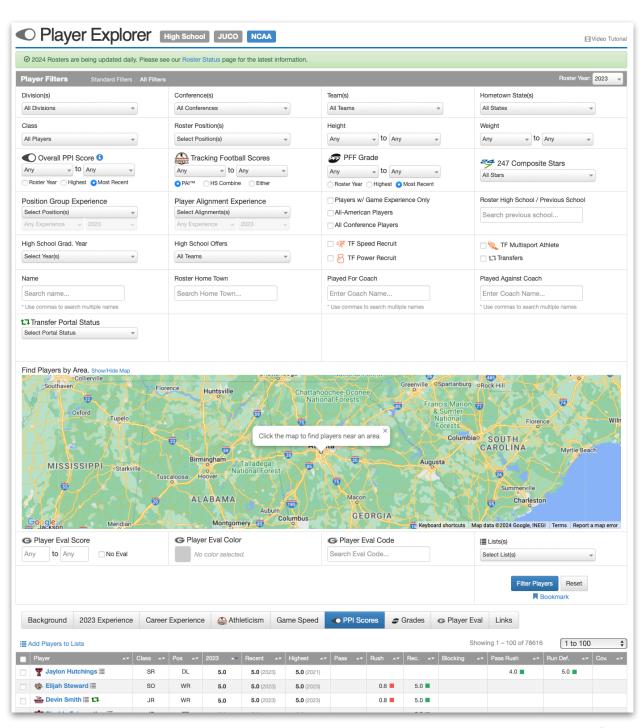


# COACHES By The Numbers.

# **Player Explorer**

The SSA Player Explorer is the first ever advanced search engine for football players. Spanning DIII, DII, FCS, FBS, JUCO, and High School, we have created a highly customizable interface to find any player by virtually any criteria you can imagine. Integrated seamlessly into our Roster Manager tool, the Player Explorer allows you to quickly canvas the college football player population and find players that matter to your team, whether it is for scouting, recruiting, or roster management purposes.

- Complete search interface for all players across DIII, DII, FCS, FBS, JUCO, and HS football.
- Integration with List Manager to easily add to lists and groups.
- Search for players across the four major player evaluation services; PFF for subjective grading, Tracking Football for athleticism, SportSource PPI for on-field production, and 247Sports Composite score for high school recruiting grade.
- Integrated Notes tab to store account-level information during the scouting/research process.
- Aggregated Links section for easy access to video and other external sources of information.



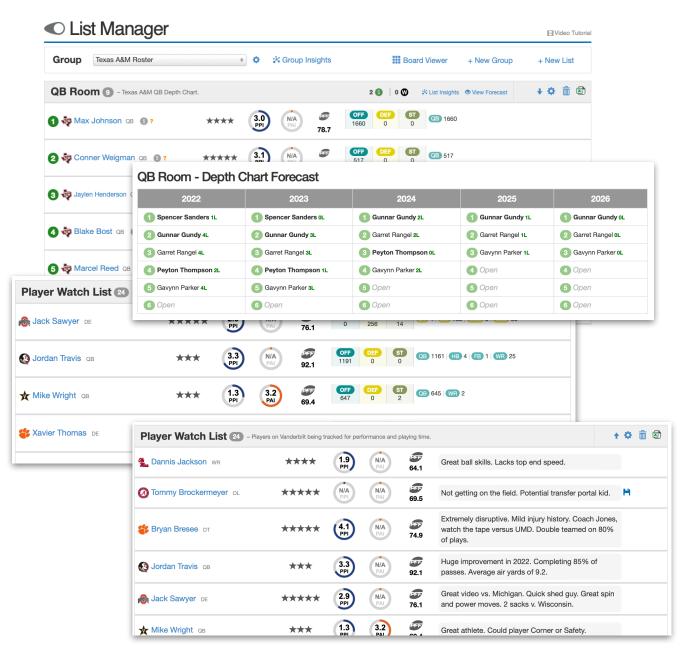




# List Manager

Roster Management in modern college football extremely challenging for coaching staffs. Not only do teams have to scout, recruit, and manage their own roster, they also have to stay on top of their opponents, their conference, and all the other teams in college football. With the Transfer Portal, personnel directors are having to constantly scout and evaluate all of college football. Our List Manager tool is the perfect hub to completely manage the entire workflow from depth chart forecasting to scholarship/eligibility tracking to prospect/scouting management. It allows coaching staffs to stay both informed and organized on all the players they care about.

- · Roster and Depth Chart Organization
- · Scholarship and Eligibility tracking
- · Future Roster forecasting
- Transfer Portal email notifications when players enter the portal
- Weekly statistical summary email notifications on the players being tracked to stay informed on recent player production and injuries
- Integrated player notes to keep all the player evaluation information in one shared location that is easily accessible to the entire staff
- One-click Excel exports of all of the critical information for sharing/reporting within the staff



<sup>\*</sup> Available as an Add-On or Standalone Package



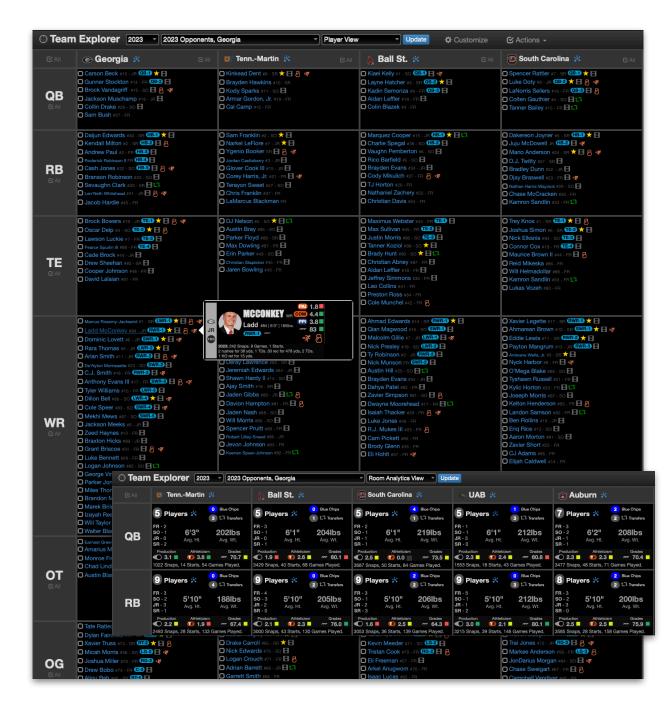
# **Team Explorer**

The CBTN Team Explorer tool is the quickest and easiest way to analyze team rosters. Team Explorer is extremely valuable for recruiting, scouting, and analyzing how teams are constructing their rosters. The tool organizes each team roster by positional rooms, allowing for depth chart and summary views.

### Features:

- Room-by-room breakdowns across Offense,
   Defense, and Special Teams for all FBS/FCS teams.
- Configurable display options to highlight experienced players, elite athletes, transfers, and players active on the depth chart.
- Board Card overlays to highlight PAI, PPI, PFF, and Team Evaluation scores.
- Library of filters to focus on the players that matter across rosters that are being scouted.
- Integration w/ List Manager to quickly and easily save collections of players for future evaluation.
- Insights integration to view summary details of each roster and positional room.

**Player Scouting** 





# **Board Viewer**

Roster management and scouting centers around player identification, evaluation, and organization. The CBTN Board Viewer is an interactive visual representation of the lists and groups that are curated in List Manager. Using customizable Board Cards, users can quickly and easily visualize large boards of players and stay organized during their evaluation and scouting processes.

### Features:

- Customizable Board Cards that highlight production (PPI), athleticism (PAI, Power + Speed tags), and internal evaluation scores. Board Cards are designed to show the critical information that drives decision making and evaluation.
- · Depth Chart integration.
- · One-click popups to perform quick evaluations.
- Drag and Drop interface to move players up and down Lists.
- Mix and match players across FBS, FCS, DII, DIII, JUCO, and High School player populations.
- · Transfer Portal indicators.
- · High School Combine data integration.
- · PFF Grade integration.



Feature Focus: Team Analysis Player Analysis Player Scouting Page 25





# **Portal Player Analytics Tool**

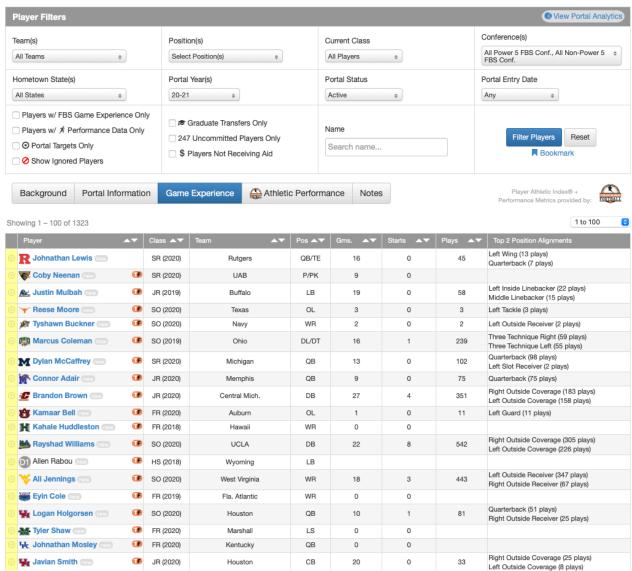
CBTN tracks biographic, biometric/performance, recruiting, and statistical data about every player in the NCAA Transfer Portal. With all of this information in one platform, we can help teams evaluate and target the players that are the best fit for their team. We've partnered with Tracking Football to also provide best-inclass athletic information to help team find the best athletes available across DI, DII, and DIII football divisions.

### Features:

- Real-time player background information (position, hometown, height, weight) matched to all portal players.
- Comprehensive filters to help identify players in positions of need, by region, conference/division, much more.
- Complete workflow solution for managing lists of players, targets, and detailed collaborative notes to share within coaching staffs.
- Athletic performance indications (PAI and Combine scores) from Tracking Football to help identify the most athletic players available in the portal.
- Comprehensive player position alignment data to target experienced players that fill precise needs for any position room.
- Best-in-class player production profiles to understand every aspect of on-field player performance.

# Portal Player Analytics Tool





<sup>\*</sup> Available as an Add-On or Standalone Package

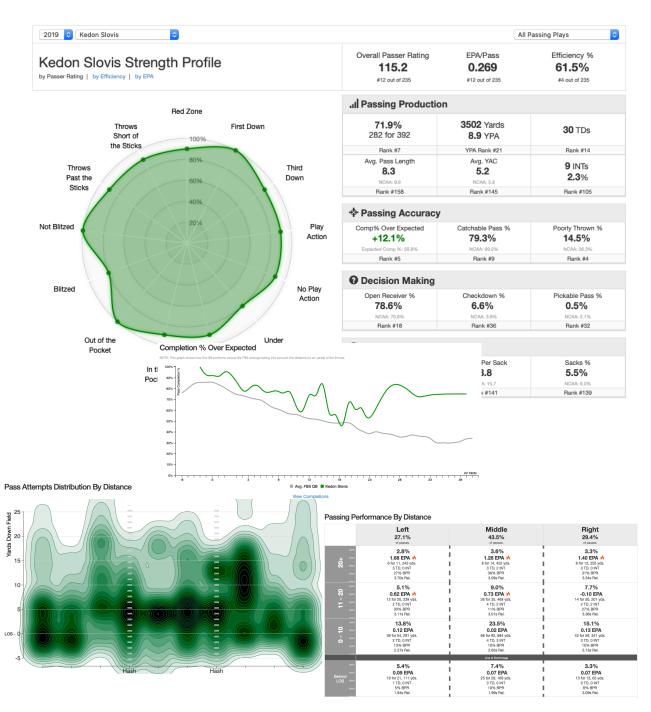




# **QB** Profiler™

Quarterback is the most important position in football. The QB Profiler™ was created to go exhaustively deep into every aspect of performance for the QB position. Whether you are evaluating your quarterback, your opponent's quarterback, or evaluating quarterbacks for the NFL, no tool goes deeper than that CBTN QB Profiler.

- Custom QB Strength Profile<sup>™</sup> that analyzes the quarterback across 13 different passing dimensions, each with over 100+ different situational metrics.
- Detailed Pass and Completion tendency charts showing where the QB likes to pass the ball, and most importantly, where they are efficient passing the ball.
- Comprehensive Quarterback Release Time charts that show how quickly the QB gets rid of the football and how efficient those passes are within each 0.25 second time window.
- Custom 'Passing to the Sticks' charts that show how aggressive and efficient quarterbacks are at throwing passes short of and past the sticks in every down and distance category.
- Incompletion Breakdown analysis charts that categorize and quantify all of the reasons the quarterback throws an incomplete pass.
- Detailed 'Complete Percentage Over Expectation' (or CPOE) charts that truly show how accurate a quarterback is throwing the football taking into account the distance and difficulty level.





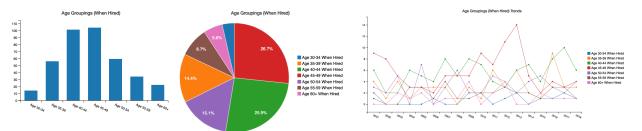


# **Coach Hiring Analytics Tool**

Hiring a coach is not easy. At SportSource, we have performed more than 40 coaches searches in the past five years. Our data and analytics on coaches are critical tools that help an AD make a data-driven decision. A large part of industry and market knowledge comes from our Coach Hiring Analytics Tool (CHAT). We co-designed the CHAT with the best sports coaching agents in football to get right to the heart of the trends and truths that truly matter when hiring a football coach. The tool will not magically pick the best coach for you, but it will drastically help you understand everything you should be looking for in a coach and which coaches meet that criteria.

### Features:

- More than 18 years of head coach hiring résumé data covering all 130 FBS schools.
- Every fire, hire, and resignation analyzed for trends and historical grading.
- Filterable by more than 30 biographical fields from the résumés of more than 500 coaching hires since 2001.
- View individual head coaches, age breakdowns, before/after coach performance, Power 5/Non-Power 5 breakdowns, NFL/NCAA experience breakdowns, coach exit breakdowns, and much more.



### Coach Breakdown

Category	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Total # (%)
Age 30-34 When Hired	1	0	0	0	0	1	0	0	2	2	0	1	2	0	1	1	2	1	14 (3.6%)
Age 35-39 When Hired	4	1	4	1	3	3	3	0	3	1	6	3	6	2	1	9	3	3	56 (14.4%)
Age 40-44 When Hired	6	2	2	6	5	4	8	5	8	7	4	3	6	7	4	8	10	6	101 (25.9%)
Age 45-49 When Hired	9	8	5	3	3	2	5	5	5	9	7	11	14	5	2	4	3	4	104 (26.7%)
Age 50-54 When Hired	3	2	5	0	7	0	3	6	2	2	5	4	2	4	5	3	2	4	59 (15.1%)
Age 55-59 When Hired	2	0	0	3	3	1	4	1	1	2	2	3	2	2	1	3	3	1	34 (8.7%)
Age 60+ When Hired	0	0	2	1	2	0	1	1	4	0	2	4	0	0	2	1	1	1	22 (5.6%)
Totals	25	13	18	14	23	11	24	18	25	23	26	29	32	20	16	29	24	20	390

Coach \$	Hire Age 💠	Team \$	Hired +	Last Year 💠	5 Yrs. Previous 🗢	As Head Coach +	5 Yrs. After
Jim Tressel Youngstown St. – FCS HC	48	Ohio St.	2001	2010 FIRED	46-15 75.41%	106-22 <b>↑+7.40%</b>	56-11 <b>↑+0.77%</b>
Jim Hofher Syracuse - Assistant	43	Buffalo	2001	2005 FIRED	15-40 27.27%	8-49 <b>↓-13.24%</b>	22-40 <b>1+21.45</b> %
Les Miles Dallas Cowboys – NFL Assistant	47	Oklahoma St.	2001	2004 UPGRADE	26-30 46.43%	28-21 <b>1</b> +10.71%	36-27 <b>↓0.00%</b>
Gary Crowton Chicago Bears – NFL OC	43	BYU	2001	2004 FIRED	43-21 67.19%	26-23 <b>↓-14.13%</b>	49-15 <b>↑+23.50</b> %
Greg Schiano Miami (FL) - DC	34	Rutgers	2001	2011 UPGRADE	11-45 19.64%	68-67 <b>1</b> +30.73%	29-34 <b>↓-4.34%</b>
Mark Richt Florida St OC	40	Georgia	2001	2015 FIRED	40-20 66.67%	146-51 <b>↑+7.45</b> %	32-10 <b>↑+2.08%</b>
Fitz Hill Arkansas – Assistant	36	San Jose St.	2001	2004 FIRED	21-36 36.84%	14-33 <b>↓-7.05%</b>	25-35 <b>1-11.88%</b>
Guy Morriss Kentucky – Assistant	49	Kentucky	2001	2002 UPGRADE	24-33 42.11%	9-14 <b>↓-2.97%</b>	25-35 <b>1+2.54%</b>
Pete Carroll  New England Patriots - NFL HC	49	Southern California	2001	2009 UPGRADE	31-29 51.67%	97-19 <b>1+31.95</b> %	44-21 <b>↓-15.93</b> %
Ralph Friedgen Georgie Tech – OC	53	Maryland	2001	2010 FIRED	20-35 36.36%	75-50 <b>↑+23.64</b> %	23-39 <b>↓-22.90</b> %
Gary Patterson	40	TCU	2001	Active	30-28 51.72%	167-62 <b>1</b> +21.20%	N/A

<sup>\*</sup> Included in the Hiring Analytics Package

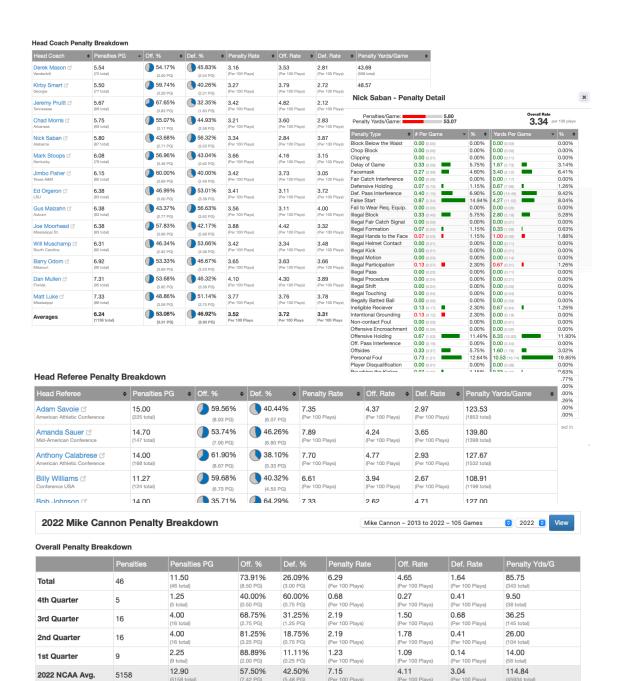




# Referee Tool + Referee Profiles

Understanding the tendencies of the referees in a game can be as critical as understanding the tendencies of an opponent. Evaluating how a team commits penalties is important for coaches to effectively teach corrective behavior. The *Referee Tool* allows you to take an indepth look at all aspects of penalties in order to understand what is being called and how to make strategic changes that can help give your team an advantage with the referees. The *Referee Profiles* allow you to deeply example individual referee crews and understand their penalty call tendencies with context to national averages and benchmarks.

- Perform comparative analysis of penalties at a team, coach, and head referee level.
- Penalties are measured at a "Per 100 Plays" rate to normalize for different tempo rates.
- Team/Coach/Referee breakdowns showing how often each penalty type is being called compared to the national average.
- Detailed filters for comparing and contrasting teams nationally, across specific conferences, specific portions of the game, referee conference affiliations, or game location.
- Penalty calls by game and by quarter are broken down individually to look for patterns and anomalies of a referee's penalty call history.



<sup>\*</sup> Included in the Core Package





# **Team Goal Dashboard**

Part of every coach's challenge is designing and communicating goals to their teams. We created the Team Goal Dashboard to be an analytics-based goal "report card" that measures yearly and weekly progress towards a team's goals.

### Features:

- More than 500 yearly and weekly goals that measure general team success (wins, etc), offensive goals, defensive goals, and special teams goals. All goals are color-coded based on team-provided benchmarks in which they are trying to achieve.
- Goals can target raw statistics, national rankings, and conference rankings.
- Completely customizable. If your goal isn't in the library, we can easily add it.
- Weekly and yearly goals are tracked throughout the season to provide teams real-time progress reports on their team goals.
- Is the goal realistic? Yearly goals show color-coded historical performance to see if a goal is realistically achievable based on three previous seasons.
- How close to the goal are you? All goals show the exact team performance towards a specific goal.

# 1 2018 Miami Goal Dashboard

### Yearly Goals

Goals	Status	Current	Target	% of Target	Previous Years								
Overall													
10+ Wins		7.0	10+	70%	2017	2016	2015						
Defense					10.0	9.0	8.0						
Yards Per Play Conference Rank: #2	4.3 5.00 116%		116%	2017	2016	2015							
National Rank: #3		0	0.00	11070	4.8	4.8	5.8						
Rushing Yards/Game Conference Rank: #3		143.3	150	105%	2017	2016	2015						
National Rank: #42					145.8	131.6	201.0						
Red Zone Rate		22.3%	23%	103%	2017	2016	2015						
					24.1%	22.9%	30.59						
Points Per Possession Conference Rank: #2		1.2	1.50	125%	2017	2016	2015						
National Rank: #13					1.4	1.2	1.9						
P Down Success		58.3%	50+%	117%	2017	2016	2015						
					54.0%	54.7%	48.29						

### Weekly Goals

Goals	LSU LSU 17-33	Savannah St.  99-98  W  77-0	Toledo 09-15 W 49-24	FIU 00-22 W 31-17	North Carolina OB-27 W 47-10	Florida St. 19-88 W 28-27	Virginia 10-13 L 13-16	Boston College 18-28 L 14-27	Duke 11-03 L 12-20	Georgia Tech  11-10  L  21-27	Virginia Tech 11-17 W 38-14	Pittsburgh  11-24  W  24-3	Wisconsin
Overall													
Win	No	Yes	Yes	Yes	Yes	Yes	No	No	No	No	Yes	Yes	No
Win Yards Per Play	0.4	5.9	0.6	2.7	3.3	0.8	2.1	-1.2	1.4	0.3	0.3	2.9	-1.7
Win the 4th Quarter	14	28	11	-17	14	7	4	0	-3	7	0	7	-14
Win Rushing Yards	-73	209	156	231	14	32	6	-68	154	-96	49	224	-212
Win Red Zone Trips	-2	8	3	2	2	3	-1	-2	-1	-1	1	2	-5
Win Points Per Possession	-0.6	3.8	1.4	1.0	1.6	0.3	-0.2	-1.0	-0.4	-0.1	1.2	0.8	-2.2
Win P Down Efficiency	7.7%	27.8%	12.1%	54.4%	10.0%	-8.3%	3.8%	3.8%	-8.7%	-30.0%	3.8%	-20.0%	-50.09
Win First Down Efficiency	-3.6%	28.4%	-2.9%	45.9%	11.8%	4.8%	6.2%	3.9%	-10.0%	-2.8%	1.7%	-8.0%	-21.59
Win Big Plays (12+ R, 16+ P)	0	8	-3	9	-3	0	5	-3	3	1	-1	0	-4
Win 3rd Down Play %	1.4%	10.0%	-1.1%	7.7%	4.3%	1.5%	-3.0%	0.2%	4.5%	-0.2%	-5.3%	2.8%	-8.79
Turnover Margin (+1)	-2	2	1	-1	4	1	0	-1	-1	-2	3	-1	-4

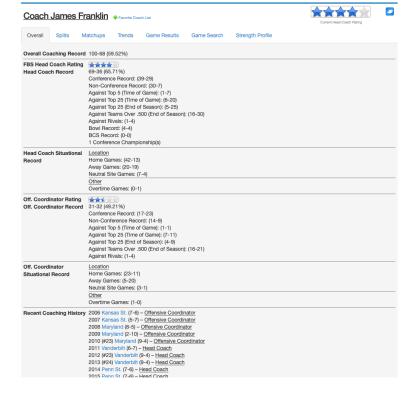
<sup>\*</sup> Included in the Core Package



# Coach, Team, and Player Profiles

While CBTN has many powerful analytical tools, there are other very important core functions that we provide, including an unprecedented level of detail for every coach, team, and player that is being analyzed. Our profiles are specifically geared towards allowing our users to have an added depth of knowledge for each coach, team and player in the platform.

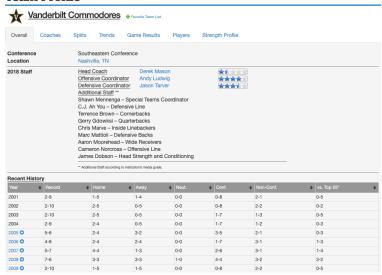
# Coach Profile

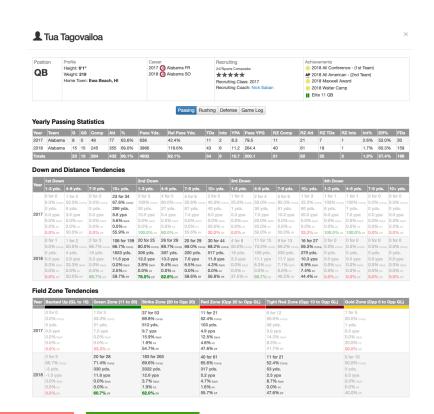


<sup>\*</sup> Included in the Core Package

# COACHES By The Numbers.

### Team Profile





**Player Scouting** 





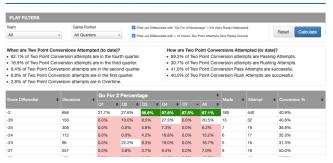
# Other Tools and Features

\* All Included in the Core Package

# **Two Point Conversion Decision Tool**

When should you "go for two"? CBTN provides an easy-to-read chart that makes the decision straightforward. A must-have reference for any head coach.

### Two Point Conversion Decision Tool



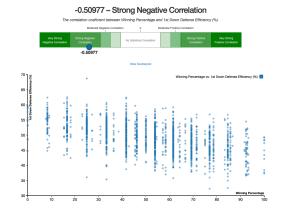
# **Fourth Down Tendency Tool**

Fourth Downs are critical. This tool allows you to see the historical tendencies of any team or coach on fourth down based on field zone, time of game, distance, and more. Truly understand the aggressiveness of your team and your opponents.

### Field Zone Situations 100.0% 0.0% Own 11 - Own 20 yd line 0.0% 98.7% 100.0% 0.0% Own 21 - Own 30 vd line 0.0% 97.8% 50.0% 50.0% 0.0% Own 31 - Own 40 yd line 8 0 100.0% 0.0% 50.0% 95.0% 7 0 28.6% 71.4% 0.0% Own 41 - Midfield 0.0% 100.0% 50.0% Opp 49 - Opp 40 yd line 13 0 . b Louisville Play #43 - Q1 5:11 Drive Start - Leading 6-0 - Opp 30 - 4th and 17 Decision: Field Goal 10/02/21 vs. 🕢 Alabama Play #9 - Q1 15:00 Drive Start - Tied 0-0 - Opp 35 - 4th and 3 Decision: Pass Opp 39 - Opp 30 yd line 10/09/21 vs. Arkansas Play #41 - Q1 4:17 Drive Start - Trailing 0-7 - Opp 37 - 4th and 1 Decision: Run 10/16/21 vs. Tennessee Play #12 - Q1 14:57 Drive Start - Tied 0-0 - Opp 39 - 4th and 9 Decision: Run 7 0 01/01/22 vs. Baylor Play #14 - Q1 13:03 Drive Start - Tied 0-0 - Opp 36 - 4th and 12 Decision; Penalty (Delay of Game) Opp 29 - Opp 20 yd line Baylor Play #37 - Q1 6:25 Drive Start - Tied 0-0 - Opp 32 - 4th and 26 Decision: Field Goal Opp 19 - Opp 10 yd line 0.0% 16.7% 100.0% 6 0 Opp 9 - Opp Goaline 60.0% 40.0% 40.0% 69.7% 90.8% 60 50.0% 33.3% 16.7% 0.0% 1.7% 90.0% Totals 66.7% 33.3% 66.7%

# **Correlation Tool**

Which statistics affect winning? Which statistics affect other statistics? The Correlation Tool allows you to easily see which statistics are highly correlated and which truly affect winning.



# **Content Manager**

Every tool, report, and filter set on the CBTN platform can be saved or "bookmarked" for quick access. This allows the user to easily assemble libraries of content that meet their focus areas.

# Content Manager Bookmarks Drive Tool Drive Tool \* 👁 🛍 Saban Keys to Winning Alabama Scouting Report Dashboards + Reports · Formation Breakdown Down & Distance Distribution Formation Breakdown By Game Personnel Breakdown Personnel Breakdown By Game . Big Plays (> 15%) and Negative Plays (< 10%) . Efficiency By Down (50%+ Overall) Down Breakdown Play Distribution Trends Run/Pass Game Trends . Down and Formation Breakdow · Total Yards Test Test Def Eff. test



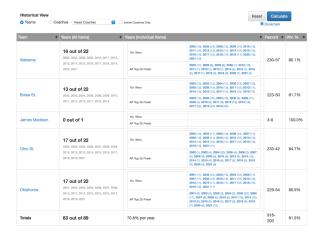


# **Other Tools and Features**

\* All Included in the Core Package

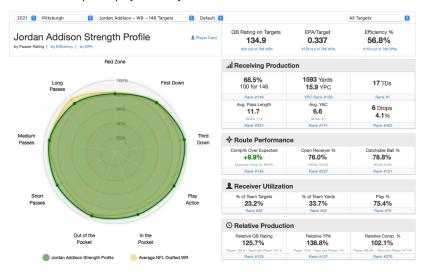
# **Historical Analysis Tool**

A unique look at the history of teams and coaches that allows you to see just how many programs have achieved success in over 70+ statistical categories.



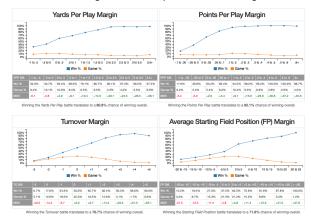
# **Receiver Profiles**

Similar to the QB Profiler, we take an extremely deep look at every college receiver to show their performance in all aspects of the game. There is no scouting service or analytics service that dives this deep on a player's ability to catch the football.



# **Margin Charts**

How do the critical battles within games truly affect winning and losing? CBTN's Margin Charts provide contextual insight into the importance of winning certain battles.



# **Rusher Profiles**

Our Rusher Profile is a deep dive into every aspect of a player's performance running the football. Like all of our profile tools, you get unprecedented context and depth in over 200+ statistical cross-sections of a player's rushing performance.

