

DSA LABS



www.dsa-labs.com
statlink.io

ABOUT US

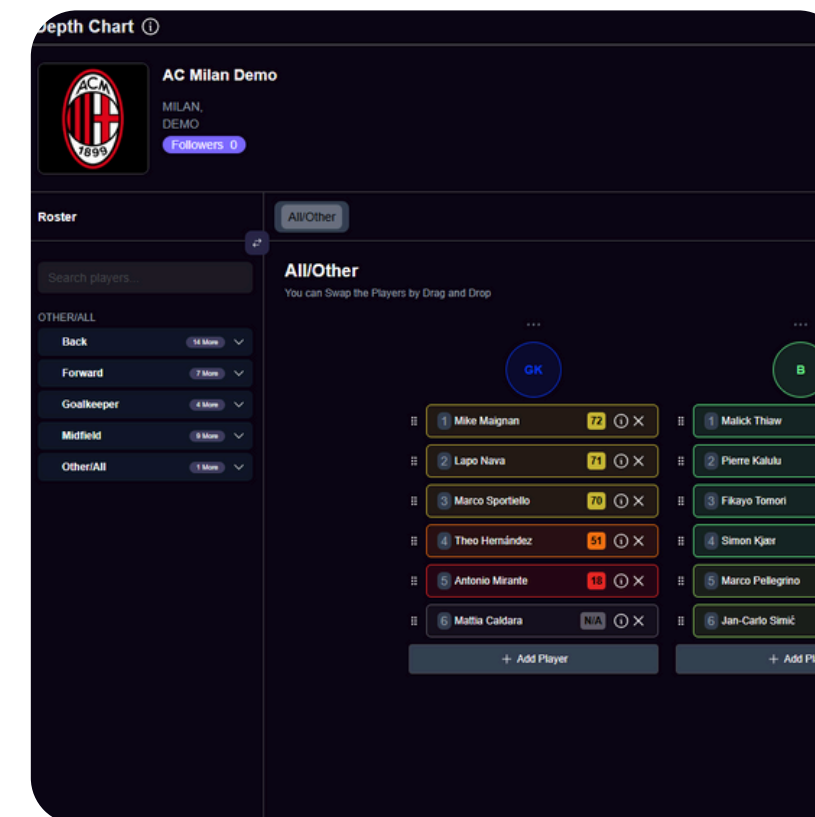
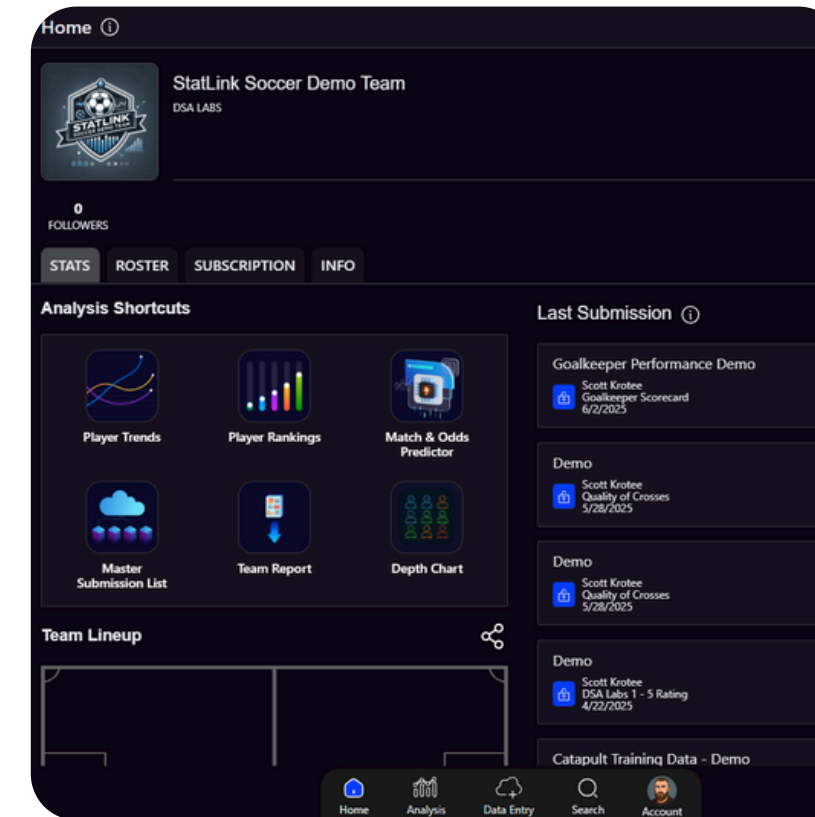


DSA LABS

Forward-thinking sports analytics company dedicated to replacing antiquated tools with cutting-edge solutions. **Its flagship product, StatLink, is an all-in-one web and mobile platform that consolidates disparate data sources into a single intelligence hub.** StatLink acts as a centralized “analytics command center”—akin to a Bloomberg Terminal, Lattice from Anduril, or Palantir’s Gotham/Foundry—functioning as a C2 (Command and Control Center) that empowers organizations to integrate, analyze, and act on data from various sources in one place. While those defense-grade systems were built for intelligence and security agencies to identify patterns and execute real-world responses, StatLink applies the same principles to sports.



- DSA Laboratories is on a mission to **replace the coach's clipboard** with modern data intelligence for sports. We empower coaches and scouts by transforming raw, first-hand data into clear, actionable insights used for roster decisions, team performance monitoring, and driving player development—from data to depth chart.
- By enabling direct input of **first-source data and aggregating it with diverse streams** such as wearables and video analytics, our StatLink platform lays the foundation for future AI-driven, computer-vision analysis—truly a “Palantir for sports” that one day could assess on-field performance **without relying solely on manual video review**.
- Through this innovative approach, we aim to **tackle sports' most complex analytical challenges** with optimism and unlock creativity through data, elevating how teams strategize, train, and win.



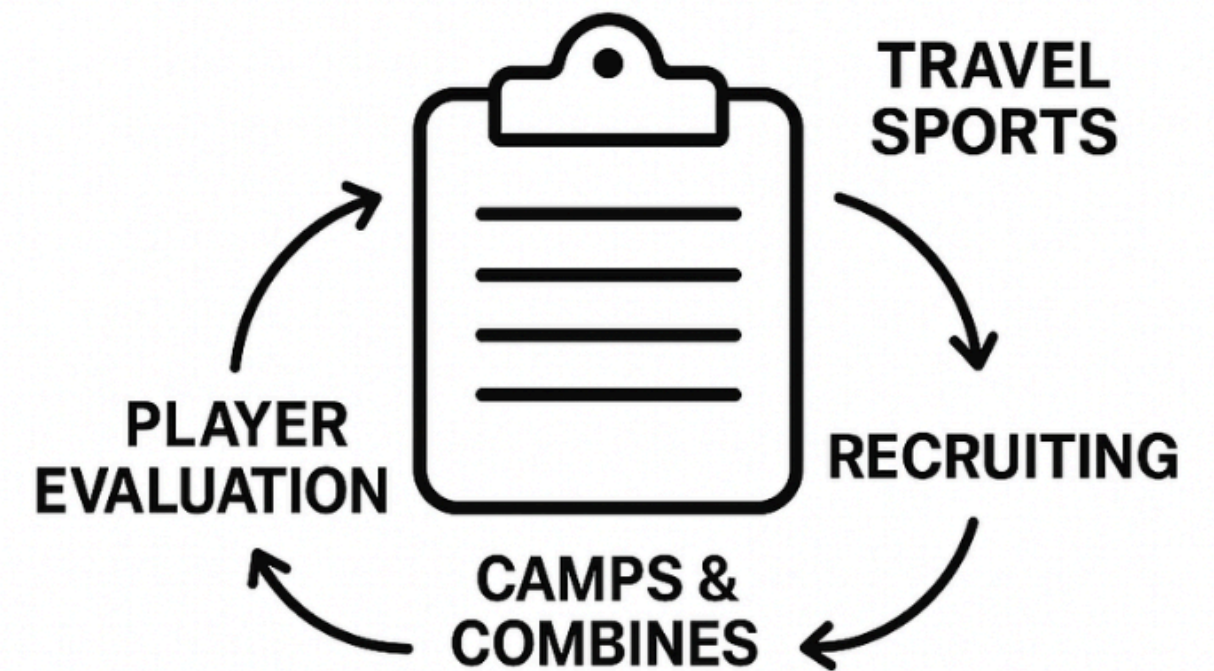
Mission

THE PROBLEM



From youth to professional – sports organizations are still relying on pen & paper solutions.

COACHES ARE STILL USING A CLIPBOARD



STATLINK

THE PROBLEM

COACHES ARE STILL USING A CLIPBOARD IN 2025

↓ DATA COLLECTION

- Subjective Evaluations
- Legacy Systems
- “Eye Test” and “Gut Feeling” Decision Making
- Lack of Automation

↓ NOT USING DATA

- Lots of data – little information
- Turning data into decisions
- Paying for unused data

↓ TECHICAL SKILL

- **Coaches don’t have the skill, know-how, or access to data scientists**
- Programs don’t have the budget
- No digital infrastructure

THE COMPETITION

Current solutions are antiquated, from data collection to display. StatLink facilitates collection and turns that data into decisions .



SPREADSHEETS

- Manual data entry – error-prone & time-consuming
- Static, siloed reports with no real-time updates
- **No built-in sports-specific analytics**



DASHBOARDING

- Collaboration-friendly but limited processing power
- Version-control headaches and formula breakage
- **Microsoft BI, Tableau, etc. simply display data**
 - No real analysis



PHDS

- **Expensive data science teams**
- Not scalable across multiple teams & sports
- Long lead times for bespoke analyses

THE COMPETITION

Current solutions are antiquated from data collection to display. StatLink facilitates collection and turns that data into decisions .



STATLINK

SPREADSHEETS

DASHBOARDING

PHDS

Ease of collaboration	Predictive analytics	Completeness of data	Automation & Scalability	Cost
✓	✓	✓	✓	✓
✗	✗	✓	✗	✓
✓	✗	✓	✓	✗
✗	✓	✓	✗	✗

THE COMPETITION

Current solutions are antiquated, from data collection to display. StatLink facilitates collection and turns that data into decisions .

COMPETITOR MATRIX



SPREADSHEETS

DASHBOARDING

PHDS

Ease of collaboration	Predictive analytics	Custom data acquisition	Automation & scalability	Cost
Cloud-native platform with unlimited users and real-time collaboration	Built-in, sports-specific predictive models	Configurable measurement interface for custom data capture	Fully automated workflows and enterprise-grade scaling	\$
Static, siloed files with no live updates	No native sports analytics	Manual data entry only; display-only	Error-prone, time-consuming manual processes	\$\$
Limited sharing; difficult to distribute to coaches & stakeholders	Lacks sports-specific predictive capabilities	Visualization only; no data ingestion	Automation available but complex to configure	\$\$\$
Long lead times for bespoke analyses and revisions	Fully custom-coded analytics tailored to your use case	End-to-end bespoke data collection & analysis	Not designed to scale across multiple teams or sports	\$\$\$\$

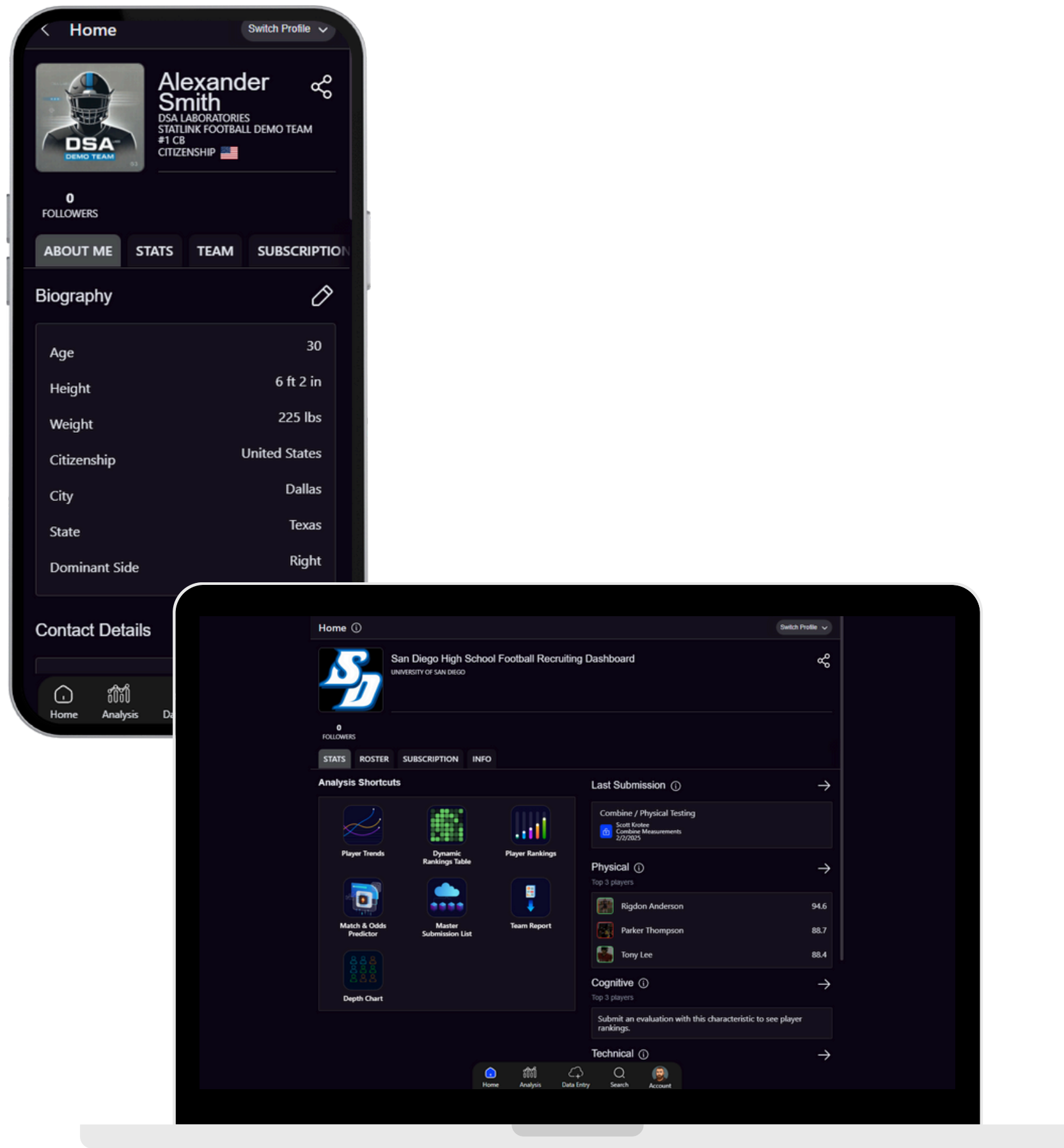
Solutions



The cornerstone of DSA Labs's suite of products is StatLink, a software platform designed to integrate data from a multitude of sources and systems, **enabling real-time situational awareness and data-driven decision-making.**



StatLink is designed to ingest massive amounts of data from various sources, including wearables, coaching evaluations, and data providers, and apply advanced machine learning algorithms to model and visualize performance simultaneously. **We combine a sophisticated statistical inference engine with a simple, easy-to-use interface.**



Manager Dashboard

Coaches and administrators begin with a unified dashboard that surfaces the most critical insights in seconds. From optimized depth charts and lineup recommendations to high-level performance summaries and trend indicators, the Manager Dashboard provides one-click access to the metrics that matter most—so even small staffs can oversee multiple teams efficiently.

Player Profiles

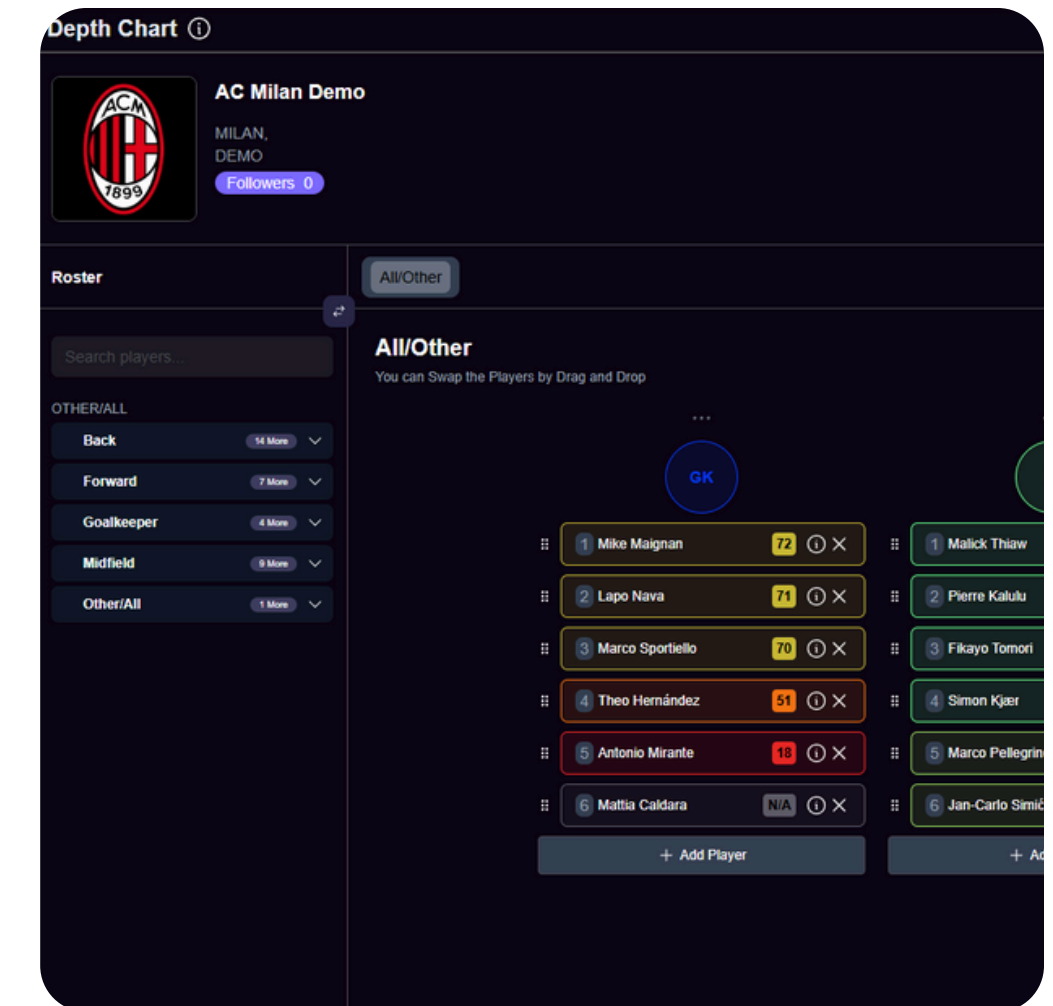
Each athlete's profile blends biometric data, performance stats, and subjective scout evaluations into a 360° view. Advanced statistical models forecast player potential, optimize lineups, and simulate “what-if” scenarios—giving coaches a predictive edge. All insights are delivered through simple dashboards and visual charts, ensuring that even non-technical users can pinpoint strengths, communicate specific goals, and measure improvement with tangible data.

Consulting & Services

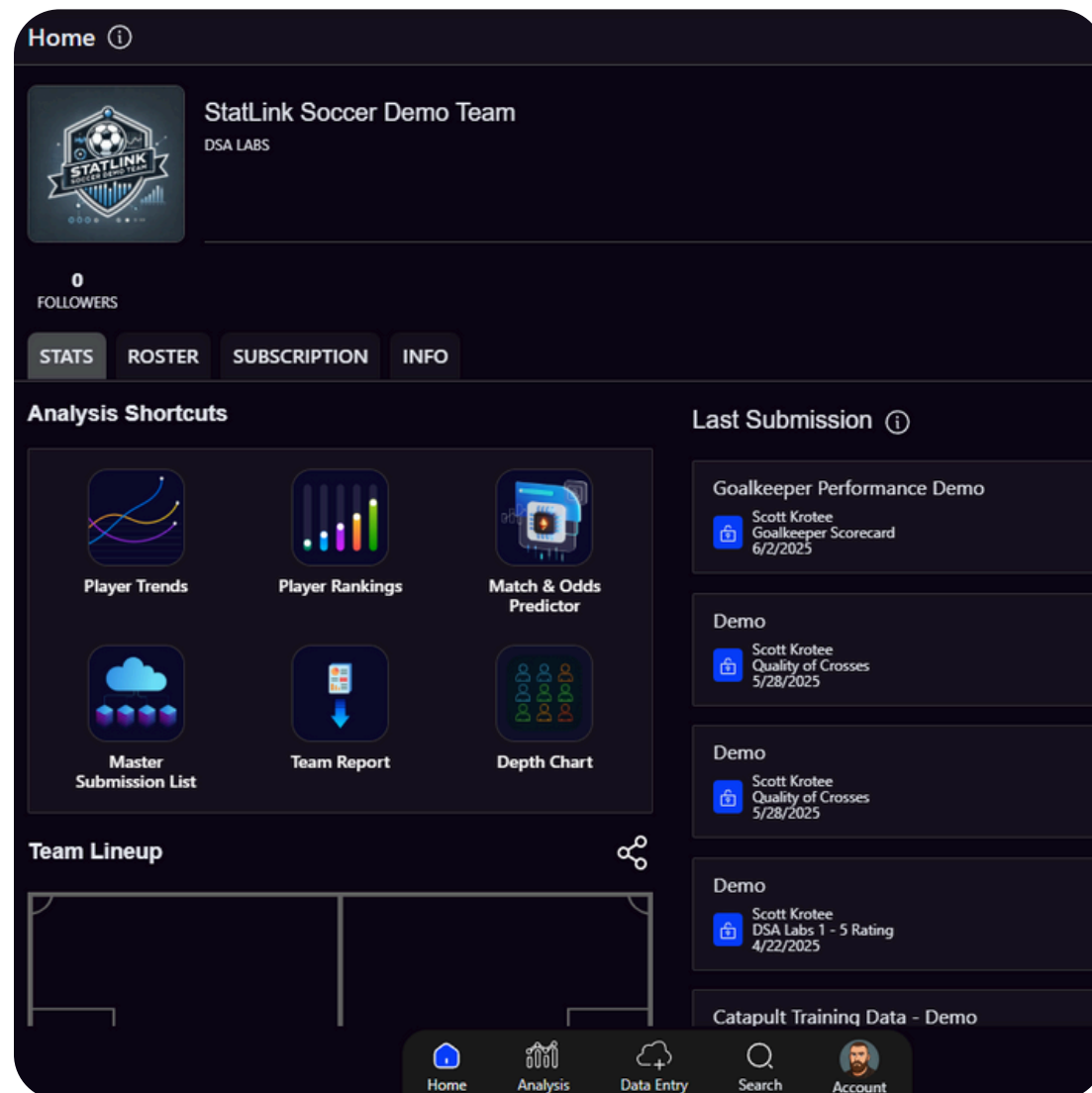
DSA Labs offer a comprehensive range of consulting services to help organizations at every stage of their sports analytics journey. This includes combines and ID events, talent identification, player valuations, implementation support, and custom software.

ImpactCap

IMPACTCAP is an intelligence platform that integrates and processes data across sports, unifying performance into a single operating picture.



↑
Product



VALUE PROPOSITION



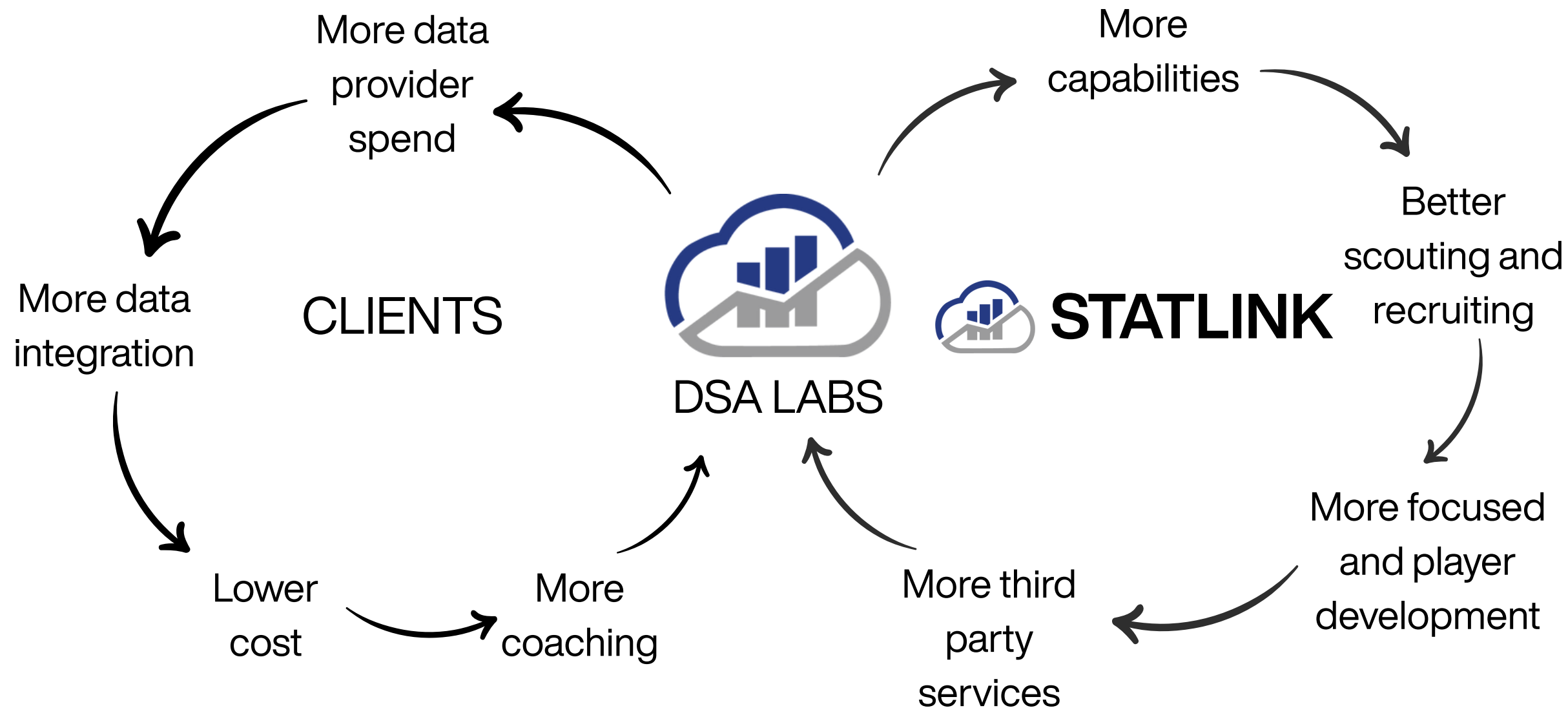
- Automated and scalable statistical modeling. No data science knowledge required.
- Simple but powerful analytics for predicting and visualizing performance.



- Integrate and centralize all of your data sources alongside your custom evaluations.
- Turn your paperwork, Google Docs, Sheets, and Excel files into data that matters.

HOW IT WORKS

The flywheel of StatLink dynamism



StatLink serves as the central nervous system with a **suite of software products, processing and analyzing data** from the various hardware platforms and first source data to provide a comprehensive, real-time picture of team and player performance.

By leveraging in-house algorithms and our statistical inference engine, StatLink provides **predictive analytics, impact rankings**, and visualizations for data driven decision making – in seconds.

CASE STUDY



University of San Diego
NCAA DI FCS Football



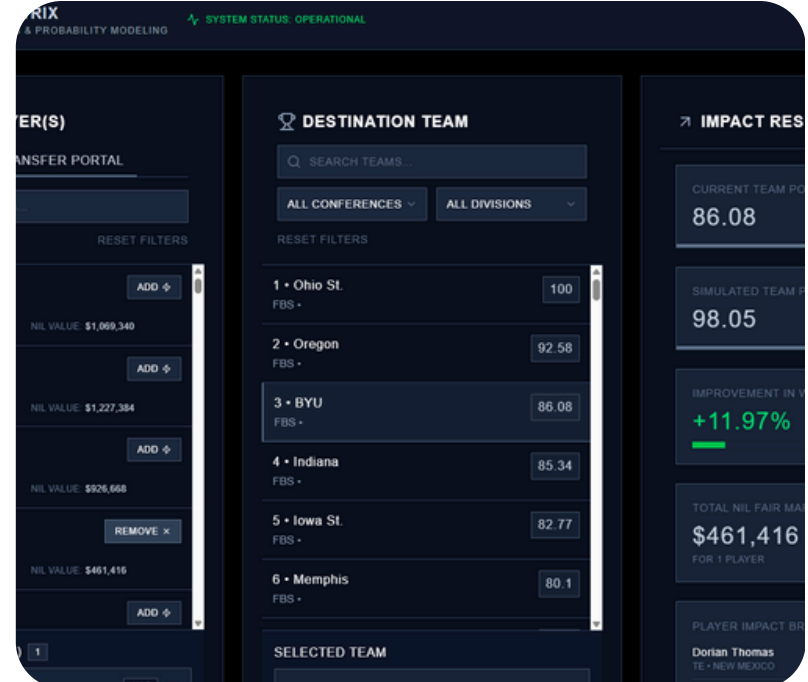
Transforming the University of San Diego
football program.

- Transfer portal analysis
- Scouting aggregation and recruiting insights
- Custom data collection from staff
- Player development through advanced evaluation tools
- Data driven depth chart and roster management

TRANSFER PORTAL ANALYSIS

NAME	POSITION	SCHOOL	DSA IMPACT ...	CUSTOM WEI...	DSA FAIR MA...
Dorian Thomas	TE	NEW MEXICO	0.880	0.880	\$506,482
Malcom DeWalt IV	CB	AKRON	0.873	0.873	\$580,328
Denzel Boston	WR	WASHINGTON	0.869	0.869	\$738,371
Jake Slaughter	C	FLORIDA	0.869	0.869	\$984,495
Jayvontay Conner	TE	E CAROLINA	0.860	0.860	\$480,601
Eric McAllister	WR	TCU	0.856	0.856	\$709,390
Drew Azzopardi	T	WASHINGTON	0.854	0.854	\$1,563,633
J'Koby Williams	HB	TEXAS TECH	0.853	0.853	\$422,895
Trey Fields	LB	N TEXAS	0.848	0.848	\$533,841
Matt Guilbin	C	MICH STATE	0.845	0.845	\$903,645
Chris Johnson	CB	S DIEGO ST	0.844	0.844	\$524,888
Tanner Kozlowski	TE	HOUSTON	0.841	0.841	\$444,148
Mario Craver	WR	TEXAS A&M	0.839	0.839	\$660,096
Trell Harris	WR	VIRGINIA	0.839	0.839	\$660,096
Emmanuel Pregon	G	OREGON	0.838	0.838	\$1,459,659
Jeremiyah Love	HB	NOTRE DAME	0.837	0.837	\$580,976
Demond Williams Jr.	QB	WASHINGTON	0.836	0.836	\$1,445,219
Wes Pahl	P	OKLA STATE	0.836	0.836	\$28,904
Jonah Coleman	HB	WASHINGTON	0.836	0.836	\$578,088
Marsel McDuffie	LB	UNLV	0.835	0.835	\$503,300
Carsen Ryan	TE	BYU	0.832	0.832	\$424,902
Olaivavega Ioane	G	PENN STATE	0.831	0.831	\$1,409,119
Carter Davis	K	MIAMI FL	0.831	0.831	\$36,183

ADVANCED PLAYER ANALYSIS TOOLS



CUSTOM DATA COLLECTION

ADD DATA

00:00

PRODUCTION

POOR 0 NEUTRAL 0 GOOD 0 EXCEL 0

PLAY GRADE

1 2 3 4 5

PHYSICALITY

POOR 0 NEUTRAL 0 GOOD 0

ALIGNMENT

POOR 0 NEUTRAL 0 GOOD 0

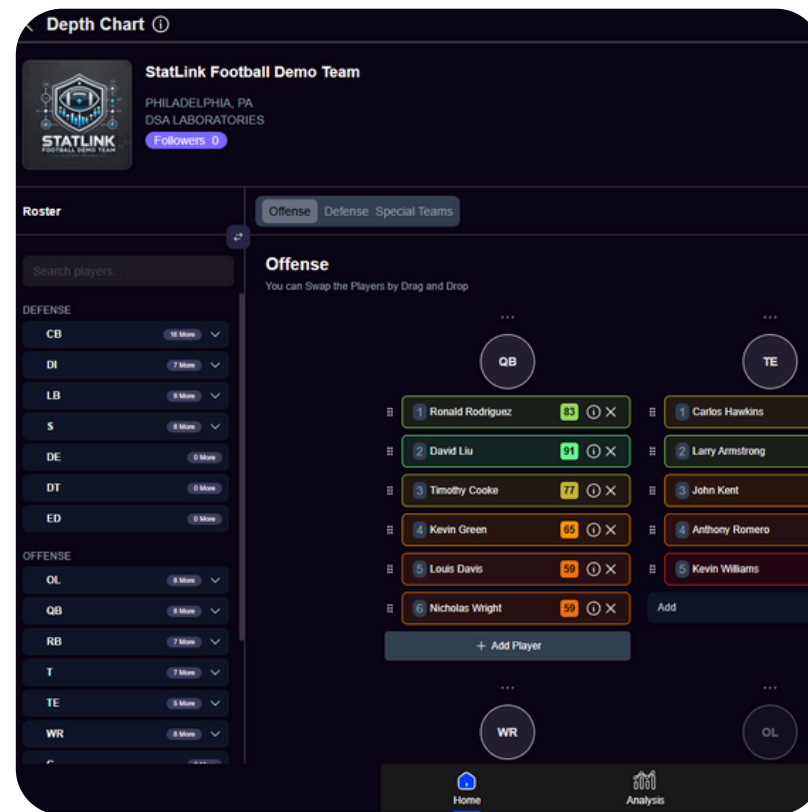
SIGNMENT

POOR 0 NEUTRAL 0 GOOD 0

NETWORK

DONE

DEPTH CHART



Partners



Corporate

- GRIDIRON 1880
- Sketchplay
- Five Star Fans
- Oliver Sports
- Iterpro



Clients

- Loudoun United FC
- South Carolina
- San Diego
- Purdue
- Piedmont
- Elite Hockey Science
- NC State
- Sewanee



Our Team



Chip Krotee, MBA
Co-Founder

West Point Graduate and Duke MBA. Chip is a Wall Street Veteran and architect of advanced trading and risk systems for alternative asset management.



Dr. Jonathon Nichols, PhD
Co-Founder & Director of Analytics

Duke Ph.D. and Optical Physicist at the Naval Research Lab. Dr. Nichols' research has focused heavily on statistical inference and machine learning technique.



Scott Krotee, MIM
Head of Product

MIM from Saint Joseph's University's Haub School of Business and former professional athlete. Scott is a seasoned product leader specializing in distributed, cloud-based analytics applications.

Each of us played collegiately and beyond. Despite ultimately pursuing other careers in business, math, physics, and engineering, we continue to stay involved as avid fans and coaches.

www.dsa-labs.com

statlink.io

impactcap.io

ncaabudgettool.com

Thank You



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