

StatLink: The Player Development Operating System

One platform to evaluate players, track development, and make informed coaching decisions.



STATLINK



Current Challenges:

Football staffs collect more data than ever before, but it's fragmented, overwhelming, and not used to its full potential.

Fragmented Player Data

Scattered data from wearables, film, and reports leads to a fragmented view of performance.

Disconnected Evaluations

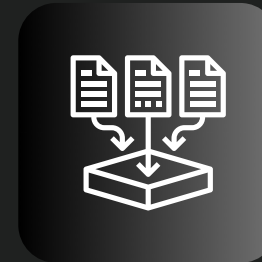
Coaches spend hours grading film and collecting data, but those evaluations rarely translate into long-term trends, rankings, or actionable insights.

Limited Visibility into Player Development

Without a centralized system, it's difficult to measure improvement, compare players objectively, or make informed development decisions over time.

The Solution: StatLink

StatLink centralizes all of your player data into one platform, transforming it into actionable insights that support better coaching decisions.



Centralized Player Intelligence

Bring film evaluations, performance metrics, GPS, strength data, testing, and coach observations into one platform.



Structured Player Evaluations

Standardize how your staff evaluates players with customizable scorecards built around your team's philosophy.



Player Development Tracking

Measure progress over time with position-specific rankings, trends, benchmarks, and development insights.



Actionable Coaching Insights

Transform raw data into meaningful insights that help coaches evaluate performance, prioritize development, and make informed decisions with confidence.



The StatLink Film Room Workflow

One connected workflow that turns film evaluations into actionable player development insights.



Capture

Import film data from practices or games in seconds.



Grade

Effortlessly evaluate every play using custom scorecards built for your position groups.



Submit

Submit grades and lock in your session data.



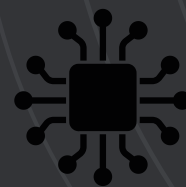
Automatic Insights

Player grades, play grades, rankings, and reports update instantly across your staff.



Player Development Profile

Every evaluation is connected to the complete player profile and their development history.



Every grading session strengthens your player development database.
The more you evaluate, the more powerful your insights become.

Coaches shouldn't have to change how they evaluate.

StatLink digitizes the evaluation process your staff already uses.

Session: WR Demo Scorecard | Scorecard: WR Scorecard

PLAY # 2 | TYPE Pass | PLAY NAME Stick | FORMATION 11 Personnel Doubles | DOWN 2 | DISTANCE 6 | HASH M

< Previous | Next > | PLAY OUTCOME Good | Play 2 of 20

Search for a player... | WR | Add All Players | Clear All Players

WR #81 Thomas Anderson

WR #13 John Brooks

WR #15 James Butler

WR #85 Ronnie Davis

WR #2 Derek Gonzalez

WR #3 Sean Harris

WR #88 Daniel Howell

WR #1 Alexander Smith

WR #5 Justin Torres

WR #13 John Brooks

WR #15 James Butler

WR #2 Derek Gonzalez

ALIGNMENT

POOR

0

GOOD

0

ASSIGNMENT

POOR

0

NEUTRAL

0

GOOD

0

EFFORT

POOR

0

NEUTRAL

0

GOOD

0

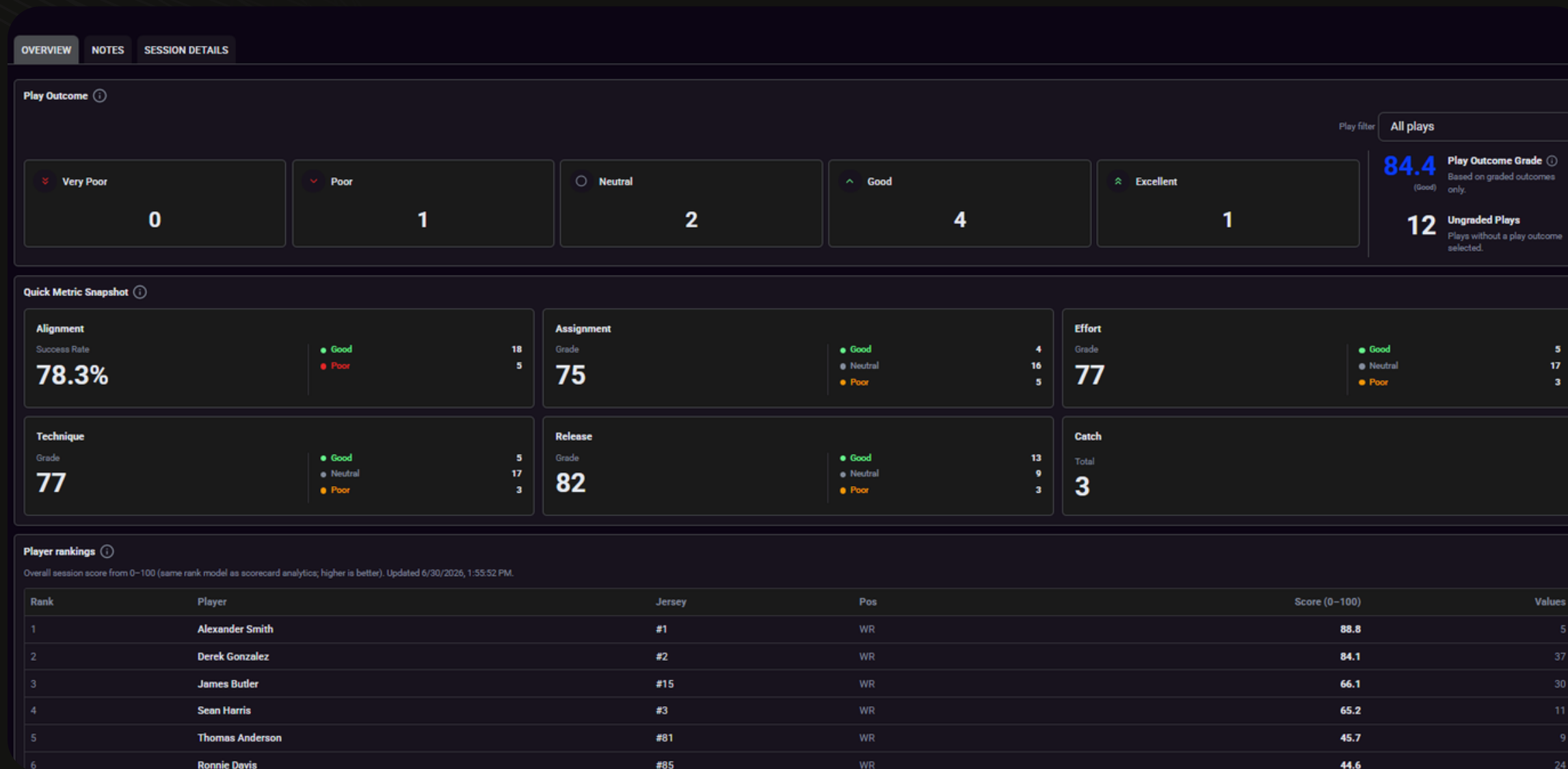
- ✓ Position-specific metrics
- ✓ Multiple grading scales
- ✓ Play-by-play evaluations
- ✓ Coach's notes
- ✓ Instant grades and insights

Automatic Insights. Instant Clarity.

Your evaluations become actionable the moment you click submit.

StatLink automatically transforms every piece of data into player, position, and team insights

– no additional work required.



✓ See how every player performed at a glance

✓ Identify strengths and weaknesses

✓ Compare players and plays with objective evaluations

✓ Track trends across practices and games

✓ Spot development opportunities before they become problems



Everything. One Place.

Film is only one part of player development.

StatLink connects everything else for a full bird's-eye view of player and team progress.



Better Information. Better Decisions.

StatLink turns all of the data your team is already collecting into the clarity you need to make faster decisions with more confidence.



StatLink helps coaches answer the questions that matter most.

Who deserves more reps?

Who is improving?

Who thrives under pressure?

Which drills transfer to games?

Which players are consistent?

Why Programs Choose StatLink



SAVE TIME

-  Spend more time coaching
-  Centralize evaluations
-  Standardize workflows



DEVELOP PLAYERS

-  Track growth
-  Measure improvement
-  Increase accountability



MAKE BETTER, FASTER DECISIONS

-  Personnel
-  Depth chart
-  Practice and game planning

Every practice. Every game. Every evaluation.
Connected.



See StatLink In Action

Book a Demo

Schedule a personalized walkthrough tailored to your team's workflows, evaluation process, and player development goals.

Contact

beau@dsa-labs.com
support@dsa-labs.com

See it in action:

StatLink Demo Team: [Click Here](#)
or Scan QR Code -->

Book a Demo:



Our Team

DSA Labs, short for Developmental Sports Analytics, is a forward-thinking software company revolutionizing sports data management and analysis. Designed for coaches, players, and scouts, our flagship platform, StatLink, combines a sophisticated statistical inference engine with a simple, easy-to-use interface. It leverages multiple sources of data to address some of the biggest coaching challenges, including talent identification, forecasting player ability, making line-up decisions, performing personality assessments, and ultimately, predicting game performances.



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Duke MBA
20+ Years Wall Street



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