

# StatLink: From Data to Depth Chart

Data That Wins:

One system for evaluation, performance, and roster decisions



**STATLINK**  
POWERED BY DSA LABS

# Current Challenges:

Football data is being collected, but it's fragmented, overwhelming, and not used to its full potential

## Lack of Integration

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

## Scouting

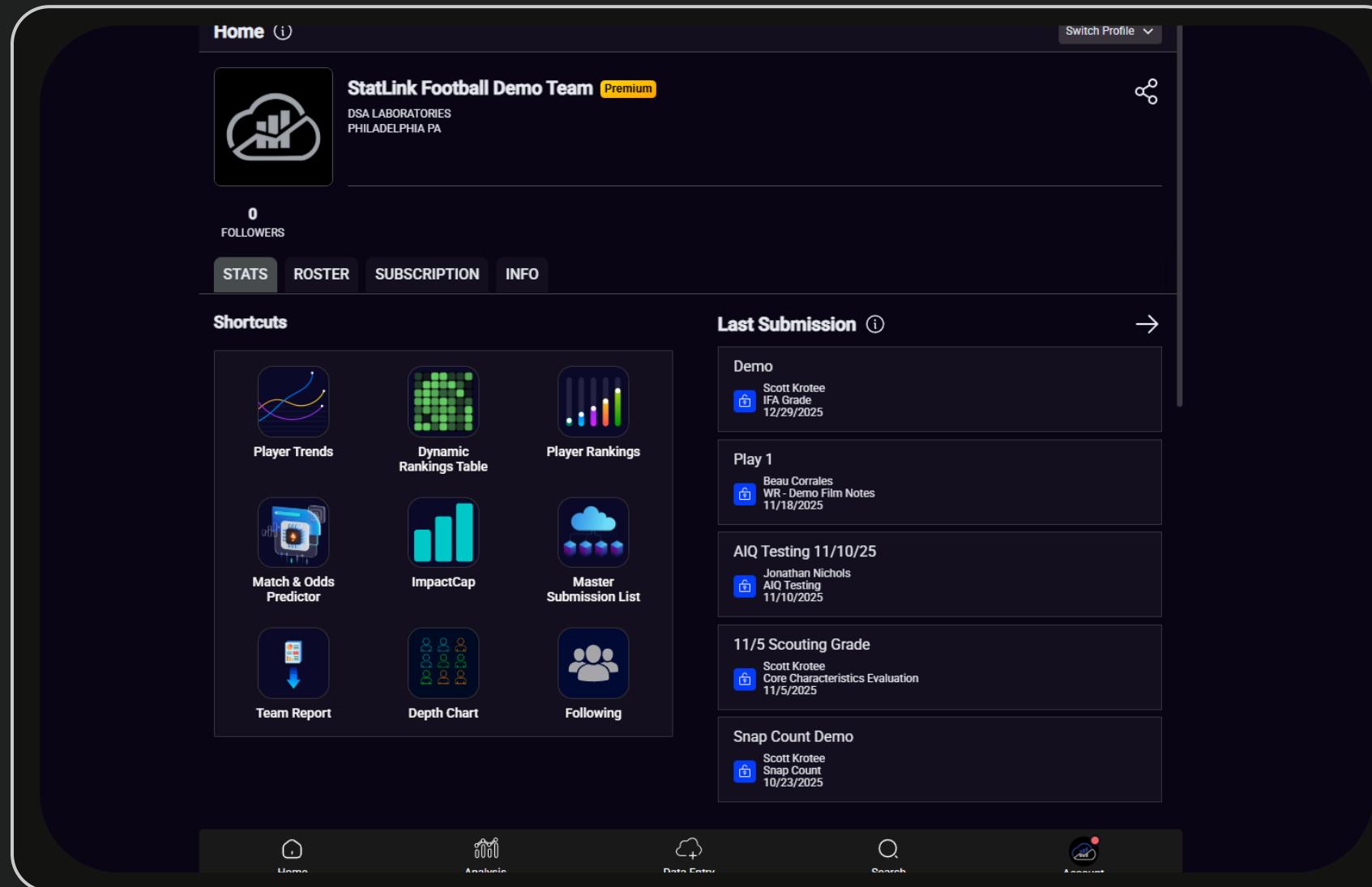
Scouting data is unorganized, inconsistent, and hard to compare.

## Uncertain Roster Decisions

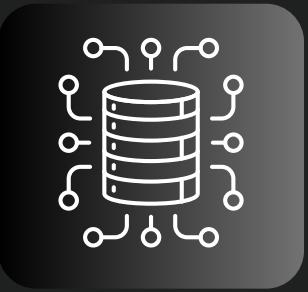
When information is scattered, decision-making becomes slower and more subjective than it needs to be.

# Solution: StatLink

DSA Labs unifies, organizes, and contextualizes data so staffs can turn information into clear, confident decisions.



The screenshot shows the StatLink platform's Home screen. At the top, it displays the team name "StatLink Football Demo Team" and its location "DSA LABORATORIES PHILADELPHIA PA". Below this, there are tabs for "STATS", "ROSTER", "SUBSCRIPTION", and "INFO". The "STATS" tab is currently selected. The main area features a "Shortcuts" section with icons for "Player Trends", "Dynamic Rankings Table", "Player Rankings", "Match & Odds Predictor", "ImpactCap", "Master Submission List", "Team Report", "Depth Chart", and "Following". To the right, a "Last Submission" section lists recent submissions, including "Demo" (by Scott Krotee, IFA Grade 12/29/2025), "Play 1" (by Beau Corrales, WR-Demo Film Notes 11/18/2023), "AIQ Testing 11/10/25" (by Jonathan Nichols, AIQ Testing 11/10/2025), "11/5 Scouting Grade" (by Scott Krotee, Core Characteristics Evaluation 11/5/2025), and "Snap Count Demo" (by Scott Krotee, Snap Count 10/23/2025). At the bottom, there are navigation icons for "Home", "Analytics", "Data Entry", "Search", and "Alerts".



## All-in-One Platform

Ingest, process, and visualize data in one place



## Impact Rankings

Instantly measure player impact across **Impact Rankings** key performance categories



## Custom Evaluation Cards

Create position-specific metrics with custom scorecards



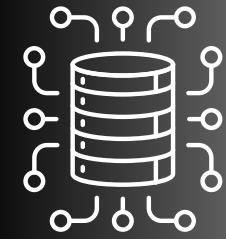
## Automated Insights

Identify player talent and predict future performance

# How StatLink Works

## Predictive Analytics and Decision-Making

StatLink combines a sophisticated statistical inference engine with a simple, easy-to-use interface to turn your data into actionable insights.



### Ingest Data

Upload from wearables, video, coaching evaluations, and other performance systems.



### Generate Rankings

Instantly receive Impact Rankings for each player.



### Predict Performance

StatLink models player data in real-time.

# How StatLink is used

## Why StatLink works for football staffs

### Evaluation & Input

- Player insight is captured consistently across positions
- Staff members input captured using the same standards
- Input stays organized instead of living in notes or spreadsheets

### Comparison & Alignment

- Side-by-side player comparisons in one view
- Clear visibility into staff alignment and differences
- Rankings update as new input is added

### Roster & Depth Chart

- Connect player insight directly to roster structure
- Support clear, confident depth chart conversations
- Reduce guesswork in key decision moments

# Player Rankings

Predictive Impact Score



01

## Player Ranking

Gives you a quantitative assessment of player abilities in any measurable category.

02

## Confidence Intervals

Let's you distinguish among players with similar performance characteristics.

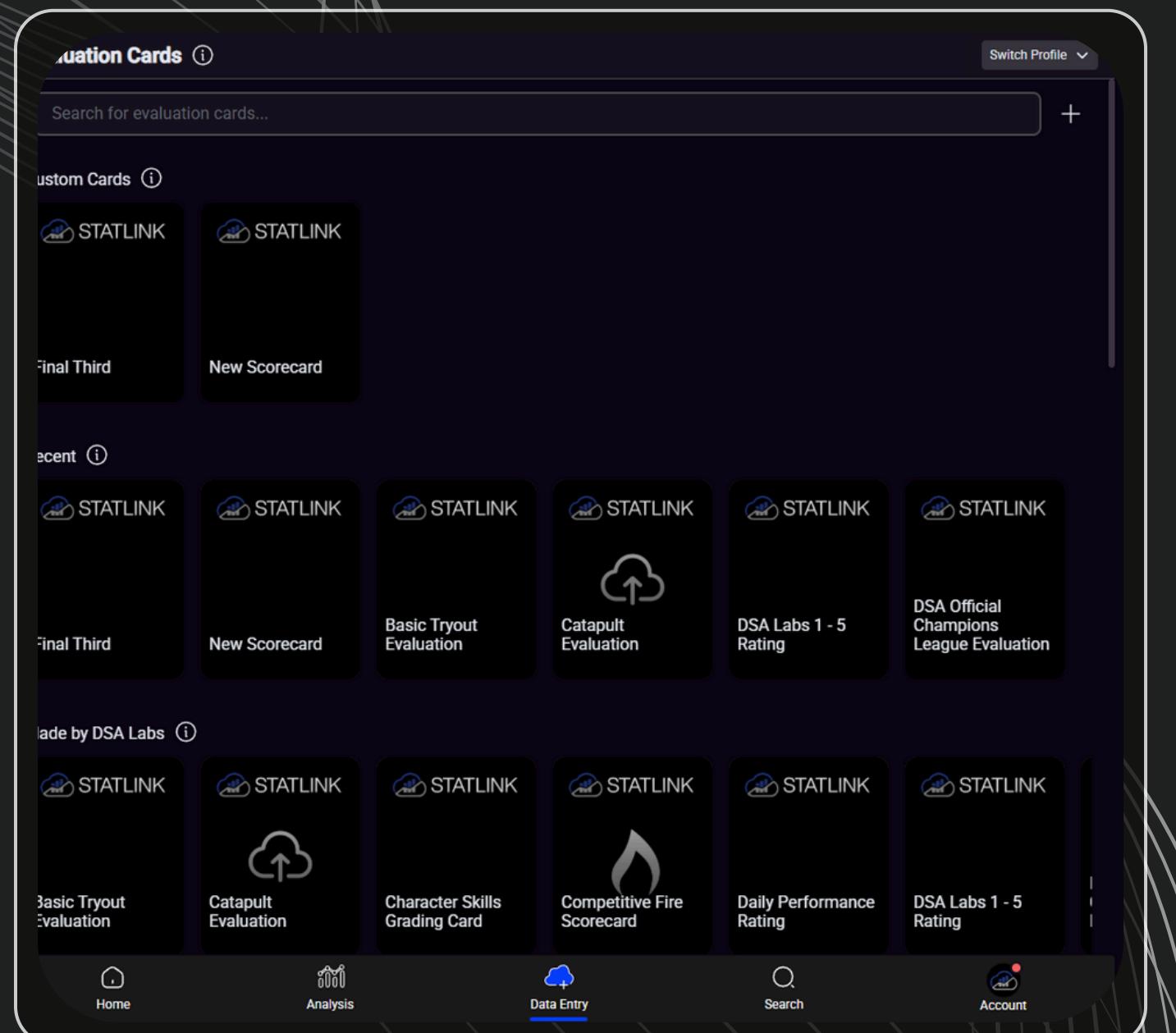
03

## Updated Real-Time

Automated and scalable analysis. Updated within milliseconds of new data submissions.

# Custom Evaluation Cards

Your standards, captured consistently



## The Problem

Evaluations live in different places, change week to week, and rarely connect to long-term player development or roster decisions. As a result, valuable insight gets lost instead of compounding over the season.

## The Solution

StatLink's custom evaluation cards turn every evaluation into a consistent, reusable data point. Film grades, performance metrics, and tracking data live together in one system, allowing staffs to see trends, patterns, and progress over time. Nothing gets thrown away — everything builds.



### Fully Custom Templates

Build and save evaluation cards for any stat, metric, or scenario. Tailored exactly to your standards.



### Everything in One Place

Manage film grades, evaluations, GPS data, and wearable metrics all in one place.

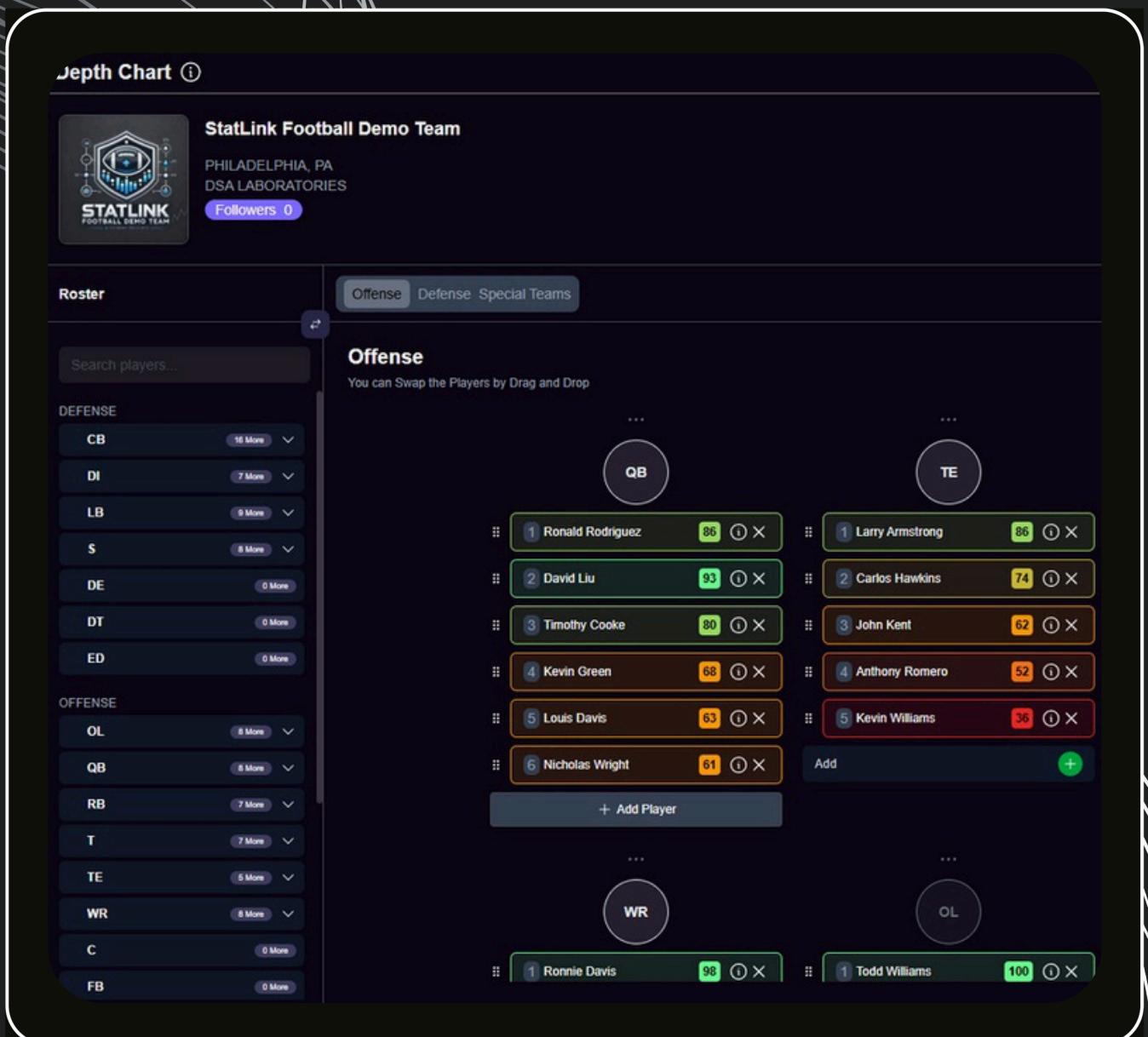


### Trend & Progress Tracking

Track improvement or regression across weeks, games, seasons, and years to support development.

# Depth Chart

Build Your Roster



## 01 Custom Depth Chart

Drag and drop your players into our positional depth chart, in a modern way. Order the players however you want them.

## 02 Custom Layout

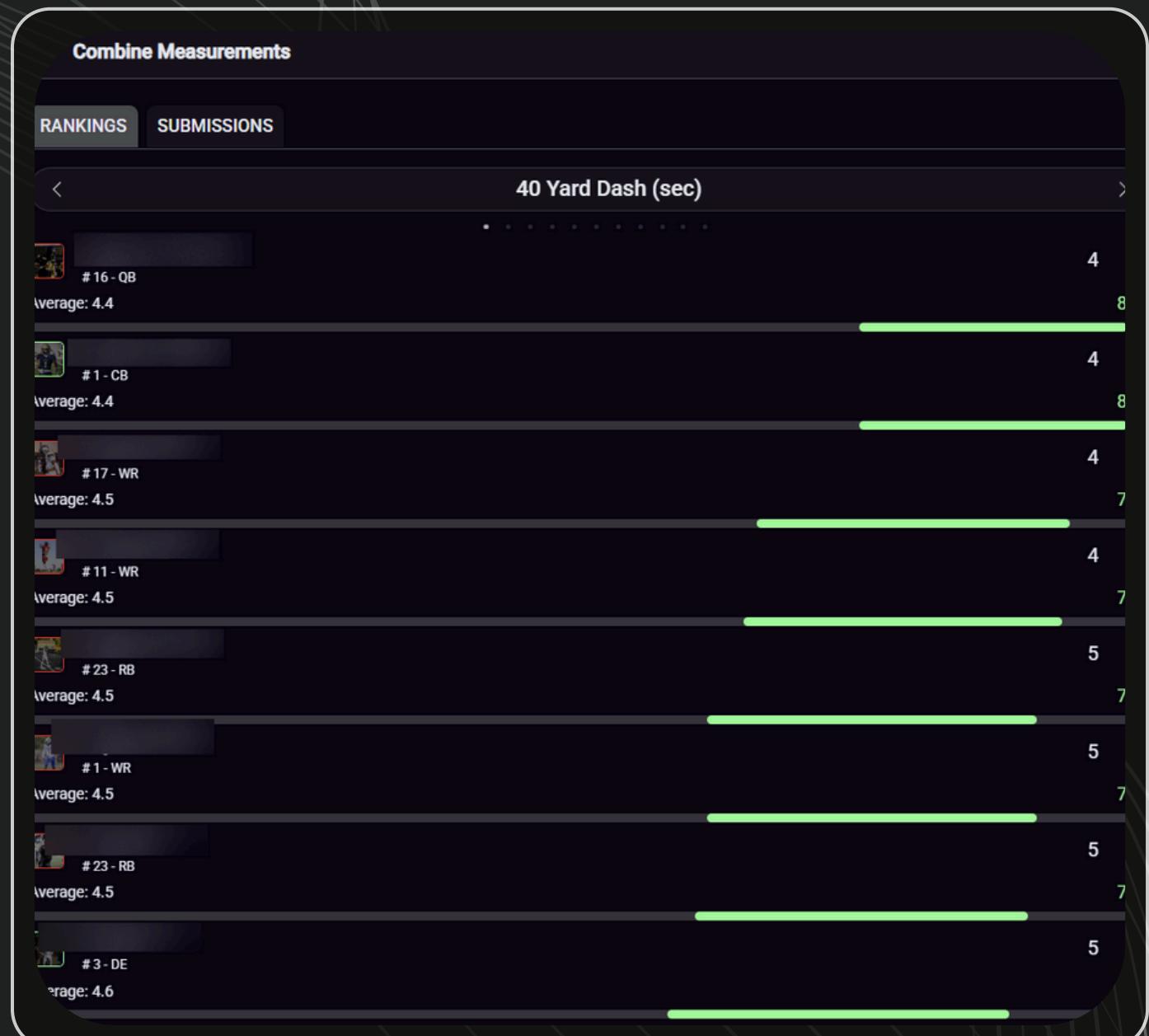
Drag and drop components to organize your positions how you want them.

## 03 Auto Generated Depth Chart

Using our player rankings, quickly generate an optimized team depth chart. Making the organization of your team easy.

# StatLink for Camps

Information is Powerful; Clarity Wins



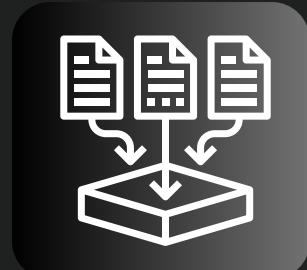
Turn scattered grades and notes into a unified scouting evaluation

## The Problem

Camps evaluate hundreds, sometimes thousands, of athletes, but:  
Registration can take hours, data is inconsistent, and insights rarely scale beyond  
the event. Great data is often lost or overlooked, and so are great athletes.

## The Solution

StatLink provides a standardized, scalable evaluation system that allows  
camps to capture, organize, and analyze athlete performance efficiently.



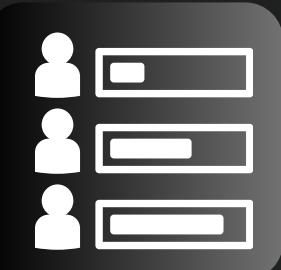
### All-in-One Platform

Streamline camp registration,  
digitized coach evaluations,  
and player feedback in one  
place



### Automated Player Rankings

Manage film grades, evaluations,  
GPS data, and wearable metrics  
all in one place.



### Effortless Recruiting Database

Build your recruiting pipeline  
automatically as players  
participate.

# See how StatLink fits your program

Schedule a short walkthrough tailored to your roster and workflow.

## Contact

[beau@dsa-labs.com](mailto:beau@dsa-labs.com)  
[support@dsa-labs.com](mailto:support@dsa-labs.com)

## See it in action:

- Real roster use cases
- Explore how your workflows and evaluations can become consolidated
- Understand how decisions get clearer, faster

## 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.



**Chip Krotee, MBA**  
Co-Founder West Point  
Soccer Alumni Duke MBA  
20+ Years Wall Street



**Dr. Jon Nichols, PhD.**  
Co-Founder and Director of Analytics  
UDel Soccer and Track Alumni Duke  
PhD Mechanical Engineering  
100+ Publications in Probabilistic Models



**Scott Krotee, MIM**  
Head of Product  
GWU Soccer Alumni  
SJU MIM International Marketing  
Former Professional Goalkeeper  
Former D1 Soccer Coach



**Beau Corrales**  
Head of Football and Director of Sales  
UNC and SMU Football Alumni  
Performance Coach