

This document:

The [AlphaLab](#) Application from [CLOH.org](#) was delivered for the Summer 2013 session on 04/08/2013. The following document repositions the content from the Q&A format of the web-form application, with small adjustments. Headlines and images make for better sharing among friends. Background of the key product consultants has been folded back into this single document too.

Future steps, make a real business plan:

A pending and necessary step looms large: to make a viable business plan that reads clearly and includes traditional biz plan structure. If you want to respond, we'd be happy to hear from you.

Q. Company Name (or working/code name, if no company)

R. CLOH.org

Mark@Rauterkus.com. 412-298-3432.
108 South 12th Street, Pittsburgh, PA,
15203, USA

Twitter Handle(s) @Rauterkus,
@Rauterkus_p0

Q. Team Members 2, 3 and 4:

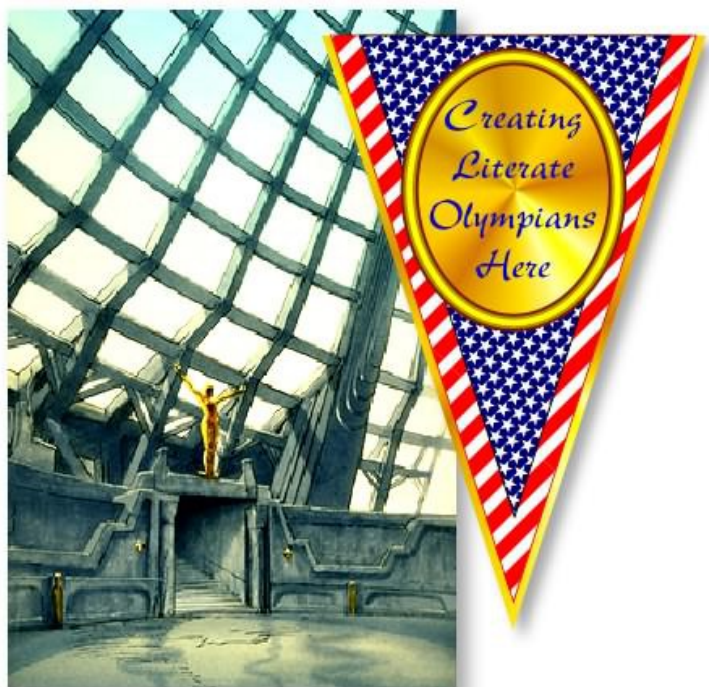
R. Tom McGrath III, mcgrath3@mac.com

R. Steve Friederang,
Steve@tropicalpenguin.com

R. Sydney Tsai,
Sydney@autocoachsport.com

Q. How did you hear about AlphaLab?

R. Applied in past years.



Summary

Q. Please describe your company and product/concept in 2-3 sentences.

R. CLOH.org is a company that sells, services and develops specialized sports equipment and technology offerings for simplifying and enhancing the experiences of busy coaches, athletes, teams, schools and consumers.

CLOH.org has developed a camp attendance application that assists camp coordinators and teachers on field trips to check students into and out of various camp activities using mobile technology, communicating real-time data back to the school, office, principals and guardians. Combined with additional in-house developed products and solutions, CLOH.org markets and customizes unique sports technology solutions from other developers that are not readily available in the US sports industry.

Q. Tell us why you're starting your company.

R. Given the technology, education and society trends, plus AlphaLabs professional help as a catalyst, the call to start up CLOH.org and resume business activities is great. With today's dynamics working in favor of CLOH.org, more growth and significant scale are expected than what was experienced with the Sports Support Syndicate (SSS), a firm I (Mark Rauterkus) owned and operated for more than 10 years.

The nexus for SSS was affordable laser printing and typesetting. In 1989, as a young entrepreneur with a journalism and coaching background, the SSS began. The SSS published the first, how-to electronic book in sports. It was too far ahead of its time. For more than a decade, my cadre of authors and I developed more than 100 titles (trade books, text books, e-books, audio programs, video tapes, magazines, reference and software) mostly for cutting-edge sports participants in swimming, volleyball, cycling, weight lifting, psychology, wellness and waterpolo. As the owner of an independent, small-press, I rode the wave of desktop publishing. With the arrival of the internet, the burdens of SSS printing, storing, shipping, financing and selling ink-and-paper books was no longer necessary. Winding down SSS was the prudent move for our family too. I turned my communication efforts online and to advocate causes with a local focus. Plus, I resumed coaching. Without a doubt, 2013 makes a great time to start a new, high-tech sports venture with the help of AlphaLab.org as there are a number of powerful forces converging in today's marketplace.

Multiple forces are converging in 2013 from within technology, education and society to justify an AlphaLab investment and the launch of CLOH.org.

TECHNOLOGY timing: Now is the time to create "apps" for smart phones. Furthermore, this is a perfect time as LiveCode is being released with an open-source version. (See 4 additional TECHNOLOGY reasons below.)

EDUCATION timing: Now is a great time to start-up CLOH.org because it is time to empower students to code. Getting bright, energetic, engaged kids to work in small teams as entrepreneurs can lift the lives of the individuals and impact the rest of their team and school. Schools and sports need change agents and the Tech Captains offers mentoring and empowers youth to this outcome. (See 15 additional EDUCATION / SPORTS / WELLNESS reasons below.)

SOCIETY timing: It is time for CLOH.org because society needs to overhaul our sports landscape. (See 5 additional SOCIETY reasons below.)

TECHNOLOGY dictates, "Start-up CLOH.org because it is time to, ..."

#1. Create "apps" for smart phones.

#2. Promote open source software, especially Open Source LiveCode, due for a 2013 release.

#3. Capitalize on the greater capability and lower prices of consumer electronics including high-definition, underwater video cameras, Android and iOS tablets and phones, high speed wi-fi networks. Tech gadgets and internet access are prevalent or within economic budgets of sports coaches and teams. The apps and tools from CLOH.org rely upon the availability of affordable consumer electronic devices.

#4. Swim and strength equipment, manufactured on-demand by a California coach and inventor, Steve Friederang, is under-sold. Inspired products are available.

EDUCATION dictates, "Start-up CLOH.org because it is time to, ..."

#5. Empower students to code.

#6. The global climate in today's schools concerning educational pressures is alarming, especially for teachers and coaches, athletes and physical education. American education is being beaten silly with massive lay-offs of teachers. CLOH.org helps busy teachers/coaches offer interesting projects, helps volunteer tech boosters entry into the lives of athletes, helps supplement money into budget cut programs and helps students find their own ways as independent learners tied to teams and coaches they already appreciate.

#7. Drive collaborations among teen entrepreneurs working within existing teams.

#8. Fortify the digital footprints of young people.

#9. Champion and celebrate specialized competitions.

#10. Build on the recent success of Coach Rauterkus now well positioned within Pittsburgh Public Schools.

#11. Establish a North American dealership for products from an Australian firm, AutoCoach, makers of programmable timing, audio and scoreboard solutions now available with deliverable goods. The AutoCoach opportunity presents an extendible architecture for value-added components from CLOH.org.

#12. Tropical Penguin's "Cool Coach" (spread-sheet template software, 400-page book, 1,000s of instructional video clips) gives CLOH.org a suite of value-added interactions for customization by customers. Tropical Penguin's digital assets presents a crowd-source opportunity.

#13. Many people are coming to realize that schools don't teach the really important stuff. Character, collaboration, and global connection are absent in typical school days. An article in Inc. magazine wondered how we get our schools to teach the things that will really matter for student success in the 21st century. <http://www.inc.com/articles/201103/ten-takeaways-from-TED-2011.html> Students need CLOH.org activities as schools are not delivering these experiences.

CLOH.org's access to students comes through the easier pathway of after school activities rather than curriculum. Nonprofit organizations and foundations are increasing funding to after school activities. Finding, building and sustaining quality activity providers and activities is proving to be difficult for educational reformers. The CLOH.org model that supports athletic teams can be a winning formula for students and community.

An education specialist, Tony Wagner, author of "Creating Innovators: The Making of Young People Who Will Change the World" says that K-12 tracks are not consistently "adding the value and teaching the skills that matter most in the marketplace."

#14. CLOH.org sells and supports a modern type of scholarship that others are beginning to crave. Insightful school leaders are attempting to make new goals for education by making every child "innovation ready" — ready to add value to whatever they do. The capacity to innovate — the ability to solve problems creatively or bring new possibilities to life — and skills like critical thinking, communication and collaboration are far more important than academic knowledge.

#15. CLOH.org offers ways to re-imagine school engagement. A Gallup survey showed student engagement going from 80 percent in fifth grade to 40 percent in high school. We need to focus on the most powerful ingredients of intrinsic motivation in the classroom: play, passion and purpose.

CLOH.org bridges play, passion and purpose from the motivated athletes on sports teams to IT.

"Every young person will need skills and motivation even more than knowledge. Of these three education goals, motivation is the most critical. Young people who are intrinsically motivated — curious, persistent, and willing to take risks — will learn new knowledge and skills continuously. They will be able to find new opportunities or create their own.

#16. "Teachers," experts say, "need to coach students to performance excellence, and principals must be instructional leaders who create the culture of collaboration required to innovate. CLOH.org delivers that framework for schools, but we start with like-minded sports coaches.

#17. The CLOH.wikia.org helps students with their digital portfolios to show evidence of mastery of

skills like critical thinking and communication. We need lab schools where students compile a series of skill-based 'merit badges' in entrepreneurship. (<http://openbadges.org/>) Schools, districts and think tanks are feverishly trying to develop new approaches to teaching 21st-century skills.

#18. CLOH.org offers places where failures can occur. Athletes and coaches understand that every game isn't won. CLOH.org gives students a safe place to excel and to fail. Failure in the classroom has to be discouraged, of course. The CLOH.org efforts have open-source-safety nets and experts who back-up the teams. One student's stumbles means others can step up and piece together a project before it crashes into missing bits.

#19. CLOH.org sells long-term projects that span years. Learning is not as fast as an instant Google search and regurgitate. CLOH.org seeds knowledge that resides in the body. CLOH.org offers complex abstractions that settle in and hold place within shimmering emotional and spiritual states. These bits of information enter into our consciousness, bump into each other, make friends and contend with one another. Real knowledge must be experienced, not merely known. Athletes and coaches with CLOH.org understand knowledge can arise, eventually, with time. The necessary ingredient in these much-needed innovative skills, is the element of time. CLOH.org gives projects to squads with time in which to ferment. Coaches, unlike teachers, have time with their students, often coaching the same individuals for multiple years in a scholastic career.

SOCIETY dictates, "Start-up CLOH.org because it is time to, ..."

#20. Re-purpose our sports landscape.

#21. Show newly available, highly entertaining movies at CLOH.org co-hosted assemblies for introducing discussions.

#22. Advance literacy by showcasing meaningful articles and books that illuminate topics and trends of sports and politics.

#23. Today's jobs require more skill, or require people from around the world. Few high-wage, middle-skilled jobs exist for this generation. Now, only high-wage, high-skilled jobs exist. CLOH.org supports the new job market by supporting students by selling highly skilled experiences. CLOH.org efforts give students a chance to witness and compete against the older job model where outsourced IT happens in India rather than with local talent. Today's kids will have to "invent" a job. Fortunately, in today's world, that's easier and cheaper than ever before. CLOH.org gives students a way to evolve their skills into long term jobs for themselves.

#24. An economic revitalization trend is to support local and independent business. Eating foods from local markets is on the rise. A thriving economic community has farmers, artisans and tradesmen as each others' customers. CLOH.org helps to install local pipelines among students, businesses, boosters and aid in making a more robust local, modern economy.

Q. Tell us about your team. Describe what each team member brings to the table and who will be developing the product.

R. Mark Rauterkus, founder and CEO, supplies the vision and sports experiences. As an active scholastic coach, community organizer and prior business owner who developed a publishing company, Rauterkus understands the associated opportunities and trends.

Three "product consultants" join CLOH.org. Each consultant has individual skills and perspectives, plus each consultant bridges CLOH.org to a company with products that CLOH.org can sell and deploy to wider audiences.

Steve Friederang is owner of Tropical Penguin.

<http://www.linkedin.com/profile/view?id=47173988>

<http://tropicalpenguin.com/>

Sydney Tsai, the lone USA employee of AutoCoach.

<http://www.AutoCoach.com.au>

<http://www.AutoCoachSport.com>

<https://www.facebook.com/autocoachsport>

Tom McGrath III, a Pittsburgh software developer and LiveCode programmer.

Tom is the CLOH.org bridge to the Apple and LiveCode Developer Community.

<http://lazyriver.on-rev.com>

mcgrath3@mac.com

A Parent Booster Board of five Pittsburgh parents with children in high school and on sports teams is available for action as CLOH.org gets to the interview phase with AlphaLab process. Mary Seeley, the volunteer parent that operated all the computer and timing duties for the Varsity Swim Team in 2013, and the swim team communications leader at the JCC Sailfish will lead these efforts.

Needed team players to be hired under contract or employment:

- * Business manager
- * Sales agents
- * Accounting
- * Technical writer
- * Help desk
- * Webmaster and designer

LiveCode Developer Consultants for mentoring Tech Captains is discussed at the end of the LiveCode section.

Q. Please list each member of your team in the following format: Team member's name / role in the company, number of hours per week dedicated to AlphaLab, any other commitments such as school, other job, etc. (Example: Jane Doe / developer / 40+ hrs. / no other commitments)

Mark Rauterkus, founder and CEO, 40+ hours / active coaching commitment of 3 hours per day

Tom McGrath, LiveCode developer, consultant / 16 hours / flexible commitments

Sydney Tsai, AutoCoachSport.com consultant / 2 hours / runs USA AutoCoach in NJ

Steve Friederang, Tropical Penguin consultant / 2 hours / runs Tropical Penguin in CA

Mary Seeley, Booster Relationships consultant / 10 hours / swimteam organizer & parent



Q. Will every member of the team have employment authorization to work and/or manage the new company should it be selected into the AlphaLab program? If no, please explain. If yes, what is the form of employment authorization?

R. All team members with CLOH.org have employment authorization. All are independent contractors and can serve as consultants or employees.

Tom McGrath III, CLOH.org product consultant for LiveCode and programmer

For 17 year Tom was involved as a consultant, designer and programmer in

the design and development of various software and utilities for handicapped people who can not speak. He worked for a small-business in the Pittsburgh region that specialized in Augmentative and Alternative Communications called Semantic Compaction Systems, Inc. During that time Tom has been involved in developing and writing 256 Patent Claims for 3 separate Patents. Some of these patents are for the sole use of Prentke Romich Company for use in their various hardware software solutions for the AAC industry.

Tom is part owner of a start up company called SCIconics, LLC for the past 10 years that specializes in Mobile adaptations of software used in Augmentative and Alternative Communication.

Tom, in his own small consulting business for 18 years, Lazy River Software, is the principal architect behind the design, creation and development of many commercial and private applications including:

"Medical Database" Macintosh, Windows Desktop App for Semantic Compaction Systems, 2006

"Media Portal" Prototype of Media Portal for Mobile Devices for Sciconics, LLC, 2007

"Pocket SMS" Prototype of SMS for Mobile Devices for Sciconics, 2007

"Mandarin Minspeak" Application for use on Dedicated Hardware for Semantic Compaction Systems, 2009

"Icon Search Utilities" for Macintosh, Windows Desktop for Semantic Compaction Systems, 2010

"Language Learning Modules" Prototype for Web and Mobile for Semantic Compaction

Systems, 2010

"Minspeak Midi Keyboard" Mobile App for Semantic Compaction Systems, 2010

"DeMoted" iPhone App for Social Fun for College Students 2010

"Minspeak Pronouns" Mobile App for Semantic Compaction Systems, 2011

"I Can Speak" iPad App for Handicapped people that can't speak. 2011

"Minspeak Story Time" iPad, Android App for Semantic Compaction Systems, 2012

"Icon Treasures" Mobile App for Semantic Compaction Systems, 2012-13

"Typeability" Prototype for Desktop Application for a Blind Tutorial system that teaches keyboard use to blind people, 2013

Prior to building his own consulting business, Tom worked with many corporations including Westinghouse, Mellon Bank, Page Imaging, Phototypography, Filmet Color Laboratories and Genographics, designing and creating professional presentations using the Genographics Computer for presentation development.

Two of Tom's LiveCode computer programs, both being utilities, are presently in the top twenty of all time according to the user contribution list hosted at RunRev. That recognition is a voted honor by fellow LiveCode developers.

Tom has been a contracted developer who manages IT, software design, software prototypes, mobile applications, in-house utilities, websites, CSS, and code products (Applications Development). He has a range of other experiences, big and small, including outsourcing. Tom finished his formal education at the Art Institute of Pittsburgh 30 years ago.

For the past few months, Tom has been crafting a dozen mobile utilities that allow for the rapid creation of apps that include a variety of elements, such as push-notification, database access, entry into the iOS store, map inclusion. These are working to an easy-to-do framework of drag-and-drop that could greatly increase the productivity of possible CLOH.org customers.

Plans call for Tom to do programming and consulting work at CLOH.org, pending negotiations, at least 2 days per week in the early phases of operations.

LiveCode:

LiveCode is software from RunRev, an independent technology company in Scotland that successfully raised more than \$750,000 in a Kickstarter campaign ending February 28, 2013. The Kickstarter funding, mostly obtained from the LiveCode Developer Community, financed the GPL-licensed release of open-source LiveCode for all operating systems (Win, iOS, Unix, Server, Android, Macintosh). LiveCode, a mature product, retains a commercial version as well.

Great opportunities exist for CLOH.org as LiveCode goes open source and drops in price to \$0. LiveCode is expected to become a highly utilized platform for creating software as LiveCode diminishes the complexity of creating stand-alone applications including mobile apps, games and e-books. With LiveCode everyone can create apps. The natural LiveCode language makes it easy to learn to code. The graphical tool palette makes LiveCode fun to layout apps. The powerful, cross-platform, LiveCode engine makes straight-forward deployment of apps onto the most popular devices.

Used in more than 40 countries to teach students how to program, LiveCode is widely used in industry to solve real-world business problems. LiveCode is recognized as an essential productivity tool for creating server, desktop and mobile apps, including games and e-books.

LiveCode is the "Best Mobile App Creator" with 81% of the vote in 2013 from About.Com.

LiveCode earned 5-Stars from MacWorld in 2012. "This simple, drag and drop programming tool enables you to build iOS apps with little more than good ideas and time to burn."
<http://www.macworld.co.uk/mac/reviews/?reviewid=3361007>

Blog reference talks on the GPL and iOS relationship, <http://michelf.ca/blog/2011/gpl-ios-app-store/>

RunRev has great success for installing LiveCode into more than 40% of the school market in Scotland. RunRev is greatly interested in making LiveCode the dominate software in the K-12 schools in America. At one time, Apple's HyperCard had impressive market share in schools in America. Returning an object oriented, graphical friendly, gratis software tool that is now cross-platform and mobile capable to the top spot in K-12 education is possible in the next few year because of the shift to open-source. This price of LiveCode was cut to \$0 from a prior cost of \$1,000 for a typical school computer lab site license. Teachers, students and parents can download LiveCode too.

RunRev will help CLOH.org by providing support, case-studies, study guides, and access to its developer networks.

CLOH.org can resell the commercial version of LiveCode for income. RunRev also pledged to support CLOH.org contests and competitions with product and give-a-ways. RunRev hopes to give CLOH.org access to merchandise from Apple Computer and other hardware vendors for incentives for teams and coaches at fairs hosted by CLOH.org. The biggest opportunities for RenRev cooperation comes with the hosting of educational technology events in the United States. Computer education specialist can gather in Pittsburgh or at other events we help to coordinate and promote as a service.

LiveCode Developers:

Both Mark Rauterkus and developer Tom McGrath attended an annual RunRev developer summit, #12, in June 2012 in Atlantic City, New Jersey. The RunRev staff of more than a dozen employees came to the US for the 4 day event to host technical talks and presentations to nearly 300 computer professionals. The RunRev community of users is extremely helpful to one another is always gathering on-line in a number of forums and user groups.

Getting the support of the LiveCode developer community is part of the plans for assisting the CLOH.org efforts with the various team's "technology captains." Those efforts can be done with distance learning with email, SKYPE and phone, as well as the occasional face-to-face meetings at CLOH.org hosted tech summits.

LiveCode Developer Budget:

Within the first year, 20 or more LiveCode developers from around the world will be invited to become CLOH.org's part-time, mentors for the "technology captains." One proven LiveCode Developer would be contracted as a project consultant for each team of five students. This person would be paid as projects are completed between \$500 and \$1,000 per job for a total of \$2,500 to \$5,000, depending upon hours and performances.

Business terms concerning RunRev, LiveCode and CLOH.org:

- * Open Source LiveCode is gratis for anyone to download.
- * CLOH.org gets a 25% reseller discount for selling commercial licenses of LiveCode. Cost is \$500 per license for a year. CLOH.org income, on the resale of one commercial license, without giving any discount, is \$125.
- * CLOH.org gets custom LiveCode posters artwork designed with images sent from RunRev to CLOH.org for local printing.
- * RunRev and LiveCode offers to work with CLOH.org to recognize outstanding achievement for use of LiveCode such as offering a commercial edition of LiveCode as a prize for any competitions CLOH.org runs and organizes. Also a certificate of achievement are available from LiveCode. RunRev is working with Apple to recognize outstanding apps which have been published on the app store. CLOH.org will work in cooperation with RunRev for extra publicity as accomplishments are charted.
- * CLOH.org has access to structured class plans and training materials for LiveCode: <http://www.runrev.com/education/course-materials.html>
- * CLOH.org has access to lessons: <http://www.runrev.com/developers/lessons-and-tutorials/tutorials/>
- * CLOH.org can upload and share apps and games: <http://livecodeshare.runrev.com/>
- * CLOH.org and our customers can be provided with unlimited access to the online Games and App Academy for a small annual fee. This fee is to fund the on-going development and creation of new Academy materials by RunRev. An e-book Academy is due soon, in summer 2013.
- * RunRev will republish links to the CLOH.org web site and the CLOH.org social presence.

* RunRev can connect to CLOH.org and help to craft newsletter articles and blog posts that will be published by RunRev about CLOH.org.

AutoCoach and Sydney Tsai, CLOH.org product consultant

AutoCoach is a manufacturing company headquartered in Australia that produces a multifunctional, sports timing system. CLOH.org will market, sell and further develop the AutoCoach products as a non-exclusive dealer. (* exclusive terms possible?)

The company's inventors, engineers and product development is in Australia. Swim coaches in Australia are guiding, buying and using the AutoCoach products in 2013. Units get built in a factory in China.

A product consultant with CLOH.org, Sydney Tsai, works full time for AutoCoach from his home-office in New Jersey. Sydney's uncle in Australia owns AutoCoach. Sydney graduated two years ago with an engineering degree from Rutgers. He visited the factory in China when AutoCoach products were being assembled.

Sydney came to the PA High School State Swim Championships in March 2013 for two days of meeting and training with Coach Rauterkus. The watch and scoreboard were shown to some of the other coaches on deck at the event at Bucknell University.

AutoCoach's sports timing system has various parts. All are wireless connected, battery operated, water resistant, portable. Components include a programmable stopwatch (with built in audio jack, microphone, speaker, radio, USB port, and incredible features for a swim coach), portable audio speakers, various sized LED scoreboards, a wireless USB stick that captures and writes real time data to a computer and single-button "pickles" that can be deployed to multiple (generally six) volunteer timers to push as lane-timers as swim races are completed.

A timing system can be as simple as a single watch, but the AutoCoach has flexibility and multiple pieces work together. Teams with two or more coaches might want two or more watches. Each watch operator can talk through the watch's walkie-talkie to the other coaches. In water polo the timing set up would include two smaller shot clocks and one larger scoreboard for game time and scores. A summer swim league would only need one watch and six single button pushers plus the USB laptop stick for an affordable system. Multiple speakers and scoreboards and watches allow for sales growth throughout the seasons as systems are deployed for use by other sports teams within the school. A cross country coach could put different scoreboards around the course for visual splits to runners and in other places put speakers for audio time feedback while operating a watch in a central location that collects data to a laptop near the finish line. In the winter, the swim coach could use the system in different ways at practices and meets. In the spring, after CLOH.org enhancements are developed, the softball team could use the scoreboard to display balls, strikes, outs and runs.

AutoCoach makes and sells the various devices that make up the timing system. These products are to be sold online through the company website and also through a medium of distributors and sporting stores. CLOH.org

The proprietary elements of AutoCoach lies in the unique product it manufactures. AutoCoach products help make up a wireless, portable timing system designed around a stopwatch. Although there other products that can do the same things the AutoCoach timing system can do however, it is the only one (to my knowledge) that can do the multitude of functions and features by an individual system.

AutoCoach is also a small company with few engineers and designers. This allows for easy collaboration for product design and manufacturing. With a manufacturing company in China, there is also easy access to factories and supplies which are crucial for the manufacturing process. The small team also means that the employees are very familiar with the products and devices and easily be able to explain it to the target consumers.

AutoCoach has a growing network of worldwide renowned swimming coaches. Ian Pope, Australian Olympic swimming coach, is a co-director of the company. Through his connections, many other well-known coaches are using the system with positive approval. Delaying CLOH.org opening might be costly if a highly visible coach in our region joins the AutoCoach Ambassador program in the weeks to come.

Steve Friederang, Corona, California, President and CEO, Tropical Penguin, Inc.

<http://www.TropicalPenguin.com>,

<http://CompetitiveSwimmer.com>,

<http://www.EyeSwim.com>

Coach Friederang's mission with Tropical Penguin, since 1996, is to make a measurable improvement in people's lives. He sees his role as one who can shift the paradigm of how swimmers are empowered to see themselves in the learning sequence which includes underwater filming.

He does some part-time college coaching as the Assistant Men's and Women's Swim Coach at California Baptist University, from 2009 to present. He has coached swimming for more than 40 years in California at a range of clubs including: Corona, Fullerton (FAST), Brea Aquatics, Swim Team of Placentia, Garden Grove Gators, Carson City, Huntington Beach.

Steve is an inventor and always working with a few big projects. He set up a Talent Code Academy, 2008 that designed an academic program of responsible accountability build from the basis of a best selling book, The Talent Code. He has made money doing Biography Interviews, another venture he started in 1998. There he holds and archive interviews of everyday people on DVD to document personal and family oral history. Everyone's got a life story; and everyone has a limited time to tell it. Living Legacy Interviews and Biography Interviews can keep the story alive for generations in a family or business.

Tropicalpenguin.com and EyeSwim.com are designed to improve swimming and fitness at all levels with inventions from Steve and offered products from the best of the best such as Finis, Minigym, Stroops, etc. CEJ Dental and F21 Marketing. He builds upon his coaching skills plus Covey and Robbins leadership training in sales and service.

Steve gives a number of speeches every year to coaching clinics and has been the guest of the Canadians a few times. One prior talk was about the 10 Highly Effective Traits of a Successful Swim Coach. His top publication is a self-published manual and associated DVDs of swim skills and drills called, "Cool Coaching, A handbook of Excellence for Coach Leaders," Tropical Penguin, 2000.

In fall of 2013, Mark Rauterkus was a vendor that operated a trade show booth for Tropical Penguin at the Eastern States Coaches Clinic.

Market / Customer

Q. Please provide more detail about your product/concept.

R. CLOH.org, with the help of AlphaLab's start-up assistance, will have a direct sales force with an online presence for the selling of in-house developed technology as well as the selling of products available from other sources. Generally, products from other sources are further developed by CLOH.org. The lion's share of the other products which are sold by CLOH.org originate from three companies, each with an associated consultant working for CLOH.org: Tropical Penguin (<http://www.TropicalPenguin.com>), AutoCoach (<http://www.AutoCoach.com.au>), and RunRev (<http://LiveCode.com>).

A sports technology product in the CLOH.org product line that has been developed elsewhere, in this case Australia, is a programmable, wireless, portable, sports timing system from AutoCoach. The new sports timing system has stopwatches, desk-top scoreboard displays, audio speakers and wireless USB stick that captures data to a PCs. CLOH.org marketing efforts will establish sales in the United States with CLOH.org in the role as a non-exclusive dealer / reseller.

Source of Products:

CLOH.org sells sports products and services, including:

- products developed by CLOH.org,
- products developed in combination with another vendor and CLOH.org,
- products from another vendor and just re-packaged, re-marketed by CLOH.org,
- products just resold by CLOH.org.

Development:

The CLOH.org development efforts take complicated, powerful tools of modern technology and helps to figure out the most elegant and economical solutions for sports teams to solve real-world challenges in easy to deploy methods. CLOH.org stitches together the tools and delivers them to sandlot settings. Product development should make significant value-added enhancements to core products.

CLOH.org develops its own products but also aims to make value-added developments to products that are sourced from LiveCode, AutoCoach and Tropical Penguin. CLOH.org desires purposeful, robust, tools and interactions to extend the CLOH.org products and product-line. Products and systems need to work together and with versatility. For example, the CLOH.org efforts can develop the AutoCoach swim scoreboard to be used effectively by others in the school at a cross-country meet.

The expectation of added development from CLOH.org to core products is to increase everyone's value in today's scholastic sports marketplace by supporting sportsmanship and scholarship. Better products make more satisfied buyers, additional customers, happier suppliers and tighter relationships.

Dealer:

At present, CLOH.org has initiated dealer relationships (i.e., serving as a catalog-sales company) for the selling of products from the three prime sources. Each is explained below.

Services:

CLOH.org presents a branded network beyond the sale of high-tech sports equipment. CLOH.org crafts messages, events, fundraising, courses, clubs, competitions and instructional materials. The support and service comes with social media and on-site special events.

The gold-standard service product from CLOH.org to teams is engulfed within the "Tech Captains Mentoring." This service of CLOH.org involves getting high-school-sports teams to designate five student-athletes to serve as "technology captains" for their respective teams. These youngsters, with the help of CLOH.org's guidance, become coding lettermen of honor, working as entrepreneurs, to raise money and build solutions while mastering open-source software and making bridges among the team, school, boosters and larger community.

Hub:

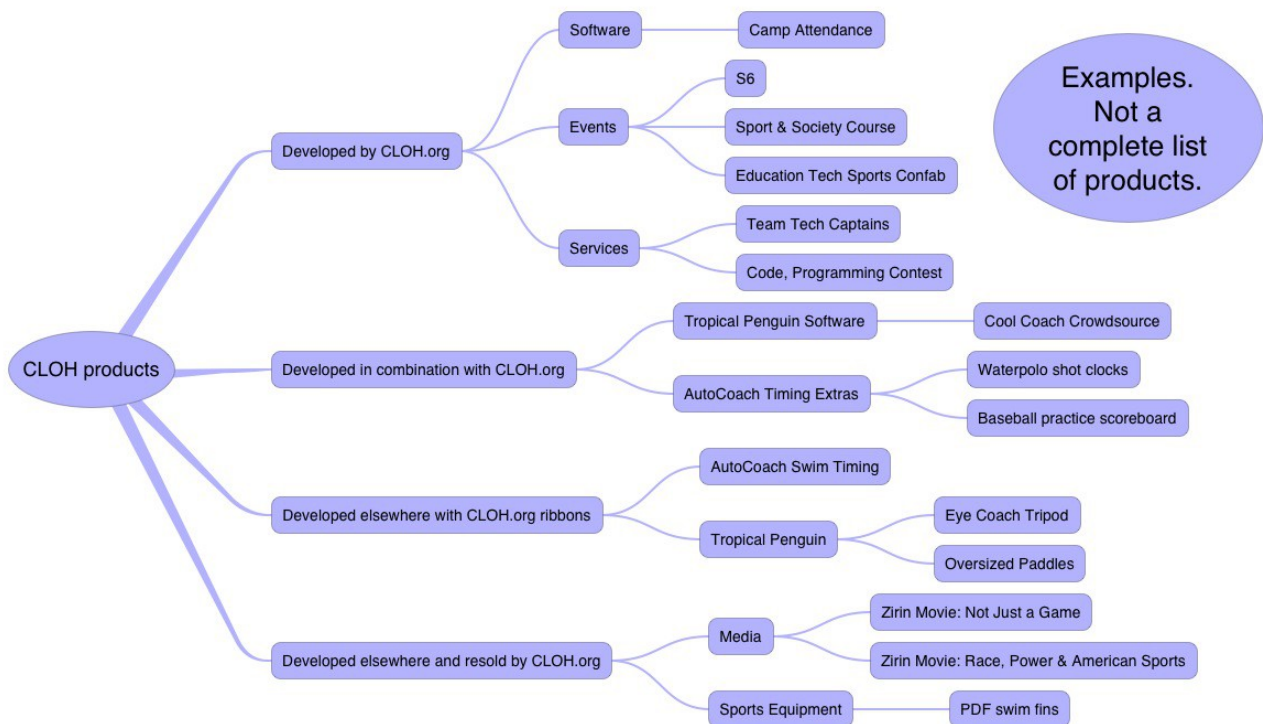
CLOH.org runs as a hub, offering teams plenty of outreach activities to their respective communities. In the technology view, SourceForge.net is a hub for open-source computer programmers. Likewise, CLOH.org is for open-source programmers working with sports applications.

(See section, CLOH.org Services: A Hub like SourceForge, for more.)

Platform:

A goal is to make CLOH.org a sports and community platform. CLOH.org offers a localized, sports version of TED, (i.e., TED Talks, <http://www.TED.org>). The original TED was for Technology, Entertainment and Design. CLOH.org is for Technology, Sports and Wellness. See the Platform section to learn about plans for S6.

(See section, CLOH.org Services: A Platform like TED, for more.)



CLOH.org Services: A Hub like SourceForge

CLOH.org will become a SourceForge for sports. SourceForge is a web-based source code repository. SourceForge acts as a centralized location for software developers to control and manage free and open source software development. SourceForge offers free access to hosting and tools for developers of free / open source software. SourceForge was the first to offer service for free to open source projects.

Many open-source projects fail due to lack of developer support. CLOH.org helps with added exposure to larger communities of developers and students that can continually breathe new life into a project. SourceForge exposes prominent projects to a variety of developers, and can create a positive feedback loop. As a project's activity rises, internal ranking system makes it more visible to others who may join and contribute code.

CLOH.org promotions will increase awareness of sports projects. CLOH.org expects to do outreach and hand-holding to younger and less technical clients and customers. Tutorials and wizards can help "Tech Captains" become more productive more quickly with SourceForge.

CLOH.org won't replicate the data services. Both SourceForge and CLOH.org act as a centralized location for software developers to control and manage free and open source software development.

Hub elements are also expected from RunRev. The open source addition of LiveCode is going to include collaboration utilities built into the product by RunRev. LiveCode forums and email discussion groups have operated for years within the LiveCode Developer Community. Getting areas for student and sports projects are expected to be provided. RunRev and CLOH.org can offer clarity and de-facto standards so projects don't fork and evaporate.

CLOH.org services: a Platform like TED

CLOH.org will become a sports-flavored TED. TED is a nonprofit devoted to "Ideas Worth Spreading." TED events bring together people from three worlds: Technology, Entertainment, Design. CLOH.org covers Technology, Sports and Literacy. TED gets the world's most inspired thinkers, while CLOH.org offers a sandlot and community approach. Both TED and CLOH.org aim for building of clearinghouses of free knowledge and inspiration. Both aim for a community of curious souls to engage with ideas and each other in an ever-evolving work in progress.

TED has two annual conferences,
TED Talks with the world's most fascinating thinkers and doers,
TEDGlobal,
Open Translation Project,
TED Conversations,
TED Fellows,
TEDx programs,
TEDActive,
annual TED Prize,

CLOH.org expects to organize, host and co-host TED like events that occur on a regular basis. Holding high-quality, multiple events that call upon a similar preparation and audiences is often easier than holding single



events.

S6, the Sports, Spirit and Soul Song and Story Summit and the on-going, distance based, non-credit course, Sport & Society are two capacity-building, platform happenings. CLOH.org services help to create multi-dimensional, sport-lecture series with layers of participation, organization and outcomes that mingle in wide-reaching efforts. This inter-generational, sustainable, inspirational opportunity that spurs enterprise, community and communications is about:

Sportsmaship
Sports
Mentoring
Literacy
Fund Raising
Politics
Music
Informational Technology
Democracy
Life-Long Learning
Wellness
Marquee People and authors.

Beyond a sports-lecture series, S6 evenings can be tailored into:

concert series
youth technology summits
town-hall gatherings
candidate forums
political debates
special event fundraiser
awards and honors convocations
victory celebrations
skills showcases
civic and spiritual revivals
movie nights
broadcasting studio settings,
hackathons,
yackathons, and
reunions.

A recent "good news event" is an example of what can be done by the youth if given the opportunity. On March 17, 2013, a candidate debate among candidates for mayor of Pittsburgh, moderated by Erik Rauterkus, 18, and organized by students at a PPS high school made front page coverage. Three of the top organizers of that event are high school swimmers. The event is now on PCTV21.org.

Getting people together creates good will, community and allows for extended opportunities for promotions and sales.

Simple S6 Budget, year 2:

S6 spotlight shows = 6 shows per year x 3 sites per show = 18 events in one metropolitan area
18 events x 1,000 seats = 18,000 season attendance x \$10 (average) tickets each = \$180,000 box

office income in year 2
Sponsorships = \$20,000 per year = cost of talent.

In year 3, hold 8 shows per year, an increase of 6,000 tickets = \$60,000 --> Total = \$240,000 box office income in year 3

In year 4, hold 10 shows per year, ---> Total \$300,000 box office income.

Franchise Upside
In year 3, the franchise would need to be replicated in other metropolitan markets such as Columbus, Detroit, Indianapolis, Kansas City, St. Paul, Milwaukee, Denver, San Antonio, Portland.

Auxiliary events:
In the three days of the show, talent can participate in a VIP lunch, coaching clinic and school-day student assemblies.

Ticket Commissions return to local teams:
The various teams can sell season tickets to the S6 events and earn 50% of the income.

Summary about Services of a PLATFORM. Its all about the relationships! CLOH.org's suite of products and services aim to forge relationships. Sports are games of time, space and relationships. A prime concept is relationships. The end game is the building of a relationship platform called CLOH.org. To achieve these outcomes, CLOH.org demonstrates, gives away and sells software, digital tools and selected technical sports equipment. Plus, we help coaches and teams in their efforts of raising funds and relationship building.

CLOH.org helps teams organize community events, booster apps, alumni contacts, conferences and team-to-team competitions beyond the scope of official matches and tournaments.

The extra effort to maintain relationships are often neglected by busy teachers and coaches. Some acts are ignored while others are just ignorant as to what to do. With CLOH.org tech tools, a team's overall relationship platform gets enrichment.

The CLOH.org conferences, podcasts, handbooks, messages, courses and overall sales and marketing assistance creates a dynamic feedback loops with program leaders and their technology captains. CLOH.org demonstrates and empowers programs and makes collaboration an expected occurrence. The sharing in the open-source framework allows and encourages others to help and fix problems. Sales opportunities and upgrades are woven into the mix of interactions.



Q. What scenarios best illustrate the use case(s) for your product and the problem you solve?

R. A high school sports coach at any US school talks with his or her swim team a few weeks before the start of the season and asks for five of the athletes to volunteer to be the team's new "technology captains" for this season. After scripted comments, motivational video, newsletter handouts with articles as to what's what with this new role, all are asked to think about it until the parents meeting and movie night. One-to-one conversations happen among coach and team members and at the movie night the five captains are identified.

Coach Rauterkus or a CLOH.org sales agent makes a personal visit to the team for a show-and-tell practice.

Coach orders a timing system made by AutoCoach, for \$2,500 (average sale) and \$400 (average order) of equipment from Tropical Penguin.

Weekly meetings occur with the technology captains and the CLOH.org staff and mentors. Students do challenges in the community, on computers and learn of the potential of LiveCode. All the team's members get wiki pages at CLOH.org and some are rather empty and others more robust. A team handbook, e-book and printed meet guide comes after the first few meets. The technology captains accelerate on their goals and lead some smaller sub-team meetings and have talked to a few teachers and the principal who are impressed and have started to pluck away at LiveCode too.

The first app created by a tech captain gets everyone with wiki pages a new polo shirt with CLOH.org and the school's colors. A banner is at the pool now too. Five boosters are obtained and each kick-in \$3,000 for an app created for them by the tech captains. The team buys another \$600 of sports equipment from Tropical Penguin, via CLOH.org of course. A week after the season is over, all the apps are tested by others on the team and final changes are suggested.

Two months after the season, the tech captains deliver the last of the apps, with the help of the mentor, a LiveCode Developer who was most helpful in jazzing the final product and getting it to

work in the Andoid store.

A second banquet and other movie night is planned to occur as a celebration with the other teams in Pennsylvania that have also had Tech Captains and mentors working in LiveCode. The show and tell is inspiring. Lots of people watch with iPads from their tables. A big projector is at a lot of places around the state. The one coach from North Pen got a new iPad and the two assistant coaches at West Allegheny got new Apple laptops as rewards for their accomplishments and their work with the Tech Captains from other schools.

All the tech captains got to vote on the best of the best awards. Serious swag came to the winners.

The team that made the hottest ebook was so funny.

Next year the team might need to break into 2 five-person Tech Captain groups as eight have already applied for the role for next season.

Boosters donated \$3,000 to the team for new app development and each team had five. \$15,000.

Cost for Mentor Developers, \$4,000.

Equipment obtained, \$2,500 + \$400 + \$500 = \$3,400

Swag, \$400.

CLOH.org operations = \$5,000

School Donation to Principal for Sports Fund = \$1,200

Team buys \$1,000 of new fins and waterpolo balls to close the account.

Q. What makes you truly unique? Who are your competitors?

R. CLOH.org is open-source!

We have never seen any open source software in the sports world. All the popular computer programs, from DartFish to Hi-Tech, are closed and proprietary tools. Perhaps a rare fantasy football league runs on open source software, but that's it. A google search located one open source sports title, an event management tool for biking and skiing with two users. It was written on JOnAS server.

CLOH.org uses LiveCode!

LiveCode is not as popular as HTML, Java, C++ nor PERL. This choice of LiveCode makes CLOH.org unique.

LiveCode is going to surge in the US educational market in the years to come. CLOH.org can lead, as LiveCode's productivity is second to none and projects becomes easier.

CLOH.org engagment comes with sweat!

CLOH.org builds literacy in young people in after school settings among students that already want to be engaged. The devotion to a book club and the emotinal investments to a computer club are fractions of what athletes possess for their sports teams. Tapping into that sports energy with a high-tech project sets CLOH.org apart.

CLOH.org could get an exclusive sales.

With the help of AlphaLab, exclusive sales agreements could be forthcoming from both AutoCoach and Tropical Penguin. At the least, regional and short term exclusives are probable, pending negotiations.

CLOH.org creations.

One product, the camp attendance application, is nearly completed. Other software applications for swimming, golf and waterpolo, areas with exceptional expertise, are weeks from completion once the business is started. No others sell the CLOH.org products, except the iTunes store commissions.

Prior Authors

Prior connections and previously published content, but in modern mobile applications, is expected. The second book published by SSS in 1989 was by David C. Salo, Ph.D., now the head coach of swimming at University of Southern California and four time coach for the USA Olympic Swimming Team.

Who are your competitors?

In terms of platform for sharing ideas in community, [TED](#) is a competitor of sorts. But TED isn't about sports nor is it geared to local communities.

The [Pittsburgh Lecture Series](#), sponsored now by RMU, is a possible competitor for those that enjoy public speakers.

In terms of hub for sharing pointers to code resources, [SourceForge](#) is a competitor. But SourceForge is more of an asset that gets amplified with CLOH.org efforts. SourceForge was part of a package that was sold to new owners for \$20M in the past year.

Other types of platform and network competitors exist in broadcasting, such as the classic: ABC's Wide World of Sports, with the thrill of victory and the agony of defeat. ESPN is a network and platform for advancing ideas. ESPN also has a black-tie event, The ESPYs. USA Swimming has its Swim Foundation and a black-tie "Golden Goggles Awards." CLOH.org is a platform that uses YouTube.com and is without commercial TV studios.

[Human Kinetic Publishers](#), a physical education publishing company, has plenty of books and content experts. HKP also published resources for the YMCA in the past.

Sports magazines are possible competitors, but many of them are dead or dying. [Powerlifting USA](#) is one example of a magazine that had content but did not move well into the digital times.

Coaching associations such as [American Swim Coaching Association](#) are possible competitors. Often a trade show vendor, such as at [Inter Bike Expo](#), will release an app for the trade show.

In swim equipment sales and products, [FINIS](#) and [Kiefer](#) are two of the better innovators in swimming. However, the offerings from CLOH.org avoid off-the-shelf, consumer products from FINIS, Kiefer and [Speedo](#). Should CLOH.org develop a hot-selling product, those firms could license the product from CLOH.org to include in their sales efforts. Case in point: Tropical Penguin invented a new style of pull buoy called [Rangs](#) which FINIS obtained rights for mass manufacturing.

Some high tech firms do host computer clubs and Google Pittsburgh has some sponsored activities with tours. A club meets at Winchester Thurston High School where the students make an app in [App](#)

[Jam](#). CMU has [C-Mites](#) and camps for game creation too. But those activities are geek driven and without sports connections.

There are varying competitors in sports timing systems. All are selling much larger systems with scoreboards that are permanently fixed to the walls of venues or else small and fit on your wrist or attach to bike handlebars. Few table-top scoreboards exist. None are like that of AutoCoach.

Many sports timing system competitors offer mega systems. In the swimming market: [Colorado Timing](#), [Daktronics](#), [Omega](#), [IST](#). Other competitors exist for running such as [FreeLap](#), ChronoTrack, and Lynx. Some large companies are involved in a multitude of sports: Omega Timing, Daktronics, and International Timing Systems.

In regards to stopwatches, competitors include Ultrak, Accusplit, Polar, Timex, Finis, Sportline and many others; however, the main competitor is Seiko.

AutoCoach has wireless, portable, battery powered megaphones/PA system. Competitors are Fanon, Blue Ocean, Amplvox, and Titan. Most of these companies specialize in only megaphones or only public address systems. Some are similar to the type that AutoCoach offers, but without the extra features, while other systems are wired.

In regards to LED signs and scoreboards, a function of the AutoCoach system, there are many competitors and a myriad of companies that manufacture and distribute LED displays and signs. For sports related LED signs, the main competitors are Daktronics, Colorado Timing, International Timing Systems. These competitors are fairly reputable and trusted among the target community. However, a basic Daktronics system costs \$20,000 while an AutoCoach timing system for summer swim teams could be obtained for less than \$1,500.

None of the competitors for AutoCoach's Timing System are able to match the system accomplishments after the development efforts from CLOH.org are completed. Being able to gather data from stopwatches in real time to computer files that then parse within LiveCode applications is impossible with those closed, large systems.

LiveCode's top competition in the school market in middle grades is Scratch. Some Java programming happens at AP classes in high school classrooms.

Current Status / Plans

Q. What customers or users have you talked to or tested with? (Online test methods count!)

R. Both Sydney (with AutoCoach) and Mark Rauterkus (lending work with Tropical Penguin) had trade show booths at the Eastern States Coaches Clinic in Philly in September 2012. We both talked to more than 200 coaches at that event.

Both Sydney and Mark went to the PIAA Swim Championships together in March 2013 too. We talked with 25 coaches then.

Sales were obtained in the fall to pay for the booth in terms of Tropical Penguin products. Both companies were vendors at the World Clinic in September 2012 with 500 coaching contacts established over three days.

Q. Where are you at in terms of prototype or product development?

R. Working products are ready to ship from the three major vendors.

CLOH.org won't start unless AlphLab helps the process however. Some type of start-up funding is needed. Business and executive assistance is required as well.

We attended the largest swim expo in the eastern states in the fall. More sales could come as soon as May, 2013 at a swim coaches event in Chicago.

A basket of products from both Tropical Penguin and AutoCoach can be at a show-and-tell / interview in Pittsburgh once an appointment is obtained. More than a dozen products are on hand, ready for sale. An AutoCoach timing system is going to be a part of the 2013 Swim & Waterpolo Camps. Tropical Penguin's swim paddles and other devices have been used the past couple of seasons with the local varsity swim team.

The LiveCode open source release is due within hours of the submission of this AlphaLab application in April 2013.

Key movies and books are available now for sales, community events and introductory meetings.

Q. What do you anticipate to be the most challenging technical hurdle(s)?

R. Organization of the initial special events are always a challenge. Picking dates, venues, promotional brochures and lists, but that's hard grunt work of an event planner. But getting those original audiences for events is going to take many hours of advance work to build the contact lists and systems.

The technical hurdle of finishing products and getting them into the Android and iTunes stores are technical hurdles.

Making documentation, sales materials, instructional videos, scripts and course outlines are time intensive. Marking and support materials need to be done with the proper tone. They can't be too rigid nor too lax.

Teams of teens need a framework, but also should have enough latitude to go far in their projects. This coaching is the area where we'll need to find the 'sweet spot' and help to insure great accomplishments yet never being too far away so projects don't crash into bits that can't be recovered. This will take some real-world technical skills.

Qualifying buyers might prove to be trouble point for supervisors and mentors. Can't spend too much time without that investment being documented for re-broadcasting. Can't over sell. Can't sell too little so nothing gets ordered from the boosters too.

Q. Where will you be by the end of AlphaLab? Describe the key goals and timing for getting there.

R. Web sites up in 4 weeks.

Six CLOH.org apps completed in 4 months.
5 teams with 5 Technology Captains each through the process in 10 months.
25 teams with some sales of Tropical Penguin products, average sale, \$150.
10 teams with AutoCoach sales, average sale, \$1,900
30 movie nights hosted
5 LiveCode Commercial Licenses sold
1 Larger (more than 200 people) Education Technology event host in PA
2 Trade show booth, both breaking even to cover costs
10 road show appearances to team sites
5 sales to NCAA programs

Additional Information

Q. What additional information would you like us to know about you?

R. Industry Analysis

The sporting industry is a very large and broad industry with influences on other industry such as clothing, health, and gaming. Due to uncertain boundaries on what is included in the sporting industry, the size of this industry is estimated to be a \$55 billion industry.

CLOH.org, Tropical Penguin and AutoCoach will only be competing in a small section of the sporting industry. AutoCoach is primarily involved in the sporting equipment market. The total purchases of equipment for all sports in 2011 is estimated to be \$26.4 billion. This value also includes some equipment CLOH.org is not directly in competition with such as football helmets, team uniforms, bleachers, etc.

Market Analysis

The first target market for CLOH.org is swimming teams in a seven-state region (PA, Ohio, WV, MD/DC, NY, IN, IL). In later seasons, the base expands to eastern states, colleges, Canada, clubs and North American swimming programs. Likewise, after an initial start in swimming, other sports with timing demands are targeted, (i.e., waterpolo, cross-country, track, cycling).

The main sport AutoCoach is targeted for is mainly swimming although it can apply to a range of timed sports including track & field, cross country, cycling, triathlons, etc. The main customers or consumers will be schools and swim clubs. A smaller portion of consumers will be individuals and the coaches themselves.

The exact size of the market AutoCoach is involved in is approximated to be somewhere around \$80 million a year. This value is based on the assumed spending for scoreboards, speakers, timing systems, etc for all sports. This does not include the possible demand for electronic training systems that AutoCoach and CLOH.org hope to introduce.

In the '11-'12 school year, there were exactly 7,001 boys' and 7,221 girls' registered high school swimming/diving programs. A total participation of 294,279 swimmers. There are 511 colleges/universities with registered swimming program, of which 396 are Division I colleges/universities. Additionally, there are also 2,847 registered swimming clubs with USA Swimming. Adding these values shows that there is a minimum of 10,407 independent swimming programs/clubs. It should be noted however that some of these swim clubs do share pools with other swim clubs/schools.

There is no exact information for the spending for all swim clubs and high schools on their swimming programs. However, the combined spending for all colleges and universities on swimming and diving programs in one year is \$184,028,050.

Sources

<http://www.nfhs.org/content.aspx?id=3282>

http://en.wikipedia.org/wiki/List_of_college_swimming_and_diving_teams

<http://www.usaswimming.org/DesktopDefault.aspx?TabId=1802&Alias=Rainbow&Lang=en>

Opportunities

Some other products already in design with AutoCoach will be released soon. The new products are revolutionary and brand new in the sense that there are no current competitors in that category. The creation of demand is the challenge for AutoCoach sales.

AutoCoach and LiveCode Synergy

One of the things AutoCoach hopes to implement in the future involve the addition of “applications” that the user can download onto their devices. With the growing popularity of mobile software, these “applications” will give us another channel to sell our products and services to consumers.

Overall Marketing Strategy of AutoCoach

The vision and objective of AutoCoach is to enhance and push the limits of athletic performance by providing the tools for coaches to easily accomplish those goals with their athletes. We plan on reaching a number of consumer markets including swimming and running. There are barriers to entry as these markets are generally run by few name brand companies. We will implement a comprehensive marketing strategy in order to reach a wide market with minimal effort and expenses. We will primarily focus on using a network of connections to infiltrate certain areas to promote and distribute our product. This will start with the use of “ambassadors” or unofficial salespeople. As we scale, we will expand to include larger distributors and retailers. After focus in the swimming market, we will expand to include the water polo market and track & field market. Other sports are also in consideration and may be included with good feasibility.

Timing systems are relatively expensive. These products generally meet the high standards required for timing a county, state, or national meet event. For consumers that require timing systems that meet these standard, we cannot compete with our competitors. For consumers that require a timing system for local meets or smaller events, we provide a cheaper and easier alternative to the usual timing systems available.

Additionally, for consumers that already have large facility timing systems, we provide a timing system that can primarily be used for training. Unlike traditional timing systems, our system can be easily deployed in minutes as it is portable and wireless. This also gives teams the freedom to train at different facilities or areas while maintaining a routine training structure. Along with other unique functionalities of the system, AutoCoach is aimed at a new, undeveloped market for timed sports training equipment for its primary growth and acceptance in the industry.

For clarity, if sports timing equipment is a desktop computer and timed sports training equipment is a cellphone, the AutoCoach product is the smartphone/tablet of the metaphorical industry.

AutoCoach prices are as follows.

- \$450 Smart Watch
- \$450 Wireless Speaker
- \$1100 MobiLED Display (large)

- \$650 MobiLED Display (small)
- \$150 USB Data Receiver

For distributors, the discount price for systems for demonstrations and personal use are 85% of the original price (15% off).

Commissions are based on what the distributor does in terms of closing the sale.

- 5% commission for simply referring somebody that ends up buying a system (subject to a reasonable time limit, generally within 6-12 months)
- 10% commission for “having closed a sale” where AutoCoach only has to contact the customer for payment and shipping details.
- 15% commission for “closing sales” frequently (minimum of 5 units/devices per set quarter)

AutoCoach Ambassador Program

The AutoCoach Ambassador program is designed to give individuals or organizations easier access to AutoCoach products in exchange for promoting AutoCoach and its products. The maximum discount (50%) will be provided for one initial system in agreement to the program. Ambassadors will also be compensated for promoting the company and products based on the number of sales they directly generate.

To be a candidate for the AutoCoach Ambassador program, many, if not all, of the following requirements must be met.

1. Must have at least ten (10) years of experience in the swimming industry.
2. Must be in an authoritative position in a swimming organization.
e.g. Head Coach, Director, CEO, etc.
3. Must be willing to promote the product to other members of the community.

The following will be expected from participants of the AutoCoach Ambassador program.

1. Participants are expected to be active in promoting the product. Although there are no quotas or requirements, some number of sales are expected to be generated from active promoting.
2. After obtaining and using the system, ambassadors are expected to help explain the product and its uses to other potential customers.
3. Ambassadors agree to let AutoCoach and its employees to use his/her name as a reference for other potential customers.
4. Ambassadors are willing to allow AutoCoach to publish their profile on AutoCoach’s websites.
5. Ambassadors should be willing to promote the product at various types of gatherings.
6. Ambassadors will be given software updates in advance to release to the general public for testing and use.

By participation in the AutoCoach Ambassador Program, the ambassador will become associated with AutoCoach. They will receive the benefits shown below. Participants will be also rewarded for their referrals and the sales they produce. The following rewards are available after filling the specific criteria.

50% off retail price for the first initial system. This includes only one of each device: Smart Watch, MobiLED Display, Wireless Speaker, USB Data Receiver.

Participants will be granted exclusive first rights to any new AutoCoach product or service. This

includes, but is not limited to, any new product, device, software updates, etc.

Referrals

- o 5% commission

- o Potential customer contacts AutoCoach and states that he/she was referred by ambassador or ambassador forwards contact information to AutoCoach.

Normal Sales

- o 10% commission

- o To be eligible for this level of commission, ambassador needs to inform AutoCoach of an intention to purchase where AutoCoach only needs to send an invoice and contact customer for delivery.

Frequent Sales

- o 15% commission

- o To be eligible for this level of commission, ambassador needs to inform AutoCoach of an intention to purchase where AutoCoach only needs to send an invoice and contact customer for delivery with a minimum of five (5) units per set quarter.

The commissions will be paid to the ambassador once the sale has been completed and the owed amount has been paid in full.

The participation of the AutoCoach Ambassador Program is not limited by time. If the ambassador becomes inactive, he/she will be removed from any association or relationship with AutoCoach (ex-participant will be considered general public). The ambassador can terminate their ambassadorship anytime in writing. It is possible to regain active membership after termination.

The ambassador is entitled to the help of other people or personnel under his/her own discretion. Any commission earned by said people or personnel will be granted only to the participant. Participant may choose to share or divide his/her commissions however he/she pleases.

Q. If you have any links to an existing website, demo, supplemental materials or presentations, or a video that you'd like to share - please outline them below.

R. Existing, but in the past.

CLOH.org sells sports products and services, including:

- products developed by CLOH.org,

- products developed in combination with another vendor and CLOH.org,

- products from another vendor and just re-packaged, re-marketed by CLOH.org,

- products just resold by CLOH.org.

The first SSS catalog was 24-pages with 300 books. Only two books were published by the SSS.

The other 298 books were from other publishers. Selling books from other publishers generated income, expanded the customer list, built relationships with other publishers, gave insights into what was popular with consumers. Better business decisions could follow with these understandings about book sales, author popularity, prices and where to invest money and time. Was beach volleyball, swimming, cycling or weightlifting supporting more book sales?

More than a decade later, the final "Winning Ways Catalog" from SSS had 40 pages, 4-colors, with 44 titles and 42 from the SSS, plus 35 audiology software titles.

The real-world transition with the SSS from its first catalog (with 99% resale) to last catalog (with 98% SSS imprint) included plenty of exceptions and special cases. Over the years, different catalogs came and the number of SSS titles expanded as more books were authored and published. Plus, some books fall in the middle spaces too. Another publisher might “remainder” thousands of copies of a book to get it out of its warehouse at greatly discounted prices. A self-published book could be resold by SSS with the understanding that the next edition would become a SSS imprint. Selling another publishers video tapes lead to a book deal with the same author for the SSS. Some books were so important, hard to obtain elsewhere and with healthy margins, that it business sense dictated the keeping of it in the catalog, much like a well-behaved step-child to the SSS family.

The sports marketplace has changed a great deal from the sports book business of 1989 with the internet, Amazon, smart phones and mobile applications. The common ground is that a start-up can't flash into being with a deep, rich, catalog full of its own products. Reselling products from other sources can make good sense if the conditions are favorable. Learning what is popular and desired by the consumers make valuable experiences. Forging good relationships with those that shape the sport can lead to future products.

Mark Rauterkus, Founder, CEO, CLOH.org

Linked in resume: <http://www.linkedin.com/profile/view?id=15090536>

Specialties: Blogging, publishing, sports and politics make for wide interest areas.

Experience

* Founder CLOH.org

April 2013 – Present (1 month)Pittsburgh, PA, USA

CLOH.org, a start-up plan, is seeking funding from AlphaLab.org in the summer 2013.

CLOH.org is to be a marketing and development company that sells and services sportsmanship, scholarship and technology.

The CLOH.org wiki: <http://CLOH.wikia.com>.

One meaning to the letters, CLOH.org, is Community Learning Outreach Hub. Others too.

* Subcontractor teaching swimming with the YMCA to students

Urban Pathways Charter School

September 2012 – Present (8 months)Thelma Lovette YMCA

I teach the students of Urban Pathways Charter School swimming and water polo as part of their physical education activities through efforts at the Thelma Lovette YMCA. School goes to Physical Education every Tuesday and Thursday in the mornings. Find me and the students in the swim pool then.

* Varsity Golf Coach

PPS Obama Academy

September 2012 – Present (8 months)Greater Pittsburgh Area

High School Golf Coach for a co-ed team at PPS' Obama Academy of International Studies.

Do you want to golf with Obama?

* Head Swim Coach, boys and girls varsity teams

Pittsburgh Public Schools

October 2011 – Present (1 year 7 months)PPS Obama Academy of International Studies

Coached only the boys in the 2011-12 season. In 2012-13 season I'm coaching both the boys and girls varsity swim teams.

Practices at 6 am every school day throughout the winter. JV practices from 3-4 pm. Varsity practices from 6:30 to 8:30 pm. Saturday practices should be from 9 to 11:30 am, but the pool is being cleaned then, so we'll try to hold those sessions at Sci-Tech, if not Allderdice.

* Executive Head Coach, Swim & Waterpolo Camps, Pittsburgh Public Schools, Summer Dreamers

June 2010 – Present (2 years 11 months) City of Pittsburgh at various locations

Swimming and Water Polo Coach with PPS and Summer Dreamers. Was a sub-contractor in

2010 as we took students to swim at Kingsley Center. In 2011, lead two different camps with association of Neighborhood Learning Alliance at the Pgh Peabody School. In 2012, our camp was at U-Prep and swimming and waterpolo was at Citiparks Ammon and the new YMCA. In 2013, we hope to add more running and sponsorships with the Pgh Marathon too.

* Water Polo Coach at Pgh Combined and Schenley High School

Pittsburgh Public Schools

July 2009 – Present (3 years 10 months) Citiparks pools and PPS pools and even Shaler pools
Coach and lead organizer for the Non-Varsity Water Polo Program for boys and girls in the city and around the region, starting at Schenley High School, Pittsburgh. Practices started September 2009 and have included tournaments in Ohio in the fall of 2011 and 2012 and even at NAVY.

* Volunteer Swim Coach with Phillips Elementary

Pittsburgh Public Schools

September 2004 – Present (8 years 8 months)

We started the team from scratch with the P.E. Teacher, Mr. Igams. Team always does well in the city championship meets. We practice on Sunday afternoons at the Oliver Bath House with 3rd, 4th and 5th grade kids.

* Blogger, webmaster, netizen, wiki publisher

Mark Rauterkus & Running Mates

August 1977 – Present (35 years 9 months)

Online efforts from community groups to product alpha/beta testing has been a full-time job.

Ran for Mayor, City of Pittsburgh.

Ran for Pittsburgh Controller, City Council, PA Senate.

Vice Chair, Libertarian Party of Allegheny County for many years.

* Volunteer AM Swim Coach for Schenley High School

Pittsburgh Public Schools

September 2010 – April 2011 (8 months)

Conducted AM swim practices on days of school at 6 am for anyone interested in getting in shape and improving performance. Mostly worked with the boys team, but also filled in to lead swim practices with the girls when needed as well. Went to meets, operated timing system at home meets, coaches at City Champs and went to PIAA Meet too.

* Sub Swim Coach for the girls team at Schenley Spartans

Pittsburgh Public Schools

November 2009 – October 2010 (1 year)

Filling in for the head coach who is going to have a baby!

* Water Polo Coach

Jewish Community Center of Pittsburgh

August 2009 – August 2009 (1 month)

Started a community water polo program. Recruited kids. Launched plans for play. Hosted practices and game(s). Activities at the outdoor family park in Monroeville. Lasted one week. Then the JCC had a lifeguard shortage.

* Volunteer Swim Coach for Summer Camps

The Kingsley Association

June 2009 – August 2009 (3 months)

Worked with the swimmers in the camps, playing water polo and doing some stroke improvements, three days per week in the summer of 2009.

* Volunteer water polo coach

Chatham University

March 2008 – May 2009 (1 year 3 months)

Help with practices with the team that went varsity in 2009. Video, referee, scoreboard, clock, swim, shallow-end goalie, whatever.

Chatham's first year women's water polo squad was a club team in the spring of 2008, Coached teams at practices, home and away games and the team scored some goals as well as a lot of fitness and fun.

* Volunteer supporter for Ron Paul 2008

Rauterkus.com

June 2007 – August 2008 (1 year 3 months)

Dr. Ron Paul is my favorite candidate for President in 2008. I'm working on my own to help get the word out on his views and issues. Ron Paul grew up in the Pittsburgh area. He is a home town favorite, an ex-swimmer, and with strong libertarian views. See: <http://RonPaul2008.com>

* Candidate in 2007 for City Controller and City Council as a Libertarian

Rauterkus.com

August 2007 – November 2007 (4 months)

Standing for office takes many turns. I do it out of duty for our region. I have the time to devote to the efforts. The city is on the brink. We need different people from different parties with different perspectives in our elected positions. I'll use the opportunity to talk about freedom, liberty and kids, from time to time. The others don't care about those aspects of our shared public life.

* Assistant Coach

Crafton Cocodiles

June 2006 – August 2007 (1 year 3 months)

Summer swim coach for the league champions. Team was undefeated in 2006 and lost only once in 2007.

* Swim Coach

Carlynton Swim Club

2004 – August 2007 (3 years)

Coached swimming, including my own children, at practices often six days per week in a year-round program. I worked with the younger kids, mostly.

* Swim Coach

Wharenui Swim Club in Christchurch, New Zealand

May 2007 – June 2007 (2 months)

Coached swimming at a fantastic swim club with wonderful coaches, swimmers and parents in New Zealand. We lived there for six weeks and I was able to help with the squad at practices, meets and on travel.

* Assistant Coach & Camp Helper

Camp Chikopi, Ontario, Canada

August 2006 – August 2006 (1 month)

Assistant coach under the leadership of senior coach, Dick Bower, for the two-week August camp. Camp Chikopi is the oldest swim camp in the world. It is located 3 and a half hours north of Toronto. We did a lot of open water swimming. Nearly 100 boys and young men were a part of the experience with canoe trips, dozens of sports, fitness, games and swimming. Every morning, before breakfast, the day starts with an open water swim in the lake. A one-mile and three mile race was also contested.

* Software development

Support Syndicate for Audiology

January 1989 – January 1995 (6 years 1 month)

Developed software for the profession of audiology. Some were in connection with books and manuals. Some were demonstration examples. Some were to assist those running clinics to find products in the marketplace for specific needs of patients, some aided academic departments to manage extern hours of students. Authors were both from in-house and external. A majority of the products were developed in HyperCard from Apple Computer.

* Publisher

Sports Support Syndicate

September 1986 – December 1996

Imprint, SSS, was about 'Intelligence Products & Progressive Publishing.' Did about 100 titles

in areas such as swimming, water polo, volleyball, sports psychology, fitness, and audiology.

When my son was born and the internet began to grow, I tried to go evolve efforts into an online start-up with eBooks and websites -- but couldn't get the partners in Pittsburgh to assist. So, I shut down the ink on paper efforts.

Acting Head Swim Coach

Bradley University

1985 – 1986 (1 year)

Head swim coach on an emergency basis due to the sudden stroke of long-time coach, Jim Spink. Lead the team in practices, meets and training -- and all the general things a coach does.

Team held its 3rd place finish at the conference championships and nearly every swimmer had all lifetime best times.

One memory was going to Notre Dame for dual meet, winning, and having BU kids set two new pool records.

Great gentlemen on the squad that year who rose to meet the challenge in serious, responsible, mature ways -- while having plenty of flexibility.

The next step of our application process is that we invite selected applicants to an interview. Please keep the dates of our interviews, Friday April 19th and Monday April 22nd, 2013, as free as possible on your calendars until you are notified of your application's disposition. It is our expectation that notifications will be sent out by next Monday morning (Monday, April 15th).

Thank you for your patience and we look forward to reviewing your application!

-Mike

Mike Woycheck ::

Program Manager | AlphaLab

mail [2325 E. Carson St., Pittsburgh PA 15203](mailto:mwoycheck@alphalab.com)

phone [412.535.8293](tel:412.535.8293) **fax** [412-535-8296](tel:412-535-8296)