TOPTIER
LESSONS

MARKETPLACE MATCHING COLLEGE STUDENT ATHLETES WITH PARENTS LOOKING FOR SPORTS LESSONS FOR THEIR KIDS

We connect athletes to parents to venues

1

Student athletes list their availability

December 2023						>
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

2

Parents browse the student athletes in their area

Logan Kuehne
Sprint Freestyle, Butterfly | Swimming

🏆 B1G10 Roster Freshman & Soph...

Adaptability   Organization   Leade...
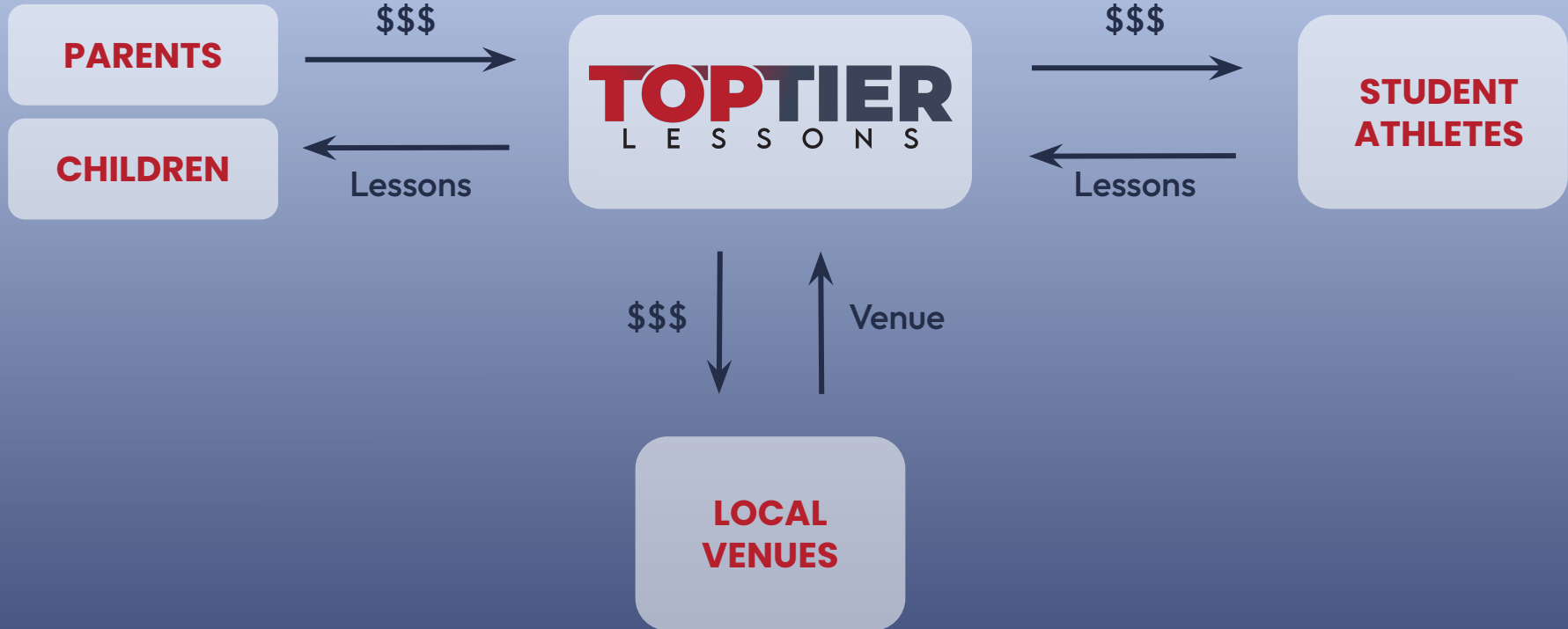
from
$27.99
per session   Book Now

AJ Redd
Guard | Basketball

🏆 1,000 + points scorer in HS (Sai...

Leadership   Problem Solving

from
$27.99
per session   Book Now

3

Venue is suggested for the lesson to be hosted

102 E Michigan ...
View larger map

102 E Michigan Ave, Urbana, IL 61801

Google
Map data ©2023   Terms of Use   Report a map error

Our sports lessons ecosystem

PARENTS → $$$ → **TOPTIER LESSONS**

TOPTIER LESSONS → Lessons → **CHILDREN**

TOPTIER LESSONS → $$$ → **STUDENT ATHLETES**

STUDENT ATHLETES → Lessons → **TOPTIER LESSONS**

TOPTIER LESSONS → $$$ → **LOCAL VENUES**

LOCAL VENUES → Venue → **TOPTIER LESSONS**

Being a student athlete is now profitable

Name, Image, & Likeness Bill

Passed June 2021

Top Tier Lessons would not be possible without the NIL bill. Student athletes can leverage their own branding and the University's branding while setting their own prices/lesson.

We have a 4 step go-to-market strategy

1

Beta Launch

APRIL 2023
Initial beta launch in Champaign

Generated over $13,000 teaching over 200 lessons and hosting 3 clinics

We have a 4 step go-to-market strategy

1

Beta Launch

2

Official Launch

APRIL 2023
Initial beta launch in Champaign & testing in Chicago, $13,000 generated

FEBRUARY 2024
Champaign, Chicago

$5,000 in sales Within 1st 3 Weeks, $40,000 Projected in 2024

We have a 4 step go-to-market strategy

1

Beta
Launch

APRIL 2023
Initial beta launch in
Champaign & testing
in Chicago, $12,000
generated

2

Official
Launch

FEBRUARY 2024
Champaign, Chicago

3

Intern Program
Launch

AUGUST 2024
17 cities staggered
across 2024

We have a 4 step go-to-market strategy

1

Beta Launch

APRIL 2023
Initial beta launch in Champaign & testing in Chicago, $13,000 generated

2

Official Launch

FEBRUARY 2024
Champaign, Chicago

3

Intern Program Launch

AUGUST 2024
17 cities staggered across 2024

4

Location Scaling

MARCH 2025
Fully operational in 20 cities across the country

Check out our traction

The only all-in-one solution for sports lessons

	Community Based	Safety	Source Venues
CU CoachUp	✗	✓	✗
vantage SPORTS	✗	✗	✗
TOPTIER LESSONS	✓	✓	✓

The only all-in-one solution for sports lessons

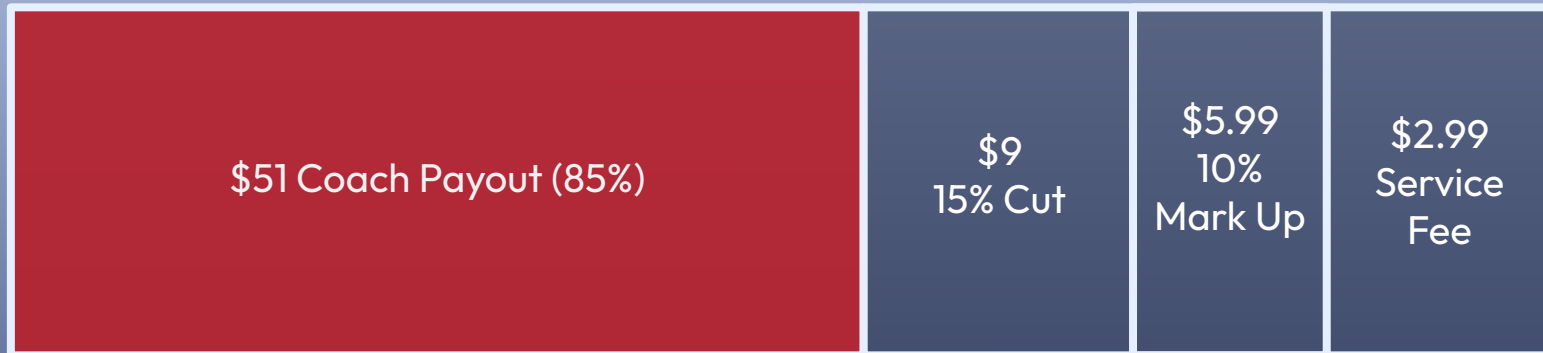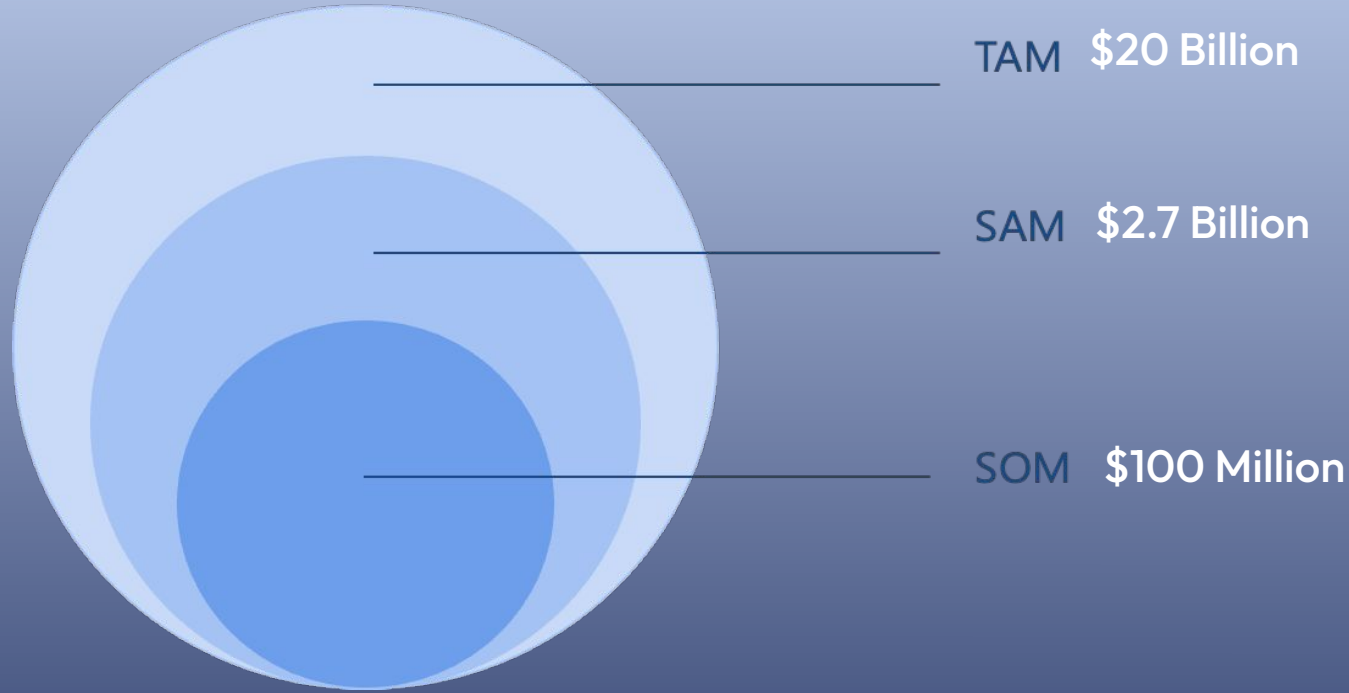| CoachUp	Vantage Sports
Generates $111 Million in annual revenue, not college athlete specific and does not source venues. Not consistent in each community.	Startup started in Florida 2 years ago, generated $300,000 in year 2. Does not source venues or handle marketing for the student athletes.

We earn by charging service fees to parents

Athlete Rate: $60/hour

| $51 Coach Payout (85%) | $9 15% Cut | $5.99 10% Mark Up | $2.99 Service Fee |

Parent Cost: $68.98/hour
~31% Profit Margin
Top Tier Lessons: $17.98

The USA Youth Sports Market is Projected to hit $37 Billion by 2030

TAM $20 Billion

SAM $2.7 Billion

SOM $100 Million

Revenue (GMV) projections

$24 CAC , $215 LTV (12 Lessons)

*year one = 2025

By athletes, for (future) athletes

Cara Bognar

Founder & CEO

D1 team captain, engineer and entrepreneur. Worked in 2 previous startups, a marketplace and a biotech genetics company. Full time.

Journey Amundson

Market Expansion Manager

Student athlete and graduate student at St. Louis University. Brings experience in coaching, event planning and her national athlete network.

Rahul Sai

Lead Developer

Brings a full year of industry experience as a full stack developer as well as creating a platform with over 400,000 monthly users. Full time.

By 2025, we will Support the Entire Lifecycle of an Athlete

Sports Lessons

$26.14 Billion Market

Coaching

Recruiting Platform

Raising $1.5 Million to scale from 20 to 50 universities in Q3 2025

Help us inspire the future generation of athletes.

Thank you!

cara@toptierlessons.com

Testimonial

First, I have to say that Makira is A-M-A-Z-I-N-G! She did such a great job with my son and, in just one hour, she helped him gain confidence in himself and he enjoyed his session so much. It also makes me happy that he can meet young athletes and adults that he can look up to.

> "This has been a great experience for me and my daughter, Valerie. Cara asked what I wanted Valerie to learn so they could tailor the lessons to her needs. Gaining confidence around water and overcoming self-doubt about what she can do in the water are my main goals for Valerie. She is already showing improvement and is excited about going to lessons each week. Valerie now has a role model in Meghan and that personal connection to Illinois athletes is invaluable. Many grow up in a university town without getting to meet and learn from these amazing young men and women. Top Tier Lessons is changing that!"
>
> -Laura

We've only had one lesson but I'm so happy. Logan connected with her easily, tried a lot of different things to get a feel of Ellia's comfort level and ability, but I feel like she was able to make progress right away! I hope you are also able to connect with aspiring college athletes, but for swimming lessons for young kids, this is exactly what we needed! I hope this works well for you as athletes, because I think it is a huge win for us parents! :)