

Better coaching **for every player.**

C2X is an app that gives coaches private, research-based feedback on how they coach, after every game or practice. Clubs use it to develop their whole coaching staff.

How it works

1. Record

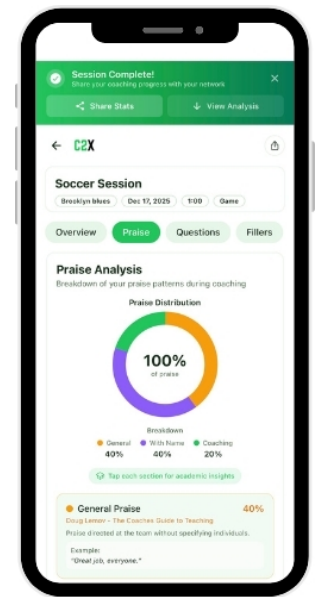
The coach clips on a small mic and taps start. The phone stays in a pocket.

2. Analyze

C2X turns the coach's words into a transcript and measures their coaching against published research.

3. Reflect

Within minutes, the coach gets a debrief and one thing to work on next time.



FOR COACHES

The coach developer in your pocket

- **Praise:** general, with a name, with coaching
- **Questions:** open, closed, follow-up
- **Instruction:** before, during, after the action
- **Language:** filler and repeated words
- **Players:** who got your attention, and how
- **Trends** across sessions, teams and players

Your words stay yours. Only you see your transcripts.

FOR DIRECTORS

See your whole staff develop

- Development trends for every coach
- An AI staff snapshot with a recommended focus
- One shared pool of hours, no per-coach tracking
- Invite coaches and manage seats yourself
- Metrics only: no transcripts, audio or quotes, enforced on our servers

FOR PARENTS & PLAYERS

Every player gets coached

- Helps coaches use more specific praise and better questions
- Shows coaches if any player is being overlooked
- Recording starts only after parent consent
- Audio is deleted within 180 days and never sold
- Parents can ask for their child's data to be deleted anytime

Built by coaches, grounded in research

Tested by coaches from youth clubs and ECNL to NCAA, NWSL and national-team staff, across 14+ sports. Built on published coaching research and two years of hand-coded coaching data. Co-founded by Kelly Sims, a former pro player and academy director.

Why it matters: we ask players to put in the work to get better every week. C2X lets coaches do the same, objectively and consistently.