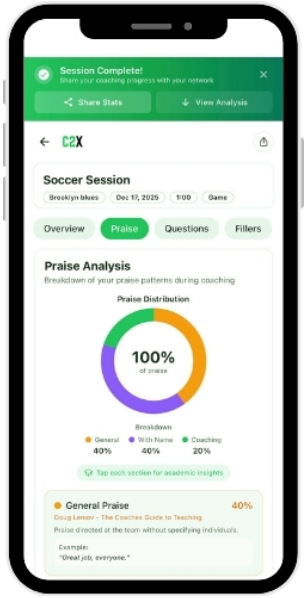
BETTER COACHING FOR EVERY PLAYER.

C2X is an app that gives coaches individual, 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

Director access is metrics-only. Limited authorized C2X staff may access content for support and lawful quality work.

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
- Clubs handle required notices and permissions, including parental consent where legally required
- Audio: at most 180 days from recording. Identifiable account data: within 180 days after closure, or sooner where required
- 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. 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.