

CASE STUDY



★ THE STORY AND VISION ★

In the spring of 2013, Sharone Mitchell, owner of the Chicago Stats League, was looking for something more. Many recreational basketball leagues in and around the city of Chicago didn't have what he was looking for. Some played in top of the line facilities with no other tangible benefits. Some played in beat down gyms with All-Star games and player stats. No league caught his excitement. He wasn't satisfied so he decided to do something about it.

Sharone's goal was to create a league that encompassed everything a recreational player was looking for. Impeccable facilities, State sanctioned

referees, live game stats, game recaps and much more. Getting the gym wasn't an issue, sanctioned referees were ready to go Saturday afternoons, but Sharone was looking for a way to keep his players engaged off the floor and made sure they had access to all the necessary information about the league. He wanted to create an environment where players were not only talking in the gym, but outside on the local courts and in the office on Monday morning. How could he provide them with the 'wow' factor.

After searching and finding Pointstreak a partnership was created and the Chicago Stats League was born.

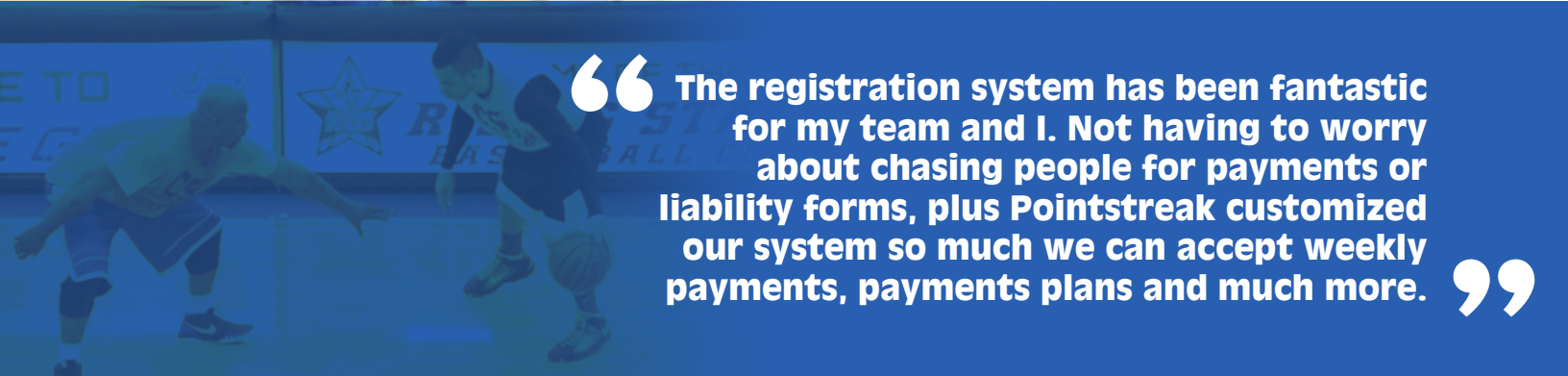
“ Not only has Pointstreak been a huge time saver for the Chicago Stats League, but it helped legitimize us from day one. The minute players visited the website they could see we were for real. We named our league the Chicago Stats League and Pointstreak helped us deliver on that promise. ”



★ THE SOLUTION ★

Knowing Sharone was starting a brand new league from scratch Pointstreak had to tailor a system that fit into his organizations needs and goals. Thus, Pointstreak created one customized and integrated system that allowed Sharone to manage his website, collect player registrations and display player statistics.

After the technology was provided Pointstreak continued to nurture Sharone until he was set on his feet and understood the nuances and details of Pointstreak's technology. With full 24/7 support and training Sharone was able to pick up the system in no time. Fully functional within a few weeks Sharone has never looked back.

A blue-tinted photograph of a basketball game in progress. Two players are visible on the court, one in a white jersey and one in a dark jersey. The background shows a basketball hoop and a banner with a star logo and the text 'E TO' and 'REG'.

“ The registration system has been fantastic for my team and I. Not having to worry about chasing people for payments or liability forms, plus Pointstreak customized our system so much we can accept weekly payments, payments plans and much more. ”

★ THE NUMBERS ★

- ★ Growth of over 200% since the initial season. CSL now offers competitive and recreational leagues at two major facilities around Chicago. One in the city and one in the suburbs.
- ★ Plans to launch a softball league in the near future, being powered by Pointstreak.
- ★ Increased registration online by 30%. Players no longer need to worry about checks and cash, everything is collected online via the CSL website.
- ★ Saves ~5 hours a week by inputting stats in real-time versus updating his website with score sheets. Players can follow along in real-time on their mobile devices and have access to updated standings and league leaders minutes after a games completion.