

# Extendly + ISCA + Go.LAP.red

A 3-Year Agreement for Growth, Innovation & Transition by LA28

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by Mark Rauterkus





# Vision & Timeline

- 3-year collaboration through LA28 (to September 1, 2028)
- Align platform, education, and outreach for Olympic-level visibility
- Structured exit with capstone bonus, due in September 2028





## Strategic Assets Ready to Deploy

- GHL-powered platform with Extendly's snapshot(s)
- Trusted ISCA brand with direct coach access
- New titles, podcasts, and LMS content
- 25+ domains, dedicated WordPress server, and robust engagement through meets and clinics



# Relationships to Activate Immediately

**with**  
**Micro Offers**

- 50+ Local Swim Committees
- Hundreds of teams, coaches, and event organizers
- UCANSwim.org swim schools, youth sports, water polo, flag football, and schools
- International and nonprofit outreach verticals



# Extendly's Contributions & Support Role

- Provide DFY onboarding + 24/7 tech support
- Operational fit with Extendly's existing mission

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**later  
investment  
by-out???**



# ISCA Contributions & Infrastructure

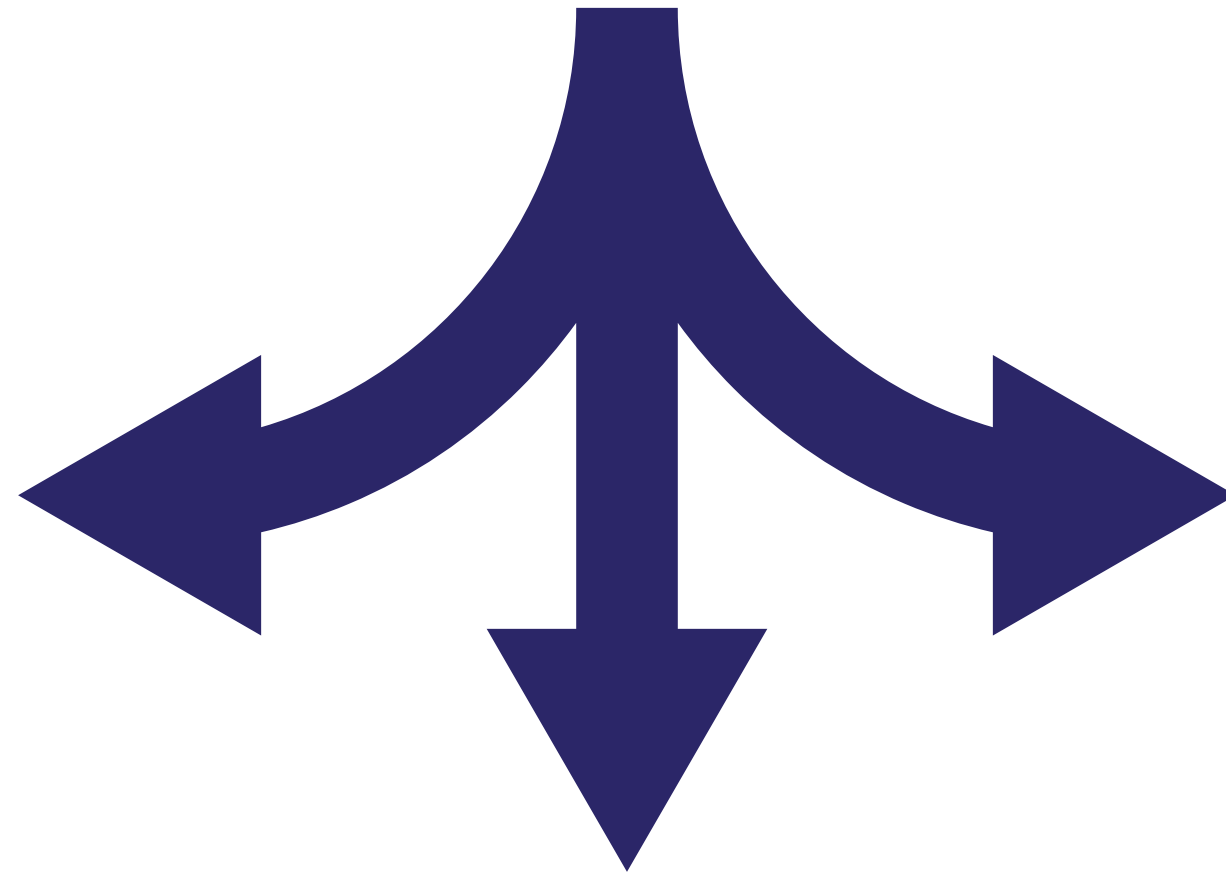
- National / International coaching access and reputation
- Educational content and channel reach
- Dedicated Pair.com server for SMTP and WordPress
- Coach Mark's unpaid leadership through full term
- \$10,000+ historical investment already made

International Swim  
Coaches Association

# Summary & Ask

- Platform is ready
- Team is aligned
- Mission is clear
- Let's talk. When is a good time?

# Deal Flow Pathways



**New Outcomes, 1,000 New Sub-Accounts, Micro Offers  
& External Apps**