



The Situation:

To all the parents out there with sons and daughters playing sports, there is the fundamental set of questions we face regarding health, enjoyment, whether they are getting better, learning from their experiences, knowledge, and development. From the athlete's perspective, they want to play to their best capability, compete and have fun. If a high school athlete is considering a sports scholarship, there's the added complexity of their school of choice and being recognized. Every athlete and their circumstances are unique but there's great commonality in trying to find clarity to answers about performance improvement -

What's my current level?

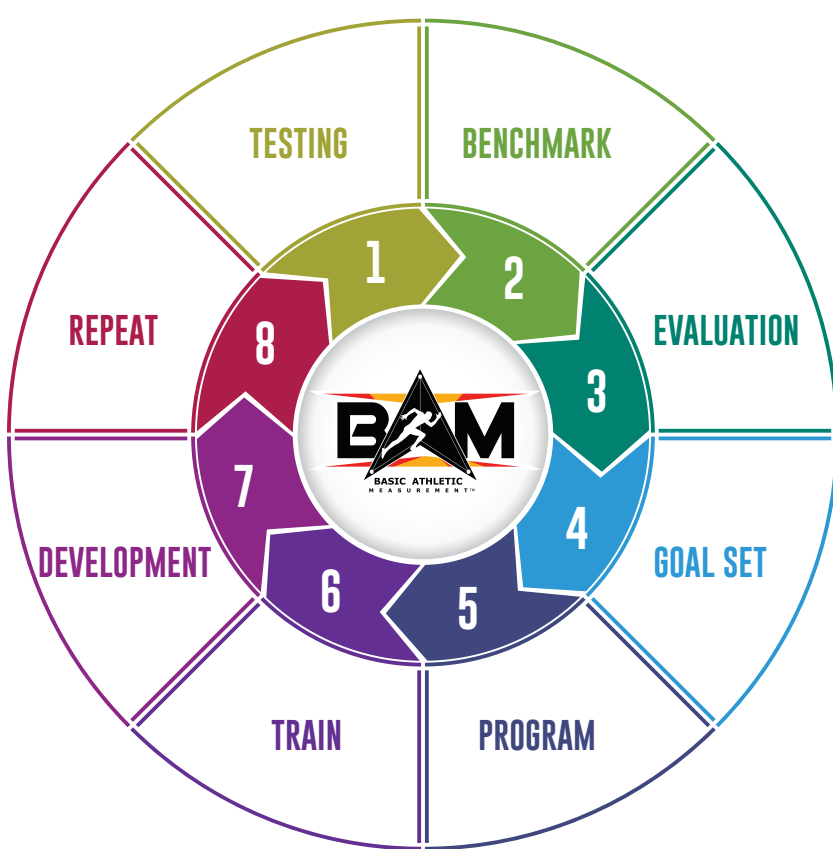
What's my goal three months from now, next year or next season?

Answering these are fundamental at every level of play from junior high to professional, and for every sport. This is the ultimate validation of a players' commitment to athletic excellence.

Making the grade and the cut:

Fundamentally, athletic development should be about prescribed incremental quantified repetition. Determine a benchmark, where you are today, set a goal of where you want to be, build a plan to get there. Then evaluate the results, adjust the goals and plans and continue forward. The diagram below represents the path to measurable improvement.

Successful athletic improvement should focus on the fundamentals of speed, agility, power, and reaction. Athletic improvements rely on a solid foundation.



Test/Benchmark/Evaluation --
Know where you are

Goals set -- Know what
improvement is needed

Program/Train/Development

Test/Benchmark/Evaluation--
Know where you are at now

High school athletes face extreme competition today being selected for a college team, as well as being considered for a college scholarship. Academic plus athletic achievements can create a winning combination but the odds of winning an athletic scholarship are miniscule, according to nationally recognized higher

education speaker and author, Lynn O'Shaughnessy. In her best seller, *The College Solution*, O'Shaughnessy notes that "about 2% of high school seniors win sports scholarships every year at NCAA institutions." Additionally, student competition and college assistance are influenced by an evaluation of "passion, commitment, talent and drive" as nearly one-half million student-athletes compete annually for schools affiliated with the NCAA, NAIA and the NJCAA, as cited by collegescholarships.org.

No matter the academic goals, facing this challenge can be immense, but with preparation, and a realistic plan and process for improving athletic performance, your student-athletes can discover a unique "Athletic GPS do we want to use APS (athletic positioning system) " that can guide them to top athletic development.

The Solution: Basic Athletic Measurement

To help athletes prepare for this competitive environment, there is now a standardized athletic assessment to establish a performance baseline and a set of goals based on the baseline measurements. **Basic Athletic Measurement** provides athletes at every level of competition for every sport with this. The baseline is set by the BAMScore. This measure gives athlete, parent, and coach a common metric for overall athletic performance. This is the benchmark. The BAMScore is accompanied by the Improvement Gap for goal setting.

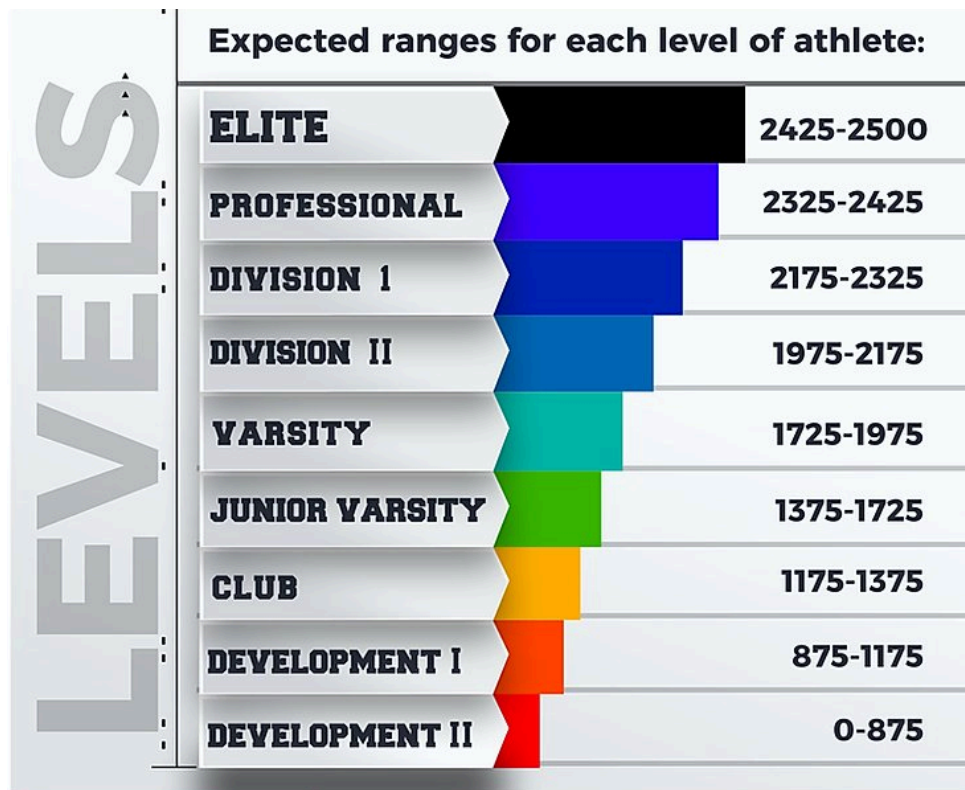
The Process:

Traditional assessment has relied on stop watches, manual data collection and non-standardized testing protocols. Due to bias and inconsistency, comparing and benchmarking an athlete's performance has been a subjective measure. Because of this, making a consistent benchmark for every athlete has not been possible. Building an individualized goal based on biased data results in sub-par training and negatively affects player performance. Basic Athletic Measurement developed and perfected a process and technology that addresses these issues and gives the athlete the competitive edge they need for success:

- **BAMScore:** Basic Athletic Measurement's proprietary index delivers standardized scoring for all athletes.
- **Integrity:** Unbiased 3rd party assessment. Our sole objective is standardized athletic assessment and reporting. We do not recruit, sell product, or training.
- **Proprietary laser gate technology:** BAM has removed bias from manual data collection and stop watches. All data is validated by a proprietary quality algorithm as part of the BAMScore creation. BAM provides the most accurate athletic testing technology available.
- **Applicable to every sport, and to both male and female athletes.**

Athletes receive a BAMScore and Improvement Gap goals when they attend a Basic Athletic Measurement certified event. The certified event follows a prescribed proprietary process to ensure accurate measurements while capturing the athletes' peak performance capability. Each sport has a specific set of protocols but all generate a comparable, standardized BAMScore. Only results from a certified event are used for calculating the BAMScore and goals. After attending the certified event, each athlete receives a report with their BAMScore and goals.

Now let's focus on the BAMScore ranges below. These ranges are the expected BAMScores for the level of play. As BAMScore is applicable to all sports and gender, so are the ranges. The ranges are based on a decade of classifying athletes.



BAMScore

Example:

For comparison, here is a report for a high school junior playing varsity football in Texas. The BAMScore puts the athlete in the middle of varsity level with a BAMScore of 1903.

Figure 1 Football Example

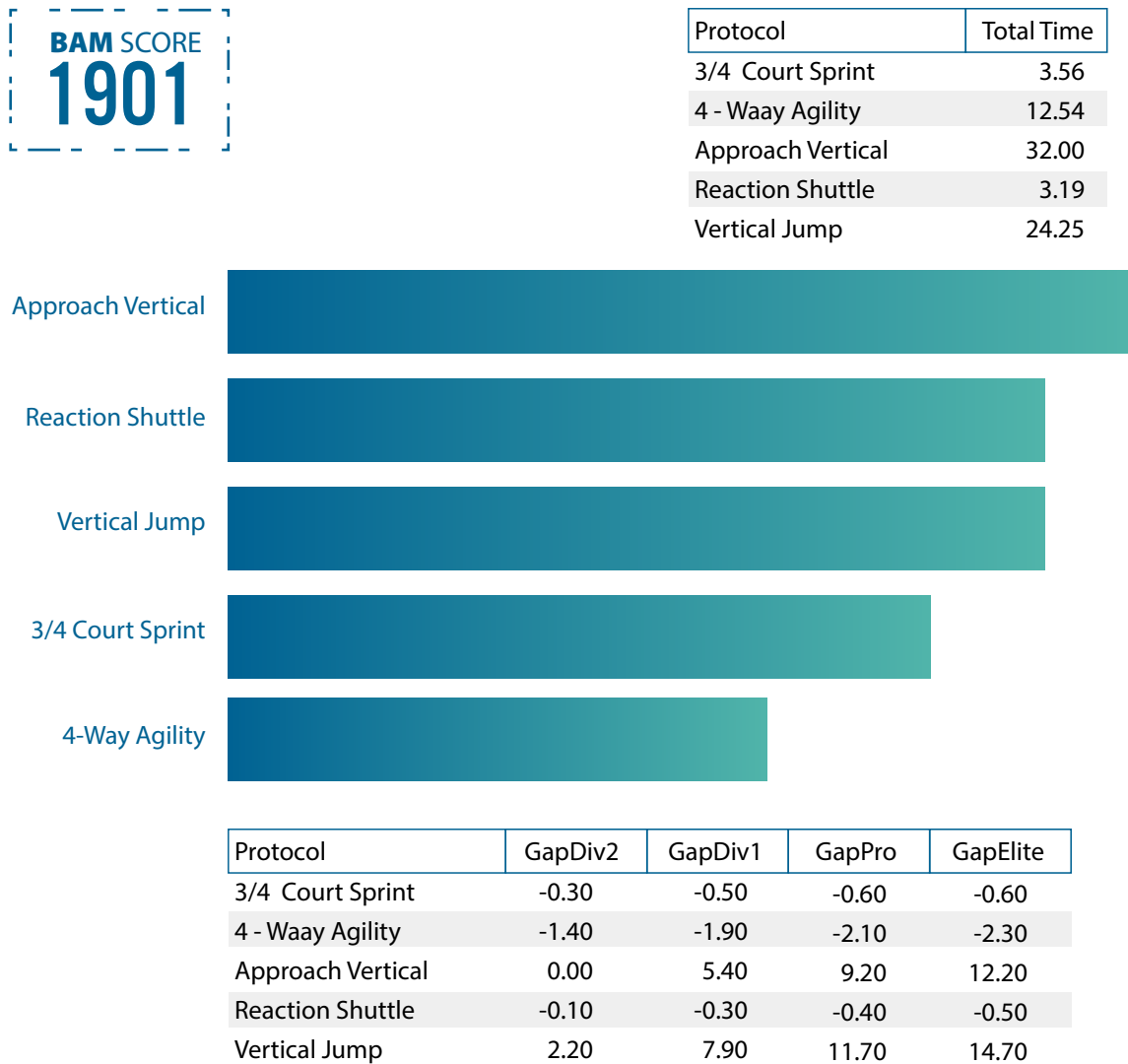
BAM SCORE
1903

Protocol	Units	Measure
Broad Jump	IN	104.50
Forty Yard Sprint	SEC	4.77
Pro-agility	SEC	4.60
Three Cone	SEC	7.52
Vertical Jump	IN	26.00



Here is another BAMScore for a high school junior playing varsity basketball in Michigan.

Figure 2 Basketball Example



His BAMScore is 1901. Both athletes have comparable overall athletic performance levels, while each completed sport-specific protocols.

Improvement Gap Example:

Protocol	GapDiv2	GapDiv1	GapPro	GapElite
3/4 Court Sprint	-0.30	-0.50	-0.60	-0.60
4 - Waay Agility	-1.40	-1.90	-2.10	-2.30
Approach Vertical	0.00	5.40	9.20	12.20
Reaction Shuttle	-0.10	-0.30	-0.40	-0.50
Vertical Jump	2.20	7.90	11.70	14.70

Goals are set using the Improvement Gap. Now to focus on the basketball player's goal setting. This is the Michigan high school junior with a BAMScores of 1901. The Improvement Gap is in the lower right box of the sample report.

This athlete is interested in playing at an NCAA Division II university where he is interested in their engineering department and where his aunt was a graduate. To perform at the Division II level, Basic Athletic Measurement typically sees athletes with BAMScores in the 1975-2175 range. The athlete will need cumulative improvements that move his BAMScores from 1901 to +1975; ideally in the 2000's range. We provide him with the specific improvement outcomes needed.

Every athlete, no matter the level of play has strengths and weaknesses. Goal setting with tangible, accurate measurements lets the athlete focus on the weaknesses while maintaining the

For this athlete to be solidly in the Division II range, he needs to reduce his sprint by .3 seconds, lane agility (4-way) by 1.40 seconds, and reaction shuttle by .1 second. For his vertical measures, his approach jump is at a Division II level now but needs to increase his standing vertical jump by nearly two and a quarter inches (2.20 inches). Typically, an athlete's approach will be higher than the vertical result. The athlete might have had a couple of bad jumps or needs to work standing jump mechanics and leg strength.

His coaches can now modify his training regime to specifically impact power, speed agility, balance, and reaction to drive toward these improvements. He has specific goals to drive for a BAMScores in the 2000 range; he will re-test when he attends another certified BAM event next year as a senior.

For the athlete and coach, these specific standardized tables offer actionable, specific and easy to understand data that will set the stage for day-to-day coaching and subsequent performance improvement.

Behind the BAMScores:

Founded by Brett Brungardt and Martin Haase, Basic Athletic Measurement (BAM) addresses a fundamental issue that impacts all sports -- *accurate* athletic assessment through a consistent, non-biased and proprietary methodology. Pairing their unique combination of skills and passion, Brett and Martin created Basic Athletic Measurement based on a mix of both art and science. Brett is a strength and conditioning coach with thirty years' experience

working with the Dallas Mavericks, men's and women's basketball teams at the University of Washington and with two professional teams in the Chinese Basketball Association (CBA). Martin has a background in software and statistics and brings many years consulting in application development, data warehousing and enterprise systems. Together, they are committed to motivating and inspiring student-athletes with the right technology and process to enhance each player's development. Basic Athletic Measurement's clients include the NBA, top tier NCAA Division teams from all Power Five Conferences, international and elite programs, and high school and regional athletic programs. For more than a decade, Basic Athletic Measurement has compiled the most extensive athletic database for youth, college, and professional athletes.

We educate champions! We strive to improve every athlete's performance and gain the edge in athletic competition.

If interested in hosting a certified event in your area, want more information about our franchise opportunities, or just have questions about the BAMScore, Improvement Gap and our service, visit our site at bamtesting.com.

