Today, coaches from colleges, travel teams, and even high schools are looking for students to recruit for their sport teams. Recruitment can be stressful, especially when coaches are looking for top athletes to join their team. Imagine an app that will reduce that stress from all sport coaches, the Virtual Recruiter Application. The Virtual Recruiter Application for the iTunes app store gives a list of players across the country or even abroad and a description of that specific player. The app is free to use, but once a coach contacts a player through the application or ends up officially recruiting a player, they have to pay a fee.

 Virtual Recruiter is an innovative recruiting application that allows coaches from all levels to seek out players that they never would have been able to do without this application. Players from all over, who play variety of sports, can register for free. Through their registration, they will input their basic information and the sports they are playing and the sports they are looking to continue after college. Players will list their stats and awards, and put up pictures and videos of games or practices. Coaches will register as well to be able to use this application. Coaches will make a profile that would state basic information, the team and sports they coach, and specific requirements of the types of players they are looking to recruit. Both coaches and players can review each other’s profiles, but only coaches, if interested, will be able to click on the contact information to get in touch with one another. In addition, coaches have the option to apply for the coaches CRM (customer relationship management) subscription. With the CRM functionality, the application will manage the leads, prospects, and keep track of players until they officially sign on. A coach can filter through players and decide who they have interest in and want to schedule phone calls or go see the player’s game. Once they complete this process and subscribe to the Coaches CRM subscription, the application will manage all the transfers of communication between coaches and players, and also set up times for phone calls and dates for coaches to see players games based off the coach’s schedule and preference.

 Though the application is free to use for both players and coaches, revenues will come from fees and the Coaches CRM subscription. There will be a flat fee every time a coach uses the Virtual Recruiter Application to contact players for recruitment. In addition, coaches will have an option to subscribe for the Coaches CRM subscription. The primary revenue stream will come from our subscriptions because the coaches choose the option to use this application to mange the contact between the players and coaches, and for the application to follow up on players until they sign off on their contracts. Our main issues are the rules under NCAA regarding athletes. To manage this issue, we will hire a lawyer to inform us and go over our contract to make sure the application abides by the rules.