



EMPLOYEE HANDBOOK GUIDE

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SCS BACKGROUND SUMMARY: SideCoach Sports was founded in November 2022 by brothers Luke Carrell and Zach Carrell. At the time, Luke was a sophomore at the University of Oklahoma playing Division I baseball, while Zach was a first-year MBA student at Baylor University. Both were looking for a way to earn income but were unable to hold traditional college jobs due to the demanding schedules of academics and athletics. They began offering private baseball lessons and quickly realized how willing parents were to pay for high-quality, one-on-one coaching from college athletes. This led them to ask a critical question: Why weren't more college athletes doing this?

The answer was clear, there were too many barriers. Athletes lacked an easy way to connect with parents, manage scheduling, handle payments, and communicate professionally. Recognizing this gap, Luke and Zach partnered to build a solution that removed these obstacles. That solution became SideCoach Sports.

WHAT WE ARE

SideCoach Sports is a technology platform that connects college athletes with youth athletes for private lessons, powered by university software that manages camps and captures the data that fuels the private-lesson ecosystem.

MISSION

1

Expand Access to Elite Coaching

- Empower college athletes to monetize their expertise through private lessons and camps
- Give youth athletes and families direct access to high-quality, trusted coaching
- Remove barriers around scheduling, payments, and communication for both sides

2

Build Leading Youth Sports Tech.

- Deliver best-in-class software for universities, coaches, and families
- Power camps, private lessons, scheduling, payments, and communication in one system
- Create the most comprehensive and trusted youth sports data ecosystem in the country

3

Create Long-Term Impact

- Foster a values-driven culture centered on integrity, accountability, and mentorship
- Use data and technology to improve outcomes across youth sports
- Establish a transparent, safe, and reliable platform for families, athletes, and universities

WHAT SCS HAS BUILT

Athlete-First Mobile App for Managing Private Lessons

Scalable Camp Mgt. Software for Universities

Sports Engine: Scalable Camp platform for Universities

Network: Connected Ecosystem with Built-In Network Effects

CURRENT STATUS

1

2 years of operating runway

2

600+ users signed up, generating \$50K in lessons

3

Fully built platform across mobile, web, and software

4

University partnerships validating demand for Tech.

FOUNDERS/INVESTOR



Luke Carrell

CO-Founder & CEO

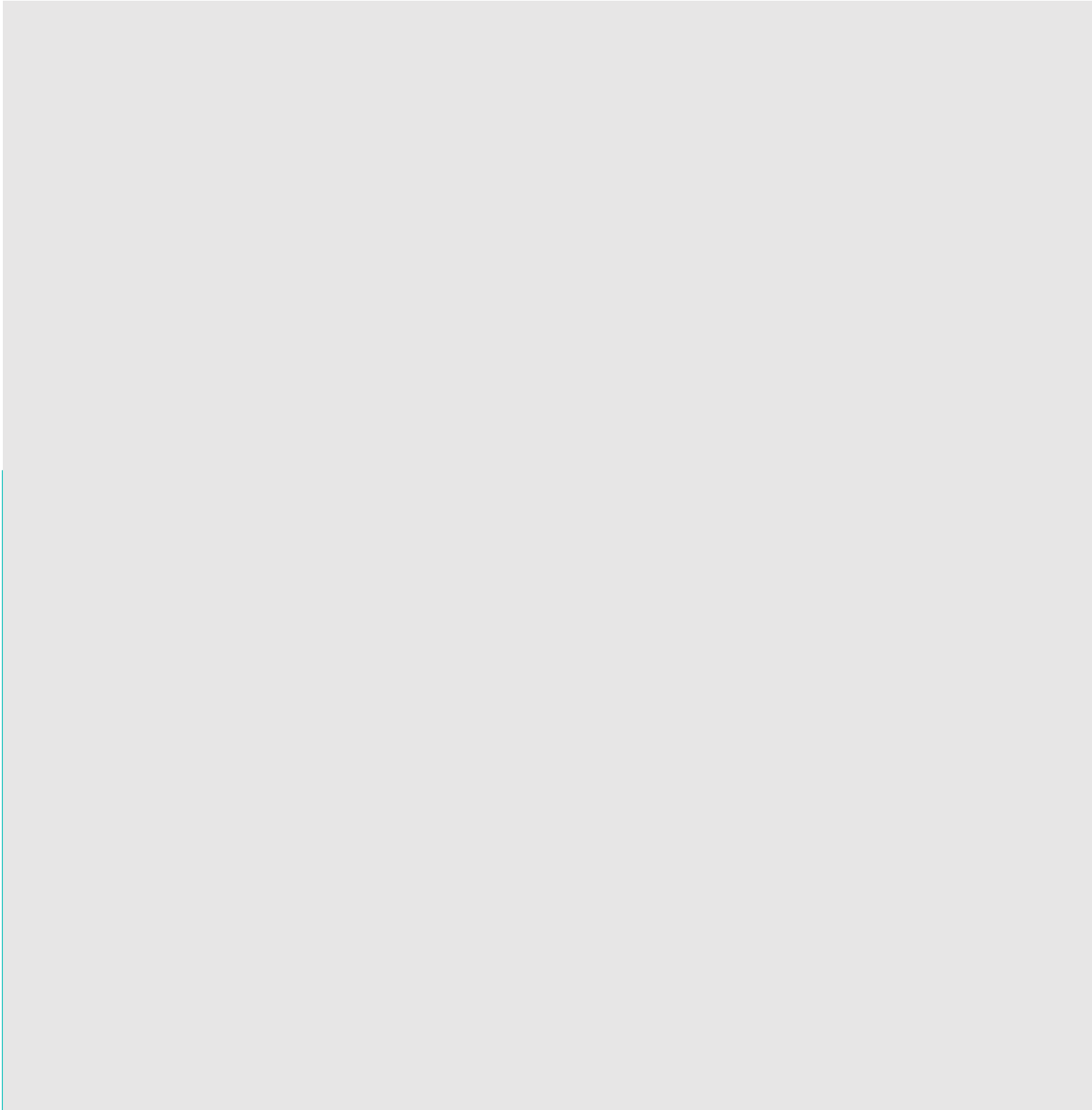
Luke Carrell is the Co-Founder and CEO of SideCoach Sports. He is a former Division I baseball pitcher who played at both the University of Oklahoma and The Ohio State University and was part of Oklahoma's 2022 College World Series team. Luke is an MBA graduate of The Ohio State University and founded SideCoach after identifying a gap in how college athletes offer and manage private coaching. He brings experience in private equity and M&A advisory to the company's strategic and financial leadership. Originally from California, Luke enjoys golf, fishing, and hunting outside of building SideCoach Sports.



Zach Carrell

CO-Founder & COO

Zach Carrell is the Co-Founder and COO of SideCoach Sports. He is a former Division I baseball player who played at the University of Oklahoma and UC Davis and was part of Oklahoma's 2022 College World Series team. Zach earned his MBA from Baylor University, and holds a BA in Economics from the University of Oklahoma. He brings experience from Bank of America in global operations and capacity planning and leads SideCoach's operations, analytics, and technical execution. Outside of SideCoach Sports, Zach enjoys golfing, hunting, and creative craft projects.



7 CORE PRINCIPLES

1

Honesty:

Be honest with yourself and with others. Transparency drives progress. We learn, improve, and raise the standard by acknowledging mistakes and taking responsibility. “successful people learn from their mistakes; truly exceptional people learn from the mistakes of others.”

2

Customer Obsession:

SideCoach Sports exists to serve youth athletes, college athletes, and university sports programs. Every decision we make starts with them, what they need, what works for them, and how we build a reliable, sustainable product that delivers long-term value.

3

Build What Matters:

Time, energy, and attention are limited. We focus them on the work that matters most and drives the greatest impact. Every day brings new tasks and decisions; when priorities compete, we return to, does this work meaningfully move the company forward?

4

Think Ahead:

Meaningful success is never immediate. We make decisions through a long-term lens, prioritizing actions that strengthen the company over time. If something does not create durable value, we do not pursue it.

5

Relentless Learning:

We continuously improve as individuals and as a company. As customer needs evolve, so must our product, technology, and strategy. We stay curious, keep learning, and never become complacent.

6

High Standards, No Excuses:

We expect best effort from everyone at SideCoach Sports. When outcomes fall short, we take ownership, are honest about where we missed, and work together to solve the problem.

7

Think Big, Start Small:

We pursue bold ideas while staying grounded in practical execution. Progress comes from starting small, learning quickly, and building from there.

We expect every member of SideCoach Sports to uphold these seven core leadership principles. Together, they form the foundation of the company and define the standard by which we operate, grow, and scale.

**Built by founders Zach and Luke Carrell and inspired by the leadership philosophies of Elon Musk, Jeff Bezos, Brian Chesky, Travis Kalanick, and Jensen Huang.*

WHO SCS SERVES

SideCoach Sports exists to serve youth athletes/parents, college athletes and university sports programs. Every decision we make is guided by their needs and our commitment to building the best possible product for them.

CUSTOMER SEGMENTS

Youth Athletes/Parents	What They Need: Access to high-quality coaching, trust, safety, reliability, clear scheduling and communication. How we Serve Them: Connect them with college athletes for private lessons, provide simple scheduling, communication, payment tools, and a reliable experience parents can trust. What Success Looks Like: Youth athletes improve and enjoy the process, parents feel confident, informed, supported, and lessons are easy to book/ attend. What We Optimize For: - Ease of use - Trust and reliability - Clear communication
College Athletes	What They Need: Income, flexible scheduling around academics and training, simple tools to manage lessons and clients, access to youth athletes. How we Serve Them: Provide a platform to offer private lessons with access to youth athletes, handle scheduling, payments, and communication. What Success Looks Like: Athletes earn meaningful income, they spend time coaching, not managing logistics, they build a strong reliable client list. What We Optimize For: - Flexibility - Time savings - Fairness and transparency
University Sport Programs	What They Need: Operational efficiency, scalable tools for camps and events, technology that save coaches time. How we Serve Them: Provide camp websites, registration, and scheduling tools, automate complex tasks like lineup cards and session planning, reduce administrative burden on coaches and staff What Success Looks Like: Coaches save time and reduce errors, camps run smooth and professionally, programs can scale without adding staff. What We Optimize For: - Reliability - Operational efficiency - Time Saver

OPERATING PRINCIPLES & DECISION-MAKING FRAMEWORK

This framework defines how decisions are made at SideCoach Sports. It ensures we move quickly, stay aligned with our leadership principles, and make choices that strengthen the company over the long term.

DECISION TREE



FINAL DECISION CHECK

- ✓ **Serves the Customers**
- ✓ **Focuses on what matters most**
- ✓ **Strengthens the long-term outcome**
- ✓ **Supported by data and clear thinking**

GOAL

This framework is designed to help SideCoach Sports make timely, data-driven decisions that strengthen the company over the long term. Not every decision will be perfect, but each one is made with clear intent and disciplined thinking.

**As a startup, SideCoach Sports prioritizes speed, clear decision-making, and disciplined execution to reduce errors.*

OVERVIEW

This framework guides what to work on, when to work on it, and what not to do. All work must drive measurable impact – revenue, product quality, customer experience, risk reduction, or core operations. Prioritization is a core expectation at SideCoach Sports and a shared responsibility.

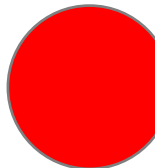
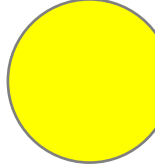
1 WEEKLY OBJECTIVE DEFINITION

Establish three goal types, daily, weekly, and long-term goals tied directly to company-level priorities. Each goal must map to one of: Revenue, Product, Customer, Risk, or Operations. Eliminate goals that do not move a measurable outcome.

2 TASK URGENCY CLASSIFICATION

Break each weekly goal into concrete tasks. Assign each task a due date & urgency

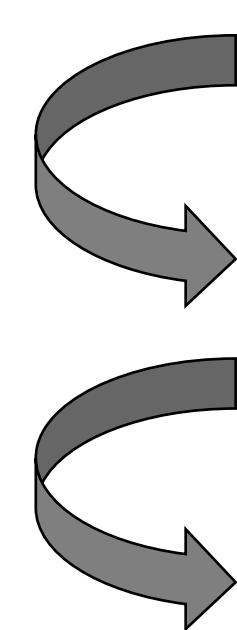
Urgency Scale:

-  **Critical:** blocks others or impacts revenue/risk
-  **Important:** material impact, not time-sensitive
-  **Maintenance:** required but low leverage

3 TIME ALLOCATION DISCIPLINE

- 1 Plan work before starting it – end each day with tomorrow's tasks defined
- 2 Block calendar daily: High-cognition work first, then Batch low-effort tasks
- 3 No reactive work during deep-focus blocks unless revenue or customer risk applies

4 EXECUTION RULES



- Start with the highest-impact task available**
- Finish tasks fully before switching**
- Avoid partial progress unless dependency-bound**

5 STUCK PROTOCOLS

When Stuck on a Project/task:

- Step away briefly to reset cognition and come back with a fresh mindset
- If blocked after reset, escalate early to a teammate with context

**Do not remain blocked in isolation for extended periods.*

6 COMPLETION CHECK

-  Confirm all committed tasks are complete or consciously deferred
-  Update task status transparently for yourself and others
-  No silent slippage—deadlines must be met or explicitly re-communicated.

7 EXCESS CAPACITY RULE

When primary tasks are complete:

- Support a bottlenecked function
- Learn adjacent business areas
- Improve documentation, systems, or processes

8 SUMMARY

- ★ **Prioritize impact over activity**
- ★ **Plan deliberately and execute with discipline**
- ★ **Communicate early and finish cleanly**

EXPECTATIONS (NON – NEGOTIABLES)

SideCoach Sports is an early-stage company. We move fast, operate with urgency, and hold ourselves to a high standard. Every employee is expected to take ownership of their work, contribute meaningfully, and act in the best interest of the company and our customers.

1 COMMITMENT

Success at SideCoach Sports requires complete alignment with our mission and goals, along with the discipline and flexibility to make short-term trade-offs in service of long-term impact.

Work Structure & Commitment:

- ✓ Exempt, salaried position with responsibilities determined by business needs rather than set hours
- ✓ Full-time commitment with schedule flexibility as required to meet role objectives
- ✓ Full-time, in-office role with flexibility to support business needs outside of standard hours when necessary.

2 WHAT THIS IS NOT

- ✗ A company to check the box or coast
- ✗ Operates like a traditional 9–5 job
- ✗ A role to avoid ownership or accountability

Every member of the team is vital to the company's success; there can be no weak links. SCS thrives on diverse perspectives, strong collaboration, and individuals who consistently operate at a high level.

3 OWNERSHIP & ACCOUNTABILITY

- Own outcomes, not just assigned tasks or inputs
- Take responsibility for results end-to-end
- Raise issues early, there should never be surprises
- Surface risks, blockers, and mistakes as soon as they appear
- When something goes wrong, focus on solutions and learning, not blame
- Accountability means being dependable, prepared, and responsive

4 COLLABORATION & TRANSPARENCY

- We operate as one team with shared goals
- Collaboration across teams is expected
- Open communication is required, especially when priorities, timelines, or assumptions change
- Disagreements should be raised respectfully and resolved through data and discussion
- Once a decision is made, we align and execute together

5 HONESTY & INTEGRITY

SideCoach Sports values honesty and transparency at every level. We expect open communication, ownership of mistakes, and truthful feedback – internally and externally. Everyone should know where they stand, what they do well, and where they can improve. This is a two-way commitment built on trust, respect, and accountability.

3 GOAL

SideCoach Sports is committed to building a collaborative and enjoyable work environment where people can be themselves. We also hold ourselves to a high standard and expect consistent effort, discipline, and growth—both individually and as a team.

OVERVIEW

Success at SideCoach Sports is driven by consistent effort, curiosity, and a willingness to fully engage in the work. We expect individuals to learn quickly, immerse themselves in each situation, and take thoughtful risks without fear of failure.

1 CUSTOMER & INDUSTRY IMMERSION

Success at SideCoach Sports starts with staying close to the people we serve and the ecosystem we operate in.

We expect employees to:

- Understand the needs of youth athletes and their parents
- Stay informed about the realities and incentives facing college athletes
- Learn how university sports programs operate day-to-day

2 SPEED VS. QUALITY

We value speed, but never at the expense of trust or reliability.

1 INTERNAL: Substance Over Presentation

Example

- **Internal emails:** The purpose and clarity of the message matter more than formatting or stylistic refinement.
- **Data & analysis:** Accuracy, logic, and completeness take precedence over visual design or presentation aesthetics.
- **Time-constrained work:** When time is limited, substance and accuracy must remain uncompromised. Presentation and formatting may be simplified to meet deadlines.

2 Client-Facing Work: Highest Possible

Example

- **External communications:** Emails, documents, and deliverables must be clear, precise, and professionally formatted.
- **Data & reporting:** All figures, conclusions, and recommendations must be thoroughly vetted and presented cleanly.
- **Time-constrained work:** Even under tight deadlines, quality, accuracy, presentation, and formatting do not diminish. External work is only delivered when it meets our full standard.

3 WHAT SUCCESS LOOKS LIKE (WEEK TO WEEK)

Week to Week:

- Show up with a positive attitude and a growth mindset everyday
- Put in the extra effort and move meaningful work
- Improve the experience for customers and internal teams
- Identify problems early and propose solutions

4 GROWTH, EFFORT & LEARNING

**We expect best effort and continuous improvement from everyone.*

- 1 You are encouraged to try new approaches and push beyond comfort
- 2 Failure is acceptable when paired with ownership, reflection, and learning
- 3 Staying comfortable or complacent is not acceptable

5 JUDGMENT & DECISION-MAKING

Strong judgment is one of the most important skills at SideCoach Sports.

We expect employees to:

- Understanding context before acting, don't just go in blind
- Asking the right questions when information is incomplete
- Balancing short-term needs with long-term impact
- Making decisions and adjusting quickly when new information emerges

6 SUMMARY

- 1 Stay close to the customer and the industry
- 2 Move with urgency while protecting trust and reliability
- 3 Take ownership and follow through
- 4 Focus on high-impact work and continuous progress
- 5 Learn, adapt, and push beyond comfort