



PRE-SEED · OCTOBER 2026

A Founder's Brief

The AI-native development platform connecting youth basketball players, parents, and coaches.

Jared Holsing, Founder Loudoun County, VA



A NOTE BEFORE YOU BEGIN

To the first ones on the trail

Every cairn starts with a few stones that someone chose to set down before anyone else came along. This brief is for the people who place those first stones: **early investors and strategic advisors** who see a path before it's well-worn.

I built Stonepile because I watched my son's basketball journey scatter across trainers, teams, apps, and seasons, with no single record of how far he'd come or what to do next. Families are spending more than ever, and they still can't see what it's building.

What follows is the story, the product as it runs today, the plan for our first 1,000 players, and what it will take to get there. I'd value your eyes on all of it.

Jared Holsing

Founder, Stonepile · Lovettsville, VA



FOUR WAYS TO HELP

01 Invest

Join the \$250K pre-seed round that funds 12 months to 1,000 players.

02 Introduce

Open a door to an investor, angel group, or club leader who should see this.

03 Advise

Take an advisor or board seat and shape how the company grows.

04 Mentor

Pressure-test the plan. Honest feedback now is worth a great deal.



Markers for the journey

On a mountain trail, a cairn is a pile of stones that hikers build for whoever comes next. No single stone does much. Together they mark the way.

A young player's development works the same way. A good practice, a coach's note, a new vertical, a highlight clip. Each one is small. Kept together over years, they show where a player has been and where to go next.

Stonepile is that pile of stones. It's one record that belongs to the player, built over many seasons, with the people around them adding to it.

BRAND STRATEGY

We rejected overused, forgettable sports and tech words for a bold name with immediate gravity, anchoring the brand to an ancient human practice, to build a category-defining platform that is rich with storytelling potential.



Built by many, for the next traveler.

A player's development is scattered across people, apps, and seasons

Over a decade of development, players, families, and coaches move through a fragmented, expensive ecosystem with no trusted way to connect progress, evidence, relationships, opportunities, and next steps.



Families have a lack of clarity on the ROI of their sports spending.

\$1,016

+46% since 2019

Average spent by a U.S. family on a child's primary sport in 2024.

Aspen Institute, Project Play

Four layers, one pile

Each player builds in four ways over the years. AI reads the whole pile and points to one next step.

01

Profile

Who the player is: age, position, body, and the path they choose. That might be a D1 roster, varsity, or a lifelong love of the game.

02

Progress

Every stone counts. Workouts, coach feedback, and milestones are saved as evidence, so growth is visible season over season.

03

Performance Portfolio

What's measured: stats, film, and physical tests, read against basketball benchmarks for the player's age and goals.

04

One record that follows the player across teams and seasons. The player controls who sees it and can export a one-page PDF.



What's Next: one suggested step, drawn only from what the player has actually saved.

One personal portfolio, with a clear next step

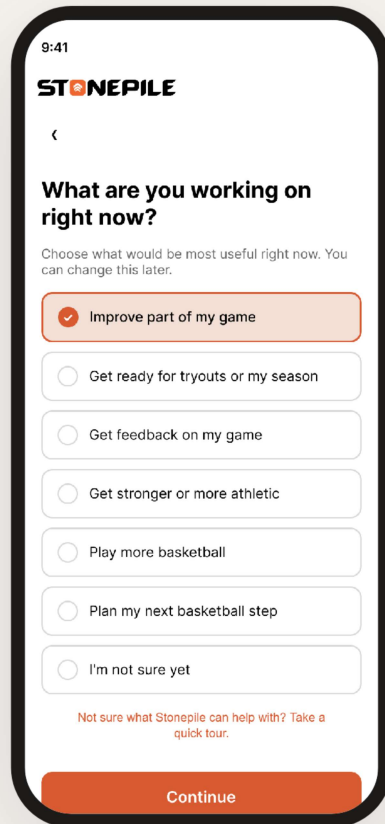


See it on your phone

Live on TestFlight

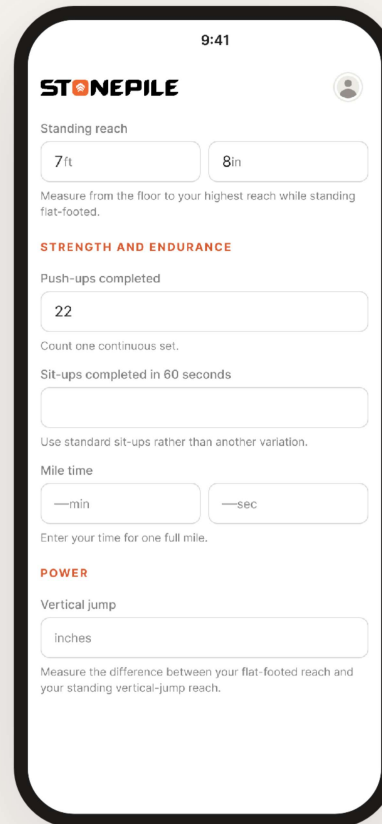
Ages 13+ • 12 modules

stakdays.com



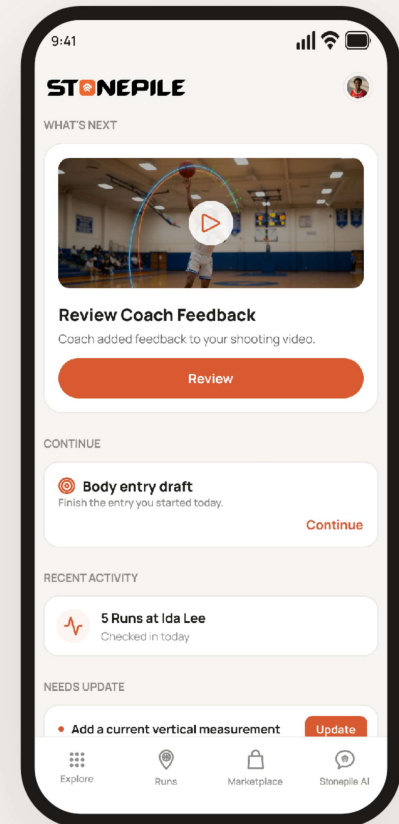
01 Set a focus

Seven starting points. "Not sure yet" still gets a real first step.



02 Add evidence

12 modules, from film and stats to body and mindset. Partial is fine.



03 See What's Next

One suggested step, grounded only in what's been saved.

AI guidance grounded in the player's own evidence

LIVE TODAY

What's Next

Responsive

- Suggests one next step from what's actually been saved
- A thin record gets one real first action, not a guess
- Bottlenecks appear only when evidence supports them

IN DEVELOPMENT

Nudge

Proactive

- Reviews the full portfolio against basketball benchmarks and the player's goals
- Proprietary reasoning method, held as a trade secret

IN RESEARCH

Computer vision

Measured

- Height and reach from a photo
- Vertical jump from video
- Shot tracking from self-filmed sessions

NUDGE MARKETPLACE

Light-touch, personalized recommendations fitted to each player's path

Basketballs

Shoes

Socks

Ankle braces

Shooting sleeves

Camps & clinics

Coaching authority stays with the people around the player.

Today's tools either run the organization or cover one slice of the player

PRODUCT	BUILT AROUND	CORE JOB	RECORD FOLLOWS THE PLAYER
HomeCourt	Individual player	Shot tracking & drills	Skills only
GameChanger	Team	Scoring, stats, streaming	Tied to team
Hudl	Team & coaches	Film & analysis	Tied to team
Stack Sports, Demosphere	League & club	Registration & admin	No
Stonepile	Player & family	Development portfolio + next steps	Yes, across teams and seasons

Players can join on their own, or come in through a coach, team, or club that uses Stonepile.

Three market shifts make 2026 the moment to launch

2019 → 2024

Families are spending more

Per-child spending on a primary sport rose 46%. Families want to see what that investment is building.

April 2026

Youth privacy got stricter

Full compliance with the amended COPPA rule became mandatory. Apps built private-by-default start ahead of those retrofitting.

2025 → 2026

AI shrank the cost to build

A domain founder went from concept in October 2025 to a 12-module MVP on TestFlight with AI tools and self-funding.

Launch in Loudoun County, through local leagues, clubs, and schools

4,800 reachable Year-1 players, at minimum

Winter rec & community leagues	3,400
HS/MS players via spring AAU & club*	~1,300
Homeschool players	100
Incl. full school teams, after LCPS approval	~6,100

*~2,600 HS/MS players across 18 school pyramids; an estimated 50% reachable via spring clubs (founder estimate, not yet verified).

Winter rec & community

FIRST

WLBL · ELBL · AYBL · FSBL · CLBL · Nova Youth Hoops · GBA · i9 · Loudoun Homeschool

Spring AAU & academies

PRIORITY

Loudoun Basketball Academy (LBA) · D1SA · Virginia Elite · Team XL · Loudoun Flexx · Nova Cavs · Nova 94

Training, fall leagues & private schools

ALSO

Performance Edge · Next Level Basketball Training · Wakefield Fall League · Evergreen Christian, Fairfax Christian, Virginia Academy, Foxcroft, Cornerstone, Loudoun Day, Middleburg Academy, and others

1,000 players

Year-1 target, about 21% of reachable

20

organizational LOIs by Q4, without leaning on any one

\$0

paid acquisition; growth is relationship-led

Later

Loudoun County Public Schools, a medium-term goal

Expansion path Loudoun → DMV → Regional basketball → Other sports

Months of listening, led by a founder who has lived it

Over the past several months I've been in gyms, on calls, and in recorded interviews, testing the problem and the product with the people who live it every season.

Leaders of large AAU organizations and academies

Rec and community league boards and long-time coaches

State-champion high school coaches

High school varsity coaches

Strength, conditioning, and skills trainers

Fall league operators

Players and parents

Dozens

of in-depth conversations and recorded interviews

50–60

published feedback entries targeted by Sept 2027



Jared Holsing

Founder • Lovettsville, VA

LIVED IT

His son came up through Northern Virginia basketball, played varsity at Woodgrove HS, and now manages for a Division I men's program.

BACKGROUND

People & Culture Analyst at REI Systems, building workforce intelligence tools across 60+ contracts; earlier roles in education, HR, ministry, and sales.

TEAM PLAN

Full-time since August 2026, self-funded to date. A tech lead or technical co-founder joins, funded by this round.

Strong unit economics, built to scale.

About \$1 a year to serve each player, and a single marketplace purchase covers it several times over.

YEAR-1 REVENUE TEST

Families keep their current spending; a share of it routes through Stonepile.

Marketplace commission rate	5%
Average annual basket per buyer (shoes, balls, gear)	\$220
Users who buy in-app	15–30%
Commission revenue per user, per year	\$1.65–\$3.30
Modeled Year-1 commission	≈ \$1K

Year 1 proves the model, not the margin. At maturity: better-negotiated rates, higher-margin in-house offerings, and AI Nudge marketplace recommendations fitted to each player's path.

PER USER, PER YEAR

Cost

\$0.80–1.40

AI tokens, storage, media hosting

Revenue

\$1.65–3.30

5% commission on purchases

Net

~\$1.40

At midpoints, before fixed costs

\$4 commission on one \$80 basketball, more than a full year of that user's AI and storage cost.

Team and compliance (97% of spend) are fixed and don't scale with users, so they shrink as a share of cost as the user base grows.

Private by default, built for youth-privacy law

Private by default

Shared only through a connection or an explicit share.

Parent consent in build

Under-13 accounts, parent roles, and verifiable consent go live once compliant.

Age gate first

Birthday asked first. Under 13: no account, and no email, password, or birth date saved.

Moderation

Coach-marked accounts; reported comments go to a moderation queue.

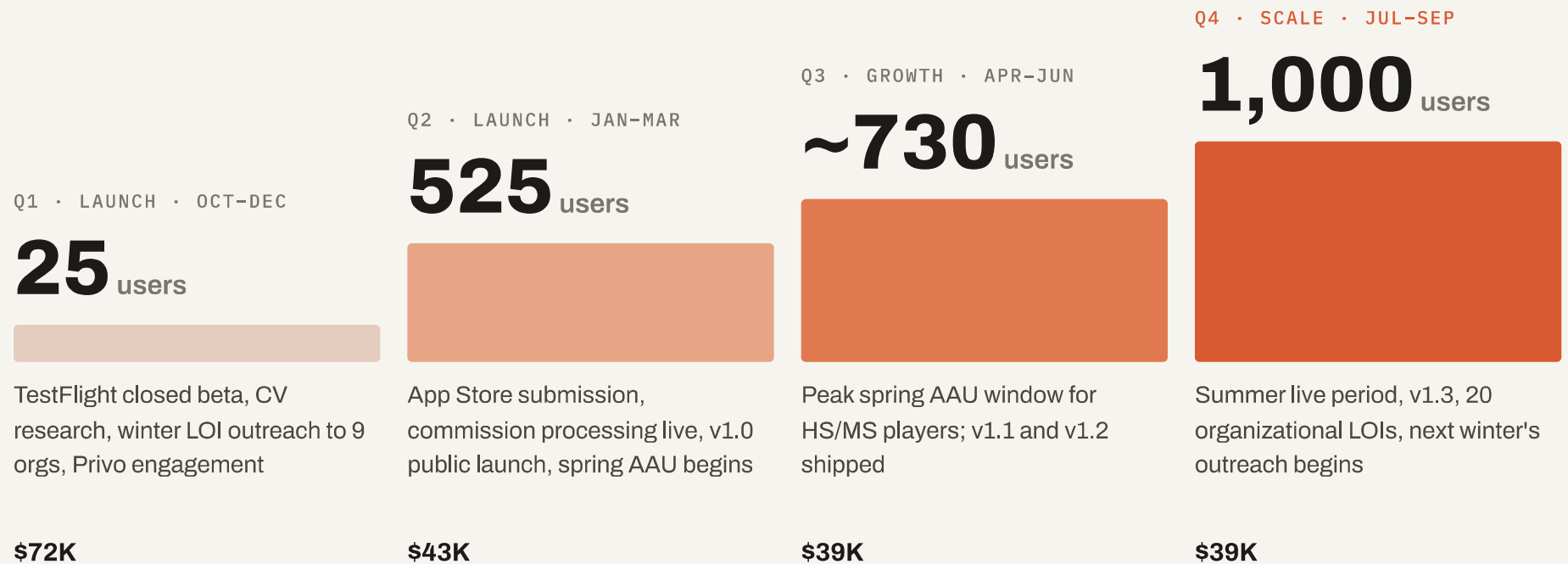
OUR MOAT • FUNDED BY THIS ROUND

COPPA-certified, as a moat

Privo's voluntary FTC safe-harbor certification, front-loaded in Q1. Competitors retrofitting for youth privacy must earn what we build in from day one, and it opens doors with clubs, parents, and later school districts.

\$43K compliance & legal budget, incl. Privo, legal, IP, and trademark

Twelve months to 1,000 players



TEAM

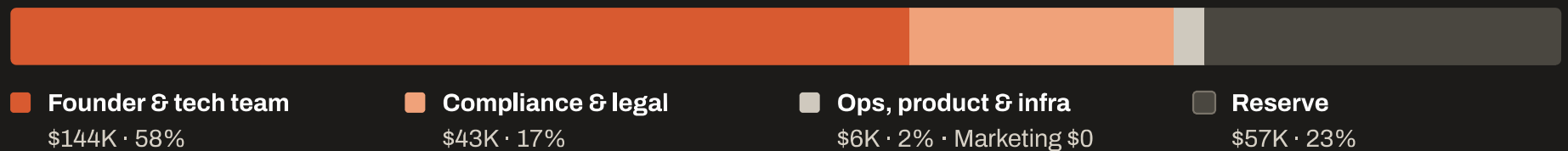
This round funds a dedicated **tech lead or technical co-founder** to build and scale the product alongside the founder.

Quarterly figures are scheduled spend; \$193K total over 12 months.

Raising \$250K to reach 1,000 players by September 2027 and prove the model

AMOUNT	RUNWAY	STRUCTURE
\$250K \$193K spend · \$57K reserve	12 mo October 2026 – September 2027	Milestone-gated, with quarterly investor reporting Proposed terms are summarized on the enclosed sheet.

USE OF FUNDS



Not every first supporter writes a check. An introduction, an advisor seat, or an honest hour of feedback each moves this forward.

Prospective funders



757 Collab

Its 757 Angels network funds early-stage companies across Virginia, and its accelerator readies founders for investors without taking equity.

ardent.

Ardent Venture Partners

Leads pre-seed rounds for AI-native companies building before their category exists.



Blu Ventures

A Vienna, VA investor with a dedicated pre-seed platform for Mid-Atlantic founders.



Bull City Venture Partners

Leads pre-seed and seed rounds for East Coast tech companies, often as the first institutional investor.



Charlottesville Angel Network

70+ Virginia angels writing \$100K–\$300K seed checks, with ed tech and consumer products already in the portfolio.



Columbia Capital

A Northern Virginia firm with three decades of backing category-defining technology companies.



Dingman Center Angels (UMD)

Mid-Atlantic angels who give preference to Virginia companies and write \$100K–\$250K into scalable early-stage ventures.



District Angels

A DMV angel syndicate that pools \$50K–\$200K per deal for founders building anywhere.



DMV Angel Group

A DC/MD/VA angel group that names digital media and consumer as a core sector and counts a sports-tech operator on its team.



DSG Ventures

Dick's Sporting Goods' fund invests pre-seed through Series B in athletes and their communities, and led a major youth sports deal in 2025.



Grotech Ventures

A Virginia-rooted VC backing high-potential tech outside Silicon Valley, including mobile software and digital media.



Hustle Fund

A pre-seed specialist that backs first-time and non-traditional founders, with a partner active in Loudoun's startup community.



IDEA Fund Partners

Backs pre-seed founders in underserved places from Baltimore to Atlanta, with AI and consumer among its sectors.



K Street Capital

A DC seed investor focused on tech in regulated markets, where COPPA compliance is a moat.



NBA Launchpad

Names youth basketball a priority area and pilots startups with NBA properties for national exposure.



New Dominion Angels

Mid-Atlantic angels investing at the seed stage in regional technology companies.



NextGen Venture Partners

A seed investor whose 1,800+ venture partners across the country can speed a national expansion.



Revolution / Rise of the Rest

Steve Case's DC-based seed fund backs founders building outside Silicon Valley, New York and Boston.



SBIR / STTR

Federal R&D grants, reauthorized through 2031, that fund high-risk early-stage technology such as AI computer vision.



SeventySix Capital

A sports-only VC that names youth participation in its investment thesis.



Valor Ventures

Leads seed rounds for AI startups in the South, and its Startup Runway arm gives pre-seed grants with no equity.



VentureSouth

550+ angels investing at pre-seed and seed in scalable East Coast ventures with early customer demand.



Virginia Innovation Partnership Corp. (VIPC)

Virginia's seed-stage investor, with a Launch Note of up to \$150K for early Virginia startups.



Washington DC ArchAngels

A 15-year DMV investor network whose president recently spoke to Loudoun founders.



Will Ventures

Published a youth sports investment thesis and backs youth sports platforms.

Local NBA player connections



Grant Hill

Hill Ventures

Rooted in NoVA, he values youth mentorship and responsibility, making him an ideal advisor or investor.



Kevin Durant

35V

35V aligns with the DMV roots, AI-proven portfolio and youth basketball focus, backed by Boardroom's nationwide distribution engine.



Jordan Miller

Glushon Sports Management (agent)

Provides hyper-local Purcellville validation, grassroots trust and authentic credibility as a current NBA rotation player.



Gheorghe Muresan

Giant Basketball

Wizards ambassadorship, international basketball ties and community passion provide strategic advisor value and local investor validation.

Twelve-month budget detail

CATEGORY	INCLUDES	BUDGET	SHARE
Founder & tech team*	Founder salary (LLC draw), part-time tech lead (cash + 4-yr equity cliff)	\$144,000	74.6%
Compliance & legal*	Privo COPPA certification, legal & IP, USPTO trademark filing	\$43,000	22.3%
Operations & admin	Entity and accounting admin, insurance	\$4,050	2.1%
Product & infrastructure	AI tokens, Supabase Pro, Cloudflare R2, design & brand	\$2,100	1.1%
Marketing & growth	Relationship-led B2B through rec and AAU orgs and events	\$0	0.0%
Total raise		\$250,000	
12-month scheduled spend		\$193,150	
Reserve: tech-lead transition, COPPA phasing		\$56,850	

*Fixed costs; do not scale with users. Modeled Year-1 commission (~\$1K) nets against burn and is excluded from this gross view.

Legal, IP, and entity status

Trademark

Rebranded from STAK after a September 2026 USPTO screen found crowded conflicts. No live STONEPILE marks found for sports technology; Class 9 and 42 filing planned after a formal clearance search.

IP protection

Founder IP assignment, contributor template, NDA, and trade-secret checklist drafted; signed at conversion.

Entity

STAK Athletics LLC (Virginia), converting to a Delaware C-corp by merger, with rename to follow. Founder vesting and option pool to be set.

Counsel

Dunlap Bennett & Ludwig for trademark clearance and Delaware conversion. QSBS eligibility to be confirmed professionally.

This brief is for discussion only and is not an offer to sell, or a solicitation of an offer to buy, any securities. Figures are founder estimates as of October 2026.



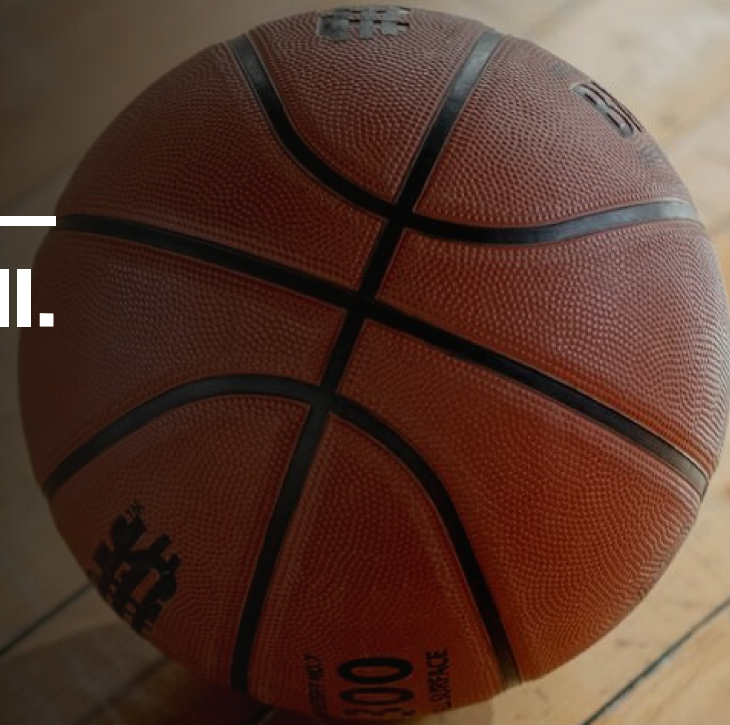
Let's build the modern platform for youth developmental sports—starting with basketball.

Jared Holsing, Founder

(703) 200-8937

jared@stakdays.com

stakdays.com



STONEPILE

Not an offer of securities. Founder estimates as of October 2026.