

DOTIQ

Better athletes.
Better people.

The free, daily app for athletes. Train the mind, track the work, and earn real rewards for showing up.

FOR ATHLETES AND PARENTS



THE GAP

You spend hours on your phone.
What if that time made
you better?

Training apps feel like homework. Social apps are built to capture attention. DOTIQ makes getting better the most rewarding thing on your phone.

WHAT DOTIQ IS

A free app that builds the athlete behind the game

You get a DOTIQ score built from four pillars. Everything in the app is designed to help you grow in one of them.

Discipline

Showing up the same way whether someone's watching or not.

Ownership

Owning your development. Taking responsibility rather than giving an excuse.

Toughness

Resilience under pressure. How fast you reset after failure — mentally, emotionally, and physically.

Sports IQ

Becoming a student of the game. Playing the game within the game.

Every coach already talks about these traits in the locker room. DOTIQ is built to **measure** them and help you grow them.

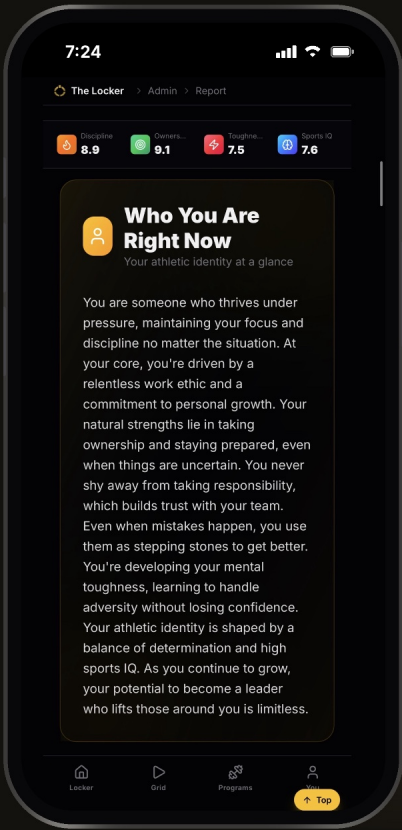
STEP 1: THE ASSESSMENT

It starts with knowing **who you are**

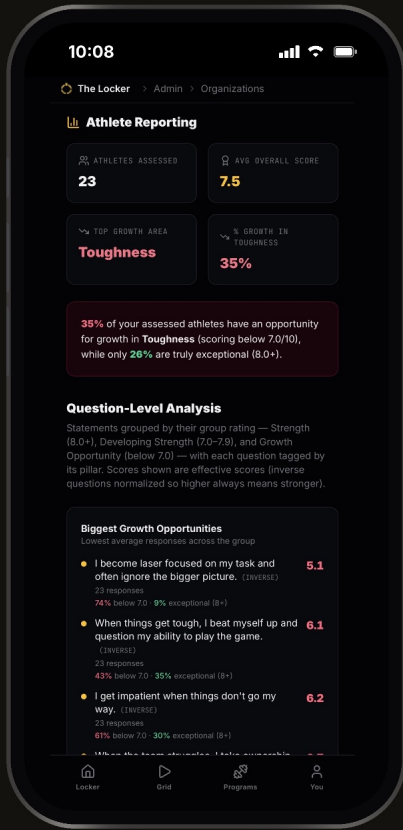
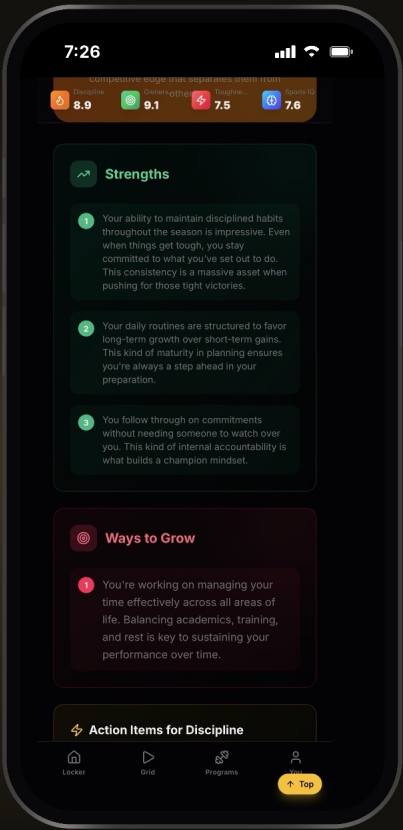
You start with the DOTIQ assessment. Your Report scores the four pillars and shows who you are right now, your strengths, ways to grow and much more. Retake it every quarter or every six months to see how you grow.

Your coach gets the big picture: how the team scores, by position group or one athlete at a time, so practice can focus on what matters most.

Your report and your team’s results in one place.



ATHLETE REPORT



TEAM RESULTS

THE LOCKER

Your locker. Your journey.

You get your own interactive, video game-inspired locker room: a personalized home base for training, tracking progress, setting goals and everything you need to develop.

Pick your locker style and make it yours.



THE DAILY HABIT

Open. Develop. Earn. Track. Come back.

- Train daily with DOTIQ programs
- Learn from mentors on the Grid
- Pin goals to your board and crush them
- Log macros and track recovery every day
- Earn DOTS for every task and goal
- Get content your coach shares with the team





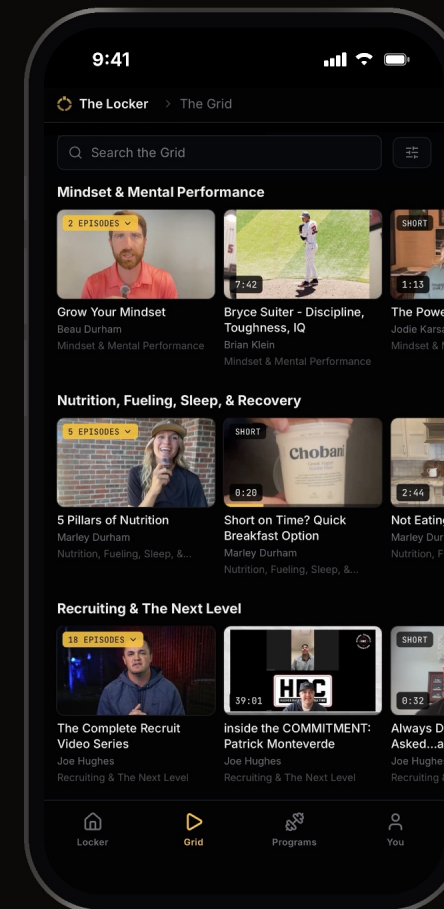
THE GRID

The Report creates awareness.
The Grid provides **the roadmap**.

The Grid is a hub of content from DOTIQ's network of proven experts: people who have played, coached and led at the college, pro and business levels.

It gives you access to development resources and mentorship similar to those offered by elite Division I programs.

Every mentor is hand-picked. No comment sections, ever.



TEAMMATES

No one gets to the top **alone**

Right after you sign up, you build your team: teammates, coaches, parents and mentors.

Your team stops by your locker to leave a note: encouragement, a push to keep grinding, or a line of faith.

Every note comes from a list DOTIQ writes. Social, without the toxic part.



CHECK IN. LIFT UP.

Every day, you check in, reflect and **pick each other up**.

01 Check in

Five seconds on how you feel today, shared only with your team if you choose.

02 Reflect

A private journal with a prompt picked for the day you had.

03 Lift a teammate

When a teammate has a rough day, walk over to their locker and leave a note picked for that moment.



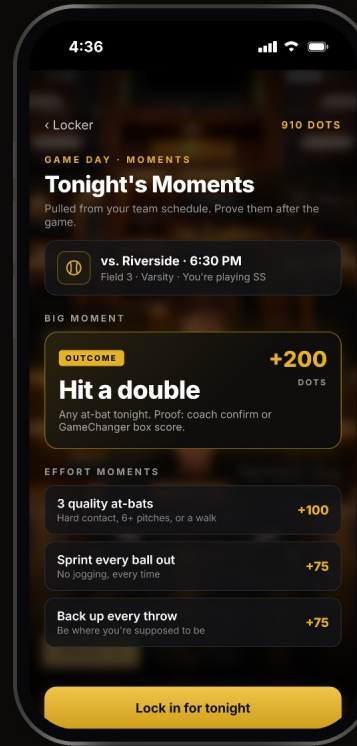
THE EXPERIENCE

Your locker. Your games. Your future.



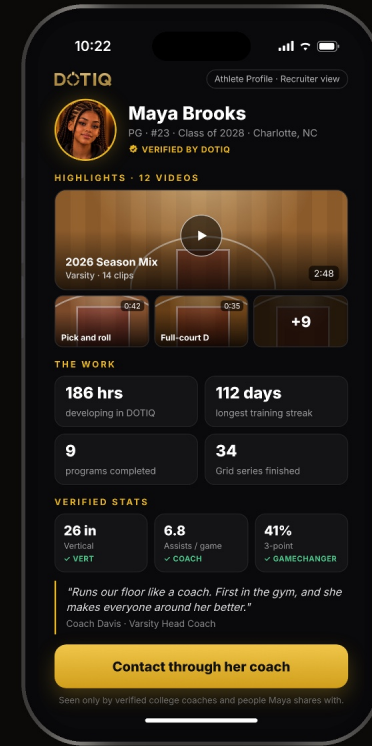
Make it yours

Your avatar, built from a selfie, in a locker with your name and number.



Game Day

Hit Moments in your real games to earn DOTS, with mindset videos the night before.



The Athlete Profile

Your verified work and highlights, shared privately with coaches at the next level. Free.



DOTS: THE REWARDS PROGRAM

Earned by effort. Spent
on **real rewards**.

Earn

- Daily program reads
- Minutes on the Grid
- Goals and challenges
- Game Day Moments

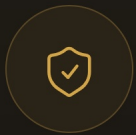
Spend

- Exclusive content
- Brand discounts,
like 20% off gear
- Locker upgrades:
new looks and styles

FOR PARENTS

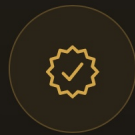
Built for kids, so parents can say yes

DOTIQ is free because approved brands advertise. It's built to comply with **COPPA**, the federal children's privacy law, and the stricter state laws for teens.



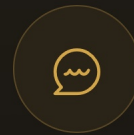
Under 13

A parent sets up the account and gives consent. Videos only, no profile.



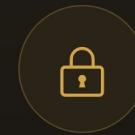
Under 18

Ads match the video on screen, never a stored profile of your child.



No comments

Only pre-written notes from people your athlete invites.



Private

Goals and stats stay hidden until your athlete chooses to share.

WHAT PEOPLE ARE SAYING

Trusted by coaches, athletes and parents

"DOTIQ provides a powerful and insightful assessment for athletes looking to elevate their game. It helps identify key strengths while offering honest, actionable feedback on areas that need improvement."

Parker Kelly

Former professional baseball player · Owner, Your Mental Coach

"As athletes we often get consumed with all the physical things we can do to get better, but often breakthrough comes when we grow mentally, spiritually or in our identity beyond just an athlete. This tool helps you focus on becoming a complete person."

Bradley Adkins

US Olympian · 2016 Olympic Games, Rio de Janeiro

"Know the person behind the player. DOTIQ delivers actionable insights on discipline, ownership, toughness and intelligence so you can tailor development and maximize potential."

Reggie Dabbs

International speaker · Leading voice in next-generation development

"My daughter came away from the assessment with a deeper understanding of herself as an athlete. She especially enjoyed comparing her responses with those of her coaches, parents and a teammate, which gave her a new perspective and reinforced her confidence."

Lauren R.

Volleyball parent



THE TEAM

Keith Toogood

Texas Tech University

Place Kicker · #14 · 2002 to 2006

Then 12 years spent building businesses: a homebuilding and commercial construction company, an Orangetheory Fitness franchise and Teko Outdoor, an outdoor living company.

Joe Hughes

University of Oklahoma

Pitcher and center fielder · #33 · 2006-07

Texas Tech University

Director of Operations and Assistant Baseball Coach

Played in the Kansas City Royals organization, then 12 years at Texas Tech through four College World Series runs.





DOT IN. **BE IQ.**