

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 SCHOOLS, CLUBS AND ORGANIZATIONS



THE GAP

Your athletes spend hours on their phones. What if that time made them better?

Coaches see effort at practice. They can't see what happens the other 22 hours. DOTIQ turns phone time into development, and shows you where your program stands.

WHAT DOTIQ IS

A free app that builds the athlete behind the game

Every athlete gets a DOTIQ score built from four pillars. Everything in the app is built to grow one of them.

Discipline

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

Ownership

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

Toughness

Resilience under pressure. How fast an athlete resets 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 the system built to **quantify** them.

93%

OF HIGH SCHOOL ATHLETES
WON'T PLAY NCAA SPORTS

THE LONG GAME

The game ends.
The pillars don't.

Most athletes will hang it up after high school. What they built while playing is what they stand on for the rest of their lives.

Discipline

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

Ownership

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

Toughness

Resilience under pressure. How fast someone resets after failure —mentally, emotionally, physically.

IQ

Becomes savvy. Becomes a student of whatever they put their hands to. Plays the game within the game.

"That kind of growth doesn't just translate to sport. It carries over into life outside of it and continues to impact them long after their playing days are over."

Ally Wade, PhD, Sports Psychologist

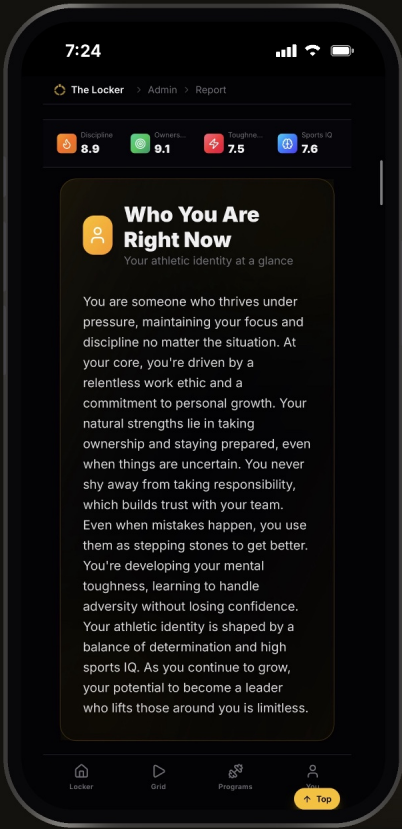
STEP 1: THE ASSESSMENT

It starts with knowing who the athlete is

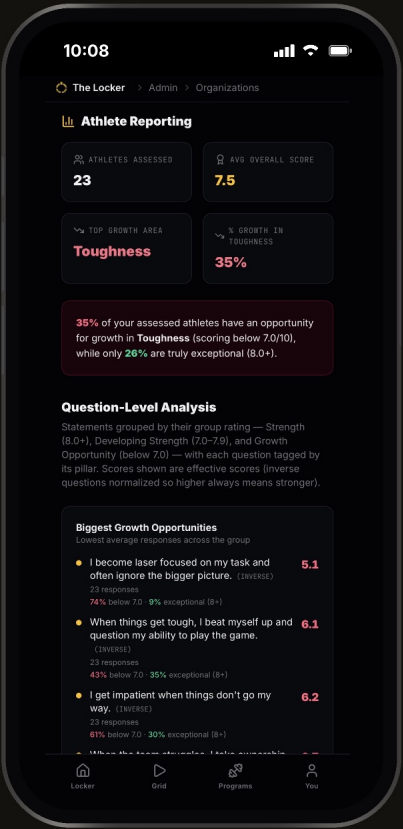
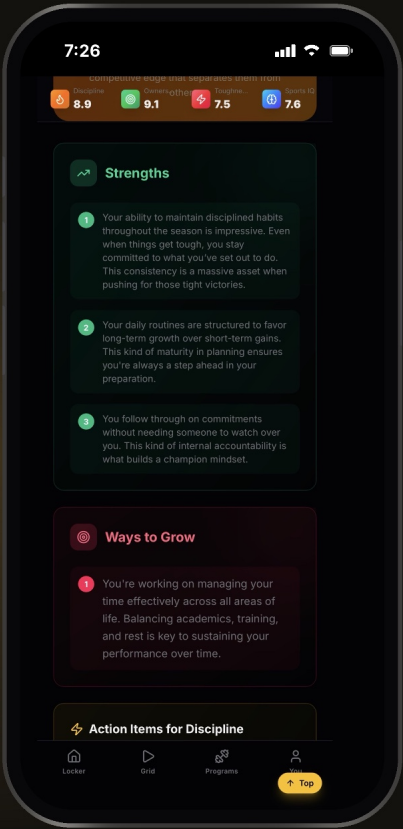
Every athlete takes the DOTIQ assessment. Their Report scores the four pillars and shows who they are right now, their strengths and ways to grow. Retaking it every quarter or every six months tracks their growth.

You get the big picture: how your athletes score as an organization, by sport, by team or position group, or one athlete at a time.

Every athlete’s report and your organization’s analytics in one place.



ATHLETE REPORT



ORGANIZATION DATA

ORGANIZATION ANALYTICS

From the whole program
down to one team

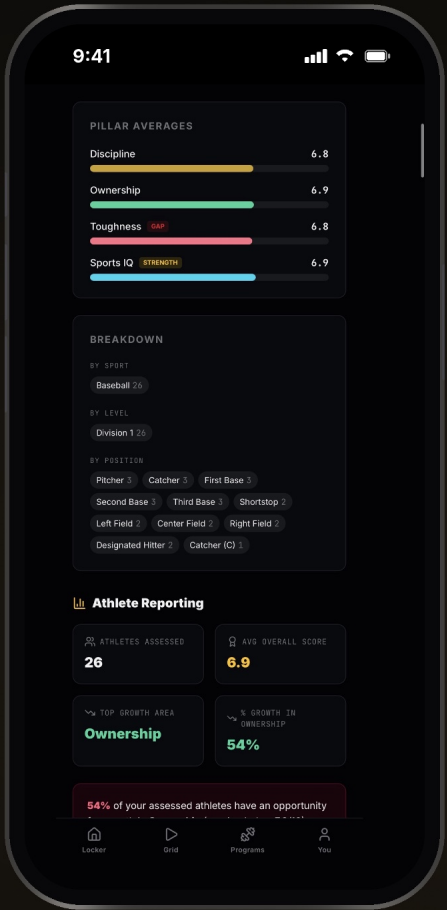
Organization Every sport and campus in one view

Sport Compare programs side by side

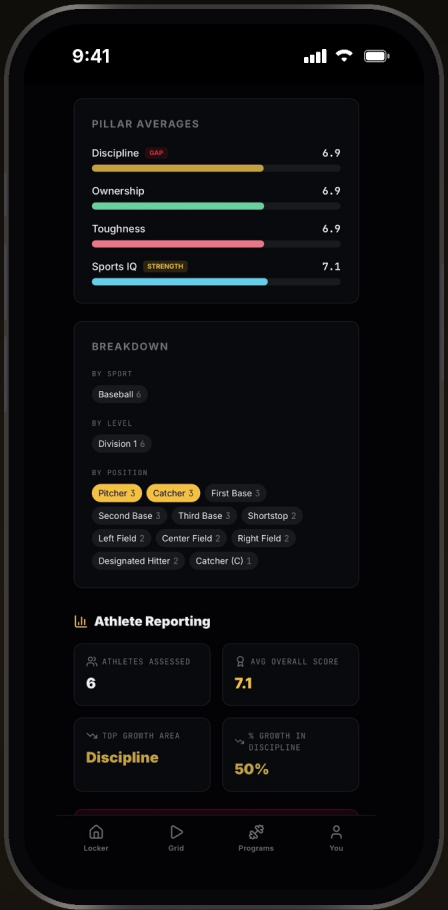
Age group
or team Varsity and JV, 14U and 16U

Athlete Strengths, growth areas and the answers
behind them

Retake every quarter and see whether the work is moving
the numbers.



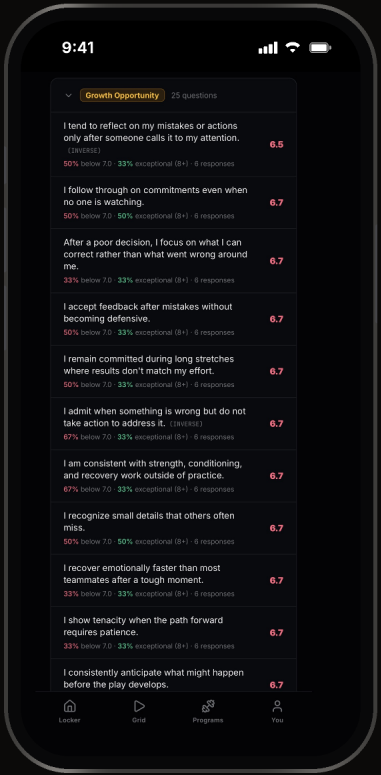
WHOLE PROGRAM



PITCHERS AND CATCHERS

BEYOND THE AVERAGES

See exactly what to coach



QUESTION
BY QUESTION



EVERY PILLAR,
EVERY ATHLETE

ORGANIZATION IDENTITY

As a program, you are poised on the brink of elevating your game to the next level. The athletes are solid competitors who understand the nuances of baseball and carry that knowledge into games effectively. At its core, this group is about solid effort and consistent performance, although there’s room to tighten up when it comes to owning their roles and decisions. Your team’s competitive identity is shaped by disciplined game preparation, yet there are moments when maintaining focus in high-pressure situations needs reinforcement. The culture is still developing in terms of athletes consistently taking responsibility for outcomes, which impacts overall resilience. However, there’s a palpable eagerness to sharpen these edges. The current trajectory suggests a move from strength to excellence if the foundation is built upon deliberately. Your program’s focus on strategic growth in accountability and mental toughness can make all the difference.

A WRITTEN READ ON YOUR PROGRAM

GETTING STARTED

Simple to roll out. Free for everyone.

1

Load your rosters

Once rosters are loaded, athletes and coaches get access by link.

2

Athletes take the assessment

Each athlete gets their own Report and starts their daily work.

3

See the big picture

Organization, sport, team and athlete views fill in as results come in.

4

Retake every quarter

Track growth through the season and year over year.

| No cost to athletes, families or your organization. Approved brands pay for the app.

THE LOCKER

Their locker. Their journey.

Every athlete gets their own interactive, video game-inspired locker room: a personalized home base for training, tracking progress, setting goals and everything they need to develop.

It's built to feel premium so athletes want to come back every day, which is where the development happens.



THE DAILY HABIT

Open. Develop. Earn. Track. Come back.

- Train daily with DOTIQ programs
- Learn from mentors on the Grid
- Pin goals to their board and crush them
- Log macros and track recovery every day
- Earn DOTS for every task and goal
- Coaches share content to help their team grow





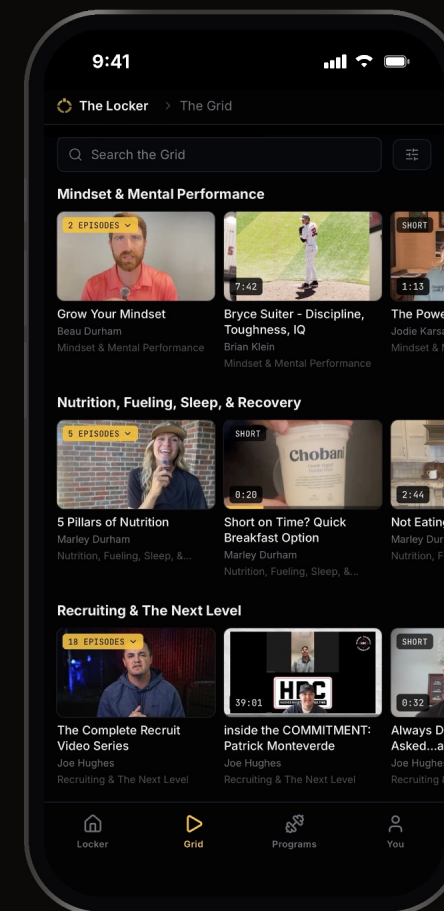
THE GRID

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 every one of your athletes 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 signing up, every athlete builds a team: teammates, coaches, parents and mentors. Coaches can join their athletes' teams and keep them accountable all season.

Their team stops by the athlete's 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, athletes check in, reflect and **pick each other up.**

01 Check in

Five seconds on how they feel today, shared only with their team if they choose.

02 Reflect

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

03 Lift a teammate

When a teammate has a rough day, the athlete walks over to their locker and leaves a note picked for that moment.



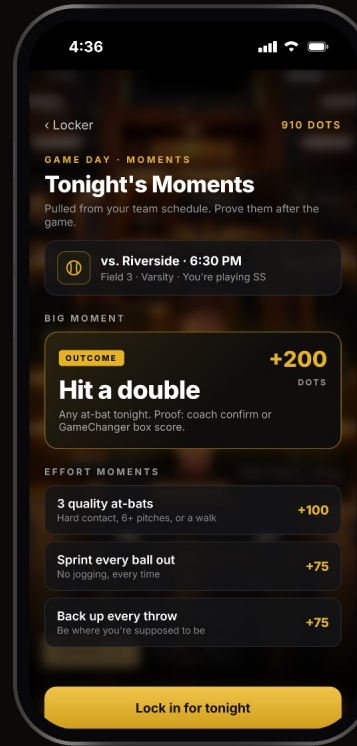
THE EXPERIENCE

Their locker. Their games. Their future.



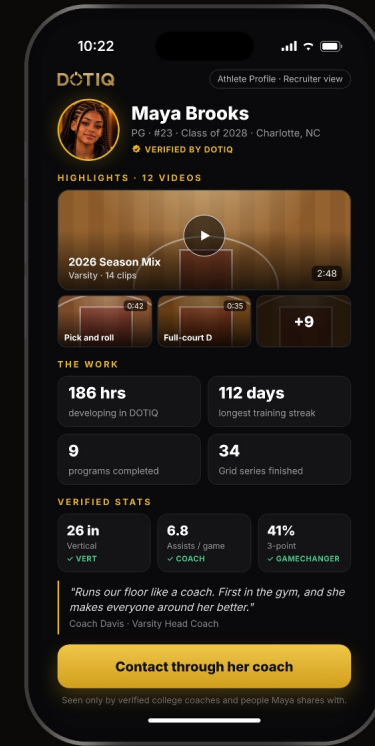
Make it yours

Their avatar, built from a selfie, in a locker with their name and number.



Game Day

Moments for every real game earn DOTS, with mindset videos the night before.



The Athlete Profile

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

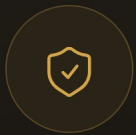
Spend

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

BUILT FOR KIDS

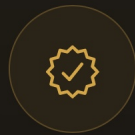
Safe enough for schools and parents to say yes

Built to comply with **COPPA**, the federal children's privacy law, and the stricter state laws for teens.
Athletes and coaches sign off on our privacy terms and code of conduct.



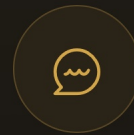
Under 13

A parent account gives consent. Videos only, no profile.



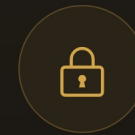
Under 18

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



No comments

Only pre-written notes from people the athlete invites.



Private

Goals and stats stay hidden until the 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.**

Keith Toogood | 806.407.0403 | keith@dotiq.com

Joe Hughes | 806.224.6578 | joe@dotiq.com