



# DashTag Press Information

## Information and resources

The information given can be used for various press publications. For more details regarding press, please contact [dirk@getdashtag.com](mailto:dirk@getdashtag.com).

## DashTag statements

### Why

DashTag believes that every single athlete should have the opportunity to increase their game performance. By combining new technologies with the traditional rules of the game, DashTag is generating a new way to experience sports that is accessible and affordable to the individual user. That's why we developed the Dash, a personal soccer tracker giving instant access to personalized stats after every game or practice.

### Mission

DashTag is convinced that growth begins with the player and not with the coach or a parent. The reasoning behind the idea is based on the strong belief that personal insights can and will help each soccer player's development. Still, the main influencer for a young player remains the coach, so from with our player-centric approach in mind, we also make the coach's life easier with elite analytics of the complete team: Designed for the player, made easy for the coach. This will contribute to a broader perspective over the game and it brings to the table a new, fun and positive manner to look at the sport we all love.

### About

Founded by Epco Berger (CEO), Cliff de Roode (CPO) and Dirk van den Berg (CMO) in 2015, DashTag is a Rotterdam and San Francisco based sport tech company. The product, the Dash, is a personal soccer tracker designed to give the individual soccer players insights into their performance. The individual data is manually synced in the DashTag app after every game or practice, giving instant access to personalized stats, such as pace, intensity endurance. The official launch happened in August 2018.

## Testimonials

Kim Decesare

Duke alumni, US pro soccer player

"I like that the Dash and the app are very user friendly and easy to use"

Samantha Witteman

Berkeley alumni, US pro soccer player

"The Dash is a great way to challenge myself on a daily basis, focussing on my high intensity speed"

Naomi Pattiwael

U20 Dutch national team player

"It gives me insights of my individual performance just seconds after my match."

## Team quotes

"The Dash and app were created to help you, the athlete. It's not for your coaches or scouts, but to help you hold yourself accountable, achieve the next level and have some fun. We give you the stats and you define the glory". Dirk van den Berg, CMO.

"The US is our launching market, everyone is a sports fanatic and is grown-up with stats in sports. On top of that, if you're good in your sport, you can make it into collage with a scholarship, which makes players highlky dedicated. Yearly one million soccer players are working hard to be part of those 100,000 that get a soccer scholarship" Epcó Berger, CEO.

"As soccer player, I dreamt of becoming a pro, but knew already very soon that I didn't have the skills to reach that. Nevertheless, I played 6 days a week." Epcó Berger, CEO