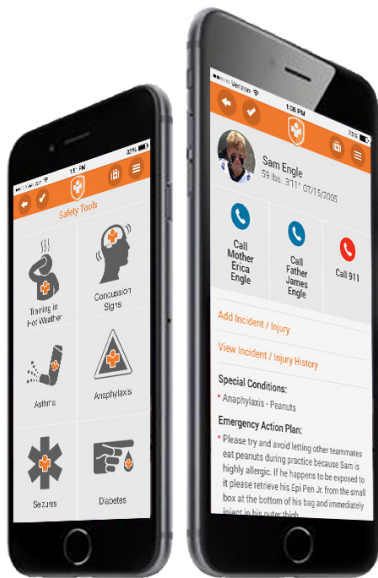


How Safety Tag is Making Youth Sports Safer

If you go onto the sidelines of any youth sporting event, you'll find moms and dads who are not medically trained to oversee emergencies such as allergies, concussions, bee stings, or a chronically ill child with diabetes. This big problem is where Wayne, Pa.-based Safety Tag was born.

Medical training is often not a priority for youth sporting events, but Safety Tag provides a tool for coaches and parents, as well as some compliance for the league.



“When a child gets hurt on the field, if you don’t know anything about the child and you’re responsible for him, there’s a lot of emotion that goes along with that,” said Michael Buono, founder and CEO of Safety Tag. “Youth sports leagues don’t have ambulances, or medical professionals available in case someone gets hurt. Safety Tag is a tool that coaches can use.”

Safety Tag features player safety files, which parents update with their child’s current health information. This allows coaches, teachers, or anyone in charge of your child to have direct access to the same health information to act fast in case of an emergency.

“We’re proud to be the leaders in player safety, starting this 2015 season through our partnership with Safety Tag,” said baseball Hall of Famer Cal Ripken, Jr., founder of Ripken Baseball and a member of the Safety Tag advisory board. “Safety the right way. The Ripken Way.”

Safety Tag has a flexible revenue model, with a \$9.99 annual subscription and a \$1.99 transaction fee whenever a player is added to a new team. The initial Safety Tag sales strategy is geared towards high-volume youth sports leagues, said CEO Buono. The goal is to sell from the top down with a revenue share to incentivize sports leagues to make Safety Tag a mandatory component for participation.

With the spotlight on concussions shining on a wide range of youth sports, Safety Tag is positioning itself as an advanced, easy-to-use solution that helps parents and coaches make the field a safer place to play.

Nick Gluzdov, managing partner of Philadelphia web dev firm Speed & Function, was more than happy to take on the project when Safety Tag approached him to develop the platform. “This is something that can help parents, children and sports leagues,” Gluzdov said. “We felt the founders’ passion right away, and that’s something that we wanted to be a part of.”

