

CLASS OF 2023

MAPPING TRENDS IN SPORTS SCHOLARSHIPS:
A DIVE INTO THE CLASS OF 2023



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In the ever-evolving landscape of student-athletic recruitment and sports scholarships, Keystone Sports has been a pivotal player in bridging the gap between promising talent and collegiate opportunities in the United States and Canada.

As we delve into the pages of "Keystone Sports Class of 2023," this paper embarks on a comprehensive journey to analyze and compare the student-athletes that Keystone Sports successfully enrolled in the United States and Canada from 2022 to 2023. Over this period, Keystone Sports facilitated the enrollment of an impressive and ever-growing number of student-athletes, showcasing our commitment to empowering these young individuals and fostering their dreams of studying and competing in college sports with the help of sports scholarships.

This academic endeavor is not merely a statistical exercise but a robust exploration of the transformative impact Keystone Sports has had on the lives of aspiring student-athletes. It encapsulates a multitude of aspects, offering insights into the growth of enrollments, the evolving value of

sports scholarships, the average percentage of scholarships secured by Keystone Sports' student-athletes, preferred U.S. states, and a comprehensive overview of gender dynamics in top college sports.

Our aim is not only to celebrate the achievements of these remarkable individuals but to provide valuable data that contributes to the ongoing dialogue within the realm of sports recruitment and sports scholarships. By examining the changes from 2022 to 2023 and the enrollment of in total 2,200 student-athletes, we aim to unveil trends, patterns, and opportunities that can potentially shape the future of student-athlete recruitment.

The following pages will serve as a testament to Keystone Sports' unwavering commitment to empowering student-athletes and fostering their dreams of studying and competing in the United States and Canada. It is a journey of ambition, dedication, and transformation that echoes in the lives of every athlete we have supported.

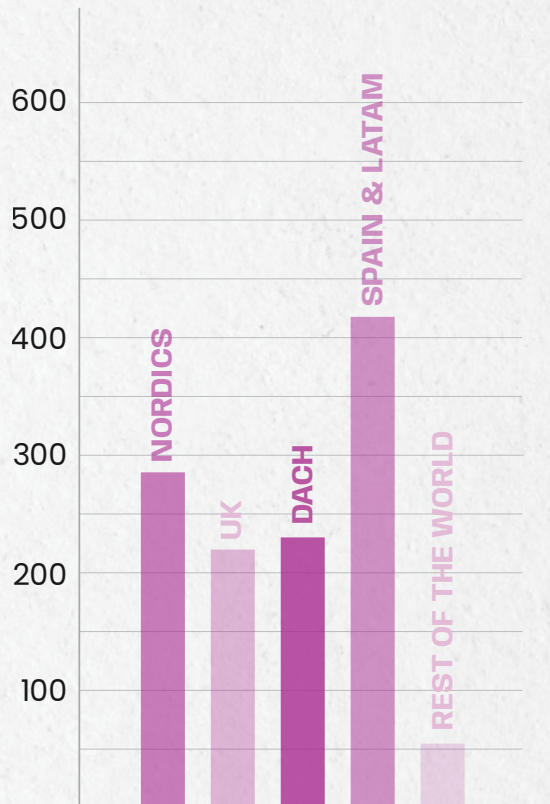


01. GENERAL OVERVIEW

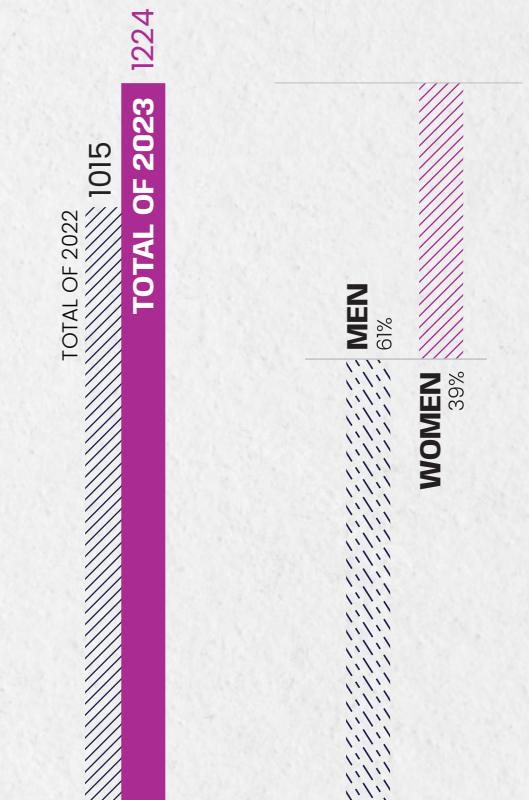
STUDENT-ATHLETE ENROLLMENTS

In 2023, we successfully assisted in enrolling 1,224 student-athletes in the US and Canada, representing a remarkable 20% increase from the previous year. The “enrollment cliff”, linked to declining college-age demographics resulting from past economic challenges, has

generated promising opportunities for international student admissions and scholarship prospects. Notably, the male student-athlete enrollment surpasses that of female student-athletes, primarily due to gender-specific sports participation.



01. Overall enrollments in 2023 (Nationality level)



02. Gender distribution

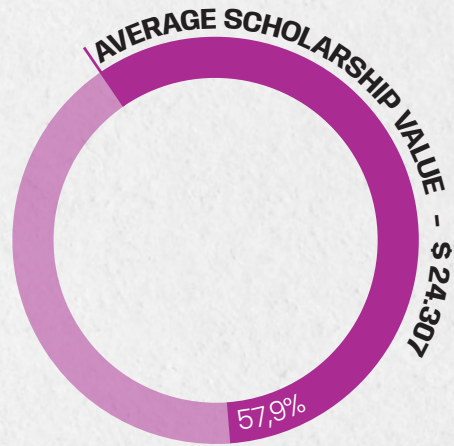


The college sports system comprises various divisions, each distinguished by its approach tailored to the aspirations of student-athletes. The divisions vary, with some divisions bolstering high level of

1224 Total number of scholarships in 2023

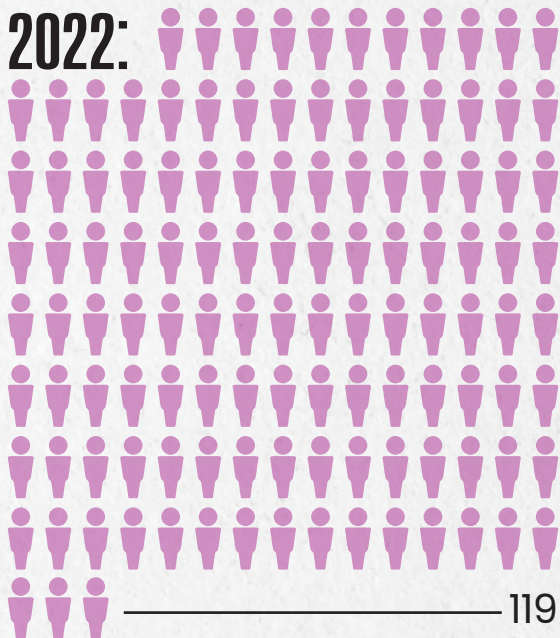
sport performance alongside the studies, while others emphasize a more academically focused experience combined with college sports practice.

Across the different divisions, you'll also find varying scholarship amounts and the extent to which they cover the costs of attending college. For instance, for NCAA Division I women's soccer, our achievements have led to our average scholarship amount covering 89% of college expenses.

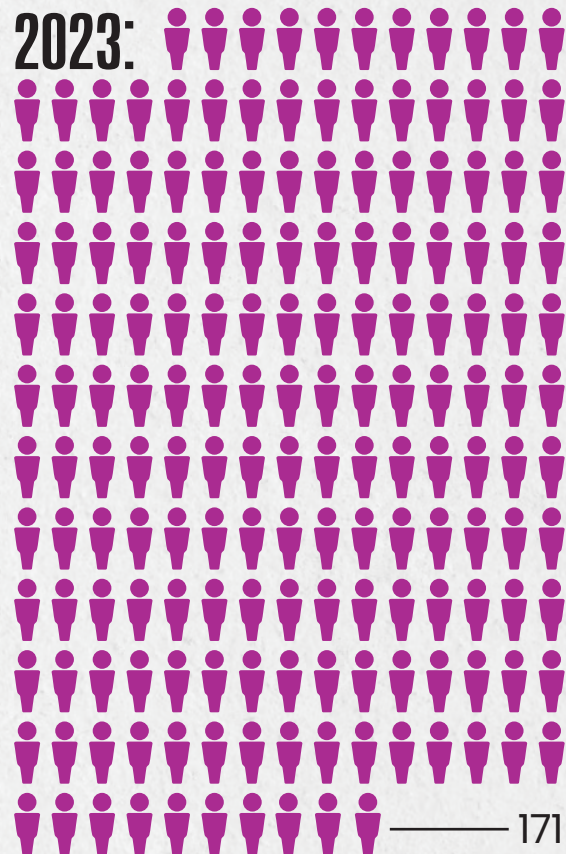


03. Average scholarship in 2023

Full-ride scholarships are scholarships that cover all college costs, and some may go even beyond that. In 2023, 14% of our total scholarships were full rides, exceeding the typical 8-10% full ride range in education programs.



04. Numbers of Full Rides, compared to the previous year



02. DIVISIONS OVERVIEW

COLLEGE SPORTS DIVISIONS

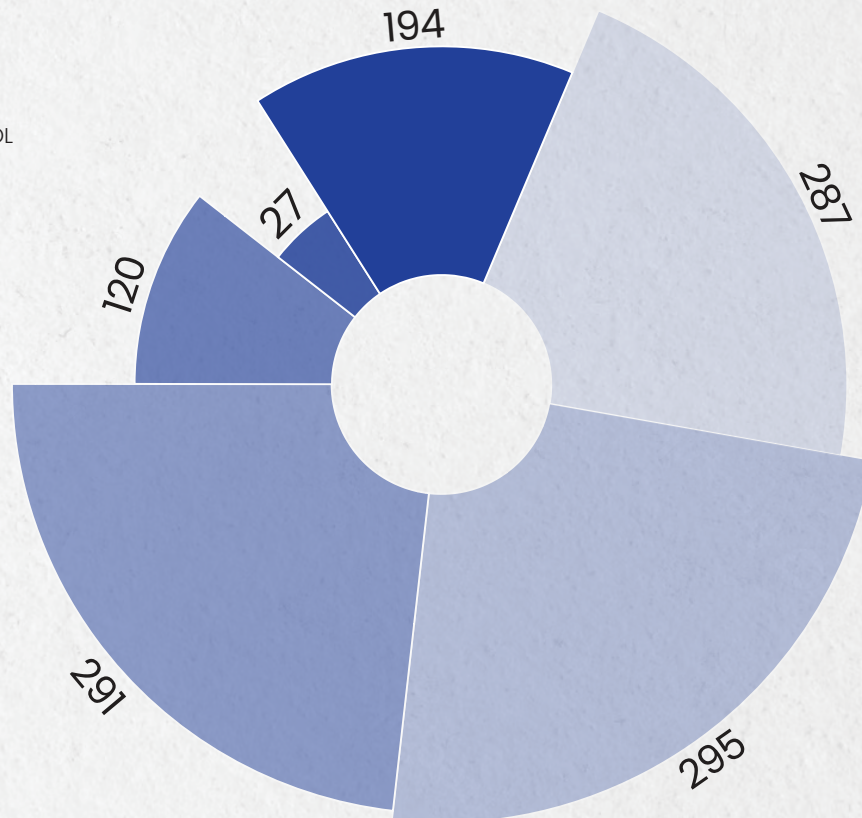
In the US, sports are categorized into divisions with differing levels of sports practice and competition, tailored to suit student-athletes' various skills and aspirations. The major divisions in college sports include NCAA's Division I, Division II, and Division III, along with the

NAIA and JUCO. These divisions govern intercollegiate sports. The U.S. educational system also offers younger students the opportunity to participate in interscholastic sports, referring to sports practice and competition on high school level.

05. Divisions breakdown

- NAIA
- NCAA D1
- NCAA D2
- NCAA D3
- HIGH SCHOOL
- JUCO

*10 more students in other divisions

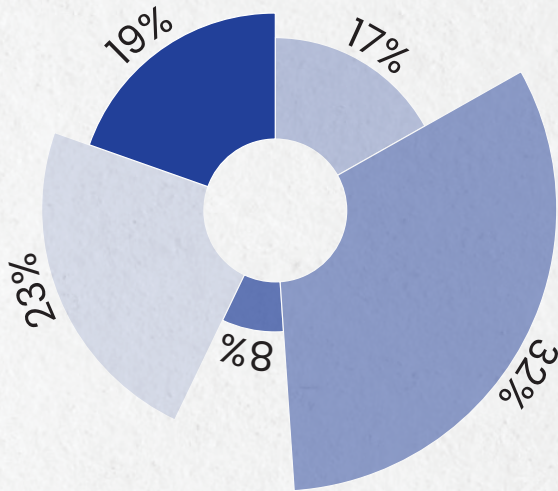


NCAA Division I is the most popular for the student-athletes helped, particularly for students from Spain and the Nordics. While NCAA Division II schools enroll 32% of our student-athletes from DACH. The Nordic countries has the highest proportion of student-athletes enrolling at NCAA Division III schools. For the student-athletes from the UK, Junior

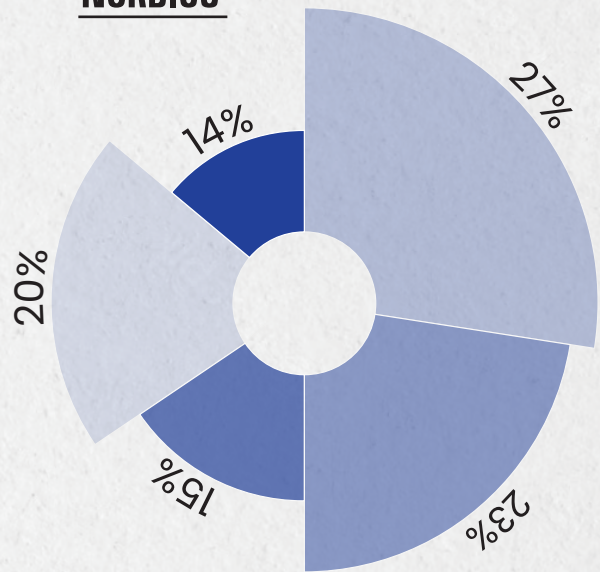
College, commonly used as a great stepping stone, has been the most popular division to start their college sports career in.

- NAIA
- NCAA DIVISION 1
- NCAA DIVISION 2
- NCAA DIVISION 3
- JUCO

DACH

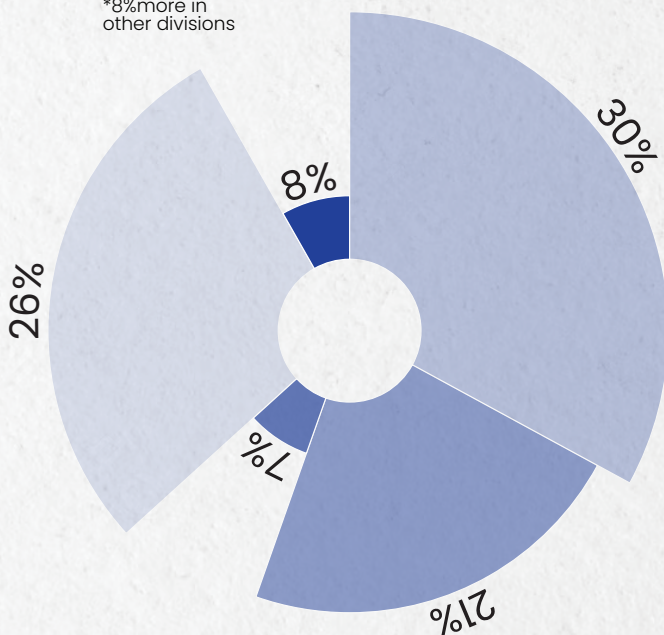


NORDICS

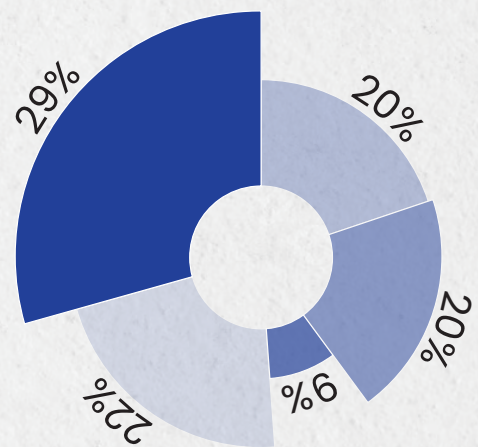


SPAIN

*8% more in other divisions



UNITED KINGDOM



06. Percentage by divisions (Nationality level)



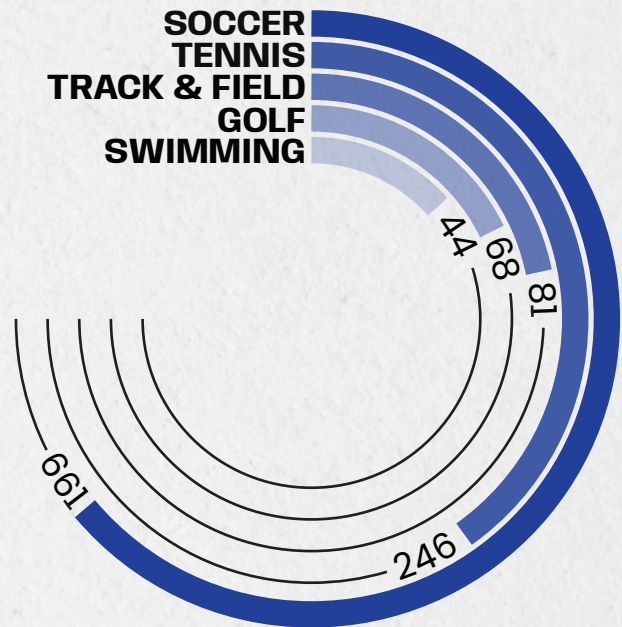
COLLEGE SPORTS PREFERENCES

Student-athletes' sport preferences align with the US college sports scenery. For instance, basketball and American football are deeply embedded in American culture and predominantly feature domestic talents.

International student-athletes instead gravitate toward sporting disciplines in demand in the US, illustrating the connection between sport choices and the American sports landscape.

In 2023, we had significant athlete placements in soccer, tennis, and track & field. Soccer has notably risen in popularity over the years in the US to become one of the top 5 college sports.

Among our student-athletes from Spain, 30% are placed in NCAA Division I, known for attracting students with academic aspirations as well as strong athletic skills and performance. NCAA Division II and NAIA predominantly enroll students from the DACH countries, offering exceptional opportunities to leverage their academic and athletic strengths.

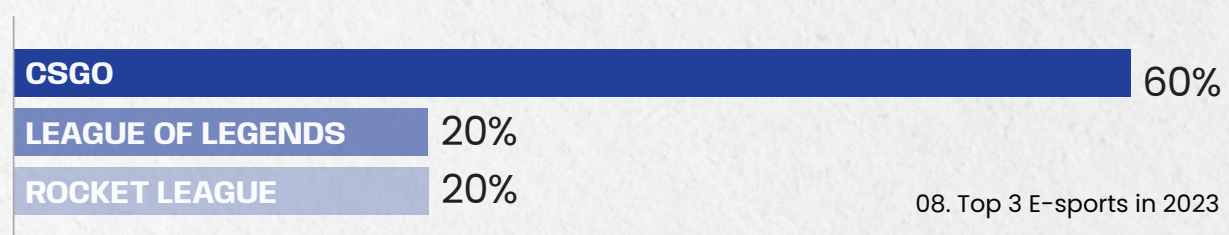


07. Number of students in the top 5 sports

ESPORTS SCHOLARSHIPS

The United States and Europe are emerging markets within the realm of Esports. In 2023, we signed our first Esport agreements and successfully committed Esport students to US

schools with competitive Esports programs. We anticipate an exponential rise in Esports scholarships for games such as CSGO, League of Legends and Rocket League.



08. Top 3 E-sports in 2023

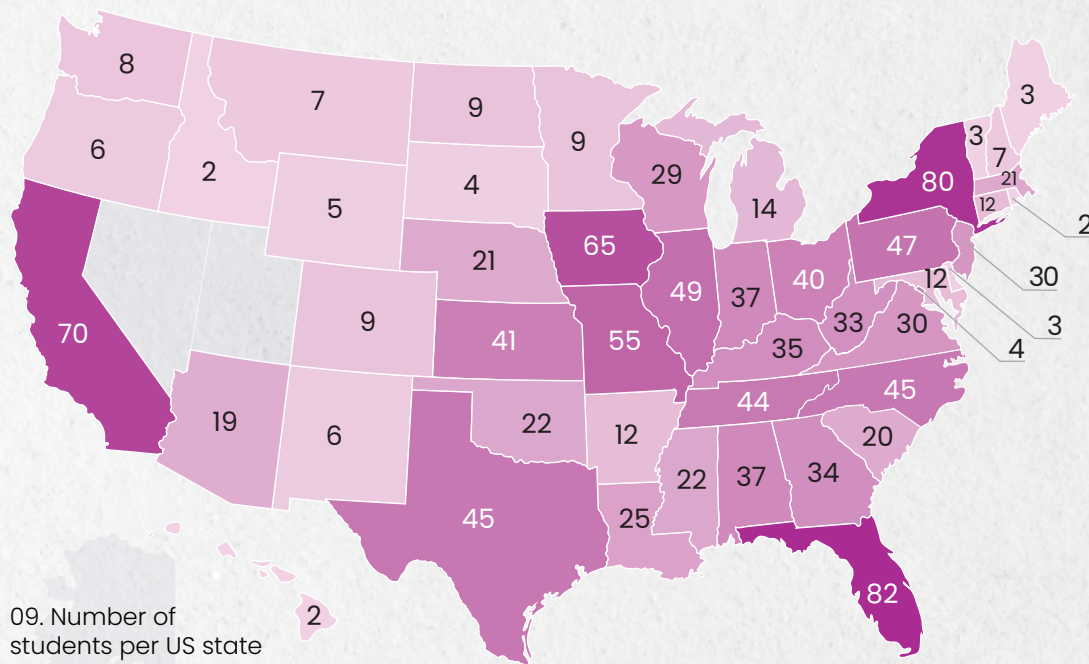


03. US STATES OVERVIEW

TOP US STATES

Our top states include Florida, New York, Iowa, and California. These state preferences reflect both demographics and regional factors, such as climate and the popularity of different sports

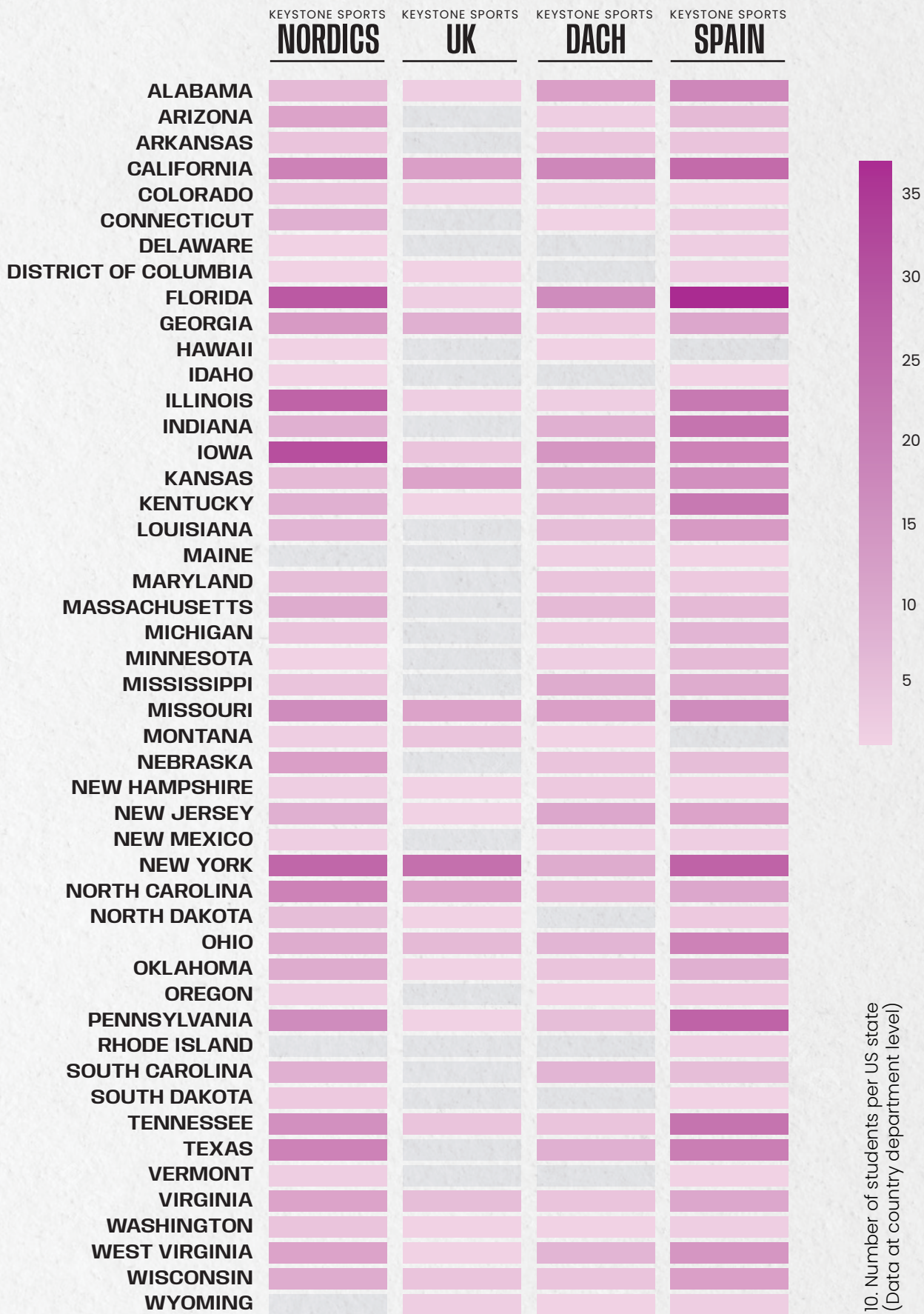
disciplines in various states. However, our commitment to offering diverse educational opportunities nationwide is demonstrated by the presence of our student-athletes across the country.



09. Number of students per US state

FLORIDA	82	IOWA	65	PENNSYLVANIA	47	TENNESSEE	44
NEW YORK	80	MISSOURI	55	TEXAS	45	KANSAS	41
CALIFORNIA	70	ILLINOIS	49	NORTH CAROLINA	45	OHIO	40





04. CONCLUSION

Keystone Sports has marked a pivotal turning point in the student-athlete development and support. The past year has borne witness to Keystone Sports surpassing its own records, with an astonishing 20% increase in the number of student-athletes sent compared to the previous year and reinforcing Keystone Sports position as the market leader in Europe for sports scholarships. This remarkable achievement underscores the unwavering commitment and visionary approach that have defined Keystone Sports' efforts in nurturing athletic talent.

Looking ahead, the future holds exciting prospects for Keystone Sports. With the exploration of esports scholarships, the organization is primed to cater to the

evolving interests and needs of student-athletes. Moreover, by solidifying its role as a key partner to American universities in addressing the "enrollment cliff," Keystone Sports not only champions athletic excellence but also plays an instrumental part in the holistic development of student-athletes.

As we set our sights on the horizon, Keystone Sports stands poised to remain at the forefront of student-athlete support, continuing to fuel the growth and success of athletes in the years to come. The journey of Keystone Sports is bound to be one of enduring achievement, transformation, and unwavering dedication.

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10. Number of students per US state (Data at country department level)

