

FOR IMMEDIATE RELEASE

MyCoachingTree Launches Sidekick™: The AI Specialized for Sports Professionals

AUSTIN, TX – April 7, 2026 – MyCoachingTree, the premier platform for coach career and professional development, today announced Sidekick™. This advanced AI assistant is dedicated exclusively to providing detailed, **confidential** counsel to coaches across all sports and competitive levels.

Unlike general-purpose AI, **MyCoachingTree's Sidekick™** is purpose-built for the sports industry to solve the "**Lost in Conversation**" phenomenon identified in a 2025 study by **Microsoft and Salesforce Research**.

The study found that standard AI models suffer a **112% increase in unreliability** as conversations progress, leading to answers with significant unrelated information and premature assumptions. By focusing on specialized, reliable data, Sidekick™ eliminates these technical failures, saving coaches and other sport professionals significant time.

Key Advantages

- **Proprietary Intelligence:** Accesses specialized sports information not available in the public domain.
- **Professional Context:** Operates on the fundamental assumption that the user is a sports professional, delivering applicable answers faster.
- **Complete Confidentiality:** Uploaded data remains private to the user's account and is never used to train the model, ensuring unique game plans remain inaccessible to competitors.

Expert Counsel for Every Challenge

"Sidekick provides instant access to expert-level counsel, ensuring a coach is never alone when faced with tough decisions about strategy, player development, or fundraising," said **D.W. Rutledge**, Co-Founder of MyCoachingTree. **John Snelson**, Head Football Coach at Dickinson High School added, "Sidekick is amazing. The first time I asked it a question, it gave me ideas I used immediately."

Sidekick™ is a comprehensive partner, equally powerful in mastering "on-the-field" tactical strategy as it is in managing the "off-the-field" administrative, interpersonal, and logistical challenges of the profession. "Sidekick gives all our teams a competitive edge", said **Bill Miller**, Athletic Director at Texas Lutheran University.

Core Capabilities

- **Strategic Intelligence:** Rapidly analyzes team performance and scouting data.
- **Practice Design:** Creates structured, time-efficient training plans.
- **Administration:** Streamlines budgets, communications, and logistics.
- **Conflict Management:** Offers strategies for resolving player and personnel issues.
- **Career Advancement:** Provides guidance on professional development and industry strategy.

Sidekick™ is available now exclusively via the MyCoachingTree platform. Learn more at <https://www.MyCoachingTree.com>.

About MyCoachingTree

MyCoachingTree is dedicated to advancing the careers of coaches across all sports and competitive levels. The platform supports a global community of more than 75,000 registered sports professionals spanning all 50 U.S. states and 27 countries. By providing a secure environment for resource sharing and innovative tools like Sidekick™, MyCoachingTree empowers sports professionals to master both tactical "on-the-field" strategy as well as the complex "off-the-field" administrative, interpersonal, and logistical challenges of the profession. Committed to industry-leading standards, the platform ensures complete data confidentiality while delivering specialized intelligence that gives teams a distinct competitive edge.

Media Contact:

Phillip Engle, Co-Founder MyCoachingTree
pengle@mycoachingtree.com