



Argo Swim Video®

Train Smarter. Swim Faster.

WE CURRENTLY OFFER TWO PROGRAMS

#1) Coach Pro

This is our go-to program that gives teams fresh, relevant video content every four months. We give you iPads and a giant screen to teach with at no charge. We teach coaches how to use our video on-deck during regular practices while swimmers are still in the water. Our recent addition of free mobile delivery to the swimmer's phone has been a big hit. Parents enjoy receiving their younger children's video on their own cell phones as well. Families with multiple kids really appreciate this feature; 2nd swimmer gets delayed payment, 3rd swimmers are free

- This program is predicated on a 3x/year approach to filming and teaching
- Cost is \$100 per swimmer for 3 filming sessions; minimum of 100 swimmers
- This price includes filming, hardware, software, training, website and mobile delivery
- Advance payment of \$100 from 100 swimmers keeps video fresh and prices low
- We film every swimmer doing an IM
- Free hardware includes at least one iPad Pro and 65" HD ViewStation
- Video-teaching is the fastest way to achieve lasting performance gains
- Our service enables Coaches to focus on teaching, not filming
- Advance deposit of \$2500 required which is credited back to the team on film day

#2) Coach Express

We created this program to give Teams and Parents an entirely optional means to view and purchase their children's video AFTER filming has taken place. Unlike our Coach Pro program which offers three filming sessions for \$100, this program offers only two filming sessions for the same price. The reason is pretty simple really: we do all the work before we get paid. If parents don't buy the video that's our problem. The Club assumes no risk.

- This program is predicated on a 2x/year approach to filming
- Cost is \$100 per swimmer for 2 filming sessions
- First we film the entire team; this is one of the requirements of this program
- Three days after filming all video is live on the IntelliVideo site
- Parents & swimmers are emailed the login link and password
- The IntelliVideo site provides a simple search and preview
- Parents preview (30 sec) their swimmers' video and purchase if they wish
- Parents have one week to purchase after which all video is deleted
- Argo helps the Team communicate the value of video-teaching to their parents
- Team agrees to have us film all their swimmers, excluding 8 and unders
- When subscriptions reach 100, the Team receives free iPad & HD ViewStation

Summary of Team Responsibilities

- Complete service agreement and pay \$2500 deposit
- This deposit is credited back against balance due on first day of filming
- Complete Google Doc with parent contact info one week before first filming
- Give us good clear water in which to film for you; specs available on request
- Tightly condense filming; always 2 kids waiting, supervised by parent volunteer
- Pay balance due by club check at conclusion of first filming session
- Add 3% for all credit card payments
- Link to-and-through all social media per ASV instructions
- Prior to the second session, we reach out to parents to remind them

Summary of Argo Responsibilities

- Film every athlete in the same professional, thorough manner
- Professionally install and configure one or more 65" HD ViewStations
- Load all video onto one or more iPads with playback software
- Conduct 1-hr brainstorming session with coaching staff on the subject of video teaching
- Place all video on website within one week of filming
- Deliver video to the cell phones of those that have chosen the option
- Provide friendly, helpful website support to swimmers and parents
- Provide certificate of liability and current USA Swim (background check) ID