

DRILLSTREAK

A youth sports training app that turns daily reps into visible growth for players, parents and coaches. Built by Jay Watkins, a Utah dad, coach and former University of Utah basketball player.

WHAT IT DOES

Players follow guided drills, build daily streaks and log their games. Parents see the growth from the work their kids put in. Coaches assign drills to a team.

Record the game, tag it, and the moments to work on become drills on the player's list. Nine sports, one family account. Game video stays on the phone. Companion app DrillStreak IQ covers the mental side of the game and is rolling out now.

FOUNDER'S SPOTLIGHT

Jay Watkins started 23 of 30 games as a freshman at the University of San Francisco and was named to the All-West Coast Conference freshman team. He transferred to junior college CSI and, after redshirting a year, finished third in the conference in scoring and fifth in rebounding, earning all-conference honors. That led him to Utah. A hip fracture, the loss of his stepfather and degenerative disc disease followed. His message to his team: accept where you are now and grow from it. That drives DrillStreak, DrillStreak IQ and Train with Coach Jay: better people, not just better players.

FAST FACTS

LAUNCHED

October 9, 2026

PLATFORMS

iPhone and Android

SPORTS

Basketball, baseball, softball, volleyball, soccer, football, track, golf, tennis

PRICE

Core features free. Parent plan \$4.99 a month, 7-day free trial on iPhone

COMPANY

DrillStreak, LLC, Utah

COMMERCIAL

"Get Ur Streak On," 49 seconds, at drillstreak.com/press



Interviews, den story ideas: support@drillstreak.com

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