



UCExposure Prospect Evaluation | Luke Martinez
Height/Position | 6'3 2 Guard
Classification/School | 2024 Atascocita HS

Date: August 16th, 2023

Lead Evaluator: Coach V (21 Year College Recruiting Coordinator at the D1, D2, D3 & NAIA Levels)

Secondary Evaluator: NAIA AC (Entering his 7th Season with JC & NAIA Coaching Experience)

The Prospect Evaluation is the first step in creating a Recruiting Game Plan for each individual Client

Projected Level | D2 JUCO / NCAA D3

Potential Level | D2 JUCO / NAIA

UC Prospect Evaluation: Luke does a great job of moving without the ball in his hands. Gets to his spots within the offense and is always shot ready. Not a high volume shooter on a team loaded with scorers, but very efficient and always a threat by cutting to open spots. Whether he shoots it or not, he is opening up driving lanes by getting to the right spots and always cutting which stands out on film. Defensively, he is also ahead of the curve with off ball defense by putting himself in the right position, and understands how to rotate on the defensive end, so another trait on game film that stands out in his favor. Doesn't pass the eye test athletically, but is a deceptive athlete that shows signs of being a very high level defender when he is fully engaged on the defensive end. Make it a point to be consistent throughout as a Senior on D as the foundation, IQ, and length is there to be a

scholarship level TEAM defender. Shoots the 3pt shot at a high % and when run off the line, looks comfortable with the ball in 2 to 3 dribble type situations. If you can add a 2nd layer where you get all the way to the rim when run off the line or when the defense opens up then that will only enhance your recruitment. Right now you are passive with the ball in his hands, and pass up opportunities to score or make a play when you catch. Luke is better than I thought at getting downhill, but not enough evidence on game films that you are capable of making plays off the bounce. Get a more aggressive mindset this year as you are no longer a Jr. College Ready shooter who knows how to get his shot off quick, gets to his spots in the flow of the offense and in catch and shoot situations when you come off screens which translates to the next level. One area that you must improve in is getting more active on the glass. As a shooter, right now a high % of time you leak out when shots go up so you can get down the floor. That exposes you as coaches love big guards that can board. You have another level in your game, so make sure you pursue rebounds first, run the floor second moving forward. Offensively, like stated before, add a 2nd layer to your offensive game without taking away from your college ready strength (Shooting the 3). You must be able to get all the way to the rim in situations and finish or make the right pass moving forward. Keep showcasing non-verbal communication cues that coaches look at closely when watching games i.e. body language, leadership traits on the bench, energy, etc. (You stand out here for the right reasons-take that up even one more notch) Continue to prove you can guard quicker guards on ball (no straight line drives) and work on your game off the bounce when no one is watching. If you can Avg. 5+ Defensive Rebounds this year, that will stand out on Game Films and continue to gain interest in the Fall.

Initial Games to Upload to the Player Card:

Game #1: Game #1 should highlight the 2 areas you stand out the most right now. Shooting the '3' and off ball defender (Team Player). If you have a game where you go 3-5 or 4-7 from 3pt line and really are engaged from start to finish as a help defender that will be a good start and one to upload to your Player Card.

Game #2: Find a game where you make the most plays without the ball in your hands that lead to wins. One with 6+ Rebounds & 3 Deflections/Steals would be an example of a game that you want on the Player Card. Both areas must get more consistent, but that's your ticket to your highest potential offer so find ONE where you think you crush it in those areas.

Recruiting Game Plans are tailored to each individual and designed to elevate performance, provide prospects insight on what stands out good and bad on game film, build your initial college lists, and showcase college ready games to the targeted levels using the Evaluation as our Guide to 'Gaining Interest' in the Fall. At Mid-Season Break we assess player progress, on court performance, and academic standing so we can begin matching our clients with the right FIT!

College Ready Strengths to Showcase | College Ready 3pt Shooter, Help Defender (Team Player/Leader)

Areas Exposed that must Improve | Finishing plays off the bounce whether you score it or pass it, Rebounding on both ends. Big Guards that Avg. 7+ Boards are an easy sell for me in the Spring (Toughness/Motor Stat)

Focus Points for Luke in the Fall

Track your Progress on the Glass. Build a Routine 4 workouts x 55 minutes a week on your ball-handling and shooting off the bounce. Think like a SENIOR LEADER as you showcase those traits. On a loaded team if your stats don't indicate your college potential, make note that everyone watching knows you are AHS LEADER as that will truly help me in the Spring when I make my hardest push.

Luke's Highlight Video for Social Media Athlete Marketing

Length: 1:30 Max | 20-25 Clips that will stand out to College Coaches

College Ready Strengths to Highlight: This first highlight we want to make sure we showcase you are a college ready shooter. Select 15 clips of shooting 3's off the catch, off of screens, and in transition. You can add 3 or 4 where you move well and get to your spots and knock down a 3 in a penetrate and pitch situation, but highlight 3's off the move where you catch and shoot (Those stand out to college coaches)

Position Specific Winning Plays to Include: Mix in 5 Rebounds where you PURSUE the ball, and 5 off ball defensive plays after 4 offensive clips. Ex: 4 3pt makes off the catch then 1 rebound & 1 off ball steal that leads to a fast break, 4 3pt makes... Until you get 1:30-2:00 minutes of footage.

Spring Semester | Targeting the Right FIT

- Based on professional insight from an experienced recruiting coordinator or current college coach, our formula is proven when it comes to matching players with a FIT
 - **Offensive fit** | Fast pace offensive system that runs with bigger wings and shoots a lot of threes, runs a motion offense or runs sets that are created to get shooters looks off of screens.
 - **Defensive fit** | Press or man defensive principles, pack line off ball principles that plays aggressive in the passing lanes and looks to push in transition as much as possible.

UC Recruiting Game Plans provide ongoing insight through the lens of college coaches to accurately guide 'Top Prospects' on game films to upload, areas they must improve, and what strengths to showcase on their UC Recruits Player Cards as we continue to track progress. ***Our Formula is Proven and has led to 200+ Clients since 2020 Accepting Offers at the highest Potential Levels.***

Luke Martinez Recruiting Game Plan

Fall Semester (*Follow Your Game Plan*): #1 Stat Goal for the Fall (6+ RPG and lead AHS in deflections/steals - Off ball defense) **#2** LEAD THIS TEAM. Your non-verbal communication on game film is really good, so when we share game films we want games that coaches know immediately you're a great teammate/leader as your ability to shoot the 3 will be the easiest to promote, your leadership will secure an offer. **#3** Keep growing your game off the bounce while playing to your strengths. I don't want to make you a playmaker, I just want you to be able to make plays when run off the 3pt line or when you have a wide open lane off ball reversal within the system. ***Best of luck and follow your Game Plan!***