FLAGSHIP DEPLOYMENT · HONG KONG SAR · LIVE DATABASE BASELINE

From Spreadsheets to 1,657 Bookings & 510 AI Film Clips.

How **EAST Sports Group Hong Kong** unified family credit wallets, **20,994** managed facility and coaching slots, and zero-hardware **AI Film Room** playlists across **413 verified real members** — running live every day on a multi-tenant platform built to white-label globally.

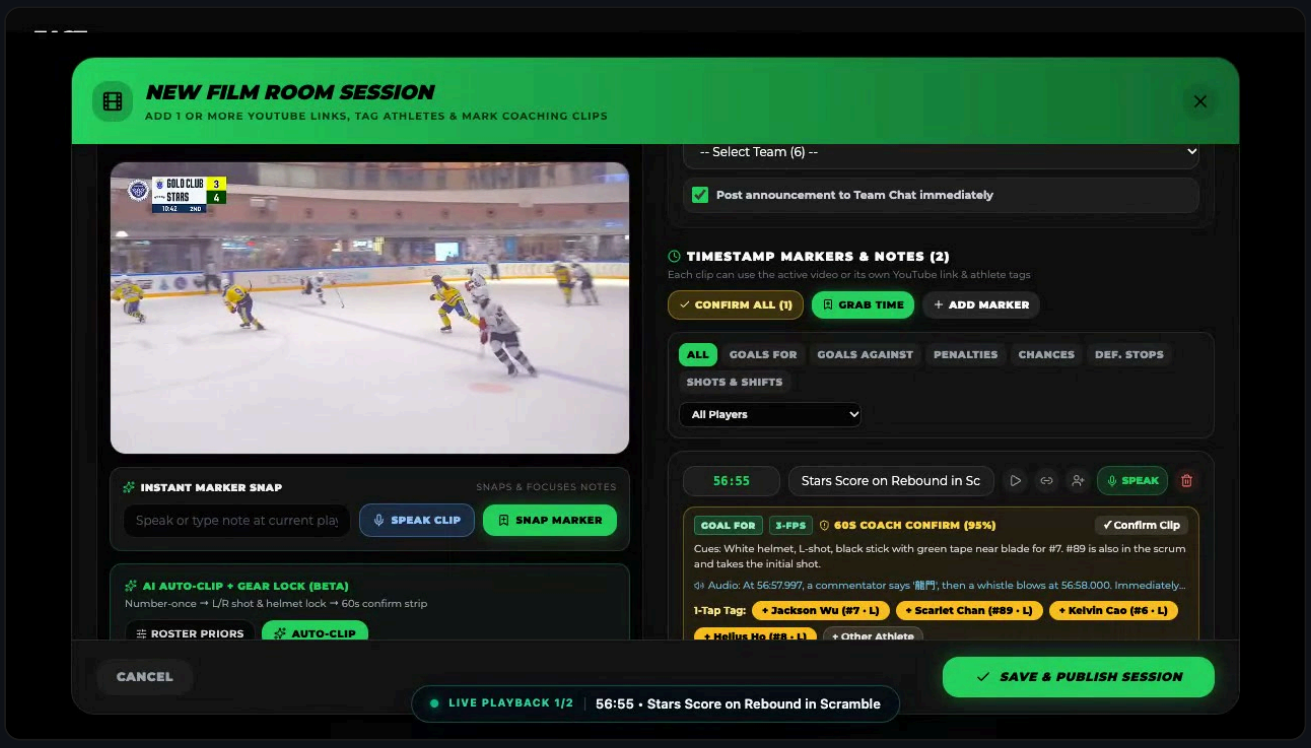
413
VERIFIED MEMBERS
271 athletes · 113 parents · 15 coaches · 14 ops staff

1,657
BOOKING TXNS
95.3% fulfillment rate · 451 peak monthly bookings

510
AI FILM CLIPS
70 live sessions · 43 athletes tagged in first 90 days

$0
RINK HARDWARE
39s serverless AI slice · 0% credit ledger leakage

● LIVE PRODUCTION CAPTURE · AI FILM ROOM AUTO-CLIPPER (HKCL BROADCAST) ZERO MOCKUPS · REAL RINK FOOTAGE



ACTIVE ENGAGEMENT
76 Active (30d) · 168 Active (90d)

ATOMIC CREDIT LEDGER
2,990 Txns · 346k Booking Credits

MULTI-CLUB KERNEL
Postgres RLS · Stripe PCI-L1 Ready

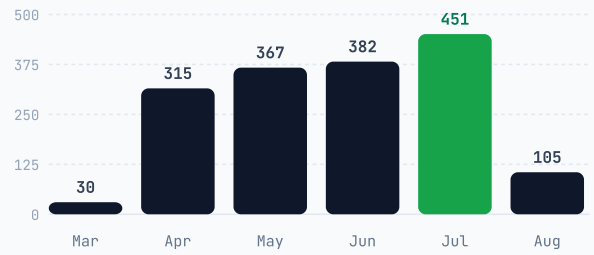
01 · OPERATIONAL SCALE & FAMILY CREDIT ECONOMY

451 Peak Monthly Bookings. 95.3% Fulfillment.

Youth sports academies routinely bleed administration hours across WhatsApp groups, manual bank transfers, and disconnected booking sheets. EAST Hong Kong replaced that fragmented stack with a single mobile-first credit wallet and schedule engine — absorbing a **15× booking surge** from March to July 2026 with zero billing reconciliation errors.

Monthly Booking Ledger Volume (Spring–Summer Surge)

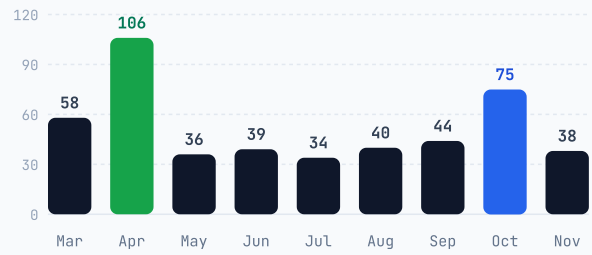
1,657 total booking transactions · Peak 451 in July summer camp



Seasonal rhythm: Bookings scaled from **30** (Mar launch) to **451** (Jul summer camps), before academy focus shifted in Sep–Nov into fall team rosters and daily Film Room coaching.

Verified Member Onboarding Trajectory (Mar–Nov 2026)

413 real accounts (75 automated QA rows excluded) · 322+ signed in



Two organic waves: Spring camp onboarding peaked at **106** new accounts (Apr), followed by a second wave of **75** new accounts (Oct) driven by fall league & Film Room rollout.

Multi-Generational Role Architecture (413 Verified Accounts)

122 Youth Athletes Linked to 98 Parent Wallets



ATHLETES / PLAYERS	PARENTS / PAYERS	COACHES	CLUB OPS STAFF
271 65.6%	**113** 27.4%	**15** 3.6%	**14** 3.4%

INVENTORY MANAGED

20,994

Scheduled slots across facility bays, private coaching, group classes, and ice hockey sessions — booked across **925 distinct sessions** with automated capacity caps.

ATOMIC CREDIT LEDGER

2,990

Immutable ledger entries across **185 transacting accounts**: **346,035** credits cleared for bookings, **22** Stripe top-ups, and **75** atomic refunds with zero drift.

REGISTRATION FULFILLMENT

95.3%

883 confirmed active registrations out of 927 total (only 4.4% cancellations), backed by instant parent-child account switching and 1-scan QR facility check-in.

Why This Matters for Schools & Multi-Sport Clubs

Unlike single-user consumer fitness apps, youth sports and schools operate on **parent-managed family accounts**. EAST Labs natively handles one parent funding and scheduling multiple children, automated sibling credit sharing, instant cancellations/refunds, and strict coach/admin permission boundaries out of the box.

02 · ZERO-HARDWARE AI FILM ROOM (FIRST 90 DAYS LIVE)

70 Live Sessions & 510 Coaching Clips in Under 90 Days.

Launched in September 2026 for the Hong Kong fall hockey season, EAST Labs AI Film Room turns any standard YouTube livestream or corner-tripod feed into player-tagged coaching playlists — requiring **$0 in rink camera installations** and zero 12GB video uploads.

Coach Film Room Adoption Curve (Sep–Nov 2026)

Includes 2 live sessions published today (Nov 27, 2026)

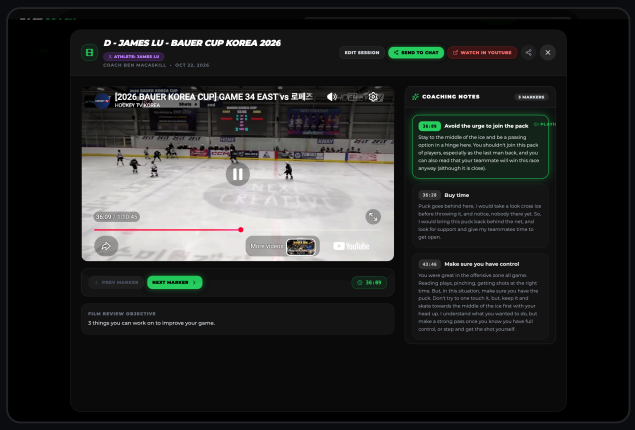
Sep 2026 · Launch — **3 sessions**

Oct 2026 · Season Surge — **43 sessions**

Nov 2026 · Active (to 27th) — **24 sessions**

Immediate coach stickiness: 6 distinct coaches adopted the workflow independently without dedicated video coordinators.

PRODUCTION REVIEW THEATER — Synced Clips + Notes



Athletes and parents open synced timestamped coaching playlists directly on mobile — jumping straight to specific shifts, goals, and voice-transcribed coach notes without scrubbing a 90-minute game.

CLIPS / SESSION
7.3
510 timestamped markers across 70 playlists.

ATHLETES TAGGED
43
65 individual + 6 full-team playlists (7 teams).

AI SLICE RUNTIME
39s
Adaptive 1 → 3 → 5 FPS serverless pipeline.

AUTO-LOCK GATE
95%
Fail-closed 85% floor + 1-Tap Coach Confirm.

Built for Real Bilingual & Corner-Tripod Rinks

Handles LiveBarn streams, silent tripods, and bilingual Cantonese/English broadcast commentary ("龍門" / goal horn detection) with deterministic hockey physics: handedness filtering, opponent jersey quarantine, 18-second same-goal deduplication, and persistent helmet/glove gear memory.

Operational Transformation: Legacy Stack vs. EAST Labs Unified OS

WORKFLOW PILLAR	TRADITIONAL ACADEMY / SCHOOL STACK	EAST LABS UNIFIED PLATFORM (LIVE RESULT)
Video Hardware Capex	US$6,000+ proprietary rink camera rigs + recurring storage fees	**$0 hardware** — paste any YouTube or LiveBarn link and clip in 39s
Post-Game Film Review	2–4 hours of manual coach video scrubbing & WhatsApp links	**510 synced clips delivered** directly to 43 athletes & 7 team chats
Family Bookings & Billing	Manual bank transfers, PDF receipts, spreadsheet attendance	**1,657 atomic bookings** · 2,990 ledger txns · Stripe PCI-L1 wallet
Multi-Club Expansion	4–6 months custom rebuild per club or school deployment	**Instant white-label reskin** (crest, palette, currency, Postgres RLS)

03 · MULTI-CLUB ARCHITECTURE & ENTERPRISE GOVERNANCE

Proven Daily in Hong Kong. Ready to White-Label Worldwide.

Every club, international school, or sports academy deploying on EAST Labs inherits the exact hardened backend serving 413 Hong Kong members daily — isolated at the database kernel level and dressed entirely in your own brand identity.

1 · LIVE FLAGSHIP TELEMETRY

EAST Sports Group (Hong Kong)

413 verified accounts (**29** active last 7d, **76** active last 30d, **168** active last 90d), **1,657** booking txns, **70** Film Room sessions, **144** team chat messages, and **66** tracked athlete stat profiles running continuously.

2 · WHITE-LABEL MULTI-TENANT FLEET

Instant Brand & Currency Isolation

One codebase dynamically reskins crest, colors, timezone, and currency across **EAST (HKD)**, **HPL Hockey Canada (CAD · 3 accounts provisioned, active Nov 2026)**, **Anaheim Jr. Ducks (USD)**, and **Yokohama GRITS (JPY)**.

3 · ZERO-TRUST SECURITY & PRIVACY

PDPO / PIPEDA Aligned Architecture

Database-enforced PostgreSQL Row-Level Security (RLS), strict role boundaries (`sys-admin`, `coach`, `parent`, `player`), Admin 2FA, zero client-side service keys, and PCI-L1 Stripe billing.

4 · PRODUCTION ENGINEERING PEDIGREE

Self-Healing Reliability Harness

1,018 audited Git commits, **86,419** lines of production TypeScript/SQL, **146** live Next.js routes, automated Playwright E2E regression guards, and an **11/11** live DB entropy self-healing sensor.

End-to-End Platform Architecture

Single Multi-Tenant Kernel · Zero Cross-Club Leakage



MODULE 01

AI Film Room

Drop-in YouTube auto-clipping, player playlists, bilingual audio detection, and 1-Tap Confirm for any team.

MODULE 02

White-Label Club OS

Your club's crest, colors, credit wallets, bookings, QR check-in, and coach/parent portals live in days.

MODULE 03

DYVLP Athlete B2C

Direct-to-athlete position development tracks, shift breakdowns, and referral credits back to home clubs.

FOUNDING PARTNER COHORT · 8 OF 10 SLOTS OPEN

Bring one YouTube game link. Watch us auto-clip it live in 39 seconds.

Preferred founding pricing + direct Hong Kong engineering onboarding across AI Film Room and White-Label Club OS.

Book a 15-Min Live Demo

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Audit Provenance & Privacy Statement: All operational metrics in this case study were queried directly from the EAST Sports Group Hong Kong production Supabase PostgreSQL database on November 27, 2026. Automated Playwright, QA, and smoke-test accounts (75 internal admin/test rows) were systematically excluded from member totals so all figures represent an honest, auditable live production baseline. Zero individual athlete or parent personally identifiable information (PII) is disclosed in this document.