



CASE STUDY • TWO CONNECTED PROJECTS

From Raw Film to **Player Feedback**

Two builds for one volleyball coach, working as a single system: an AI pipeline that files his game film automatically, and a full web app that turns his feedback into a coaching library *and* private, per-player feedback.

AI / GEMINI

AUTOMATION

FULL-STACK WEB APP

SUPABASE + NETLIFY

PRIVACY / SECURITY

GOOGLE DRIVE

CLIENT

Online volleyball coaching business

SCOPE

2 connected projects

STATUS

Live in production

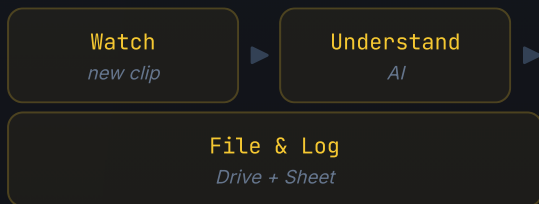
Great coaching, going nowhere

A one-person coaching business was drowning in video admin — hand-renaming and filing 8–10 clips a week — and sitting on years of valuable feedback with no way to share it, either with the coaches being trained or the players it was meant for. The work was there; the systems to deliver it weren't. So we built both.

PROJECT 01 • AUTOMATION

The Video Pipeline

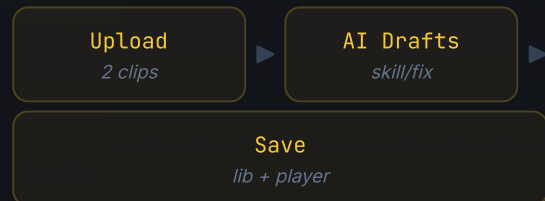
A quiet background tool on the coach's Mac. He drops one raw clip into a folder; an AI trained on volleyball watches it, names it cleanly, files it into the right Google Drive folder, and logs it into his editors' tracking sheet — automatically.



PROJECT 02 • WEB APP

The Feedback Platform

A full custom web app. The coach uploads a feedback clip and a correction demo; AI drafts the breakdown; he reviews and saves. It becomes a searchable library entry for coaches — and, when tagged to a player, private feedback on that player's own link.



★ Two projects, one connected platform

The pipeline feeds the content; the platform delivers it. The same feedback serves coaches (as an anonymized teaching library) and players (as their own private feed) at once — built so a one-person business runs like a much bigger one.

Capabilities

A full product surface across both builds — not a pair of scripts. Everything below is built, tested, and live.

PROJECT 01

Video Automation

Volleyball-trained understanding

Watches the actual footage and listens to the coach's voiceover to read the skill, situation, and a clean title.

Honest naming

Names only what it can actually see — on an ambiguous game clip it steps back instead of guessing wrong.

Auto-files to Drive

Creates the dated subfolder, uploads the clip, and grabs the link — exactly the coach's manual steps, done for him.

Logs to the editors' sheet

Appends the tracking row his editors already watch, and runs quietly in the background — he never launches it.

PROJECT 02

Feedback Platform

AI-drafted breakdowns

Drafts each entry's skill, mistake, correction, and fix from the coach's voiceover — human-reviewed before saving.

Searchable coach library

Browse and filter every breakdown by skill; open one to watch both videos alongside the written analysis.

Private, revocable player links

Each player gets an unguessable no-login link showing only their own feedback — and it can be revoked and reissued in one click.

Anonymized library + own-your-data

Player feedback teaches coaches while hiding whose it is; videos stay in the coach's own Drive, on his own brand.

— THE ENGINEERING

The hard part wasn't the AI — it was privacy. Every player breakdown had to do two contradictory things: a player sees **only their own**, yet the same clip teaches coaches **without revealing whose it is**. That model is the foundation, enforced in the database and covered by tests that try to break it on every change.

— THE BUILD

How it was made

<> Stack

Python watcher for the automation pipeline · **React + TypeScript** front end · **Supabase** (Postgres, Auth, row-level security) · **Netlify** hosting + serverless functions · **Google Gemini** for video understanding · **Google Drive** for storage.

- **Fits the humans, not the other way around.** The pipeline slots into the editors' existing Drive-and-sheet workflow with no retraining; the app carries the coach's own branding.
- **Test-driven & independently reviewed.** Built task-by-task with automated tests, then put through a security & code review before launch — the privacy model was verified against the live database, not assumed.
- **Shipped, not demoed.** Both projects are live on real infrastructure, with accounts, security rules, and monitoring in place.
- **Designed to grow.** Coach invites, player rosters, and a custom domain are straightforward next steps on the same foundation.

— THE OUTCOME

A small business that punches above its weight

2

connected projects, one platform

0

manual file admin left

100%

his data, his brand, his to own

Film gets understood and filed on its own. Feedback becomes a searchable library for the coaches he's developing. And every player gets a private, personal stream of exactly what to work on. The busywork disappeared — and the coaching scaled.

Have a task, or an idea that could be a product?

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