

CallBreaker Coach SOP

Field	Value
Title	CallBreaker Coach SOP
SOP ID	CB-SOP-001
Owner	The CallBreaker team
Version	1.0
Last updated	Oct 22, 2026
Applies to	callbreaker.app, the live app
Audience	Head coaches, coordinators and staff

Purpose & scope

This guide takes a coach from signup to a live game: set up your program, load an opponent's film data, read their tendencies, rate the matchup and run Game State on the sideline.

CallBreaker turns your opponent's film data into a game plan, then gives you live win probability on game day. Its model is built on high school football data, not NFL or college numbers.

Covered: account and program setup, teams and staff, opponents, uploading Hudl or charting-template data, Insights, Ratings, the Game Day offline download, and Game State.

Not covered (separate guides): Film Logger, Live Scout, Game Plan, reports, Formations, Personnel, Playbook and billing.

Three screens share the game-day job. Know which is which:

Screen	What it's for	Needs signal?
Game Day	Say or tap a situation ("3rd and long, trips right") and see what the opponent tends to run	No, after Download for game day

Screen	What it's for	Needs signal?
Game State	Track score, clock and field position; get win probability and the 4th-down call	Yes, to enter plays
Live Scout	Chart plays as you watch	Not covered here

Prerequisites & environment setup

Have these in place before you start. Most first-week problems trace back to one of them.

You need	Why	How to get it
An email inbox you can open now	Signup sends a verification link	Use a school or personal address you check
Program admin role	Only admins add teams and save ratings	The coach who signs up is the admin; admins promote others in Settings → Staff
Your own login per coach	Each coach's edit and delete rights are set per person	Settings → Staff → Invite a coach ; 12 seats per program. Don't share one login.
iPad, phone or laptop	CallBreaker is built for all three	Charge it before games
A current browser	Voice needs Chrome, Safari, Edge or Firefox and microphone permission	Allow the microphone when the browser asks
Opponent film data	Scouting reports are built from it	A Hudl export (.csv, .xlsx or .xls) or the CallBreaker charting template
Wi-Fi or cell signal	Uploads, Insights, Ratings and Game State need it	Game Day works offline after Download for game day
An active trial or subscription	The app pauses when it lapses	14-day free trial, no card. Afterwards email info@callbreaker.app ; your data is kept.

Step-by-step execution guide

Work through the stages in order. Each step says what you should see; if you don't see it, go to Troubleshooting before moving on.

Stage 1 — Create your account (about 5 minutes, once)

#	Do this	You should see
1	Go to callbreaker.app and start the free trial. On Create your account , enter your email and a password of at least 6 characters, twice.	Check your email
2	Open the email and tap the verification link.	Let's set up your program.
3	Enter Program name (e.g. Bentonville Tigers), pick Team level (Varsity, JV, Freshman, Youth or Other), tap Save & continue .	Your dashboard. A demo opponent is usually preloaded so you can try Game Day right away.

Stage 2 — Teams, staff and opponents (admin)

#	Do this	You should see
4	Optional: Settings → Teams , add another level (e.g. JV).	"Team created"; the team appears in the header team switcher.
5	Settings → Staff → Invite a coach : choose Member or Admin, add their email or copy the link.	"Invite emailed to ..." or "Invite link created"
6	Opponents → Add Opponent : enter Team Name and Game Date (the day you play them). Leave Self-Scout Mode off. Tap Add Team .	The opponent on the Opponents page. Game State will default to the next scheduled opponent.

Stage 3 — Upload film data (each opponent, each game)

#	Do this	You should see
7	Get the file. In Hudl: Reports → Breakdown Report → Export → CSV . Or fill in the CallBreaker charting template (download link at the top of Upload Data).	A .csv, .xlsx or .xls file
8	Open Upload Data . In Map to Opponent , pick the Opponent , then Game → + Create new game... : game name, date, season and a weight from 1× (Normal) to 5× (Max). Tap Create Game .	The new game selected. Use one game per file.
9	Drop the file into the upload zone.	A review of recognized columns, rows to import, and any rows to be skipped with the reason
10	Fix or Skip flagged rows, then tap Import N Plays .	Import Successful — N plays imported for the opponent

Required columns. Every offensive row needs Down, Distance and Play Call; rows missing any of the three are skipped. A special-teams row needs only a play call when its Play Type is Kickoff, Punt, Field Goal, PAT, 2-Pt, Extra Pt, Onside Kick, KO Rec, Punt Rec, Spike or Kneel.

Recommended columns. The more you add, the sharper the report: yards gained, yard line, quarter, formation, personnel, hash, play type, point of attack (POA zone) and result. Insights is thin without yards gained and formation. Use your real play names (Power, Inside Zone, Y Stick): a play call of just Run or Pass is reported as Run or Pass, with no scheme or ball carrier guessed.

Hudl ODK column. O or blank rows are offense. D rows chart the opponent's defense and feed the Defensive Scout. K rows are special teams.

Headers not recognized? Use AI-assisted mapping on the review screen (limited uses per program per day). The template's example rows are skipped automatically.

Stage 4 — Read the tendencies

#	Do this	You should see
11	Open Insights and pick the opponent.	Panels for success rate by down, formations, personnel, point of attack, hash, explosive plays and more
12	Narrow it with Situation Builder (down, distance, personnel, formation, field zone, hash).	The panels update. "No plays match this situation" means the filter is too narrow.

A panel marked "Low sample — directional, not reliable" has too few plays to trust. Upload more games before leaning on it.

Stage 5 — Rate the matchup (admin, before each game)

#	Do this	You should see
13	Open Ratings . Check the header team switcher shows the team you're rating (switch to JV to rate JV).	Your team's card with four 1-10 scales, each preset to 5
14	Rate your four units, fill in the kicker and punter fields you know, and tap Save team rating .	"Team rating saved" and "Last updated" with today's date
15	Under Opponents , open this week's opponent, rate the same four units and tap Save rating .	"... rating saved"; the row shows four numbers instead of "Not rated"

Setting	Scale	What it changes
Run offense, Pass offense, Run defense, Pass defense	1 to 10 (1 = Poor, 5 to 6 = Average, 10 = Elite); preset to 5	The 4th-down cards, once both teams are saved. On 4th-and-1 to 3 it compares your run offense with their run defense; on longer yardage, pass offense with pass defense.

Setting	Scale	What it changes
Kicker range (yds)	20–65, as kick distance: yards to the goal line + 17	Full make chance inside range. The chance tapers to zero over the next 5 yards, then the FG card reads "Out of range". Blank uses 45 yards, so kicks of 50 or more read "Out of range".
Kicker reliability (1–10)	5 to 6 = average	Raises or lowers his make chance. Ignored at any distance where you set a make %.
FG make % by distance	Short (<20 yd), Mid (20–30), Long (30+), each 0–100	Short and Mid are used as entered. Long is his make rate from about 30–34 yards; longer kicks scale down from there. Anything above 90 counts as 90.
Net punt average (yds)	15–60, net of the return	Moves where the punt card expects the opponent to start

If you're unsure about a unit, leave it at 5. Leave a kicker or punter field blank to use the high school baseline (a blank Kicker range uses 45 yards). Kicker and punter settings work even before the opponent is rated.

Be honest about kicker range. Ball on their 25 is a 42-yard kick. If his range is set to 45 but he's really good to 35, the FG card will look better than it is.

Ratings never change the **Win probability** card. They only shape the GO, FG and PUNT cards.

Stage 6 — The night before

#	Do this	You should see
16	On Wi-Fi, open Game Day on the device you'll carry, choose the opponent and tap Download for game day .	A check mark and a saved message. With no signal, Game Day shows "Offline — saved ..." and keeps working.
17	Open Game State . Confirm your team (header) and the opponent (Opponent menu). Tap Reset this game → Reset game .	0-0, 1st & 10 from your own 25

Stage 7 — During the game (Game State)

#	Do this	You should see
18	Set the situation: possession, down, distance, yard line, quarter, clock, both scores and timeouts. Pick Regular play , Just scored or Kickoff .	The Win probability card: your chance to win right now
19	Run the clock with Start / Pause , or tap it to type a time (m:ss).	The clock matches the scoreboard
20	After each snap, type the result in Play result and press Enter. Or tap the mic, say the play, tap again to stop.	"Parsed: Gain of 4", with down, distance, spot and win probability updated
21	Read it wrong? Tap Undo within 10 seconds. After that, fix Field situation and the scores by hand.	The previous situation
22	On 4th down, compare the GO , FG and PUNT cards and make the call.	The highest card marked Recommended

Play result shorthand

Type	Means
+4, -3, no gain	Yards gained or lost

Type	Means
inc	Incomplete pass
sack 8	Sack; always counted as a loss
td	Touchdown
int , fumble	Turnover
safety	Safety
fg , fg miss	Field goal good or missed (no good and blocked work too)
punt 42	Punt of 42 yards
kickoff , onside	Kickoff or onside kick
penalty 5 , penalty -10	Penalty for or against the offense
timeout , timeout opp	Your timeout or theirs

How to read the cards

- **The big number is your chance to win the game** after that choice, not the chance the play works. A 4th-and-3 GO card at 65% means you win about 65 games in 100 if you go.
- **"Wins X% of resamples"** is how often that option still came out best when the model's uncertainty was reshuffled. Near 50% means a coin flip.
- **A gap of 1 to 2 points is a toss-up.** Use what you know about your team that day: injuries, weather, matchup.
- **Values are rounded to the nearest whole number**, so two options can look 1 point apart when they are closer.
- **Out of range** on the FG card means the kick is 5 or more yards past your kicker's range, or 50+ yards if you left range blank (Stage 5).
- **Before 4th down** the cards show as a preview of what 4th down would look like.
- **On their ball** the cards show their three options, each as your chance to win if they choose it. Their best option is marked **Their best call**, so you know what to expect. Their field goal uses a typical high school kicker, not your kicker settings.

- **After your touchdown** the **PAT / 2pt** tab opens and compares kicking with going for 2, including after a gain like +12 that crosses the goal line. It stays closed after their touchdown.

CallBreaker is a decision aid. The final call is always yours.

Verification & health check

Run this checklist the night before and again at the field. Every box should be ticked before kickoff.

- ☐ **Opponents:** this week's opponent shows a Plays count above 0.
- ☐ **Insights:** the opponent's panels load, and the ones you rely on aren't marked "Low sample".
- ☐ **Ratings:** your team card shows "Last updated" this week, and the opponent row isn't "Not rated".
- ☐ **Game Day:** the opponent is downloaded on the device you'll carry (check mark after **Download for game day**).
- ☐ **Game State:** right team in the header, right opponent, game reset to 0-0, 1st & 10 from your own 25.
- ☐ **Test entry:** type **+4** , see "Parsed: Gain of 4", then tap **Undo** within 10 seconds.
- ☐ **Mic:** tap it once and allow microphone access if the browser asks.
- ☐ **Backup:** device charged, brightness up, a paper chart for down, distance, spot and score.

Rollback & incident response

Most mistakes can be undone. Two can't: deleting an import and resetting a game, so double-check before you confirm either.

Situation	Recover by	Can it be undone?
A play was read wrong	Undo within 10 seconds. After that, fix Field situation and the scores by hand.	Yes

Situation	Recover by	Can it be undone?
Wrong file, or plays imported to the wrong opponent	Upload Data → Upload History , delete that import (it removes every play from that file). Fix the file and upload again. Needs delete permission.	No
Game State still shows last week's game	Reset this game → Reset game	No
Signal drops during the game	Play result entry fails ("Could not apply play"). Set down, distance, yard line and score by hand; the cards still update on the device. Don't reload the page until signal returns. Keep charting on paper. Game Day keeps working if you downloaded it.	—
4th-down cards ignore new ratings	Check you tapped Save team rating / Save rating , then reload Game State. Your game situation is kept.	Yes
"... subscription is inactive"	Your trial ended. Email info@callbreaker.app to reactivate; your data is kept.	Yes
An error page appears	Reload once. If it comes back, switch to paper and report it.	—

Reporting a problem. Email info@callbreaker.app with your program name, the screen you were on, the time, what you typed or tapped, and a screenshot. During a game, finish on paper and report afterwards.

Troubleshooting & FAQ

Problem or message	Likely cause	Fix
No verification email	Spam folder or a typo in the address	Check spam. Already signed up? Sign in, or tap Forgot password?

Problem or message	Likely cause	Fix
"Only a program admin can save ratings."	You're a Member	Ask an admin, or have one promote you in Settings → Staff
"We couldn't find Down, Distance, and Play Call column headers"	Header row missing or renamed	Check the header row, or use AI-assisted mapping on the review screen
"N rows will be skipped — missing required fields"	Blank Down, Distance or Play Call on those rows	Fill them in and re-upload, or import without them
Defensive plays missing from the offense report	Rows with ODK = D	Expected: they feed the Defensive Scout
Insights look very general	The file had only the required columns	Add play names, formation, personnel, hash, POA zone and yards gained
"Didn't understand. Try +4, sack -8, td, punt 42, timeout"	Shorthand not recognized	Use the shorthand table in Stage 7
"Could not apply play" or "Could not save"	No signal	See "Signal drops" under Rollback
"Microphone blocked — enable it in your browser settings"	Mic permission denied	Allow the microphone for callbreaker.app in browser settings
"Voice needs a newer browser"	Unsupported browser	Use Chrome, Safari, Edge or Firefox, or type the play
Undo is gone	More than 10 seconds passed	Fix Field situation by hand
FG card says "Out of range"	Kick is 5 or more yards past your kicker's range (45 yards if left blank)	Raise Kicker range on Ratings if it's wrong
Win probability looks too high or low	A wrong input: score, clock, timeouts, possession, down, distance or yard line	Fix the input. Ratings don't affect this card.

Problem or message	Likely cause	Fix
4th-down cards look off	Ratings missing or not saved for one team	Rate and save both teams, then reload Game State
Game State shows the wrong opponent	It defaults to the next Game Date	Pick the right one from the Opponent menu
Game Day: "No saved data for this opponent"	Offline and not downloaded	Connect to Wi-Fi and tap Download for game day
"... subscription is inactive"	Trial ended	Email info@callbreaker.app to reactivate

Support

Email info@callbreaker.app with your program, the screen, the time, what you did and a screenshot. Feedback on features and confusing screens is welcome and goes straight to the developers.