Underrated Sports — Code the Platform That Pays Underrated Athletes and Brands — And Pays You Like a Founder

Presented by Sudhanva Athreya

Exit Target: $200M | Initial Budget: $20K Runway | 5k towards Marketing

5k towards Legal, 5k towards engineers, 5k towards Web App Dev.

Part 1 (20 minutes)

Our Mission

Thank you for joining. Underratedsports is building a platform for overlooked basketball players — G League athletes, Indian hoopers, NIL, and others — to gain visibility, earn income, and co-create with clothing brands.

We're here to build community-owned sports infrastructure with developers as co-founders or contractors

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Slide 1: The Billion-Dollar Problem (5 mins):

- Globally, 98% of elite athletes remain undiscovered or underpaid.

- Brands waste millions on celebrity endorsements, ignoring grassroots talent.

- Leagues like NBA India lack tech infrastructure for scouting homegrown players.

- Our solution: verified athlete profiles with stats, highlights, and immediate payouts.

  Brands pay 80% less than celebrity deals; leagues and brands license with us earning a 20% fee on deals.

Slide 2: Market Size & Opportunity (3 mins)

- $91B global sports sponsorship market (Statista 2024).

- $1.3B Indian sports tech market, growing at 14%. CAGR

- $1.2B NIL market in US college sports.

- 3.5M NCAA + 100M global youth athletes without commercial pathways.

- 78% of brands want to diversify beyond celebrities by 2027

Slide 3: The Solution (3 mins)

- Athlete profiles with stats, highlights, and brand tools.

- Instant payment processing for athletes.

- Merchandising and sponsorship modules.

- Accessible UX for athlete empowerment.

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Role	Name	Tech Stack	Mission	Max Equity
Frontend Developer	Rahil Shivjani	React	Build and optimize athlete-facing and merch-facing user interfaces for smooth navigation, engaging user experience, and responsive design across devices.	2%

Role	Name	Tools	Responsibilities	Equity
UI/UX Design/Chatbots	Ankita Pal	Figma and Sketch	Design intuitive and visually appealing user flows and interfaces for athlete profiles and merch dashboards. Lead the development of engaging conversational interfaces, chatbots, and other interactive UI elements that enhance user engagement.	
Google Cloud Engineer	Mytri Nair	Google Cloud	Build and manage a scalable cloud infrastructure that supports real-time video processing, stats scraping, and storage of athlete data. Ensure high availability and efficient performance of all cloud services powering the platform.	2%
Lead Backend Dev/Ops	Sai Darsh K	Supabase & Stripe Connect	Architect and maintain secure, scalable backend systems that power core functionality such as multi-party payouts, user authentication, and fraud prevention. Integrate Stripe Connect to enable smooth financial transactions for athletes and brands.	2%
AI/ML Engineer	Saket Moduga	Python, TensorFlow, PyTorch	Develop and deploy machine learning models that analyze athlete performance data, video highlights, and contextual metadata. Generate actionable insights and rankings to help scouts and brands identify underrated talent efficiently.	2%

Data Engineer	Akash Ravindrababu	Data pipelines/ API	Design and maintain reliable data pipelines to ingest, process, and syndicate structured and unstructured athlete data. Build APIs and analytics layers that ensure accurate data delivery to the front-end, ML models, and third-party partners.	2%
Strategy/ Networking Manager	Pranav Gundra	N/A	Lead strategic marketing and growth initiatives. Build relationships with athletes, brands, scouts, and agents through networking, partnerships, and outreach. Drive platform adoption via targeted campaigns and high-level collaborations.	2%

Base equity: 1% on joining + milestone bonuses.

Cash compensation: $800/month max per engineer. Capital is low ATM

Equity incentivizes ownership and long-term commitment.

2% Equity max for Pranav Gundra 300$/month

Updated Define Your Role (1 min)

- **Frontend/UI/UX Specialist – Build slick athlete profiles, scouting dashboards, and end-to-end UI in Next.js.**
- **Cloud Ops Architect – Handle scraping and media pipelines across Google Cloud. Own backend scaling.**
- **Dev/Ops Wizard – Own secure payment flows using Stripe Connect and Java-based integrations.**
- **AI/ML Analyst – Power our matching engine and video taggers via TensorFlow/PyTorch models.**
- **Data Syndication Lead – Manage pipelines/APIs, analytics dashboard, and third-party data sync.**

Part 2 (20 minutes)

Slide 7: Work Culture & Benefits (4 mins)

- No burnout: Max 15 hrs/week.

- Fully remote, asynchronous.

- Equity + milestone bonuses.

- "Work hard, play hard" with team rewards.

Slide 8: 90-Day Roadmap (4 mins)

- Month 1: MVP athlete profiles, onboarding 5 athletes.

- Month 2: Scout dashboard, close first $5K brand deal.

- Month 3: Auto-import stats, launch scout-to-athlete messaging.

- Milestone: Celebrate first transaction.

Slide 9: Growth & Exit Strategy (4 mins)

- Phase 1: Prove model in India & global athletes, process $100K+ brand deals.

- Phase 2: Anchor clients with NBA India, Nike programs.

- Phase 3: Scale via white-label tech & data sales.

Exit target: $200M valuation.

Risk	Mitigation Strategy	Owner
Low brand demand / slow adoption	Pre-sell 10–20 brand-athlete campaigns before launch. Focus on brands with niche followings (e.g. regional streetwear, college orgs), and offer early access to exclusive athlete collabs.	Founder (Sudhanva Athreya)
Inconsistent or subpar UI/UX design	Build a unified design system using Figma + Tailwind; require weekly design review meetings; have Founder/QA test all scout and athlete flows before release.	Frontend Lead (Rahil Shivjani) & UI/UX Designer (Ankita Pal)
API & video cost spikes	Batch data requests, limit real-time video loads, compress media, use CDN and cache layers; apply for GCP credits and negotiate long-term billing terms.	Backend Lead (Sai Darsh K)
Payment fraud or unauthorized payouts	Launch with manual review of first 100 transactions, require ID verification, integrate Stripe Connect's fraud monitoring, & allow only vetted brands to offer deals.	Payments Lead (Sai Darsh K)

Talent churn or team instability	Use milestone-based equity vesting, offer mental health breaks, flexible hours, and purpose-driven culture. Publicly credit team contributions to increase buy-in.	Founder (Sudhanva Athreya)
Lack of athlete trust / credibility	Partner with coaches, leagues, and high school programs for early validation. Add verified checkmarks, athlete showcases, and peer-reviewed profiles.	Founder (Sudhanva Athreya)
Copycats / clone platforms	Train proprietary AI models on internal datasets (non-public). Build defensible brand identity via early athlete success stories and social proof.	AI/ML Engineer (Saket Moduga)
Unreliable athlete data / dirty stats	Build a robust ETL pipeline to clean and validate data from multiple sources. Use internal tools to flag inconsistencies and track confidence scores on stats.	Data Engineer (Akash Ravindrababu)
Platform downtime / system scalability	Use scalable infrastructure on Google Cloud, implement health checks, and set up automated alerts. Stage feature rollouts with load testing.	CTO (Veeraju Tadimeti)
Unclear value proposition to scouts	Build scout-specific dashboards with smart filters, AI-powered rankings, and verified athlete tags. Offer scout onboarding sessions and free early access.	Designer/Founder (Ankita Pal/Sudhanva Athreya)

✅ What We've Accomplished (Pre-Raise)

- **Team in Place: 6 engineers hired —** spanning AI/ML, frontend, backend, cloud infrastructure, payments, and design.
- **Social Media Manager- Marketing Campaigns**

- **Proof of Concept Built:** Fully functional product framework, athlete identity flows, and backend marketplace logic completed.

- **Founder-Led Validation:** 10+ brand conversations in motion; early athlete interest from high school, college, and international circuits.

We've proven there's demand — now we need capital to launch at scale.

💰 Funding Ask

- **Raise: $500K for 10% equity**

- **Valuation: $5M pre-money**

- **Structure: Equity or SAFE (with standard investor rights)**

📌 Use of Funds

- **Finalize and launch MVP — onboard first 100 athletes + 10 brand deals**

- **Scale cloud infra (GCP), Stripe Connect, and AI athlete ranking engine**

- **Handle NIL legal compliance (U.S. + international) and athlete payouts**

- **Build waitlist of 5,000+ athletes through targeted campaigns**

- **Recruit first 50 beta scouts and small brands via outbound & paid acquisition**

- **Sustain 12-month lean runway (no burnout, remote-first, performance-based culture)**

  ## 📈 Why Invest Now

- **Pre-Revenue / Pre-Users — But Not Pre-Validation:**
  We've built the core platform, proven demand, and recruited a highly

technical team — all with minimal capital.

- **NIL is globalizing: NCAA was just the beginning — India, Africa, and Latin America are untapped NIL markets.**

- **We're first to market with a tech-driven NIL engine focused on underrepresented athletes + microbrands globally, not just top-tier NCAA stars.**

- **VC-Scale Potential: Proprietary data, athlete verification, and AI ranking = compounding network effects at scale.**

💰 **Raise Details**

- **$500K for 5% equity**

- **$10M pre-money valuation**

- **Structure: Equity or SAFE with standard investor rights**

🧭 **Use of Funds**

- **Launch MVP + first 50 athlete–brand deals**

- **Expand infrastructure to support global scale (GCP, Supabase, Stripe Connect)**

- **Secure NIL legal coverage (India + U.S.) and handle compliance for international athlete monetization**

- **Scale brand partnerships (targeting Nike, Adidas, regional streetwear)**

- **Launch influencer-driven campaigns across U.S. + India to grow the waitlist (5K+ athlete goal)**

🌍 Global Expansion: Why Underratedsports Is a Worldwide Play

🇮🇳 India: The Next Major Sports Growth Frontier

- We are in early talks to partner with NBA India to help surface undiscovered Indian hoopers and give them pathways to monetize and get scouted.

- Blitzwavesports positions itself as the preferred tech layer to digitally organize, validate, and promote athletes in India and similar emerging markets

- No existing NIL infrastructure exists in India — we'd be first to bring athlete monetization, verified scouting data, and brand partnerships to the region

- Global brands like Nike, Puma, and Dream11 are already investing in Indian sports marketing — we aim to offer a streamlined platform to activate those deals directly with athletes

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Early Traction and Leverage

- We've begun early outreach to Indian basketball prospects (e.g., Pranav Prince, Arjun Patel) and small sportswear brands

- We're building a pipeline of highlight reels, profiles, and performance data to show what a digitized, AI-scoutable Indian athlete database can look like

- This partnership would give us exclusive early data, press momentum, and cross-border visibility

Rapid Product Execution: MVP Ready in 90 Days

● **Our engineering team of 5 experienced developers is poised to complete the MVP within 90 days of funding.**

● **The MVP will include:**

  ○ **Athlete profile and verification flows**

  ○ **Brand partnership dashboards and deal management**

  ○ **AI-driven athlete ranking and scouting tools**

  ○ **Payment integration (Stripe Connect) and multi-party payouts**

  ○ **Scalable cloud infrastructure (GCP) for real-time video and stats processing**

● **This rapid timeline ensures we capture momentum from NBA India discussions and begin onboarding first cohorts of athletes, scouts, and brands immediately.**

● **With MVP in hand, we will activate go-to-market campaigns across India and the U.S., locking in early brand deals and athlete users — generating the critical network effects investors look for.**

● **Slide 12: Bonus — Hiring Your C-Level Team (2 mins**

Chief Marketing Officer (CMO)

Name: Dave Dabbah
Equity: 3%
Mission:
Dave brings years of startup growth expertise to spearhead **athlete acquisition**, **brand partnerships**, and **audience scaling**. As a full-stack marketer with a background in sports tech and brand storytelling, Dave will design blitz-style GTM campaigns, own social virality, and build

trust across underrepresented sports communities. He will also oversee creator/influencer collaboration strategies and paid acquisition funnels.

> *Objective: Make Blitzwavesports the go-to brand for athletes and small merch labels — while ensuring CAC stays low and LTV high.*

Chief Financial Officer (CFO)

Name: Sangeeta Tadimeti
Equity: 3%
Mission:
Sangeeta will lead **financial planning, burn rate management**, and **capital raising**. She will design sustainable financial models, track operational spend with transparency, and forecast cash runway. Sangeeta brings experience managing VC-backed startups and guiding early-stage founders through Seed and Series A rounds. She ensures every dollar stretches while keeping investor confidence high.

> *Objective: Keep Blitzwavesports agile and well-funded, with minimal dilution and a clear path to profitability.*

Chief Technology Officer (CTO)

Name: Veeraju Tadimeti
Equity: 3%
Mission: Veeraju will define and oversee the **technical roadmap**, build **scalable systems**, and **mentor engineering leadership** across AI/ML, backend, and frontend. With deep expertise in cloud architecture and product innovation, he ensures that the tech scales as the platform grows — especially across athlete data ingestion, video processing.

> *Objective: Future-proof the platform while maintaining technical excellence and speed of execution.*

Role	Name	Core Responsibility	Why Them
Chief Marketing Officer (CMO)	Dave Dabbah	Lead athlete & brand acquisition via digital campaigns, community,	Former CMO at CleverTap & Agora.io, with deep sports-tech

		and strategic partnerships.	and SaaS growth experience.
Chief Financial Officer (CFO)	Sangeeta Tadimeti	Control burn rate, manage investor relations, and lead the next raise.	Finance lead with prior startup exit experience; excellent budget discipline.
Chief Technology Officer (CTO)	Veeraju Tadimeti	Architect scalable systems, mentor development team, and lead IP protection.	Ex-Amazon Principal Engineer; built and scaled high-load infrastructure in consumer tech.

Slide 13: Summary & Closing (1 min)

- **Founder-led, lean startup with clear milestones.**

- **$20K runway fueling $200M exit potential.**

- **Strong market opportunity and team equity upside.**

- **Work hard/play hard culture with no burnout.**