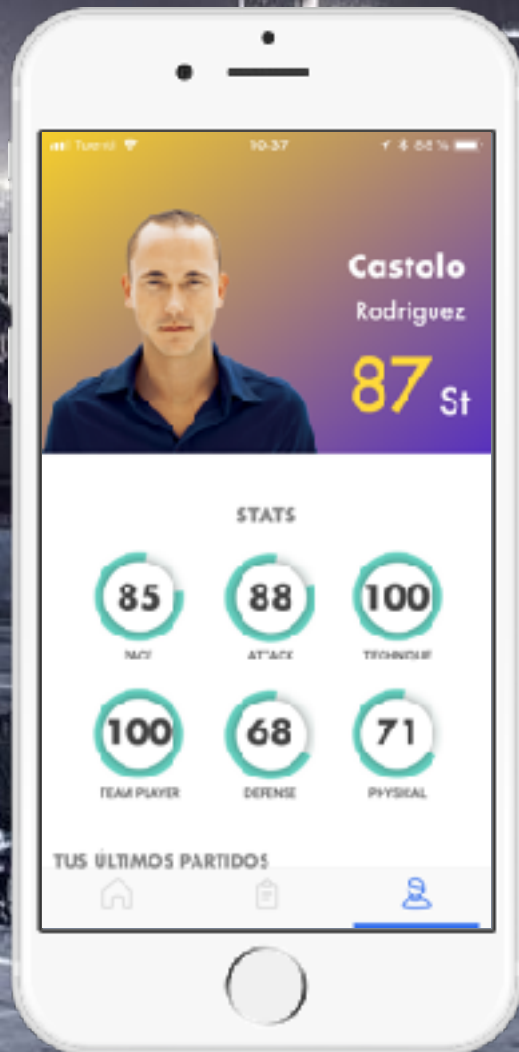




# Rankeet

May 2018  
Adidas  
Hackathon



THE WORLD IS SPORT

**RANKEET IS THE  
PLATFORM TO RANK  
PLAYERS IN STREET  
SPORTS AND GET YOUR  
GAME TO THE NEXT  
LEVEL**

# UPGRADING STREET SPORTS

This means helping to this healthy competition and improving its social impact.  
Encouraging users to challenging you to be  
the best street player



# TRANSFORM SPORT FIELDS IN PROFESSIONAL FIELDS

Rankeet will upgrade and rehabilitate your neighborhood courts using technology to allow standardizing the measurement of stats of every player, manage team and create matches. And all this with a minimum investment



## COMPARE YOUR SKILLS

Show off your skills to other players and let them know who's the best in the hood. Competition is served!

## KEEP PLAYING, KEEP TRAINING, KEEP WINNING

At the same time that you continue training and playing, you will be able to improve your level both individually and collectively and achieve awards, promotions and rewards



IT'S RANKING TIME

**WHY RANKEET?**



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WHAT DOES RANKEET DO?

# RANK REAL PLAYERS IN REAL MATCHES

Collective sports are not played only in TV or stadiums. They happen in the street. With real people. In real places. With Rankeet, we will allow people to compete at a different level, standardizing the measurement of statistics and making the organization of matches easier.



**THEIR GAME**



**OUR GAME**

WHY RANKEET?

# SPAIN IS ATHLETIC

## PEOPLE PLAY SPORTS

People between 15 and 24 years playing sports on weekly basis

77%

## PEOPLE LOVE PLAYING OUTSIDE

People playing in open spaces

46%

People playing sports in public facilities

70%

## PEOPLE PLAY ANYTIME

On holidays

10,5%

During working months

24%

You don't care when

66%

On weekdays

41%

On weekends

18%

When you feel like

42%

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WHY RANKEET?

# SPAIN IS TECHY

**21,6% expected annual growth on wearable sales in Spain until 2021**

Use of wearables in Spain is increasing every day and they are here to stay

**88% smartphone users in Spain**

Smartphone penetration in Spain is amongst the biggest in the world

**130+ million users registered in Runtastic**

You don't imagine sports without statistics

**Most people using tracking apps share their activity on social media**

You don't imagine sports without sharing



WHY RANKEET?

# TALKING ABOUT SPORT FIELDS

**121 K**

More than 121.000 public spaces in Spain dedicated to sports

**19 K**

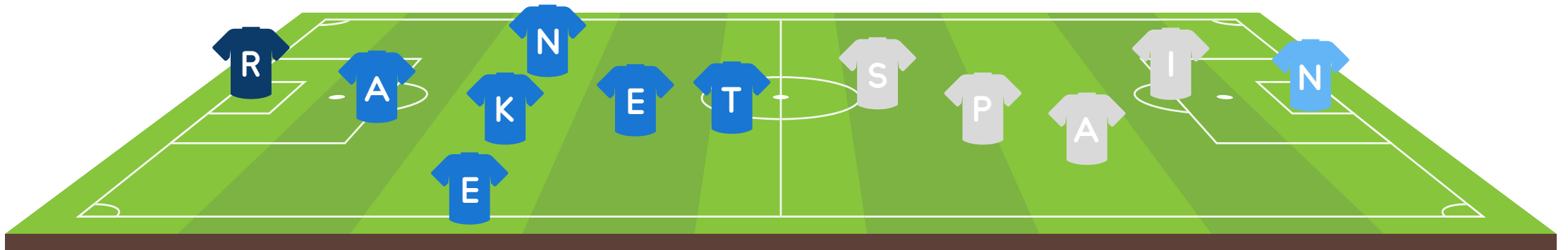
More than 19.000 indoor football pitches in Spain

**11 K**

More than 11.000 public basketball pitches in Spain

**6 K**

More than 6.000 multi-sport pitches



A PLATFORM THAT HELPS YOU

# THE BEST APP MADE FOR YOUR SPORT

## AN INITIAL FLOW AND 3 SECTIONS

When starting, we will be guided in a first full action flow that will allow us to start playing fast. Once completed we will access a simple interface in which we will differentiate 3 sections.



### DISCOVER

Discover sports fields in your city, look at the matches that have been created and the way to improve your level



### PLAY

Play, have fun and discover challenges every day that can make you become a local reference



### PROFILE

Check your metrics, include your devices and discover other players. Fight for your rewards and receive exclusive promotions

BUSINESS MODEL

# A PROFITABLE MODEL

WHO'S RANKEET FOR?

# RANKEET USER

Our users, from **16 to 35 years old**, the most active in new technologies as well as local sports competitions. They buy everything online, and share their day to day with their environment

## USERS WHO ARE PASSIONATE ABOUT SPORTS AND WANT TO CREATE GAMES AS WELL AS PLAY IN THEM

Rankeet offers these advantages to these users:

- Provide a tool to locate the courts in the city and its occupation
- A new sport field in which you will benefit from technology
- A wide network of users to organize matches efficiently.

## USERS LOOKING FOR CHALLENGES AND IMPROVING EVERY DAY IN THEIR FAVORITE SPORT

For these users, Rankeet want to meet the following features:

- Sports challenges that allows them to grow both individually and collectively.
- A tool to objectively measure their level and compete in a healthy way with friends and neighbors.



# THREE PATHS TO BE PROFITABLE



## PROMOTIONAL CHALLENGES

Give access to special offers, promotions, events and discounts only available through the challenges in the app



## PRODUCTS FOR SALE FOR SPECIFIC PROFILES

Sell specific products targeting the adds making use of user's profile. Give the user something that really need.  
New ways of direct advertising



## ENGAGEMENT, COMPETITIONS AND CONQUER THE STREETS

Make your brand conquer the street. Organize events, manage rewards and reach all users easily

## NOT ONLY PROFIT BUT SOCIAL IMPACT

Learn what are the most used courts and invest in technical and structural improvements for them so the app make a social impact



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A CUSTOMIZED  
ALGORITHM

## An algoritgm that adapts to your ranking

The algorithm that allows us to combine different sources of information and transform that data into stats that apply to your profile. It knows the way you play and show you a personalized promotional experience

# RANKEET



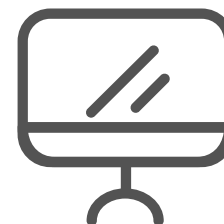
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THE BEST APP

## An app for the street players

Some iOS and Android applications, which will be responsible for offering the full functionality of Rankeet to the user. From the initial point of personalization to the recommendation based on your profile. Game creation and interactive participation

# PLATFORM



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A WEB TO DISCOVER

## An entry point to discover the platform

A website that will present the tool and give the user a basic functionality. It will be the gateway to know the applications and generate expectation of the system so we will try to engage users.



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ADMIN PORTAL

## A complete admin portal

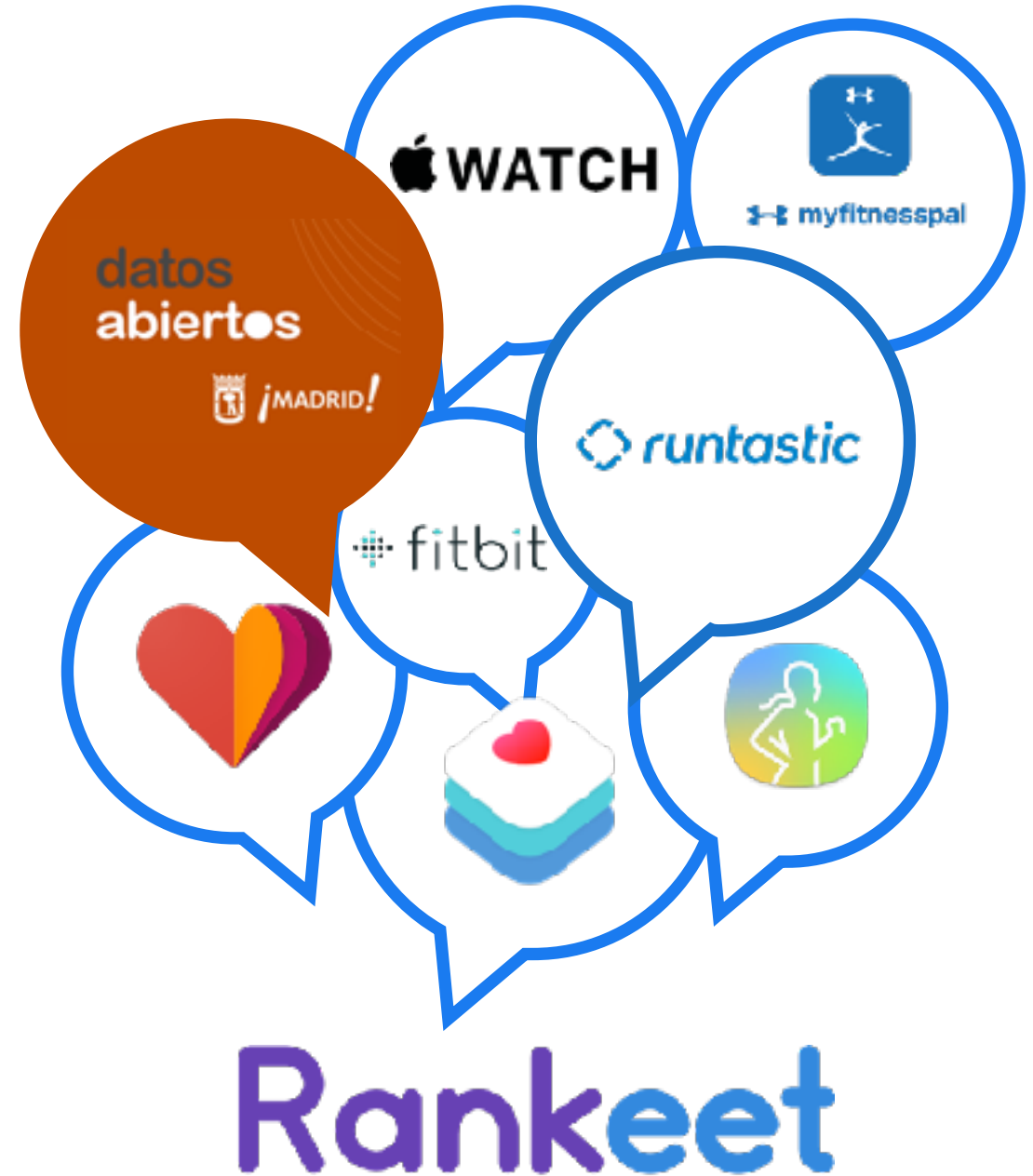
An administration application whose function will be to give access to the different providers of both advertisements and other services to the corresponding functionality of RANKEET. It will be the access door for external agents that enrich the tool



# OUR POWER IS DATA

There is a wide variety of technologies and wearables. Rankeet use data provided by any source and standardize it to build a common ground on which evaluate users.

The more data Rankeet is able to interpret, the better accuracy of rankings and profiling will be, allowing for better recommendations to each type of user that enhance user experience.



HOW IT WORKS

# RANKEET IN ACTION

# RANKEET IN ACTION

**YOU NEED TO PLAY,  
AND YOU NEED TO DO  
IT NOW**

The data we have on sports practice encourage us to think that it is very common to participate in this type of sporting events when you want to escape from your day-to-day problems, both at work and at a personal level.





## REGISTER AND PLAY

Register in the court just by approaching your phone or wearable to one of the NFC receptors in the goals or baskets in the field. You will automatically get in the team defending that goal/basket. Rankeet will record your activity stats from your wearables during the match. So don't relax!

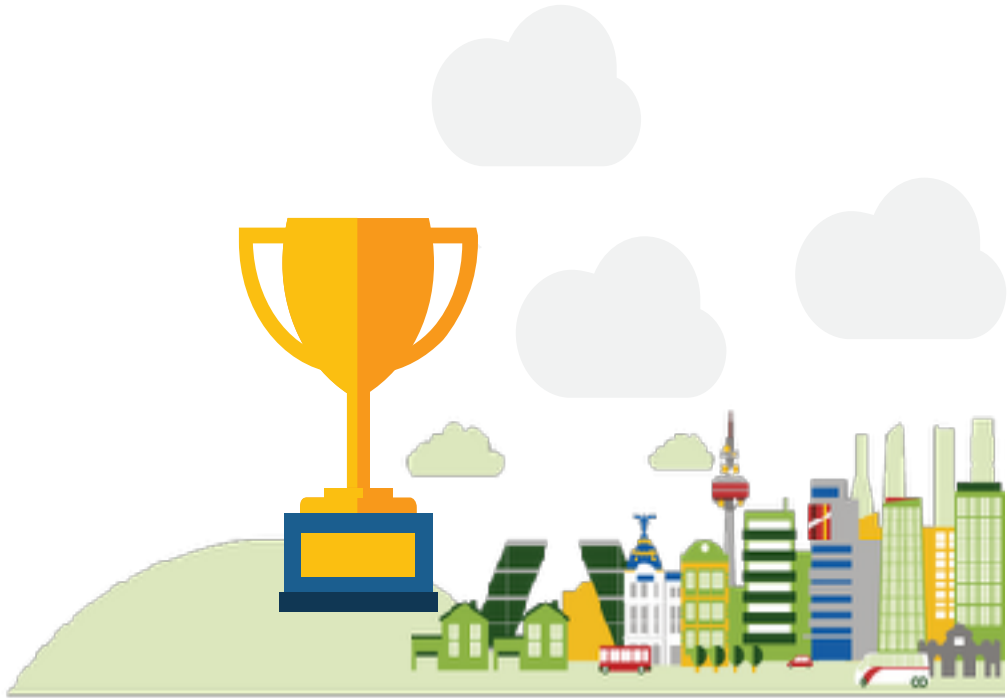
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## EXPLORE, DISCOVER AND PARTICIPATE

With Rankeet you will be able to find ongoing matches near you or organize one at anytime. Just log in the app, choose the court and hour of the match.





## TIME TO RATE YOUR PROFILE

Depending on the results of the game, your rival's ranking and your activity stats, your ranking will be modified in real time. Giving you access to more and more features

4

## DID YOU WIN?

After the match, the admin of the game admin will tell Rankeet the result of the match, **the MVP, The Wall and The Star Striker**. Rest of the players have to confirm these results.

5





**PLAY, HAVE FUN AND  
BECOME A BETTER  
PLAYER**

6

7

## **GET ACCESS TO CHALLENGES AND PROMOTIONS**

Depending on your ranking, Rankeet will suggest you personalized challenges to improve your stats in the app, and give you access to special offers if you complete them.





FUTURE OF THE PLATFORM

**A PLATFORM WITH A GREAT FUTURE**

# A FUTURE PLENTY OF POSSIBILITIES



## AR TO IDENTIFY PLAYERS

Augmented Reality: Identify players in a court and view his/her ranking in real time. Just using the camera of your phone and pointing to the shirt/number



## MORE SOURCES OF INFORMATION

Improve connectivity of the platform making use of the latest technology in sports and new wearables. Get more and more info from them.



## PROMOTION OF EVENTS

Promote events to advertise the platform and get a bigger user base. Rank events as a reference in street sports.



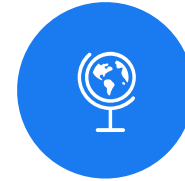
## LIVE STREAMING

Use the game as a container of information about everything that could be related to the activity



## SMART LIGHTNING INTERACTION

Interaction with the field: Smart Lighting to control the lights of the pitch and making the use of energy more efficient.



## EXPAND INTERNATIONALLY

Adapt the platform to make use of local data feeds in other countries and provide a platform that works globally and acts locally.

# Rankeet

Let the Street Rank You!

rankeet.es



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