



## A TOOL FOR THE PLAYERS, A TOOL FOR THE STREETS

Rankeet is the platform to rank players in street sports and get your game to the next level. Collective sports are not played only in TV or stadiums. **They happen in the street.** With real people. In real places. There are more than 120.000 public spaces in Spain dedicated to sports. **Beacause Spain is athletic.** More than the 77% of people between 15 and 24 years old plays sports weekly.

With Rankeet, we will allow people to compete at a different level, **standardizing the measurement of statistics and making the organization of matches easier.** Helping to this healthy competition and improving its social impact. Encouraging users to challenging them to be the best street player, by showing off their skills to other players and let them know who's the best in the hood. **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 Rankeet transforms sport fielfs in professional fields. It 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

## THE TECHNOLOGY

Rankeet has been developed on Swift for iPhone (and will be available also in Android), using mobile capabilities and SDKs, and sensors such as **GPS, and Healthkit.**

Geolocation allows the app to easily locate nearby public facilities loaded from Open data platforms provided by local authorities such as **datos abiertos by Madrid Government.**

Once users are located in a court, they can start a match **just by connecting to NFC sensors** around the facilities by approximating their mobile phones or wearables, being assigned to a team. Data generated from match result and information, combined to the activity data received **from wearables, Healthkit and applications as Runtastic is uploaded to AWS, Node JS based services** where is processed for user profiling and personalized experience by applying Big Data algorithms.

## BUSINESS MODEL

**We think of three different paths to be profitable.** We believe we need each one of them to either generate engagement with the users or generate more potential users, and we really believe the three of them combined could achieve some great potential.

The first path is the one we have called Promotional Challenges. **This feature gives users access to special offers, promotions, events and discounts** only available through the challenges in the app. New users are very likely to make use of these promotions, as they get engaged with the app and with sports in general, with promotions and events they get that extra push that helps you during the hard path of training.

**Products for sale for specific profiles. Selling specific products targeting the adds making use of user profile, giving the user something they really need.** New ways of direct advertising. This is meant to create recurrence in current users so they can buy new products and consumables the brand releases each season. Engagement, competitions and conquer the streets. Make your brand conquer the street by organizing events, managing rewards and reach all potential users easily. **This is a great way of promotion the brand new products, as you can even do A/B testing with new products in different competitions to see the potential of them.** Reaching to more and more users creates a community that continually feeds itself back. This is the best way to really become a reference sports app.

Rankeet wants to generate a social impact, so we believe some investing in technical and structural improvements for most used courts could benefit users and promote the brand.



## CONTACT AND MORE INFO

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Project URL : <http://www.rankeet.es>

Project Video : <https://www.youtube.com/watch?v=795mMPVyHWk>