

Challenge

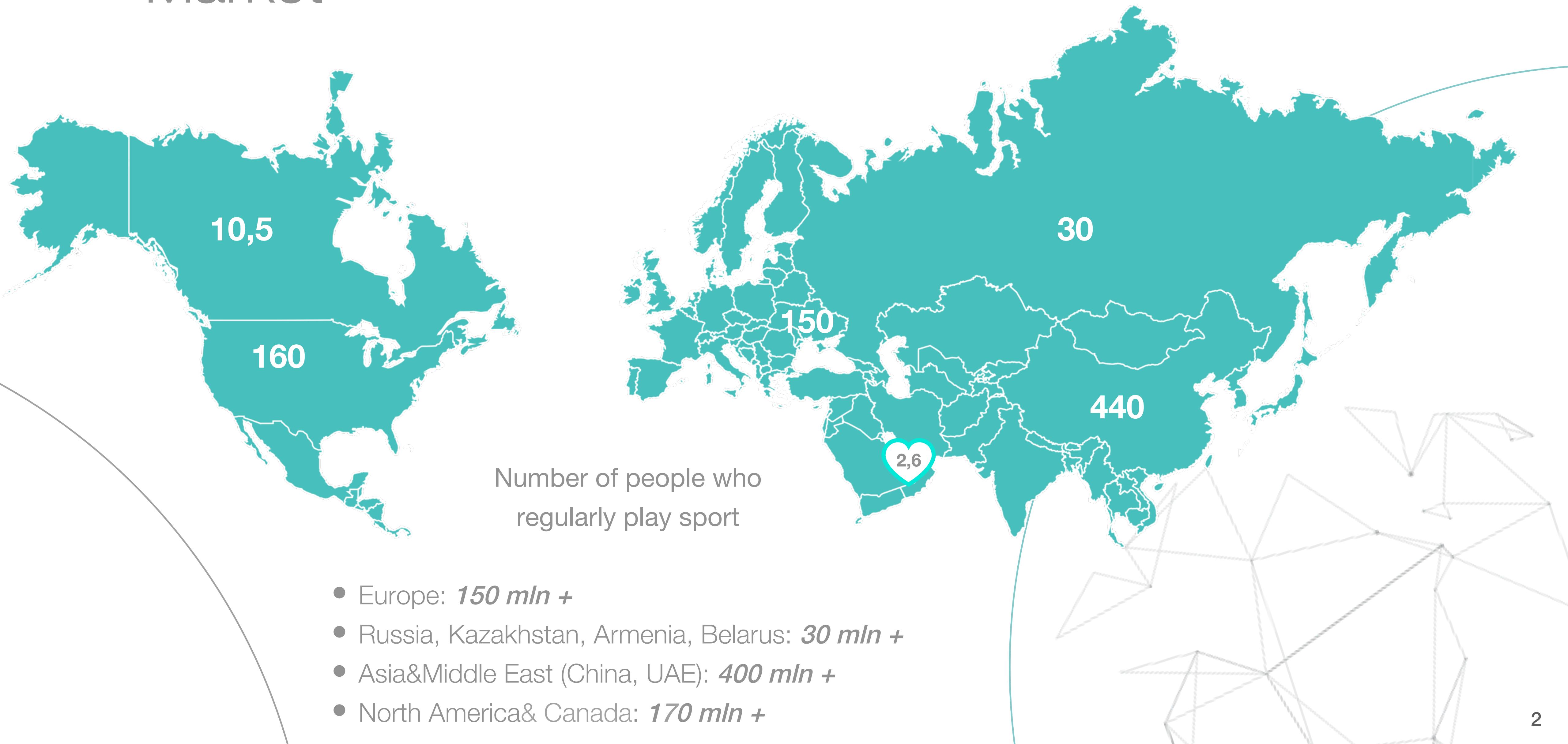


We *create teams*

- The total population of the earth is 7.9 billion
- People active in sports make up 40% of the population in developed countries
- 20% of the population in developing countries

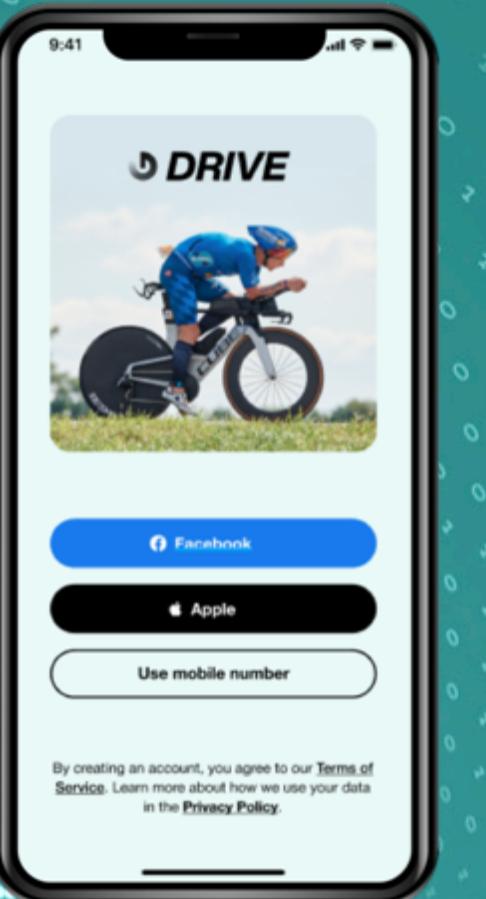


Market

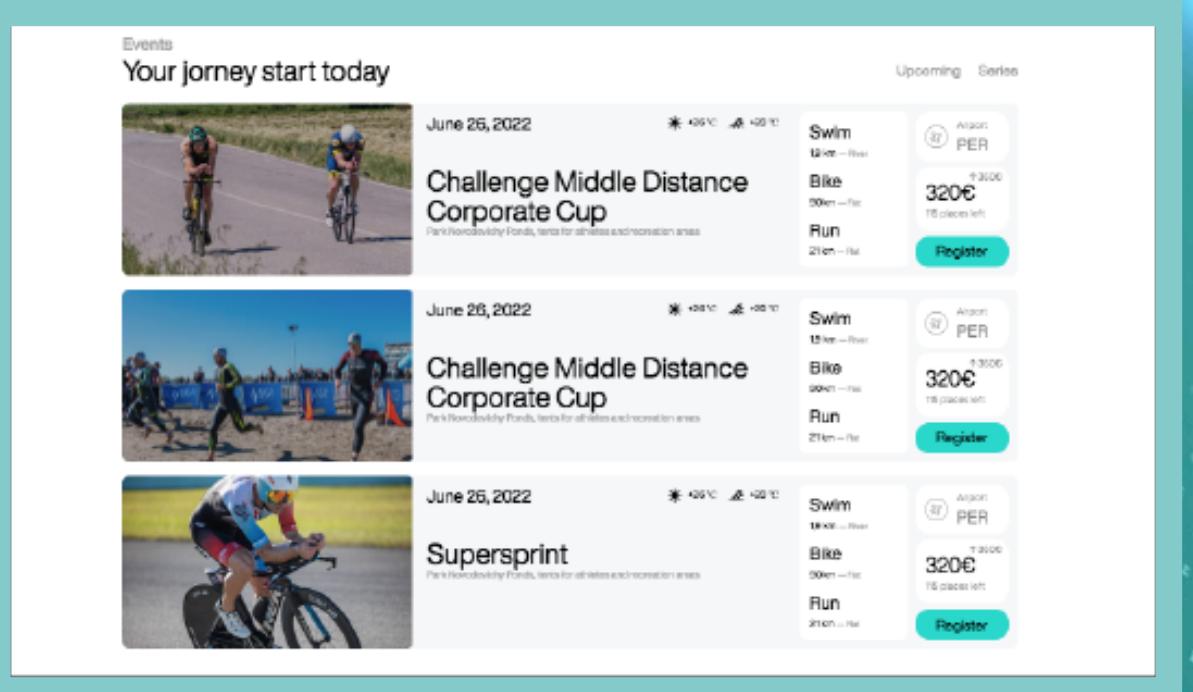


Ecosystem

Sport teaming app



Sport market place



Digital assistant



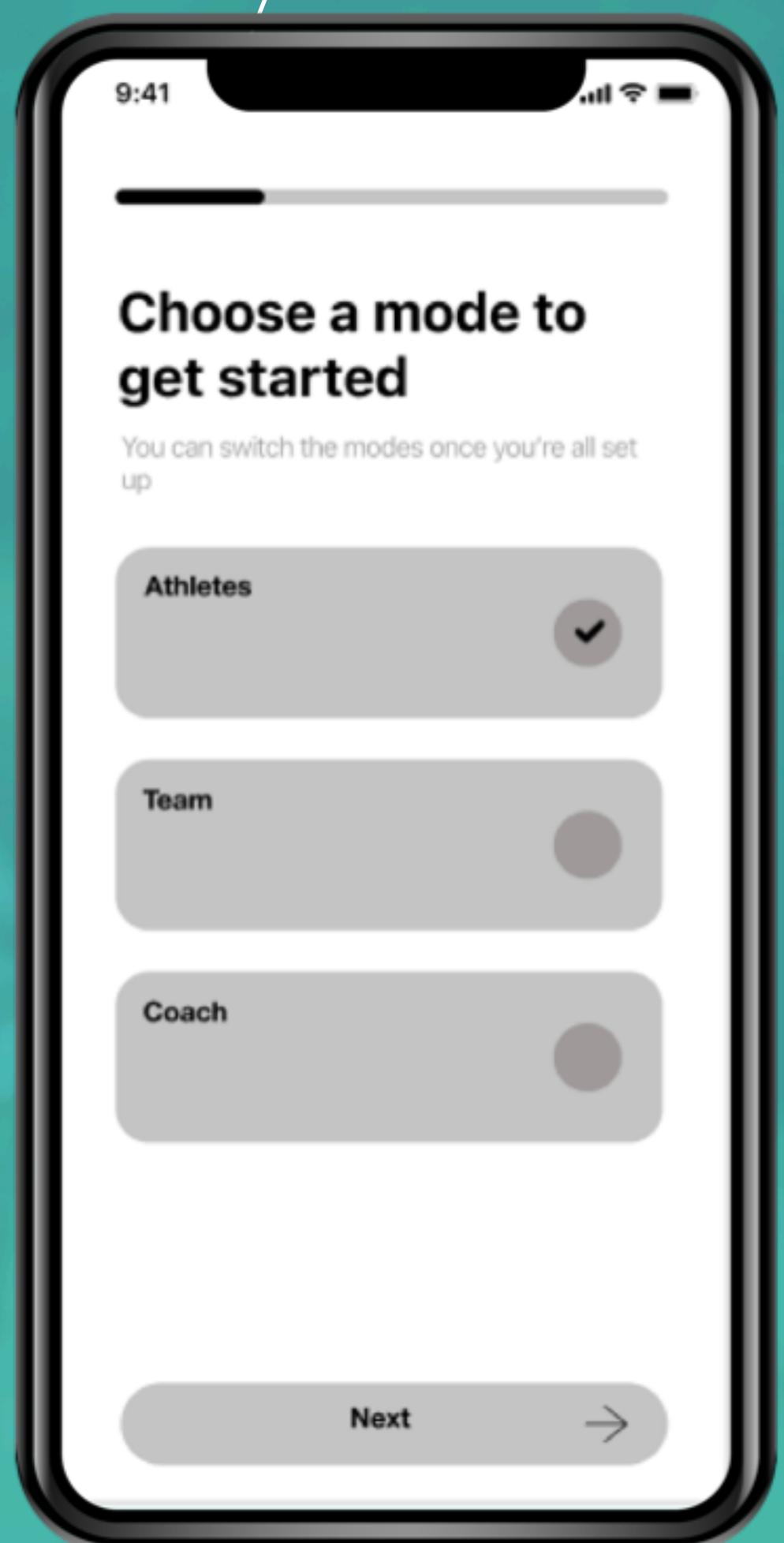
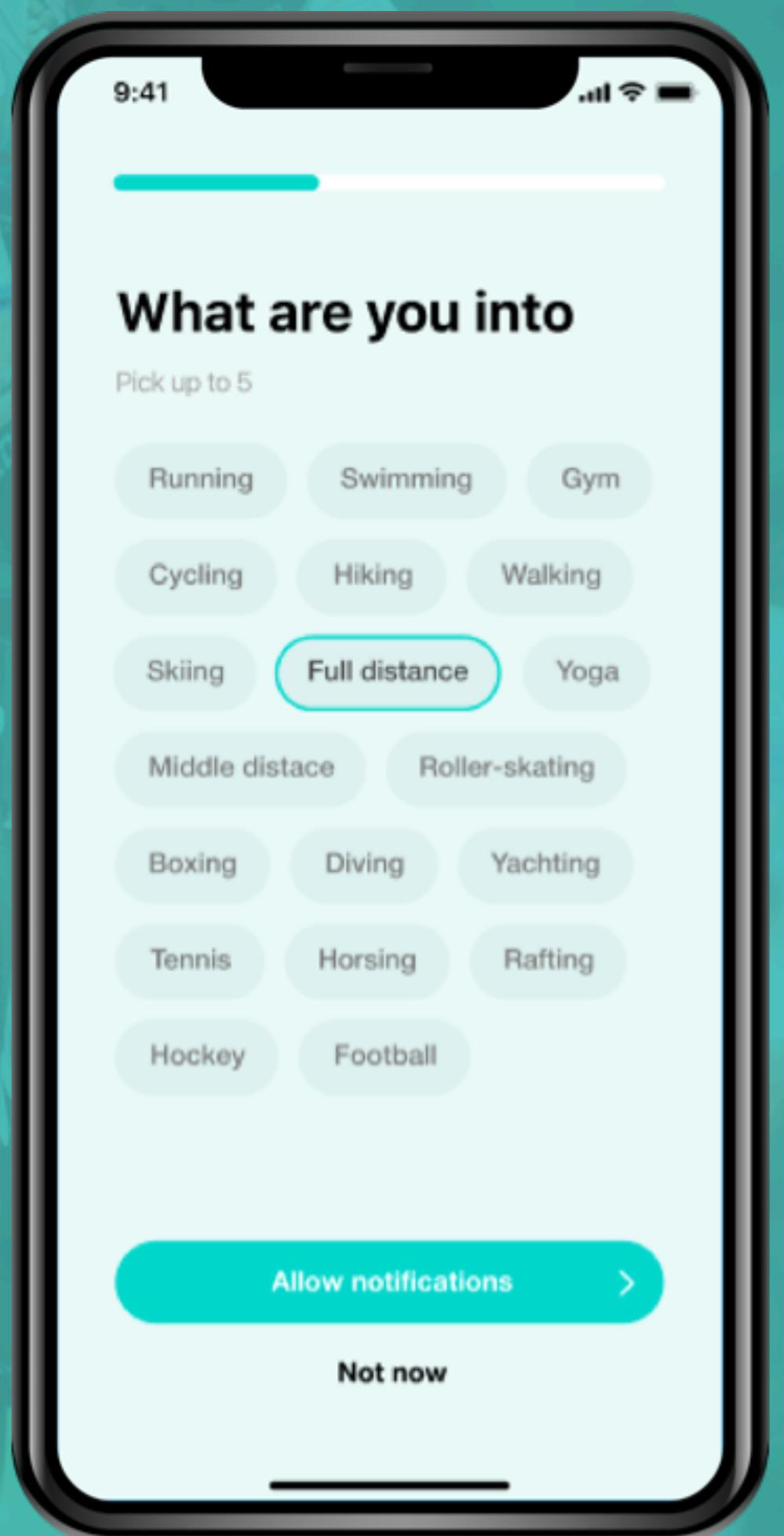
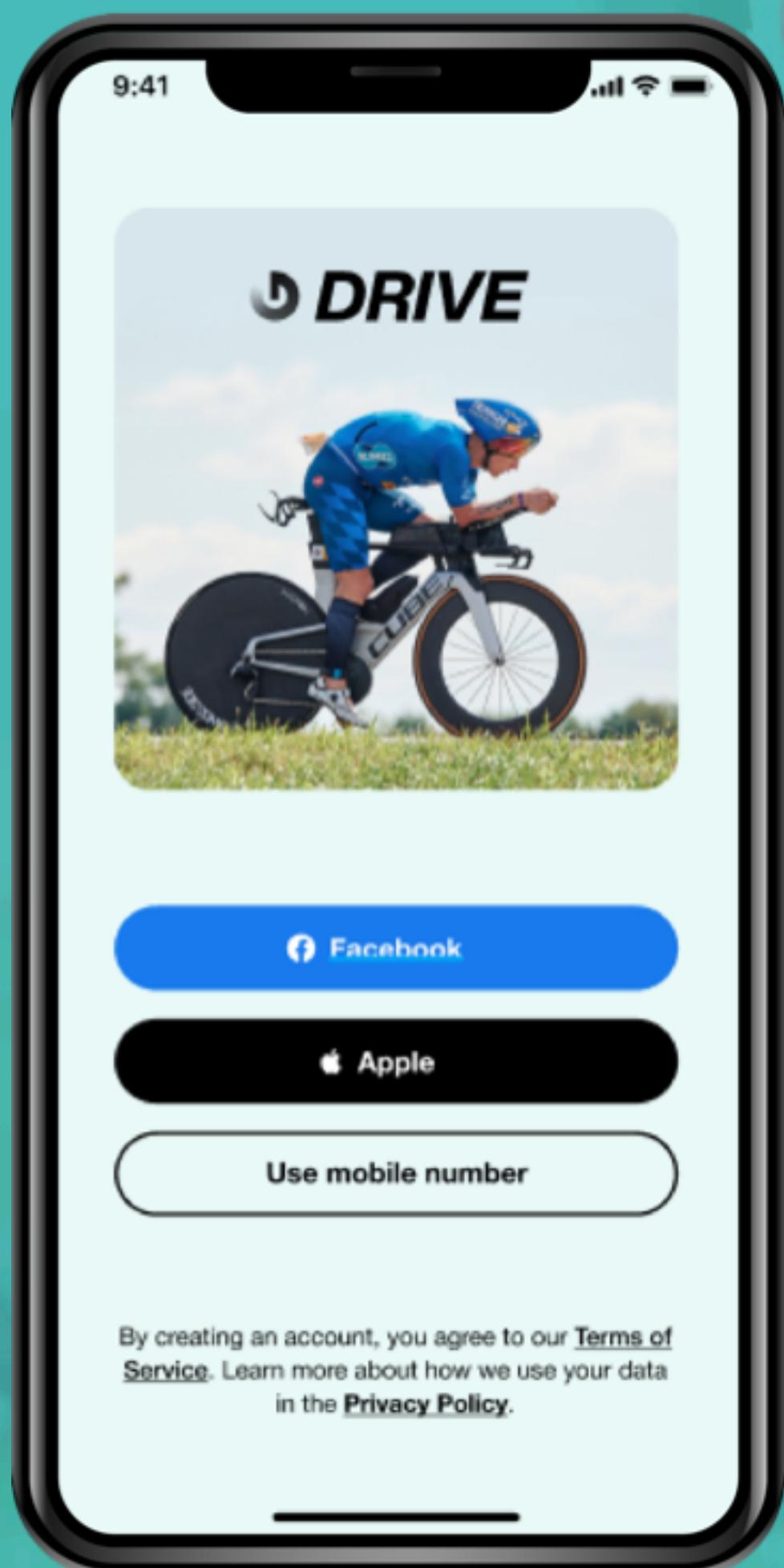
Why now?

- Sport has become a national priority for all countries, a response to the pandemic
- An active lifestyle creates new market niches
- Thanks to sports, developed countries are creating a new generation of super-successful managers and entrepreneurs, increasing their human capital and boosting their national income

DRIVE

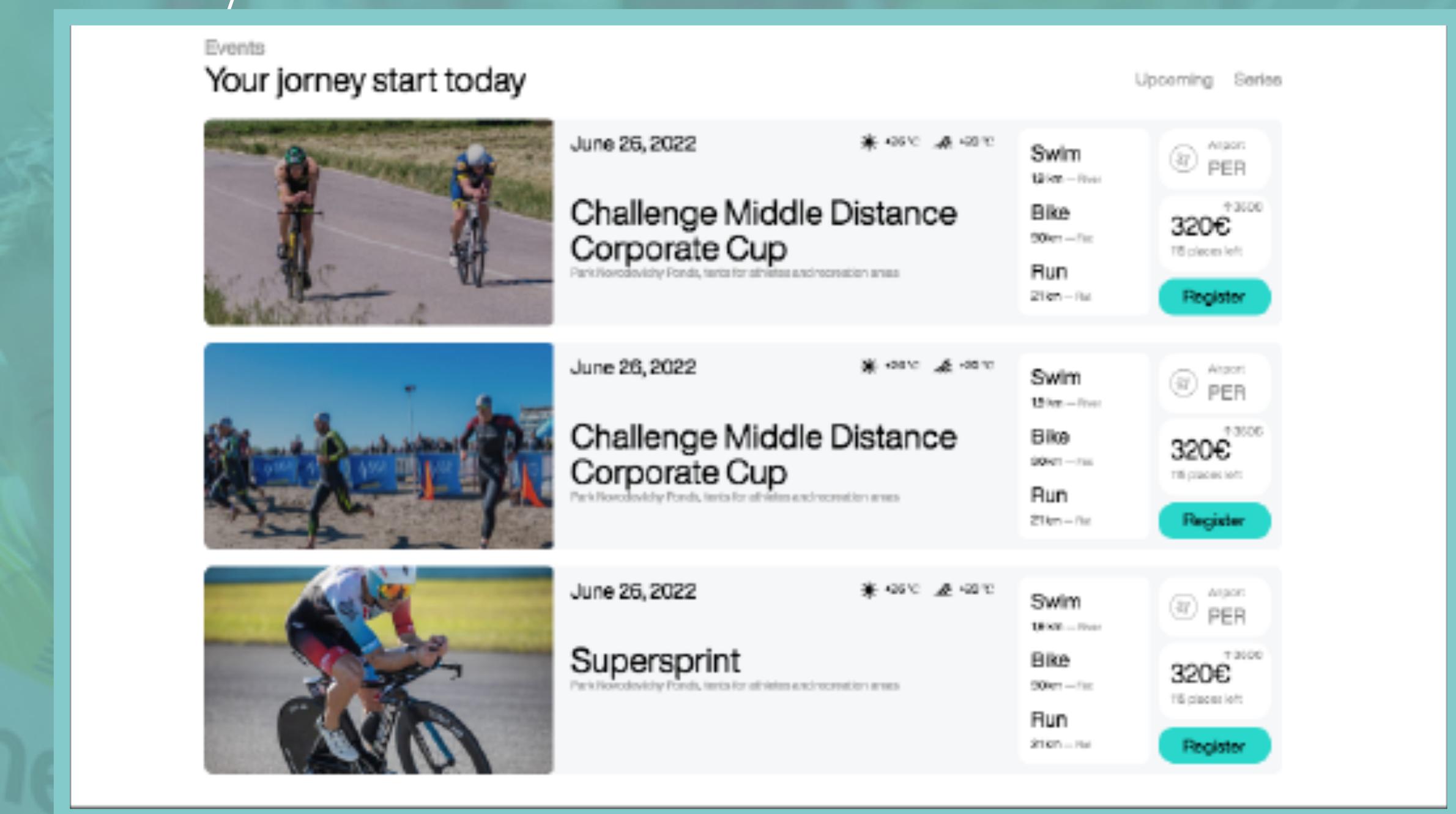
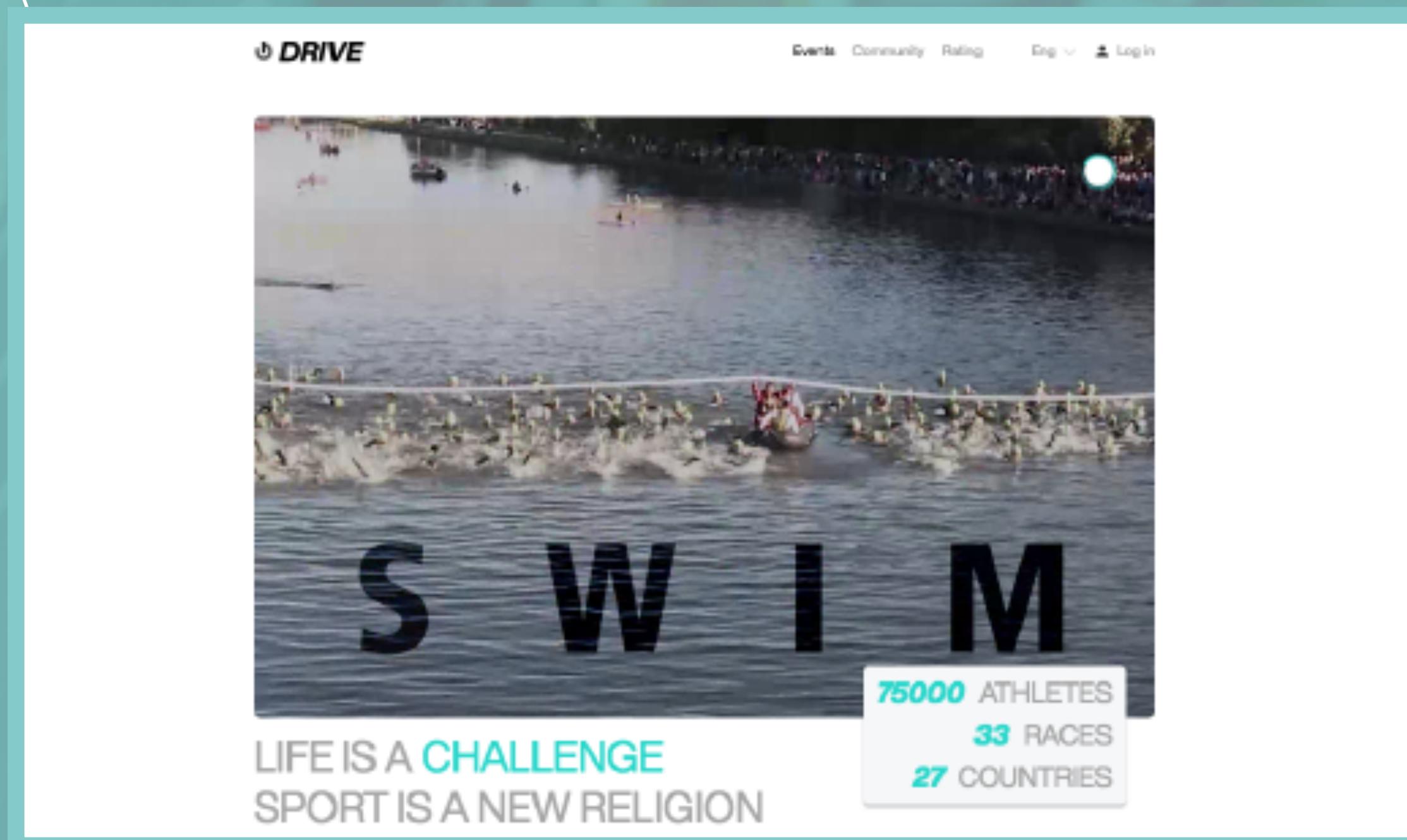
Our product Online teaming app

DRIVE



Our product Sport market place

DRIVE



Do you need tickets or registration on a sports event?

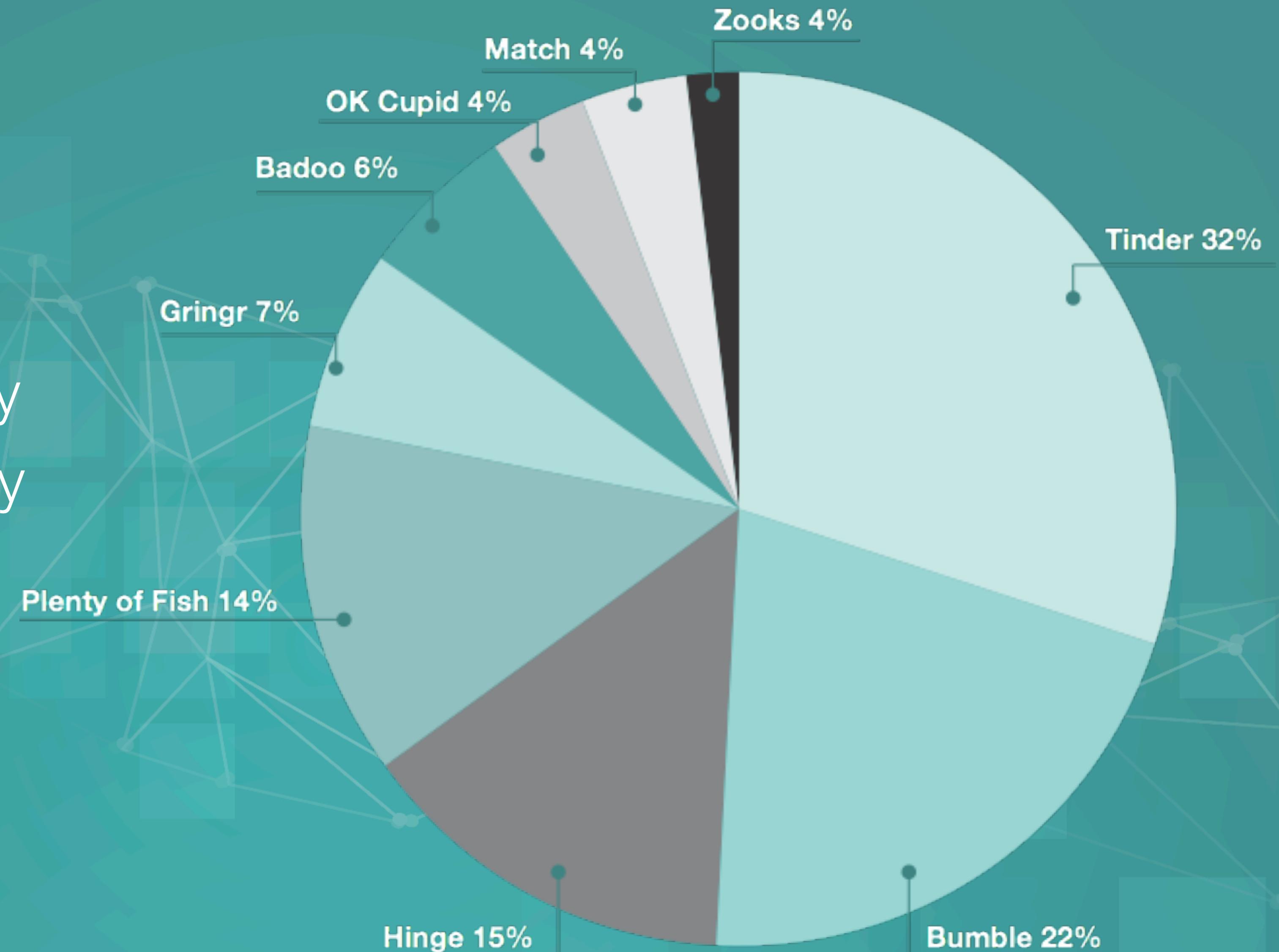
Sports marketplace for selling tickets to all major sporting events - marathons, triathlons, races, trails, cross-country skiing, swimming competitions, etc

Competitors

Tinder 10\$ billion company

Bumble 8\$ billion company

Audience growth <30%



Online application global market

TAM

\$22B*

+25% YoY growth

* Total Addressable Market

SAM

\$4B**

+30% YoY growth

**Serviceable Addressable
Market

Online application market. Local strategy DRIVE



TAM

\$4B**

+25% YoY growth

**Total Addressable Market

SAM

\$350M*

+30% YoY growth

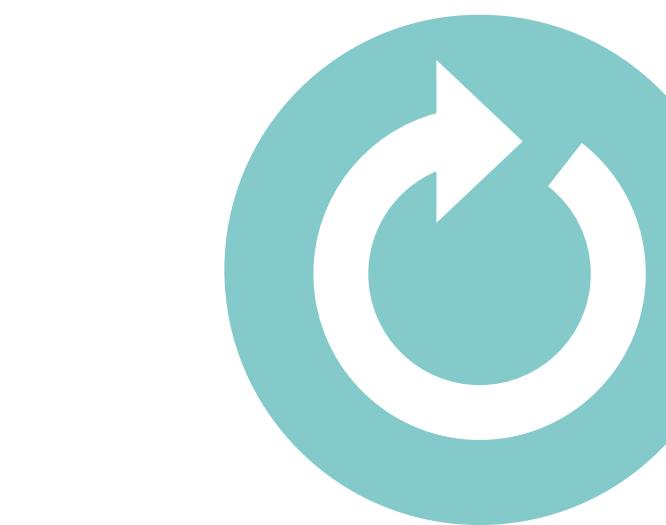
*Serviceable Addressable
Market

SAM positive forecast: 1,6-4,0 billion \$
SAM basic forecast: 25 – 350 mln \$

Our plans till Dec'2026

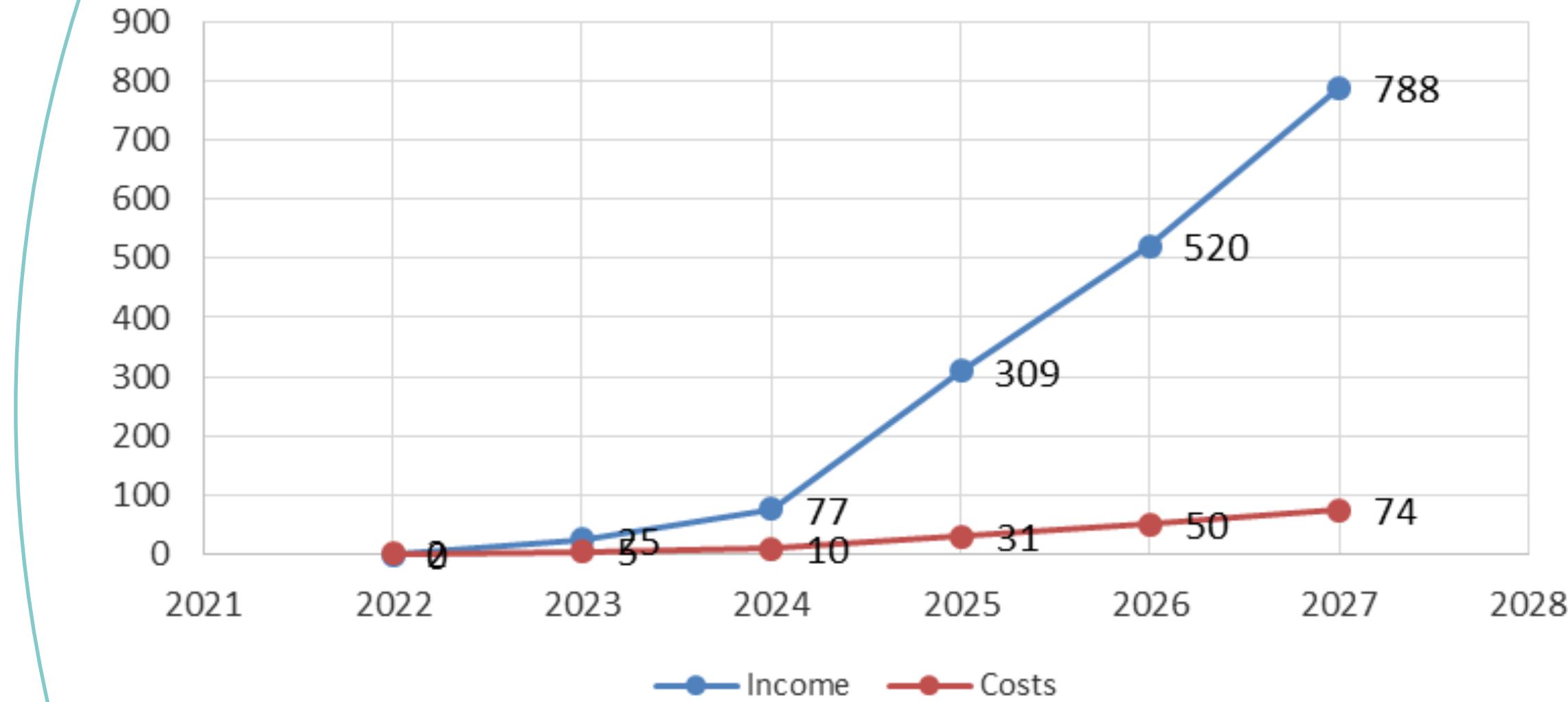


21 countries



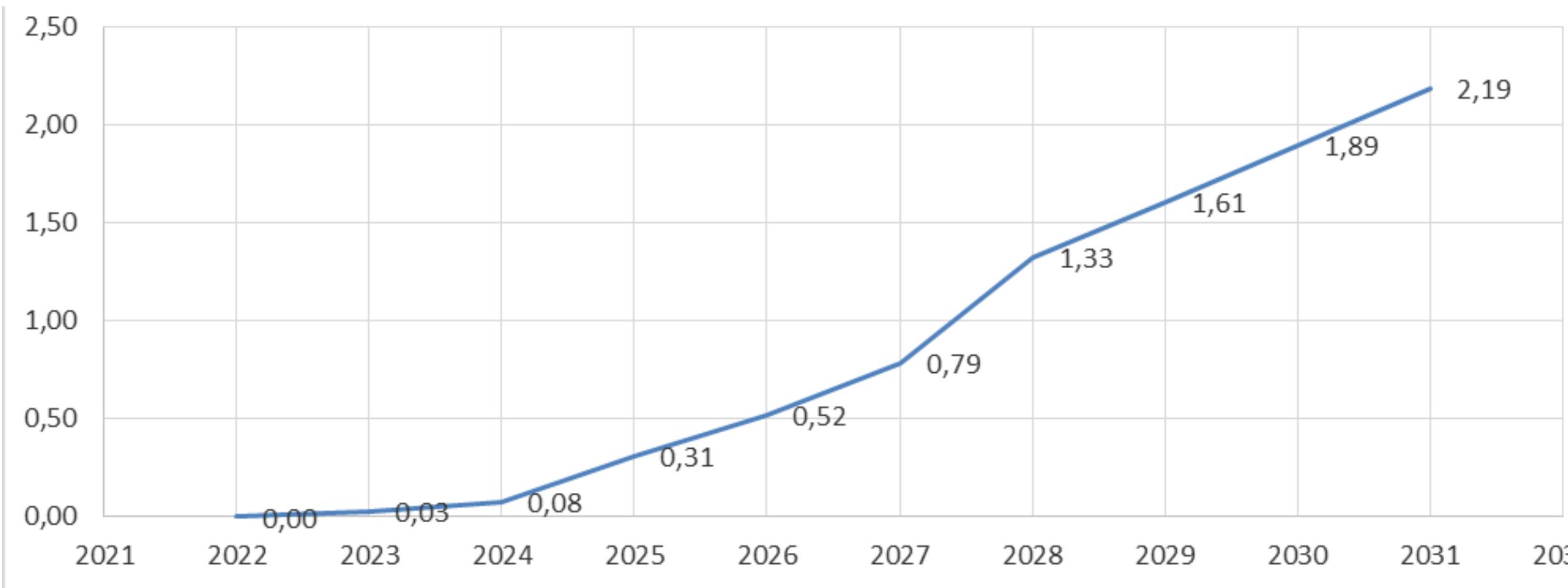
ARR \$ 1,3B ARR

(Annual Recurring Revenue)

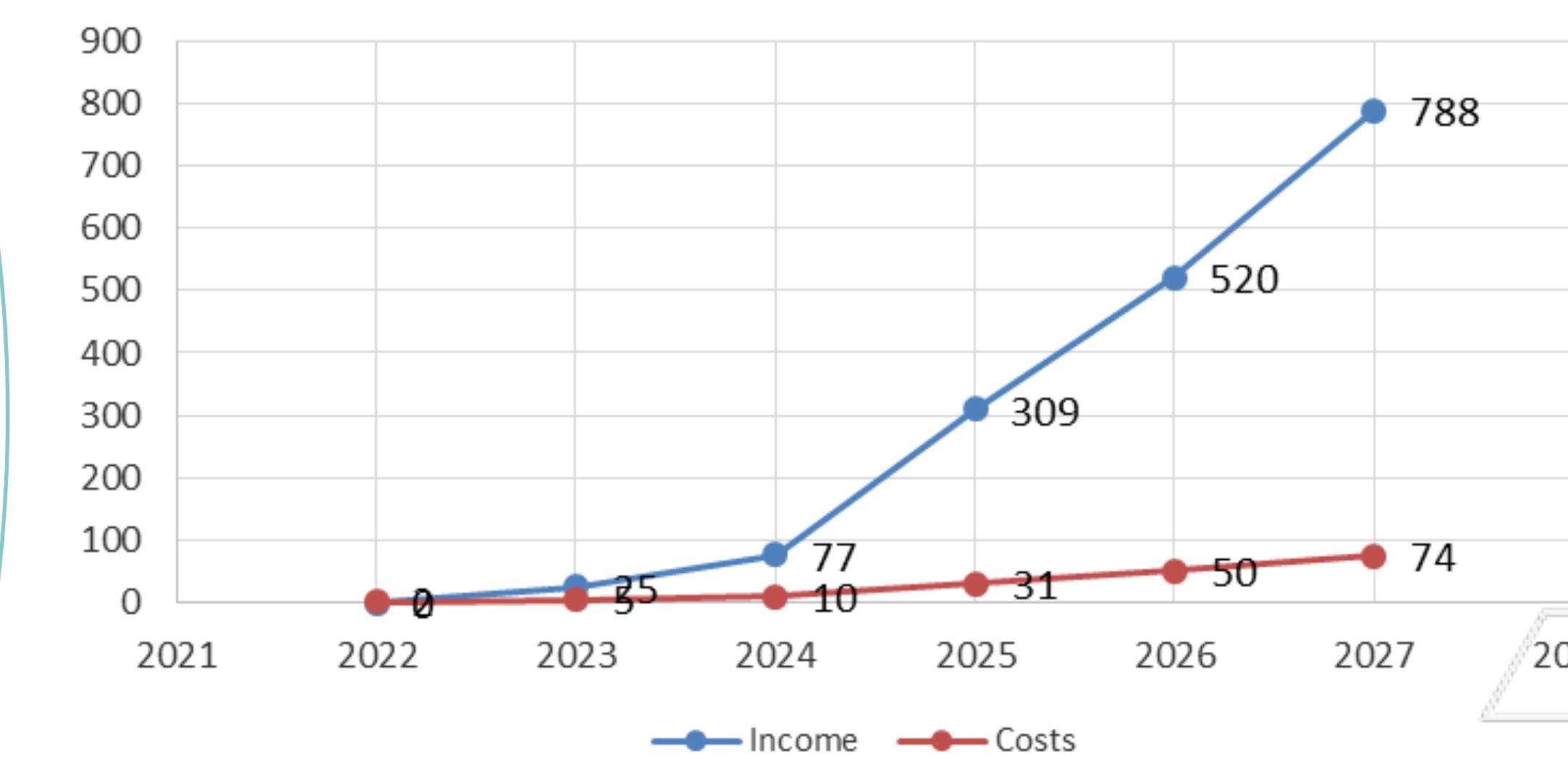


Breakeven

Our plans till Dec'2026



ARR, billions \$



Breakeven

Project financial indicators

PTL (T\$)

 DRIVE

Name	2022	2023	2024	2025	2026	2027
Revenue from race and app	-	25,3	76,5	309,1	529,3	788,3
Costs	-1,8	-2,8	-2,8	-2,9	-2,9	-2,9
Revenue from advertising contracts	-	-	-	-	-	-
Costs on exchange rate	-	-0,9	-2,7	-10,8	-18,2	-27,6
EBITDA	-1,8	21,5	71,0	295,4	499,2	757,7
EBITDA profitability, %	-	85%	93%	96%	96%	96%
Interest	-	-0,1	-0,1	-0,1	-0,1	-0,1
State support	0,02	0,1	-	-	-	-
PROFIT	-1,8	21,5	70,9	295,3	499,1	757,6

Project financial indicators

CF (millions, \$)



Name	2022	2023	2024	2025	2026	2027
Income	0,0	25,3	76,5	309,1	520,3	788,3
Income from race and app	–	25,3	76,5	309,1	520,3	788,3
State support	0,0	0,1	–	–	–	–
Advertising contracts	–	–	–	–	–	–
Disposal	1,8	5,2	9,9	31,0	50,1	74,4
Costs	1,8	2,8	2,8	2,9	2,9	2,9
Bank acquiring	–	0,9	2,7	10,8	18,2	27,6
Interest	–	0,1	0,1	0,1	0,1	0,1
Costs on exchange rate	–	1,4	4,3	17,2	28,9	43,8
Cash flow	-1,8	20,1	66,6	278,1	470,2	713,8

Road map 2021-2022

- 1 Mobile application prototype tested with 2000 triathletes
- 2 A prototype market place platform for the sale of tickets and sporting goods has been developed
- 3 Partnership with Challenge Family, a global brand for organising triathlon in 21 countries for the purpose of interaction, integration with a database of 75,000 athletes
- 4 Partnership with Sportmaster (database 2.6 million participants)
- 5 Offices in Dubai and London
Partnership with Consul of the Department of Sports of Dubai
- 6 We organise sports events in Moscow (June and August) and Dubai (February)
- 7 We create a virtual version of the event in Moscow and Dubai

Project summary

We need to grow 2m \$ - We give 10%

Discount rate	15 %
IRR 2 years	532 %
NPV 2 years, M\$	12,0
Payback period, years	2,13
Payback period discounted, years	2,10
Market cap 2027 year, M\$	750,7
Investments, M\$	7,0

INTERNATIONAL TEAM

UAE, FRANCE, USA

DRIVE



Jort Vlam

CEO Challenge Family
Advisor



Ekaterina Ledokol

CEO&Founder of Challenge Drive
7 years' experience as
Business angel
100+ projects



Alexander Chesarov

Ph.D of Technology
30 years in software development
IBM Professional certificate:
Basics of Artificial Intelligence
252+ projects



Sergey Kondratenko

Ph.D of Technology
10 years in software development
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+55 projects



David Karlin

CEO London office
+70 projects

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**CHALLENGE
FAMILY**
wearetriathlon!