



ONE GOAL



The Social Betting
Platform for
Football fans

We envision OneGoal as the leading **Social Betting platform dedicated to passionate football fans around the world**



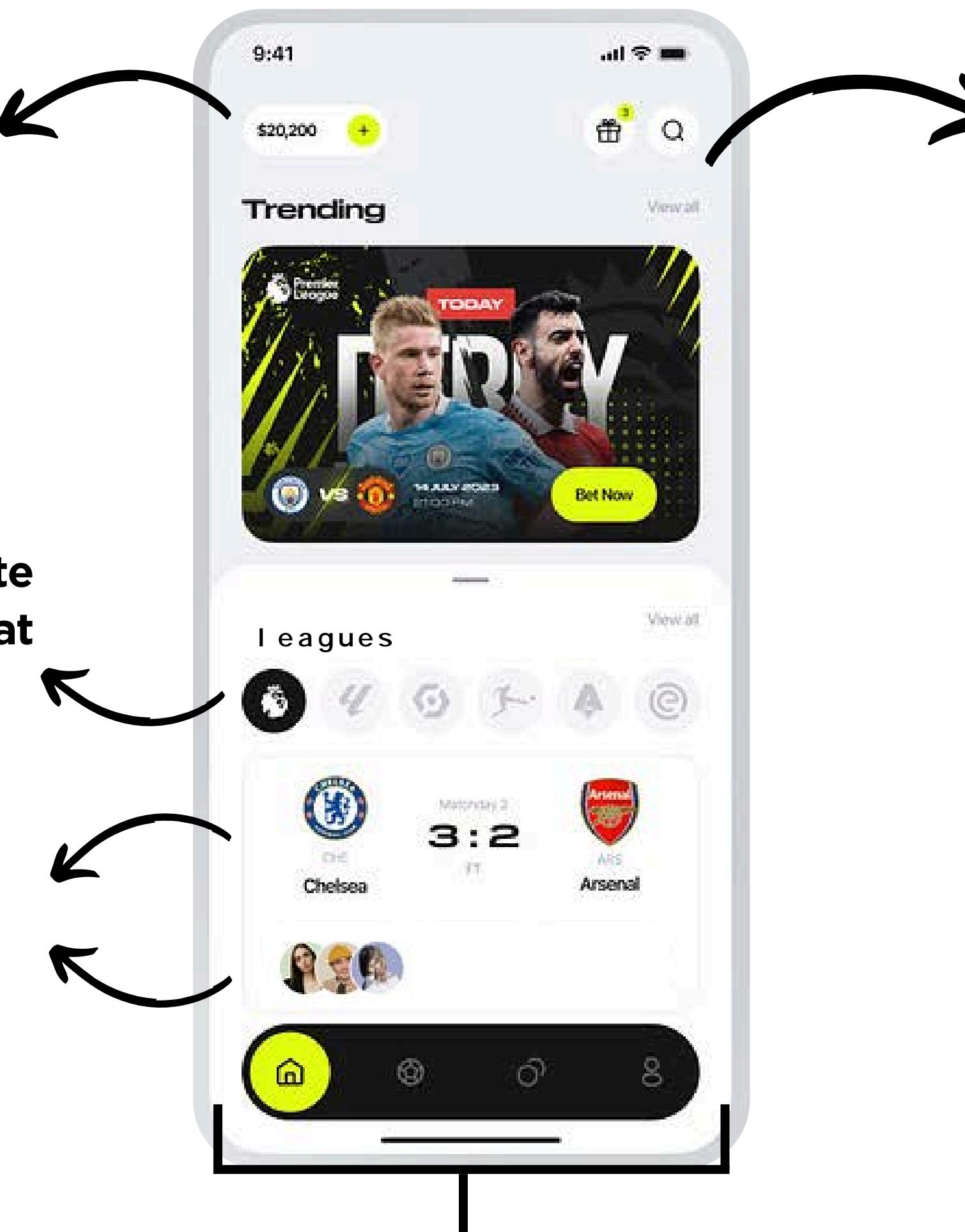
We aim to shape an entirely novel betting experience and create football communities, constructing a social network that facilitates the inception of vibrant challenges within each professional competition or games.

PRODUCT VISION

In our long-term vision, we aim to create a dynamic platform (available as both an App and WebApp) revolutionizing traditional betting into an engaging social experience. Picture a diverse community competing, establishing rankings, and enjoying peer-to-peer or group bets, users advance through the system with accumulated wins or points.

Our future plans include partnerships with video game developers, football teams, media companies, and many more, fostering seamless user interaction and a vibrant community beyond typical betting platforms.

APP INTERFACE CONCEPT



Monetary balance, notifications

Browse through your selected favorite leagues to discover the latest events that are open for participation.

Explore the ongoing event in which the user is participating and the group of friends or users engaged in the competition.

Envision in this section banners within the App showcasing various elements:

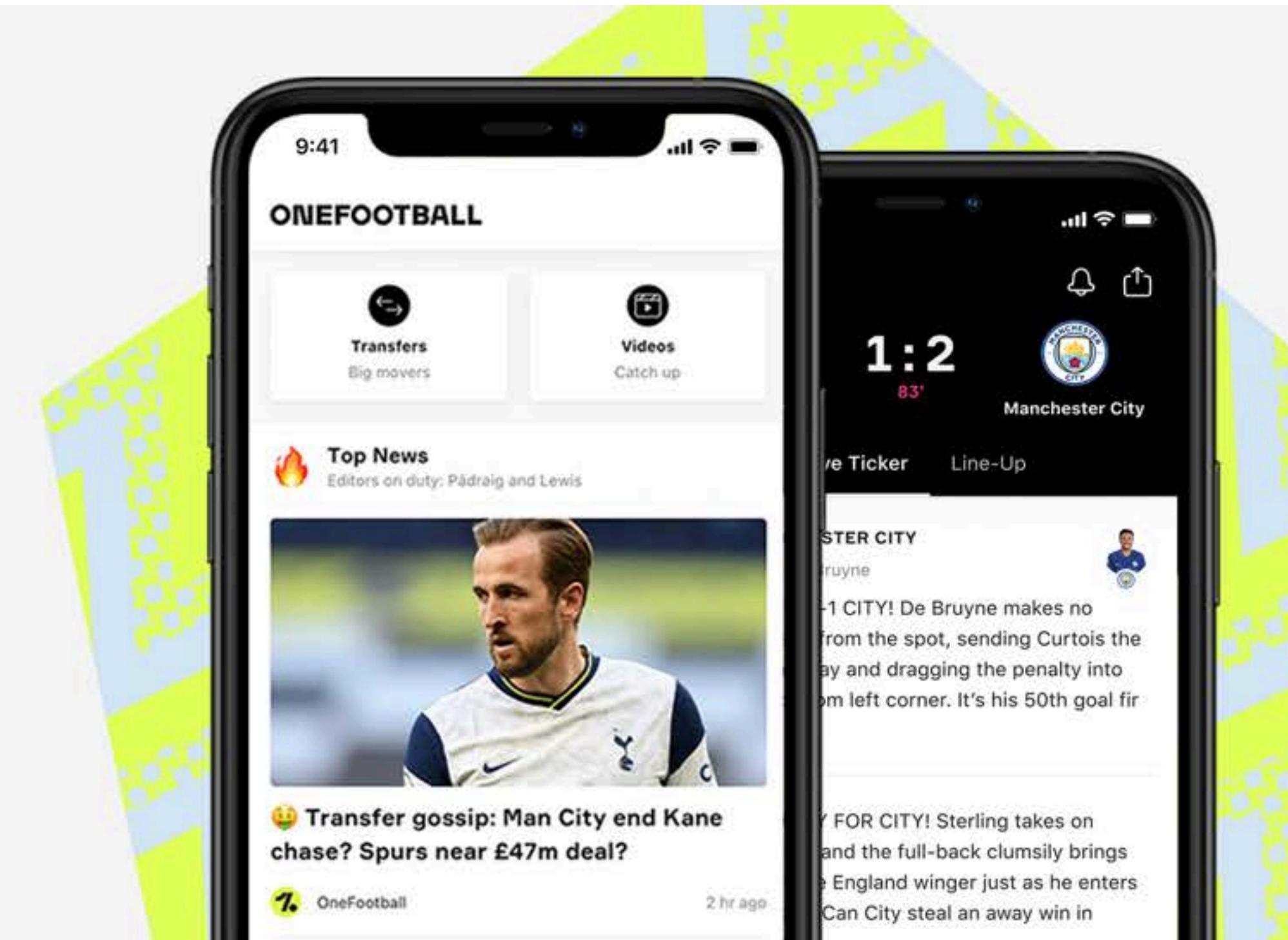
1. Ongoing games available for betting against other users.
2. Real-time challenges open for competition against fellow users.
3. Featured advertisements from esteemed partners like EA SPORTS, ESPN, OneGoal, and **affiliated betting apps such as WINPOT.MX.**

This top-tier display provides users with immediate access to current betting opportunities, challenges, and relevant promotions from respected partners.

This crucial section may display key elements, including the homepage, user rankings, and the ability to create and open betting pools.

*Consider this example; In **OneFootball**'s thriving community, over 100 million of users engage with top-tier football news, exclusive league streaming, and valuable sponsorships. This dynamic force exemplifies **the strength of communities within** the football enthusiast realm, creating a successful business on top of fans and communities.*

ONEFOOTBALL
NO ONE GETS YOU CLOSER



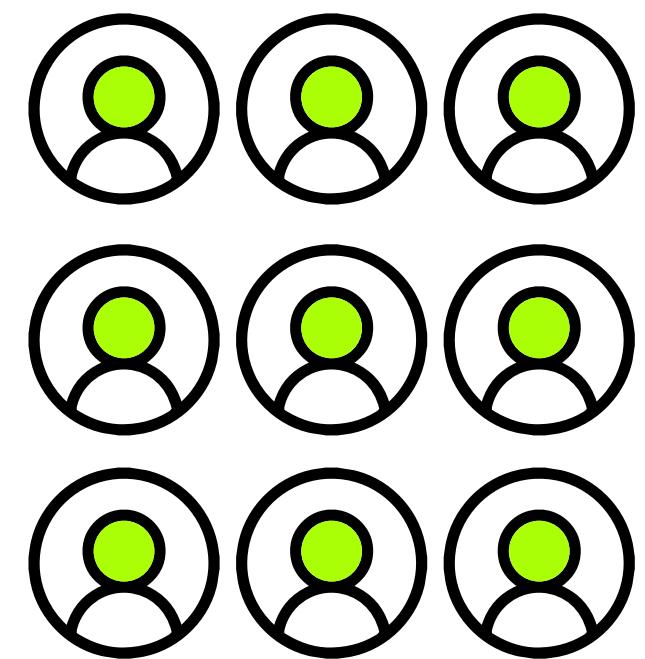
HOW WILL WE KICK OFF ?

Our inaugural product is a **system empowering users to establish betting pools**. Users can set a designated betting price, say \$16, and invite a **minimum of 3 and a maximum of 9 participants**. Each participant selects a predicted outcome, and after the game concludes, the winner receives the entire pooled amount directly credited to their account.



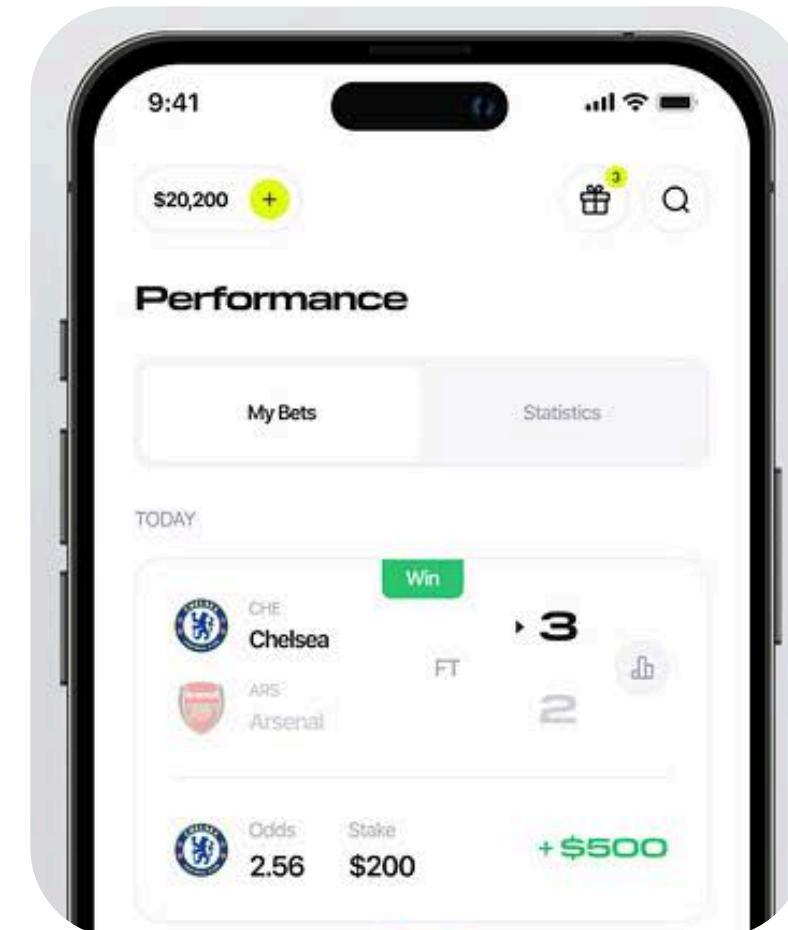
EXAMPLE

Users set a betting pool of 9 friends



The desired game
is underway

Each bets 16 USD



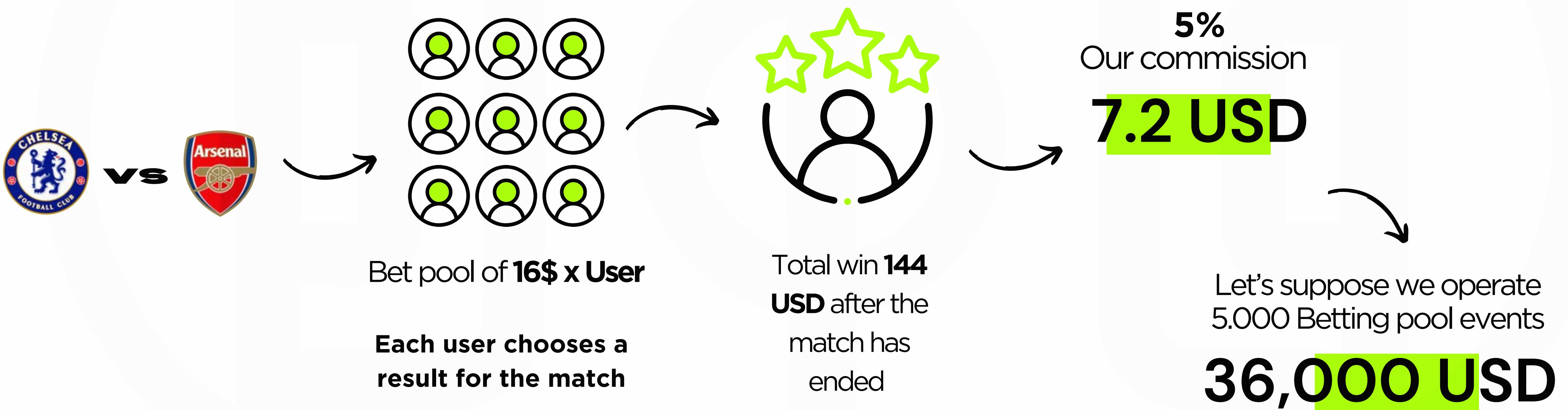
After the game concludes, if a user accurately predicts the outcome—let's say 3-2 in favor of Chelsea FC—they receive the prize money.





**We will charge a
5% commission for
each event that is
finalized and
delivered to users**

REVENUE STREAM AT SCALE



TO SUMMARIZE

EASY TO USE



SECURE



FUN AND SOCIAL



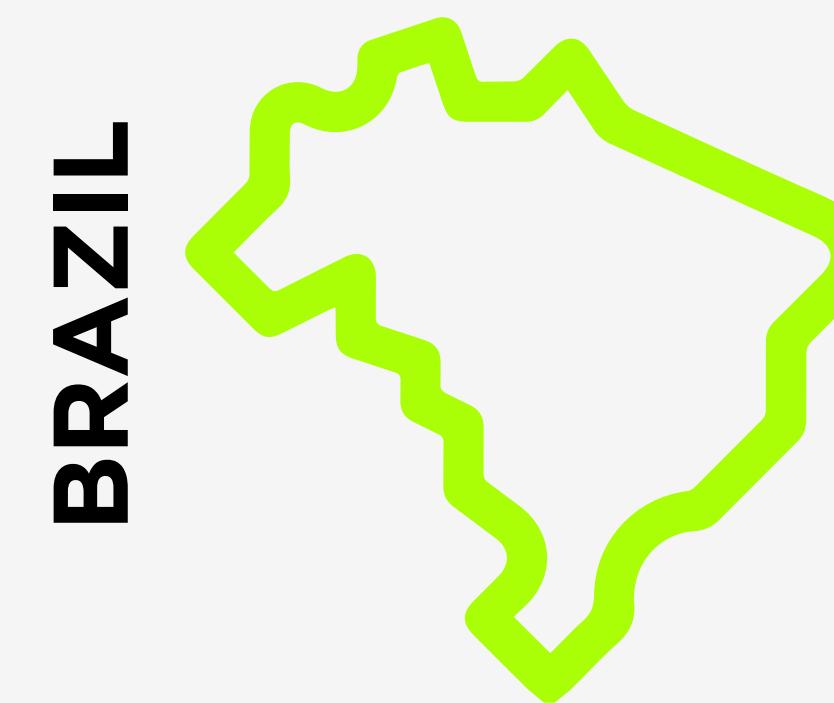
OneGoal is easy to set up and use. Simply create a pool, invite your friends and start betting!

OneGoal uses secure payment processing to protect your financial information.

OneGoal is a great way to have fun with your friends and earn extra money.

THE MARKET

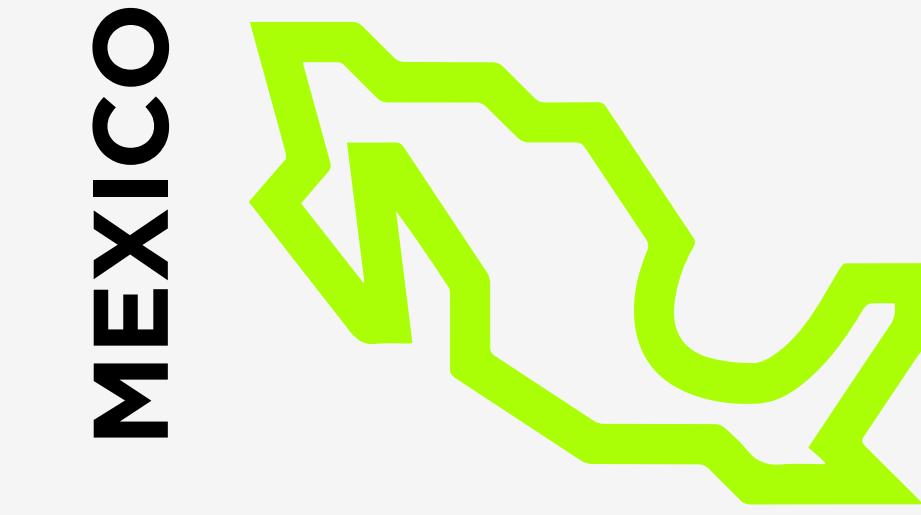
Here is a breakdown of the estimated number of people who bet every week in some of the largest ***Latin American countries***:



10 Million



5 Million



3 Million



2 Million

If we can capture 5% of this market and attract users who are wary of traditional betting methods, seeking simple, enjoyable experiences with friends and family, we could potentially achieve a user base ranging from 1,000,000 to 2,500,000 users.

WE MADE SOME TESTS:

We conducted some tests, one of them during the semi-final of the **Copa Libertadores in South America**. Using a simple digital flyer and manual sign-up, we gathered a group of 9 participants who each contributed **30 shekels to a betting pool**. After the match, the winner received a prize of **256.5 shekels, resulting in a profit of 13.5 shekels for us**.



COPA LIBERTADORES / SEMIFINAL / PARTIDO IDA

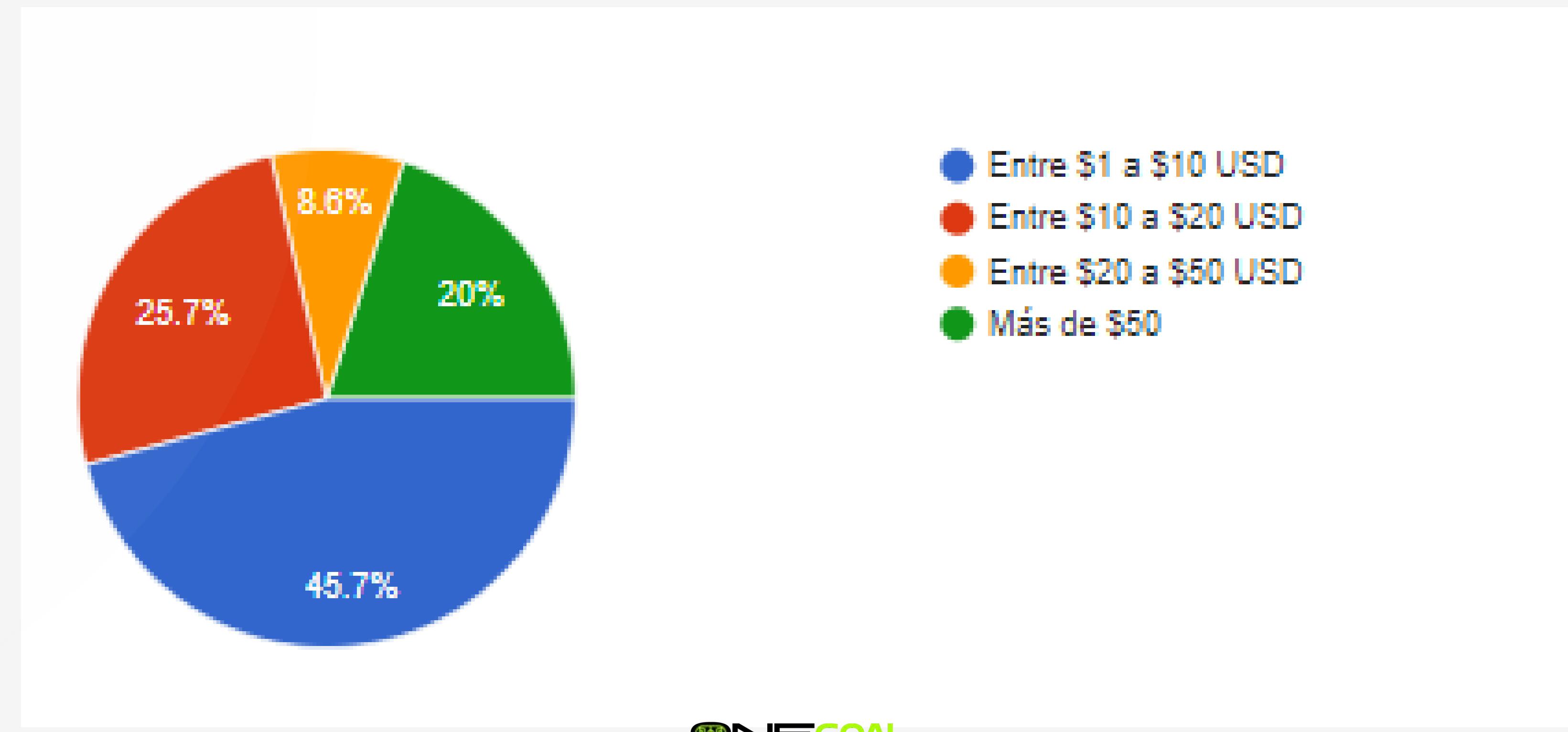
Ahora tú y tus amigos pueden añadir más
emoción a la **Copa Libertadores**.

MORE DATA INVESTIGATIONS

We conducted significant research with 70 potential users of the application, men aged between 18 and 40 years old. For this, we analyzed three factors through five questions in the survey:

1. The level of knowledge that potential users believe they have about world football.
2. Their football intuitions based on their biases.
3. The amount of money they are willing to spend monthly on sports events among friends.

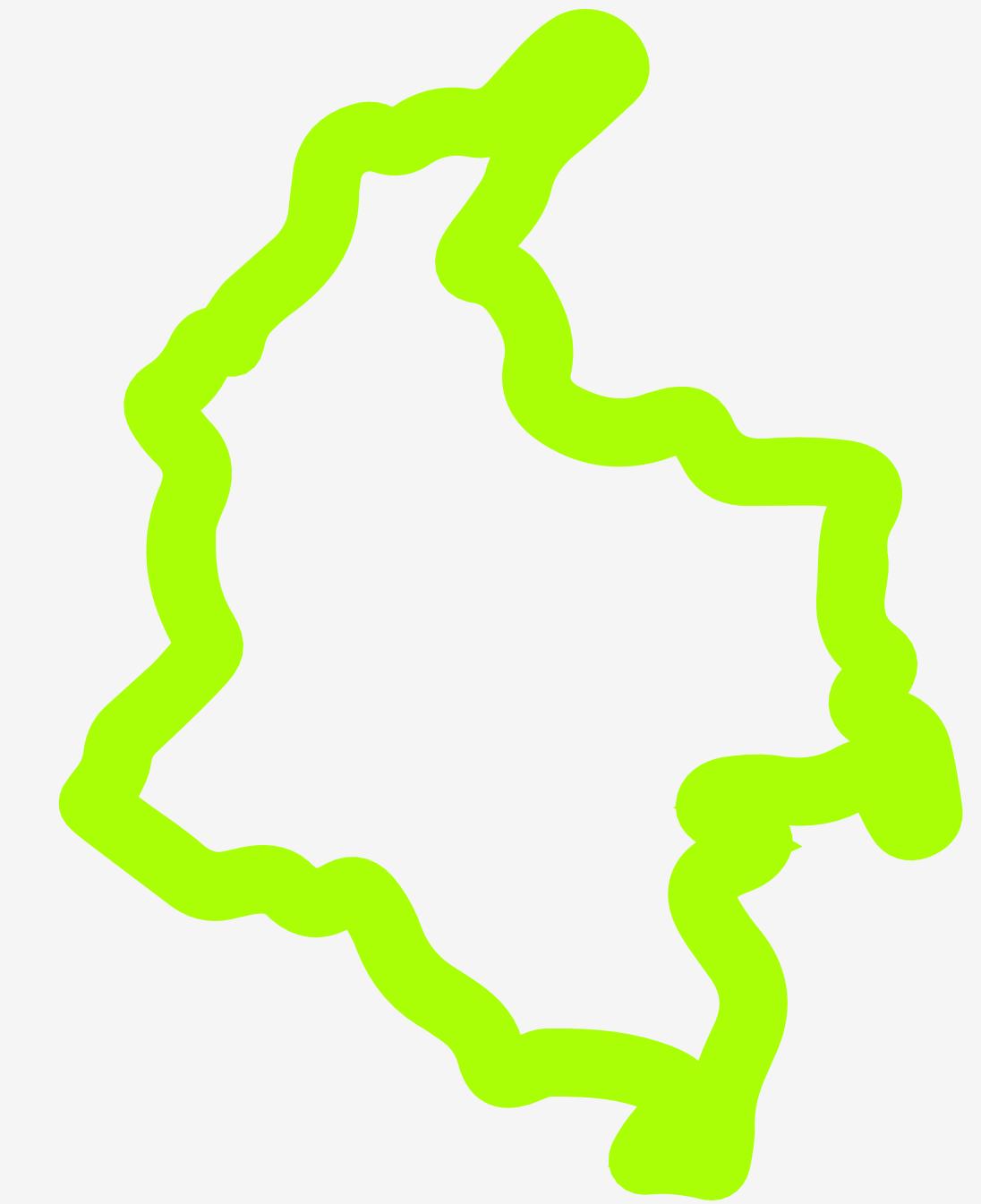
The most crucial aspect of our research is the expenditure that users are willing to make from their monthly income to engage in the application with friends. The results were as follows:



OUR FIRST MARKET

We aim for a strategic entry into the vibrant Colombian market, **home to over 2 million weekly online bettors. Our goal is to secure between 50K to 100k users in the first year**, engaging in approximately 50,000 weekly events.

Achieving this ambition requires overcoming significant challenges. These include crafting innovative marketing strategies and continually improving our platform's features. We are fully committed to taking every necessary step to ensure the success of our app in this dynamic market.



ONEGOAL

COMPETITION IN COLOMBIA



Our main competitor, **Pollaya**, operates within the bet pool concept, primarily targeting businesses for events like the World Cup or the Champions League. While they've achieved over 5,000 downloads and an impressive 70,000+ pool bets, their approach is somewhat limited.

In contrast, we aim to stand out by focusing on individual users and a broader spectrum of sporting events, providing a unique and more inclusive betting experience.

WE DO NOT PLAN TO COMPETE WITH ALL FASHIONED BETTING APPS



- Lack of innovation in betting systems.
- Cluttered platforms with overwhelming features.
- No social interaction or user-to-user betting opportunities.
- Users feeling like they are only losing money to the platform.

The screenshot shows a mobile betting application's interface. At the top, there are four match odds for UEFA Champions League games: Liverpool vs Royal Antwerp (Starting in 5 min), Man City vs Leipzig, PSG vs Newcastle, and AC Milan vs Dortmund. Below this is a 'Live Highlights' section with tabs for Football, Tennis, Basketball, Ice Hockey, Table Tennis, Volleyball, and Cricket. The 'Football' tab is selected. Underneath are several football matches listed as 'IN-PLAY': Navbahor Namangan vs Al Hilal Riyadh, Al-Ahly SC EGY vs Smouha SC, FK Partizan Beograd u19 vs FC Sheriff Tiraspol u19, Como 1907 vs Calcio Lecco 1912, and FC Sudtirol vs Brescia Calcio. Each match includes odds for 1X2, Over/Under, and various other bets. At the bottom of the screen, there are buttons for 'ALL FOOTBALL LIVE EVENTS' and 'Next To Go'.



STARTUP GOAL

Based on available data and our product vision, we are poised to achieve significant milestones. Our goal is to reach a substantial market of 1,000,000 users across Latin America. This involves expanding our operations strategically in key countries while continually integrating new features and developments. These advancements not only enhance our potential but also contribute to the growth and success of our valued partners.