

# MY TOURNEY

Create Your Team, Find Matches, Win Prizes – “*The Airbnb of Sports*”



# WHAT IS MYTOURNEY

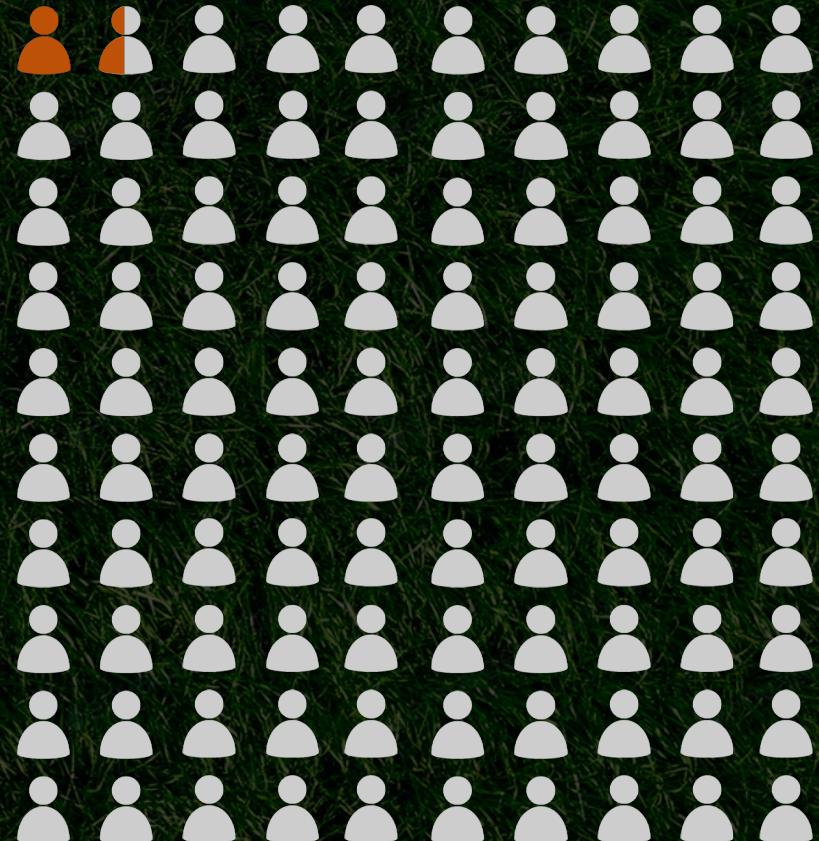
*MyTourney is a social media platform for players to earn money by winning sports tournaments*

- Players create teams, find tournaments near them, and can potentially win 55% of entry fees.
- Hosts earn 15% of entry fees and can earn more money through filming matches, buying certification fees, and increased customer traffic can increase concession sales.
- The initial focus will be on soccer for the MVP



# PROBLEMS

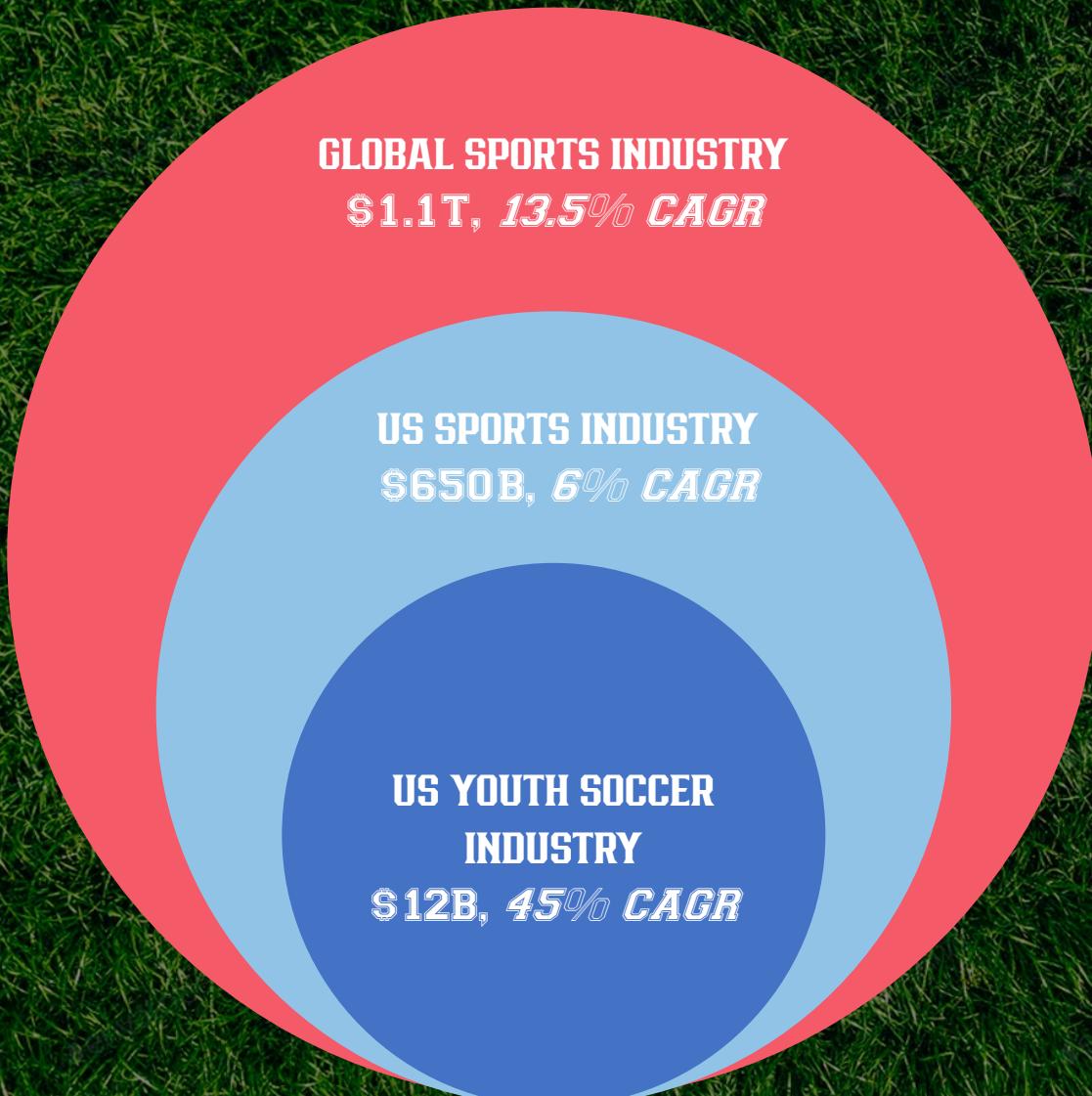
- Many people play sports but only the top elite can go pro and make money
- 1.5% of high school athletes go on to play in college and less than 0.2% of NCAA athletes end up going pro
- Youth sports are becoming more expensive
  - Nearly 2 of 10 families spend upwards of \$1,000 on youth soccer
  - 29% is used for registration
  - 23% is used for equipment
  - Rest is used for travel, camps, and training
- 70% of youth players stop playing club sports by the time they are 13 years old - Most cited reason is costs, time commitment, and parental pressures
- Low-income kids are 6x more likely to quit due to costs



High school athletes who play in college



# INDUSTRY FACT SHEET



- Target customer is youth soccer (ages 13-24)
- Youth soccer is growing at a rapid pace, and is projected to reach \$77B by 2026
- This application can potentially accelerate this growth even further or even create a new “democratized sport” industry like Uber created a “ridesharing” industry

# SOLUTION



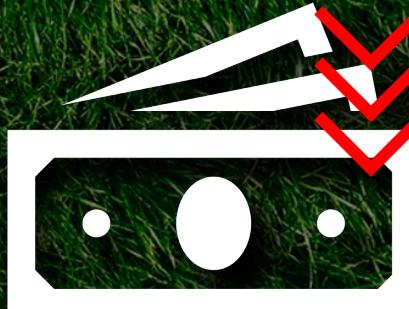
Players can monetize their talents



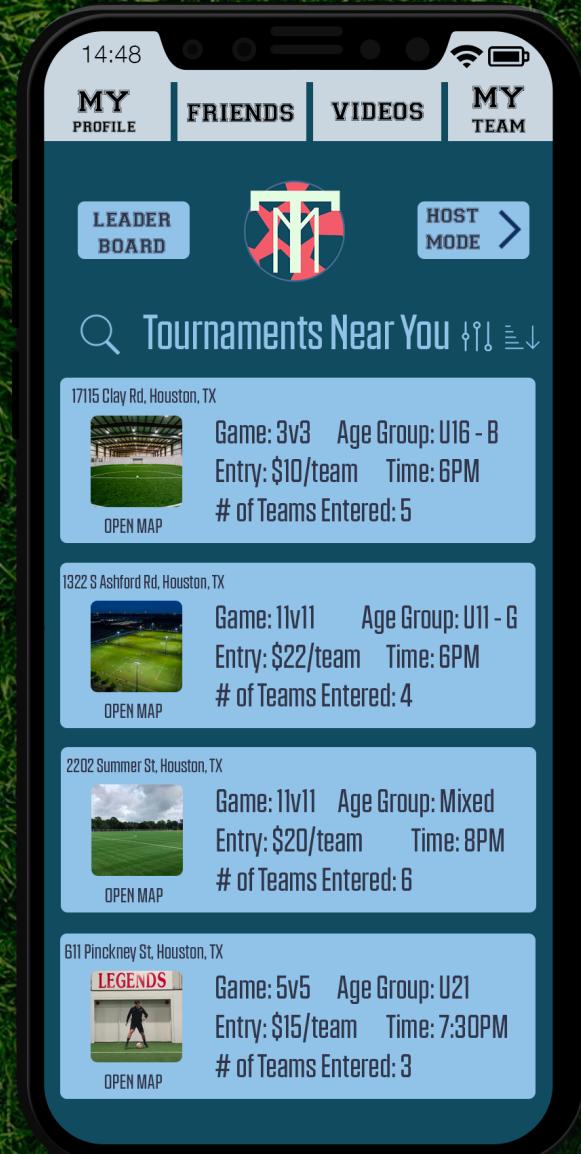
Low cost to participate



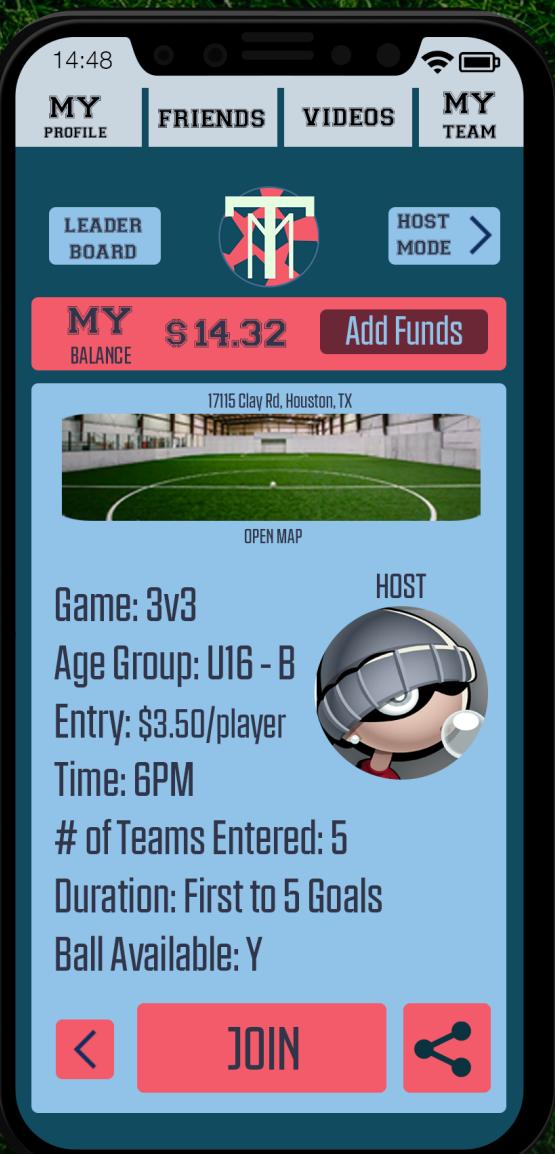
Competition is enhanced with statistics and skill matching



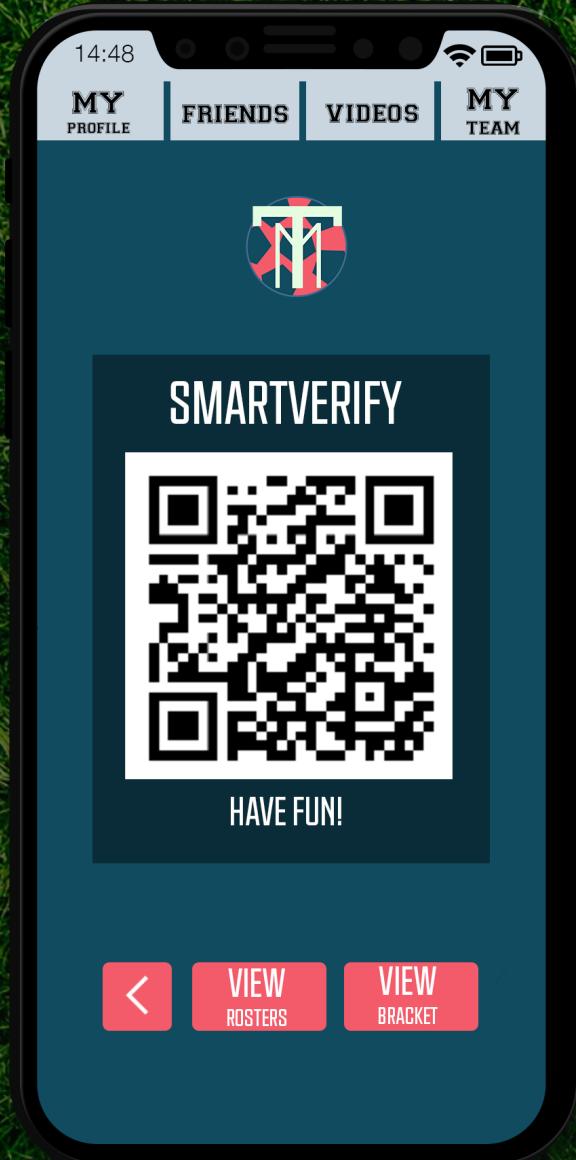
# OUR PRODUCT - PLAYER MODE



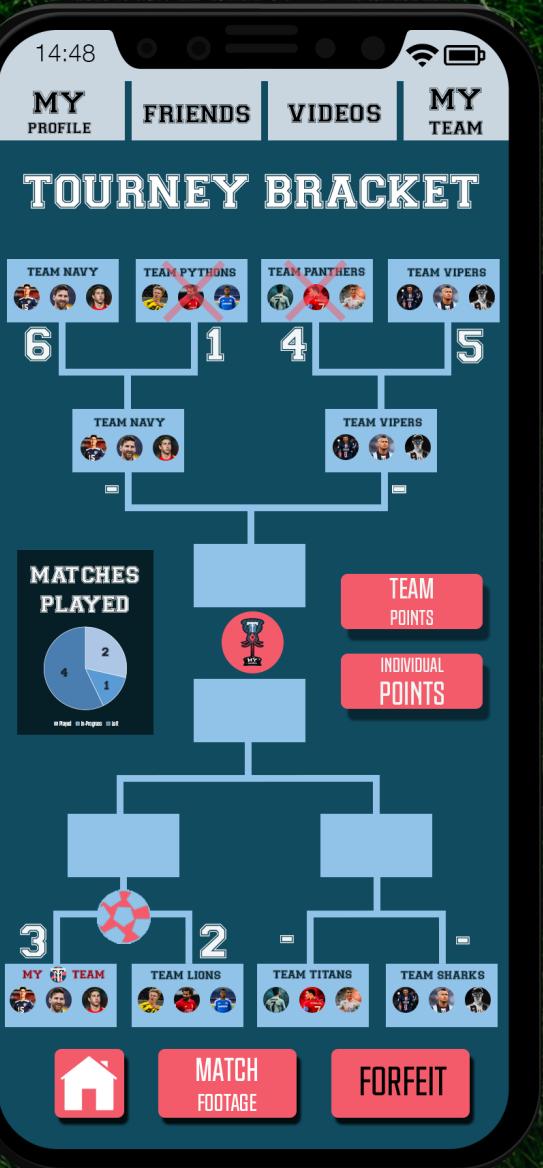
- Players can join tournaments individually and get assigned to teams randomly, or they can create a team and join a tournament together.
- Players can filter tournament searches by age, sex, and game type. They can sort the tournaments by distance, entry fee, or time to start.
- Players can make friends and follow other MyTourney players under the "Friends" tab.
- Players can create personalized profiles with up-to-date performance data (goals, assists, games played, etc.)
- Players can view videos posted to our platform from other matches, highlights, and livestreams under the "Videos" tab.
- Players can view their team's performance and adjust their roster in the "My Team" tab.
- Players can view their rankings in the leaderboard for teams and individuals



# OUR PRODUCT – PLAYER MODE



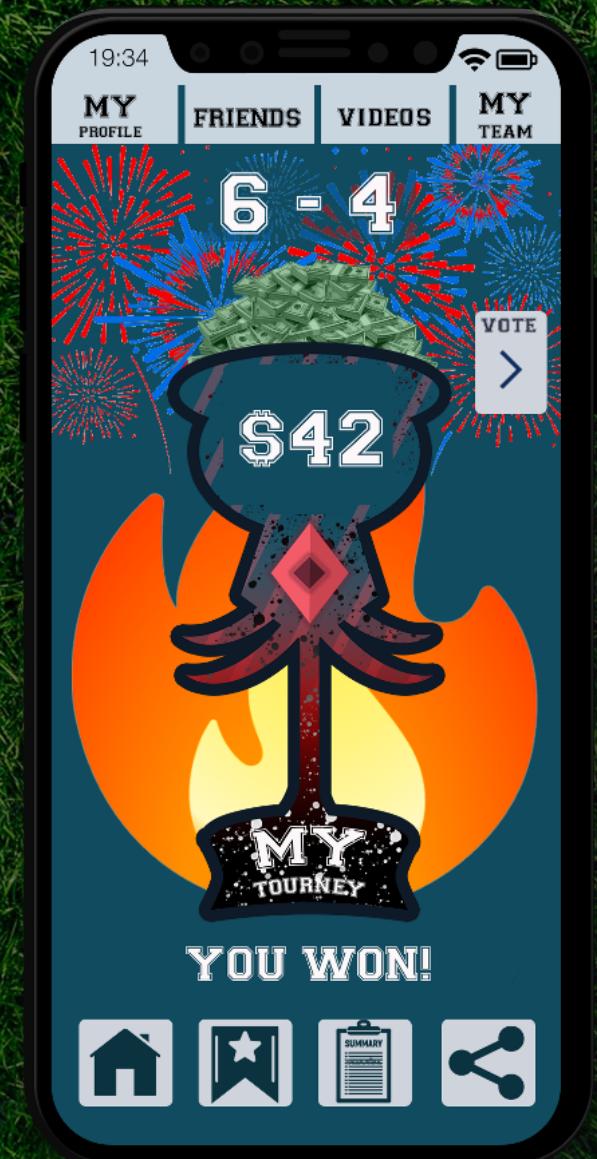
- SkillMatch™ matches players by skill using MyPoints
- SmartVerify™ is used pre-game to ensure players match their profiles upon arrival to the tournament venue
- Team rosters can be viewed by opponents and team members
- Tournament brackets are automatically generated in the app, and scores are updated after each match
- Individual player data and team statistics are recorded and can be viewed in the game summary



- Players can view team points, individual points, team rosters, player profiles, number of matches played, in-progress, and left, individual match scores, and match footage in the bracket screen
- Brackets can be automatically or manually generated
- In case of an odd number of teams, the team with the most points advances to play against the lone wolf
- Ball icon indicates match in-progress
- Unless they have not played yet, players who forfeit the match do not receive refunds

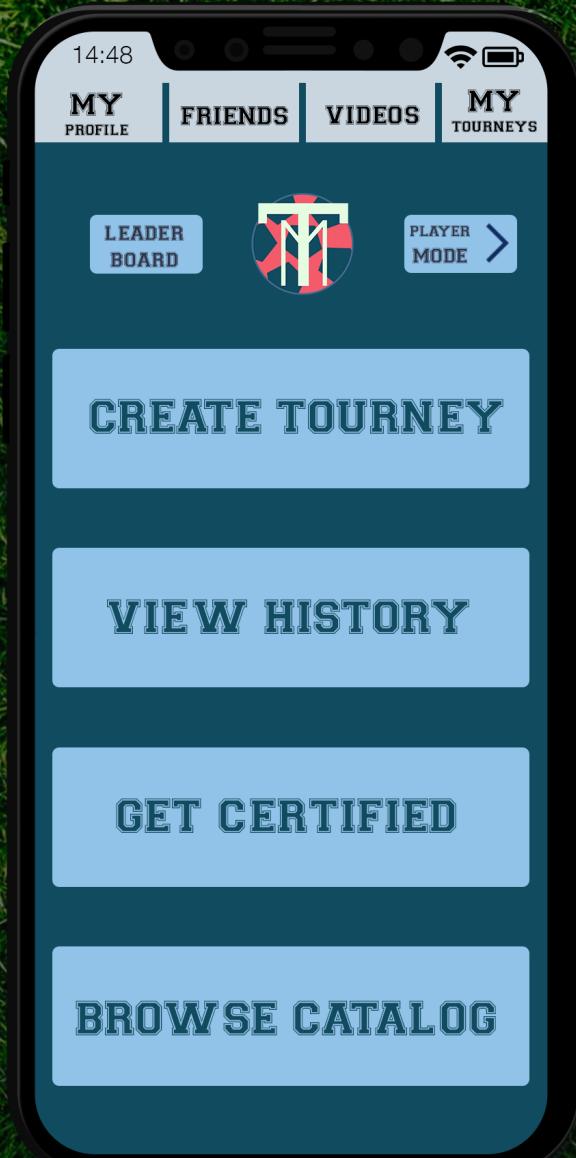


# OUR PRODUCT - PLAYER MODE

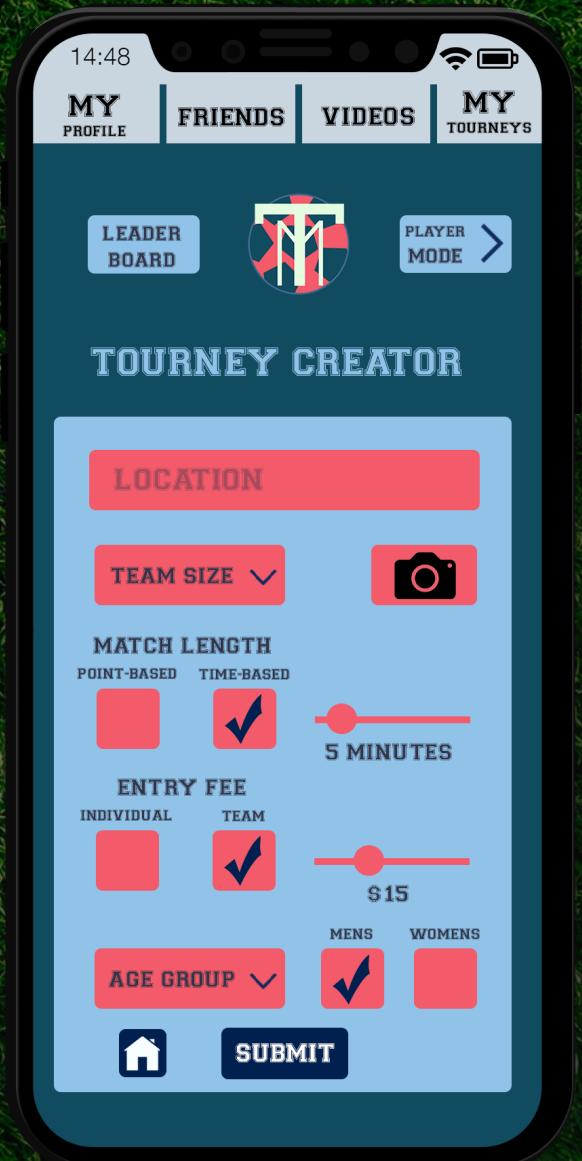


- *Winning teams can earn 55% of entry fees as a cash prize*
- *At the end of a match, the score is displayed, along with the amount of money earned*
- *The team leader can click on the money pile to allocate the winnings percentage-wise to each player*
- *At the end screen, players can return to home screen, bookmark the venue for future participation, vote for best player, view a summary of the game statistics, and share the game*
- *MyTourney owns all videos, highlights, and livestreams. We will place strategic advertisements in the videos to generate additional revenue and compensate Turnney hosts*

# OUR PRODUCT – HOST MODE



- *Create a tourney*
- *View history of the previous tournaments they hosted*
- *Browse the equipment catalog to improve their venue*
- *If eligible, they can pay a subscription fee to become a certified host - to be eligible, hosts must own the venue's property*
- *Certified hosts get increased exposure in the match finder, so more players can compete for higher prizes*
- *Host certification must be renewed annually*

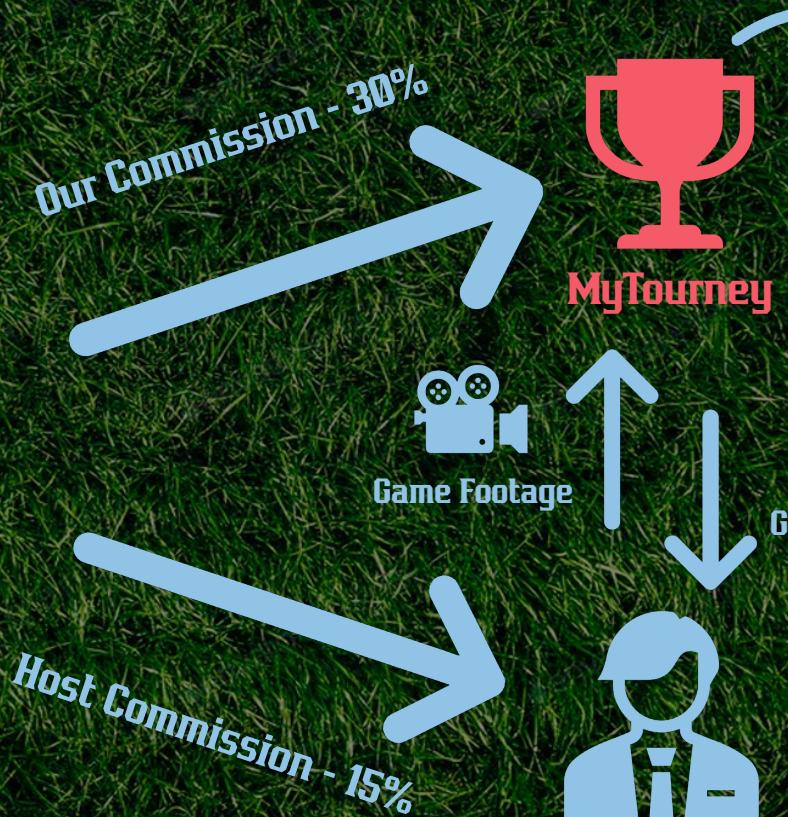


# BUSINESS MODEL

Tournament Winners - 55%



Our Commission - 30%



Highlights, Recordings,  
Livestreams



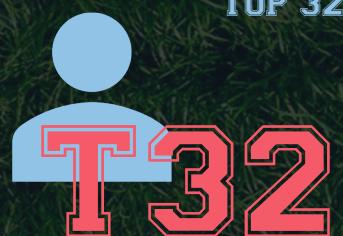
Video Ads



Game Footage Ad  
Commission



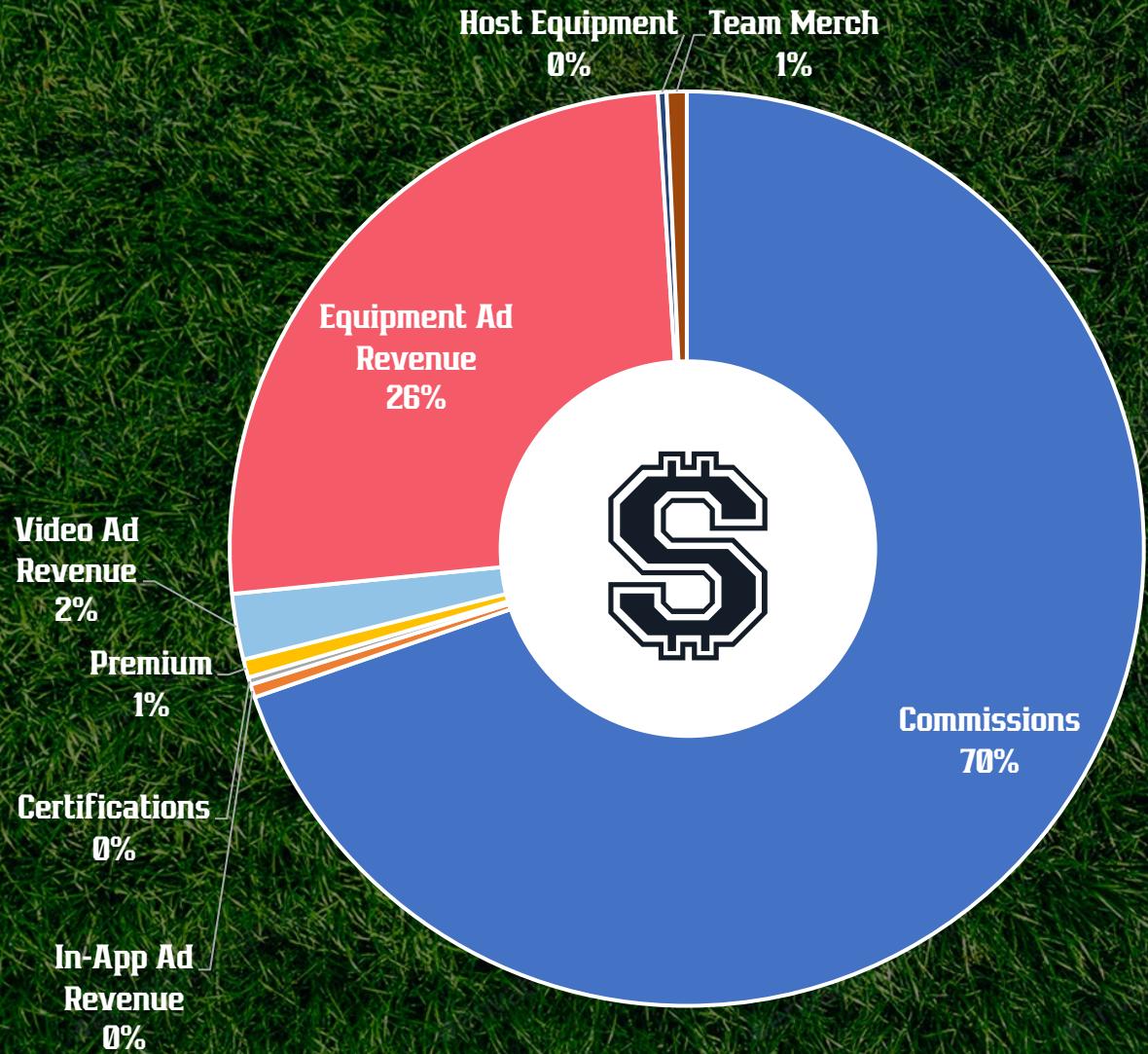
TOP 32 LEADERBOARD TEAMS



Advance to Nation-wide  
tournament hosted by  
MyTourney

*\*Teams must purchase premium  
app to be eligible*

# REVENUE STREAMS & GOALS



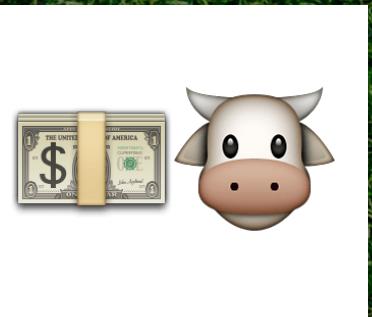
-  5 Years  
10M Downloads
-  1 Year  
10K Downloads
-  10% DAU
-  20 Tourneys/day
-  200 Teams
-  200K Teams
-  20K Tourneys/day

# ROADMAP



# EXIT STRATEGIES

## CASH COW



*The best strategy is to milk the most money out of this business. I will look to hire the best management team to continue delivering our high-quality products, expanding, and eliminating competitors.*

## ACQUISITION



*We will be looking for possible acquisitions from Amazon, Google, Uber, Facebook, or other social media/marketplace companies.*

## MERGER



*Possible mergers with NCAA, MaxPreps, Hudl, YouTube, Twitch, or other streaming/sports companies.*

## IPO



*Going public can allow the brand to gain more funding, exposure, and PR, however CEO decisions can be hindered by shareholders.*

## LICENSING



*We can license our software to other companies like FIFA, UEFA, CONMEBOL, and other sports organizations to use our machine learning referees in pro games.*

# WHY NOW

- ✓ Sport participation rates are high this year as a result of several major sports events - Euros and Olympics
- ✓ By launching by the end of this year, MyTourney can grow the initial customer base to gain trust among users, so by the time the FIFA World Cup comes around in November - December 2022, we can have a very successful aggressive marketing campaign
- ✓ In 2018 World Cup Final there was an average concurrent viewership of 500M+ worldwide, so with a month-long marketing campaign targeting FIFA fans, downloads will skyrocket
- ✓ Following the coronavirus pandemic, people are more inclined towards engaging in physical activity

# ABOUT ME



## IBRAHIM AL-AKASH

**Sole Founder, CEO, CTO - Bioengineering Major + Data Science Minor (Graduation Year: 2025)**

I have been playing soccer for 14+ years, having won at state tournaments with my club teams and district championships with my school. I know the game in and out and am working with potential customers to build MyTourney with a customer-centered approach.

BUILD A TEAM  
FIND MATCHES  
WIN PRIZES



Download on the  
App Store



MYTOURNEY

GET IT ON  
Google play