

Place&Play



***More than just a place.**
***More than just a game.**

We solve problems:

We help businesses
reduce customer
churn with a smart,
modern solution for
booking and client
tracking.

Organizing games
and communicating
with others should
feel natural and
effortless

Finding teammates or playing
partners doesn't have to be
hard.

Booking a venue
should be fast,
simple, and stress-
free.



"I was ready to play tennis — but couldn't find a partner who matched my level.

So I just stayed home..."



Who are we?

A sports ecosystem built for people:

- Modern management tools for businesses
- New connections, events, and companion matching for everyone

Here, sport brings people together — and every event is a chance to meet friends and like-minded individuals.

Target Audience

Target Audience — Users

Age: 16–40

Gender: Men & Women (slight male skew in sports like football, tennis, basketball)

Location: City residents

Profile: Active students, professionals, entrepreneurs

Income: Medium and above

Interests: Sports, socializing, healthy lifestyle

◆ **Pain Points:**

- Hard to find teammates
- Inconvenient time & venue coordination
- Manual venue search
- Need to combine sport & social interaction

◆ **What Matters:**

- Easy event discovery & participation
- Option to host own events
- Smart map & filters
- Notifications, confirmations, user ratings

Target Audience — Venues & Partners

Who:

- Private tennis clubs, football fields
- Gyms, martial arts studios
- Bowling, billiards, trampoline arenas
- Dance schools, trainers, sports groups
- Businesses renting out sports equipment

◆ **Problems We Solve:**

- Attracting new clients (especially during off-peak hours)
- Boosting occupancy and revenue
- Automating the booking process
- Increasing online visibility
- Engaging with an active sports-minded audience

Competitor Analysis

Platform	Description	Strengths	Limitations / Differences from Place&Play
Meetup	Event & community platform	Large user base, flexible event formats	Not sport-focused, no booking or game-matching features
Push30	Gym subscription app (Uzbekistan)	Easy gym access via app	No events, friends, or matchmaking
1Fit	Fitness club subscription service	Popular among fitness users	No social features, map, or game search
SportEasy	Sports team management tool	Great for coaches and organizers	No event map or active community
Playo (India)	Partner finding, venue booking, events	Event creation, map, chat, social features	India-only, no localization for CIS region
Place&Play	Partner, event, and venue discovery platform	CIS localization, friends, chat, map, booking	Requires scaling and broader marketing



Monetization Model

Freemium model

Our core features are completely free — so anyone can start playing, organizing, and connecting right away.

For those who want more, we offer premium access to extended features — tailored for:

- Users — enhanced event discovery, visibility, and profile upgrade
- Organizers — advanced event tools, promotion, and participant management
- Venues & Businesses — smart booking systems, client analytics, and increased exposure

*With Place&Play, value comes first — monetization comes naturally.

Business Model



💰 1. Revenue Model

Hybrid B2C + B2B approach:

🔑 Users (B2C):

Freemium + Paid Features:

- Create more than 3 events per day
- Boost events in the feed
- Priority access to popular games
- **Premium Subscription — \$3.99/month**

🔑 Venues (B2B):

Commission-based + Subscription model:

- **Booking commission:** 10–15% from each successful reservation via the platform
- **Subscription plans for venues:**
 - **Basic (Free):** Simple profile card
 - **Extended (\$29/month):** Analytics, chat, search priority
 - **Premium (\$99/month):** CRM, embedded widget, detailed analytics, push notifications

📣 2. Marketing Strategy

🔑 Approach:

- **Performance Marketing:** Meta Ads (Facebook & Instagram)
- **Influencer Marketing:** local sports bloggers & micro-influencers
- **B2B Sales Team:** direct outreach to venues and event organizers
- **Partnerships:** universities, malls, and sports brands
- **Gamification:** reward points for activity, referrals, and contests

🔑 Channels:

- Instagram & Telegram
- In-app push notifications
- Email & SMS campaigns for re-engagement
- SEO & ASO for organic growth

Business Model

💰 3. Pricing

⚡ For Users:

- **Free** — access to core features
- **\$3.99/month** — Premium subscription with extended benefits

⚡ For Venues:

- **Free Plan** — limited functionality
- **\$29/month** — Advanced plan with analytics and chat
- **\$99/month** — Full access: CRM, widget integration, analytics, and priority listings

⚡ Average Revenue per User (ARPU):

- **B2C:** \$1.2–\$1.5/month (*with 5–10% paying users*)
- **B2B:** \$30–\$50/month *per active venue*

👤 4. Projected User Base (12 Months After MVP Launch)

⚡ B2C – Regular Users:

- ~30,000 registered users
- ~10,000 monthly active users (MAU)
- **5–10% paying users → 500–1,000 Premium subscribers**

⚡ B2B – Venues:

- ~300 onboarded venues (Tashkent, Samarkand, Bukhara, regions)
- **100–150 paying venue partners**

🏢 5. Expected Lifetime Value (LTV)

⚡ B2C (Users):

- Average paying user: **\$3.99 × 12 months = ~\$48/year**
- With churn taken into account → **LTV: ~\$30–40**

⚡ B2B (Venues):

- \$30/month × 12 months = **\$360/year**
- With average retention of 1–2 years → **LTV: \$400–600**

MILESTONES

01

 **September 2025 — MVP & First Launch**


 **Goals:**

- MVP completion
- Launch in Tashkent and Samarkand (Android/iOS)
- First bookings and user feedback

 **KPIs:**

- 1,000+ users
- 20+ partner venues
- 100+ events created
- 50+ successful bookings

02

 **Q4 2025 (October–December)**


 **Goals:**

- Launch of the basic user rating system
- First venue subscriptions
- First advertising partnership/collaboration

 **KPIs:**

- 5,000 users
- 50 partner venues
- 200+ bookings
- \$1,000 in revenue

03

 **Q1 2026 (January–March)**

 **Goals:**


- Launch of the referral system
- Rollout of analytics and dashboard for partner venues

 **KPIs:**

- 15,000 users
- 100 venues onboarded
- 1,000+ bookings
- \$10,000+ in revenue

04

 **Q2 2026 (April–June)**

 **Goals:**

- Start integration with local payment systems
- Prepare for expansion into Kazakhstan

 **KPIs:**

- 30,000 users
- 150 partner venues
- \$25,000 in revenue
- 5,000 events created

Our Team



**Oleg Abramov – Founder of
Place&Play**

My mission is to build a platform that helps people connect through sport — one that unites communities and creates real value for both users and businesses.

I'm responsible for everything: from the idea to the launch, from building the team to forming strategic partnerships.

Our Team



Alexandra – QA Engineer

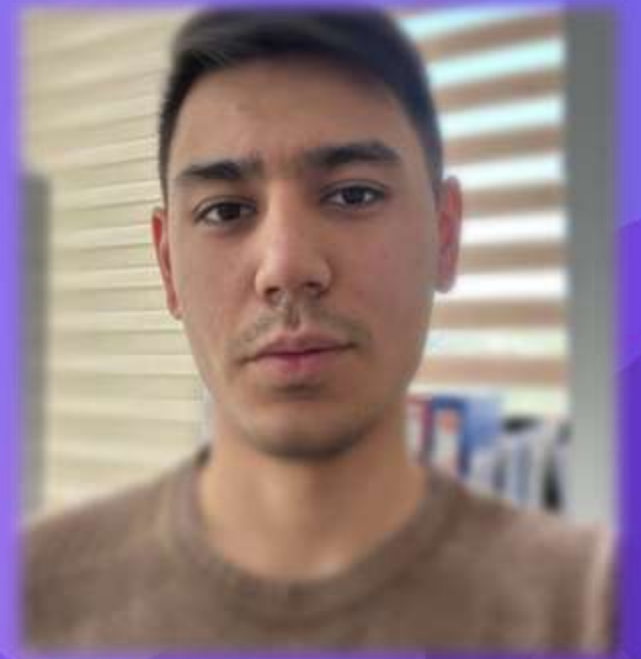
Responsible for ensuring the quality and stability of the app.

She tests every release, identifies bugs, and helps make the product reliable for our users.



Ibrahim – Marketing Lead at Place&Play

I make sure we reach the people who truly need us — those who love sports and are looking for someone to play with.



Alisher – Scrum Master

Streamlines processes, supports the team, and helps the startup move fast and stay in sync.

Contacts



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