

Elevare Sport

Getting you match ready

By Intuitive Sports Technologies and Applied Sciences



**ELEVARE
SPORT**

The Problem in Sports

- **Approximately 57 Lakh** people, are engaged in Sports. For these there are woefully short number of **certified coaches**. For example Athletics Federation of India started (in June 2018) a 5 year plan to increase the number of certified coaches to 1000. There were ONLY 40 certified coaches then.
- Young Athlete **Drop Out Rates** are alarming: Close to **82%** of individuals **drop out** of competitive sport. The drop out rates are **even higher for girls**. Contributing factors include academic pressure, declining interest levels, lack of career opportunities, lack of financial support and high-performance pressure.

Data Source:

Point 1:

- *Suprem Court of India WPC number 423/208 - Kanishka Pandey vs Union of India*
- *Survey results: <https://sportswayoflife.org/survey-of-sports-literacy.php>*
- *<https://m.economictimes.com/news/sports/afi-targets-1000-iaaf-qualified-coaches-in-5-years/articleshow/64662243.cms>*

Point 2: Nair P, Bagchi A (2020): Dropout from competitive sports in India, Ann Trop

Med & Public Health; 23(S17): SP231735. DOI: <http://doi.org/10.36295/ASRO.2020.231735>

What do we want to do?

“Our Mission is to provide a platform to impart the best and wholistic training in sports to all those who are interested, no matter where they and what language they understand. It is not sufficient to just impart knowledge, there has to a robust feedback mechanism also, for which we will use Advance analytics, Machine learning algorithms, Artificial Intelligence, Audio Visual cues in native language, Augmented Reality, Virtual reality, Mixed reality and IoT. We intend to deliver all this to anywhere a person has access.

Under the Hood

Certified Curriculum

(Audio& Video in Native Language prepared by certified coaches)

Build Routine

Drills and Progressive Drills
(Skill, Strength&Mobility, Mental wellness using MR)

Upload Video
(Feedback using AI & ML algorithms and IoT)

Analysis and Feedback
(Comparing curriculum and individual past video)

We want to start with Cricket

The Team - Great Combination of Subject matter experts, Business and Tech



Manish Rao: First Class player in domestic Cricket circuit in India, over 6 years, Manish has represented Railways in all formats of the game and had been a squad player for Mumbai as well. He is a **Level 1 certified Cricket Coach** from Coaching Beyond institute which conducts coaching programs under esteemed **coaches like Ravi Shastri, Bharat Arun, R. Sridhar, Kinjal Suratwala**. Along with that he has a coaching experience of 2 years. His in-depth knowledge of bowling fundamentals makes him a valuable asset in analysing the players for their bowling skills and designing skill development programs for them.



MUMBAI CRICKET ASSOCIATION



Indian Railways Ranji Team



CRICKET MANTRAS



Swapnil Pradhan: 15 years experience as professional cricketer who has been a Ranji Trophy probable for Mumbai team. As a **coach he has handled the Mumbai Cricket Association U-16 Boys Summer Camp** centre and at the same time is a **sports recruit with Mumbai Customs**. His in-depth knowledge of batting fundamentals makes him a valuable asset in analysing the players for their batting skills and designing skill development programs for them.



Mumbai Customs cricket
team



MUMBAI CRICKET ASSOCIATION



CRICKET MANTRAS

The Team... contd



Vishal Chitrakar: 7 years experience as a Sports Science professional and Strength and Conditioning (S&C) Coach to **Mumbai Ranji Trophy Cricket team for last 2 seasons**, Vishal brings an in-depth understanding of performance parameters for athletes and the ways to enhance them using evidence-based as well as experiential strategies. He is an **Australian Strength and Conditioning Association accredited Level 2 S&C Coach, Govt. of India certified Level 2 Yoga Coach** and currently completing his Masters in Performance Coaching from Setanta College, Ireland.



MUMBAI CRICKET ASSOCIATION



CRICKET MANTRAS



Milind Borgikar: Graduate in Engineering from Sangli with over **14 years of experience working in TCS, IBM and Vodafone**. Seeing a need for a complete collaboration suite, decided to build one from scratch, worked on the same for about 2 years to build the product, test, ensure the product is bug free and enterprise ready.



The Team... contd



Nikhil Mirji: Graduate from Symbiosis - Pune in Commerce and then MBA. Over 20 years of experience Sales, Marketing, Product Development, Customer Life Cycle Management and Customer Value Management. He has worked in the best telecom companies in India - Vodafone and Airtel.



Elevare App



Product

Certified Curriculum

- Certified by national/ international sports body
- Skills Video
- Strength & Conditioning video
- Mental Wellness audio and video
- Audio & Video in Native language

Build Routine

- Skills
- Strength & Conditioning
- Mental Wellness
- Encourage to form a habit
- Motivation via peer / family recognition

Drills and Progressive Drills

- Ongoing Drills
 - Frequency, sets, repetitions
 - Drill with IoT devices
 - Corrective drills with AR, VR and MR with inbuilt feedback
- Past drills with feedback

Upload Video

- Upload a new video
 - Video with connected IoT device
 - Feedback basis AI, ML and Coach observation
 - Corrective drills suggested
 - Identify need for upgraded sports gear/
- My past videos with feedback

Analysis and Feedback

- Stance, Form, strength and Balance
- Annotations with deviation
- Personalised Mass Feedback using AI
- Computer vision and Smartphone
- IoT integrations
- Will cover all aspects of cricket

Delivery and USP

- Use digital medium to impart training. App and Web App available across Android and iOS
- Curriculum videos in native language to ensure engagement and impact
- Improvement by encouraging to build routines
- Give mass personalised feedback using AI

Market Opportunity



- Apart from 12 Test playing members, there are **96 associate members of the ICC**. These include countries like US, Canada, Middle East countries, Malaysia, China, Italy, Belgium and Argentina. Lack of certified coaches and digital reach provides a big opportunity.
- **Key Consumption Trends:** Four Emerging Trends include - **(A)** Women Are key consumers of sports-related content. Close to 35-38% of all sports-related consumption including cricket is driven by the Ladies. **(B)** Rural India consumers 40-47% of sports-related content. **(C)** Estimated, 75% of internet users will consume content in regional languages. **(D)** Digital consumption growing rapidly with increasing penetration.
- India's middle class is slated to reach 547 Million by 2025. The average spend on sports is Rs.10000 (3.5% of income*). Even if a conservative estimate of 3% participation in sports, total spend on sports and recreation will balloon to USD 3.7 billion.

Data Source for Market Opportunity

Point 2: Key Consumption Trends

KPMG report - <https://assets.kpmg/content/dam/kpmg/in/pdf/2016/09/the-business-of-sports.pdf>

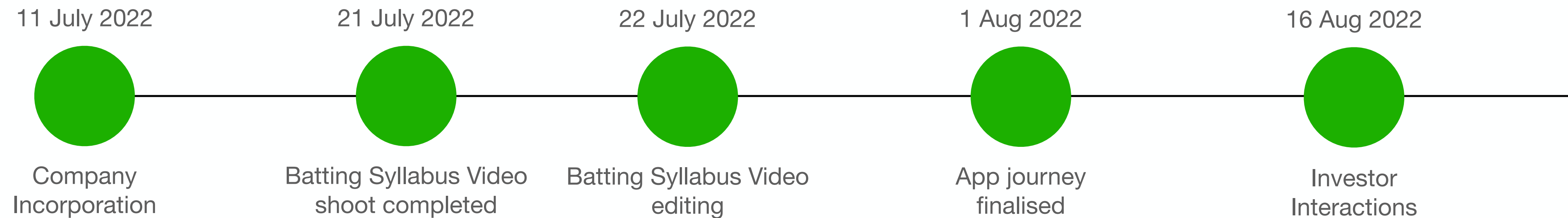
Point 3: India Middle class details

1. <https://niti.gov.in/planningcommission.gov.in/docs/reports/sereport/ser/vision2025/conclusn.pdf>
2. <https://www.statista.com/statistics/482584/india-households-by-annual-income/>
3. ***Estimated middle class income:** <https://economictimes.indiatimes.com/jobs/middle-income-households-account-for-largest-chunk-of-indias-unemployed-population-cmie/articleshow/90563660.cms?from=mdr>

Competition

	Cricuru	Ludimous	Homeground	Root Academy	ElevareSport
Curriculum	✗	✓	✓	✗	✓
Skill Videos	✓	✓	✓	✓	✓
S & C	✗	✗	✓	✗	✓
Video Upload	✓	✓	✓	✓	✓
Feedback	✗	✗	✓	✗	✓
AI led analytics	✗	✗	✓	✗	✓
Native Language	✗	✗	✗	✗	✓
Mental Wellness	✗	✗	✗	✗	✓
Team	★★★★★	★	★★	★★	★★★★★

Journey so far...



Go to market

- Individual players
- Schools, Colleges, Associations and Academies
- D2C via E - Commerce

The Ask

Detail	Year 1
Total Customer Nos	3,00,000
Paid Customer Nos	3,000
Cost Detail	In Rupees
Marketing cost	45,00,000
Tech Cost	40,00,000
Coaching Cost	3,60,000
Sales Cost	6,00,000
Sales Promotion Cost	1,20,000
Office Space	10,76,000
Finance and Statutory cost	1,20,000
Founders Fee	21,00,000
Travel Cost	1,20,000
Misc Expenses	1,20,000
Total Cost	1,31,16,000
Total Revenue	18,00,000

Recognitions so far...



Start Up India

Thank you

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