PITCHBOOK
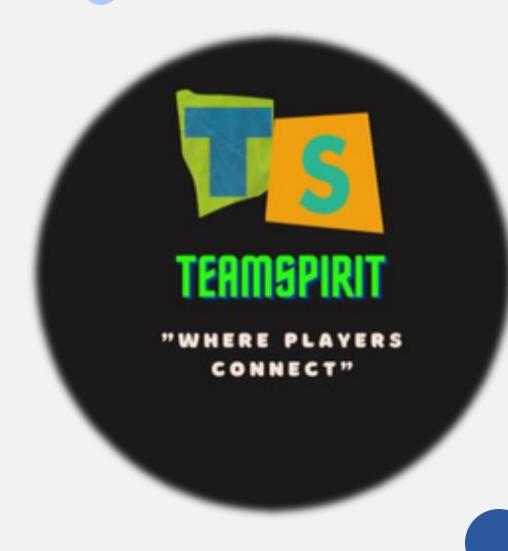
THE TEAMSPIRIT SPORTS APP
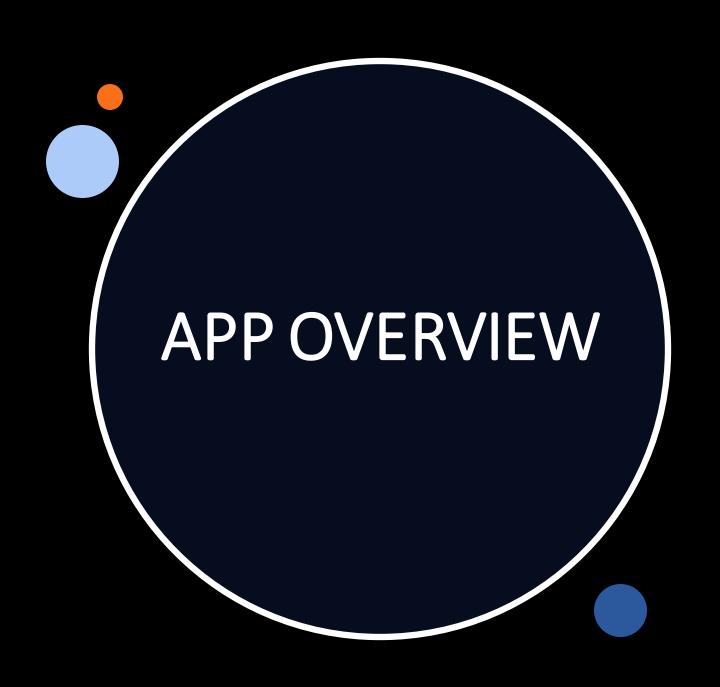
"WHERE THE PLAYERS CONNECT"

DEBASHREE PRIYA SAHOO
LOHIT M
RIYA BANIK
APEKSHA AGRAWAL
HIMANSHU PATIDAR

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OVERVIEW OF TEAMSPIRIT

Summary

Business Overview- TEAMSPIRIT is a technology-driven solution for sports enthusiasts seeking to connect, engage, and improve their game, while building a community of like-minded individuals.

Founded- 2023, INDIA

Main office- IIT KANPUR

Total Employees- 100

Status- Private

Investors- 10

Major Service Areas

- Online booking of indoor and outdoor sports facilities
- Formation of sports teams and community building
- Real-time information on nearby sports facilities' location, operating hours, and fees
- Enrollment for personalized professional coaching
- Access to online sports content
- Health and nutrition blogs for fitness enthusiasts.

Our Core Values

Integrity

Client Service

Accessibility

Community and Collaboration

TEAMSPIRIT
"WHERE PLAYERS CONNECT"

TEAMSPIRIT MAIN SERVICES

ONLINE AND OFFLINE BOOKING FACILITY
- Convenient and easy booking of indoor and outdoor sports facilities from the comfort of home.
- Pre-payment option ensures confirmed bookings and avoids payment issues.
- Users can easily see facility availability and select the best option for their needs.

REAL TIME INFORMATION
The app offers real-time info on location, availability, and fees of sports facilities for easy planning. Users can find facilities close to home/work and save time. Knowing operating hours and fees helps users plan sports activities efficiently.

HELPING PEOPLE TO FORM COMMUNITY
- Encourages community building by helping users form teams and connect with others who share their interest in sports.
- Useful for people new to a city or looking to expand their social circle.
- Helps users find teams or groups tailored to their skill level and interests.

ENROLMENT FOR PROFESSIONAL COACHING
- Enroll in professional coaching programs for various sports.
- Improve skills and take sports performance to the next level.
- Benefit from personalized feedback and guidance from professional coaches.

ONLINE SPORTS CONTENT
- Access to a variety of sports-related content, including articles, videos, and podcasts.
- Helps users stay up-to-date on the latest trends and developments in the world of sports.
- Provides insights and perspectives from experts in different sports and related fields.

HEALTH AND NUTRITION BLOGS
- Tailored for athletes and sports enthusiasts
- Tips on improving overall health and sports performance
- Advice on maintaining a healthy diet and lifestyle during sports activities.

MARKET OPPORTUNITIES

MARKET POTENTIAL

TARGET AUDIENCE

- AGE-18-35
- GENDER-M/F
- LOCATION-URBAN AREAS IN KANPUR
- INCOME LEVEL- MIDDLE TO UPPER MIDDLE CLASS

MARKET SIZE

- TARGET MARKET IN KANPUR- 5 LAKH(ESTIMATED)
- POTENTIAL REVENUE- INR 50LAKHS ANNUALLY

USER ACQUISITION STRATEGY

- TARGETED MARKETING CAMPAIGNS ON SOCIAL MEDIA
- PARTNERSHIPS WITH SPORTS FACILITIES IN KANPUR
- REFERRAL INCENTIVES FOR NEW USERS

CUSTOMER FEEDBACK

- CONDUCTION OF CUSTOMER RESEARCH
- WORK ON NEGATIVE FEEDBACKS

EXPANSION PLANS

- EXPAND OUR SERVICES TO OTHER CITIES IN INDIA
- PARTNERSHIP WITH LOCAL BUSINESSES TO OFFER DISCOUNT TO OUR USERS

TEAMSPIRIT'S COMPETITIVE ADVANTAGE

Convenience: The app streamlines the process of booking sports facilities by allowing users to book online, reducing the time and effort needed to reserve a spot.

Community Building: The app connects sports enthusiasts and offers opportunities to play sports together, fostering community and team building.

Real-Time information: The app's real-time facility information feature enables users to quickly find and choose the best facility to play sports based on availability, hours, and fees.
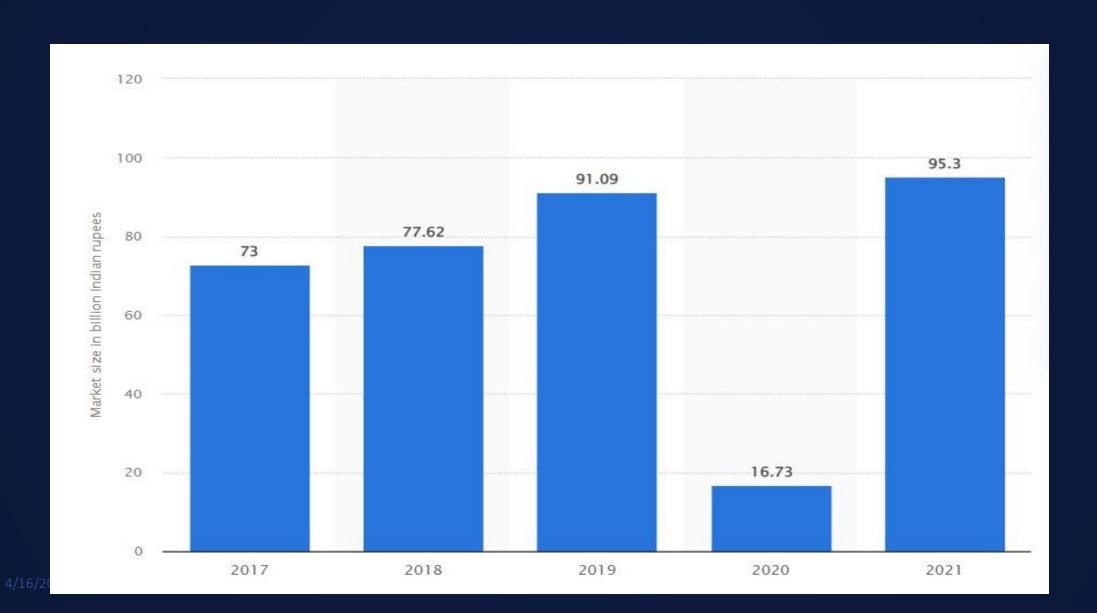
Nutrition Resources: The app provides health and nutrition resources for athletes and sports enthusiasts, setting it apart from competitors that only offer booking services.

ANALYSIS OF MARKET TRENDS

There is an increasing trend of people participating in sports and fitness activities in Kanpur, driven by the growing health and wellness awareness among the population. There is a high demand for affordable and accessible sports facilities in the city, particularly among young professionals and college students. The COVID-19 pandemic has increased the demand for outdoor sports activities as people look for safe ways to exercise and socialize. **There is a growing interest in sustainability and eco-friendliness, which TEAMSPIRIT can address by promoting outdoor activities and partnering with facilities that prioritize sustainability.**
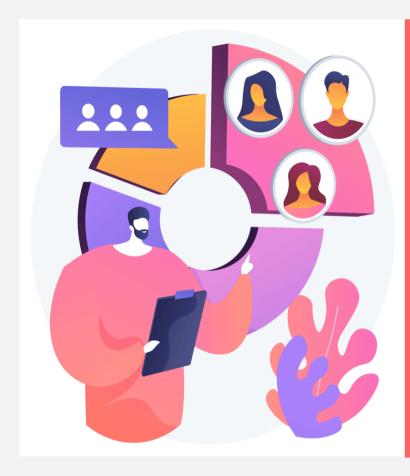
MARKET SIZE OF SPORTS INDUSTRY FROM 2017-2021

CUSTOMER DEMOGRAPHICS

The target customer demographics for the app in Kanpur include young professionals, college students, and sports enthusiasts. According to recent market research, over 60% of Kanpur's population is under the age of 35, with a high concentration of students and young professionals in the urban areas of the city.These demographics are tech-savvy and comfortable using mobile apps to manage their daily activities, including sports and fitness. They are also interested in meeting new people and building a social network around their hobbies and interests.

THE ROLE OF CUSTOMER DEMOGRAPHICS IN SMALL BUSINESS MARKETING

MARKETING AND SALES STRATEGY

APP'S MARKETING AND SALES STRATEGY OVERVIEW

MARKETING STRATEGY

- Social media advertising: We will use targeted advertising on social media platforms such as Facebook and Instagram to reach potential users and promote our app's key features and benefits.
- Influencer partnerships: We will partner with influencers in the sports and fitness space to promote our app and reach their followers.
- Partnerships with sports facilities: We will partner with sports facilities in Kanpur to promote our app to their customers and offer exclusive discounts and promotions to drive user acquisition.
- Referral program: We will offer a referral program to incentivize our existing users to invite their friends and family to join our app.

SALES STRATEGY

- Our sales strategy will focus on driving revenue through premium features and services. Key elements of our sales strategy include:
- Premium subscriptions: We will offer premium subscriptions that unlock additional features and benefits, such as advanced workout tracking and personalized coaching.
- In-app purchases: We will offer in-app purchases for sports equipment, apparel, and other related products.
- Partnerships with sports equipment and apparel brands: We will partner with well-known sports equipment and apparel brands to offer exclusive discounts and promotions to our users.

PRICING AND REVENUE MODEL

Pricing

Court booking: The app charges a fee of INR 200 per hour for indoor courts, INR 300 per hour for outdoor courts, and INR 500 per hour for turf fields.
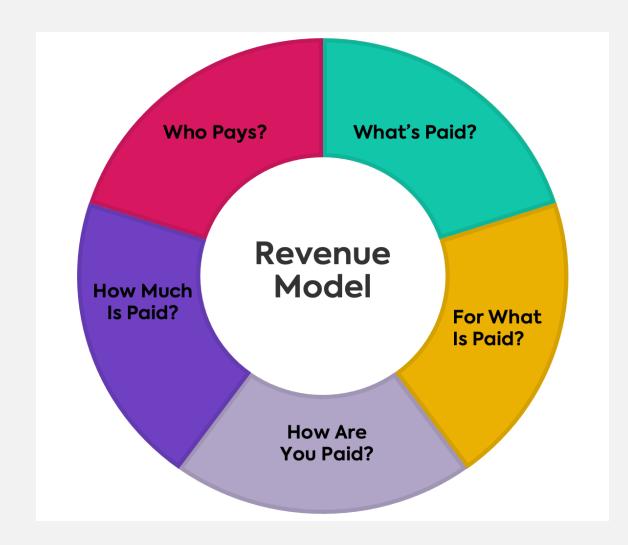
Professional coaching: The app charges a fee of INR 1,000 for a 1-hour session with a professional coach.

Health and nutrition blogs: The app provides free access to its health and nutrition blogs.

Revenue Model

Commission on bookings: The app takes a commission of 10% on all court bookings made through the platform.

Subscription model: The app offers a premium subscription service for INR 500 per month that provides users with exclusive discounts on court bookings and access to advanced features such as team management tools and in-app messaging.

FINANCIAL PROJECTIONS

FINANCIAL PROJECTIONS FOR NEXT 5 YEARS

YEAR1

Revenue: INR 10 lakhs
Expenses:
Development costs: INR 20 lakhs (one-time)
Infrastructure costs: INR 2 lakhs per month
Marketing costs: INR 15 lakhs
Maintenance and updates: INR 3 lakhs per month
Net Income: INR -46 lakhs
Cash Flow: INR -46 lakhs

YEAR2

Revenue: INR 30 lakhs
Expenses:
Infrastructure costs: INR 2 lakhs per month
Marketing costs: INR 12 lakhs
Maintenance and updates: INR 3 lakhs per month
Net Income: INR -9 lakhs
Cash Flow: INR -9 lakhs

YEAR3

Revenue: INR 50 lakhs
Expenses:
Infrastructure costs: INR 2 lakhs per month
Marketing costs: INR 10 lakhs
Maintenance and updates: INR 3 lakhs per month
Net Income: INR 7lakhs
Cash Flow: INR 7lakhs

YEAR4

Revenue: INR 75 lakhs
Expenses:
Infrastructure costs: INR 2 lakhs per month
Marketing costs: INR 8 lakhs
Maintenance and updates: INR 3 lakhs per month
Net Income: INR 26 lakhs
Cash Flow: INR 26 lakhs

YEAR5

Revenue: INR 1 crore
Expenses:
Infrastructure costs: INR 2 lakhs per month
Marketing costs: INR 6 lakhs
Maintenance and updates: INR 3 lakhs per month
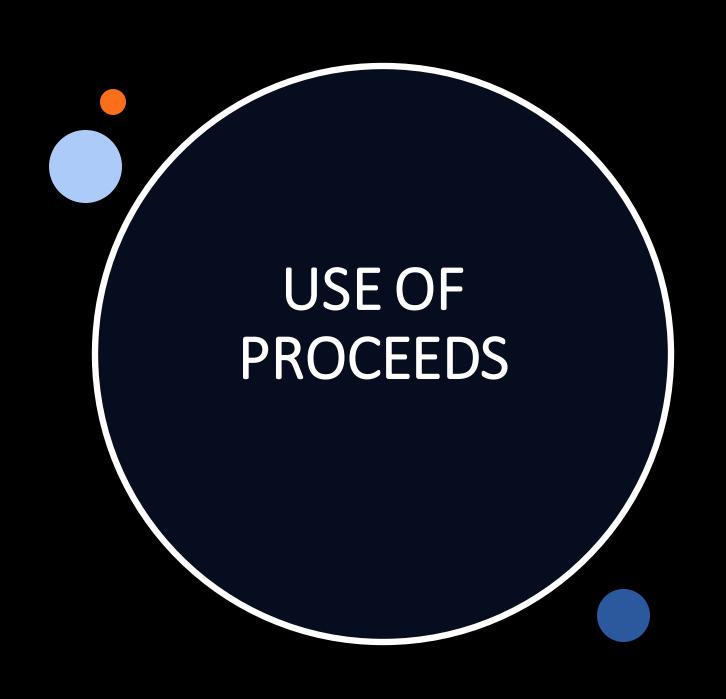Net Income: INR 45 lakhs
Cash Flow: INR 45 lakhs

Assumptions and Risks

ASSUMPTIONS

- The revenue growth rate of 50% per year is achievable based on market trends and user demand for sports apps in India.
- Marketing costs will decrease by INR 2 lakhs per year as the app gains more traction and word-of-mouth promotion.
- Maintenance and updates costs will remain stable at INR 3 lakhs per month, assuming no major technical issues arise.
- Development costs will be a one-time expense in Year 1.
- Infrastructure costs will increase as the number of users grows.

RISKS

- Competition from other sports apps could affect user acquisition and retention, leading to lower revenue than projected.
- Technical issues or bugs could arise, leading to higher maintenance and update costs.
- The market demand for sports apps in India could change unexpectedly, affecting revenue projections.

USE OF PROCEEDS

USE OF PROCEEDS

Product Development: INR 35 lakhs
Marketing: INR 10 lakhs
Operations: INR 5 lakhs

Product Development:
This would cover the cost of development for the initial version of the app, including design, programming, testing, and launch.-Hire additional developers and designers to speed up development-Improve user experience and add new features to the app-Conduct testing and bug fixes-Develop and launch the app on both Android and iOS platforms
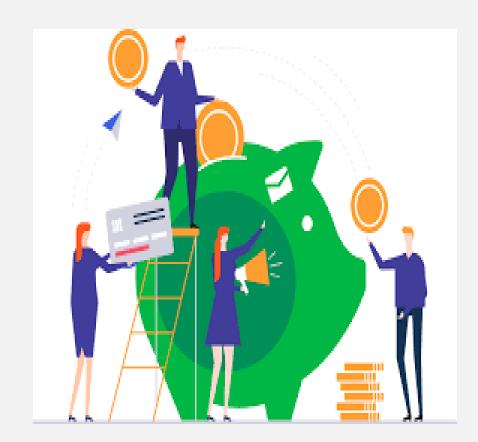
Marketing: This would cover the cost of initial marketing efforts, including advertising, PR, and influencer outreach, to build brand awareness and acquire users.-Run targeted digital marketing campaigns on social media platforms-Partner with popular sports influencers and bloggers to promote the app-Attend relevant sports events and conferences to increase visibility.

Operations: This would cover the cost of running the business, including salaries, rent, and other expenses.-Cover ongoing operational costs, including server hosting and maintenance fees-Pay for legal and accounting services as needed.

Potential Future Funding Rounds:

- **Series A:** If the sports app demonstrates strong user adoption and revenue growth, it may be able to raise a Series A funding round to expand its team, enhance its features, and further scale its user base. A Series A round typically ranges from INR 5 crores to INR 15 crores, depending on the valuation of the company.
- **Series B:** Once the sports app has achieved significant market traction and revenue, it may look to raise a Series B round to fuel further growth and potentially expand into new markets or verticals. A Series B round typically ranges from INR 15 crores to INR 50 crores, depending on the valuation of the company.
- **IPO:** If the sports app becomes a leader in its market and achieves sustained profitability, it may consider going public through an initial public offering (IPO). This would allow the company to raise substantial funds and provide liquidity for its early investors.

CONCLUSION

In conclusion, the sports app presents an attractive investment opportunity in the rapidly growing sports technology market in India. With an estimated total investment of INR 15 lakhs to INR 50 lakhs, the app has the potential to generate significant returns through user adoption, advertising revenue, and potential future funding rounds such as Series A, Series B, or an IPO. The sports app aims to differentiate itself by offering a unique user experience and advanced features, including live scores, personalized news feed, and social engagement. By leveraging India's vast and passionate sports fan base and the increasing smartphone penetration rate, the app has the potential to capture a significant share of the market. Overall, the sports app presents a promising investment opportunity for investors looking to capitalize on the growing sports technology market in India.

Thank you!