### **TeamSpirit – Business Model**

'TEAMSPIRIT' is community building sports app and multiservice platforms that provides solutions to the problems faced by sports enthusiasts for finding teammates for playing outdoor sports and for finding spaces to play. The app connects the user with the other similar minded people who are eager to play outdoor sports and eager to involve in adventures and helps to form community. The app gives real time information about location and operating schedule of the nearby grounds, sports complexes, and turfs in the localities and areas. The sports enthusiasts and health freak people can enrol for personalized coaching through the app for the sports and yoga.

The app provides the following services-

- Online booking of indoor and outdoor courts, turfs, and rental sport spaces by pre-paid mode
- Helping people to form teams and building community
- Real time information of location of grounds, sport complex, turfs and their operating time and fees
- Enrolment for professional coaching
- Online sports content
- health and nutrition blogs

### **Booking of Sports spaces**

- There are various turfs and courts that are available for rentals. We gather all those availability information in our app
- By listing on our app, they gain visibility and result in higher number of bookings
- By these listings we gain higher number of users since we have a variety of places to choose from for the users
- Revenue generation is by taking a commission out of each booking. For example, football turfs take Rs. 2000/- per hour. We can charge 5% for each booking – Rs.100. This can be negotiated and fixed

### **Team building**

- The USP of the app is to connect people who want to play different sports but could not because of not having people to play with
- We take the required information and connect them with players near their geographic area
- We book them the ground available at the specified time
- Revenue generation is by getting a fixed amount from each person based on the sport they want to play and the timing
- For example, during the weekends and at night we can charge a premium and during the daytime we can charge less

### **Coaching Enrolment**

- People want to join coaching for various sports but have no idea of how to approach people and whom to contact. Only source of information is google and some centres near their homes
- All coaches from different sports are listed here in the app. The users will get options just by going to our app
- We will have a rating system. Users can select based on the rating and the price
- Revenue generation will come from each enrolment with the coach

### **Online content**

- The online content acts as a marketing strategy. We can hire social media influencers and post content in YouTube, Instagram and Twitter
- The cost of hiring these influencers will be classified as marketing costs

### **Financing Plan**

We are excited to present our sports booking and community building application 'TEAMSPIRIT', which aims to revolutionize the way sports enthusiasts connect, book sports facilities, and engage in community-driven activities. To support our vision and bring this innovative platform to life, we are seeking funding to accelerate our development and expansion efforts. We have identified various potential sources of financing for our venture. Let's take a closer look at each option.

**Seed Funding:** We will initially seek seed funding to develop and launch the minimum viable product (MVP) of our sports booking and community building application. This funding would be the initial capital injection that the startup receives to cover the costs of product development, initial operations and the go-to-market strategy. We plan to raise seed funding through a combination of our own money, contributions from friends and family, and potentially small angel investments. The amount of seed funding needed would depend on factors such as the scope of the business, the market opportunity, the development stage of the product, and the projected expenses for initial operations.

Angel Investment: Once we have launched the MVP and validated our concept in the market, we will seek angel investment to accelerate our growth. Angel investors with experience and connections in the sports and community building industry can provide valuable support in scaling our business. We will target angel investors who align with our vision and can provide not only financial support but also mentorship and strategic guidance. Angel investment can provide a valuable source of funding for the startup, especially in the early stages when access to capital may be limited. It can help the startup gain the necessary resources to develop the product further, attract further funding, and accelerate growth towards becoming a successful and sustainable business in the competitive market.

**Venture Capital (VC) Funding:** As we achieve significant traction and growth, we may seek venture capital funding to further expand our operations, enhance our technology, and scale our user base. We will approach venture capital firms that specialize in early-stage or growth-stage investments and have a track record in the sports or technology sectors. VC funding can provide us with the necessary capital to scale rapidly and capture a larger market share.

**Strategic Partnerships:** We will explore strategic partnerships with established players in the sports and community building industry. These partnerships can provide us with access to additional resources, expertise, and customer bases, while also potentially

bringing in funding through investment or collaboration agreements. Strategic partnerships can enhance our credibility, accelerate our growth, and create win-win opportunities for both parties.

**Crowdfunding:** Crowdfunding platforms can be an alternative source of funding for our sports booking and community building application. We may consider running a crowdfunding campaign to engage with our target audience, generate early adopters, and raise capital from a community of supporters who believe in our vision. Crowdfunding can also help us validate the demand for our product and gain market exposure.

**Revenue Generation:** We will implement a revenue generation strategy to generate revenue from our sports booking and community building application. This may include charging booking fees, subscription fees, or transaction fees from sports facilities, event organizers, or users. A strong revenue generation strategy can help us become self-sustainable and reduce our reliance on external funding.

**Grants and Competitions:** We will actively search for grants, competitions, or other funding opportunities specific to the sports or technology industry. Many organizations, foundations, and government agencies offer grants or run competitions to support innovative startups. These funds can provide non-dilutive capital that can be used to further develop our application, conduct research, or expand our operations.

#### Conclusion:

Our financing plan includes a combination of seed funding, angel investment, venture capital funding, strategic partnerships, crowdfunding, revenue generation, and grants/competitions. This multi-faceted approach will provide us with the necessary capital to develop, launch, and scale our venture while minimizing risks and optimizing growth opportunities. We will continuously evaluate and adapt our financing plan as our business evolves, always aiming to secure the right funding sources that align with our vision and growth objectives.

Company Name: Teamspirit.

Office Address: IIT Kanpur, Kalyanpur, Kanpur (208016)

Financing: Equity.

Valuation: The pre-money valuation of Teamspirit is INR 5 crore.

Investment Amount: The investor will provide INR 75 Lakh as an investment in Teamspirit.

Funding Round: The investment will be a part of a seed funding round for Teamspirit.

Equity Stake: In exchange for the investment, the investor will receive 15% of the equity in Teamspirit.

Liquidation Preference: The investor will have a 1x liquidation preference over common shareholders in the event of a liquidation or sale of Teamspirit.

Board of Directors: The investor will have the right to appoint one board member to the Board of Directors of Teamspirit.

Anti-Dilution Protection: The investor will have standard weighted-average anti-dilution protection in the event of future equity issuances by Teamspirit at a lower valuation.

Buyback: Teamspirit may choose to buy back shares from investors in the future, providing an exit opportunity for investors. The buyback price will be based on the company's valuation at the time of the buyback.

Confidentiality: The terms of the investment and the information shared between the parties will be kept confidential, except as required by law or with the prior written consent of both parties.

Governing Law: The agreement will be governed by the laws of India.



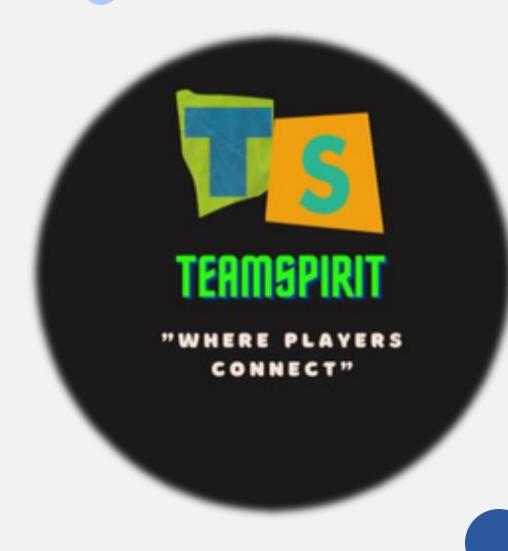
# THE TEAMSPIRIT SPORTS APP

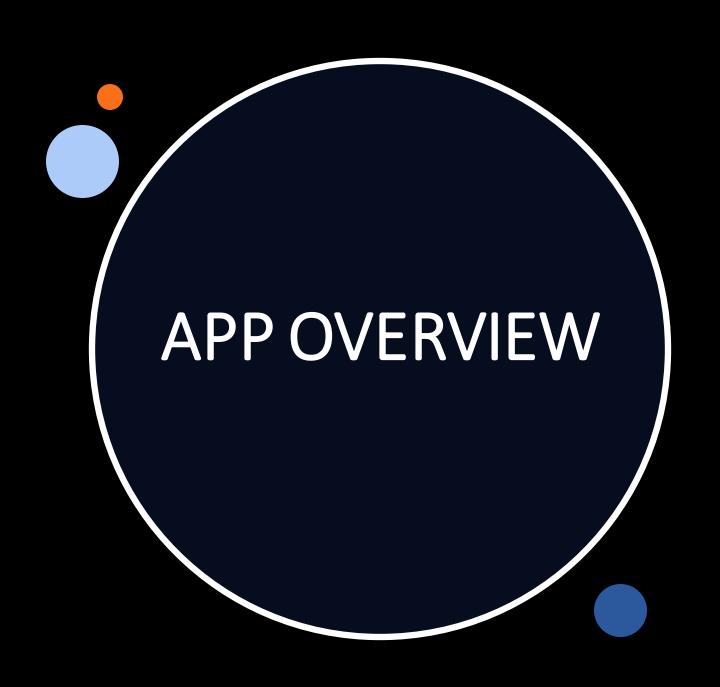
"WHERE THE PLAYERS CONNECT"

DEBASHREE PRIYA SAHOO LOHIT M RIYA BANIK APEKSHA AGRAWAL HIMANSHU PATIDAR

# **TABLE OF CONTENTS**

- APP OVERVIEW
- MARKET OPPORTUNITIES
- MARKETING AND SALES STRATEGY
- FINANCIAL PROJECTIONS
- USE OF PROCEEDS
- INDICATIVE TERMSHEET
- CONCLUSION





### **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**



# 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.

# 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.

### **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.

### **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.

- 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.

### **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 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.

Nutrition Resources: The app provides health and nutrition resources for athletes and sports enthusiasts, setting it apart from competitors that only offer booking services.

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.

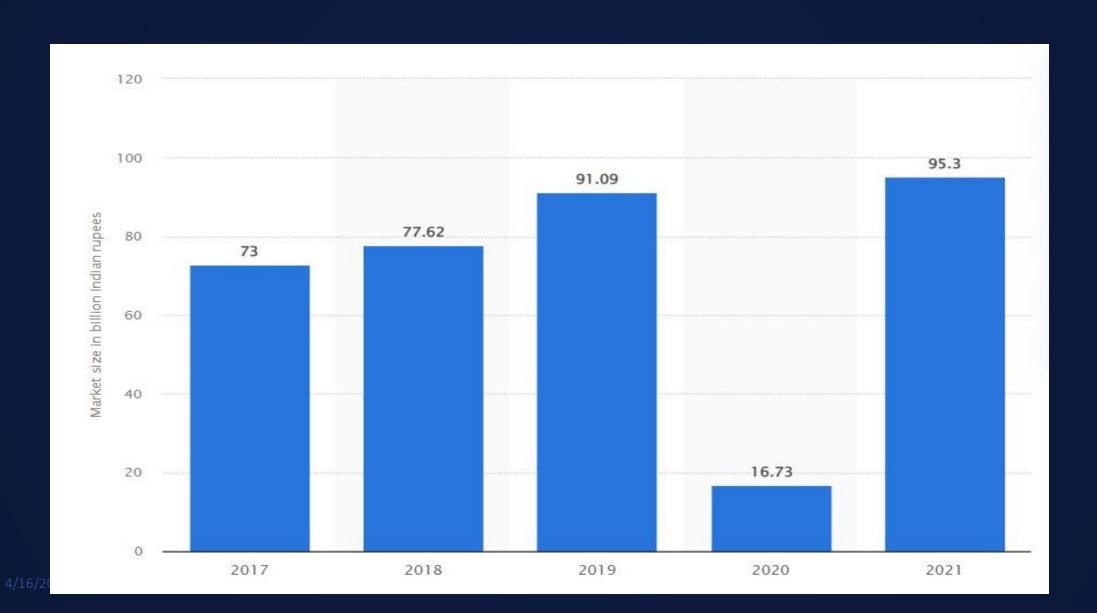
# **ANALYSIS OF MARKET TRENDS**

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.



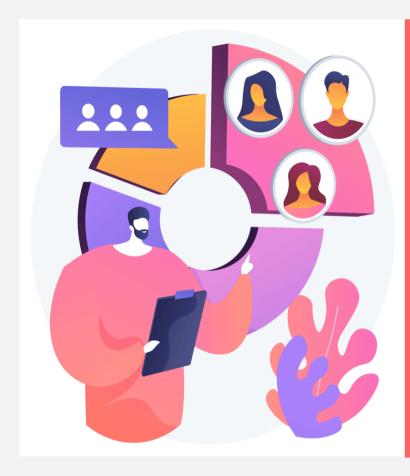
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# MARKET SIZE OF SPORTS INDUSTRY FROM 2017-2021



### **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



# 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.

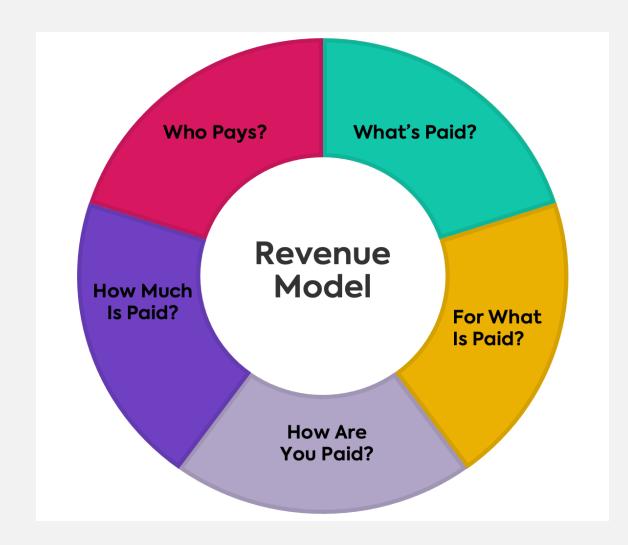
**Professional coaching:** The app charges a fee of INR 1,000 for a 1-hour session with a professional coach.

**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 FOR NEXT 5 YEARS

YEAR1 YEAR2 YEAR3 YEAR4 YEAR5



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

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

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

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

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

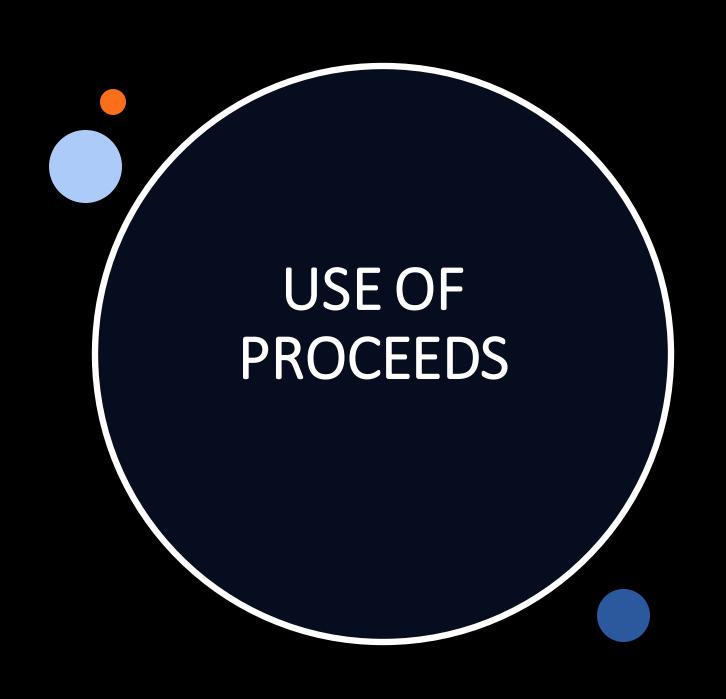
# **Assumptions and Risks**

### **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**

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

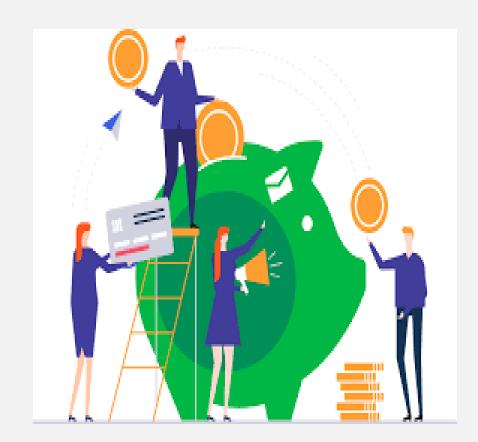
**Marketing:** This would cover the cost of initial marketing efforts, including advertising, PR, and influencer outreach, to build brand awareness and acquire users.-Run targeted digital marketing campaigns on social media platforms-Partner with popular sports influencers and bloggers to promote the 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.

