

# PICKUP

The ultimate matchmaking and  
ranking service for pickup games and  
competitive activities

# THE PROBLEM

- No widely-used platform to generate and track pickup games in a given area
- As a result, the process of finding matches is often left to communication channels with too much background noise **leaving many potential games left unplayed**



# THE SOLUTION

**PICKUP** - a platform that allows users to **find and generate pickup games** and **track their ranking** within a given geographic area

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## Key Features:

- **Mobile** application
- **Location-based** matchmaking
- Ranking & **user-feedback** algorithms
- Individual and Team game support



**PICKUP**



# BUT WAIT, THERE'S MORE!

## OUR USERS WILL:

- **Receive push notifications** when games matching their preferences are created nearby
- **Create tournaments** and track seeding/progress in real time
- **Challenge users** of similar rank and skill to enhance their own ranking

- **Share results/challenges/invites** to other social media platforms
- Utilize the algorithm to **evenly distribute talent** in team games
- **Earn badges and special rewards** for completing various challenges



In 2006, a survey conducted by FIFA estimated that roughly **265 million** people were involved in **Football (Soccer)** worldwide.



~ **300 million** **Table Tennis** players worldwide, many of them residing in China



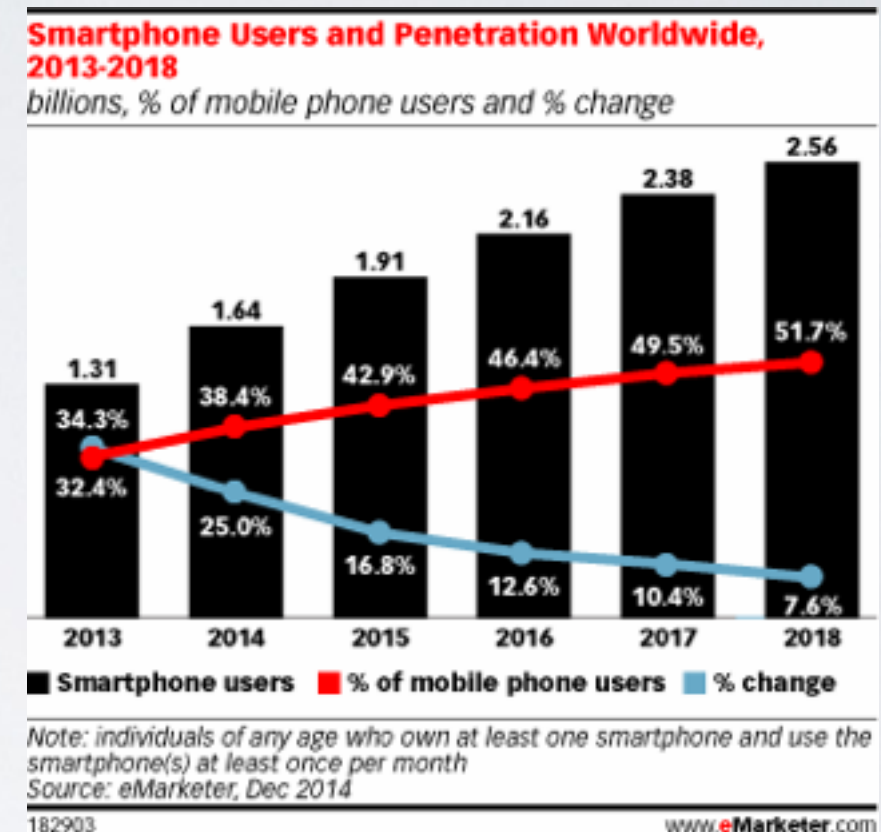
~ **100 million** participants in a diverse variety of sports and games

# MAPPING OUR MARKET

PICKUP

# MARKET TRENDS CONT.

- Smartphone user population is **expected to increase** by **600 million** individual users by 2018



On average Gen Y's spend

**2 HOURS A DAY**  
on their smartphone and use  
**6 APPS PER DAY.**

- Generation Y users are more reliant on their phones than any previous generation



# OUR TARGET CONSUMER

- **Physically active** individuals with an interest or participation in competitive amateur sports and activities
- Individuals who **rely primarily on smartphones**, internet applications and social networks to communicate





# THE COMPETITION





# MARKET ENTRY

## First...

- **Focused Launches** at specific locations to cultivate **positive and intimate user experience**



## Then...

- As **traction** is gained, further distribution will be based on **similar communities** by proximity



# REVENUE STREAMS



Free + Premium  
=  
Freemium



- Advertisers love sponsoring tournaments
- Freemium Content/Privileges
- Mutually beneficial partnerships with community centers and privately-held venues
- Sales of Licensed apparel (i.e. custom team “uniforms”)

PICKUP



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**Join us today! Register at [pickupbeta.com](https://pickupbeta.com) to find exclusive details on our beta launch event!**