

BPFS FNTRFPRFNFURSHIP

MONDAY 4: QIYANG CHEN, LORRAINE CHOI, PIETER-JAN FABRY, SANJANA GEORGE, QUENTIN MCGAW, TANAT SANPAVEERAVONG, LORENZO SCUTIGLIANI

The SportsConnect Team



Managing Director
Lorraine Choi



Finance Director Qiyang Chen



Marketing Director *Pieter Farby*



Sports Facilities Coordinator Sanjana George



Sports Facilities Coordinator Quentin McGaw



Software Developer Lorenzo Scutigliani



Software Developer *Nut Sanpaveeravong*

Lack of social media among sport players



Find interested players



Look for time and venue



One player pays all booking fee



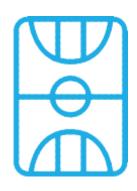
Other players pay after game

Opportunity in solving facility booking information problem as well as creating social sporting community is observed

SportsConnect: Solution to Connect Players



Connect nearby sports players



Book nearby sports facilities



Split cost among players



Connect players on Facebook

Target market: Male aged 18-25 who recreationally play sports
Potential market: 0.7M users

Quick, easy, convenient

- Join events on one click
- Connect with players around
- No hassles on splitting costs
- Cancellation reminders

Carrier ₹ 5:32 AM



Your Events

Upcoming Events



Futsal (Leisure)

Tue 3 Feb 5:30 pm Kensington Gore, London SW7 2AP 4 more player needed - max £18 per person

Status: Confirmed



Basketball (Leisure)

Thu 5 Feb 5:00 pm Ethos, South Kensington SW7 1NA 2 more player needed - max £8 per person

Status: 36 hours till confirmation

Past Events



Futsal (Leisure)

Sat 17 Jan 10:30 am Kensington Gardens, London W2 2UH £10 per person



Futsal (Leisure)

Fri 9 Jan 8:00 pm Kensington Gardens, London W2 2UH £8 per person



Basketball (Leisure)

Mon 29 Dec 5:00 pm



Penetrate market with university students as a starting point



Pilot Project

- Target students within Imperial
- Discounted services to early customers

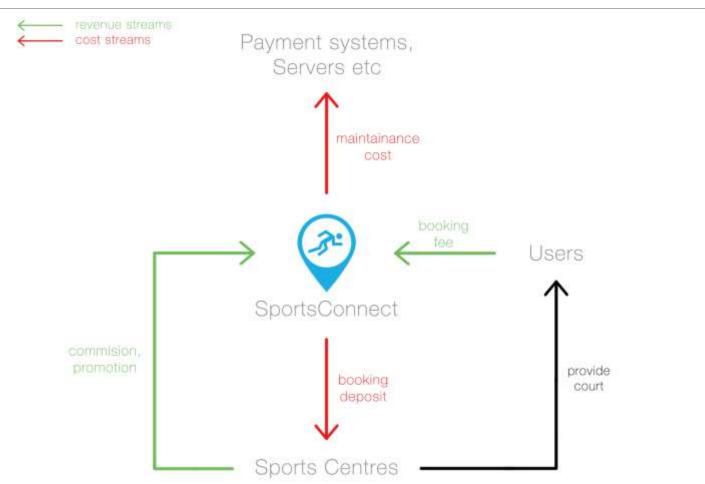
Official Launch

- Targeted online advertising
- Fliers and posters
- Website
- Online forum community dedicated to sports

SportsConnect streamlines the event organisation experience

Competitor	Market Location	Type of Product	Ease of Use	Booking	Direct Payment
Sporty	Norway UK	App (iOS)		×	×
Mylocalpitch	London	Sport venue booking website		\checkmark	×
Let's Play App	Netherlands	App (iOS)		×	×
Spontacts	Germany Switzerland	App (Android & iOS)		×	×
SportsConnec t	UK	App (iOS, Android, Windows)		✓	✓

Initially revenue relies on ads, slowly switch to booking commission



Initial capital injection of £150k is required to set up – break-even in 2 years

BREAK-EVEN ANALYSIS



Summary

Problem

- Information problem between sports players and facilities
- Excessive length of time to organise event

Potential

- Target market: Male aged 18-25 who recreationally play sports
- Potential market of 0.7M users

Solution

 Free and simplistic mobile application to allow users to create events at their local sports venues

Financial

- Initial capital injection of £150k is required
- Breakeven in 2 years

Supporting Slides

- Market Sizing
- Capital Requirement Breakdown
- Projected P&L Statement
- Projected Cash Flow Statement
- Financial Statement Summary
- Exit Strategy