Smart Band

Scoutiva







costs:

- Research and Development (R&D): 500,000 Saudi Riyals
- Manufacturing (Unit Cost): 150 Saudi Riyals per bracelet
- Total Cost for the First Year (50,000 bracelets): 7,500,000 Saudi Riyals
- Technology Development (AI, AR, etc.): 1,000,000 Saudi Riyals
 - Marketing and Sales: 2,000,000 Saudi Riyals
 - Shipping and Distribution: 1,000,000 Saudi Riyals
- Maintenance and Technological Updates: 500,000 Saudi Riyals







Revenues:

- Sales of the bracelet: 200 Saudi Riyals per bracelet
- Total revenue for the first year (50,000 bracelets): 10,000,000 Saudi Riyals
- Total revenue for three years (200,000 bracelets): 40,000,000 Saudi Riyals
- Partnerships and Sponsorships: 2,000,000 Saudi Riyals annually
- Licensing for other events: 1,000,000 Saudi Riyals annually





Profitability:

- Total expected revenue for the first year: 13,000,000 Saudi
 Riyals (10,000,000 from sales + 3,000,000 from partnerships)
 - Total costs for the first year: 12,000,000 Saudi Riyals
 - Expected profit for the first year: 1,000,000 Saudi Riyals





future growth:

- Target revenue growth: 20% annually
- Break-even point: Achieved by selling approximately 50,000 bracelets in the first year.





Required funding:

- Total funding required for the first year: 12,000,000 Saudi Riyals to cover initial costs.



Scoutiva team

Road map after 2025 :

2027

Initial Phase:

- Develop the prototype and enhance the technology
- Build partnerships with tech and sponsorship companies
- Test the bracelet at small local and international events

2028-2030

Regional Trials:

- Launch live trials at regional sports events
- Expand into the Saudi and international markets
- Improve the bracelet based on user feedback

2031-2033

Production & Global Distribution:

- Mass production of the bracelet
- Expand into European, American, and Asian markets
- Develop marketspecific versions for the global audience

2034

Launch at the 2034 World Cup:

- Officially launch the bracelet at the 2034 World Cup in Saudi Arabia
- Enhance the user experience based on real-world trials

2035

Sustainable Expansion:

- Expand into global sports and entertainment events
- Improve technologies and integrate 5G and advanced AI.
- Provide

continuous updates for the product.

2050

Long-term Vision:

- Transform Scoutiva into a global multi-use platform
- Launch version 2.0 of the bracelet with advanced technologies

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• Business plan:

CustomerSegments	value proposition	• channels	• customer Relationships	• Revenue Streams	• Key Activities	• Key Partnerships	• Cost Structure
 Fans (local & international) VIPs People with disabilities Organizers Security/logist ics Government entities 	 Smart fan experience Al crowd control AR & live insights Easy services & payments Inclusive design Saudi culture focus Solar-powered 	 Mobile app Stadium points Sports/tech stores Transport stations Official platforms 	 On-site support App updates Feedback channels Awareness campaigns Rewards system 	 Bracelet sales Premium subscriptions Ads & sponsorships Data insights Gov support 	 Dev & testing Infra coordination Marketing Data analysis 	organizers • Transport firms • Tech providers	 Production Software Logistics Marketing Ops & R&D



Thankyou

