Unlock the amateur sport market

SPORTUNITY

A fair and highly profitable business

Athletes expectations have changed

1950 - 2010

2000 - now

1950 - 2010	2000 - now
Single sport, in a club	Multisport
During childhood to university	All life long
Competition	Fun, friendly and Healthy
Commitment and constraints	Flexibility, no constraint

«Sport activities providers» have not adapted their offers to this changes

Sport demand has significantly increased

Athletes numbers (75% of the active population)
Sport types (3.8 sports per year in average)
Sport budget (Average of 2000 EUR per year)
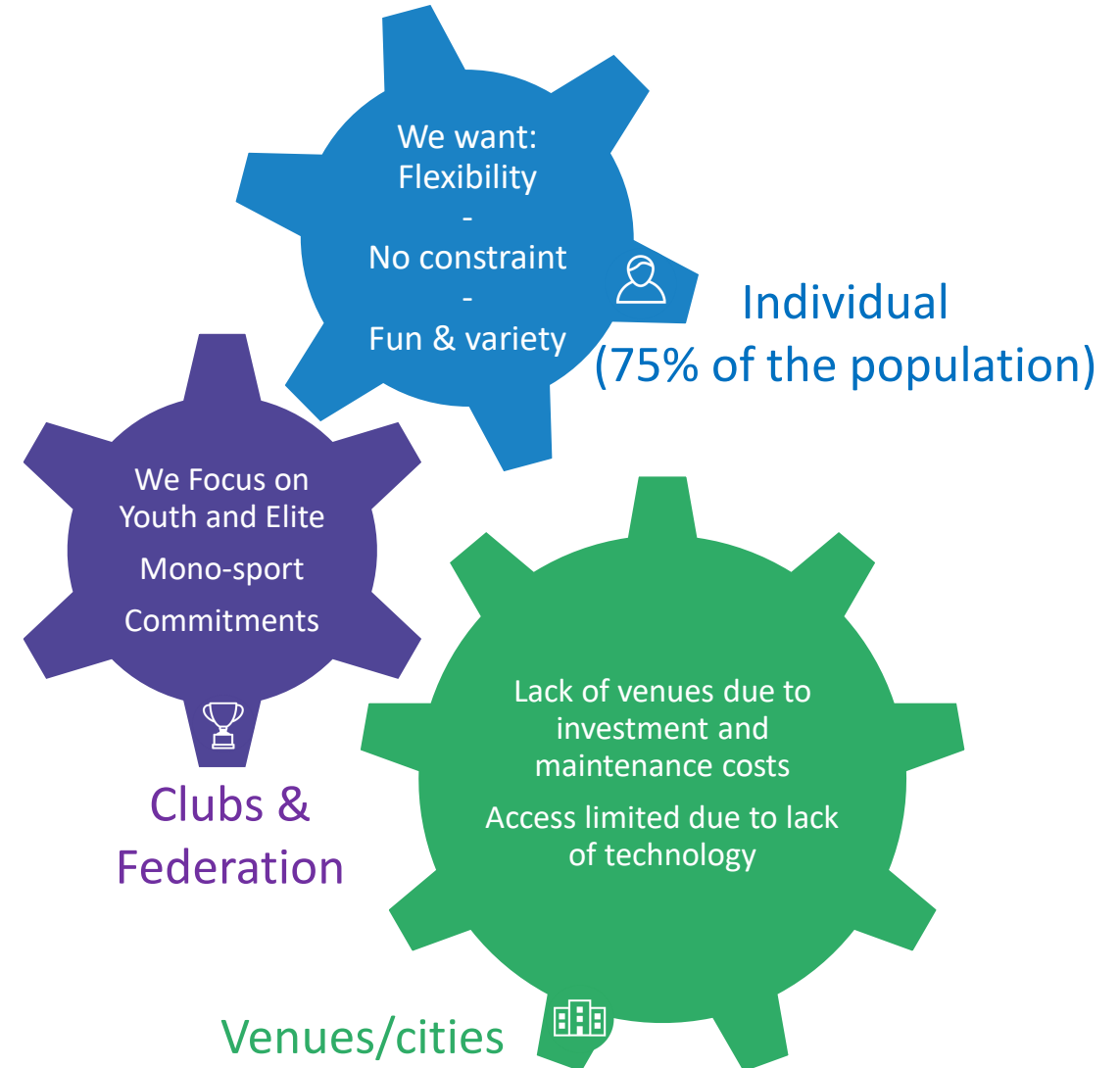New type of sport have emerged (250 "main" types of sport)

Clubs and venues offers have decreased

Clubs and Clubs members have significantly decreased during the last 6 years even though clubs stay the main sport provider

Amateur Sport Market is stuck

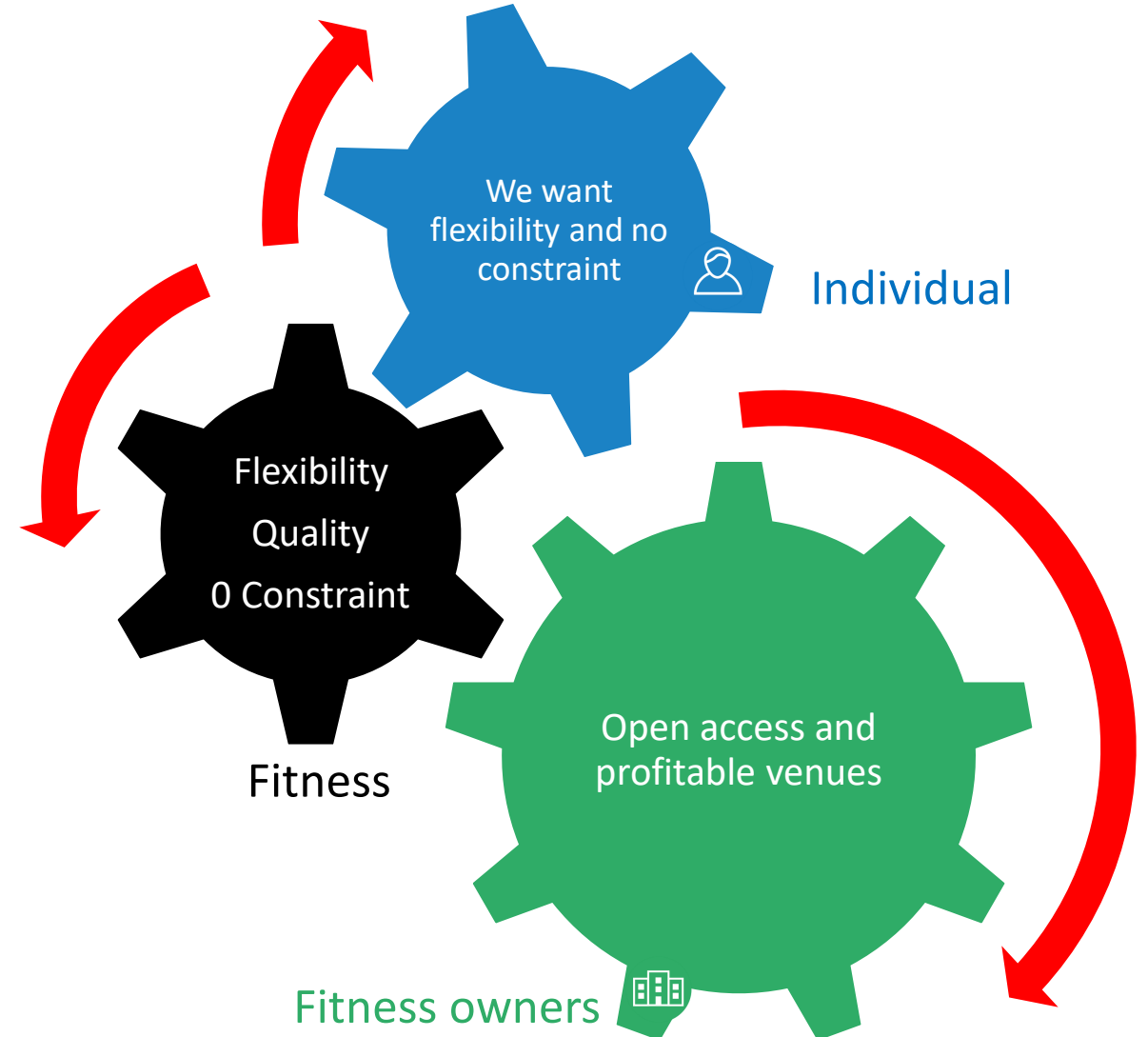**Only 25% of the population access sport through clubs**

We want:
Flexibility
-
No constraint
-
Fun & variety

Individual
(75% of the population)

We Focus on
Youth and Elite

Mono-sport

Commitments

Clubs & Federation

Lack of venues due to investment and maintenance costs

Access limited due to lack of technology

Venues/cities

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19% of the population access sport through Fitness.

Finesses grow of **10%** per year

Big success but little Fun !

We want flexibility and no constraint

Individual

Flexibility

Quality

0 Constraint

Fitness

Open access and profitable venues

Fitness owners

Our ambition: Get sport organizer as efficient and attractive as fitnesses
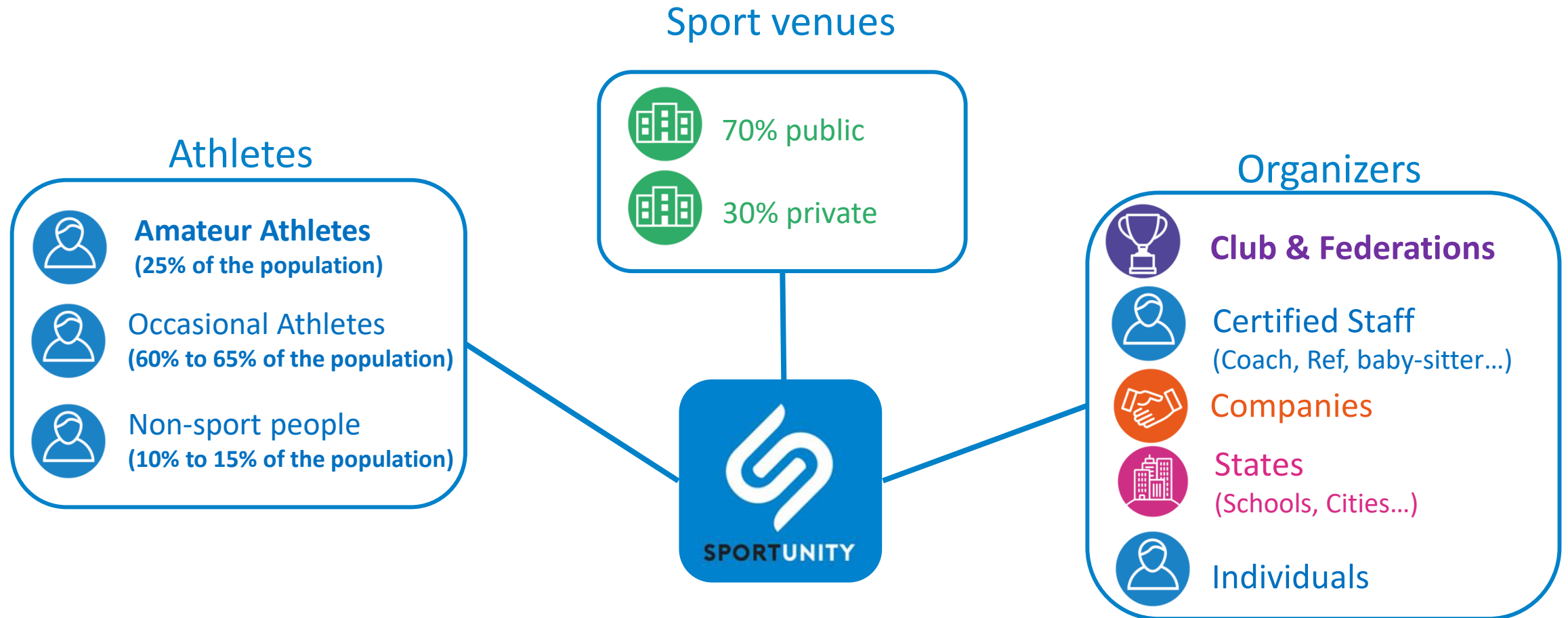
	Clubs	Fitnesses	Total
Number of sport types	+200 (80% of the 250 main types of sport)	10 to 20 (6% of the 250 main types of sport)	250
Market share	25%	19%	NA

**Only 25% of the population access sport through clubs
although it represents 80% of the main practiced sport types**
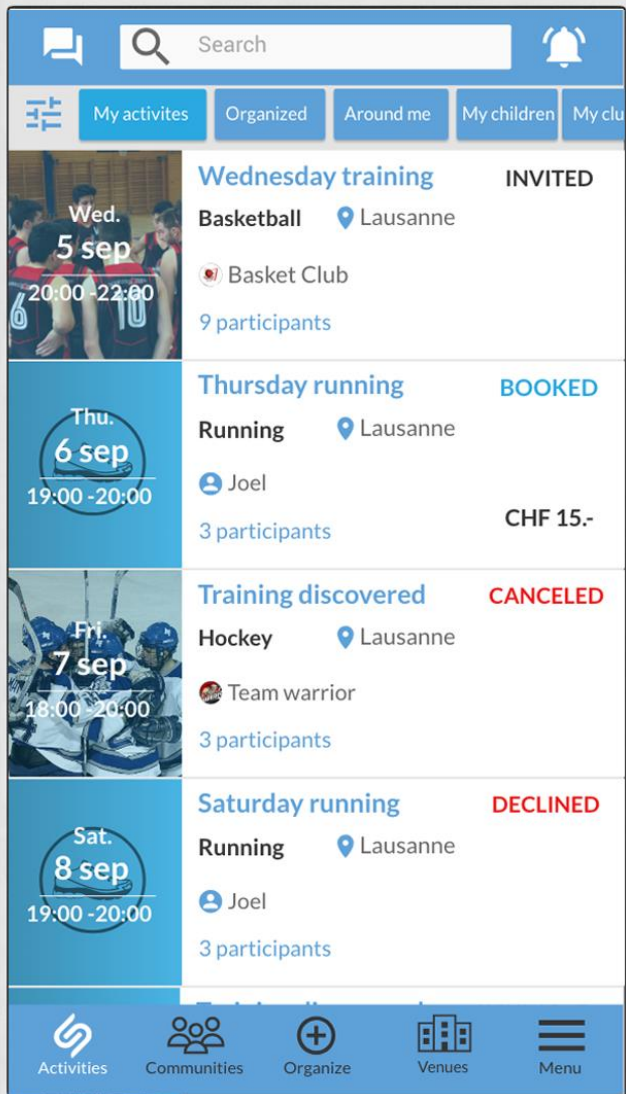
Sportunity mission: unlock the sport amateur market

Bring together the 3 main stakeholders through an innovative intermediation solution

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Sport venues

70% public

30% private

Athletes

Amateur Athletes
(25% of the population)

Occasional Athletes
(60% to 65% of the population)

Non-sport people
(10% to 15% of the population)

Organizers

Club & Federations

Certified Staff
(Coach, Ref, baby-sitter…)

Companies

States
(Schools, Cities…)

Individuals

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Practice sport the way <u>YOU</u> want

Explore, filter and select
thousand of ready to be practiced activities

Visualize
all your sport activities in one place

Organize
"A la carte" activities tailor made for you

Raise or join communities
which share sport expectation and generate activities

Find sport venues, coaches and gears
to help you organizing the best activities

Search

My activites | Organized | Around me | My children | My clu

Wednesday training — INVITED
Wed. 5 sep 20:00 -22:00
Basketball — Lausanne
Basket Club
9 participants

Thursday running — BOOKED
Thu. 6 sep 19:00 -20:00
Running — Lausanne
Joel
CHF 15.-
3 participants

Training discovered — CANCELED
Fri. 7 sep 18:00 -20:00
Hockey — Lausanne
Team warrior
3 participants

Saturday running — DECLINED
Sat. 8 sep 19:00 -20:00
Running — Lausanne
Joel
3 participants

Activities | Communities | Organize | Venues | Menu

Understand Sportunity and its added value

https://www.youtube.com/watch?v=bf7lyFsFalQ

Duration: 1:27

https://www.youtube.com/watch?v=Rttq_7RZDJ8&t

Duration: 1:32
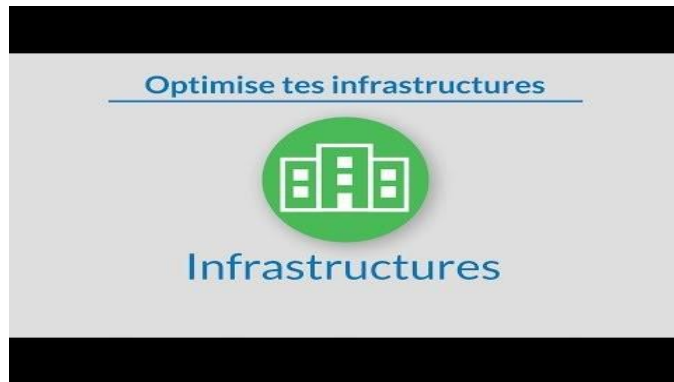
https://www.youtube.com/watch?v=oIXeyNbqx_w

Duration: 1:15

https://www.youtube.com/watch?v=dNEiRugZCA4

Duration: 0:50

Phone 1

Search

My activites | Around me | My children | Yoga | Pilates

Yoga in my house — AVAILABLE
Yoga — Lausanne
Christine
4 participants

Mon. 10 sep 13:00 - 14:00

Training of the body — BOOKED
Pilates — Ecublens
Pilates Team
12 participants — CHF 15.-

Tue. 11 sep 17:00 - 18:00

Yoga for my children — AVAILABLE
Yoga — Lausanne
Christine
6 participants — CHF 5.-

Wed. 12 sep 10:10 - 11:10

Pilates with my friends — RESERVED
Pilates — Ecublens
Pilates team
8 participants

Sat. 15 sep 19:00 - 20:00

Activities | Communities | Organize | Venues | Menu

Phone 2

Search

My activites | Around me | Volleyball | Football club

Beachvolley Downtown — BOOKED
Beachvolley — Los Angeles
Roger
11 participants

Mon. 10 sep 13:00 - 14:00

Match against VFL — BOOKED
Football — Santa Monica
Football club NFL
22 participants — CHF 15.-

Tue. 11 sep 17:00 - 18:00

Training with my team — AVAILABLE
Ice Hockey — Los Angeles
Los Team Hockey
6 participants

Wed. 12 sep 10:10 - 11:10

Volleyball Training — RESERVED
Volleyball — Burbank
Roger
8 participants — CHF 10.-

Sat. 15 sep 19:00 - 20:00

Activities | Communities | Organize | Venues | Menu

Phone 3

Search

My activites | Around me | Basketball | Buisness Team

Basketball for Dummies — RESERVED
Basketball — Vevey
Romain
7 participants

Mon. 10 sep 13:00 - 14:00

Training with colleagues — RESERVED
Basketball — Vevey
Romain
12 participants

Tue. 11 sep 17:00 - 18:00

Badminton Beginner — AVAILABLE
Badminton — Clarens
BC Clarens
4 participants — CHF 5.-

Wed. 12 sep 10:10 - 11:10

Volleyball Training — BOOKED
Volleyball — Clarens
BC Clarens
2 participants — CHF 15.-

Sat. 15 sep 19:00 - 20:00

Activities | Communities | Organize | Venues | Menu

Our vision: Disrupt the amateur sport market

We want to become the leader of the on demand amateur sport market, and be to the sport industry what Spotify is to the music industry or booking.com to the hotel industry

Additionally to traditional offers, anyone can create and develop brand new offer:

People   Companies   Venues   Cities

Sportunity in a few numbers

+200
Activities organised
per day

+100
Different types of
sports available

+3000	+215	45	15	5
People	Clubs & Federations	Companies	Venues	Cities

Business model – A free app which generates income
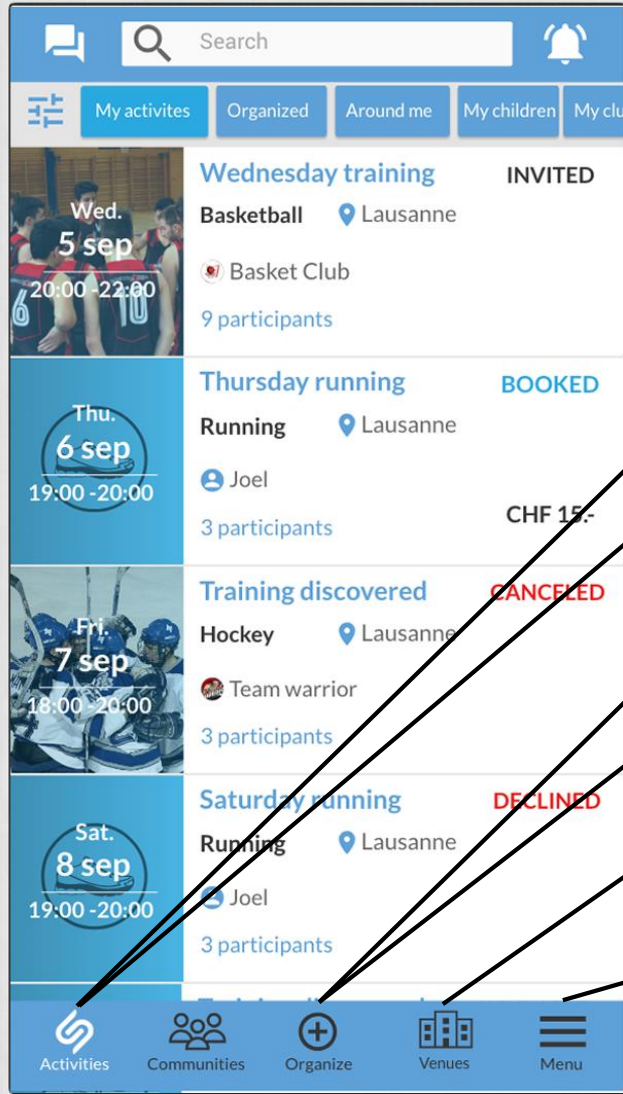
Create premium activities

Find spare participants

Make profit on activities you organize

Hire co-organizers

Rent a sport venue and gears

Charge your yearly/monthly subscription (free to 10% fee)

Sportunity gets 20% fees on all financial transaction

A Business model validated by our customers*

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Clubs & Federations

Venues

Cities

Companies

People and certified staff

*More information in Annex

Objectif Europe: A large and global market

60% Of European practice sport

3.8 sport types are practiced per person in average

420 Millions	1.7 Million	23 Millions	1.9 Million	0.1 Million
Individual	Clubs & Federations	Companies	Venues	Cities

2,3 Milliards
€ of potential on the European market

690 millions (30%)
€ is what Sportunity wants to capture of the market

An attractive market with fragmented competitors

Individual

Clubs & Federations

Funds raising: 1.3 Million

Venues

Fund raisings: 10 Millions

Fund raisings: 2.9 Millions

Turnover

Sportunity Revenue forcast for 4 years				
	Year 1	Year 2	Year 3	Year 4
Sportunity revenue thanks to Clubs	€ 7 500	€ 63 750	€ 331 250	€ 850 000
Sportunity revenue thanks to cities	€ 4 500	€ 75 000	€ 247 500	€ 1 140 000
Sportunity revenue thanks to venues	€ 14 400	€ 126 000	€ 324 000	€ 4 455 000
Sportunity revenue thanks to certified staff	€ -	€ 14 400	€ 252 000	€ 810 000
Total revenue	€ 26 400	€ 279 150	€ 1 154 750	€ 7 255 000

Provisional Turnover in 3 years: € **1.2 Million**

Yearly recurrent revenue in year 3: 5 millions*

* Yearly turnover without taking into consideration the seasonality effect

Simplified P&L for the next 3 years

Simplified P&L			
	Year 1	Year 2	Year 3
Clubs revenues	€ 7 500.00	€ 63 750.00	€ 331 250.00
Cities revenues	€ 4 500.00	€ 75 000.00	€ 247 500.00
Venues revenues	€ 14 400.00	€ 126 000.00	€ 324 000.00
Certified Staff revenues	€ -	€ 14 400.00	€ 252 000.00
Total revenues	€ 26 400.00	€ 279 150.00	€ 1 154 750.00
STAFF	€ 440 000.00	€ 630 000.00	€ 955 000.00
Marketing	€ 30 000.00	€ 50 000.00	€ 100 000.00
Other expenses	€ 10 000.00	€ 30 000.00	€ 120 000.00
Total expenses	€ -480 000.00	€ -710 000.00	€ -1 175 000.00
Operating income	€ -453 600.00	€ -430 850.00	€ -20 250.00
Capital seeking	€ -904 700.00		

Break event: year 3

Sportunity next steps:
- Algorithms to calculate users sport level and skills
- Connected devices
- Facilitate sport venues investment through crowdfunding

A crowdfunding platform with standardized, autonomous and ecological sport venues

5 Raisons to invest in Sportunity

An innovative product meeting a high demand

A business model approved by early adopters

A Multi-channel income generation application

A fair business but highly profitable

A passionate founder

Capital seeking: 500 K to 1 million €
Capital founded: 300 k €

The Sportunity team

Nicolas Smit
Chief Technology Officer

Vincent Matringe
Founder & Chief Executive Officer (CEO)

Laura Matringe
Marketing Manager

Engineer specialized in digital, nicolas has 5 years of experience in developing complex mobile and web solutions with cutting edge technologies

Vincent has graduated from an engineering school and an MBA. He has 8 year of experiences in IT including 4 I software editor when he as launched several innovative products.

Laura has graduated from a HEC master with a specialization in digital marketing.

+ 2 developers, 1 graphist and 1 social manager

Contact

SPORTUNITY

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Fondateur

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1005 Lausanne
Switzerland

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Lausanne Volleyball Club
Yearly revenue of 5000 EUR

There are 40 000 similar clubs in France and Switzerland.
3% of this market, would generate 331 K € of yearly revenue

Digitalized sport club management

Real time members availability
Staff management and schedule
Match and work out setup and schedule
Members administrative management
Internal communication
Statistics
Reinforcement management
Opponent management
Carsharing

Organization of Income generating events

Organization of premium activities
Organization of specific activities
Enrollment of new type of members

Annex 2: Sport venues

ESPACE MALLEY

Malley Ice-hockey field
Potential revenue generation of 14 400 €

There are 300 000 similar venues in France and Switzerland.
Our objective is to make a similar project with 550 venues to generate a revenue of 324 K€

Digitalized venue management

Time slot distribution
Exploitation staff management
Sharable venue calendar
Unified communication
Statistic (usage rate, cancelation...)
Unused and cancelled time slots exploitation
Automatic billing (End 2018)
Venue Yell management (2019)
100% autonomous venue management (End 2019)

Time slot renting and new income generating venue

Last minute booking management
Venues renting to a new type of customer
Usage optimization
Open access with specific topic and levels

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VILLE DE PRILLY

Yearly revenue generation of 7'200 €

**There is 37 507 "communes" in France and Switzerland.
Our objective is to make a similar project with 500 venues to generate a revenue of 347 K€**

Digitalized sport management

A simple tools to manage all the sport stakeholders a city are dealing with: Schools, clubs, citizens and venues
Control and visibility on sport offers and venues usages

Promote sport for all

Many cities and states are promoting sport for all but usually with limited budgets and resource. Sportunity enable them to support and manage all sport provider

Annex 4: Certified staff

Verad, Yoga teacher
Yearly revenue generation of 5000 €

Our objective is to make a similar project with 200 coaches to generate a revenue of 252 K€

Manage your regular customers

Real time availability of customers
Generation of a calendar of events
Administrative management of customers
Payment management (Yearly fee)
Automatic Communication
Statistics

Find new customers

Fulfill your classes with spare participants
Build and manage your community
Be assigned to event organized by clubs, venues or individual

Nestlé manages the sport life of a part of its employees and its corporate sport club

Sportunity considers requesting a yearly fee for a corporate usage of our platform

A corporate wellness initiative

Understand the sport willingness of employees
Sport offers for all employees
Every employee can create an offer for his colleagues
Sport club management and statistics

Annex 7: Your Communities

Communities:

- Join public and private circles of people with a same sport expectation
- Create your circle and build your own community
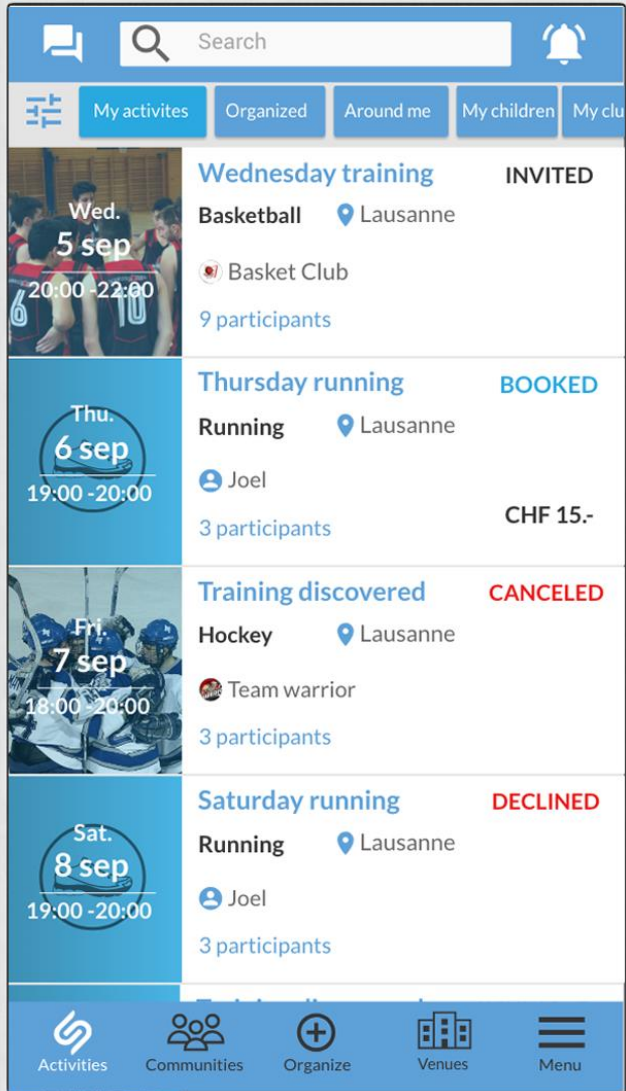
Clubs & Federations

Companies

Cities

People
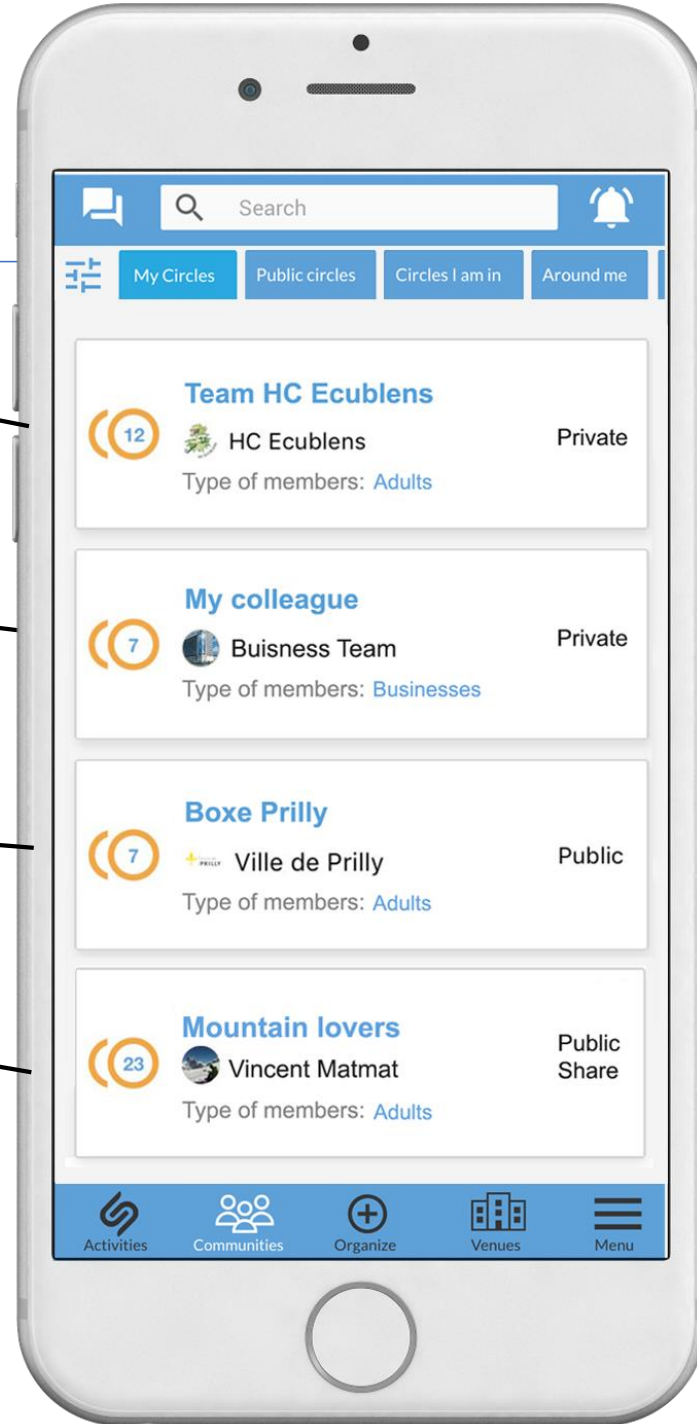
Annex 8: Find all kind of Sport opportunities

Filter your activities
Book public activities around you
Manage your children activities
Give your availability to your communities

"A la carte" activities : Book a venue, hire a coach, rent gears…

Invite your communities

Annex 10: Access venues
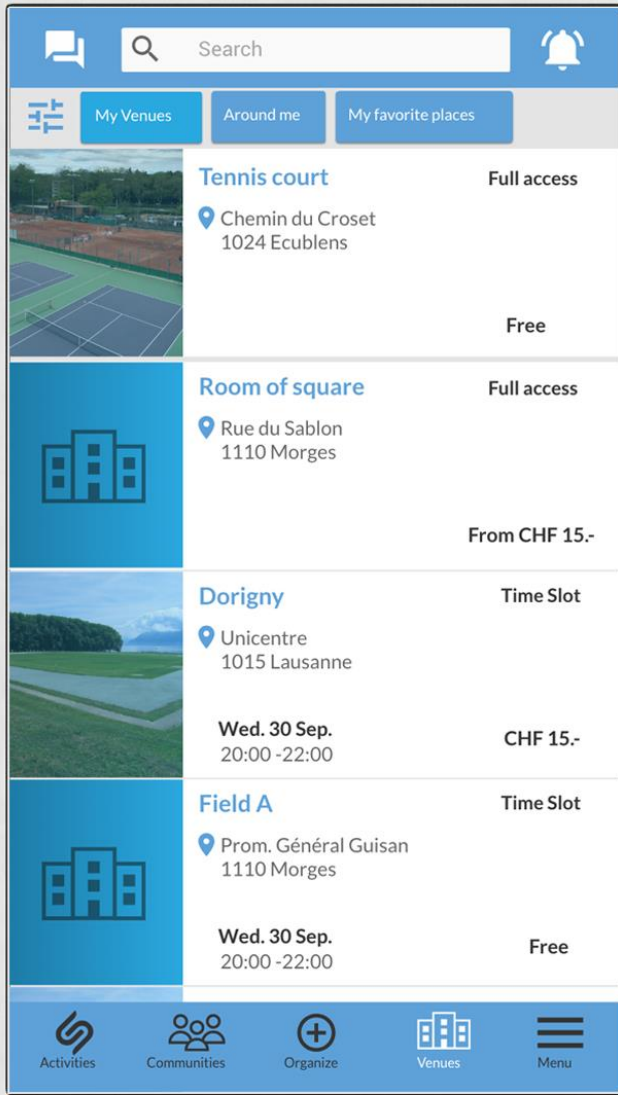
Free application for venues members
Automatic access management
Last minute booking
Cancelled time slots redistribution process

Our users and their main usage of Sportunity

SPORTUNITY

Individuals

Manage your sport life with your clubs and friends
-
Join/create sport communities
-
Organise/find open access activities

Clubs & Federations

Team, members, coaches management
-
Season setup in a few minutes
-
Administrative management and subscription of members

Companies

Understand the sport willingness of your employees
-
Let them offer activities to their colleagues
-
Enable all your employees to access sport

Venues

Easy distribution of time slots
-
Optimisation of the unused and cancelled time slots
-
Access management

Cities

A unique platform to manage clubs, schools, venue and population demands

ALL types of users can generate revenue !