

## INTRODUCTION

Based on our live and existing amateur sports leagues diffusions, our application allows the user to participate in trophy games. This allows the classification of the performance and statistics of best players at the same time as highlighting the athletes best and personal moments.

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***SkillsMe***

# Executive Summary

**250k CHF**  
**Pilot Minimal Investment**

**6 Months**  
**Pilot Project Duration**

**21 Months**  
**Capital Exit**

SKILLSME is a mobile app taking amateur sports from clustered environment to digital platforms with it's 180° cameras.

It provides users with access to amateur/semi-pro live events and innovative functions to customize and generate content.

Amateur/semi-pro sports represent an audience of over half billion people and yet no solution exists to broadcast games in an engaging and fun way.

SKILLSME aims to fill this gap by Viewing, Sharing and Creating interactive content through immersive technology.



Live 180°



Highlights



Stats



Trophy Game



Share

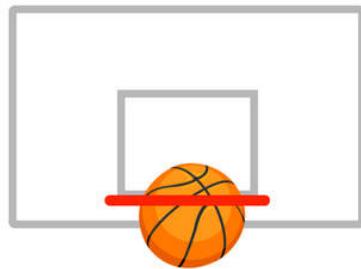


**SkillsMe**

## A BOLD VISION STATEMENT

SkillsMe vision is to be the leading social media platform of the international sports amateur community.

We will earn our users enthusiasm by providing a space for free high-quality sportcasting where amateur players, fans and coaches can interact in a fun, innovative and engaging way.



***SkillsMe***

## Some Key Figures

More than **270 million** people actively play football worldwide according to FIFA

**450 million** people play basketball worldwide according to FIBA

**269 million** volleyball players worldwide having the license

**59 million** active handball players with an official license according to IIHF

**2 million** people playing urban soccer in France, **850 soccer fields, 235 training centers**

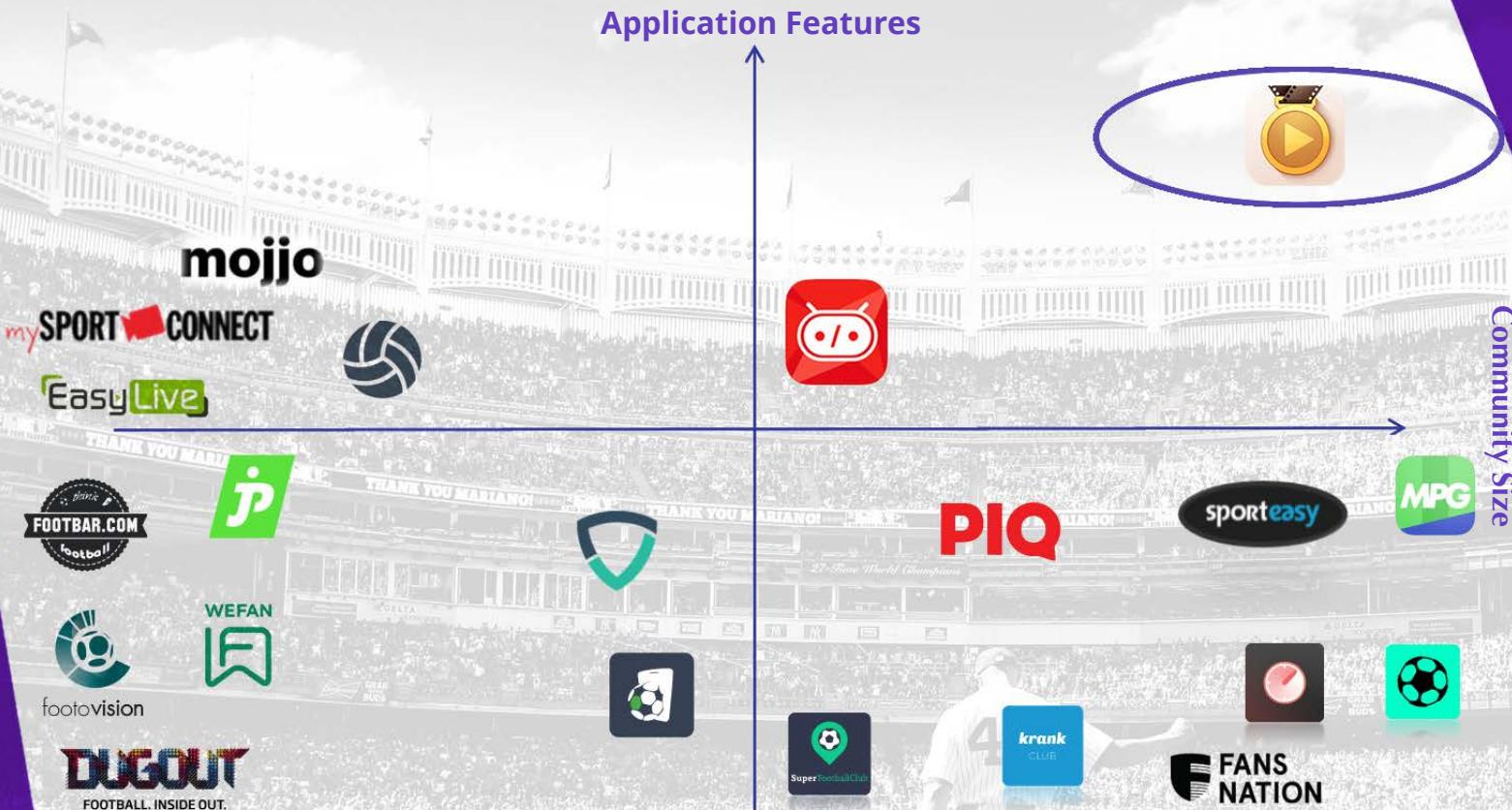
## 500M+ Sports Amateurs Looking for Solution

### 10 Most Popular Sports Worldwide :

- Five a Side Football
- Football
- BasketBall
- Cricket
- Tennis
- Athletics
- Rugby
- Handball
- Futsal
- Boxing
- Ice Hockey
- VolleyBall

« Yet no solution exists to broadcast amateur and semi-pro games in an engaging and fun way »

# AMATEUR SPORTS APP LANDSCAPE



# DISRUPTING THE AMATEUR SPORTCASTING MARKET



## Competitive edge

- Customizable production
- Cost effective
- High quality feeds
- Engaging interactive content



**SkillsMe**

## **SkillsMe benefits**

« SkillsMe to be the first application to broadcast amateur and semi-pro sports while allowing it's community to customize it's content and engage with other players, coaches and sports fans »

### **The Amateur Players:**

Being visible in your amateur sports community

Benchmarking your performance and getting noticed

Creating and publishing your own skilled sport performance

### **The coaches:**

Easy way to communicate with your team

Professional tool to improve your team performance

### **The Amateur Sports Fans:**

Free high quality amateur sport content

Publish and comment your favorite moments

### **The Amateur Sports Clubs:**

Being visible in your amateur sports community



***SkillsMe***



## APP FEATURES



Live 180° 4K



Capture



Coaching



Stats



Trophy Game



Share



App Free



Customize



Microphone Face

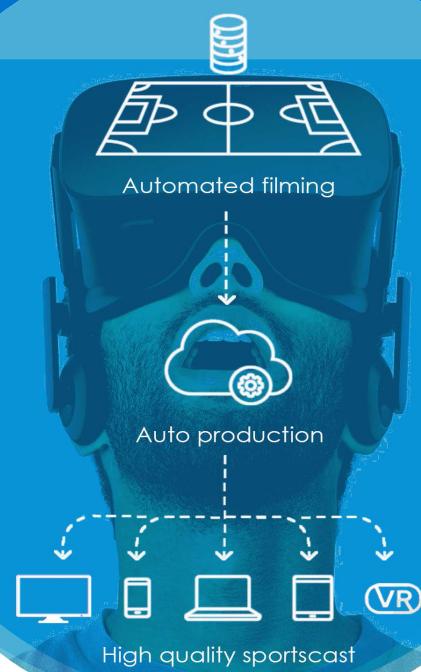


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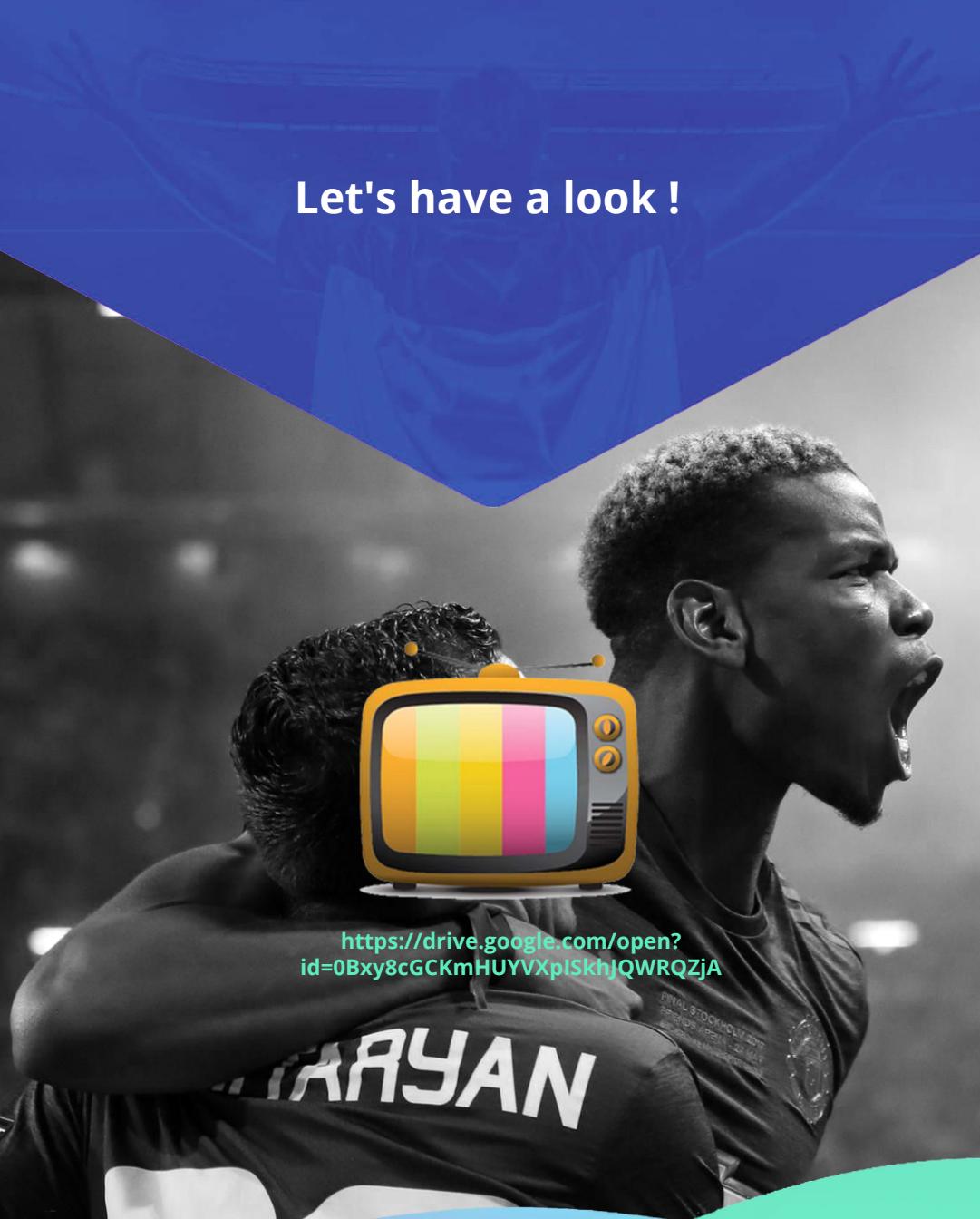
**SkillsMe**

combined with sportcasting technologies



**SkillsMe**

# Let's have a look !



[https://drive.google.com/open?  
id=0Bxy8cGCKmHUYVXpISkhJQWRQZjA](https://drive.google.com/open?id=0Bxy8cGCKmHUYVXpISkhJQWRQZjA)



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# Revenue Streams - 1 Stage:

Selling Sportscasting Solutions to  
Federations, Clubs & Tournaments



## Sportscasting Solutions Package

Camera System including SLA ..... CHF 25 500

### System Installation

Material ..... CHF 3 150

Workforce ..... CHF 2 550

Data Storage Package ..... CHF 12 600

Local Team Half Day Training ..... CHF 850

### Recurring Cost for Y2

Material Leasing ..... CHF 5 500

Data Storage Package ..... CHF 12 600

GRAND TOTAL FOR Y1

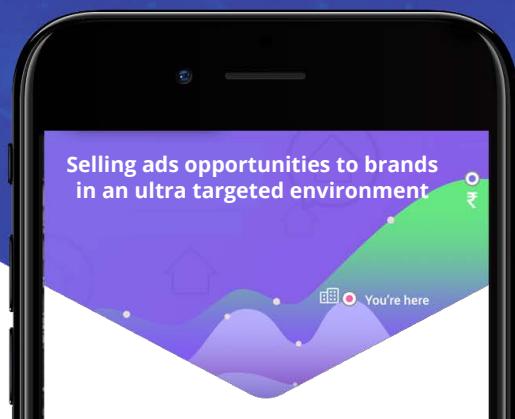
CHF 44 650

RECURRING COST FOR ADDITIONAL YEARS ..... CHF 18 100



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# Advertising Age - 2 Stage:



## Skills Ads



+ Web View



+ Long-Form Video



Skills Ad



+ Article



+ App Install

## Sponsored Geofilters & Lenses



On-Demand



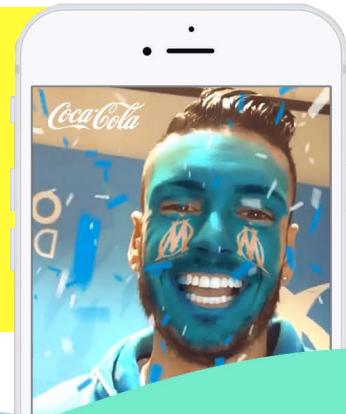
Event



Shared Spaces



Chain



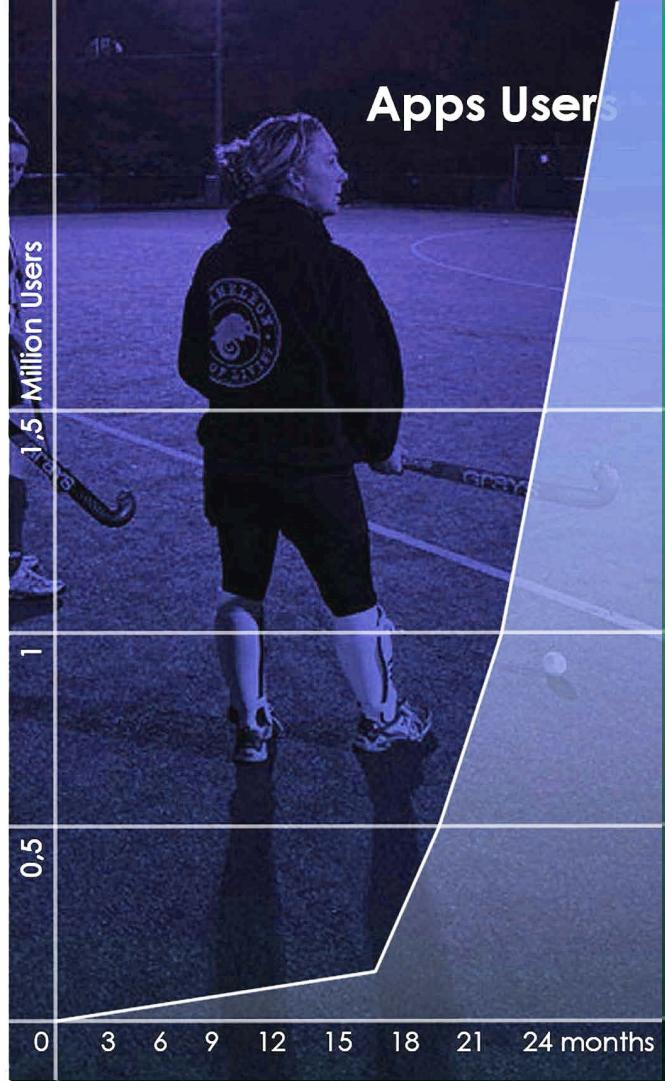
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# SkillsMe Key Milestones & Growth Strategy

Months	0	3	6	9	12	15	18	21	24
Phase									
App Development	Pilot	P1 - Targeting Key Federations	P2 - Targeting Pure B2B Customers	P3 - Advertising Business Model					
App Development	Pilot with a renowned federation	Selling broadcasting solution packages to renowned federations	Selling broadcasting solution packages to B2B customers (i.e. sport complexes)	Our core focus becomes the sales of advertising solutions to clubs and brands					
Camera purchase	Monthly update with developers	Objective is to reach 10 relevant sales equivalent to 10 sports fields	Objective is to reach 100 relevant sales equivalent to 100 sports fields	Broadcasting sales is still active but becomes priority 2					
Company creation	Testing on one single field	Convincing top federations of the impact of this solution on amateur/semi pro sport	The main goal is to increase the user base up to 100k users at the end of the phase	Full digital and growth hacking strategy focusing end-users (bottom up strategy)					
MVP w/target clients		Extensive press relations leveraging on federations support	Prepare the "Advertising Business Model" by contacting advertisers	Some broadcasting solutions can be offered to key locations for PR coverage					
Pilot candidate selection									

Investment - Sales - Net Income - HR	250 K	250 K	1 M						
250 K	0	0	250 K	500 K	1,5 M	5 M	5 M	15 M	
-250 K	-250 K	-500 K	-425 K	-1,3 M	-925 K	-175 K	2,3 M	12,3 M	
1 FTE	1 FTE	3 FTE	3 FTE	5 FTE	8 FTE	10 FTE	15 FTE	20 FTE	



First investment(Pilot development):  
CHF : 250K

Next rounds:  
6 months: CHF 250 K  
12 months: CHF 1M

Capital Exit: 21 months

## Initial Investment Required

SkillsMe App Development 1.0	85K
SkillsMe First Fully Automated Production System*	30K
Server Data Initial Package	25K
Domain Name Purchase	5K
SkillsMe Website Creation	10K
Corporate Design And AD	15K
Compagny Creation And Legal	35K
Salary And Travel Cost	45K

GRAND TOTAL 250K

\*includes 10k budget for training of the technical team

# Skilled Team Behind the Project



**Georges-Michaël  
CARBEL 27ans**

**SkillsMe  
Project Owner**

IT background with in-depth knowledge in network infrastructure with 6+ year of experience in the consulting and banking industries

Entrepreneurial background and hands-on experience in logistics and import export of IT components  
Former professional football player with sound-knowledge of the sport industry

## Leading World 2nd Screen Expert Sports

Experienced in application development (400+ applications developed to date representing 35 billion+ downloads).

NetcoSports become recognized leader in sports applications, top-ranked in all stores.

Working with clients such as UEFA Euro 2016, BeIN SPORTS, Canal +, Eurosports, Paris Saint Germain, Liverpool FC,...



## NETCO SPORTS

**Unique Mobile Solutions for Sports.  
Media & Entertainment**

## EXTERNAL ADVISORS



**Tarek  
SAIDI**

Commercial background with knowledge and passion for the business of sports Combined 7 years in: advertising & media, brand management, digital, marketing and rights activations, partnership servicing Masters degree in Sports Administration & technology with a bachelor in Marketing



**Nicolas  
HANSSENS**

Digital Marketing Strategist with extensive experience in planning and managing successful global campaigns for multinationals Main areas of expertise cover branding, digital communication, sports marketing and CX Holds a Masters in Business Administration from the University of Neuchatel



**Antoine  
MATHYS**

Entrepreneur and business developer with 8 years of experience in digital marketing Creative, result-oriented, problem-solving mindset developed in the hospitality industry and the startup ecosystem. Holds a Bachelor of Science in Hospitality Management from EHL

# Let's discuss investment opportunities



Investor relations

**Georges-Michael CARBEL**

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**ALLEZ!**

A graphic at the bottom of the page showing several stylized hands in various colors (blue, green, yellow) pointing upwards, surrounding the word "ALLEZ!" in large, bold, white letters against a dark purple background.