




# SPORT4NATION

(Christian Shpilka)

# Sport4nation Helps athletes and sports fans

 1. Approach the sport more consciously

 2. Find and play:

 Sport clubs ;

 Platforms;


 Classes;

 Fitness tours ;


 Subscriptions ;

 Events ;

 Developments ;

 Coaches ;

 Other sports personal (Sports lawyers, doctors, manager, promoters, nutritionists ) ;

 Teams and sports fans with the help of the internal tools of the site .

**With the help of internal tools and convenient service:)**

# ❏ A distinctive feature

- 👤 With the help of the service you can automatically buy a tennis court or classes in the fitness club to buy insurance.
- 👤 Depending on your needs + analysis of medical data, the algorithm (machine learning) will be able to pick up the training program and coach personally for you.
- 👤 You can buy a trip at the same time by booking or buying everything you need (tickets, accommodation, etc.)
- 👤 That is, with the help of IoT and medicine we collect data about the user, with the help of machine training we recommend prices and fitness programs for users

# ❑ To date, there are several unresolved problems

- 🔧 Difficulty booking and paying for an online tennis court, class, trip ... ..
- 🔧 The problem of finding a qualified coach or fitness instructor
- 🔧 Difficulty in analyzing the effectiveness of the coach (uniformity of training without an individual approach, after which 70% of athletes are injured)
- 🔧 Lack of scientific and sound approach to the training process
- 🔧 **Increased number of elderly people.**
- 🔧 With the increase in the number of fitness trackers, smart clothes and new simulators, a growing amount of user data that can be integrated with medical indicators and used to build training sessions
- 🔧 From the point of view of sports clubs, the problem is in the search for CPM, ARM solutions + lack of new tools for doing business (including marketing and correct pricing)
- 🔧 From the point of view of sports organizations, the obvious problem is the search for athletes
- 🔧 Increase in the number of elderly people
- 🔧 Search for children groups

# ❏ COMPETITION

Speaking about the market, some questions about online booking are being resolved and new large-scale projects like ClassPass are being created (it allows buying one subscription for many clubs), so their local copies (Gofit in Ukraine, Kfit in the Asian market, etc.) clubs do not need a similar tool, and 70% of the market is network clubs. Regarding search and booking, there are local projects, mainly related to the fitness market, but most, if not 99%, do not provide a tool for online payment, training or coaching at the same time. There is still no instrument for a more scientific approach to sport, there are several reasons for this:

- 🏃 Recently, the DNA test has become much cheaper and by 2020 will go down to \$ 100 mark for the study
- 🏃 Lack of medical indicators from fitness trackers (last year more extensive solutions began to appear)
- 🏃 Since recently, machine learning has become more accessible
- 🏃 Lack of legislative base and telemedicine tools

# ❏ WORLD

- 📊 Ok 200.000 fitness clubs (customers of SaaS solutions)
- 👥 150 million Members of fitness clubs (Data)
- 📄 Ok. 1-2 million. Sports grounds (customers of SaaS solutions)
- 👤 Ok. 15 million. Trainers (online and offline courses, certification)
- 👏 And somehow fans of sports and professional athletes
- 🩹 Of witch 70% are injures

- The total number of members of fitness clubs in the Latin American region currently stands at about 20 million people
- According to the Report of the International Fitness Association (IHRSA, International Health, Racquet and Sportsclub Association), the health and fitness industry in Latin America generates \$ 6 billion annually.
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- To date, the number of fitness clubs in Latin America has grown to 65,000 locations. And half of them - 34 509 clubs - are located in Brazil, which in terms of fitness infrastructure is the most developed. The highest penetration rate - 6.8% - is demonstrated by Argentina, followed by Brazil and Mexico with 4.6% and 3.2%, respectively
- The recently published report "HAFOS" shows that most people realize the importance of regular physical activity. This point of view was noted by 96% of respondents from 2,309 respondents, which indicates that the problem that the fitness sector is currently facing is related to the creation of opportunities, rather than to convince people of the need to be more active.

-  The total share of fitness people in the United States is 17.6% (the world is about 2.1%), in Russia - about 3% (4.4 million people).
-  The number of Europeans attending fitness clubs, by the end of 2016, increased by 4.4% to 56.5 million people.
-  The market of fitness-related goods and services grew by 3.1% over this period, to 26.3 billion euros, becoming the largest in the world, surpassing the US (23.3 billion euros)
-  Switzerland (5.8%), Germany (4.6%), Finland (4%), Sweden (3.9%) and Turkey (3.4%) showed the most significant growth. In the first place by the number of registered in the fitness- clubs Germany - 10.1 million people, while the coverage of the population is leading Sweden - fitness centers are visited by every fifth Swede.
-  On the second place - Great Britain (9.3 million people), on the third - France (5.5 million).
-  According to EuropeActive, by 2025 the number of people attending fitness clubs in Europe will grow to 80 million.
-  The United States of America in relation to the global fitness market accounted for more than 35% of all customers, 32% of the total volume of this market and about 20% of all fitness clubs.



- ❑ 47% of respondents said they are not as active as they would like, which is an increase of 6% compared to 41% in 2012. This suggests that more people than ever are unhappy with their current level of activity.
- ❑ In 2016, the number of people who reported training more than five days a week increased by 7% compared to 2012, namely from 16 to 23%. At the same time, the number of those who do not devote time to physical activity has decreased by more than half in 2016 compared to 2012. This means that, at least to some extent, the levels of activity have increased: those who did not engage in sports at all, began to practice episodic physical activity, and those who engaged from time to time switched to regular training.
- ❑ It is estimated that this year the fitness sector will grow to 3.1 billion pounds sterling, and by 2022 will increase to 3.9 billion pounds sterling. This is the key conclusion of the report "Intel UK Health and Fitness Club Report 2017", which also shows that the number of private fitness clubs and their members will increase steadily. According to the data, approximately 5.7 million Britons will use membership in fitness clubs by the end of 2017, and by 2022 this figure will reach a figure of 7 million people. 44% of British consumers who use or plan to use the services of a fitness club say they are interested in participating in virtual classes.









# ❑ Our offer for Sports Clubs and Organizations (B2B)

- 👥 SaaS (ARM, SRM) - solutions for the activities of clubs, ranging from tennis courts, ending with the network
- 👥 API integration with the platform, use of all services
- 👥 Business with new and more advanced tools
- 👥 Dynamic pricing for their services, especially relevant for sports grounds (tennis courts, football, basketball, volleyball, martial arts) depending on the time of day, the district of the city, the number of courts, etc.
- 👥 Saving the marketing budget
- 👥 Opportunity to place a vacancy, a share, create an event, sell tickets, sell your own goods, publish news, etc.
- 👥 Services for assessing medical indicators and the prospects of an athlete in both the short and long term would be useful for federations
- 👥 Analysis of the work of employees


# ❏ Our Advantages and Solutions for Trainers

- 👤 The first solution to automate the work of the trainer
- 👤 Ability to follow your students and their medical indicators
- 👤 Publishing your own programs or video training, keeping the athlete distant
- 👤 Automatic pricing depending on the distance to the next customer
- 👤 Search for current vacancies
- 👤 Payment and timetable online
- 👤 Possibility to organize an event, competition, etc.
- 👤 Search for clients (stimulation of development)
- 👤 To drink and search for educational programs for trainers (certification)

# ❏ Our solutions for Users (B2C)

-  Personal cabinet with the ability to integrate various gadgets and medical indicators
-  Search for sports clubs, classes, sites, coaches, events and competitions, news and fitness programs, fitness tours ...
-  Geolocation and automatic counting of the trainer, calling a taxi, trips and rest
-  Booking / cancellation / auction / time purchase online
-  Understanding the effectiveness of training
-  Ability to create an event or post news / post yourself
-  Affiliate programs, cache services
-  Purchase / sale of sporting goods

# ❏ Plan to Enter the Market

 The main advantage of the whole history in the whole list of services that are useful for each of the above categories. From the point of view of fitness clubs, this can become one of the main tools for doing business and finding clients. For users, both the tools themselves and the usability in their use are useful, as well as various affiliate programs that will help stimulate interaction with the service. Thus - this is an ecosystem with which you can interact constantly. Being a professional tennis player in the past, I experienced all the problems on my own experience and repeatedly observed. Such a tool can become permanent both for professional sportsmen and for sports fans. Sports grounds are booked daily and this is one of the main advantages.

# ❏ What has already been Done

- 👤 At the moment we are finishing with the web, at the same time we integrate one of the largest sports clubs in Kiev. There are agreements with various federations on cooperation and quite a lot of connections that would feel confident in the Ukrainian market over time.
- 👤 There were no refusals from sports clubs (ca 20)
- 👤 By functionality, you can practically conduct the activities of a small club with the help of a personal cabinet (creating events, classes, season tickets, sites, etc.)
- 👤 Online payment and schedule, cancellation online
- 👤 Ability to add to friends, chat (group including)
- 👤 Analytics, history, customer additions ...
- 👤 News page
- 👤 Careers
- 👤 Pages of coaches, users, classes, events, clubs ...

**You can confidently say that for the prototype and the initial launch is enough**

# □ TEAM


- 👤 CEO Christian Shpilka - 22 years 3 education (lawyer, trainer and machine training), before that he created the first kraudinvestingovuyu platform in Ukraine, possibly send it a separate file, before with KPI conducted development of my order for automatic diagnostics, as he wrote in sports ca 15 years, so all processes are well known and understandable.
- 👤 Programmers (3 people, 2 main) - approx. 5 years on the web market
- 👤 A couple of marketers and a lawyer

□ Today, there are many new technological booms, from machine learning to medicine and neurointerfaces. The sports industry market is also experiencing a great transformation both in the client segment and in the emergence of new markets (eg e-sports). Of course, in one presentation it is difficult to describe everything that you want to realize but the main thing is that there are a wealth of directions that in the coming years will acquire a completely different kind.



# CONTACTS

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