



CluballTM



Cluball investment deck

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PROBLEM

Most of existing digital solutions of sports management are **incomplete** and **fragmented**



Reservations

Poorly design **web-based only** solutions



Communication

Obsolete mailing lists



User management

Back-and-forth e-mailing to communicate with club administration



Competition

Web-based only solutions



Digital payment

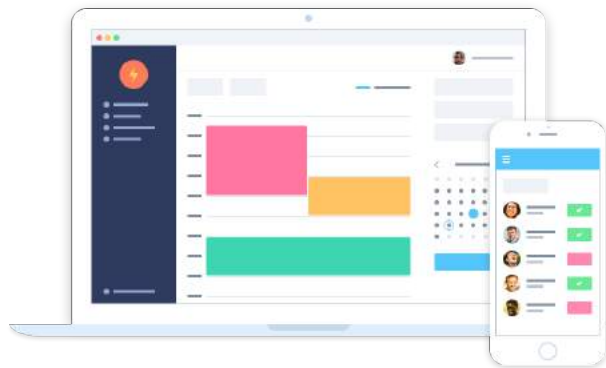
No solutions for handling mobile payment; **only accounting** web-only solutions



Statistics

No solutions

Cluball answers all
these unmet needs in
**one single web &
mobile app**



SOLUTION

Cluball covers every **operational** and **social** aspects of managing a sports club



Reservations

Book in one click, **anytime, anywhere**



Communication

Chat with members of your club and easily **capture & share** sports moments with members of your club



User management

Easily **communicate** with your club administration & **pay your membership fee** in one click



Competition

Enroll to a tournament directly from your mobile in few clicks



Digital payment

Pay from your mobile for anything sports-related, from booking a court to buying tennis shoes



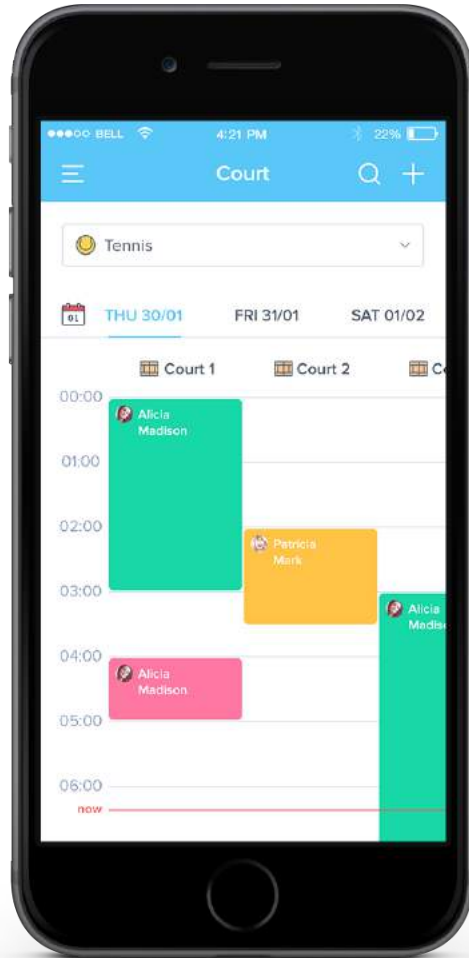
Statistics

Start improving as a club or as a player based on **big data analytics**



Reservations

EXAMPLE



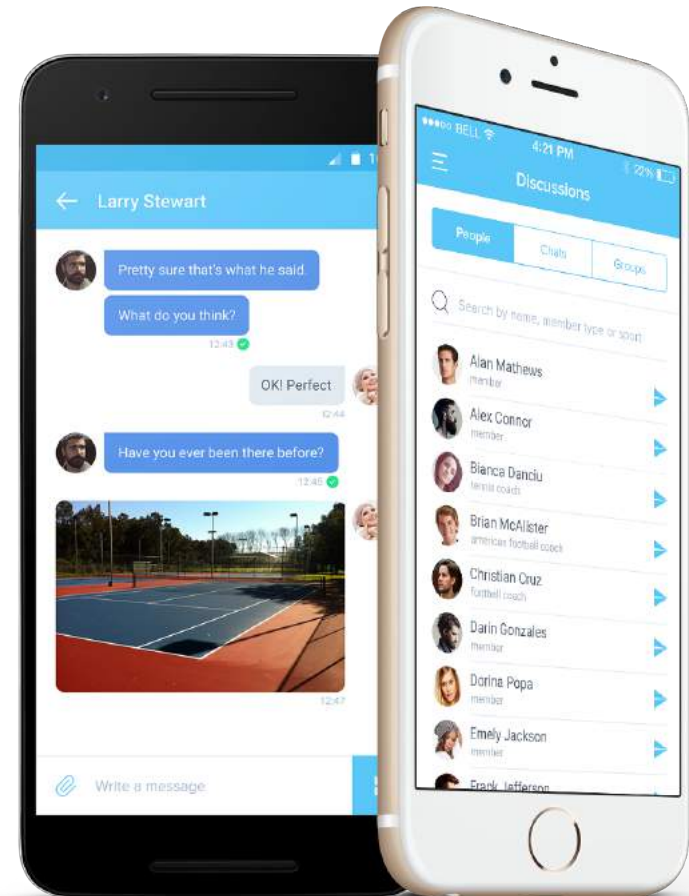
- Book a court **anywhere, anytime**
- **Invite extra players** in a single click
- **Sync your bookings** with your personal calendar



Communication

EXAMPLE

- **Chat** with members of your club
- Look for a sports partner in **chat groups**
- **Capture sports moment** by sharing photos & videos

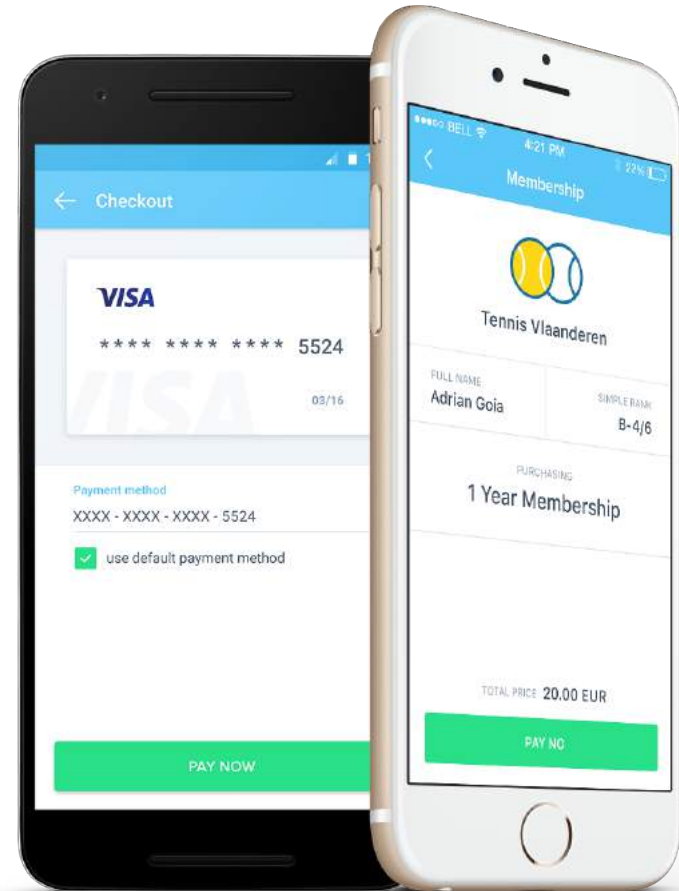




Digital Payment

EXAMPLE

- **Pay directly from your mobile** to book a court, a coach or buy a racquet
- Get **automatically refunded** when you cancel a booking
- **Securely** store your credit card information

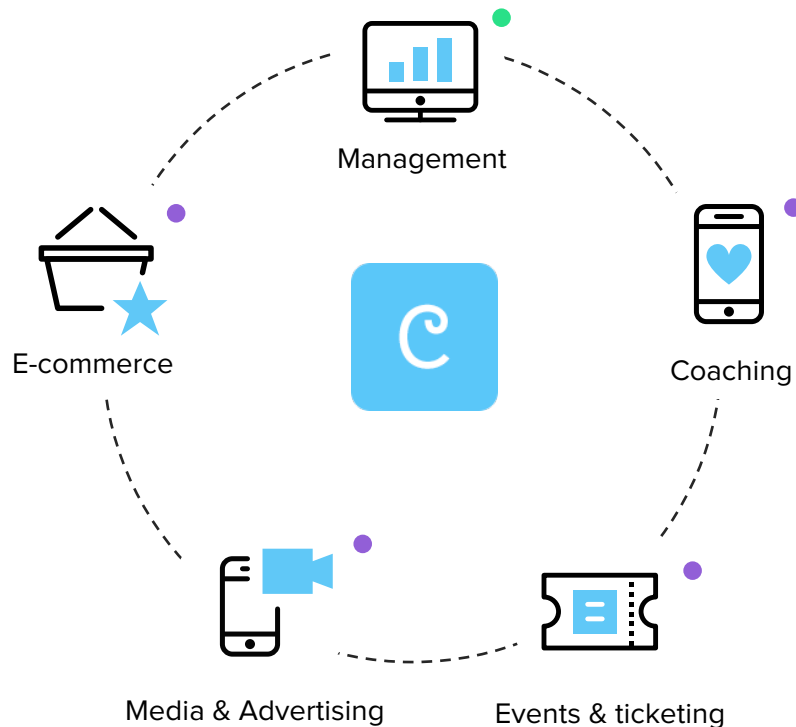


VISION

Our vision is global: we want to build **one platform** that covers **every sports needs**

● Developed






● Prototype



- We get **sticky shares** of the market offering the management app to clubs for **free** ¹
- We further monetize the market offering **additional paid services** to club members
- We leverage **big data** to create **new sales opportunity** and **increase conversion** (e.g. user is offered a specific tennis racquet based on tennis activity he joined)

¹ Except for the digital payment services (1% commission fee per transaction) and the Statistics function (96 EUR per club per year)

REVENUE MODEL

	INDUSTRY	LAUNCHING	REVENUE MODEL	ARR ¹ PER USER
	Management apps	Q1 - 2017	Subscription (freemium)	2,3 ² EUR ARR
	Media & advertising	Q3 - 2017	Fee per user	5,1 ³ EUR ARR
	Coaching apps	Q4 - 2017	Subscription (freemium)	6,4 ⁴ EUR ARR
	E-commerce	Q3 - 2018	Commission fee	1,7 ⁵ EUR ARR
	Events & ticketing	Q4 - 2018	Commission fee	0,1 ⁶ EUR ARR

15,6 EUR ARR

1 Annual Recurring Revenue

2 Based on 490 members per club; 1% commission fee on each digital payment transaction; 235 EUR average yearly volume of transaction per user (for court, coach, class bookings & membership fees); 8 EUR per club per month for the Statistics function; 20% conversation rate for clubs purchasing the "Statistics" paid function

3 Based on benchmark (e.g., <https://www.statista.com/statistics/234056/facebooks-average-advertising-revenue-per-user/>)

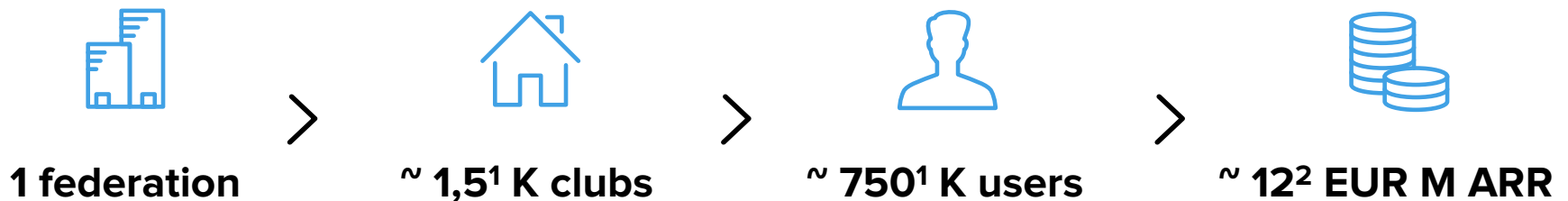
4 Based on 490 members per club; 5 EUR monthly subscription fee per user per month for the coaching app; and 10% conversion rate for the members of the club using the paid coaching function

5 Based on 490 members per club; 125 EUR average yearly spending per user in sports article; 2,5% sales commission fee for Cluball; and 50% conversion rate for members of the club using the e-commerce function on Cluball

6 Based on 490 members per club; 27 EUR average yearly spending per user in sports events; 2,5% sales commission fee for Cluball; and 10% conversion rate for members of the club using the events function on Cluball

GO-TO-MARKET STRATEGY

Our sales approach is to **sign 3-5 years contract at federation level** to get **massive amount of clubs and users**



Our goal is to have
35 federations and **~19 M users** by 2021

- 1 Per federation, in average
- 2 Calculated by multiplying the average number of users per federation (~750 K users) by the average revenue per user per year (15,6 EUR)

TRACTION

- We have a **native iOS & Android apps** as well as a **Web app**



- Cluball runs in **50+ Clubs** in Belgium & France



- We are about to sign our first **major contracts**



TEAM



Nicolas Baranowski
Product, Co-Founder

McKinsey&Company



Frédéric Hermange
Sales, Co-Founder



Antoine Espinet
Finance & Fundraising

McKinsey&Company



Cornell University



Pierre Feligioni (Founder, Quanthouse).
Investor & Board Member



Julien Raymakers (Lawyer, LL.M. Columbia)
Legal Advisor & Board Member



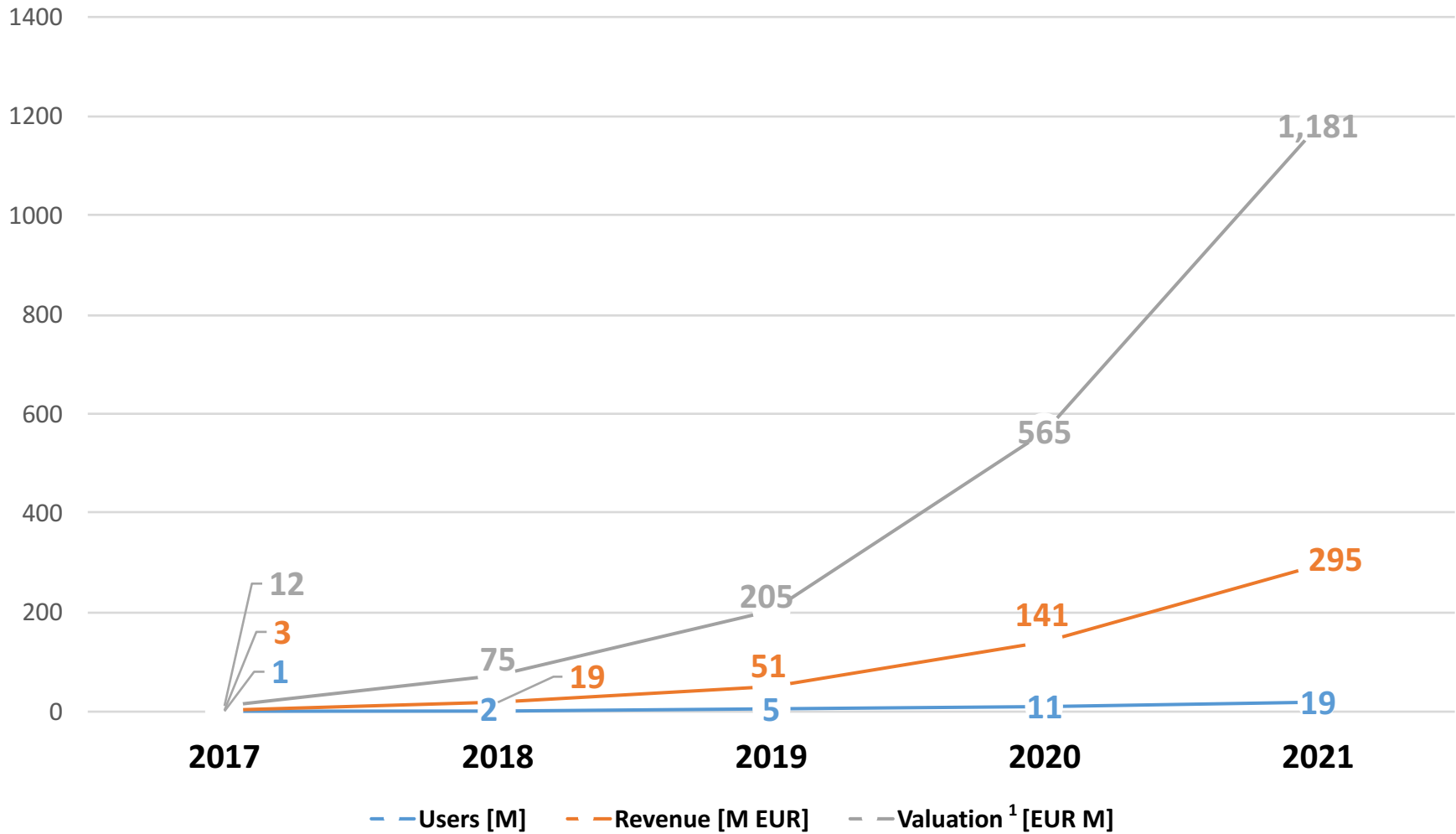
Damien Jacquinet (Founder, Nida-Core Corporation)
Investor & Board Member



Nicolas Bloch (Director, Bain & Company)
Strategy Advisor

Our **internal** IT team (7 developers) is based in **Warsaw** allowing us to develop our product with **high velocity** at **low cost**

FINANCIALS



1 Valuation calculated with a 4,0x Enterprise value to Revenue ratio