



athlenda

Monthly Report

November 2017



Monthly Summary – November 2017

During November we focused on the following pillars:

- **User Acquisition**

We turned our focus towards the user's retention and engagement with the key features. We realized early in the month that the continuous focus on growth has harmed the retention rates. We decreased the marketing budget by 50% but still managed to acquire 2700 new users, however less than October.

- **Android App: introducing key features**

With over 9500 downloads in total and more than 700 signups in a single month, the Android App boosts the overall User's performance. In November, our main concern was to introduce the new feature "My games" to players and start triggering the Organic Growth, through the App's mechanics. The month's performance shows 127,6% increase in the games added, 102% in the stats added and 120% increase in the Snaps (highlights) created through the app.

- **New feature "Athlenda Practice"**

During November, we focused on scaling the 1st revenues of October. The goal was to double up the sales and we are excited to have overachieved this goal. We continue the live-test with users, collecting valuable feedback that will help us optimize the experience and thus assist revenues from the specific stream. More than 1,9% of Athlenda Coaches have already converted to paid users.

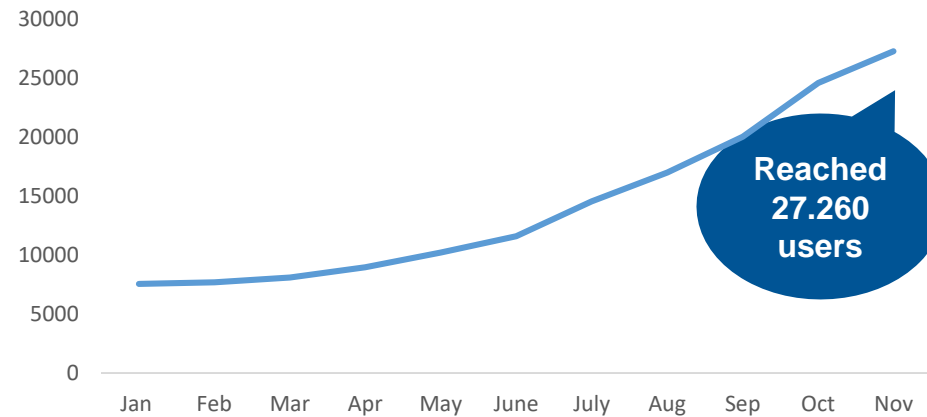
For December, we remain focused on boosting the App engagement through the feature "Games" which has shown some first signs of "stickiness" in the product. (see also page 4). We will remain conservative in our marketing spend, realizing that this action might reduce our growth temporarily. However, we feel positive that we will keep up with our growth rates, based on organic growth sources and mechanics.



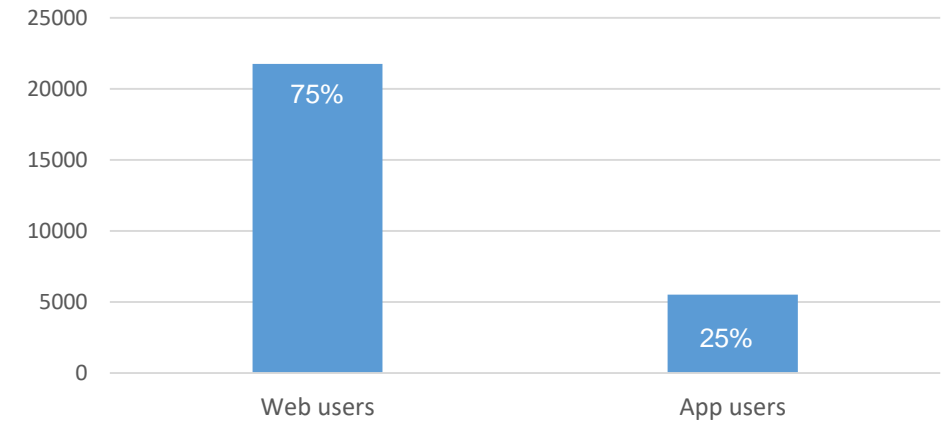
Lazaros Papadopoulos
Founder - CEO

Kind regards
Lazaros Papadopoulos

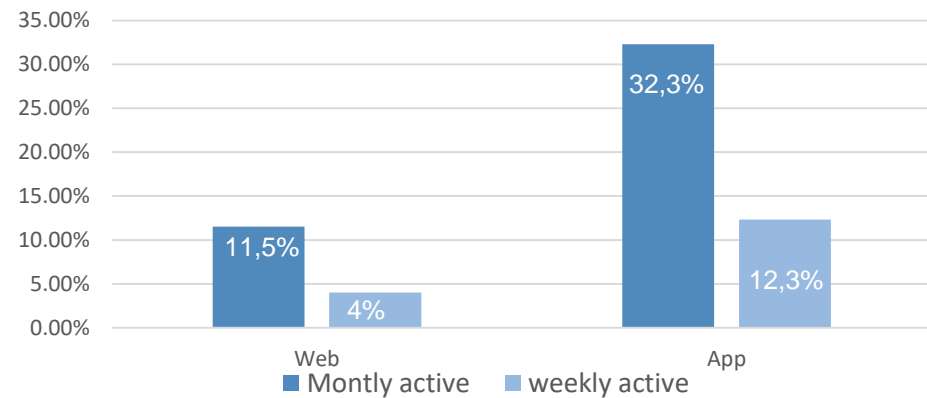
Total Users



Web users vs App users



Users' Activation



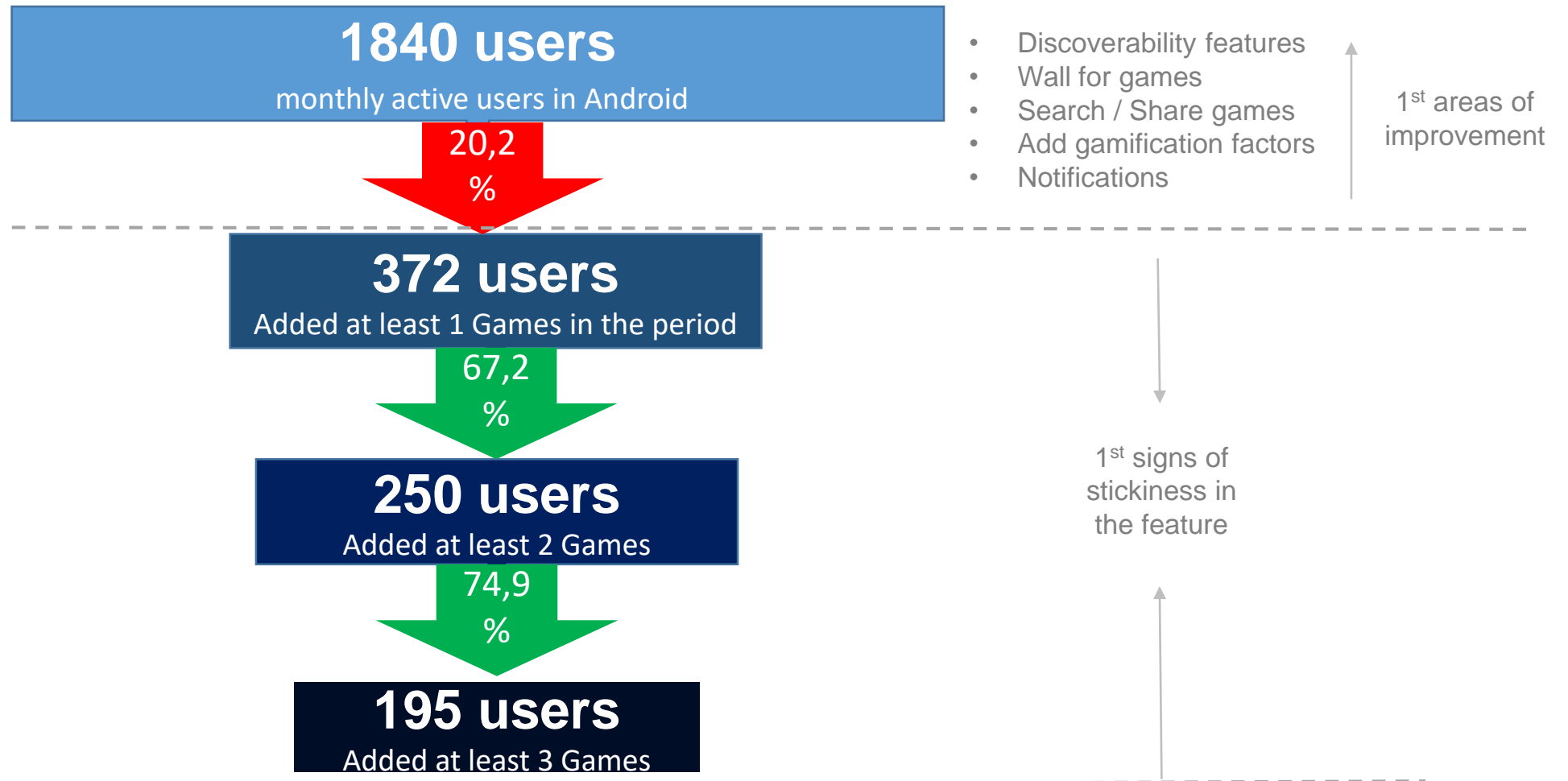
Facts:

- Android App users are 3x more active in a monthly and weekly period, than Web users.
- For cross-platforms users, the activation grows impressively to 39,4% monthly and 17,12% weekly activation

Monthly
Performance

All Users

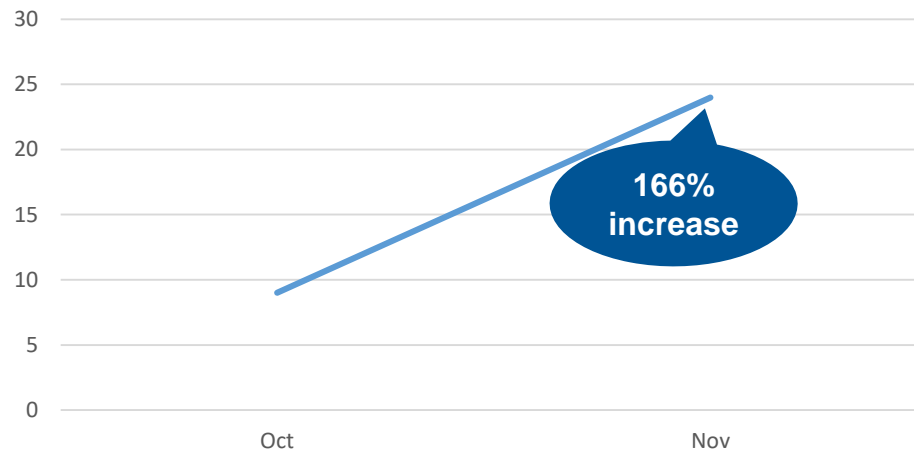
“Add game” funnel



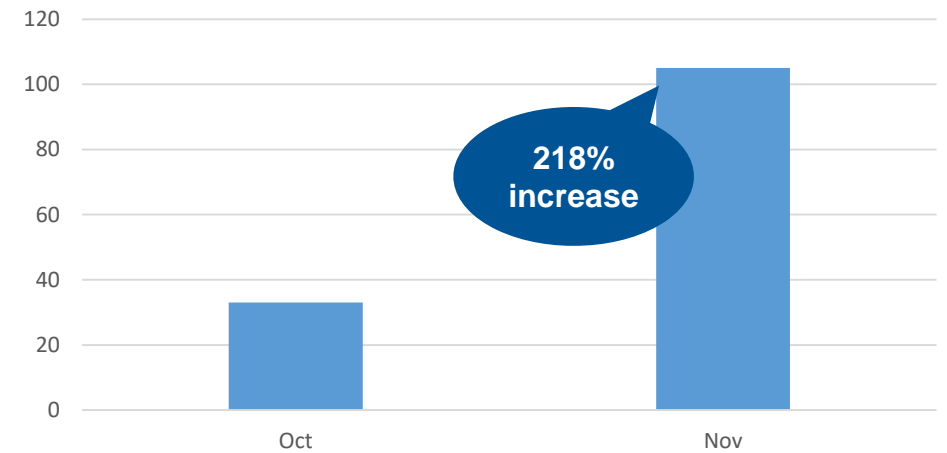
Monthly
Performance

New feature -
Games

Monthly new Customers



Monthly Practices created



Facts:

- All sales are triggered by direct communication and live demonstration
- Sales are so far targeting the Greek market, as a test market.
- Marketing efforts will begin in January.
- The feature is not yet complete with the new version coming in January.



Team

The team now consists of 13 in-house employees.

Product Optimization

- New user types (coaches, agents, clubs etc).
- Profile and Games fine tuning in Android App
- “Athlenda practice” fine tuning and new features in the Web App
- Athlenda “My practices” [new landing page](#)

Monetization

- Doubled up monthly sales
- 1,9% of Coaches converted in paid users.

Funding – Business Plans

- The round is open. A new Investors Deck is available upon request.

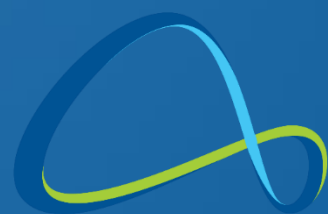
Product:

New features on APP

- Search for Games
- Search for Teams
- Notifications for Games
- Share for Games
- Add gamifications factors

KPIs

- Increase user's engagement with "Games" feature to 30% (1st stage of the funnel)
- Double up Sales
- Reach 10.000 Android App downloads



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