

SPOBI Marketing Pitch

One-liner:

SPOBI is the only sports management app to truly motivate athletes and sports people. It combines data tracking, messaging and scheduling, AND gives them rewards for their hard work.

Marketing Pitch (amended for investors):

(intro):

We are **SPOBI**, a sport-tech and marketing company based in Frankfurt. We've created the **SPOBI** app to make life better for everyone involved in sport activity, and designed it to run as a viable business.

(the why-how-what):

Our core mission is to motivate athletes and sports people to be the best they can be. To achieve their full potential.

We do this by helping them to track data, set new targets, share comments and information, and set challenges for each other.

These people push themselves to new levels, become team players, and give up their free time to train, manage and compete in sports. We want them to also get rewards for their hard work.

So we have created **SPOBI**, a new sports management app. It's compatible with iOS, Android and desktop devices, and connects to your Fitbit or other sports wearable to completely integrate with all your sporting activity.

SPOBI is the most powerful sports management app on the market today. And it's free.

(the business):

SPOBI is a great opportunity to invest in a solution that taps into a huge, pre-existing market.

SPOBI is both a sporting activity company and a marketing business distributing goods and services. [1]The app is designed to help people improve themselves and build profile, but also to connect people with products, generate revenue through sales, [2]and collate data at scale for market analysis.

SPOBI is free for all athletes, coaches, clubs and supporters. No fees, and no subscriptions or commissions.

As a business, SPOBI will generate revenue to sustain the company in the following ways:

1. SPOBICOIN

SPOBICOIN (SPOC) is a digital currency unit for rewarding athletes and teams for their hard work and success. A key element of the SPOBI App is the ability to issue challenges to others to hit new targets or out-perform other athletes or teams.

All users will be able to buy blocks of **SPOBICOIN** simply using PayPal on the App market (Apple or Google), or win **SPOBICOINs** by accepting challenges from each other or the App itself. Each SPOBICOIN (SPOC) has value of 0,25€.

Users are able to buy as many as they want to save in a secure online wallet. They can then give and receive rewards for challenges, [3] or we (as SPOBI) can reward them ourselves.

They can then exchange them in two ways, each of which allows us to take a margin: [4]

1. Exchange of SPOBICOINs for products or services

When users have collected enough **SPOBICOINs** to want to exchange them, they will be encouraged to browse our catalogue of products and services. This can include: clothing, running shoes, wearables, smartphones, insurance, travel, tickets, specialist training, and more.

Through deals made with brands and suppliers of sports clothing and equipment, our profit will be in the markup between wholesale cost and sale price. This is facilitated by a coupon system.

Users will select the product they would like from our gallery. We will supply a discount coupon that we have agreed with the vendor (e.g. Adidas) to the value of the exchanged SPOCs. Users exchange their SPOCS for a coupon, and we provide them with a digital code and a link to the vendor's website. There (in vendor's online shop) they can buy the product, apply the discount code and pay any difference.

For example:

Some sneakers on Nike's online shop cost 120€. We make an agreement with Nike to supply them to us with a margin of 40 or 50%, and we give this margin in a form of a discount coupon to our users. So, they go to Nike's online shop and pay only the difference of 60€.

Thus, our profit as SPOBI is entirely the money generated from selling the SPOCS.

In this way, **SPOBI** becomes an internal economy and marketing service between companies and end users. Brand partners so far include **Nike, Adidas, Puma, Asics** and more. We see this as the main source of revenue initially.

NOTE - As the user base expands, so will our bargaining power with brands, manufacturers and suppliers, allowing us to become more creative with our offers and leverage more favourable deals for products and services.

2. Redemption of SPOBICOINs for cash

As an incentive for users to use the challenges system, buy more **SPOBICOINs** and collect more rewards, we will give them the opportunity to exchange some of their digital winnings for cash.

Once per month, users will be able to convert half the SPOCS in their digital wallets into money. For example, if a user's wallet contains 1000 SPOCS, they would be able to change 500 SPOCS into 125€ cash, with no fees attached. The rest would stay in the wallet for future use or in exchange for a coupon to buy goods or services. [5]

Our research has shown that the 'challenges and rewards' system will have strong appeal to users, so the gifting of **SPOBICOINs** for fulfilling targets, etc, should become very frequent, very quickly. Athletes, players and coaches are all natural competitors, challenging each other all the time, and our system plays to that instinct.

2. Advertising & Promotion

Space will be available on-screen to hire for advertising purposes.

We will also be able to offer our brand, manufacturer and services partners specific opportunities for promotions around new product launches or offers for discounted stock, using on-screen messaging, in-app messages as well as social media and email.

3. Commercial Use of Aggregated Data

The app allows us to capture and analyse data on a wide range of activities and behaviour. In aggregated form, we will be able to monetise data, analysis and insight through offers to sports businesses, manufacturers and organisations.

4. Subscriptions & Commissions

A future version of the **SPOBI** app will offer a subscription service for companies to give them a corporate presence on our platform. We will then arrange deals for commissions on sales or services performed or fulfilled through **SPOBI**.

(the story):

People involved in sports are often training at unsociable times and sacrificing their weekends, usually for no payment.

They also have to use a mix of chat channels, social media, single-use applications, shared online calendars and email to keep things organised.

SPOBI brings all these functions together in one place, and combines them with comprehensive data tracking - and the unique **SPOBIcoin** rewards scheme - to make life better for everyone taking part in sport:

(the platform):

SPOBI is a unique platform covering the four compass-points of effective sports management:

- **Organisation** - bringing all the apps and channels you need to organise your sports activity onto one platform.
- **Information** - linking with fitness devices to show biometric and activity data, so athletes can see their progress and where they can improve.
- **Communication** - keeping everyone in the loop, so no-one misses the latest updates or details of their next match or training session.
- **Celebration** - taking pride, as a team or individually, in success through our **SPOBIcoin** rewards and challenges system.

All users will also be able to collate and download their own performance data to show their abilities, progress and determination - which will help them find better career opportunities.

(the users):

SPOBI is for all types of sports - hockey, football, boxing, running, swimming, athletics, wheelchair basketball, cycling and more.

SPOBI is for people who are positive, determined and emotionally invested in their sport and their team. People who want to improve - on their own terms and together with others.

(the conclusion):

SPOBI is reinventing the way sports people can use data, communicate with each other, organise their activity and celebrate their wins, whether individually or as a team.

SPOBI is for people who want to **#changethegame**

We hope you will be a part of it.

Marketing pitch (original):

(the why-how-what):

Our core mission is to motivate athletes and sports people to be the best they can be. To achieve their full potential.

We do this by helping them to track data, set new targets, share comments and information, and challenge each other.

These people push themselves to new levels, show themselves to be team players, and give up their free time to train, manage and compete in sports. We want them to also get rewards for their hard work.

So we created **SPOBI**, a new sports management app. It's compatible with iOS, Android and desktop devices, and connects to your Fitbit or other sports wearable to completely integrate with all your sports activity.

SPOBI is the most powerful sports management app on the market today. And it's free.

(the platform):

We are **SPOBI**, a sport-tech and marketing company based in Frankfurt. We've created the **SPOBI** app to make life better for everyone involved in sport activity, and designed it to run as a viable business.

SPOBI is a unique platform covering the four compass-points of effective sports management:

- **Organisation** - bringing all the apps and channels you need to organise your sports activity onto one platform.
- **Information** - linking with fitness devices to show biometric and activity data, so athletes can see their progress and where they can improve.
- **Communication** - keeping everyone in the loop, so no-one misses the latest updates or details of their next match or training session.
- **Celebration** - taking pride, as a team or individually, in success through our **SPOBIcoin** rewards and challenges system.

(the story):

People involved in sports are often training at unsociable times and sacrificing their weekends, usually for no payment.

They also have to use a mix of chat channels, social media, single-use applications, shared online calendars and email to keep things organised.

SPOBI brings all these functions together in one place, and combines them with comprehensive data tracking - and the unique **SPOBIcoin** rewards system - to make life better for everyone taking part in sport:

(the payback):

SPOBcoin is a digital unit for rewarding athletes and teams for their determination, hard work and success.

All users will be able to buy blocks of **SPOBcoin** simply using PayPal, or win **SPOBcoins** by accepting challenges.

Each **SPOBcoin** is the equivalent of €0.40. Users are able to save them in a secure online wallet, give rewards for challenges, or exchange them as they want.

SPOBcoins can be exchanged for items to help the individual or the team: clothing, running shoes, wearables, smartphones, insurance, travel, tickets, specialist training, and more.

With **SPOBcoin** we are creating an internal economy that will support individuals, teams and clubs in their efforts.

(the business):

As a business, **SPOBI** will generate money in two ways:

1. **Fees for SPOBcoin redemption.**

When users accrue enough **SPOBcoins** by winning challenges, they may decide to exchange their digital winnings for cash. When this happens, we will charge a 2SPC fee each time, whatever the value of the exchange.

2. **Margin from exchange of SPOBcoin for products or services.**

As users collect **SPOBcoins**, they will be encouraged to exchange them for products and services available in our catalogue. Through deals made with brands and suppliers of sports clothing, equipment and services, our profit will be in the markup between cost and sale price.

In this way, **SPOBI** becomes an eco-system and marketing service between companies and end users. We see this as the main source of revenue initially. Brand partners so far include Nike, Adidas, Puma, Asics and more.

Our research has shown that the challenges and rewards system will have a strong appeal to people involved in sports. Athletes, players and coaches are natural competitors, challenging each other all the time, and this system plays to that instinct.

We are also able to capture and analyse data on a wide range of activities and behaviour. This information could be very useful to sports organisations and manufacturers, and we should be able to monetise this in future.

All users will also be able to collate and download their own performance data to show their abilities, progress and determination - which will help them find better career opportunities.

(the users):

SPOBI is for all types of sports - hockey, football, boxing, running, swimming, athletics, wheelchair basketball, cycling and more.

SPOBI is for people who are positive, determined and emotionally invested in their sport and their team. People who want to improve - on their own terms and together with others.

(the conclusion):

SPOBI is reinventing the way sports people can use data, communicate with each other, organise their activity and celebrate their wins, whether individually or as a team.

SPOBI is for people who want to **#changethegame**

We hope you will be a part of it.

----- END -----

