

SPOBI Press Release

PRESS RELEASE

[DATE]

For Immediate Release

NEW SPORTS MANAGEMENT APP GIVES ATHLETES NEW WAYS TO OWN THEIR DATA AND GAIN REWARDS

A new sports management app designed to help grassroots sports clubs, athletes, coaches and players sees its online debut on 20 December 2018.

Every day, athletes, trainers, players, coaches, managers and their families dedicate their time for free - usually in antisocial hours or weekends - so that talented and determined people can improve, work together, and become the best they can be.

SPOBI - a sport-tech and marketing company based in Frankfurt - have created the **SPOBI app** to make life easier for everyone involved in sports, and to enable people to get something back for their hard work and dedication.

The SPOBI app (short for Sports Being Intelligent) combines software for data tracking, scheduling and messaging with a unique rewards system to help participants in all kinds of sport.

Everything you need to organise sporting activity is in one place, and compatible with any device. Coaches, athletes, club managers and players will be able to track times, distances, routes and scores, as well as set targets, run their calendar, schedule meetings and games, send messages and reminders, and connect to social media.

They'll be able to see where objectives are being met, and where there is room to improve. Athletes will also be able to analyse and download their data to help gain new career opportunities. But it doesn't stop there.

SPOBI users can use the app's unique challenges and rewards system to push each other to break records, set new personal bests, outplay their opponents or try a new route or distance.

This is where **SPOBIcoin** comes in. It's a digital unit that allows users to credit each other for challenges accepted and met, targets achieved, showing true team spirit, or anything else they like. Athletes can reward coaches, managers can reward team members, family can reward players... every user is able to reward any other.

Through deals with leading brands and manufacturers, SPOBIcoins can be exchanged for cash and products, or services to help the individual or the team: clothing, running shoes, wearables, sensors, smartphones, insurance, travel, tickets, specialist training, and more.

SPOBI CEO, **Dimitri Kourasis** says: “Our core mission is to motivate athletes, coaches and players to excel at what they do. People are giving up their time for free to meet, train and compete, and we want them to get something back for their hard work.”

SPOBI is inclusive and dynamic. The app has been designed to respond to data and issue challenges and rewards by itself. For example - are you a cyclist? SPOBI might challenge you to a 10k route challenge. Do it today and you'll get SPOBIcoins or even a present! SPOBI will surprise you with the variety of incentives it can provide to athletes and the community. Everyone will benefit from SPOBI!

SPOBI will be subscription-free to users, with no hidden commissions or fees.

It's not just about achievements and rewards. SPOBI also promotes healthy personal and community values. **Kourasis** adds: “We want to encourage athletes and players to think about their environment, as well as each other. Being considerate, mindful and determined will help everyone to reach their full potential.”

Kourasis created SPOBI with innovative UX specialist and designer **Timo Keim**, who has spent the last 9 months perfecting the final product. They are supported by business advisors **Dr. Kay Schanz** of Frankfurt-based LightFin consulting and **Maria Pennanen** of Accelerator Frankfurt.

SPOBI is a member of the European Platform of Sports Innovation epsi.eu and of deutchestartups.org

From 20 December 2018, SPOBI will be available for free download from the website - <http://spobi.net>

Users will find it takes just minutes to create a profile and start linking with their coach, teammates, partners, and everyone in their wider family in sport. SPOBI is compatible with Apple and Android devices, and can link to a Fitbit, Apple watch or other wearables.

There are **PRIZES for earlybird users** - the first 10,000 people to pre-register and sign up will be entered into a lottery to win 10 Smartphones and 500 fitness wearables - winners to be announced at the end of the year.

Anyone wanting to find out more about SPOBI should check out the website: <http://spobi.net>

Like and follow SPOBI on social media:

Facebook: <https://www.facebook.com/spobi.net/>

Twitter: SPOBI_app

Linkedin: <https://www.linkedin.com/company/spobi/>

YouTube: spobi net

SPOBI is for people who want to #changethegame

-----ENDS-----

For further information, contact Dimitri Kourasis:

Tel: +49 151 17556572

Email: dk@spobi.net