



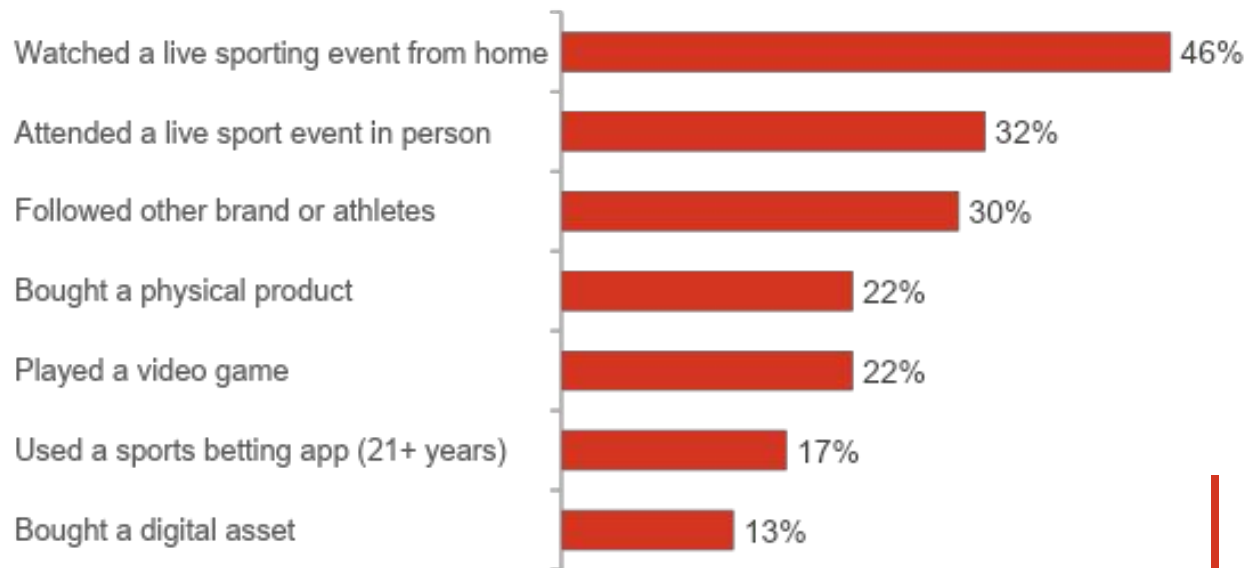
iSportz

Connecting the sports ecosystem

Sports is connecting people globally

In today's global digital era, sporting events have amassed a viewership like never before.

Following athletes online influences the behaviors of GenZ sports fans



5.4 Bn

66% of the World Population



3 Bn

37% of the World Population



220 Mn

15% of the Indian Population

In this era of fan interconnectedness, it is essential that leagues, clubs and enterprises digitize sports management to cater to growing fan demands

However, the ecosystem is fragmented



Existing systems are outdated and manually intensive



Lack of accessibility and visibility for smaller teams



Slow transition to digital entertainment opportunities



Lack of consolidated information on events and sports data



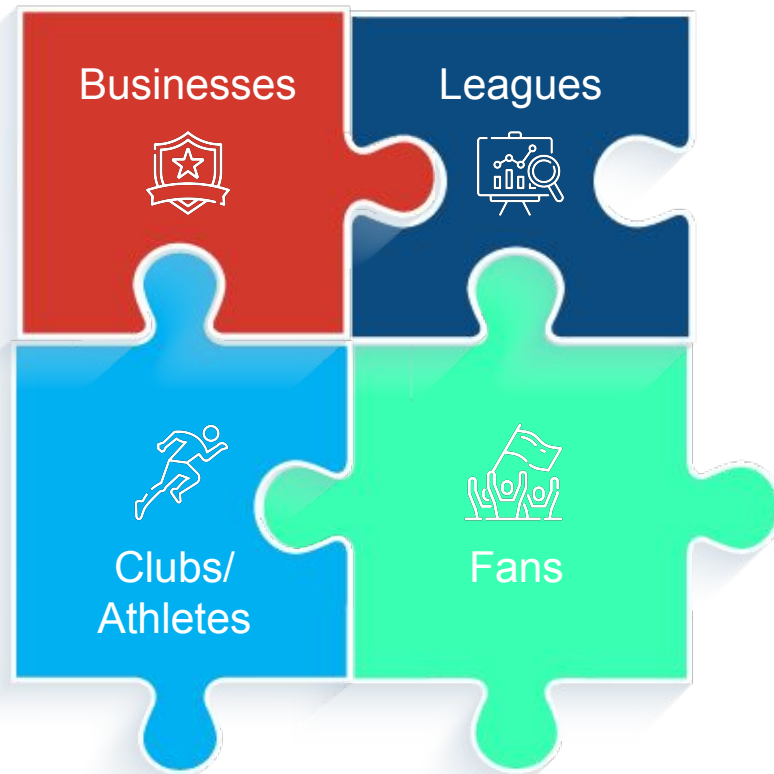
Fragmented view of leagues, matches and low fan engagement

All the members in the ecosystem need a singular platform that provides a holistic view with enhanced sporting experience

iSportz is a unified solution for all stakeholders



iSportz is a sports technology company connecting all the stakeholders of the sports ecosystem



The sports sponsorship market is set to surge from \$63.1 billion in 2021 to \$109.1 billion by 2030, driven by new sponsors like sports betting and streaming giants

These newer entrants require

-  Visibility on fan engagement, performance, event outlooks
-  Higher profitability driven by tech integration
-  Data tracking, optimization and analysis
-  Integration with smart venues hosting games
-  Creating better fan experience through personalisation

iSportz is a singular platform allowing clubs, athletes, enterprises and leagues to maximize visibility, profitability and engagement

Providing a customized experience



Sports Management

Event Management and Scheduling

Team Management

Member Management

Learning Management

Fund Raising

Merchandising

Player Safety and Risk Management



Sports Engagement

Social Networking and Community Building

E-Auctioning

Job/leader-boards

Scores and Rewards

Sports Registry and Merchandising



Sports Entertainment

E-Games & Virtual Sports

Fantasy Games

Metaverse

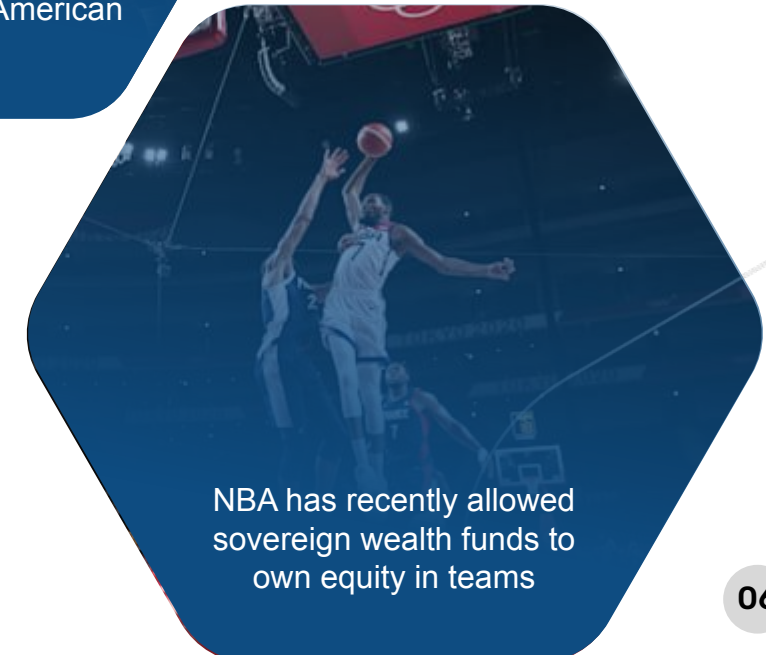
Global E-Sports Leagues and Competitions

Multi-device platform including consoles and VR

iSportz offers multifaceted service suite packaged to accommodate the diverse requisites of enterprises, all while providing bespoke options to access tailored services

Building a globally interconnected ecosystem

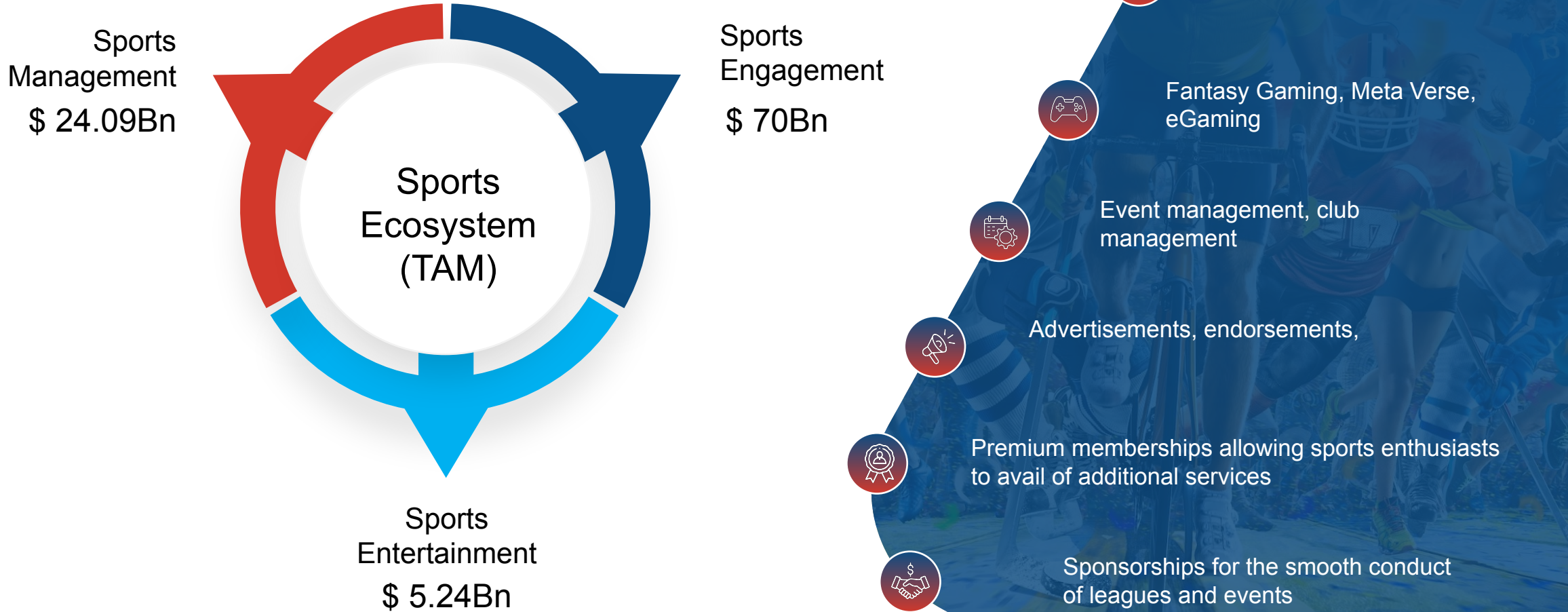
As affirmed by a PWC report, sports have become internationalized due to technology making streaming available globally



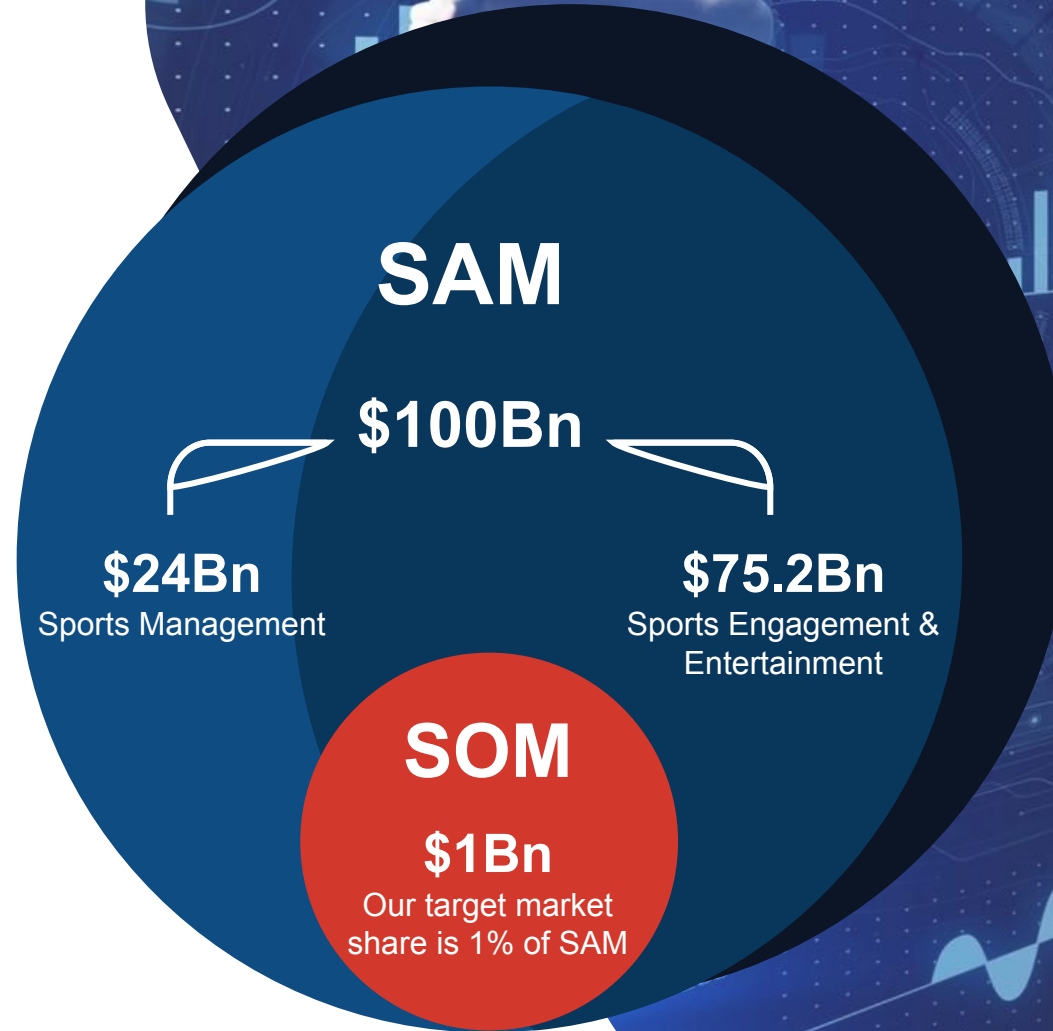
iSportz is capitalizing on sports 'internationalization'

- First of its kind B2B2C solution for the sports industry
- Reduced Total Cost of Ownership to the Customer
- Unique Roadmap Connecting Management & Engagement across Digital/Physical Sports
- Sport agnostic platform capabilities
- Integrated Analytics for Businesses and Enthusiasts

Leading to a large sports ecosystem



Harnessing a ~\$100Bn market



Sports tech companies crafted an indelible mark in sports industry



Management



Type: Strategic Buyout

Sports Engine is a sports management software. Sports Engine worked with over 100,000+ organisation and program listings and has over 800,000 monthly visitors. Sports Engine was acquired by NBC Sports in 2016 for \$1Bn

100k+
Organisation

800k
Monthly Visitors

\$1Bn
Buyout



teamSNAP

Type: Success Story

TeamSnap develops a sports management platform designed to simplify communication and coordination between sports members.

\$58.6 Mn
Funding

100
Sports Types

19k+
Organisation

Engagement



Type: Success Story

Gamechanger lets you stream your game, and connect with your fans. Gamechanger has 4.9 star rating over 249K reviews on play store and app store. Gamechanger has 2.3Mn+ Teams, 6Mn+ hours of content covered over 35Mn+ game

249k
Reviews

2.3Mn+
Teams

6Mn+
Hours of Content



Type: Success Story

Fandifi is a public company that allows leagues and teams to engage with their communities and boost fan engagement through gamification of Sports and games.

1Bn
Hours of Video
Streamed Everyday on
You Tube

1.24Mn+
Daily Active
Streamers on Twitch

1Bn+
Monthly Active
Streamers on Twitch

Entertainment



Type: Success Story

DraftKings is a listed fantasy sports and sports betting company. DraftKings clocked over \$2.2Bn revenue with 1.9Mn active users in 2022

\$2.2Bn
Revenue

1.9Mn
Active Users in 2022



Type: Success Story and IPO

Sportradar serves over 900 betting companies and covers over 750,000 events annually. The company recently announced their IPO at a valuation of \$8.3Bn

900
Betting Companies

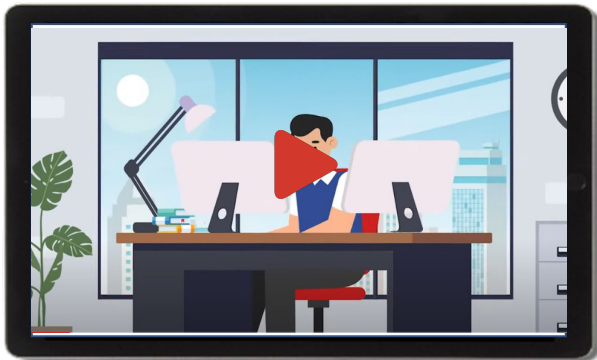
750k+
Events Annually

\$8.3Bn
IPO

To become a singular sports management platform



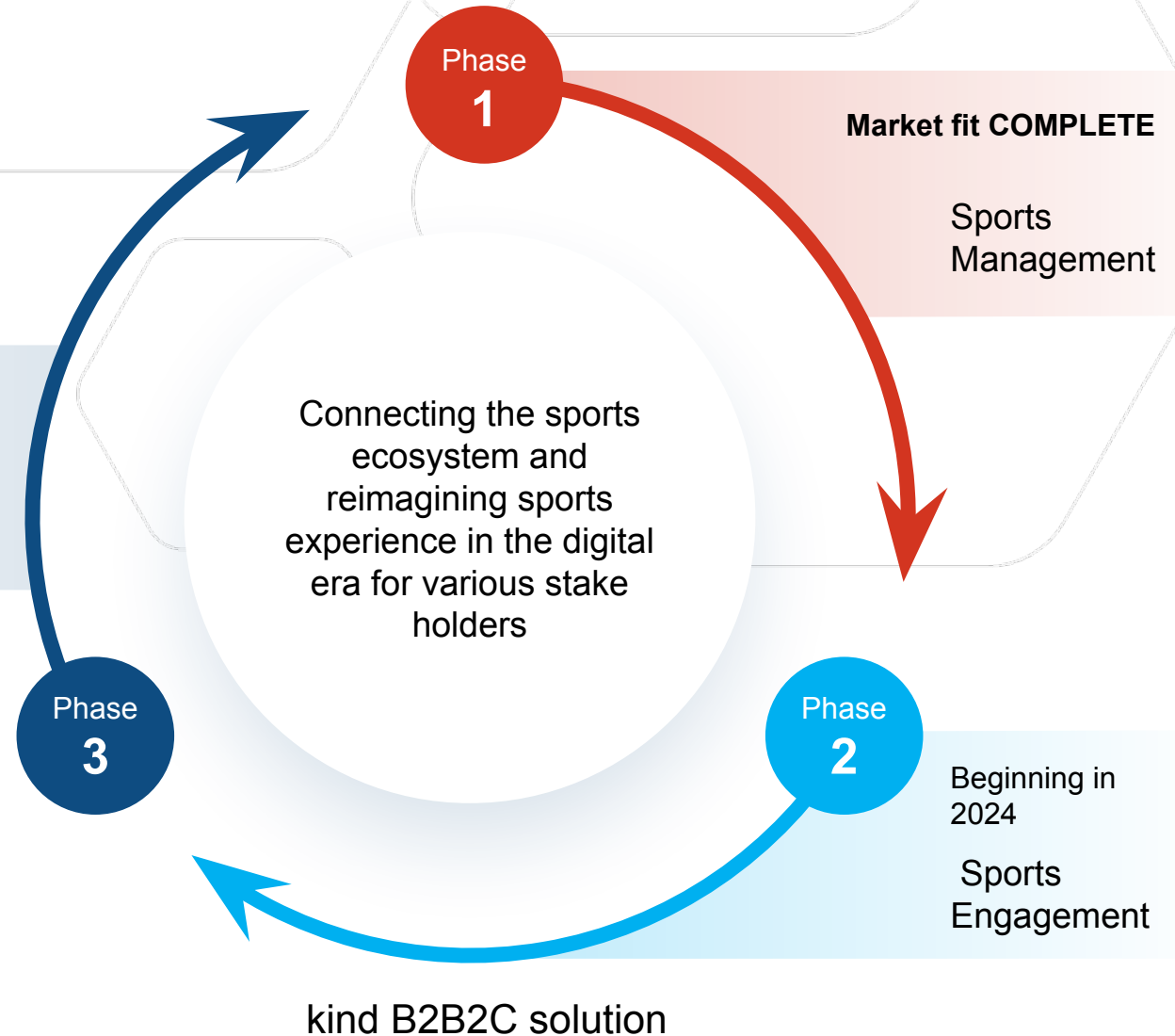
iSportz Sports Management Platform Demo



iSportz is planning to:

- Replace outdated, fragmented and siloed systems
- Empower sporting through technology
- Provide access to digital sports engagement for sports enthusiasts
- Provide Intelligence & insights to the ecosystem stakeholders

Beginning in 2025
Sports Entertainment



Current traction



\$5.5 Mn+

transactions processed on
the platform



6+

different sporting
categories



60K+

active users



\$ 350K

in revenue

For our growing clientele



Testimonials



iSportz is helping us revolutionize the registration process for youth softball. We are working with iSportz to create a one shop membership platform and a club management service that will streamline and simplify the needs of clubs, teams, coaches and athletes

Jami Lobpries, Ph.D
CEO



iSportz visited USA Shooting headquarters in Colorado Springs as part of our go-live activities for our new membership and event management platform. Partnership and Launch Success!

Brent McPherson



iSportz helped us to map out an IT plan and successfully migrated our old data onto their new, state-of-the-art system

Nate Boudreaux
Executive Director



Competition



	iSportz	NBC SE	sportsplus	LEAGUEAPPS	SE SportEasy
Founding year	2022	2008	2014	2010	2011
Last Funding	\$575K	NA	Unfunded	\$15Mn	\$5.9Mn
User	Clubs, Teams, Leagues, Athletes and Fans	Clubs, Leagues, National Governing Bodies, Teams and Athletes	Clubs, leagues, Sports governing bodies, Tournaments, Facility managers	Camps, Clubs, Leagues and Tournaments	Teams and Clubs
Financial tracking and reporting	✓	✓	✓	✓	✓
Club and team management	✓	✓	✓	✓	✓
Personalised Website	✓	✓	✓	✓	✗
Learning Management System	✓	✗	✗	✗	✗



	iSportz	NBC SE	sportsplus	LEAGUEAPPS	SE SportEasy
Managed Services	✓	✗	✗	✗	✗
Health Assessments	✓	✗	✗	✗	✗
One stop shop for sports management and engagement	✓	✗	✗	✗	✗
Advance Functionalities ^{^1}	✓	✓	✓	✗	✗
Insights and Market intelligence using AI/ML	* ✓	^{^2} ✗	^{^3} ✗	✗	✗
Pricing	Starts from \$69 per month	Starts from \$79 per month	Starts from \$69 per month	Not transparent	Not transparent

Notes:

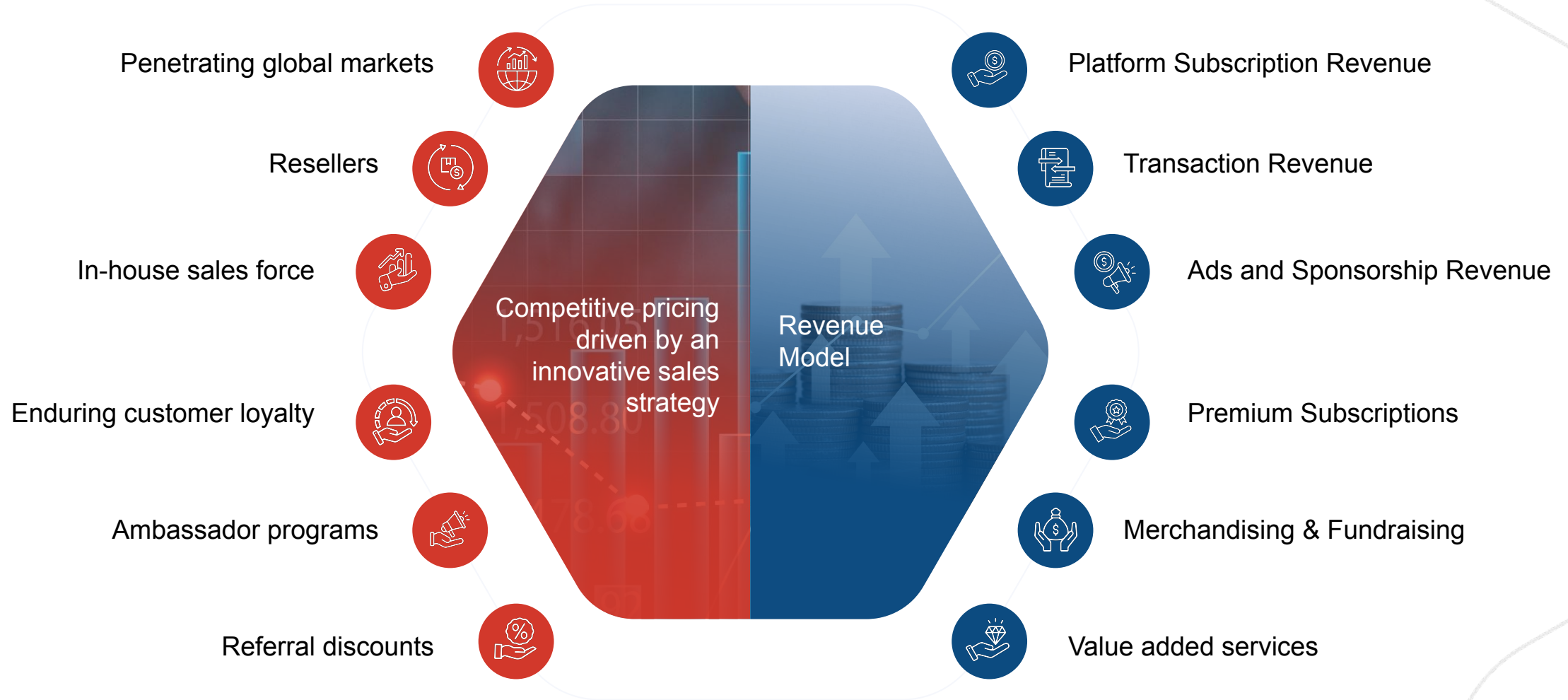
1: Additional functionalities includes merchandising, online communities, Metaverse and Fantasy games

*: Coming soon

2: Sports Engine provides Fund raising and Merchandising as of now

3: Sports Plus provides only fund raising

Business model and pricing



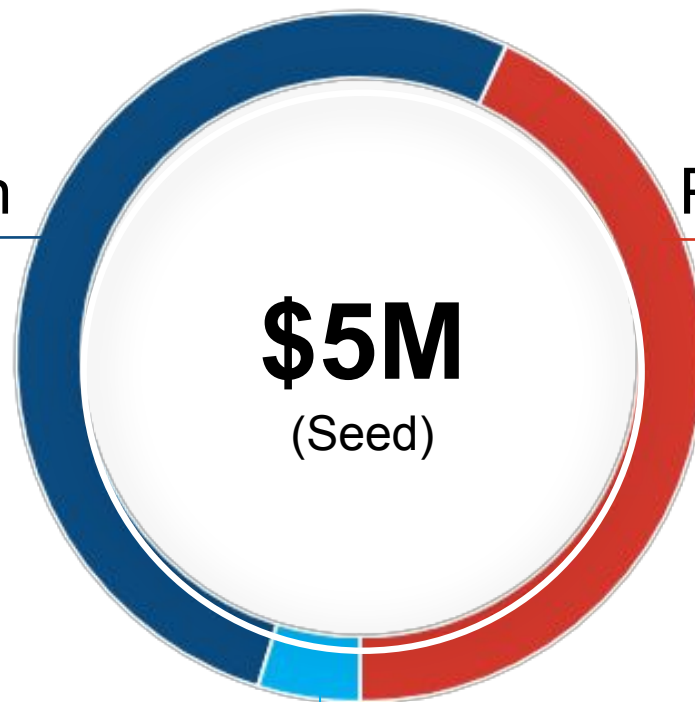
Our Ask

Customer Acquisition

50%

Product Development

40%

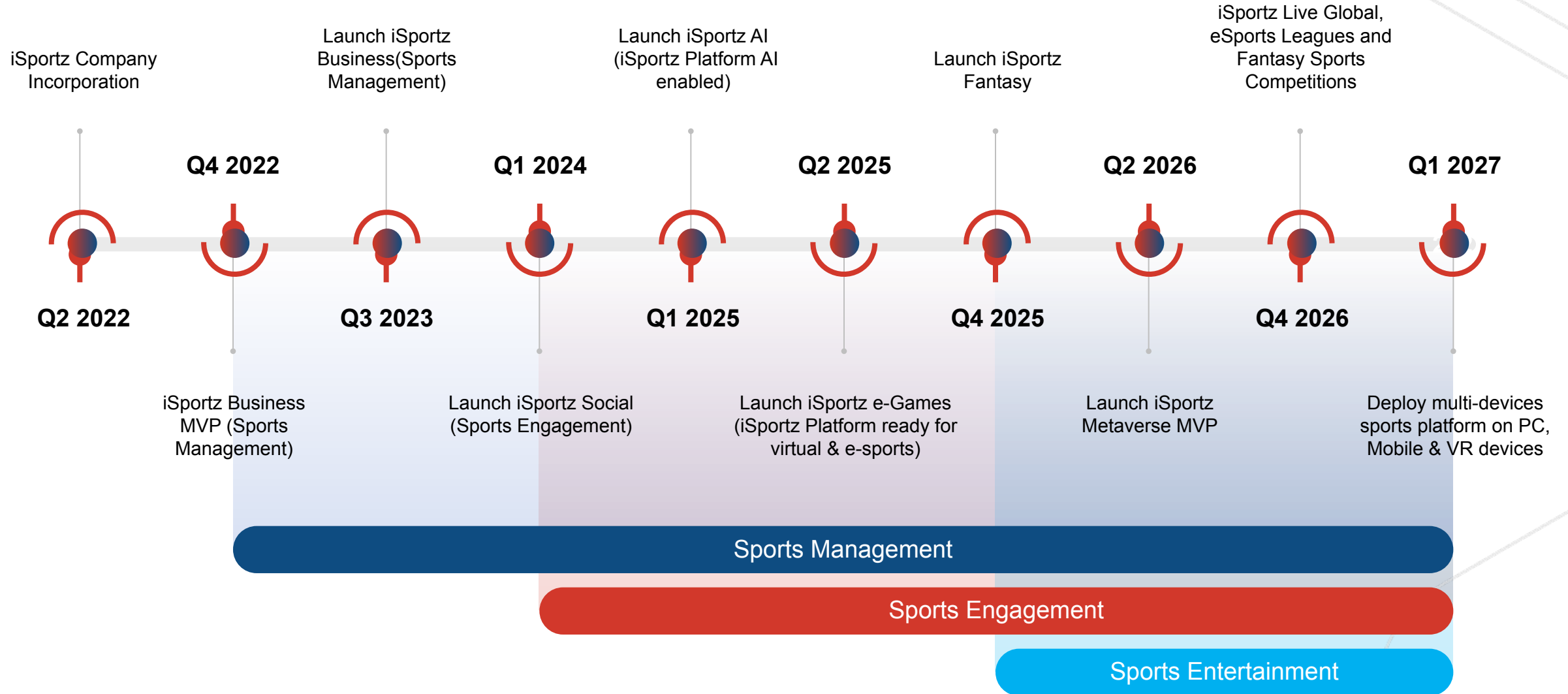


\$5M
(Seed)

Operations

10%

Roadmap



Future Projections



Year	ARR (\$Mn)	Organizations	Active Users (Mn)
Year – 1	1.06	12	0.18
Year – 2	3.75	59	0.79
Year – 3	7.6	118	1.99
Year – 4	13.8	191	3.99
Year – 5	24.3	285	7.98

Marketing strategy

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In-House Digital Marketing team

Partnering with lead generation companies

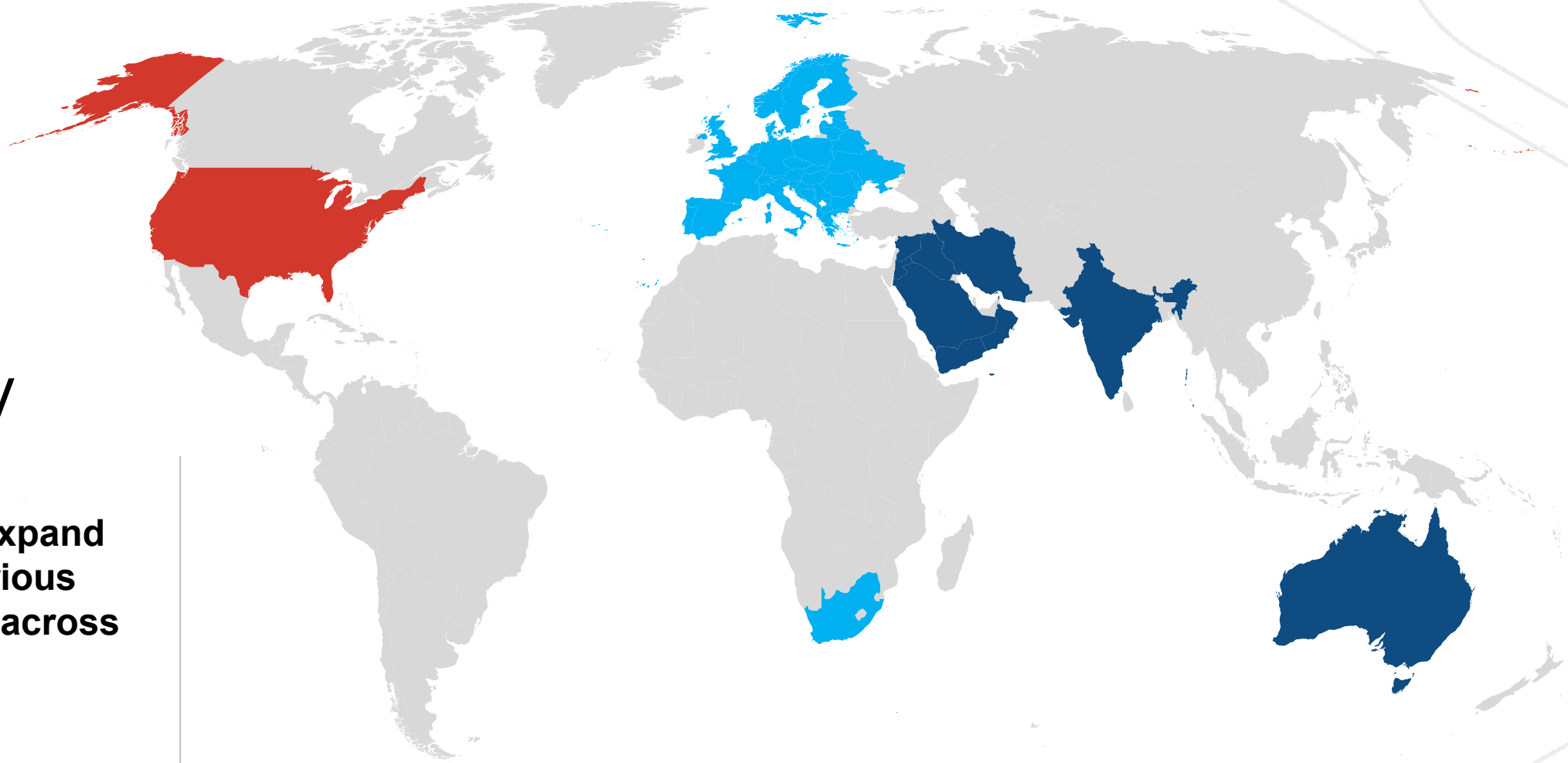
Referral programs

Webinars and participating in industry standard events

GTM Strategy



iSportz will expand further to various geographies across the globe



Phase 1



Phase 2



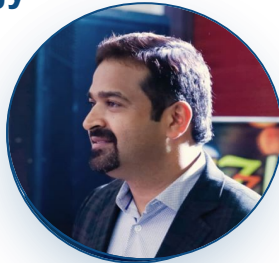
Phase 3

A stellar team

Co-Founder/Business Strategy

Vijay Krishnan

20+ Years in executive and Sports tech experience



Founder & CEO

Arathi Rajagopalan



MS from University of Texas

Co-founder of Integrass grown into a multi-million-dollar business

Co-Founder/Technology

Rohan Rajagopalan

Cloud Solution Architect

16+ years experience building enterprise scale SaaS solutions



Co-Founder/Business Growth

Mike Sunners

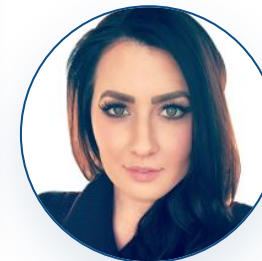
Sales/CRO leader
Extensive experience in Sports, SaaS products, sales strategy & revenue growth



Co-Founder/Product Strategy

Lindsey Roberts

7+ Years in sports technology and product management



Advisors & Investors



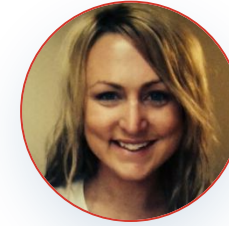
Advisors



DJ Wabick



Kevin Reynolds



Jami Lobpries



Rich Abend

Advisor/
SaaS/ Sports/
Health & Fitness



Investors



PHOENIX HOLDINGS



THANK YOU

iSportz

