AtWin

Creating sports ecosystem for academies, coaches and players



5-Apr-2023



OPPORTUNITY in SPORTS COACHING

1

ACADEMIES

Large pool do not use technology

2

COACHES

Independent coaches looking for opportunities

3

PLAYERS

Majority looking for coaches



SOLUTION FOR

ACADEMIES

1. Manage end-to-end **backend operations**
2. Accelerate **customer acquisition**
3. Attract **coaches**

COACHES

1. Find **Players**
2. Increase **Customers**
3. Find **Academies**

PLAYERS

1. Find **Coaches**
2. Manage **Schedules**
3. Track **Progress**

This is the Time

1. Post COVID, sports is trending

2. Sports coaching industry is highly **unorganised**

3. Most businesses do not use **technology**



OUR OFFERING

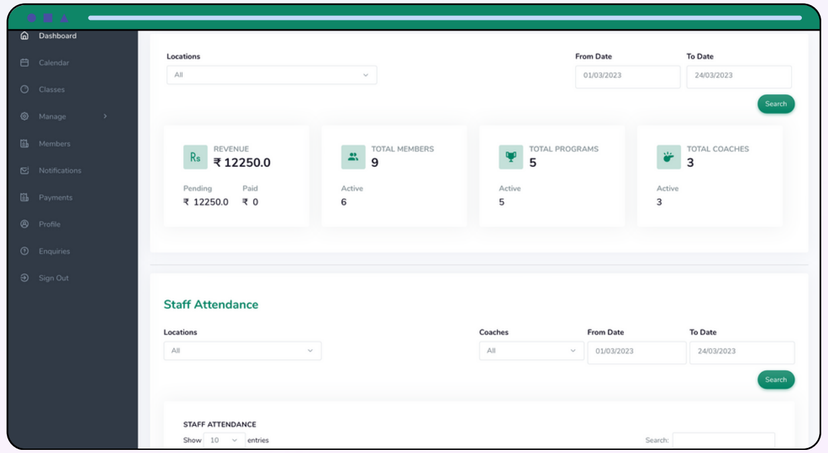
Web/Mobile App

- Admin Dashboard
- Coach Login
- Player Login



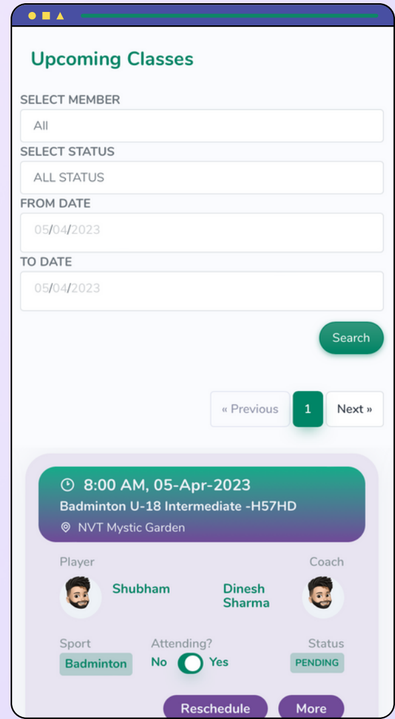
Custom Programs

- Follow holistic approach
- Single program, multiple academies



Discoverability

- Leverage social media
- Run campaigns
- Cross selling



COMPETITION

India

spynPRO

KheloMore

AcadWare

MACHAXI

Global (US Based)

sportsengine

COACHUP

@WIN

1. End-to-end **backend solution** to academies
2. Partner with academies to **increase customer base**
3. **Ability to scale** fast

MARKET ANALYSIS

PHASE 1: Sports Training in India

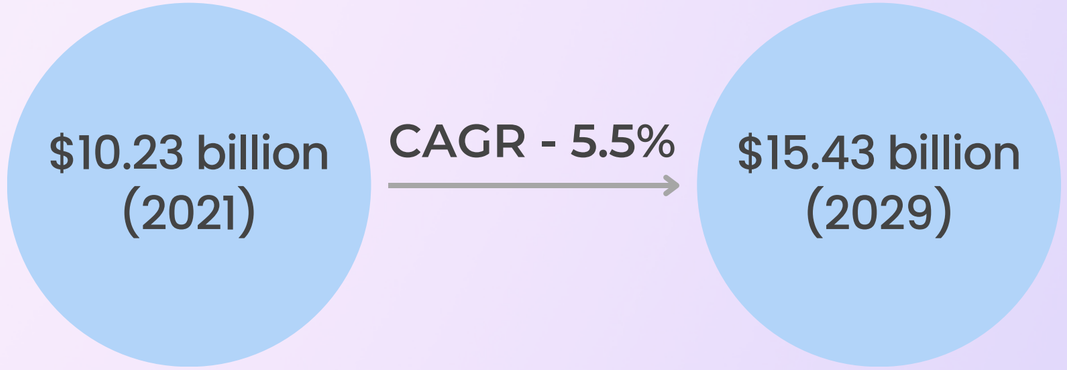
Total Addressable Market: $2 B*



TARGET:

Young Indians training in academies, schools, universities and residential communities

PHASE 2: Sports Training Globally



SOURCE:

GreyViews: Sports market size report

Assumption: based on 4 most popular sports

* Based on Bottoms up calculations

BUSINESS MODEL

Blend of Subscription & Commission Fee Model

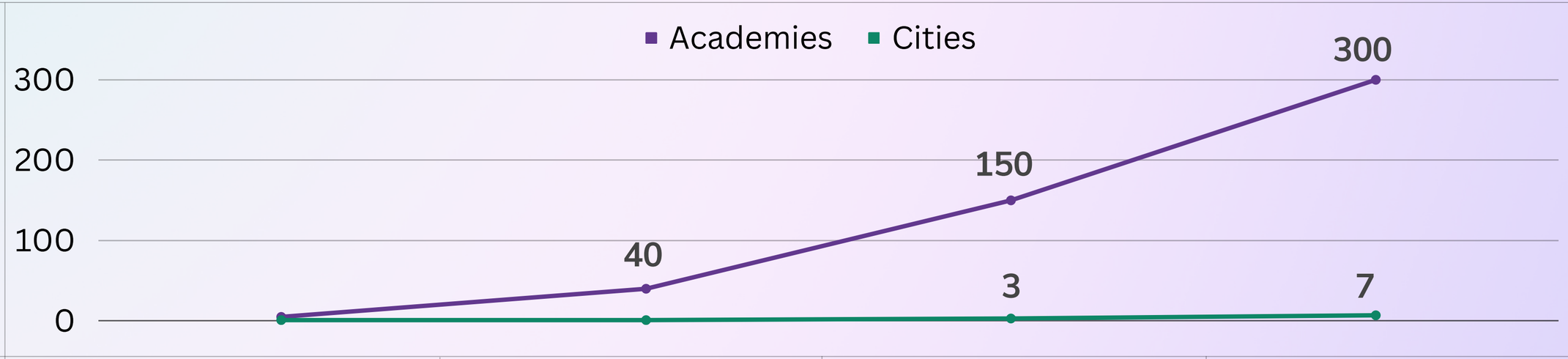
From Academies

1. **Active Players**
   Monthly Subscription
2. **New Player**
   Commission
3. **Onboarding**
   One-time Fee

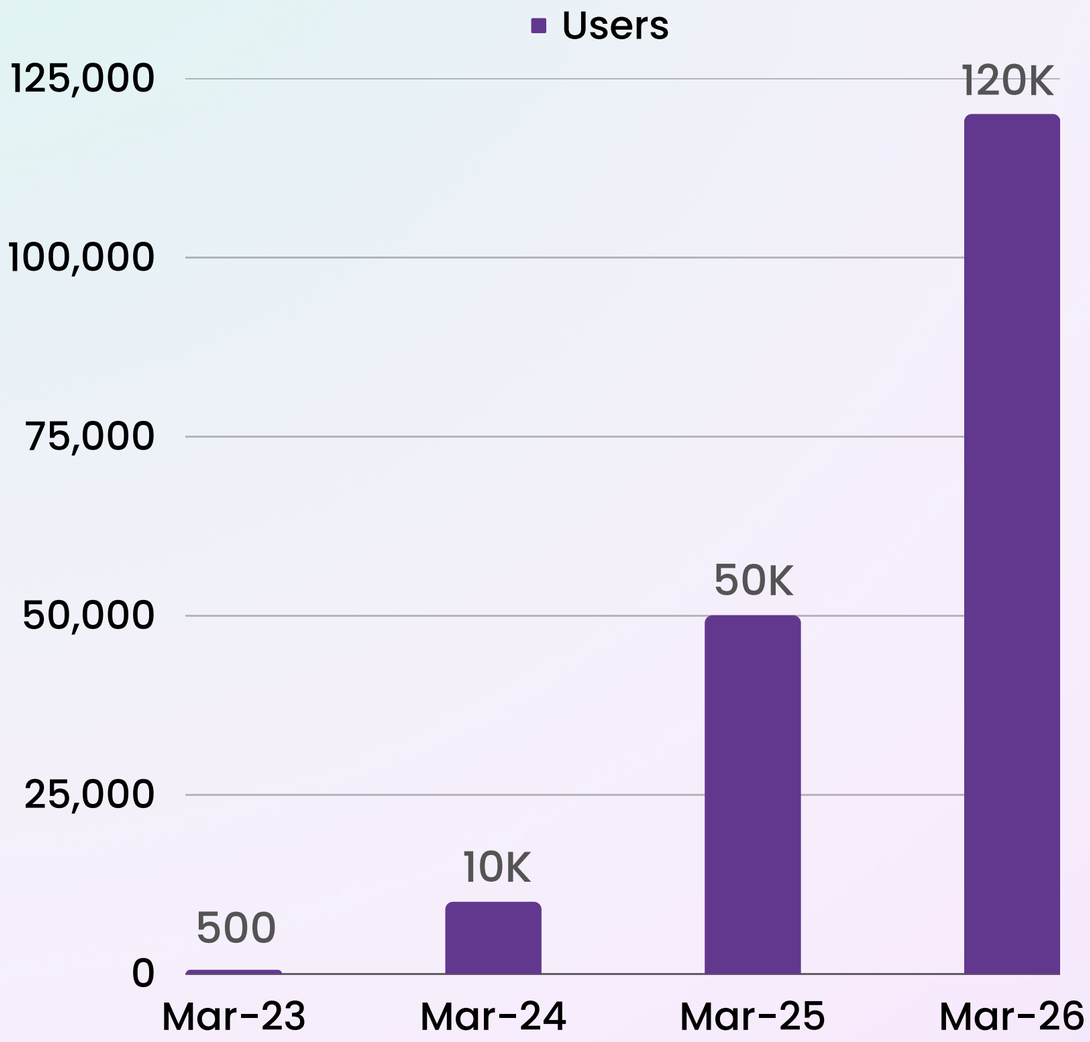
Upcoming Revenue Verticals

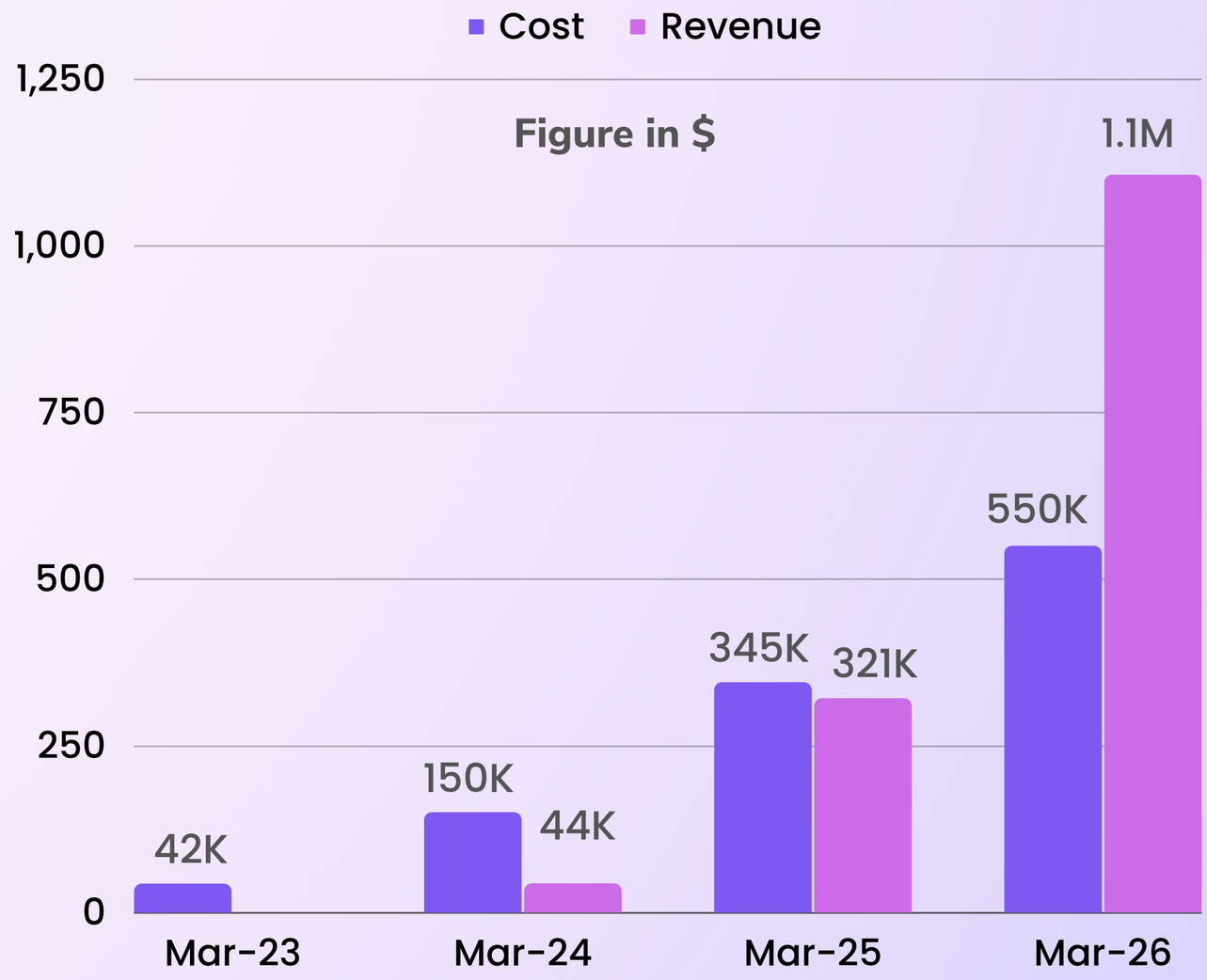
1. Players Subscriptions
2. Tournaments
3. Advertisements
4. Coaches Training & Certifications
5. Merchandising

BUSINESS ROADMAP

	Today	By Mar-24	By Mar-25	By Mar-26
Business				
Product Features	End-to-end backend operations Find coaches Payments	Progress tracking Leaderboard Tournaments	Coaches training Networking for coaches & players Advertisements	Merchandising E-commerce

FINANCIAL PROJECTIONS

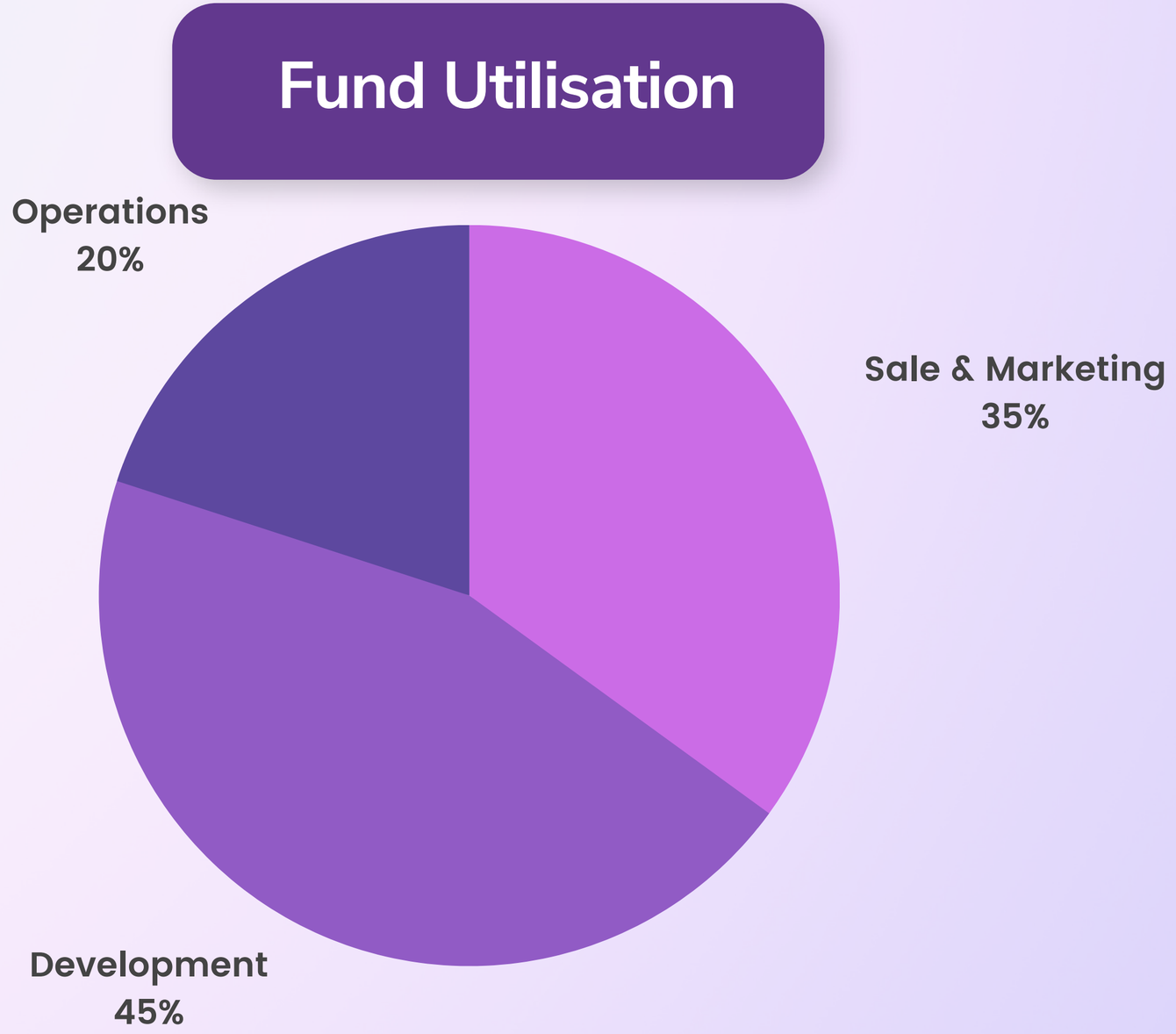




OUR ASK

Ask: $300K

Convertible note
2-year runway



OUR TEAM



Lalit Narain Sharma

Founder & CEO

20+ years of product building experience

Certified Yoga Instructor, Regular Runner

B.Tech., CSE, IIT-BHU, 2000



Vidya Venkatasubramanian

Head of Engineering

20 years in Web Technologies & database management

Technical Advisors



Bhasker Sharma

Marathon Runner

Business,
Product Development



Saurabh Vyas

Founder, Yobny Tech

Business,
Product Development

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THANK YOU!

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