

athlenda

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Tracking Talents Creating Legends

- A platform that **tracks, promotes and connects the sports expertise.**
- A place where **amateur and semi professional athletes can spread the world with their talent.**
- With the use of a **video analysis tool**, sport **moments** are **tagged, organized in a media library** and thus **shared** with the **decision makers** as a **proof of their talent.**

# Sports is all we do. We know the business



**Lazaros Papadopoulos**  
Founder

Professional Basketball Player  
Current President of the Basketball  
Team GBA



**Nikos Sfingos**  
Co-Founder / Technical Lead

Serial entrepreneur  
18 yrs experience in Scouting &  
Sports Video Analysis  
PhD Candidate  
MSc in Information Technology  
BA in Physical Education



**Manolis Tsagkaridis**  
Co-Founder / Operations Manager

International Business Executive  
Managing director at basketball  
team GBA  
BSc in Economics  
International MBA



**Eugenia Zachariadou**  
Co-Founder / Head of Marketing

Marketing Executive  
Marketing Manager at basketball  
team GBA  
BSc in Business Administration  
MA in Marketing Management



**Costas Vasiliou**  
Advisor  
Co-Founder,  
Chief Customer Officer at Schoox



**Panagiotis Gezerlis**  
Advisor  
eCommerce Professional,  
eBusiness Consultant and Trainer  
CEO & Head Consultant at Convert Group

## Team of experts

- A team of 6 Programmers (Frontend - Backend -Mobile)
- 1 Web designer, UI/UX expert
- Legal services
- Accountant (international)

Experts acknowledge that ‘while sports industry flourishes, it creates too many hopefuls for too few positions’ (New York Times)

## > Reality



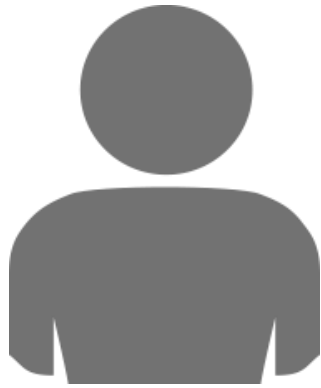
**CYRIL**

by Cyril Fuh

7 months ago • 43 views

Cyril, a Cameroonian player, 18 years old, pursuing his international career. He has prepared a couple of videos in order to share his skills with the world and uploaded them to YouTube. Unfortunately, numbers indicate that Cyril's strategy is completely pointless. His video has got 43 views! Far away from the right eyes, the decision makers that will change his future.

## Problem: Lack of reliable access

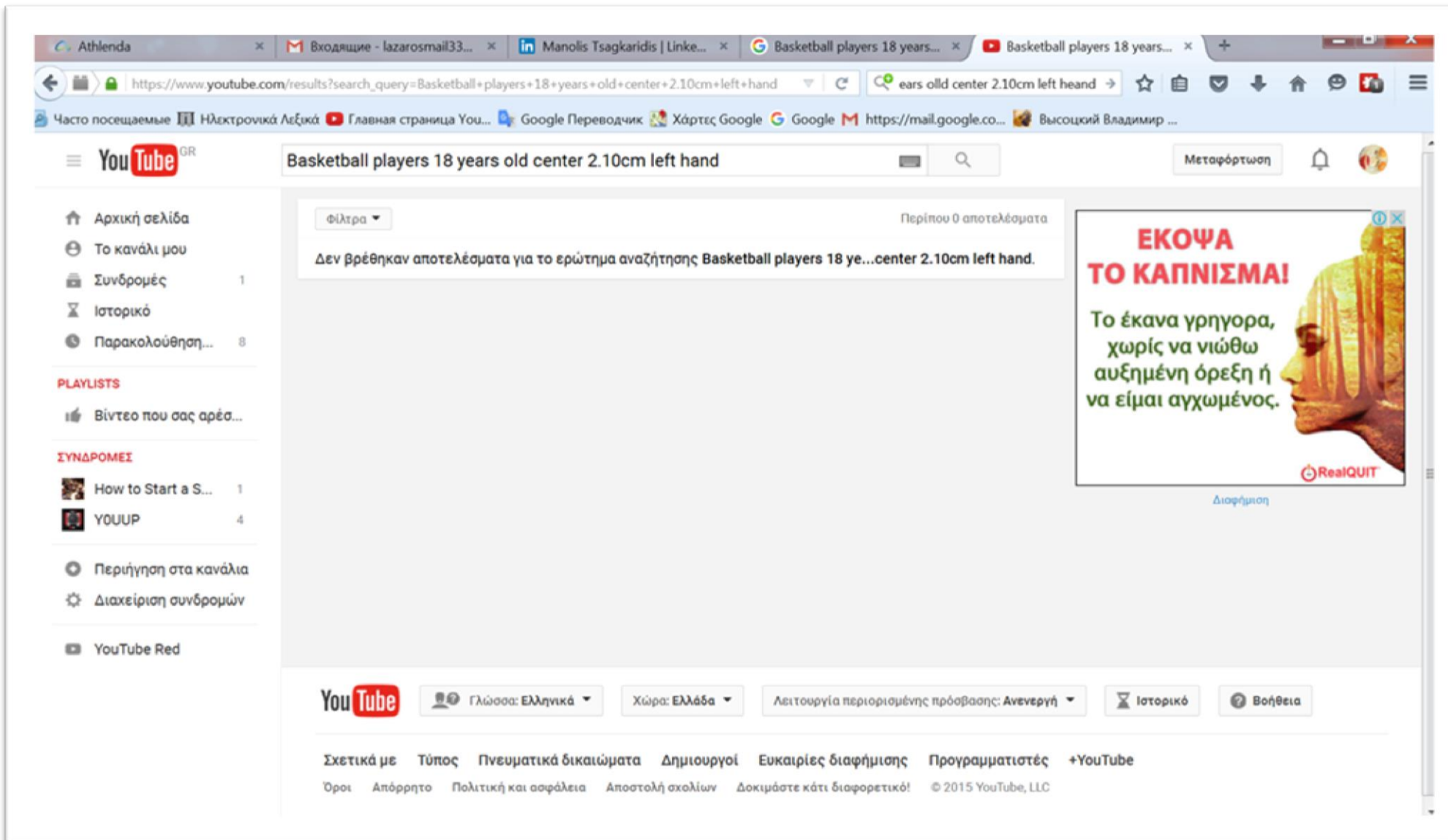


athlete



scouts

$100/3$  VS  $10.000/3$   
Athletes / Scouts Athletes / Scouts



The screenshot shows a web browser window with multiple tabs. The active tab is a YouTube search results page for the query "Basketball players 18 years old center 2.10cm left hand". The browser's address bar shows the URL: [https://www.youtube.com/results?search\\_query=Basketball+players+18+years+old+center+2.10cm+left+hand](https://www.youtube.com/results?search_query=Basketball+players+18+years+old+center+2.10cm+left+hand). The YouTube interface is in Greek. The search bar contains the same query. Below the search bar, a message states: "Δεν βρέθηκαν αποτελέσματα για το ερώτημα αναζήτησης Basketball players 18 ye...center 2.10cm left hand." (No results were found for the search query...). On the right side of the page, there is a large advertisement for "RealQUIT" with the headline "ΕΚΟΨΑ ΤΟ ΚΑΠΝΙΣΜΑ!" (I QUITTED SMOKING!) and a testimonial: "Το έκανα γρήγορα, χωρίς να νιώθω αυξημένη όρεξη ή να είμαι αγχωμένος." (I did it quickly, without feeling increased appetite or being stressed). The footer of the page includes links for "Σχετικά με", "Τύπος", "Πνευματικά δικαιώματα", "Δημιουργοί", "Ευκαιρίες διαφήμισης", "Προγραμματιστές", "+YouTube", "Όροι", "Απόρρητο", "Πολιτική και ασφάλεια", "Αποστολή σχολίων", "Δοκιμάστε κάτι διαφορετικό!", and the copyright notice "© 2015 YouTube, LLC".





The screenshot displays the athlenda mobile application interface. On the left is a blue sidebar with the following elements: the athlenda logo, a 'YOUR STRENGTH' progress bar at 58%, and icons for 'MY PROFILE', 'VIDEO FEED', and 'NETWORK FEED'. The main content area features a 'SUCCESS STORY' header above a collage of basketball action photos. Below the collage, the profile of 'Giannis Giannoulis' is shown, identifying him as a 'Basketball - Professional athlete' and listing his team as 'GIANNIS GIANNOULIS PAOK'. The top navigation bar includes 'Search', 'Report an issue', and user account options like 'Home' and 'My profile'.

athlenda

YOUR STRENGTH  
58%

MY PROFILE

VIDEO FEED

NETWORK FEED

Search Report an issue Home My profile

**SUCCESS STORY**

Giannis Giannoulis  
Basketball - Professional athlete  
GIANNIS GIANNOULIS PAOK

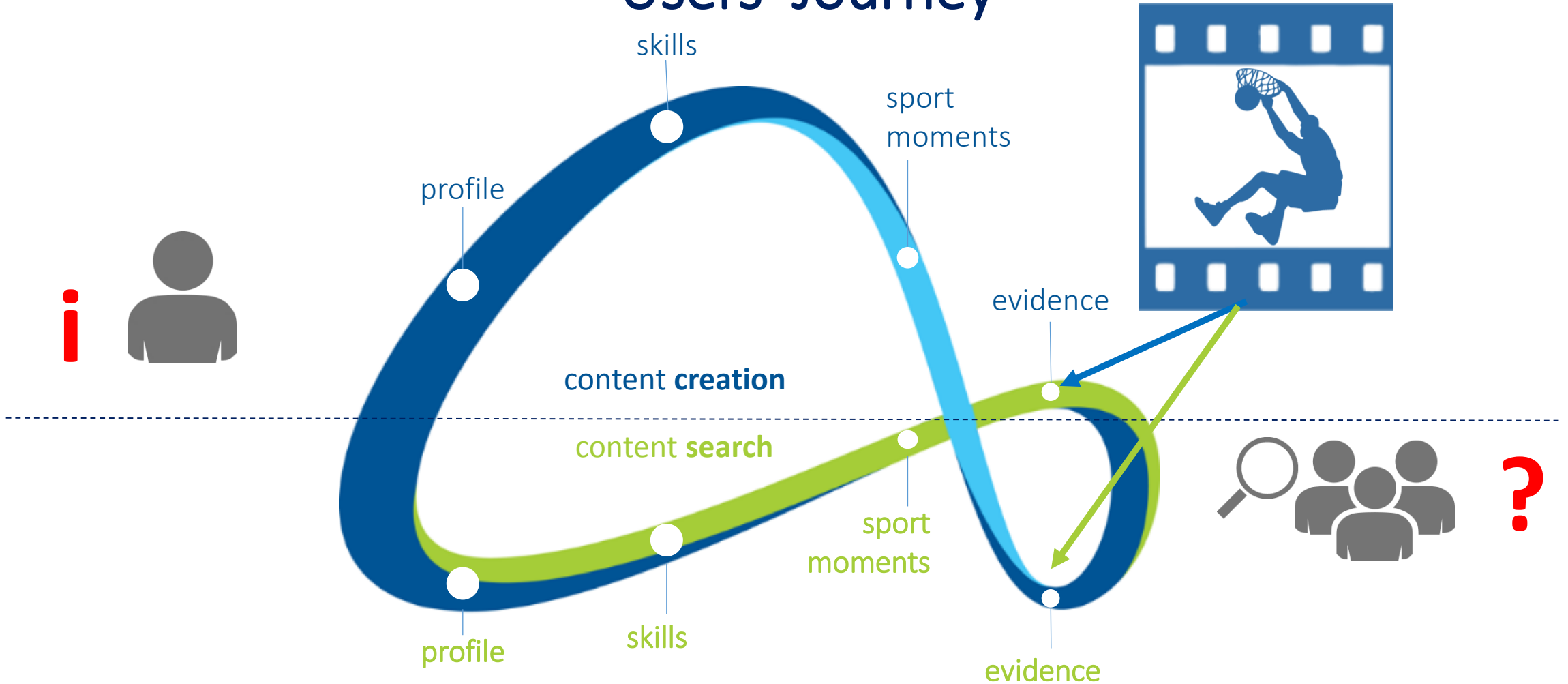
Account Upgrade



## What is unique about it



## Users' Journey



## How it works

### Step 1 Profile & Skills

**ILIAS MELETIS**

Sports Profile Visual Map Sports Calendar Publicity Stats

**BIO**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do mod tempor incididunt ut labore et dolore magna aliqua. Ut enim inrim veniam, quis nostrud exercitation ullamco laboris nisi ut ea ex commodo consequat. Duis aute nure dolor in reprehende voluptate velit esse cillum dolore eu fugiat nulla pariatur. Except occaecat cupidatat non proident, sunt in culpa qui officia deser mollit anim id est laborum.

**USER TYPE** Amateur athlete

**RESIDENCE** Thessaloniki, Greece

**GENDER** Male

**ADDRESS**

**BIRTHDAY** 1980, April 10th

**EMAIL** ilias@meletis.com

**NATIONALITY** Greek

**PHONE** +30 6947 604216

**LEVEL** Amateur

**POSITION** Marathon Runner

**STARTED PRACTISING** 03.22.2010

**CURRENT TEAM**

**PREVIOUS TEAMS**

**OTHER SPORTS** Basketball, Tennis

**DISCOVERABILITY** Available

**1-PTS** 65% **2-PTS** 65% **3-PTS** 65% **ASSISTS** 12 **REBOUNDS** 5

### Step 2

Video Evidence 

Stephen Curry Top 10 Crossovers 2014-2015 MVP Season!

Pelopidas Mpalampongoukius Jul 22, 2015 Basketball 11 Scouts

**Annotated Scenes**

Search scenes **Play all**

06 SEC - DRIBBLE - NIKOS SPINOS

07 SEC - SHOT - 3 POINT

03 SEC - DRIBBLE - 1 ON 1 - 2 POINT PELOPIDAS MPALAMPONGOUKIOS

04 SEC - DRIBBLE - 1 ON 1 - 3 POINT PELOPIDAS MPALAMPONGOUKIOS

11 SEC - DRIBBLE - PICK AND ROLL - TURNOVER

**START** [00:00] **STOP** [00:00] **REPLAY** [00:00] **POST ON WALL**

**DESCRIBE YOUR SCENE**

Choose offense Choose defense Choose special situations

**SAVE SCENE**

**GET USER'S NAME** Type a friend's name

**8** 2-point videos Rank #2 among friends

**3** 1 on 1 videos Rank #2 among friends

**1** 1-point videos Rank #1 among friends

**1** Fouls received videos Rank #1 among friends

### Step 3

Network 

Type here a username

User Type Main Sport Level Gender Nationality Available

123 Results for Mark

**MARK JOHANSON** Scout

**HELEN REMAZ** Manager

**ERIC STALISH** Scout

**LOREN KARMA** Scout

**PREMIUM ACCESS TO ATHLENDAS CONTENT**

Narrow your search by using the following criteria

Basic info Professional Basketball All Levels Male Spanish Available

Age Location Weight Height








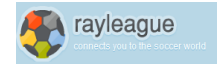

Sports career Best Hand Position Current Team Previous Teams

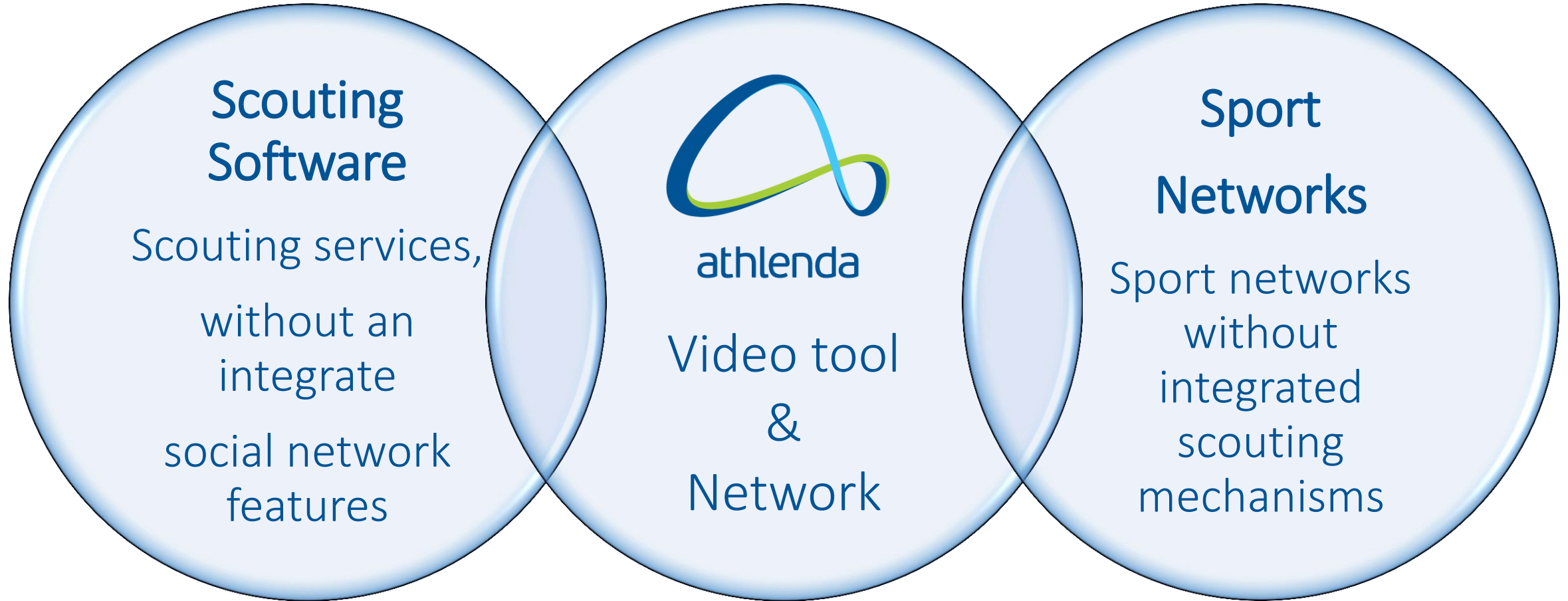
Stats 65% 1 pts 65% 2 pts 65% 3 pts 15 assists 22 rebounds

Annotated Scenes Mainly interested in Action Type Result Specify what the targeted user is following in Athlenda

**SEARCH**

## Competition matrix

|  |  |  |  |  |  |  |  |  |  |
|--|---|---|--|---|---|---|---|---|---|
| Multiple sports                                      | -   | -   | -  | -   |   |   |   |   |   |
| Multiple user type<br>(athlete, agent,<br>club, etc) | -   | -   | -  | -   |   |   |   |   |   |
| User is the content<br>contributor                   | -   | -   | -  | -   |   |   |   |   |   |
| Video Analysis                                       | Yes   | Yes   | Yes  | Yes   |   |   |   |   |   |
| Networking<br>features                               | -   | -   | -  | -   |   |   |   |   |   |
| Price range  | Over 10.000€<br>per/year  | Over 1.000€<br>per/year   | Depends on<br>country's<br>negotiation   | 60.000€-<br>250.000€  |   |   |   |   |   |



## Go to market



Total addressable market in Europe

50.000.000 athletes

1.500.000 scouts

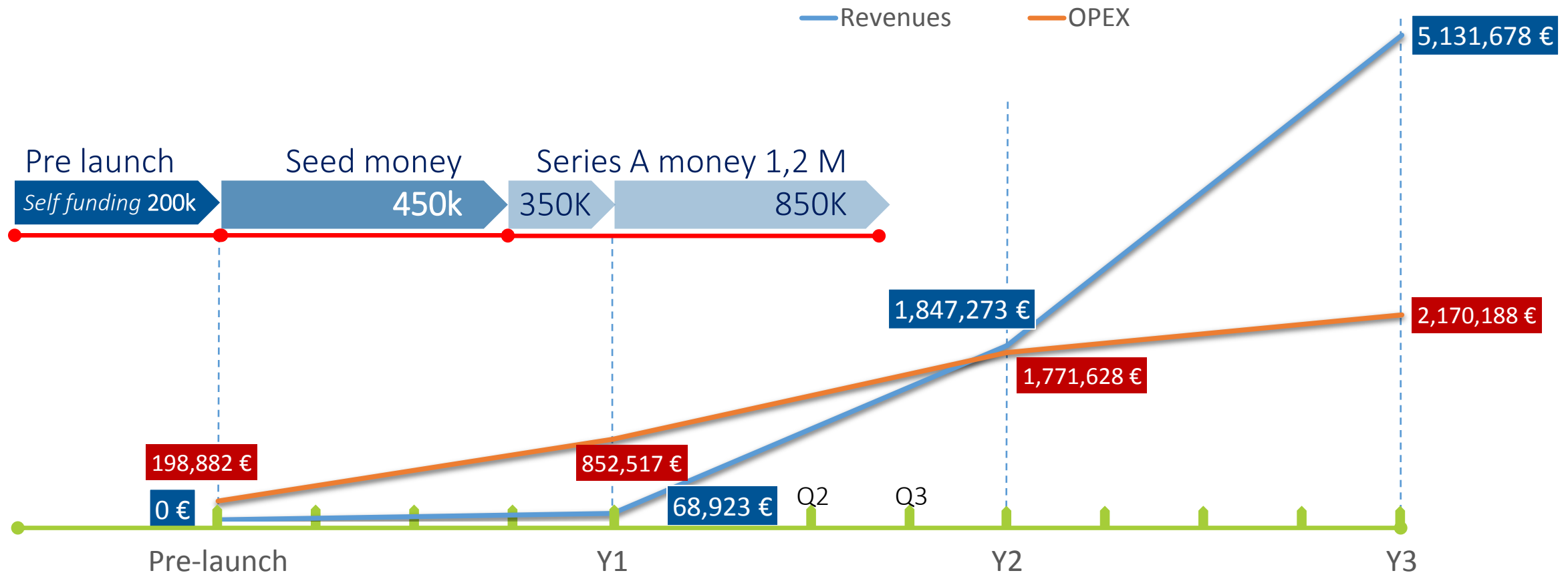


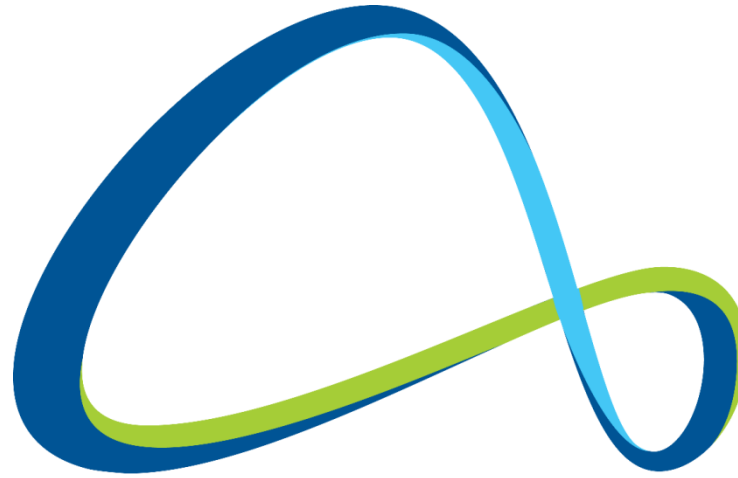


## Monetization

|          |           |                  |              |                  |
|----------|-----------|------------------|--------------|------------------|
| Who      | Scouts    | Athletes         | Athletes     | Professionals    |
| What     | Premium   | Featured listing | Boosted post | Direct campaigns |
| How much | 499€/year | 99€/year         | 5€           | 99€              |

## Funding milestones





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Thank you for your attention

[www.athlenda.com](http://www.athlenda.com)

[info@athlenda.com](mailto:info@athlenda.com)