

be social, be informed, be a star !!!



A UNIVERSAL NEED

With more than **1 billion** soccer players worldwide, there is no other sport played on the same scale as soccer, and the popularity of the game is increasing exponentially, especially at the amateur level and in developed countries, after the "boom" of the installation of turf fields. In North America and in Spain, **soccer participation has increased** in a 13% and 17%, respectively in the last five years. These amateur players participate in soccer within the framework of an extremely busy life and they want to blend their sport participation into it! Players are inundated with e-mails and messages about their team news and currently don't have an online avenue to discuss their sport participation and display their statistics and talents for all to see. At the same time, all of them, regardless of their level, deserve to feel like a professional.



A UNIQUE SOLUTION

Digital Team is an exciting new platform, with a website and mobile applications, that enhances the whole experience of amateur soccer players. Our company provides these individuals with three principal benefits:

- Vastly enhanced communication with their teammates, coaches, and other players just like them. DigitalTeam gives players an opportunity to discuss their last match, that bad decision the referee made, or debate how their team can be better, wherever and whenever!
- The ability to organize their sporting life like never before, allowing the players to keep track of matches, training sessions, team announcements and everything in between.
- Building their own, "professional" soccer profile that they can put on display for anyone they choose, including videos, blogs, and personal statistics.



THE ROAD TO LEADERSHIP (MARKETING PLAN)

There are many ways of approaching this massive target market. However, there is one that no other company has applied on a large scale before: target those organizations that all of the amateur players have in common, the **leagues** that they play in and the **clubs** that they play for.

Offering our services totally free to these leagues and clubs we will

ensure that DigitalTeam is adequately promoted and accessible to every amateur player in the world. In exchange, these leagues will get a unique and attractive tool to communicate and interact with their players (notifications, advertising, events...), unlimited access and use of the audiovisual material of their players and greater exposure of their organi-

zations in various social media. There is no downside to DigitalTeam. **So far, we have closed deals with all the leagues we have approached, three in Canada and three in Spain, that will provide us with 12,000 players as users. For February, when the product is launched, we will have, at least 30,000 users.**



THE FUTURE OF SOCCER: DIGITALTEAM



■ DigitalTeam is set to rapidly become the standard in soccer social networking, providing an online gathering place for all amateur players.



■ Our product will provide the incomparable experience of being inside a real soccer dressing room. Users will get all of their crucial soccer information immediately on the main page.



■ Players will be encouraged through different "contests" to upload their pictures and videos. DigitalTeam will therefore stand as the main audiovisual and graphic amateur soccer content generator.