

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.



OUR COMPETITORS, OUR DIFFERENTIATION

In such a massive and fragmented market, none of the other online platforms focused on soccer (Futoblinker, Timpik, Soccer Mash), has managed to become the standard. Here are some reasons.

DIGITAL TEAM

- Focused solely on amateur players, the heart of the beautiful game.
- Interactive and appealing website and accompanying mobile applications for phones and tablets.
- Available in multiple languages (English and Spanish to start).
- Targets users from the same leagues, clubs, and teams.
- Interactive, fun and varied content that ensures users' stickiness.

COMPETITORS

- Focused on fans, professional players.
- Functional website, with some companies having basic phone applications.
- Most available in one language only.
- Target individual users.
- Don't have enough content to keep users coming back.
- Don't focus on the player's needs as athletes.



STAGES OF DEVELOPMENT

STAGE 1 ■ March 2011 - Feb 2012

Development of the product, forming partnerships with leagues and clubs.

STAGE 2 ■ Feb 2012 - Dec 2012

Launch of the product, reaching 100,000 users at the end of the year in Spain and North America.

STAGE 3 ■ Dec 2012 - Dec 2013

Final expansion to all North America and Spanish locations, reaching 400,000 users.

STAGE 4 ■ Dec 2013 - Feb 2014

Launch of the subscription service "DigitalTeam Elite" and ambitious international expansion. Product available in new languages.

STAGE 5 ■ Feb 2014 - Dec 2015

Product available in most major languages in the world, reaching 2,000,000 users Worldwide.

OUR BUSINESS MODEL



* DigitalTeam Elite is an exclusive subscription service that will offer our users the ability to keep track of their development, identify their strengths and weaknesses as players and improve them according to our innovative evaluation reports.



FINANCIAL DATA

	year 1	year 2	year 3	year 4	year 5
# of users	131,000	500,000	1,200,000	2,100,000	5,000,000
# of Elite subscriptions	0	0	120,000	315,000	1,200,000
Sales	6,260	33,520	752,500	1,799,000	6,540,000
Costs	180,000	170,000	378,000	568,000	818,000
Net profit	-175,900	-139,456	259,174	857,334	4,001,024

* Elite Version Subscriptions will be charged at 5 euros per year.



KEY TEAM MEMBERS

DigitalTeam's management team is strategically located in Spain and Canada, our first target markets. James and Jaime have a deep knowledge of the industry, in which they have a vast network of contacts with leagues and clubs.



Jaime de Mora

- MSM 2011, IE Business School
- Degree in Journalism/Communications, Champions League Broadcaster.
- Entrepreneurial experience founding 3-O Sports Management



James Miller

- MSM 2011, IE Business School
- Degree in Physical Education and Biological Sciences
- Entrepreneurial experience founding 3-O Sports Management



Miquel Giner

- Degree in Internet Programming, Multimedia Applications, Law and Internet.
- Designer and consultant on usability, branding, and intellectual property.
- Entrepreneurial experience founding fundigital.es

