

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



A UNIVERSAL NEED

With more than 6 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 tropical countries, after the "boom" of its introduction to the US, in North America and in Spain. **Soccer participation has increased** in 47% and 27%, 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 find an online avenue to discuss their sport participation and display their statistics and talents for all to see. At the same time, all athletes, regardless of their level, clamor to be like a professional.



A UNIQUE SOLUTION

DigitalTeam 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:

- 1. **vastly enhanced communication with their teammates, coaches, and other players just like them.** DigitalTeam gives players an opportunity to discuss their performance, that has become the referee made, to establish how their team can be better, whatever unit/club/team.
- 2. **The ability to improve their coaching by the news before, allowing the players to be on track of matches, training sessions, team announcements and everything in between.**
- 3. **Building their own "professional" soccer profile that they can put on display for anyone they choose, including others, fans, and personal relations.**



THE ROAD TO LEADERSHIP (MARKETING PLAN)

There are many ways of approaching the 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 service today free to these leagues and clubs so we will

ensure that DigitalTeam is widely and prominently and accessible to every amateur player in their world. In exchange, these leagues will get a unique and attractive tool to continue to make and interact with their players (notifications, advertising events...), valuable content and use of the excellent material of their players and greater exposure of their organ-

izations in various social media. There have already been 1000+ clubs in the US that have closed deals with all the leagues we have approached. There is Canada and there is France, that will provide us with 20,000 players or users. In February, when the product is launched, we will have, at least 50,000 users.



THE FUTURE OF SOCCER: DIGITALTEAM



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

2. **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.**

3. **Players will be encouraged through different "workflows" to upload their pictures and videos. DigitalTeam will therefore stand as the main repository and graphic amateur soccer content generator.**