SportsLogo.com – Business Overview

1. Executive Summary

SportsLogo.com is the first-of-its-kind **sports design platform** built to serve athletes, teams, and fans with hyper-individualized branding and merchandising tools. It offers:

- The **largest and most detailed collection of customizable sports icons** globally

- A powerful, **template-based, AI-powered in-browser SVG editor** requiring zero design skills

- A unique **athlete fundraising model** enabling athletes and teams to sell branded merchandise

We aim to become the **Canva of Sports Design**, with monetization streams across icon sales, template access, design tools, and on-demand merch storefronts. Sports Logo, Inc., founded by John Brier, B.S., MBA. John Brier has founded three companies that each became the largest in the world in their sectors. BroadcastAmerica became the largest internet broadcaster in the world in the late 1990's and early 2000's, reaching a private company valuation of $300 million. TinBu, founded in 2005, grew to become the largest lottery data company in the world, selling to Nasdaq listed Lottery. Com in 2018 for $20 million. In 2024 Brier received a U.S. patent for the Vitality Booth, the world's leading wellness device that combines red light and halotherapy, which currently generate $30 million in annual revenue. See www.BrierJohn.com for more background information.

2. The Problem

- Athletes, student players, and amateur sports teams globally lack access to high-quality, sport-specific branding tools

- Platforms like Canva, Getty Images and Shutterstock are too generic and not tailored to sports, limiting uniqueness and customization options

- Creating custom merch often involves disconnected tools and services, making it expensive and inefficient

- No unified solution exists for sports-specific icons, editable templates, and direct-to-merch workflows

- Athletes with growing personal brands lack tools to capitalize on their audience through design and merch

3. Our Solution

SportsLogo.com is an MVP-stage platform that lays the groundwork for a unified, design-first sports branding ecosystem.

MVP Accomplishments over past 16-months

- 3,000+ hand-drawn copyrighted SVG icons across 100+ sports, tagged by sport, gender, position, and style
- 5 icon styles completed (Classic, Promax, Motion, Action, Splash), with 2 more in production
- Fully responsive in-browser SVG editor using **Fabric.js + React** with advanced custom tools
- Editable template categories for athlete logos, player cards, team badges, and flyers
- Credit-based purchase system with Stripe integration
- Admin dashboard and infrastructure powered by **Ruby on Rails + AWS S3**
- Cost efficient world-class tech team established in Pakistan, delivering tech and digital assets at 25% of costs in U.S.

Key Requirements for Commercial Launch

- **Subscription system** for recurring user plans
- **OAuth (Google/Apple) login** for easier onboarding
- **Bundling and multi-icon editing** to offer scalable design customization
- **Advanced analytics** to understand usage and retention

With a few weeks of focused development, we can fully commercialize the platform and lead the global sports design space.

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4. Development Status

Current Capabilities

- MVP is **fully functional**
- User login with Devise + JWT
- Stripe-integrated credit system
- Admin panel for icon/template uploads, category management, and pricing
- Editors built in **React + Fabric.js** with responsive TailwindCSS UI

Tech Highlights

- Real-time icon color and layout editing
- Export engine supports SVG, PNG, JPG, and PDF with transparent backgrounds
- Advanced canvas tools: text styling, shape tools, auto-align, image framing, shadows

Live Stats

- 3,000+ icons across 100+ sports
- 5 styles complete, 2 in development
- 20+ editable design templates available

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5. Immediate Development Roadmap (0–3 Months)

Feature	Description	Timeline
Icon Bundling	Bundles by sport/style/gender (e.g. Baseball Classic Set, Female Goalies)	2–4 weeks
Multi-Icon Editor	Apply edits to an entire icon bundle simultaneously	2–4 weeks
Subscription Model	Monthly/annual access plans with premium benefits	2–3 weeks
Google/Apple Login	OAuth onboarding for simplified registration	1–2 weeks
Analytics Integration	Google Analytics + Mixpanel for data-driven product insights	1 week

6. Medium-Term Features (3–6 Months)

Feature	Description	Timeline
SDK Integration	Embed SportsLogo editor into platforms like Printify, Teespring, Shopify for direct-to-merch design	2–4 months
AI Enhancements	Smart design suggestions: themes, slogans, layout variations based on user input	1–3 months

7. Long-Term Vision

Merch Fulfillment

- Integrate with POD providers (Printful, Printify, Gelato)
- Allow direct merch customization and checkout via SportsLogo.com
- We design and market; partners handle production and shipping

Athlete & Team Stores

- Each user/team gets a branded merch store (e.g., sportslogo.com/stores/florida-33)

- Sell custom designs and merch directly to fans
- Enable fan engagement, sponsorships, and monetized branding

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8. Business Model & Revenue Streams

Revenue Stream	Description
Icon Credit Sales	On-demand purchases or bundles of icons
Template Credit Sales	Pay-per-download access to premium templates
Subscription Plans	Recurring revenue with tiered feature access
Merch Revenue Share	Commission from third-party merch provider sales
SDK Licensing	Licensing revenue from embedded use on partner platforms

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9. Marketing Strategy

SEO-Driven Growth

- Thousands of keyword-rich icon and template pages
- Examples: "female soccer logo template," "custom baseball SVG catcher"
- Structured URLs: `/icons/{sport}/{position}/{style}/{gender}`
- Blog content, downloadable freebies, and template guides

Athlete Influencer Strategy

- Sponsor student-athletes with custom logos and merch
- They promote their stores and tag SportsLogo.com
- Each athlete becomes a long-tail micro-influencer

Community & UGC Campaigns

- "Made with SportsLogo" gallery
- Design contests: best athlete logo, team store of the month
- Encourage sharing of edits and store links

B2B & Platform Partnerships

- Embed editor into POD services and youth sports platforms
- Create affiliate programs with leagues, schools, and coaches

Paid Advertising & Retargeting

- Meta, Google, and YouTube campaigns targeting athletes, coaches, parents
- Retargeting flows based on template/category interaction

Email Marketing & Activation

- Segmented onboarding based on user type (player, coach, parent)
- Highlight new designs, templates, features, and store successes

10. Competitive Edge

Feature	SportsLogo.com	Canva	Placeit	Shutterstock
Sports Icons	✓ (Largest library)	✗	✗	✓ (Static)
Full SVG Editor	✓	Partial	✗	✗
Hyper Individualization	✓	✗	✗	✗
Merch Integration	✓ (Planned)	✗	✓	✗
Fundraising Storefronts	✓ (Planned)	✗	✗	✗

11. Funding Requirements

We are seeking **$300,000 in friends and family round in exchange for 25% of company** to:

- Expand dev team to build subscription, SDK, AI, and merch tools
- Grow icon library to 25,000+ assets and 100+ templates
- Launch marketing campaigns targeting SEO, influencers, and sports orgs
- Finalize SDK and partner integrations
- File patent applications on Sports Logo technology and methods

12. Team Needed For Full Time Dev Office In Pakistan

Role	Key Responsibilities

Frontend Developer	React + Fabric.js features, multi-icon editing, UI polishing
Backend Developer	Rails API, subscriptions, admin systems, SDK logic
UI/UX Designer	Onboarding flows, responsive editor design
Full-Stack Developer	Support across editor, auth, file rendering
Graphic Designers (5–10)	Icon style expansion, template design across use cases
Marketing Lead	SEO strategy, athlete outreach, email flows
Content Writers	For SEO copywriting and marketing funnels content.
Partnerships Manager	SDK rollouts, affiliate partnerships, school/team onboarding
DevOps/Infrastructure	Deployment, performance monitoring, AWS/S3 optimization

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13. Closing Statement

SportsLogo.com is a bold new platform that empowers athletes and teams with creative control over their branding and merch. We combine intuitive tools, professional-grade assets, and powerful monetization features to deliver a first-mover solution in the sports design space.

Join us in building the Canva of sports branding.