

SPORTSPEAKS PITCH DECK

Title: Revolutionizing Nigeria's Sports Scene

Innovative Projects | Community Engagement | Talent Development

Problem Statement

Challenges in Nigeria's Sports Industry:

- Disconnect between grassroots and professional sports.
- Lack of community involvement and talent development.
- Insufficient commercialization and investment in sports infrastructure.

Our Solution

Sportspeaks: Transforming the Sports Landscape

How → MatchUp Platform: Connecting enthusiasts, organizers, and communities.

- **Talent Discovery:** Unearthing and nurturing grassroots talent.
- **Community Engagement:** Facilitating local sports events and activities.
- **Commercialization:** Driving profitable sports initiatives and investments.

Our Product

Bridging the Gap with MatchUp through

- **User Profiles:** Showcase skills and connect with others.
- **Event Management:** Easy setup, participant management, and logistics.
- **Community Impact:** Promotes local events and supports sports businesses.

Target Audience

Who We Serve:

- **Sports Enthusiasts (18-45):** Active in sports and technology.
 - **Aspiring Athletes:** Seeking development and career opportunities.
 - **Families:** Looking for recreational activities.
 - **Local Communities:** Fostering sporting events.
 - **Business Investors:** Interested in sports industry investments.
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Impact and Benefits

Delivering Social and Economic Impact

- **Community Engagement:** Simplified event participation and organization.
 - **Talent Scouting:** Easier discovery and development of local talent.
 - **Business Growth:** Boosting local sports businesses and generating revenue.
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Metrics of Success

Key Metrics to Track:

- **User Engagement:** Interactions and participation in sports activities.
 - **Business Uptick:** Increased visibility and revenue for sports businesses.
 - **Talent Sourcing:** Effectiveness in discovering and nurturing talent.
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Milestones

Achievements to Date:

- **Partnerships Secured:** Enhancing platform capabilities.
 - **Market Validation:** Confirmed need through surveys.
 - **Revenue Generation:** Established esports hub generating NGN 150,000/month.
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Team Overview

Our Dedicated Team:

- **Founder:** CEO, CFO, Product Director, Legal.
 - **Philip:** Projects Coordinator, Revenue Management, Content Creation, HR.
 - **Godwin:** CTO, Web Platform Management, MatchUp Development.
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Revenue Model

Sustainable and Scalable Revenue Streams:

- **Subscription Fees:** Premium features for advanced users.
 - **Event Hosting Fees:** Fees for organizing and managing sports events.
 - **Advertising Partnerships:** Targeted ads for sports-related businesses.
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Financial Projections

Revenue Projections for Next Year:

- **Subscription Fees:** ₦600,000,000 annually.
 - **Event Hosting Fees:** ₦40,000,000 annually.
 - **Advertising Partnerships:** Significant potential contributions.
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Funding

Current Funding Status:

- **Self-Funded:** ₦4,000,000 (\$2,700) for web and app development.
 - **Efficient Operations:** Operating virtually to maximize resources.
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Call to Action

Join Us in Transforming Nigeria's Sports Industry

- **Invest in Sportspeaks:** Support innovative, impact-driven sports projects.
 - **Follow us on Socials**
 - **Contact Us:** [See website for details]
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Thank You for Your Time and Consideration

Questions? Let's Discuss How We Can Work Together to Revolutionize Nigerian Sports.