



***Ga/mified the sport
as w we know it***

P A S S I O N F O R S P O R T



The ultimate sports platform

The Problem

Thousands of elite athletes in smaller and emerging sports are “invisible”, on the social media platforms.

1. Can you create a sports platform that has never been seen before?
2. Without expensive licenses!
3. Where will the influencers be in 5 years - 10 years?
4. Can you create a new and perhaps better Monetization model, for the benefit of athletes, sponsors, and the overall platform?

Our guess!

Branding

A brand that reflects the identity and lifestyle
that the users create when they feel like stars or athletes:

New addictive features

Entertaining features, while watching sports, music and skills.

Music meet the sport in a new way!

Music as part of sport, before and around sport.

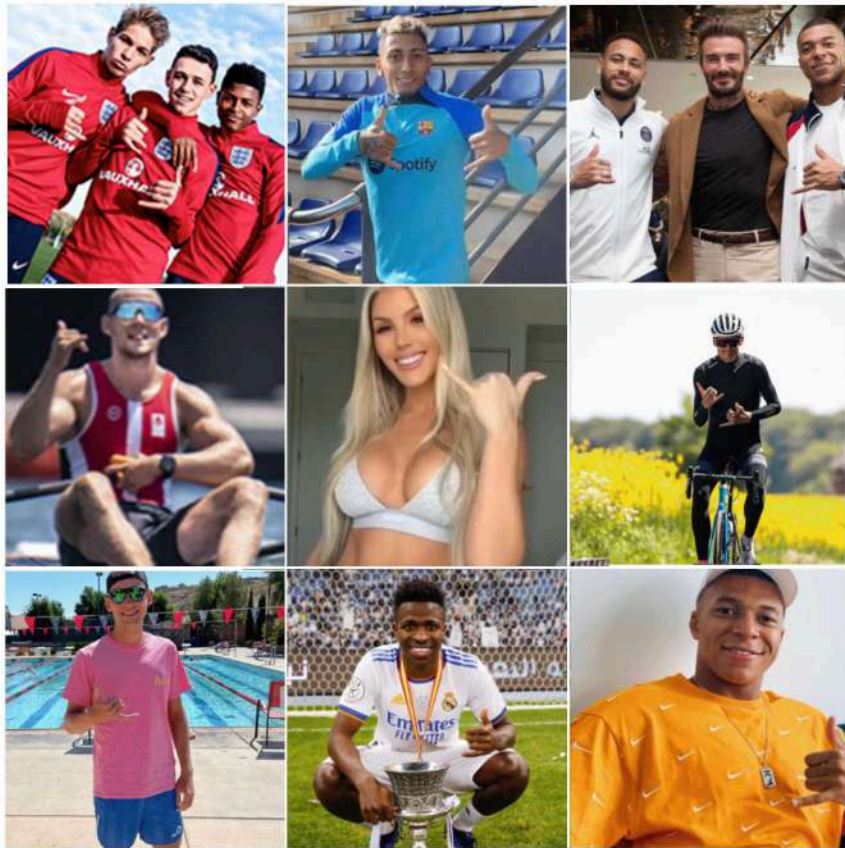
Music that makes athletes better

Music gameplay - Playlist vs playlist



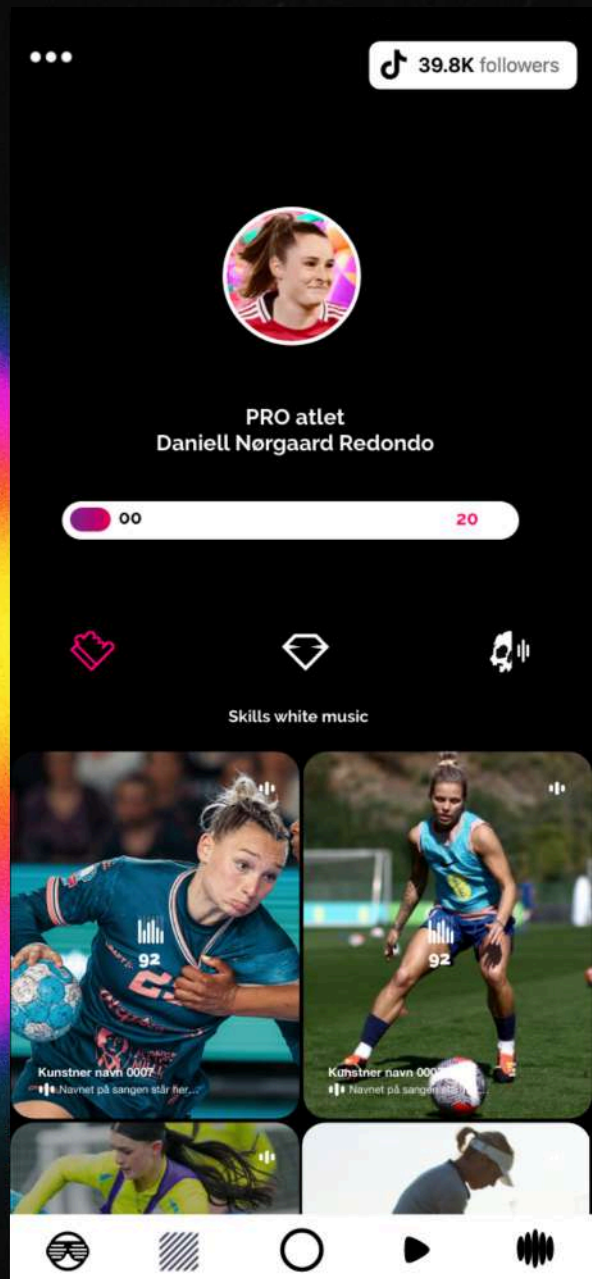
YESSS I LIKE THIS VIDEO



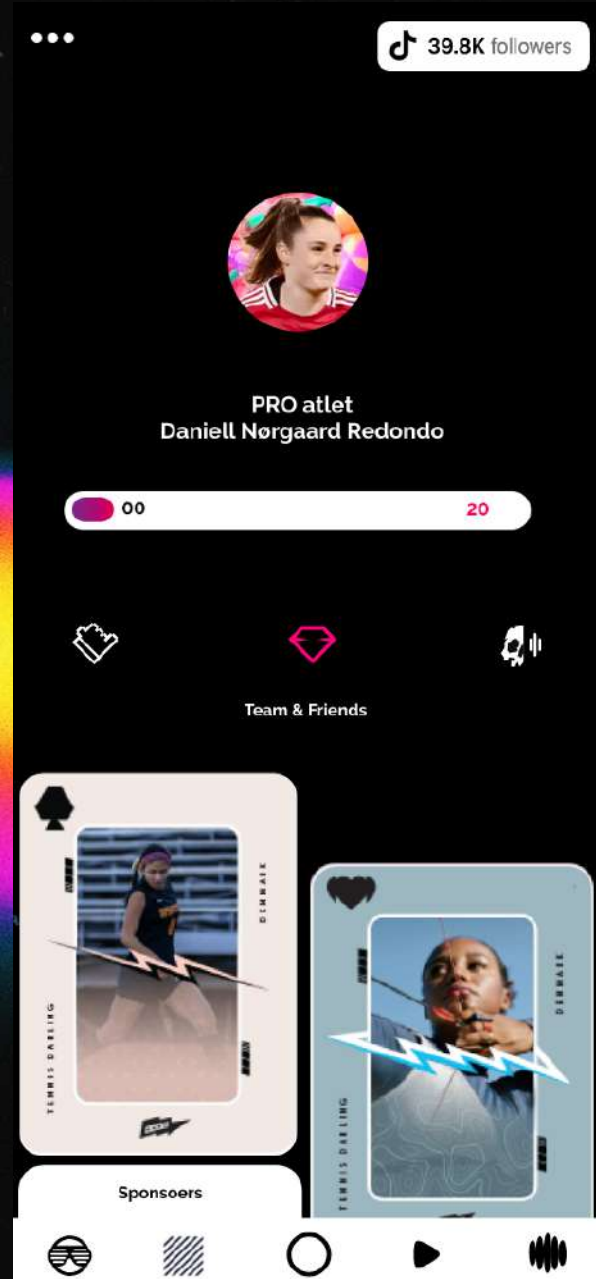




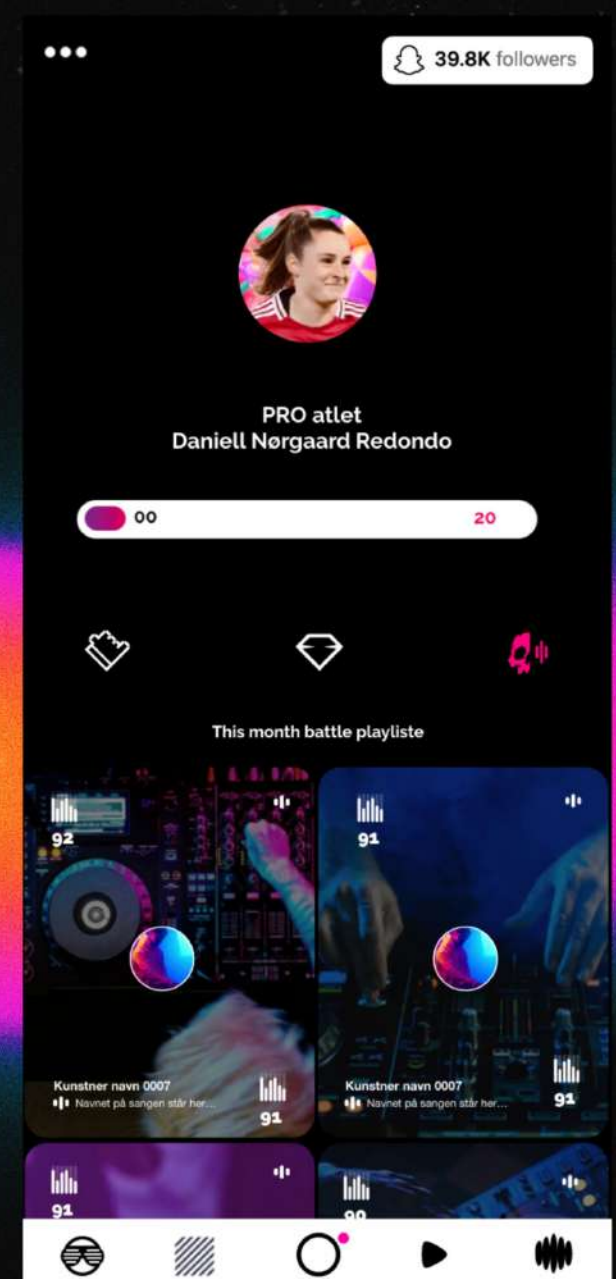
**TAKE YOUR
SKILLS TO
THE NEXT LEVEL**



Skills white music



Team and friends



Favorite music card

The marked

Breaking down the 417 Billion sports industry



Sport and Entertainment

1. Sport and Music as an identity.
2. Gamified sports product with sports video and music.
3. Athletes show off their skills and playlist

The Music impact in sport

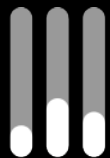
1. When music meets sport
2. Music up to a sports events
3. Music as performance improvement





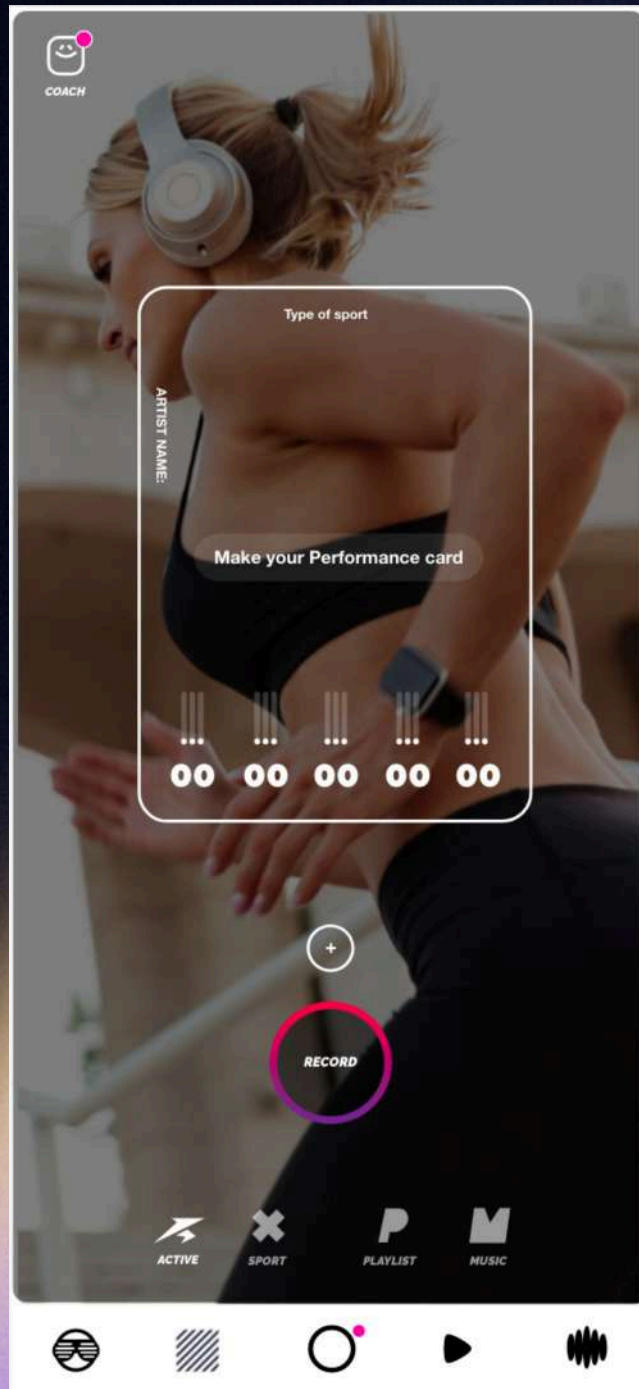
Gamified workout, and program

Based on your videos

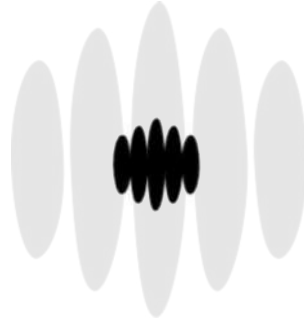


Lv. 09





Girl power Performance card



Vote for the music

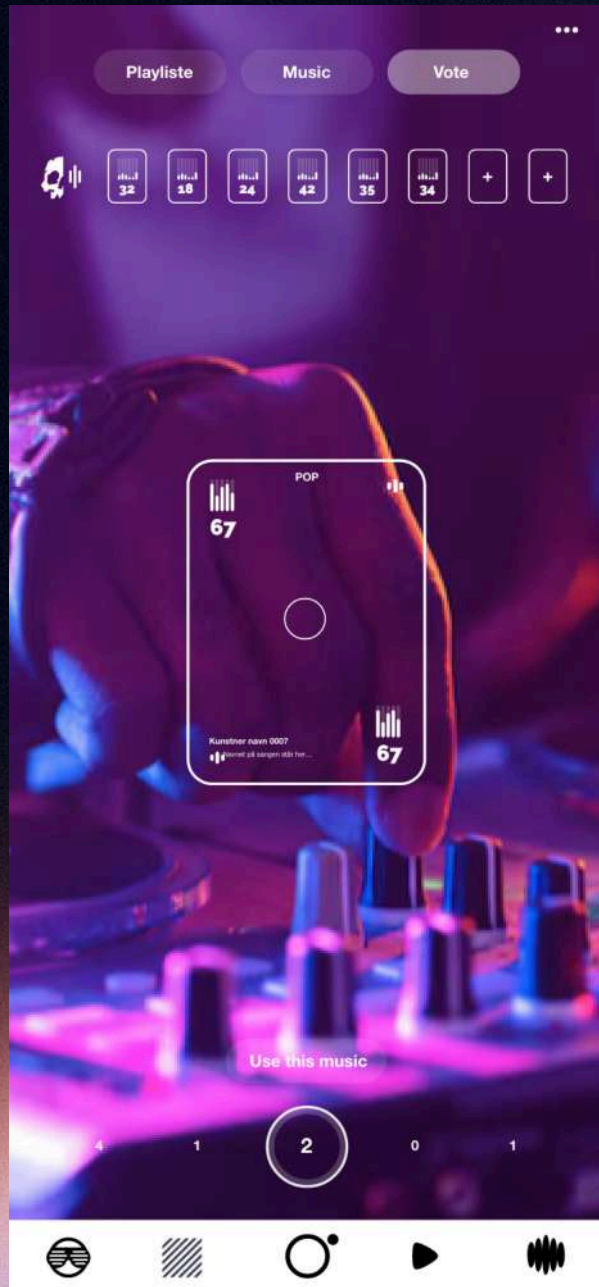
Musicians and DJs who want to be part of the sport

Artist - Uploads their videos themselves.

DJ's - Uploads their videos themselves.

AI Newest Music.

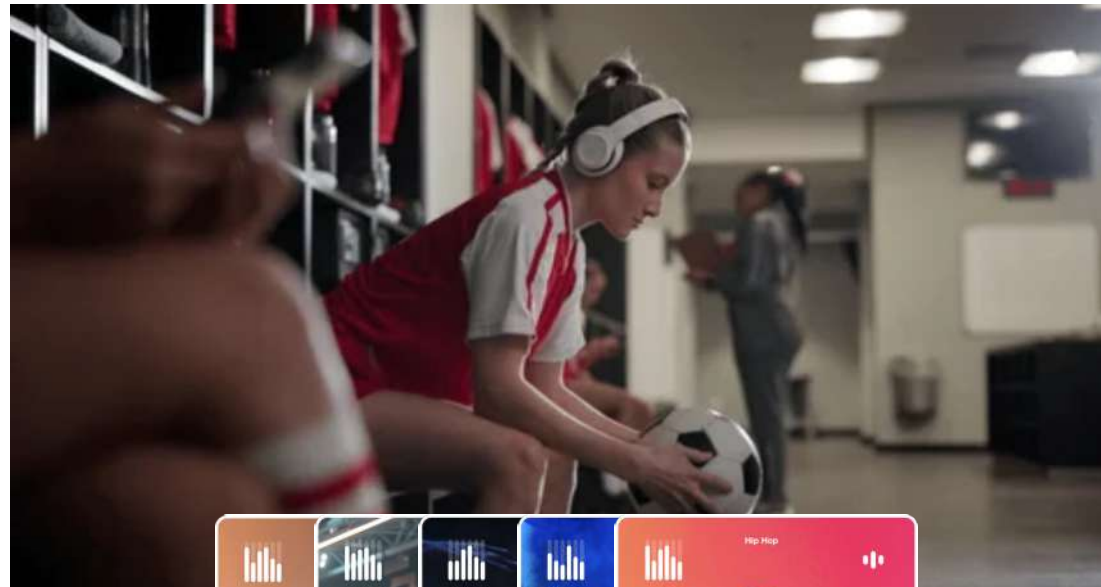
No need for a license

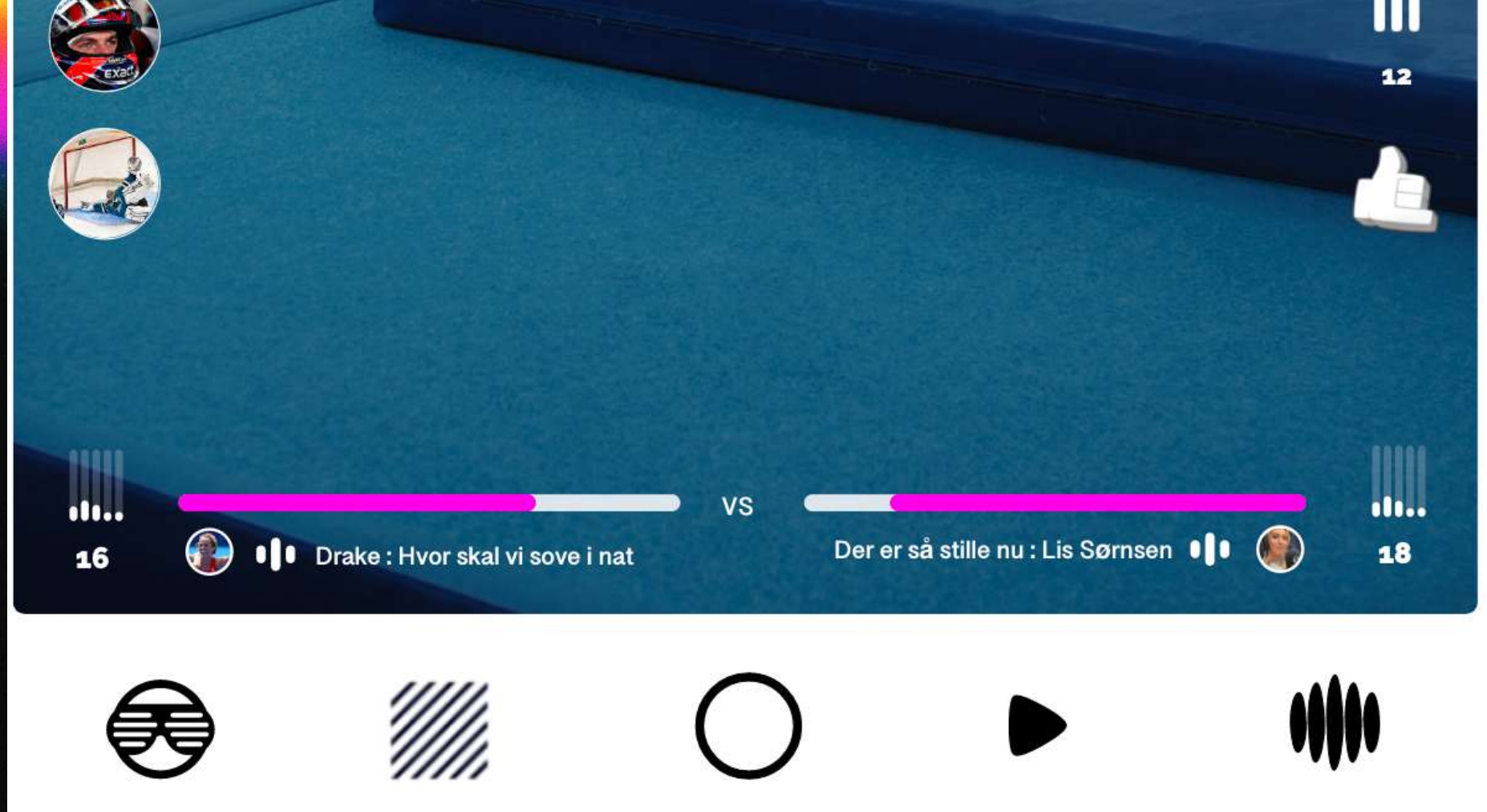


Vote for the music

THIS YEAR!

This is my top 5





Playlist vs Playlist

Someone else's music vs your music



Sponsors



Profile



Sponser **TEAM**

*Collaborate for more visibility
for sponsors!*

*Young teens who want to go to
the Olympic Games.*

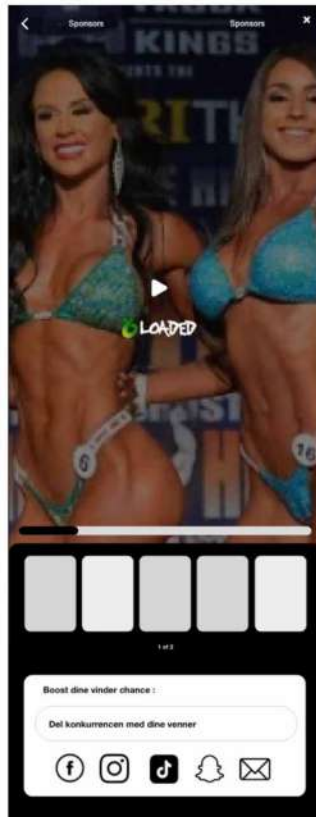




► **Highlights**



Sponsor video banner.
Highlight your favorite channels.



Higher Conversion! Increased Loyalty! Increased Engagement!

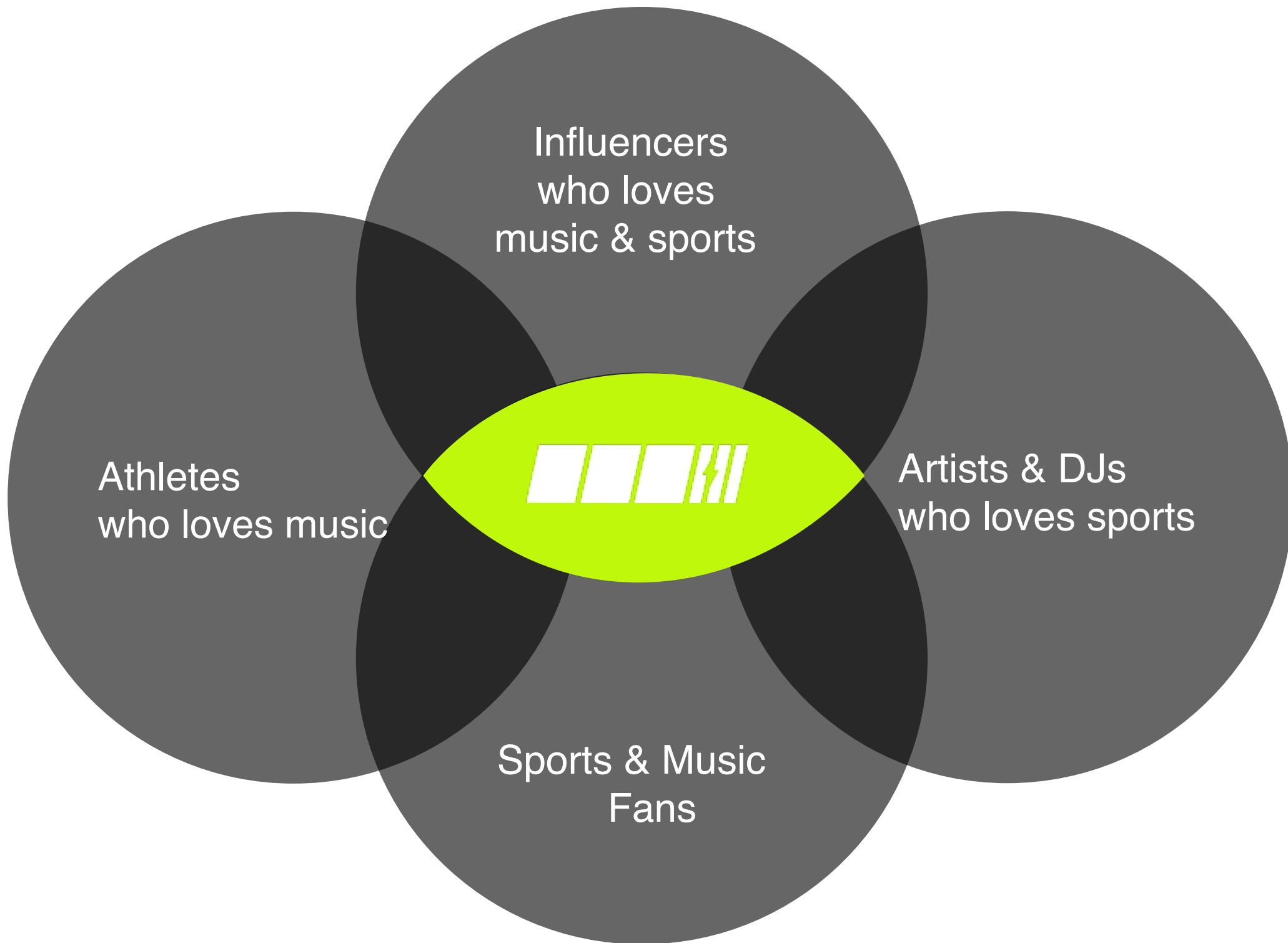
Gamified experiences can increase user engagement by up to 48%.
Increased their trial conversion rates by 15%
increase purchase frequency by up to 3 times (3x).



1. Click on the brand video advertisement.
2. Bonus point: Share the message on email and other SoMe
3. Play - scratch and win



Taget group



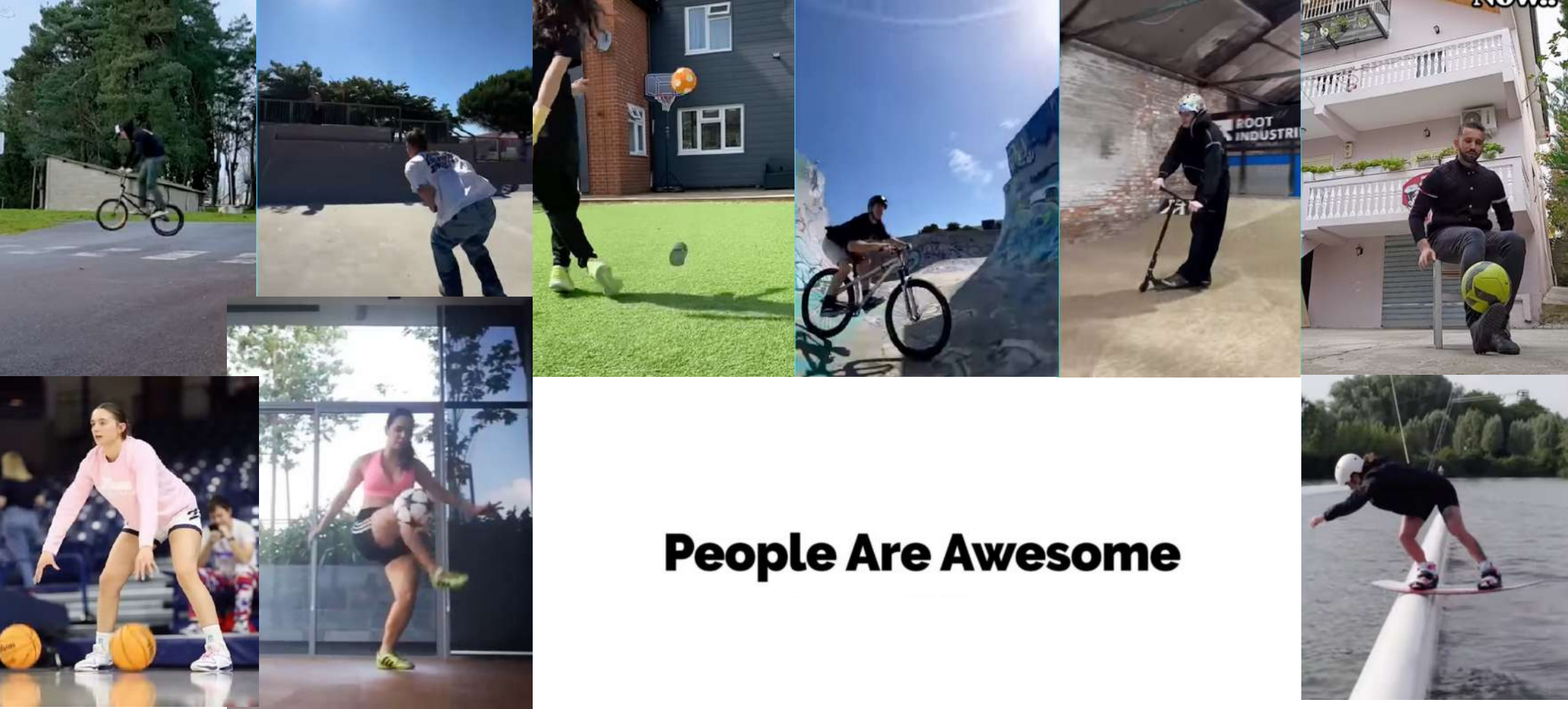


Athletes / Amateur athletes

1. Uses music to enhance their performance.
2. Has the sport as a passion,
3. Made it a lifestyle.
4. Part of their identity

Artists and DJs

Want to get into the sport because they love it.



People Are Awesome

Safety, for young people!

Users must show 5 videos of the style they upload to the platform.

We approve the users.

No sports license needed

Athletes dancing - Dresscode sports clothing!



Go to market strategy

Music before sports events



**Music
moves
you**

© 2011 Music is a part of us.



**Music
makes you
stronger**

© 2011 Music is a part of us.



**Music
elevates
the sports**

© 2011 Music is a part of us.



**Music
energizes
the sport**

© 2011 Music is a part of us.





Influencers battle against each other on our social media as promotion

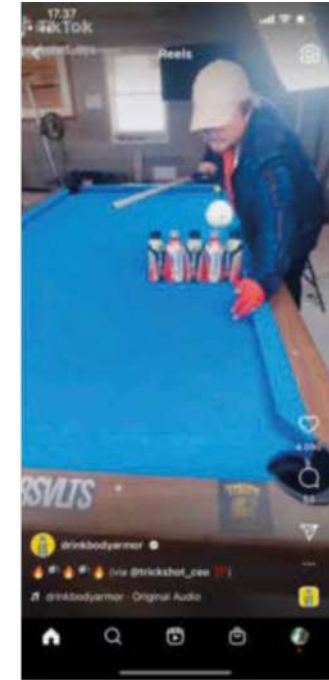
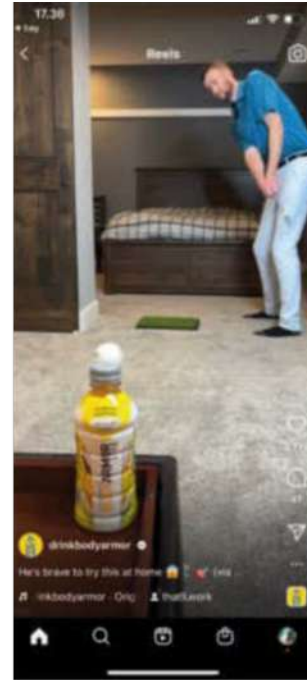
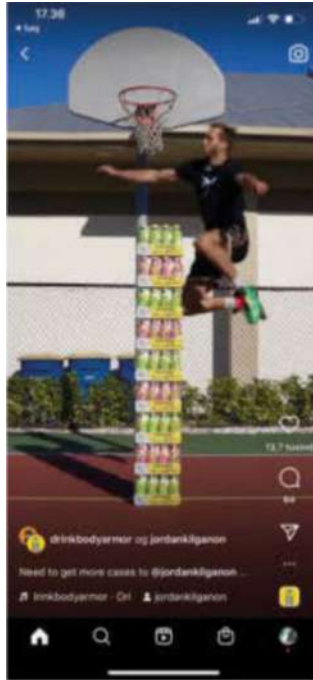
Influencers battle against each other on our social media as a promotion. Playlist vs playlist

No sports licenses - to start with
No Music licenses - to start with

Monetization

Free to use

Short form sports videos
Private sports/skills videos
Music gameplay

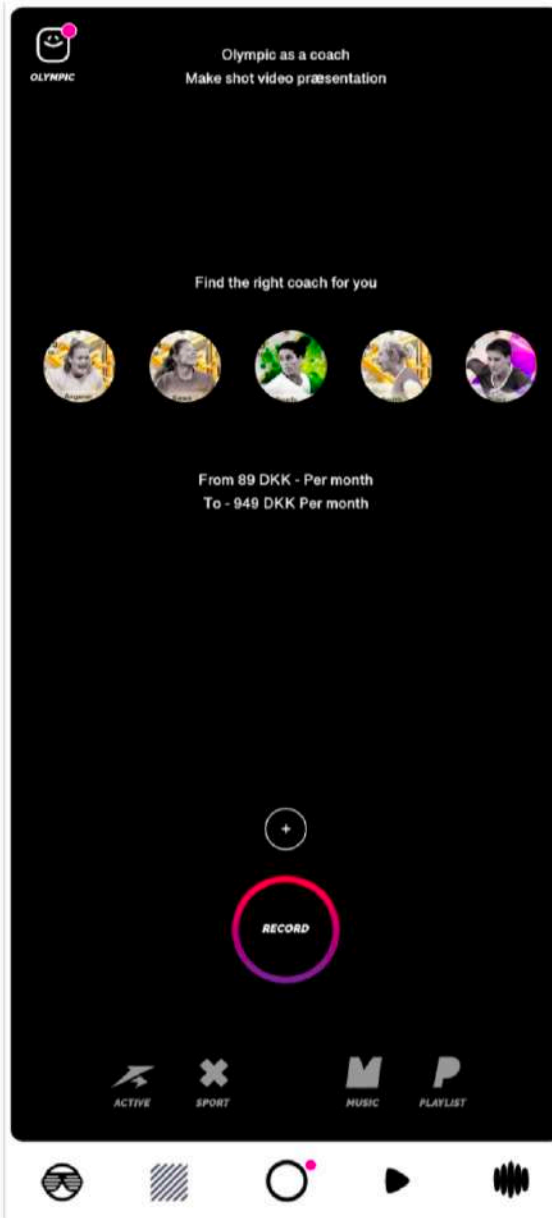


Monetization model

Brand competitions with products - Athletes perform skills with products

Fictional Brand Example:





Subscription

The athletes as coaches

10-20% of Subsibtion to oooiii. (90-85% athletes)

Cost:

Frome: 249 DKK per month

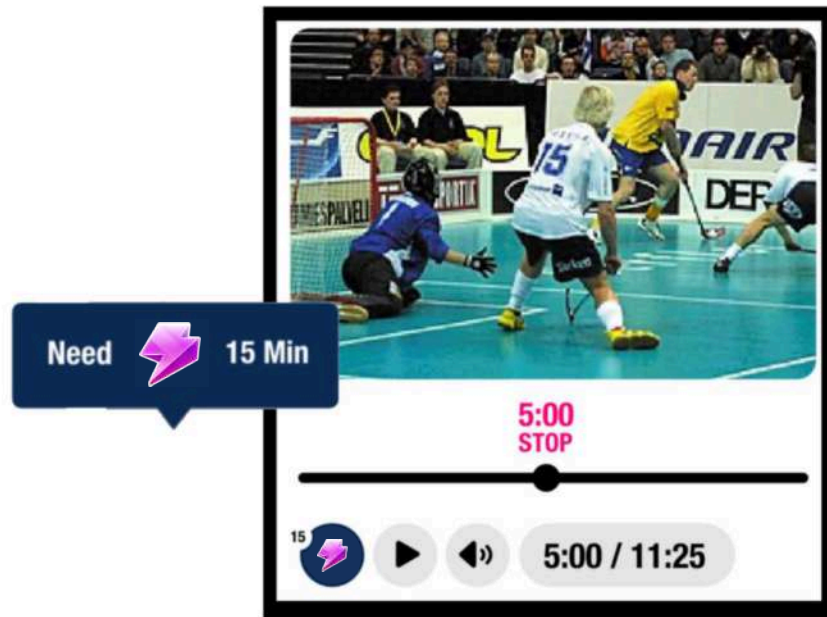
To: 1995 DKK per month

Estimate to the athlete:

249 .- x 30 Teen/Adults. = **7.470 DKK** (10% 747.-)

1995 .- x 30 Teen/Adults. = **59.850 DKK** (15% 8.977.-)

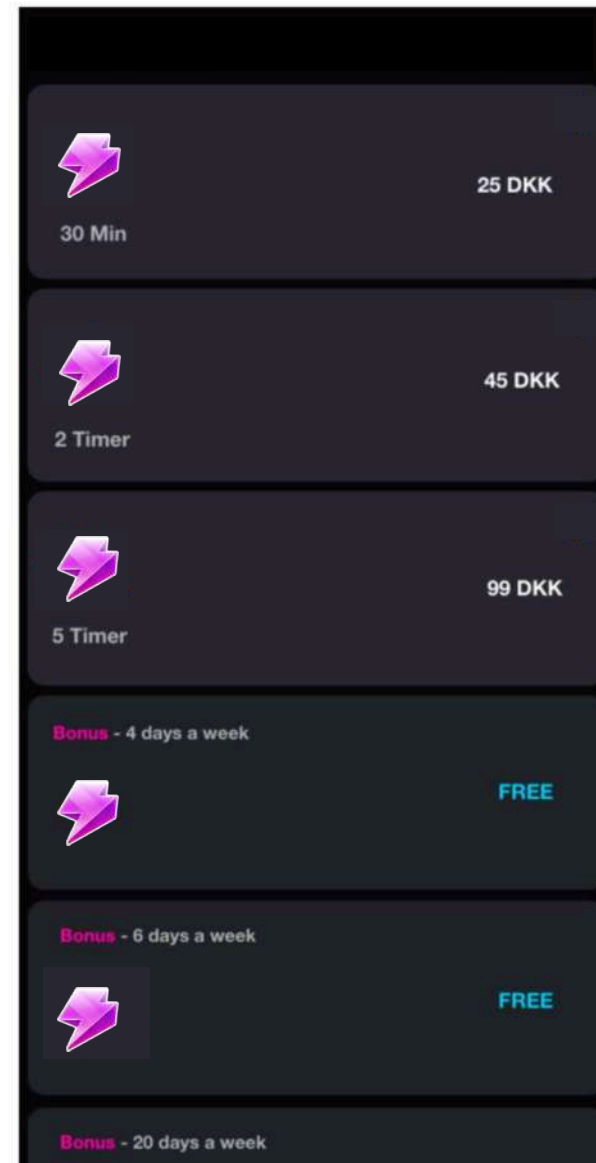
**Use the platform more,
Get bonus diamonds.**



For athletes/artists, and sports clubs

**Watch the end of the match,
highlights or see all the goals!**

Pay with your diamonds.



Monetization model

Free to use

Diamanter

Atleten / Influenceren (80%). OOOIII (20%)

Brugerantal	G. forbrug	Pris:	Total
10.000	30 min	25kr	250.000 kr.
100.000	30 min	25kr	2.500.000 kr.
250.000	30 min	25kr	6.250.000 kr

Monetization model

Free to use

Subscription packages for brands (Sponsorship)

1. Brand Collaboration / 10,000 DKK - 80,000 DKK
2. Sponsorship program / 5,000 DKK - 50,000 DKK
3. Influencer Sponsorship / 5,000 DKK - 25,000 DKK

Expenses - server costs

Estimate

Shot form skills and sports videos

Music videos

Top 25

25 Videos per user

- Atletiske skills

- Music numbers

Users.	20.000	\$ 256
Users.	100.000	\$ 1079
Users.	500.000.	\$ 2107
Users	2.000.000	\$ 5394

TEAM & PRODUCT TODAY



Team

Daniell Nørgaard Redondo

Owner: Dondo games ApS

18 years of experience in the digital industry.

Specialist

UI/UX Design

Product development

Branding

Gamification

What should money be used for?



Further development of the application



Production of running Speakers
Collab with : Technical University of Denmark

History

3 previous startups with competent teams.



Former co-founders

Morten munster // Dansk top influencers.
(Nr. 1 YouTuber i DK. 500.000 Følgere.)

Apps og games

Team members: 3



Søren kokbøl Jensen // Business Angel

25 år i spilbranchen - Apps og games

Team members: 5



Krise stadsgaard // Co-founder

Former Pro Footballer

App – Daley fantasy sports platform

Team members: 3.