

“PLAYERS GUIDE”

YOUR PERSONALIZED TV GUIDE FOR BINGE-BROWSING LIVE GAMES.



THE INTRODUCTION

TRENDS IN LIVE GAME CONSUMPTION HABITS AND EXPECTATIONS OVER TIME.

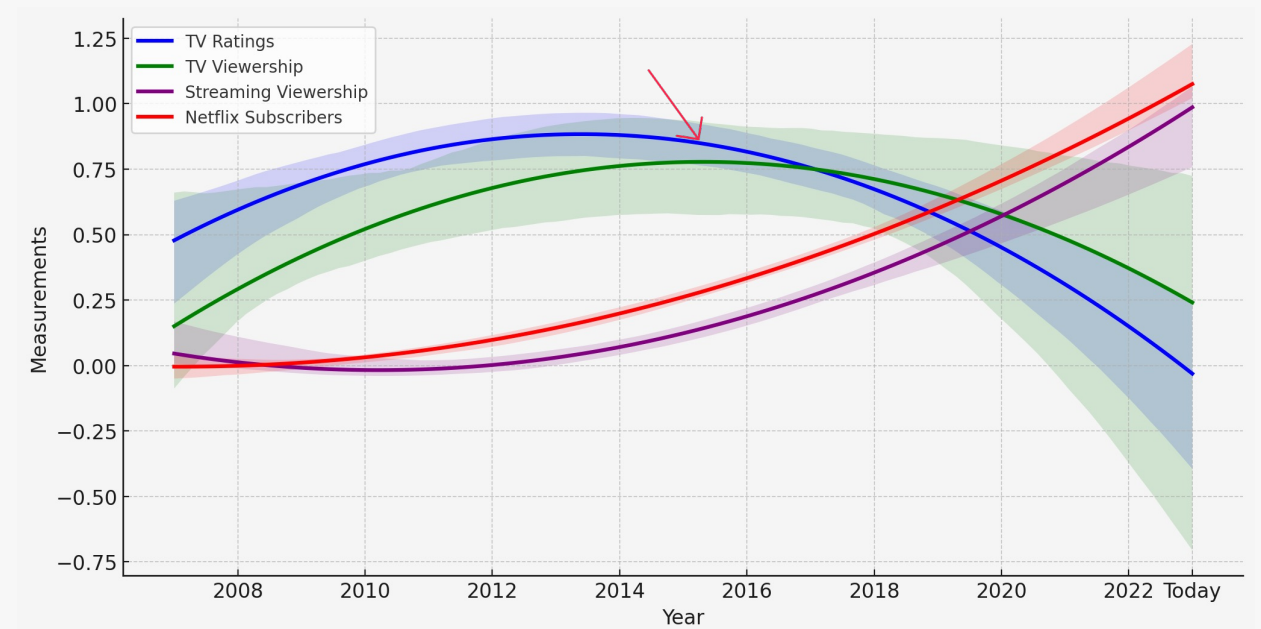
Top 3 Narratives used to explain the decline in Live Game TV Ratings and Viewership:

1. Platform Shift to Netflix and On-Demand Content
2. Content Diversity & Quality
3. Viewing Habits & Demographics

Over nearly two decades, 91% of the traditional TV viewership isn't directly tied to Netflix's growth.

Netflix hasn't stopped viewers from tuning in.

So, what really happened in 2016?



2016 – Netflix creates a **global system** that improves **small market recommendations** without alienating larger ones.

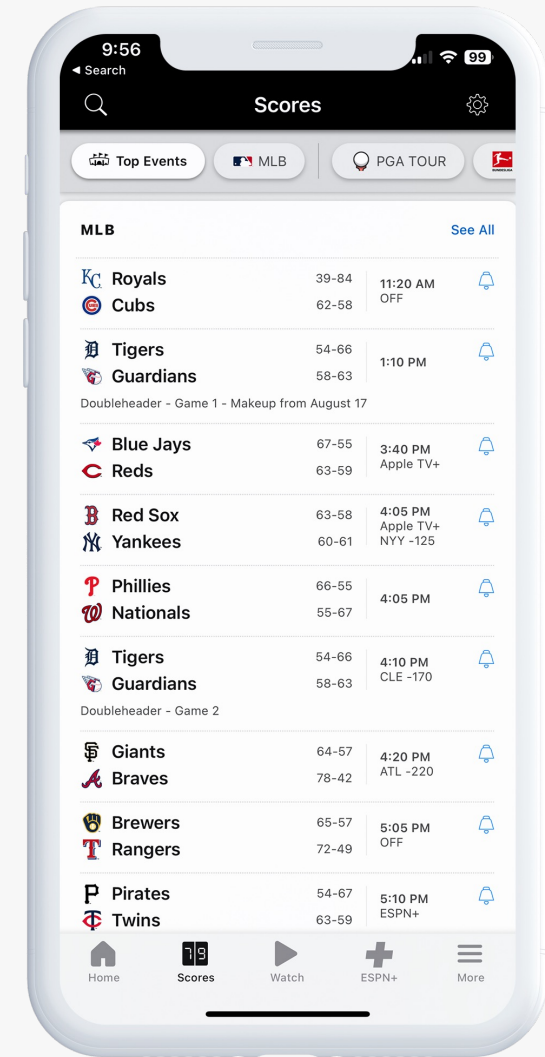


THE PROBLEM

LEGACY BORDERS. LACK OF INVESTMENT IN INNOVATION.

Focused on using sports apps for distribution to maintain reach, legacy networks overlooked the personalization trends responsible for Netflix's explosive growth.

Today, sustainable engagement and ratings growth are both declining.



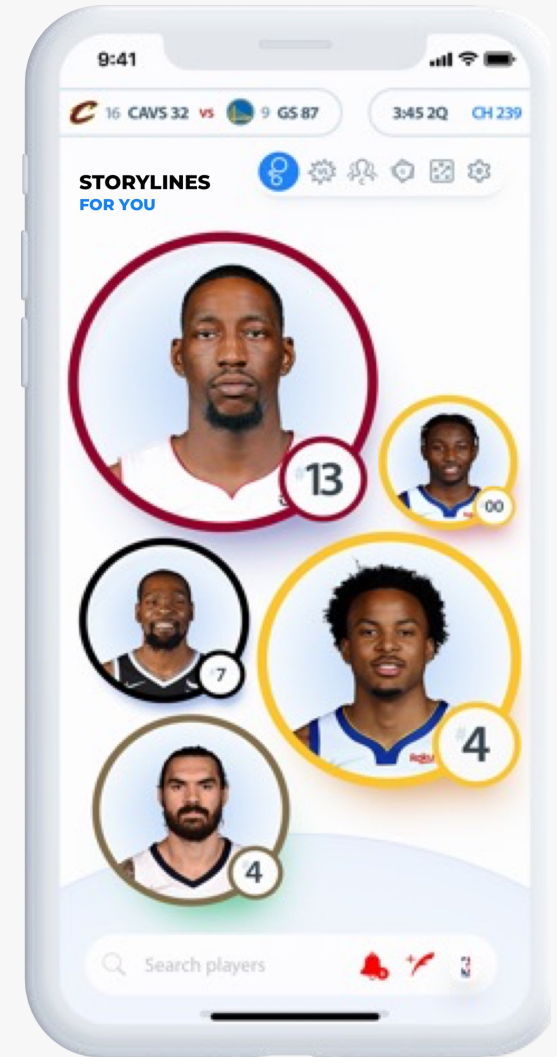
ESPN (2023)
Worldwide Leader in Sports
Landing Page

2 THE SOLUTION

AN ON-DEMAND, LIVE GAME EXPERIENCE.

Repurpose the sports app as a **personalized** TV Guide for global markets of all shapes and sizes, and viewers.

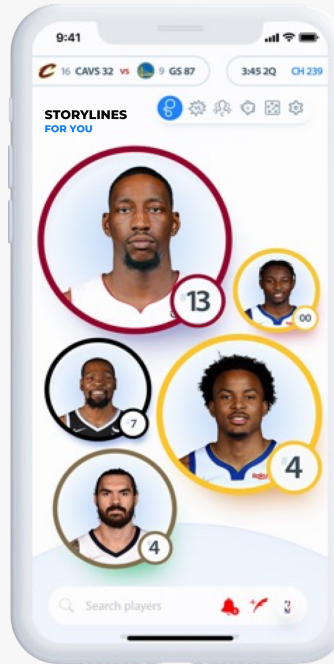
Prioritize on-demand features like bingeable jersey number search, giving each individual viewer a compelling reason to tune-in and stay tuned in.



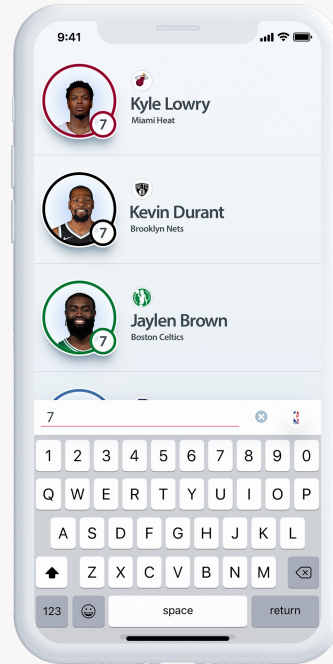
PLAYERS GUIDE (2024)
Worldwide Leader in Players
Landing Page

3 SOLUTION DEEP DIVE

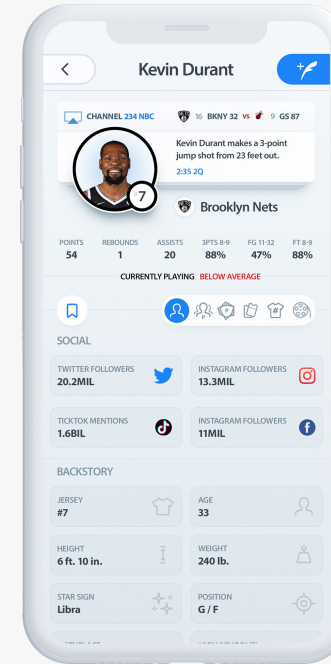
BINGE-WATCHING, PERSONALIZATION, DISCOVERY. MODERN VIEWER EXPECTATIONS.



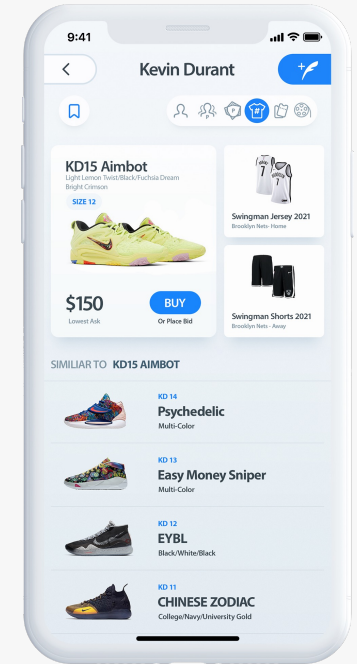
HOME - viewer-centric approach, using **player brands** as touchpoints, contrasting sharply with legacy sports apps' broadcaster-centric models.



SEARCH – Intuitive, patented jersey number search enables viewers to seamlessly navigate and engage, **making live games 'bingeable.'**



PLAYER BRAND PROFILES
personalized player storylines updated in-real time to keep viewers engaged.



SHOP – Browse the latest authenticated players products from Fanatics and **Shopify in between live game moments.**



PLAYERS TEAM

AMBITIOUS REALISTS EXPLORING NEW FRONTIERS IN CONSUMER SPORTS TECH.



Frank White
Founder, Product Design

Former Brand Manager for Players,
6+ Years Hands-On Experience
Designing User-Friendly Real-time
Systems

Santa Monica, USA



Dr. Grzegorz Wiktorowicz, PHD
Deep Learning Researcher

Accenture, statistical and
machine learning modeling of
large datasets

Siedlce, Poland



Mike
Human-Centered Designer

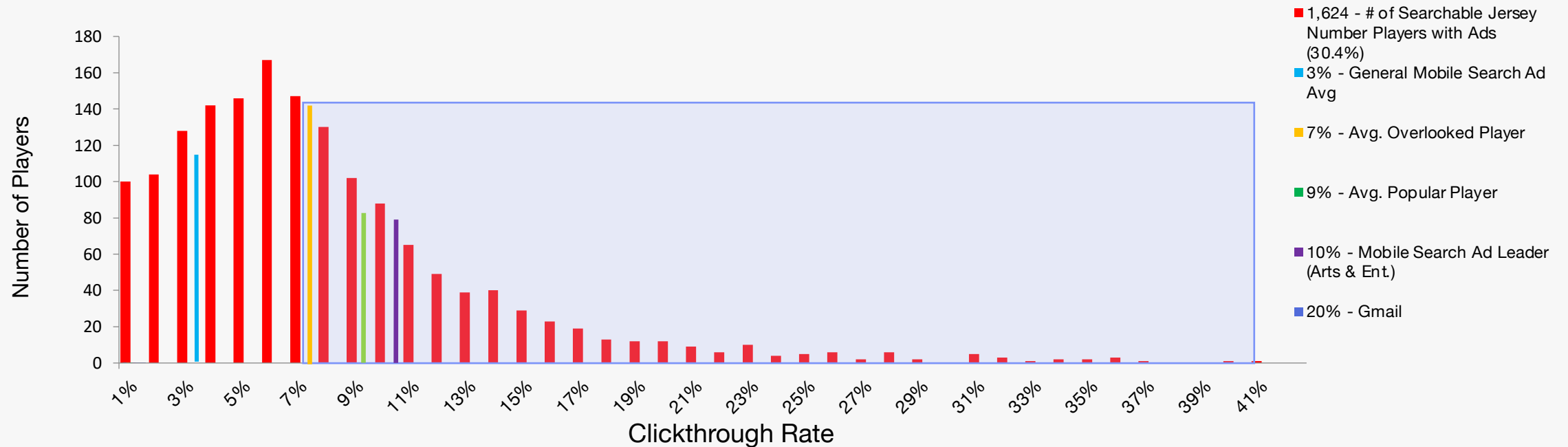
Most popular designer on
Dribbble, 12+ Years of Experience

Prague, Czech Republic



PLAYER SEARCH AD MARKET

THE LONG TAIL OF PLAYERS CONVERT 2X GENERAL MOBILE SEARCH ADS.





THE OPPORTUNITY

UNLOCK GLOBAL ENGAGEMENT WITH THE JERSEY NUMBER EFFECT.

The 'Jersey Number Effect' (n) a noticeable shift in search behavior towards using athletes' jersey numbers, resulting in a surge of searches, leading to a broader audience engaging in the search platform.

Immediate Market (IM)

- Includes: NBA, NFL, MLB, NHL, WNBA, MLS. USA

Serviceable Obtainable Market (SOM)

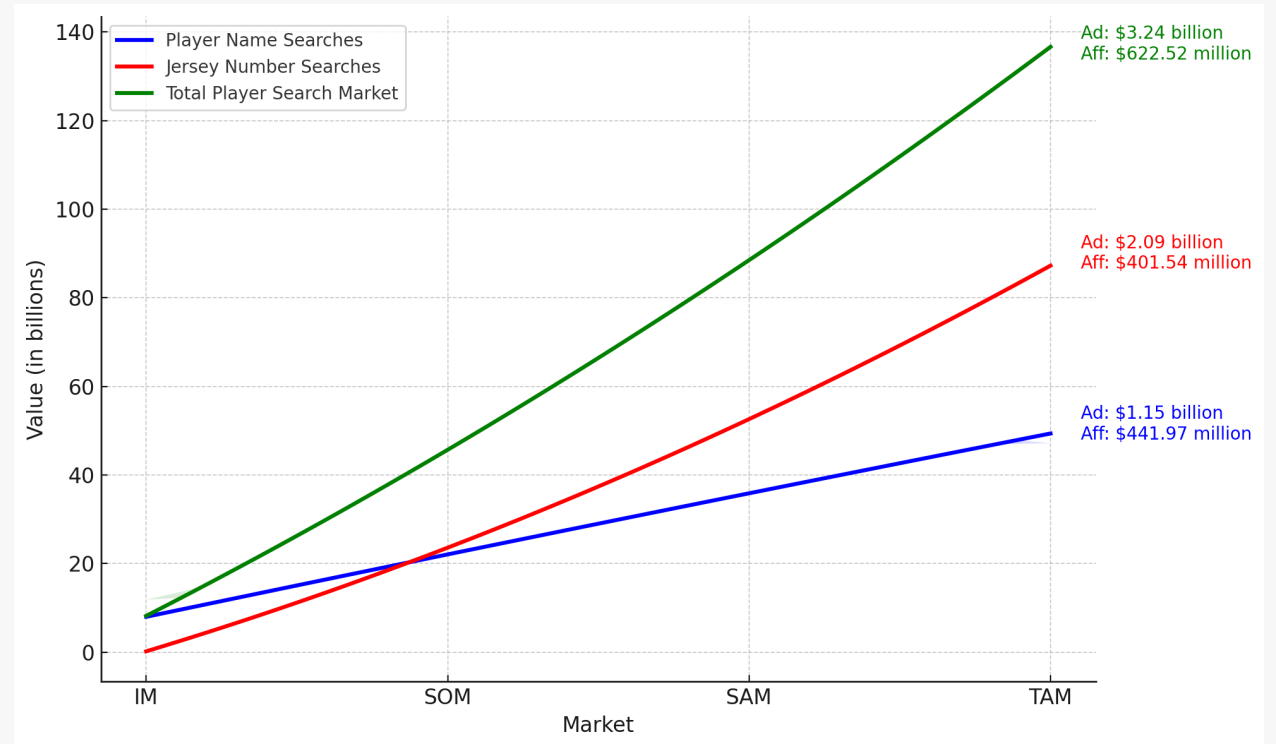
- Immediate + top soccer leagues globally. England, Spain, Italy

Serviceable Available Market (SAM):

- Immediate Market + SOM + Immediate Int'l. Germany, Japan, China.

Total Addressable Market (TAM):

- Immediate Market + SOM + SAM + World Cup teams and Summer Olympics sports where teams, players, or competitors wear jersey numbers.





THE GOAL

INTRODUCE THE JERSEY NUMBER SEARCH EFFECT TO REVERSE RATINGS DECLINE.

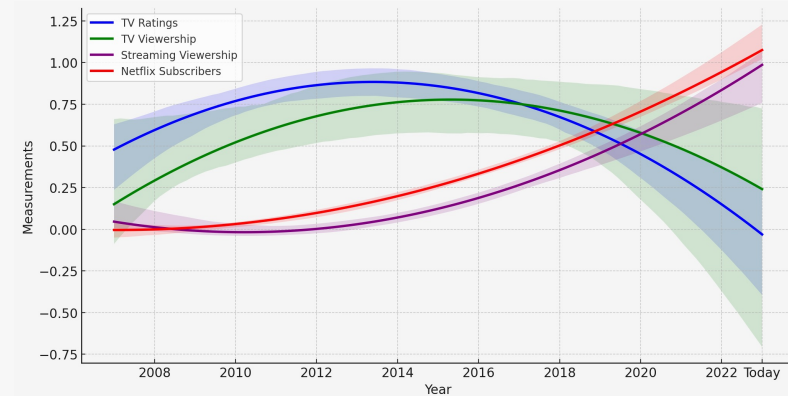
Vision - Using jersey numbers, make every daily live game personally relevant, and special for everyone, anywhere in the world.

Mission – Merge on-demand personalization with traditional sports app features to make all daily live games watchable for every global viewer, using jersey numbers.

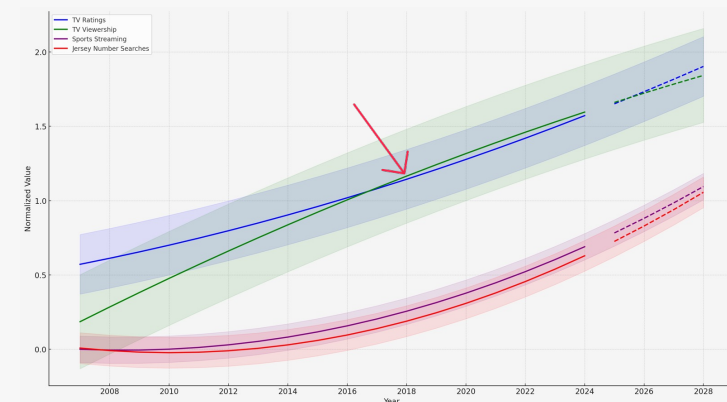
2024 – Players Guide introduces a sports app with personalized player search and recommendations.

2026 – Expanding globally, Players Guide becomes the Official Players Guide for '26 World Cup. Introduces hyper-accurate ratings measurement.

2028 – Players Guide becomes the Official Players Guide of '28 Summer Games.



Without the Jersey Number Effect.



With the Jersey Number Effect.



GO-TO GROWTH STRATEGY

PLAN FOR LAUNCHING AND GROWING IN THE MARKET.

	2024 Immediate	2025 Paris Olympics	2026 World Cup SOM Expansion	2027 SAM Expansion	2028 LA Olympics TAM Expansion	2029 Exit
Searches	5,196,000	5,712,000	6,228,000,000	6,744,000,000	7,200,000,000	7,800,000,000
Revenue	1,775,514	1,951,572	2,128,378,840	2,304,602,000	2,458,800,000	2,663,700,000
Salaries	1,001,000	1,050,400	1,092,416	1,136,113	1,181,557	1,228,819
Operating Expenses	(2,459,914)	(5,047,032)	(218,212,892)	(369,305,044)	(402,948,449)	(439,656,742)
NET INCOME	(1,685,400)	(\$4,145,860)	\$1,909,073,532	\$1,934,160,843	\$2,054,669,994	\$2,222,814,439

Go-To Market Strategy

Prioritize establishing global base for sports leagues, then scale vertically, yearly. Focus on weekly cohort conversion, growth and retention-centric metrics to gain traction and sustain engagement as we approach big event tailwinds. Use the long tail of games build engagement momentum for the big games.

Utilizing recruitment benefits to establish hybrid research culture that encourages risk-taking, intellectual curiosity and most importantly; conviction.

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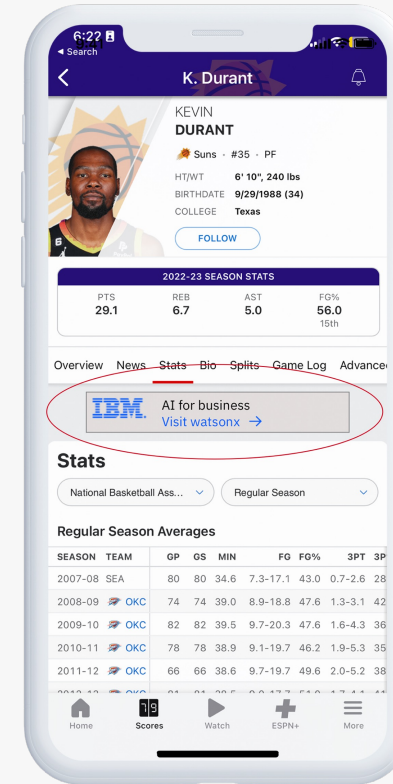
BUSINESS MODEL

LONG TAIL APPROACH FOR PLAYER-RELATED ADS.

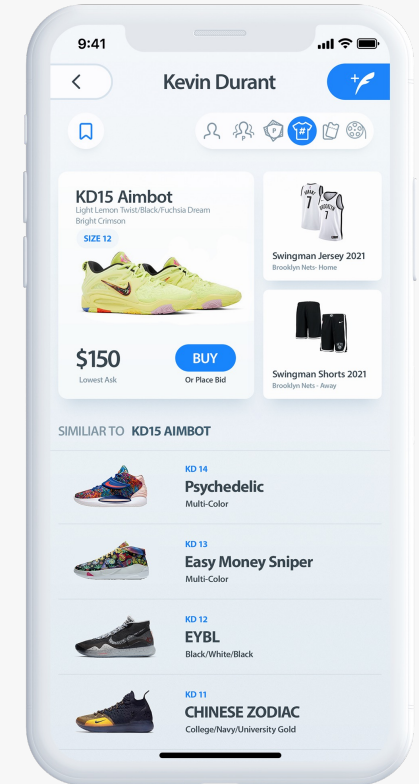
Value Proposition - Use our **patented jersey numbers** and live game storylines, to drive continuous viewer engagement and deliver personalized ads.

Revenue Streams will be derived from personalized mobile ads and affiliate marketing product listings bundled together in **player storefronts** - displaying 7 times more than traditional sports apps.

Strategic collaborations with SeatGeek for personalized ticket recommendations, Fanatics and Shopify for **officially licensed player-related merchandise**.



LEGACY SPORTS AD DESIGN – 1 irrelevant ad.



PLAYERS GUIDE ADAPTIVE ADVERTISING – 7 relevant ads.



PLAYERS SEED INVESTMENT

LAY FOUNDATION FOR GLOBAL OPS. LEARN. SCALE TO 6.3 BILLION SEARCHES BY '26 WORLD CUP.

USD 5.45 Million Series SEED

30%

OPERATING EXPENSES

40%

ENGINEERS AND DATA SCIENTISTS

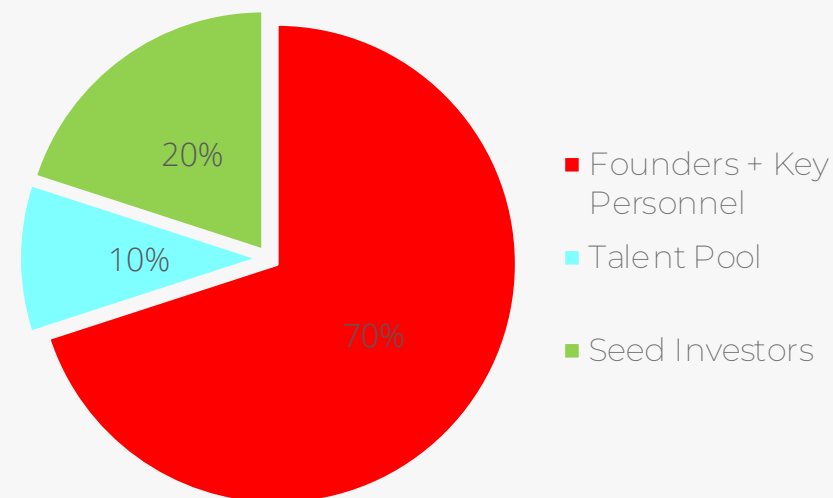
20%

RESERVES

10%

PLAYER ENDORSEMENTS AND INFLUENCERS

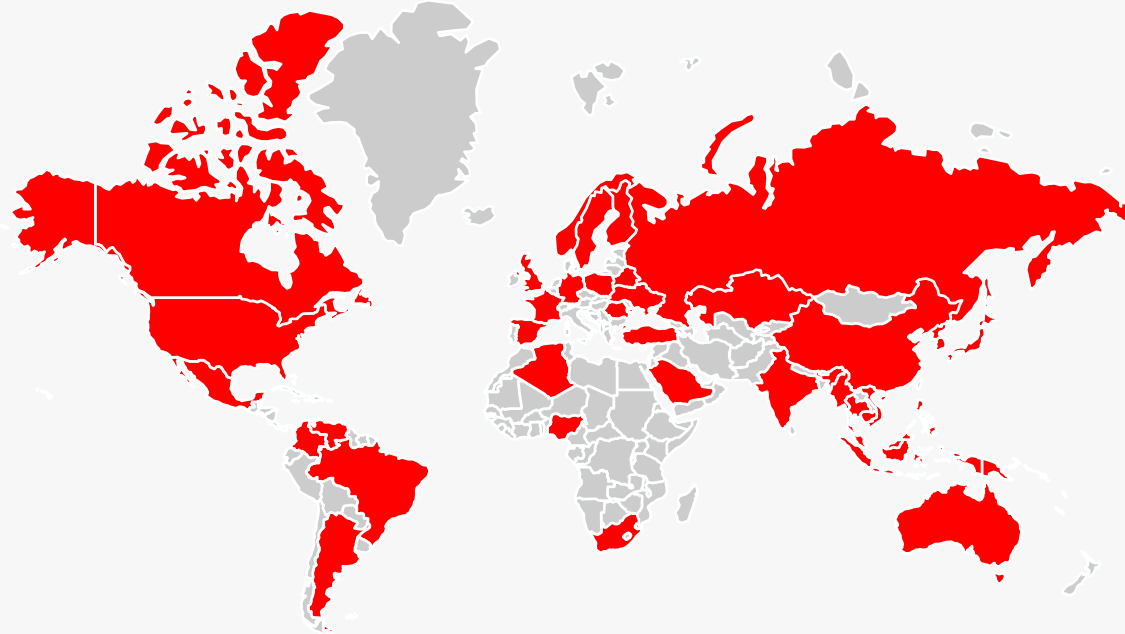
Post Money Equity Profile





EARLY TRACTION

KEY PERFORMANCE INDICATORS (KPIs) - 2X THE #3 LEGACY SPORTS APP IN THE WORLD.



Players Guide / Yahoo! Sports

Users

Bounce Rate (%)

Page Visits

Avg. Session Duration

1.4K / 91M

10 / 52

6.37 / 2.11

6:39 / 3:00



WHY NOW

MORE PLAYERS. MORE LIVE GAMES. EVERYDAY. EVERYWHERE IN THE WORLD.

5.19 billion people online , 600+ million potential "live game binge-watchers," and tech giants entering broadcasts highlight the need for sports apps with on-demand content, player influencers and new advertising avenues.



OUR COMPETITORS

LEGACY SPORTS APPS.

Legacy sports apps, like ESPN (live video/news) and CBS Sports, stick to traditional broadcasting, missing on-demand trends, while niche players like Onefootball provide specialized services but **mimic market leaders in offerings**.

Warren Packard, renowned for pioneering work at niche player Thuuz Sports and key investments in Tesla and SpaceX, **stands behind our 'player-focused' live game recommendations**, validating our strategy and emphasizing the transformative potential of "The Jersey Number Searches Effect.

Why You Shouldn't Invest in Players Guide

- Legacy sports business primarily relies on **mass-marketing strategies** whereas we focus on long tail strategies.
- First-mover tech advantages are limited due to **fan loyalty** based on geography or alumni ties. We are designed for **non-fans**.
- Star players and pricing often drive revenue more than **tech advancements**.



EXIT STRATEGY

WHAT A WIN LOOKS LIKE.

- **Strategic Growth**- Partnering with Fanatics, a leading B2C online retailer eyeing an IPO, to fuel mutual expansion.
- **Ticketing Synergy** - Collaborating with SeatGeek, enhancing the online ticketing experience for our users.
- **Diverse Exit Strategies** - Potential sale avenues include content leaders like Yahoo! Sports and Bleacher Report, video giants like ESPN, and betting platforms like Draftkings.
- **IPO Vision** - Aiming for an IPO post-2028 Olympics with a promising forecast of \$3 billion in revenue, driven by an average of 11 jersey number searches per user, monthly.