

→ ATLAS



→ATLAS

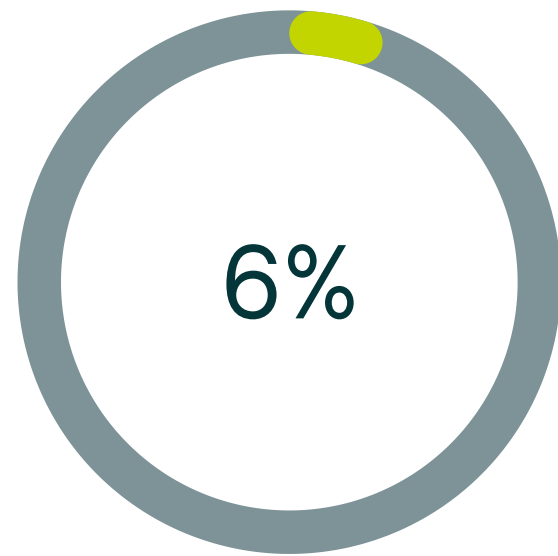
A marketplace to connect female sports celebrities, pros and coaches with fans who are looking to improve their game and receive digital training .



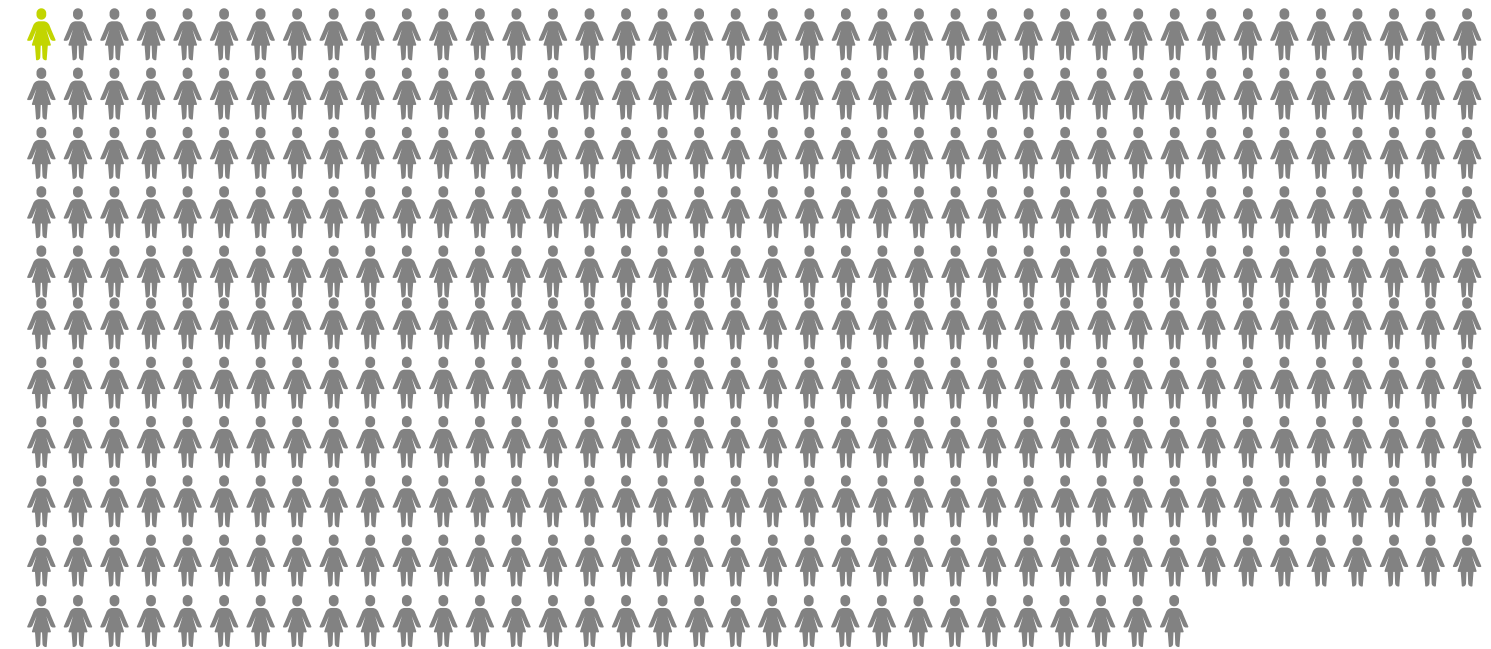
OUR WHY

Unequal pay is an opportunity for Atlas to empower change

we will help bridge the pay gap and allow female athletes to create another revenue stream.



AFLW players make 6% of
their male counter part



1 : 432

Steph Cury made 3x as much as every
player in the WBNA combined in 2019



PROBLEMS ATLAS SOLVES

Four Key Areas

01

Access

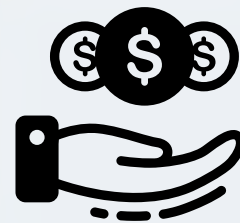


for aspiring Athletes

Athletes who don't live in a city with qualified coaches can't get access to better training

02

Income



Additional Income for PROs

Additional income stream for Pros and recently retired Athletes. Also adding to the value of their digital persona

03

Digital

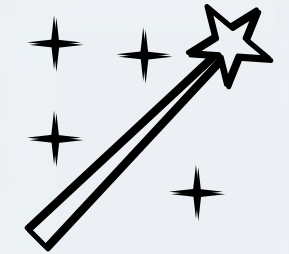


Connect after the pitch goes dark

Ski lift only turns so long, Atlas lets you coach and train long after the lift stop turning and the lights on the pitch turn off

04

Inspire



the next generation

Grow the Game. We know what it was like to pave the way, let's make it easier for everyone who comes next.



The Platform

The way we interact with our fans and community is changing rapidly. We live in the age of personalization, digital autographs, digital coaching, and user-generated content.

Atlas gives female athletes the space to enter that conversation.

Coaches

Any female athlete (pro, semi-pro, NCAA, retired, or coach) with a modicum of athletic notoriety can become a coach & commercialize their sporting skills and connect more deeply with their fans.

Aspiring Athletes

Giving any aspiring athlete digital access to their female sporting heroes. Addressing the geographical, social and availability barriers.

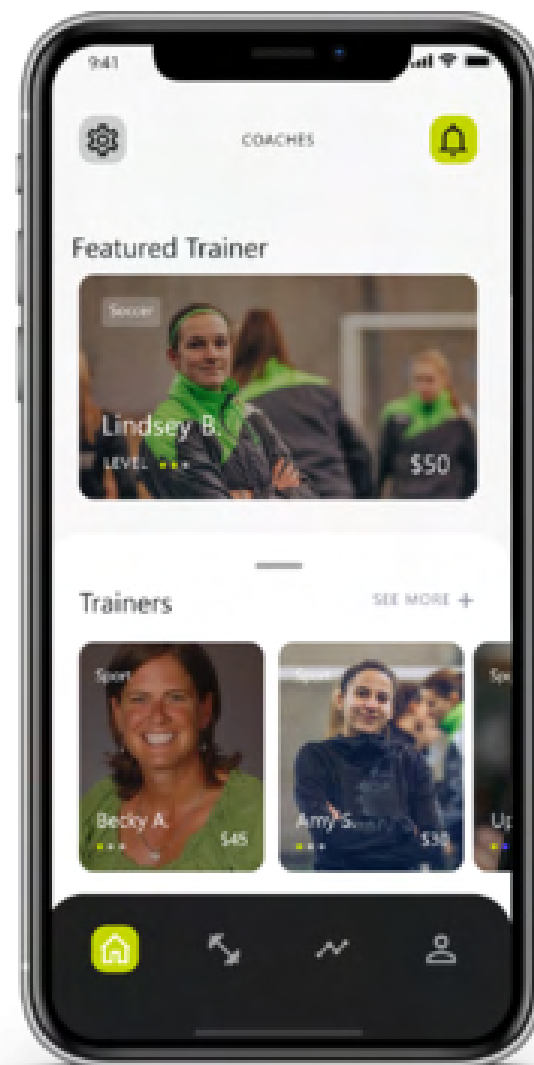


HOW ATLAS WORKS

Short & Personalized Lessons and Engagement

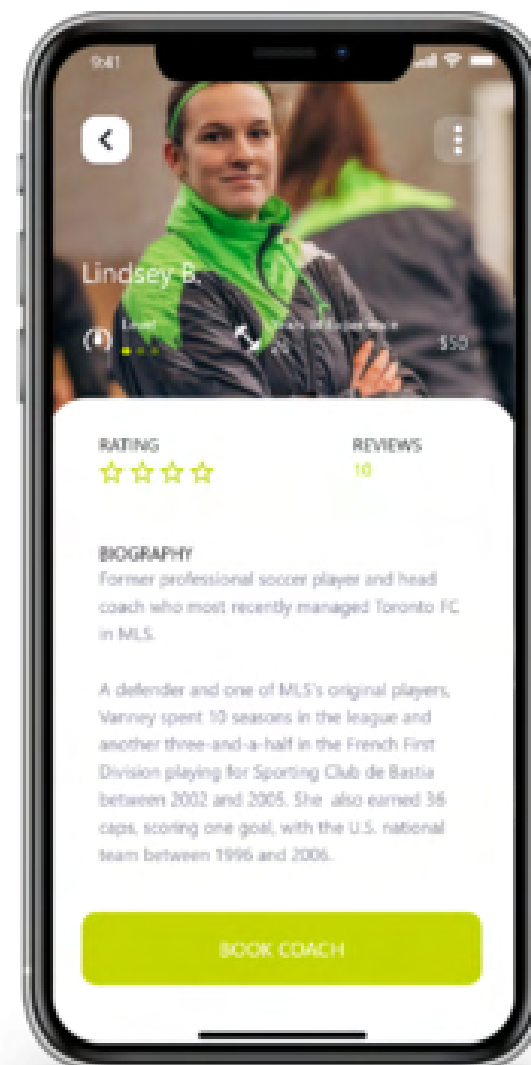
IDENTIFY

Search Coaches by Sport



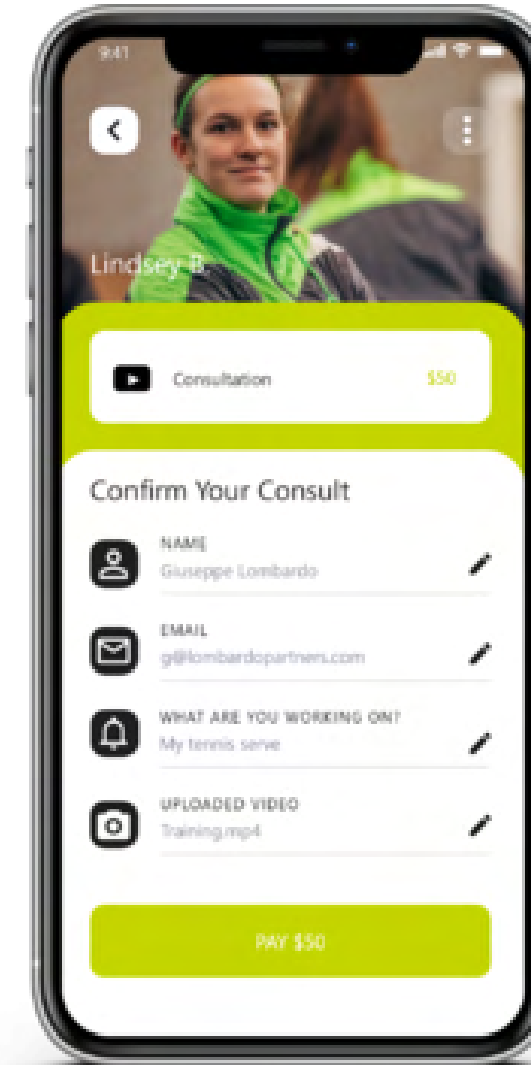
ENGAGE

Athlete Engages Coach



UPLOAD

Athlete Uploads Video



FEEDBACK

Athlete Recieves Feedback



GO TO MARKET

High Profile Athletes

Launch in Australia with high-profile athletes
Athlete/ Brand Ambassadors



Collaborate with Organizations

Generate value for organizations and help create
additional avenue of fan-engagement



Grassroots Sporting

Where our young athletes are playing





2 Billion



Participants in Sport
Globally

49%



of athletes competing in
Tokyo were female

ATLAS EARLY COACHES

Currently have 20+ pros signed up.



Nicola Barr

Australian Rules Football (AFLW),
Team: Greater Western Sydney
Giants
No. 1, 2016 AFL Women's draft
Rising Star Award



Greta Small

Australian National Alpine Ski Team
2012 Youth Olympic Games, 2014
Sochi Olympics
World Cup Circuit



Groyna Somerville

Australian Badminton Team
2021 Tokyo Olympics Women's and
Mixed Doubles
Won Australia's first-ever Grand Prix
title in 2016



Ali Nullmeyer

Canadian National Ski
Team/Middlebury Alpine Ski Team
(NCAA)
2016 / 2017 NorAm overall champion
2019 World Juniors
World Cup Circuit
NCAA All American



Laura Hingsington

Australian Platform Diver
World Championships, World Series,
and Grand Prix events
Gymnastic Australian Junior National
Team for 6 year



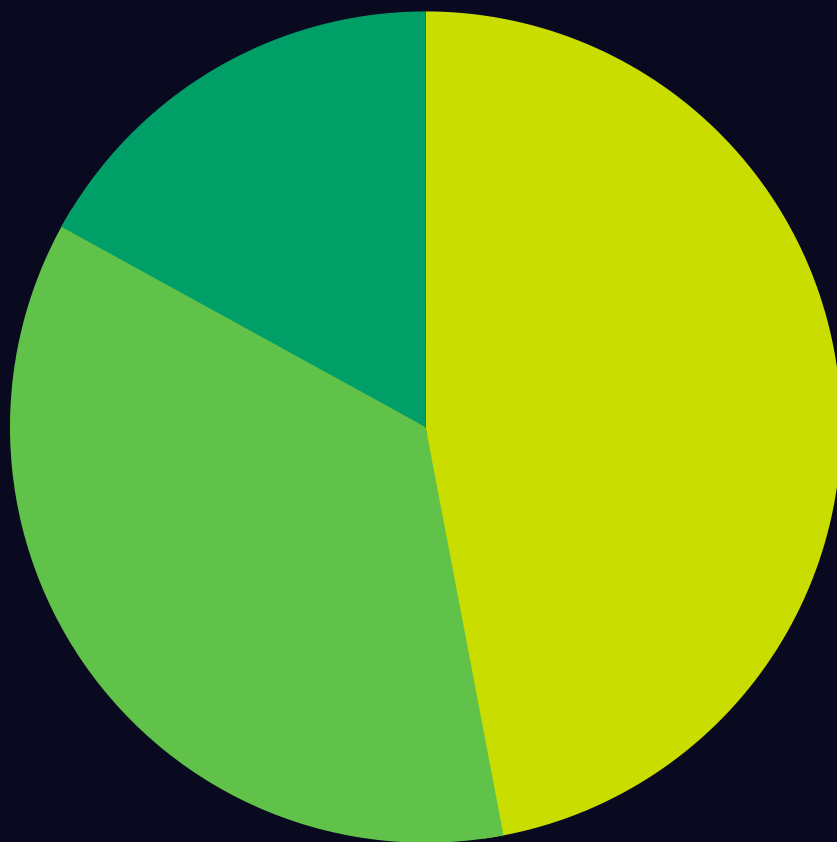
Investment Opportunity

Opening Round Soon
Seeking 18 months of financing

General and Administrative
17%

Engineering
47%

Sales & Marketing
36%



500k

Angel / Pre-Seed

720k

Revenue at Month 12

20%

Revenue Share
each transaction

INSPIRE THE NEXT GENERATION

A platform with a greater mission.

Giving back to the game and paving the way for the future.



For Female Athletes By Female Athletes.



Christina Billotti

Co-Founder / CEO

NCAA Division I level in college and part of the Student Athletic Advisory Council to the NCAA. She is a graduate of Saint Michael's College with a B.S. in Business Administration.

christina@atlascoaching.com



Laura Gelabert

Co-Founder

Elite ski racer and coach at Baqueira Beret. Most recently at KPMG as a manager in the M&A division.

laura@atlascoaching.com



**Let's build the
future together.**

Help Us Connect this this generation of female athletes with the next.

christina@atlascoaching.com +1.516.532.0994