

*PITCH*  
***FULL VENUE***





*FULL VENUE*





*FULL VENUE*

# OPPORTUNITY

Building AI Models on top of companies existing **DATA** can generate:

**40% - 50%**

**MORE SALES**

Up to  
**30%**

**GROWTH MARKETING ROI**

“ **Accenture** - Solutions.AI for Marketing”



FULL VENUE

GIRONA FC

ORGULL  
GIRONI

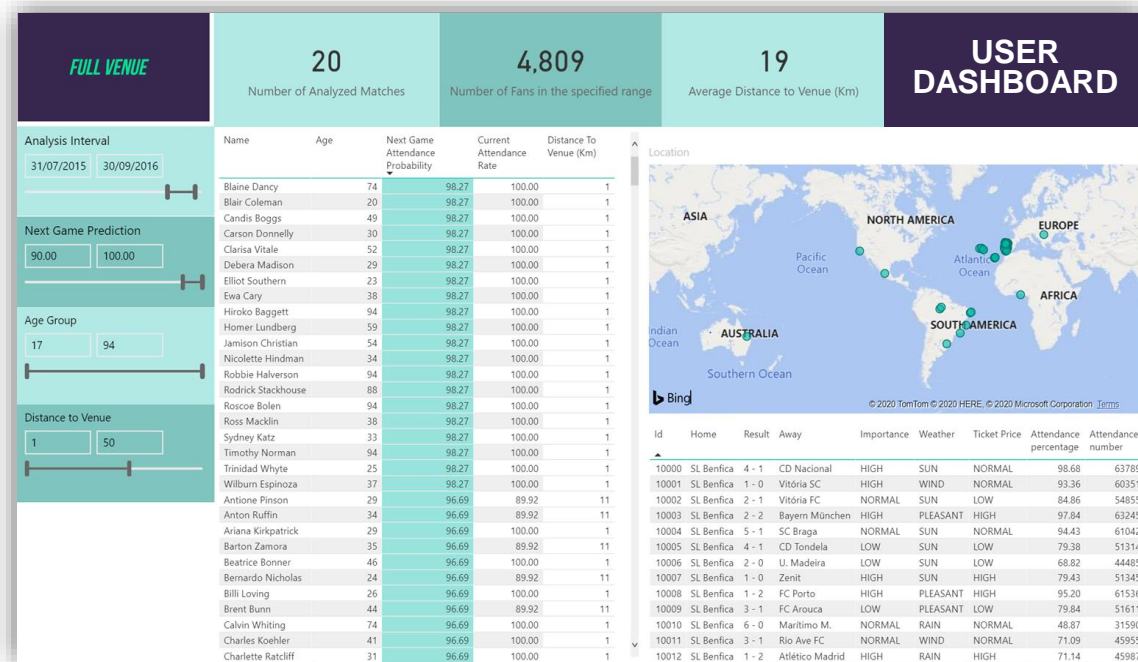


# OUR SOLUTION

Full Venue is an **AI** platform that predicts the exact **LIKELIHOOD** of a fan to make a **PURCHASE**

FULL VENUE

# HOW IT WORKS



SALES  
REVENUES



MARKETING  
COSTS



PERSONALIZE  
COMMUNICATION



FULLY  
REPLICABLE

**FULL VENUE**

# COMPETITION

**Albert Technologies raises \$18 million for AI platform that automates marketing campaigns**

Paul Sawers @psawers July 4, 2018 11:33 AM

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BY MEAGAN SIMPSON / CANADIAN STARTUP NEWS / JULY 29, 2020

**STELLARALGO CLOSES \$1.5 MILLION TO HELP SPORTS, LIVE AUDIENCE SECTOR BETTER ENGAGE WITH FANS**

**Totally focused at the Customer level  
not only generating insights based in trends**

**WHY does FULL VENUE  
stands out?**

**Translate AI platforms usual complexity into  
a simple and measurable value proposition**

FULL VENUE

# BUSINESS MODEL

“We really wanted to explore new AI opportunities, **but it's too expensive!**”

**5%** REVENUE SHARE PER GENERATED SALE

## AVERAGE CLIENT

SALES GENERATED	% REVENUE SHARE	MONTHLY REVENUE	YEARLY REVENUE
80,000 €	5%	4,000 €	48,000€

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**TRACTION**

## PARTNERS



## NEGOTIATING





FULL VENUE

# OUR TEAM



**Tiago Costa Rocha**  
co-Founder & CEO

Digital Program Manager at  
Portuguese FA



**Nuno Tavares**  
co-founder & CTO

CTO at Portuguese Football  
Professional League



**Miguel Ribeiro**  
Partner & Head of AI/ML

Senior Data Scientist



**Marcos Castro**  
Partner & Head of AI  
Marketing  
Digital Marketing Specialist



**Ryan McCumber**  
Senior Strategic Advisor

Founder and Global Lead for  
KPMG's Sports Tech



# FINANCIALS

	2022	2023	2024	2025	2026
<b>COSTS</b>					
HR	318,290 €	682,287 €	884,373 €	996,483 €	1,108,593 €
STRUCTURE	119,900 €	160,800 €	214,800 €	214,800 €	214,800 €
CLOUD SPEND	17,400 €	61,200 €	112,800 €	171,000 €	289,800 €
<b>TOTAL COSTS</b>	<b>455,590 €</b>	<b>904,287 €</b>	<b>1,211,973 €</b>	<b>1,382,283 €</b>	<b>1,613,193 €</b>
<b>REVENUE</b>					
#CLIENTS	10	22	38	62	98
<b>FEES</b>	<b>394,000 €</b>	<b>1,277,000 €</b>	<b>2,208,000 €</b>	<b>3,318,000 €</b>	<b>5,586,000 €</b>
<b>EBIT</b>	<b>-61,590 €</b>	<b>372,713 €</b>	<b>996,027 €</b>	<b>1,935,717 €</b>	<b>3,972,807 €</b>
<b>ACCUMULATED EBIT</b>	<b>-61,590 €</b>	<b>311,124 €</b>	<b>1,307,151 €</b>	<b>3,242,868 €</b>	<b>7,215,675 €</b>

*FULL VENUE*

**PRE-SEED ROUND**  
**EUR 400K**

**10 CLIENTS ON MONTH 12**  
**BREAK EVEN ON MONTH 14**

**FULL TIME ROLES**  
**SENIOR DATA SCIENTIST**  
**MARKETING STRATEGIST**

**ON GOING ROUND**



**FULL VENUE**

# ARE YOU READY? THANK YOU



**fullvenue.ai**



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