



INVESTOR TEASER

AUGUST 2021



COMMERCIAL IN CONFIDENCE

NOT FOR DISTRIBUTION

Problem (and opportunity!)

Officials are a crucial ingredient to every sport across the world, from local clubs to the professional level. However, without an efficient process managing them is a time-consuming, fiddly, error-prone and often manual task.

There's many pain points to managing officials...

- Collating individual officials' ever-changing availability
- Updating contact details (CRM)
- Quickly appointing available and eligible officials to the right games
- Managing travel requests and itineraries
- Calculating match payments incl. bonuses and expense claims
- Handling pre/post-appointment data capture via forms
- Tracking officials' qualifications and identification
- Financial registrations and licencing
- Reporting to governing bodies and federations

It's made even harder...

Compounding this problem is that officials are usually managed by departments that are under-resourced and under-teched, even at the highest levels. This means valuable time is taken away from administrator's core function of recruiting, training and retaining officials.



Company vision

refbook is an innovative sportstech startup from Melbourne, Australia, the country's sporting capital and world-renowned event host.

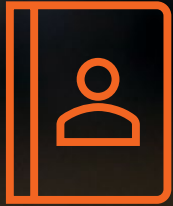
refbook solves the complicated and specialist task of sport officials administration, developed by officials who understand the modern game. We've built a dedicated technology that is re-thinking the way officials are managed to give everyone back precious time.

Our Vision

To use **data** and **technology** to manage sports officials in the most **efficient** and **connected** platform.



A **holistic** solution to officiating



MANAGE



ASSIGN



ANALYSE



CONNECT

Introducing refbook – the holistic solution

refbook is a tiered, subscription-based platform for organisations to manage, appoint and track their match officials. The cost effective solution is 100% cloud based and requires no software downloads or update. With an independent philosophy that holds integration at its core, we work with other leading digital platforms to compliment a sporting organisation's current and future digital ecosystem.

KEY FEATURES

- Contact management (CRM)
- Registration
- User Availability
- Officials Appointments
- Qualifications
- Finances
- Travel
- Assessments
- Forms
- Reports
- Officials Analytics



VALUE FOR ADMINS

- ✓ Avoid manual processes
- ✓ Make better assignment decisions
- ✓ Streamline/centralise off-field processes
- ✓ Increase visibility of data

= Re-directed officiating resources

= Increased recruitment, training and retaining

VALUE FOR OFFICIALS

- ✓ Centralised appointments and information
- ✓ Native mobile apps deliver information in the palm of hands
- ✓ Easier way to manage finances inc. expenses
- ✓ Increased historic data records

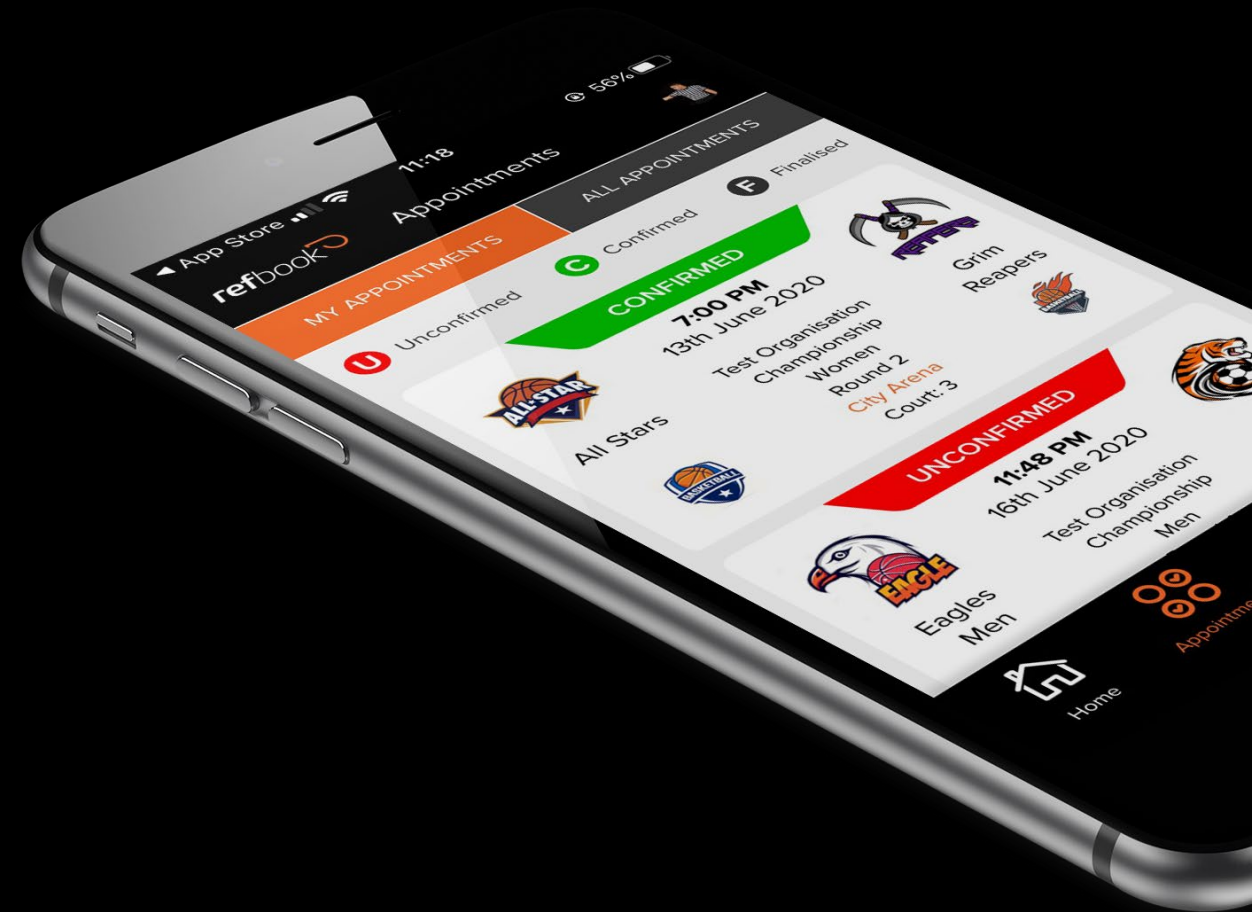
= Simple, quick & seamless management tool

= Less risk of missing games and more time to develop/learn/train

Competitive Advantage

refbook is a solution that addresses the problems faced by officials and their administrators of all levels. refbook will gain competitive strength through multiple facets:

- **Mobile apps:** native mobile apps for Android and iOS
- **Integration mindset:** a proactive approach to integrating with complementary digital products within the sports ecosystem
- **Platform neutrality:** by staying neutral, refbook can integrate with any competition system and be accessible by the maximum number of organisations
- **Multi-sport application:** immediately suited to multiple activities due to flexible configuration options 'out-of-the-box'
- **Accessible pricing:** highly competitive licence packages makes the platform affordable for smaller organisations, facilitating mass adoption within sports
- **Founder experience and connections:** elite officiating backgrounds provide first-hand knowledge of functionality required



Traction

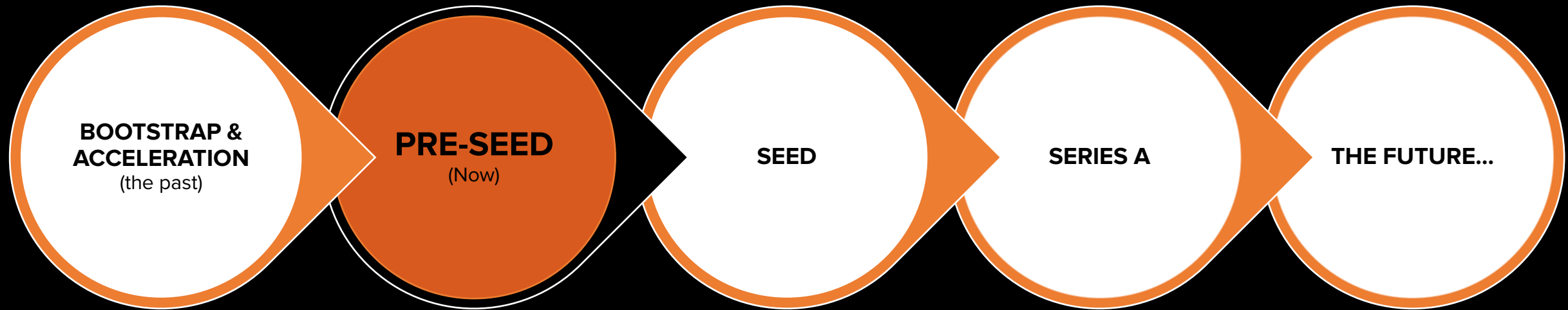
EARLY CLIENTS & ACCELERATION

- 200 paying organisations since launch (6mths)
- Australian state basketball federations
- 3yr whole-of-state contract with Basketball Victoria to manage its 8,000 officials
- 3 x feeder leagues to national league (NBL)
- Selected in global accelerator cohort upon soft-launch (SBC)



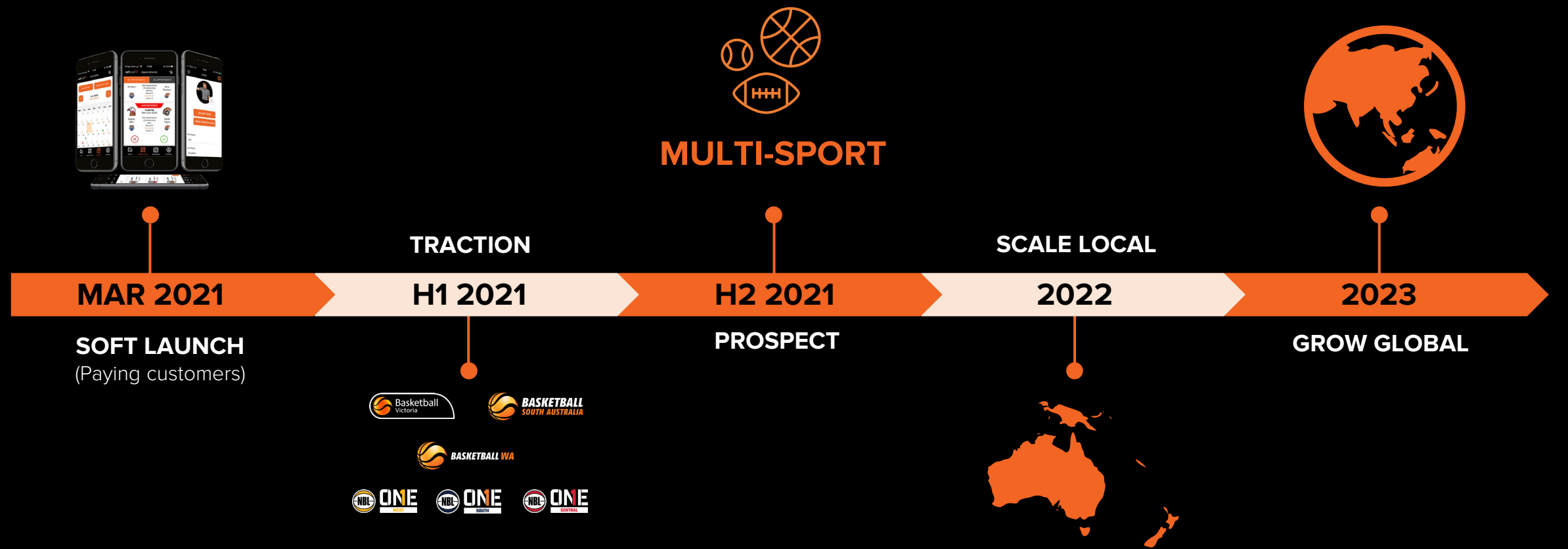
Phasing Capital

refbook's phased strategy to raising capital provides maximum upside for early investors.



Our growth strategy

refbook’s launch and traction phases were about securing early paying customers and proving product-market fit. We’re now introducing a number of new sports through some exciting pilots. During 2022 we’ll be scaling locally using the AU/NZ markets. This will refine our proposition and develop further functionality in readiness for 2023, which takes refbook to the global market.



The Team

refbook was founded by two highly experienced, international sports officials with a combined background in IT, sales and marketing. This vital combination of subject matter expertise and professional business skills is invaluable in leading a world-class product.



Jon Chapman
Co-Founder/Head of Commercial

Jon is an internationally qualified basketball referee (FIBA) who has officiated 100+ NBL games (Australia) including 2018/19 Grand Final, Commonwealth Games and World Championships. Jon has an extensive marketing background holding management positions at adidas, Melbourne Storm, Melbourne Renegades and Caydon Property Group. Jon also founded Australia's largest specialist multi-sport officials retailer, Ref Warehouse.



Troy Earle
Co-Founder/Head of Technology

Troy is an internationally qualified basketball referee (FIBA 3x3) who has officiated 100+ WNBL games (Australia), FiBA Asian Championships and Oceania Games. Troy has an extensive background in IT and technology previously leading Webjet's (ASX: WEB) information technology function which included deploying the digital infrastructure/web applications across the group, and managing interactions/procurement with key suppliers. Additional positions within the Department of Justice and Logicalis has made Troy a high sought-after technical expert and team leader across a diverse set of industries.



Advisory Team & Key Consultants

refbook has built a strong cross-functional team to deliver strategic advice and growth opportunities



Ned Coten
EngageRM
FIBA



Elizabeth Mulhall
Best Case Scenario



Alex Hay
Sports Rights Tech



Oliver Howard
Startupbootcamp
AFL Europe



Grant Williams
AFL



Chris Jeffares
Stomping Ground
Cummins&Partners



Vaughan Marshall
Catapult



Matthew Pearson
VirtualPitchr



Tony Davis
DiUS

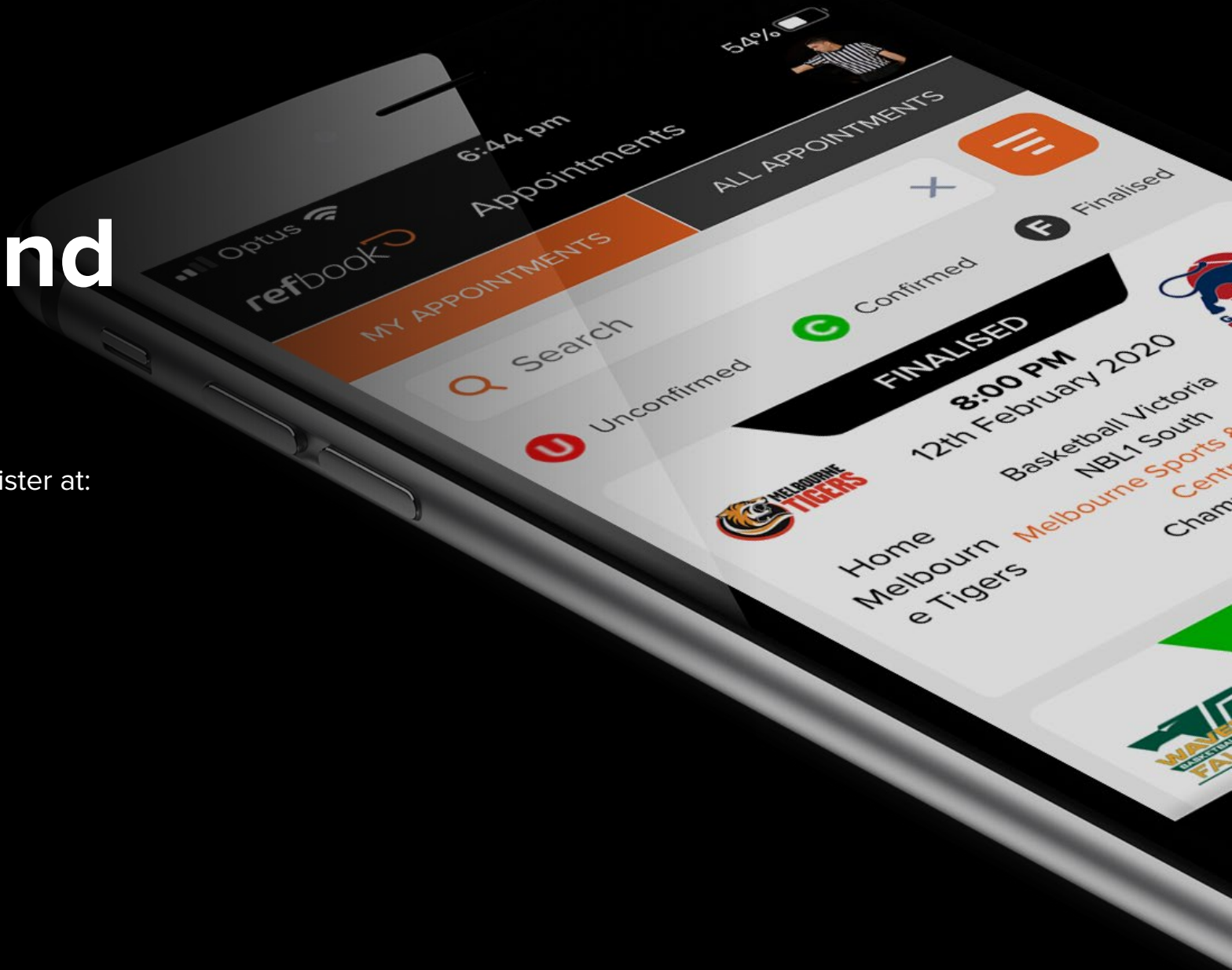
Investment round opening soon

For full details on this exciting opportunity, please register at:

Visit <https://refbook.online/investor>

Email jon@refbook.com.au

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