



SPORTVOT

Digital TV for grassroots sports

COST EFFECTIVE LIVE COVERAGE AND DATA SOLUTIONS FOR THE
SPORTS MARKET

www.sportvot.com



स्पोर्टवोट

PROBLEM



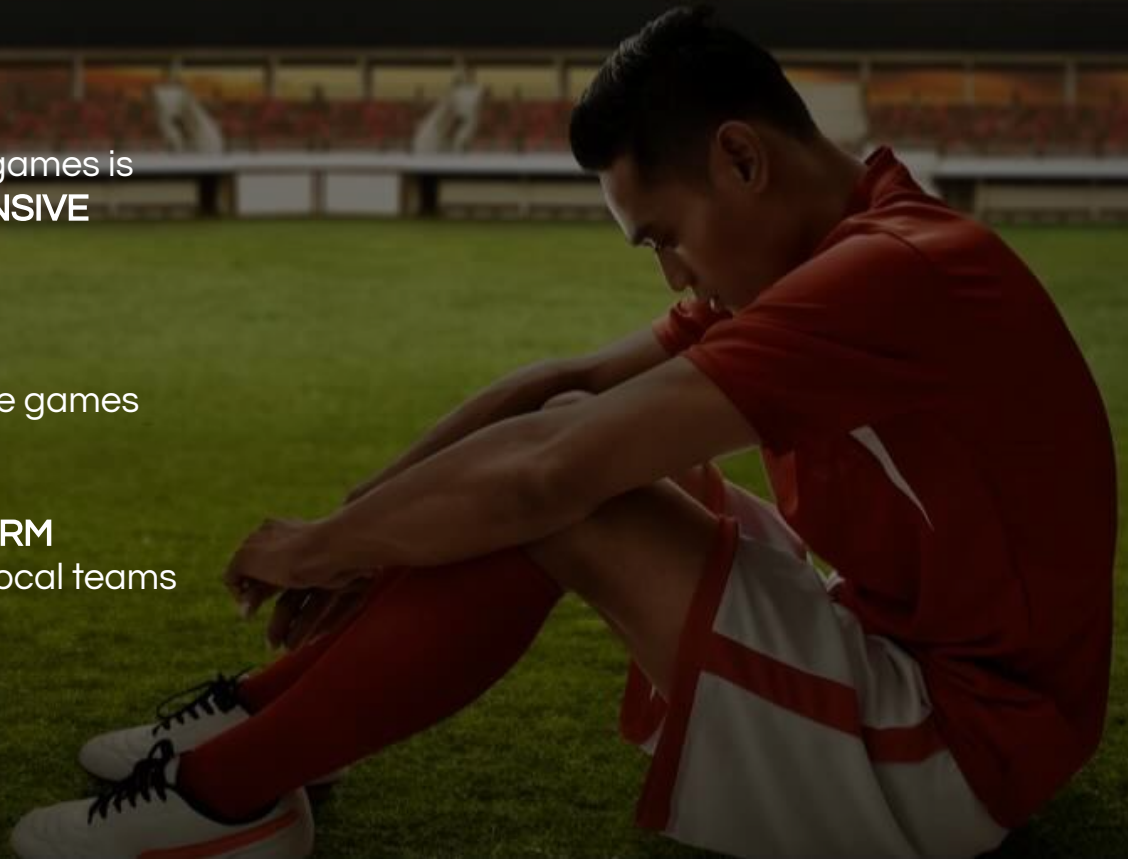
Live streaming sports games is
DIFFICULT AND EXPENSIVE



NO EASY WAY
to digitise and monetize games



NO COMMON PLATFORM
to watch and support local teams



SOLUTION

A mobile/web platform where sporting bodies can stream their games to:



MAKE MONEY

from viewership & advertisements



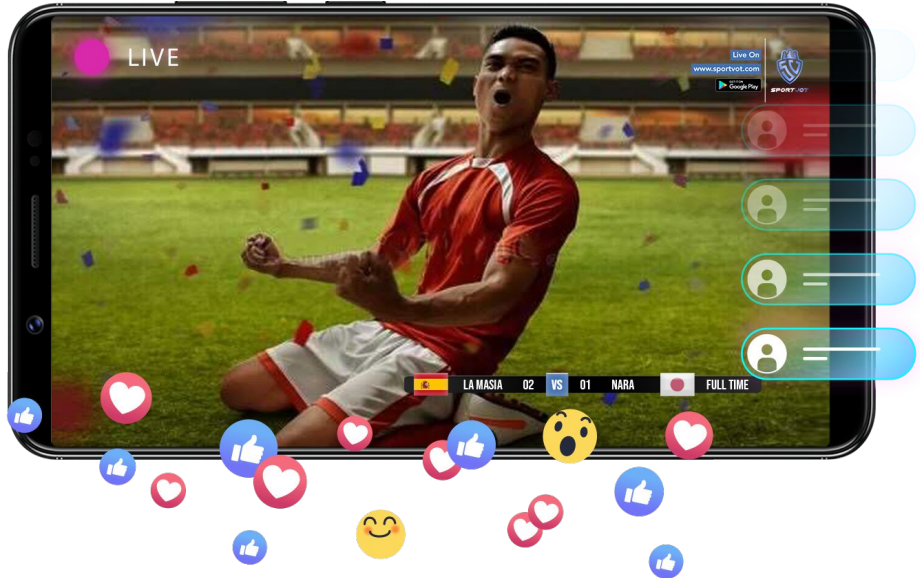
PROVIDE ACCESS

by using our cost-effective & easy streaming solutions



CONNECT COMMUNITY

by bringing fans closer to athletes



PRODUCT



Connect any camera



Login to SportVot Studio



Add graphics of your choice



Go LIVE!



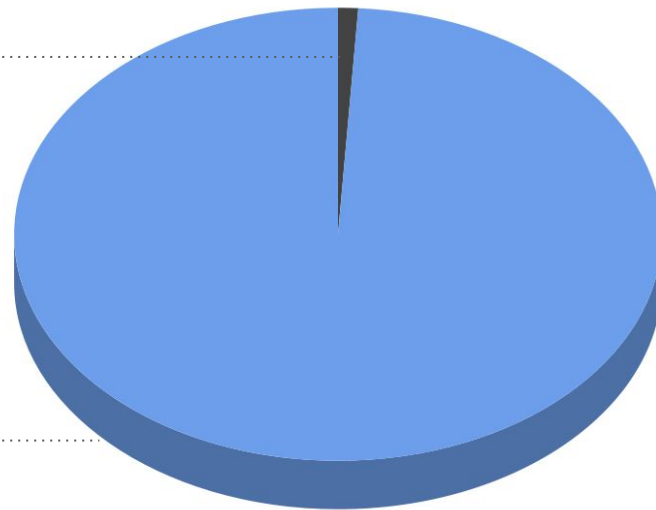
ADDRESSABLE MARKET

<1%

Of the tournaments are broadcasted
globally by top channels
Market Size ~ \$ 50B

99%

Of the tournaments are not
broadcasted globally
250k+ official tournaments in India &
Australia alone



REVENUE DRIVERS



STREAMING FEES/
SUBSCRIPTION

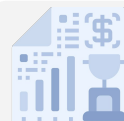
+



ADS/ SPONSORSHIPS

=

1000\$/ TOURNAMENT

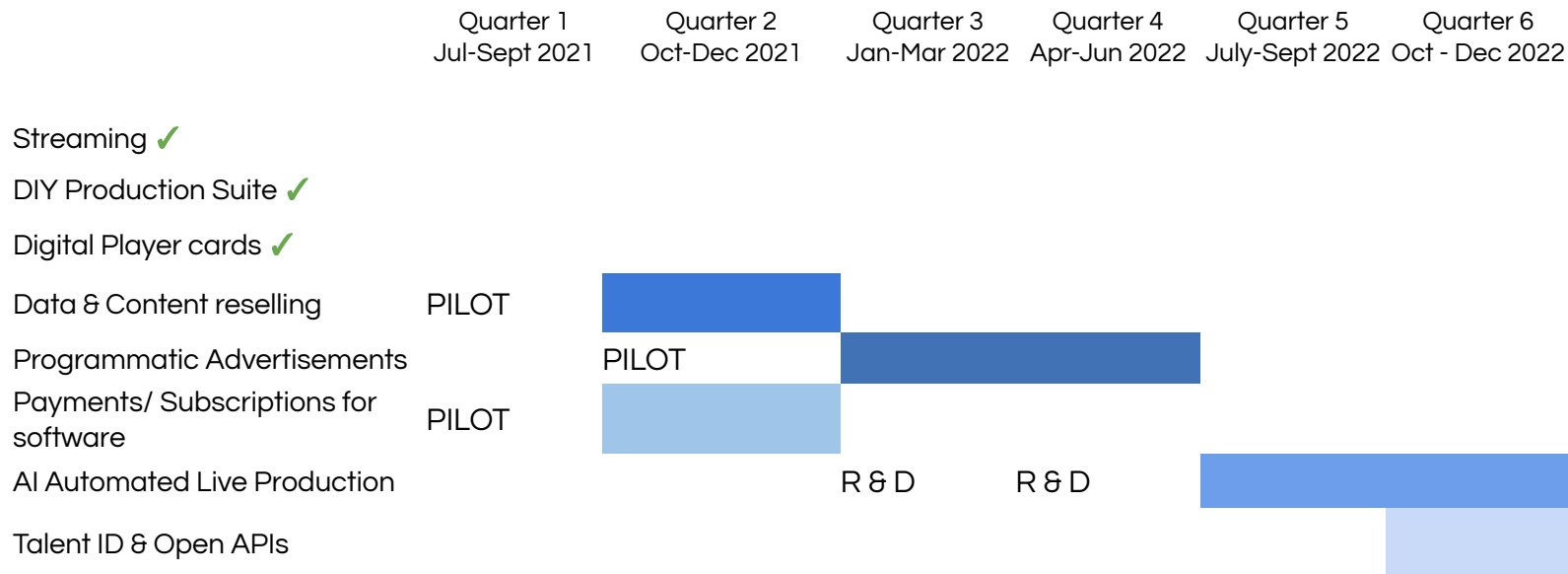


DATA

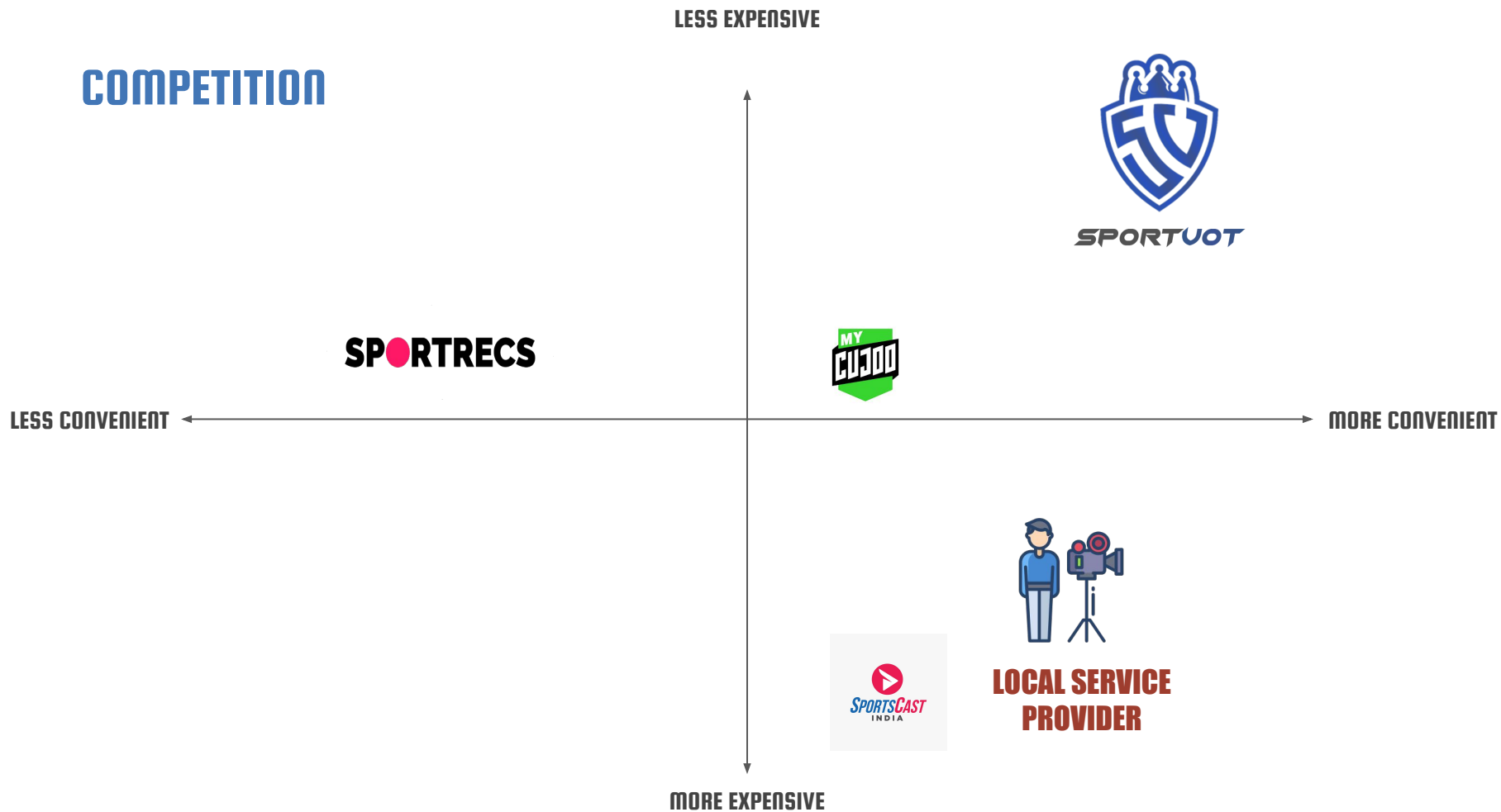


PPV/ SUBSCRIPTIONS

PRODUCT ROADMAP



COMPETITION



COMPETITION

	SportVot	Sportrecs	MyCujo	Local service provider
Interactive Streaming & Commentary	✓	✓	✗	✓
Auto Highlights	✓	✓	✗	✗
TV grade graphics and Statistics	✓	✗	✗	✓
Lightweight operations/ Cost Effectiveness	✓	✗	✓	✗
Player profiling/ discovery	✓	✗	✗	✗
Multiple Camera Angles (Smartphones + Video camcorders)	✓	✗	✗	✗
Access/ DIY Model	✓	✗	✓	✗

SportVot's Unique Insights:

Strategic Partnerships: Tying up Local Cable operators

Their Core Business: Earn extra income by picking up streaming assignments and broadcasting them.

Their Problem: Investment in expensive softwares & hardwares.

Our Solutions: SportVot Studio

TRACTION



8K+

Games broadcasted
(108 games in a single
day)



40K+

Athletes Profiled



10 Mn+

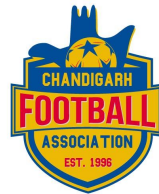
Total Viewership



04

Countries Covered

STARTED FROM THE GRASSROOTS



GROWTH MODEL

GRASSROOTS & COMMUNITY

Exclusive Tie ups with DSOs under the MYAS which has given access to 1000s of schools/ universities, community sports event organisers, and official sports federations for their tournaments

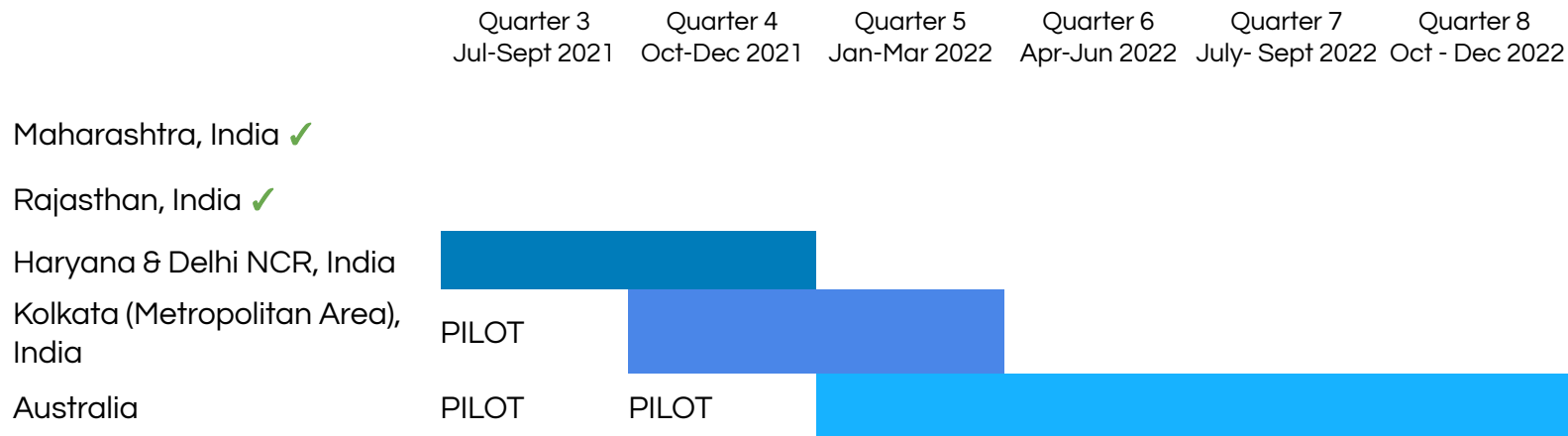
CONTENT PARTNERSHIPS

We have partnered with platforms like **JIO** (India's biggest telecom service provider), tying up with local cable operators and sports broadcasters with an efficient revenue share model

ATHLETE PROMOTION

Focus on talent promotion with athlete focused content on Digital Media platforms

EXPANSION ROADMAP



PROJECTIONS

Financial Year	21-22	22-23	23-24
Tournaments Covered	500	1500	4000
Unique Viewers	500K	1.5 M	7 M
Estimated Revenue per Tournament	\$ 1,000	\$ 1,250	\$ 1,750
Total Estimated Revenue	\$ 500k	\$ 1.8 M	\$7 M



INVESTING PARTNER

SportVot (SV) is among the TOP 10 sports-tech startups in the world selected by Startupbootcamp, an esteemed Global Sports-Tech Start-Up accelerator programme, to set-up SV operations globally.



DISTRIBUTION PARTNER

SportVot is now partners with India's leading telecommunications company, Jio.

150 Mn+ users of Jio set-up box, Jio phone and Jio TV will now have access to sports content streamed by SportVot.

CORE TEAM SPORTVOT



YASH BHAGWATKAR

Co-Founder | COO

Ops guru, previously worked at:



SIDHHANT AGARWAL

Founder | CEO

Tech Guru, previously worked at:



SHUBHANGI GUPTA

Co-Founder | CMO

Serial Entrepreneur, handled marketing for 50+ brands like:



A soccer player in a red jersey is kneeling on a green field, celebrating with his mouth open and hands clasped. Confetti is falling around him. The background shows a stadium with spectators.

ASK

Seeking USD 600k

So we can

- Widen coverage to 1500 tournaments
- Scale technology & infrastructure
- Refine product and customer acquisition
- Reach 650k MAU

USE OF FUNDS (USD)

	Tech salaries	Content Team Salaries	Operations team fixed salaries	Live coverage operations expenditure	Growth & Sales Salaries	Management salaries	Server & infra	Marketing	Admin	Media rights
21-22	40K	18K	20K	25K	30K	38K	20K	19K	18K	
22-23	65K	18K	35K	50K	37K	42K	37K	37K	28K	
23-34	85K	42K	63K	90K	55K	55K	70K	68K	40K	60K



SPORTUOT

THANK YOU!