



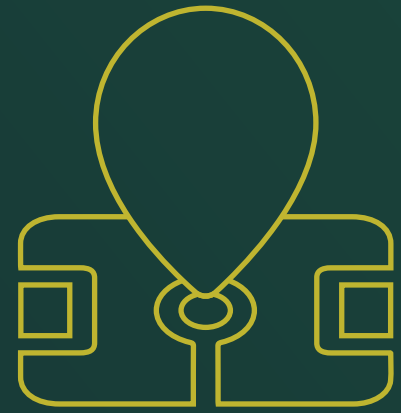
Playerfy

Easy Football



www.playerfy.ro

Problem



**Difficult to
find teammates
available**



**Difficult to
organize a
matchday**



**Difficult to
book fields**



***I don't have a team.
I can't find a pitch.
I can only play on Tuesday evenings.***



Does this sound familiar?

Passionates are doing it, but it takes lots of time (hours of calls, messaging etc.) and not everybody has time & energy for that.



Solution

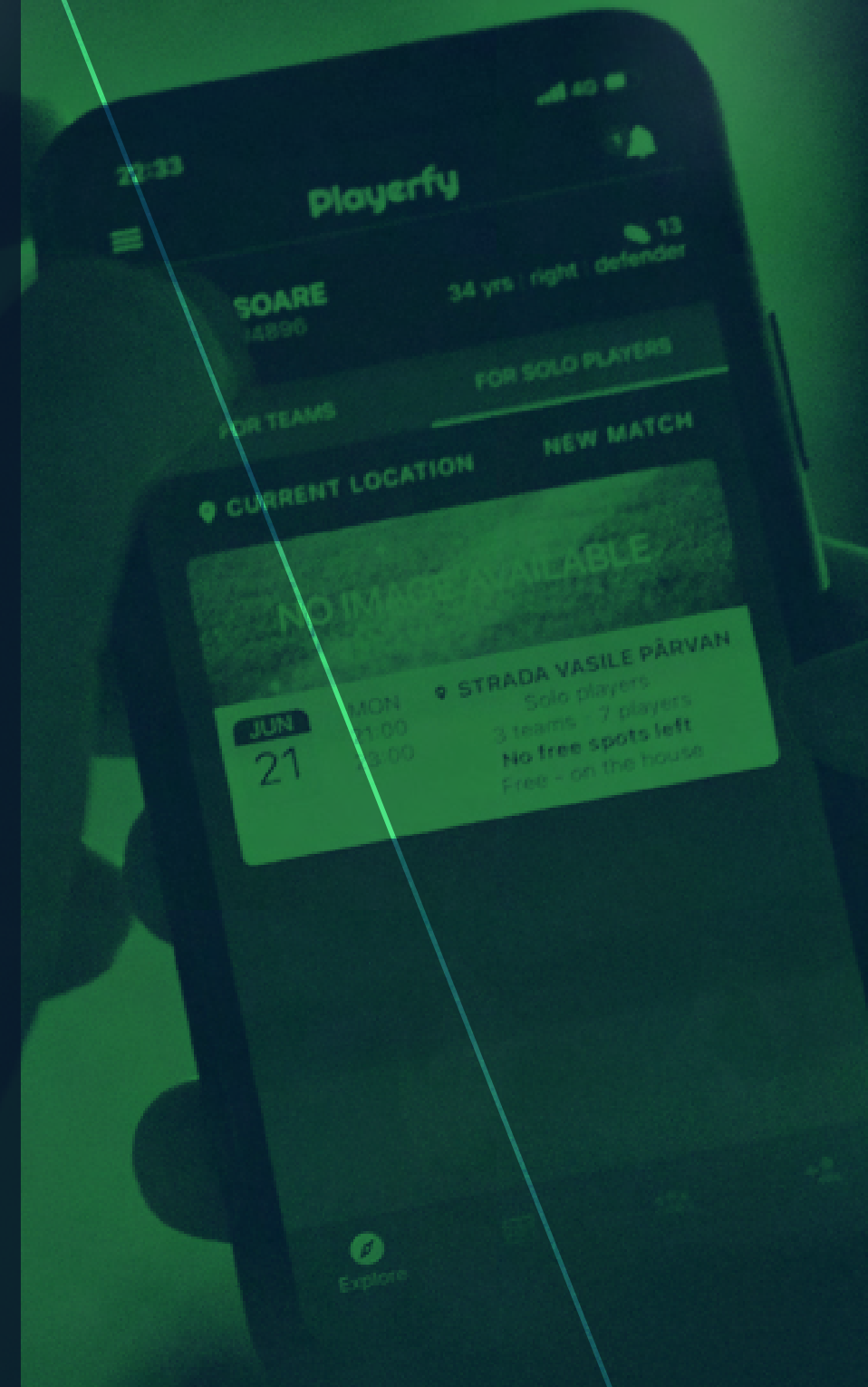


Playerfy

Easy Football

We combine technology with real life to offer everybody the chance to do sports anywhere and anytime.

Playerfy is the app where football & sport lovers find time, space & partners to play, and it is based on 3 vectors:



App User



Competition Platform

Playerfy Arenas

WHY?

Because it should be easy for anybody from anywhere, to practice sports at any time. Technology can help new and old generations to practice sports and socialize

Our vision - Real life gamification The PLAYERFY Experience

Community

Playing

Socializing

Competing

Personal development

Players will be able to:

- easily find people to play sports with in both friendly environment by joining single match days or in a purely competitive environment through our competitions platform
- join a like-minded sports oriented community in which they can share their love for sports and make new friendships, share their stats, communicate with and rate other players' skills
- track their own development through the in app stats and strive to increase their ratings



Playerfy

How it Works?



Create a profile



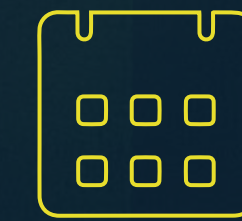
1.



Set your location
& availability



2.



Explore for matchdays
& Join them



3.

You can play **Solo or Team**

Create Solo/Team Matchdays

Player

- rate other players
- chat with friends
- keep track of your profile & stats
- join a team

Manager

- create public or private matchdays
- create & manage teams
- invite & accept/reject players/teams
- accept/reject matchday requests
- keep track of your matchday
- join a competition

How it Works?



User profile

Player Details

★ Intermediate
Livi#0001
Liviu Zorila

COUNTRY ROMANIA
FOOT RIGHT
POSITION MIDFIELDER

👏 552

Played 46 out of 48 matches

DEFENSE	37
FITNESS	89
GOALKEEPING	7
SHOOTING	111
PASSING	20
SPEED	74
TECHNIQUE	214

User profile

Matchday

PLAYERS DETAILS CHAT

I WANT TO PLAY! ⚽

Confirmed (2) 13 free spots available

- ★ Beginner
Matchday Admin
optimoose#1631 (Mihai Dumitru)
ATT × 0 Top: Defense
- ★ Semi Pro
coltstefan #8183 (Stefan Colt)
GK × 3 Top: GoalKeeping

Pending - Invited by host (1)

- ★ Super Star
Radu_ird#4428 (Radu IORDACHE)
ATT × 3 Top: GoalKeeping

Recommended players (33)

Join matchday

Rate players Done

Rated Soare #0001
Rated Claudiu Oprea #5800

→ Alexandru Sorin

Player did NOT attend the match

Level of Play
★★★★☆
★ Intermediate

👏 Compliment the Player 👏
Multiple claps for the same attribute are allowed.
Award 0 to 3 👏 per player

🏃 Running
🎯 Technique
🏃 Fitness
🛡 Defending

Rate players

Liviu Zorila
LIVIU#0001

- Explore
- Matchdays
- Teams
- Friends
- Watch Tutorial
- Profile
- Availability
- Settings

User dashboard

Playerfy

Did you see the tutorial?

LIVIU #0001 ★ Intermediate | 👏 552
35 yrs | right | midfielder

FOR SOLO PLAYERS FOR TEAMS

PICK A LOCATION NEW MATCH

Agromie Matinal
Duminică

MAR 20 SUN 10:00 12:00

ACADEMIA DE FOTBAL NARCIS RĂDUCAN
Solo players
2 teams × 7 players
5 free spots available
Aprox. 30-35 RON / pers.

Marti la Pui de Urs

Explore

Explore matchdays

How it Works?



Join a Competition

Comp Matchday

Old boys #3634 **0 - 1** **ALFA Galaxy** #5721

Playerfry Community Cup (Spring Ed.)
Group Round 1

DATE & START TIME
April 23, 2023 from **1:30 pm**
Sunday

MATCH LOCATION
Nastase&Marica Sports Club

LOCATION NOTES
Terenul 2

Events

FINAL WHISTLE 30'

Comp Table

SUMMARY	TABLE	RESULTS	PLAYER RANKINGS	
Group A		P GDPts		
CGA Team #3886	3	7	6	↑ ↓
Pantelimon #5008	3	6	6	↑ ↓
Los Cuervos #3304	3	1	6	↑ ↓
Young Boys #8644	3	-13	0	↑ ↓
Group B		P GDPts		
TRIADA PROGRESUL #55353	11	6	↑ ↓	
Bragadiru Team #7997	3	-1	6	↑ ↓
ALFA Galaxy #5721	3	-3	3	↑ ↓
Old boys #3634	3	-7	3	↑ ↓

To participate at a Playerfry Competition, you need a team to register with, in a few simple steps.

- Acces the Competitions Screen
- Choose the desired active Competition
- Choose the team you want to participate with
- Check the Privacy Policy & the Rules
- Send the Subscription
- Validate your Squad of players
- Confirm & Finalize the subscription



Market Size



265 million

people – play football worldwide

3.5 billion

people – consider themselves football fans

more than

40% of people over the age of 16

or older in major population centers around the world consider themselves interested or very interested in following football (FIFA)

Over **700.000** football practisioners

(professionals, amateurs, or just simple sport lovers) practice football in Romania – RFF (Romanian Football Federation)

48%

of romanian football fans

practice sports, including football, daily or 4-5 times a week (GfK)



Playerfy

Business Model



KEY PARTNERS

Users
Investors
Field owners



KEY ACTIVITIES

Maintain & develop software
User ratings & feedback
Sales & Marketing
Competitions management



VALUE & SERVICE

Connects players with other players
Connects players with competitions
Connect players with fields
Play sports with a click, anywhere
Be part of a community



CUSTOMER RELATION

Self service
Ratings



CUSTOMER SEGMENT

Amateur football players
Professional football players & coaches
Field owners
Sports brands



CHANNELS

App for users
Social media
Word of mouth
Online & offline ads



KEY RESOURCES

Playerfy platform & user app
Users network
Developers



COST STRUCTURE

Software development
Marketing
Legal

Ads & PR

Infrastructure
Transaction fees
General & admin



REVENUE STREAMS

Competitions (Entry fees)
Competitions (White label admin fees)
Advertisement revenue (In-app ads - Sponsorships - Playerfy Points)
Premium Users Subscription Fees
Matchday Fees



Playerfy

Traction



3.850 user accounts
(+2.000 e-mails)

200 unique weekly users

500 unique monthly users

80 monthly matchdays

+1.000 total matchdays played
(85% of matchdays created)

+15.000 total attributes assigned
to players

5 events organised

Tournaments

FANS CUP

the most important competition
dedicated to fan-club members in
Romania

1 day

2 football fields

18 teams

30 parallel matchdays

200 players

500 spectators

KICK-OFF CUP

The first Playerfy event
for users (free)

6 teams

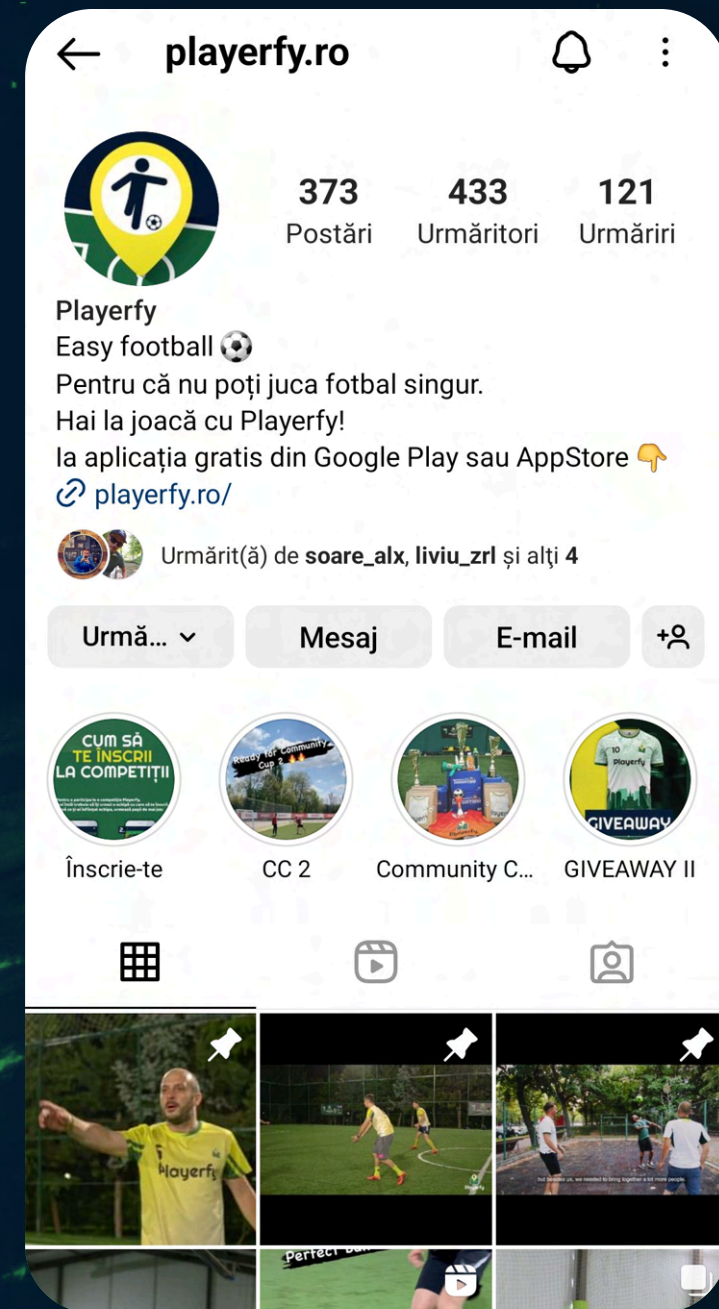
60 players

100 participants

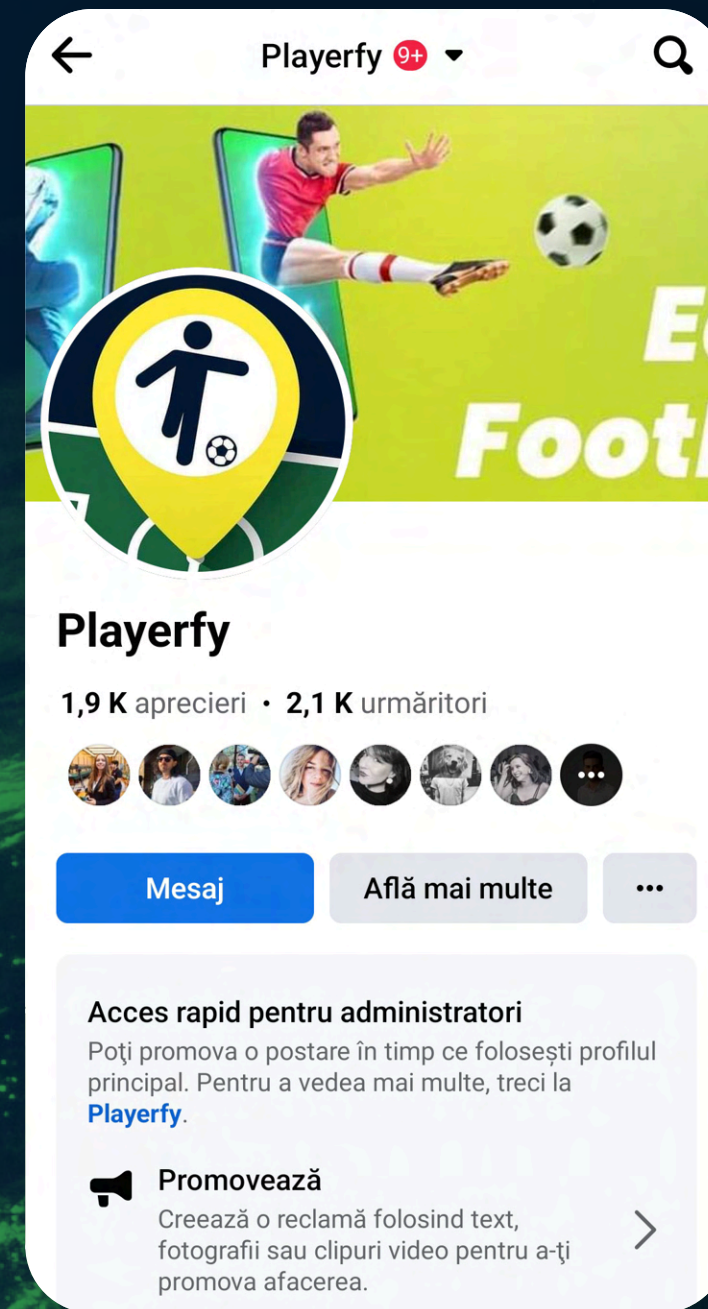
Exhibition match
"Football Players"
vs.
"Journalists"



SOCIAL-MEDIA



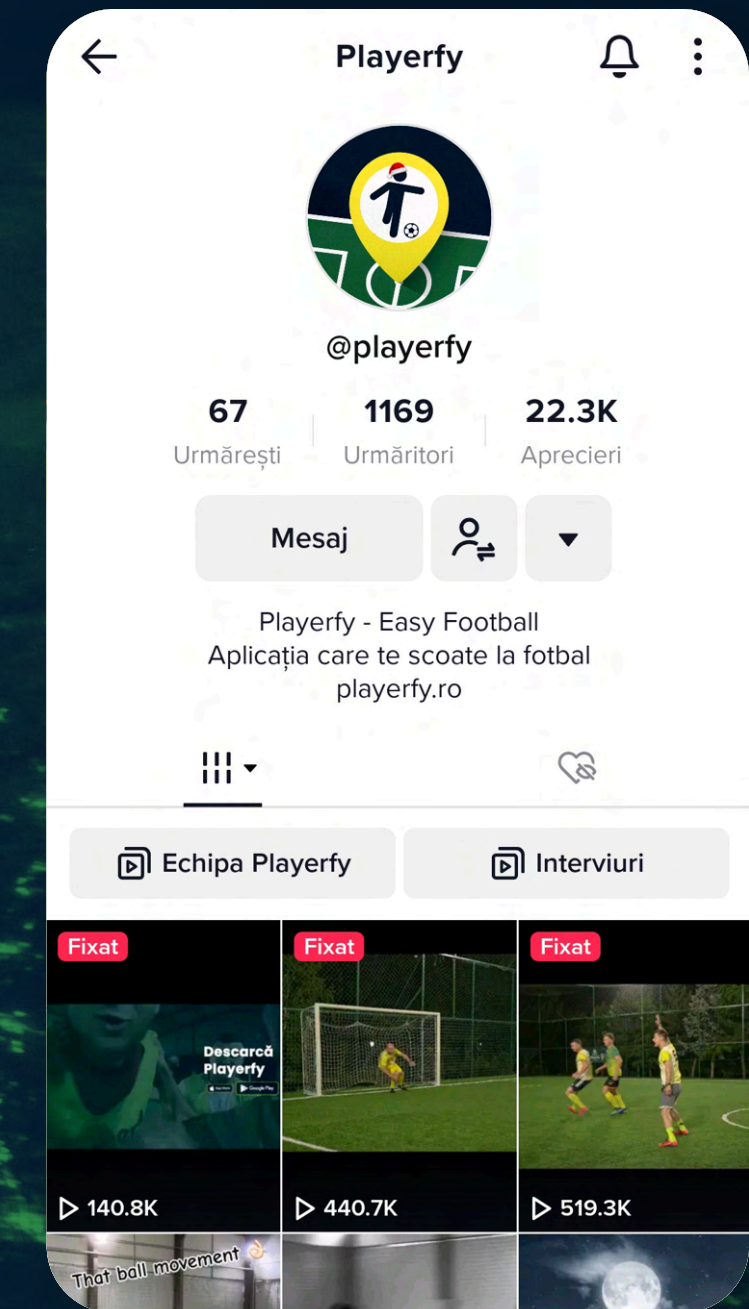
+400 followers
+12.000 engagement



+2.100 followers
+50.000 vews



+80.000 vews

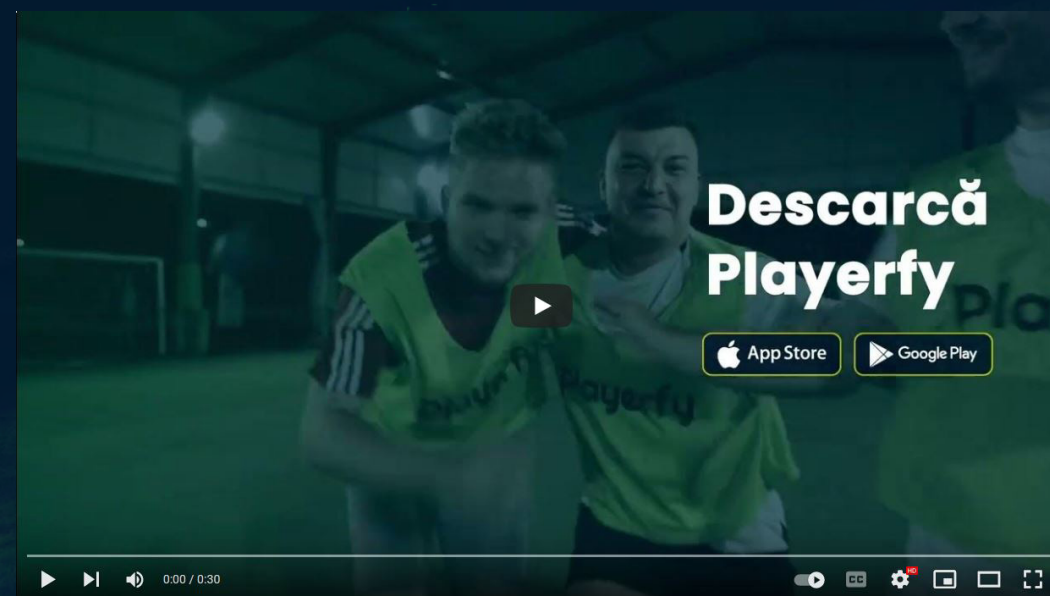


+1.200 followers
+22.000 likes
+1.3 mil vews

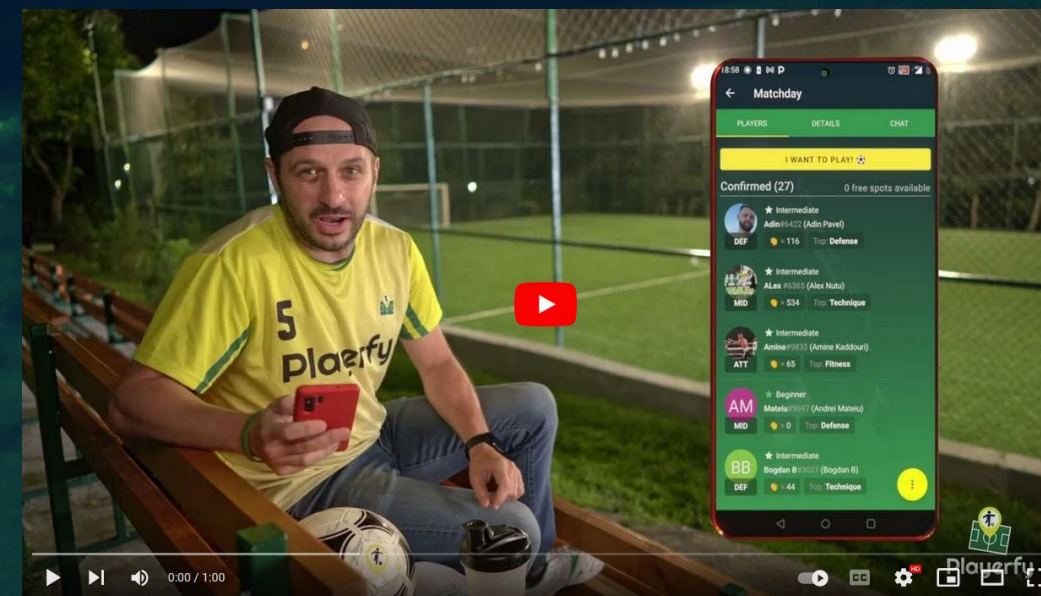
LINKS



What is Playerfy



Spot 1



Spot 2



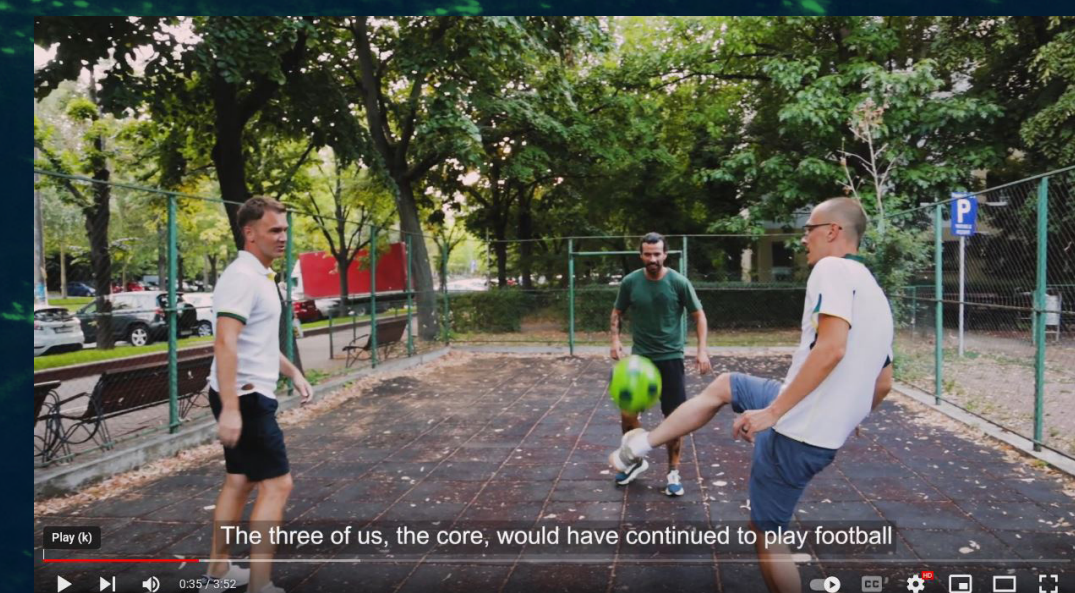
Spot 3



Spot 4



Pitch



Tournaments



COMMUNITY CUP (ed. I)

The first in-app Playerfy Tournament for the community (free)

8 teams

70 players

2 fields

1 day

Trophies

Prizes

Sponsors

COMMUNITY CUP (ed. II)

The 2nd edition of the establishing Playerfy Tournament for the community

8 (paying entry fees 150E/ team)

90 players

2 fields

1 day

Trophies

Prizes

Sponsors

User Personas



Vlad 14-18 yo

Highschool student

Large city/ small city/ countryside - locals

Education - ongoing

Income: \$

From the new generation, Vlad loves football. He plays several times a week, every week, in or outside school. He is very interested in competitions and socializing. Loves tracking his statistics and has lots of colleagues to compete with.



Darius 18-23 yo

Student

Large city - locals & expats

Education - ongoing superior education

Income: \$

Darius is a student at the local university, born in the city, or from a different city/country. He is looking for teammates to play, competitive or for pleasure. Also, he is looking for socializing and making new friends and has availability to play several times per week, every week.



George 23-45 yo

employee

Large city/ small city/ countryside

Education - minimum or medium education

Income: \$\$

Gigi loves football since he was a kid. Maybe he played a bit of pro at some point, or even if not he played or still plays for fun. Driver, policeman, worker, cashier, bartender, etc, he has a fulltime job, but, if given the chance, he will play at least once a week, almost every week. Plays for pleasure and also interested in competitions.



Iulia 23-45 yo

entrepreneur/ freelancer

Large city - locals & commuters/expats

Education - medium or high education

Income: \$\$\$

Iulia is the upper class sports lover. A local or an expat, she is looking for teammates to play with, open to socialize and meet new people. Business owner, freelancer, corporate partner or a programmer, she has a busy work schedule, but she will play at least once a week, almost every week. Very interested in competitions and socializing."



User Personas



Age Split:

18-35: **66%** 36-44: **27%** 45-54: **7%**

Player Attendances **1.700**
1.000 minimum **1** matchday played
+10 **2** **100**

TESTIMONIALS

“The most important for me is that I’ve met new people. When I started to use Playerfy I didn’t know anyone, and now I have so many friends I can play with.”

“I like that I can play several times a week with different teammates and I can organise my time better.”

“The rating system keeps me motivated to play every week and compete with my friends.”

“I really like the Competitions Platform, where I can play in a competitive way with the team that I formed only with friends I’ve met in the community.”



★ Semi Pro

Johnny#7063

Ionuț Talabă

COUNTRY ROMANIA
 FOOT RIGHT
 POSITION DEFENDER

👉 1873

Played 111 out of 111 matches

🛡️ DEFENSE	👉 832
🏃 FITNESS	👉 338
🧤 GOALKEEPING	👉 11
⚽ SHOOTING	👉 62
👉 PASSING	👉 173
🏃 SPEED	👉 175
👉 TECHNIQUE	👉 282

“I can plan my time better, I have the certainty that the matchday will be played, and thanks to the rating system I know in advance the level of the other users in the matchday. Also, I’ve made a lot of new friends and I get to see old friends I haven’t seen in a long time, thanks to Playerfy.”



★ Semi Pro

Silviu 🏆👉👉👉#2346

COUNTRY ROMANIA
 FOOT RIGHT
 POSITION ATTACKER

👉 1203

Played 116 out of 116 matches

🛡️ DEFENSE	👉 58
🏃 FITNESS	👉 141
🧤 GOALKEEPING	👉 29
⚽ SHOOTING	👉 386
👉 PASSING	👉 133
🏃 SPEED	👉 202
👉 TECHNIQUE	👉 254

“It was difficult for me to find teammates to play with. Playerfy simplified the hard work to find them. With just a few clicks, now it’s very easy for me to play 2-3 times a week and keep in shape.”



★ Semi Pro

Ato Cosmin#4373

Cosmin Atodiresei

COUNTRY ROMANIA
 FOOT BOTH
 POSITION DEFENDER

👉 1193

Played 113 out of 113 matches

🛡️ DEFENSE	👉 188
🏃 FITNESS	👉 137
🧤 GOALKEEPING	👉 126
⚽ SHOOTING	👉 354
👉 PASSING	👉 100
🏃 SPEED	👉 103
👉 TECHNIQUE	👉 185

“As a former professional sportsman, I feel the need to stay in shape and practice sports on a regular basis. Playerfy helped me a lot to play football, participate at tournaments and meet new friends.”

The team



Liviu Zorilă

CEO
& Co-founder

- experienced project manager
- 12+ years of experience
- 2+ million € total value of projects managed
- entrepreneur & football addict

Liviu is the person that has the will & enthusiasm and also the skill & experience to manage a project like this.



Eugen Dumitru

Head of Sales
& Growth
& Co-founder

- effective communicator and motivator
- 5+ years in sales
- 6+ years in business leadership
- entrepreneur & football addict

Eugen is the person that has the ambition & know-how to develop this business and make it profitable.



Sorin Alexandru

CFO
& Co-founder

- financial expert
- 4+ years of activity as fiscal inspector
- good analyst of numbers
- 6+ years of experience in business
- entrepreneur & football addict

Sorin guarantees the balance of the team & budgets.



Andrei Alecu

CTO

- expert software architect and product manager
- 15+ years of experience
- full-stack development specialist

Andrei is the programmer that has the know-how & vision to develop Playerfy to the next level.



Victor Sandu

Investor
& Business Advisor

- 10+ years experience as Marketing Manager and CEO in 20 mil. EUR company
- Unwavering growth and development mindset
- Extreme sports addict



Ion Alexandru

Senior
Media advisor

- 20+ years press experience
- football reporter & comentator
- repected journalist



Assist

Agency

4 Marketing Specialists team who set out to be the "man in the shadows" for athletes and clubs that want to build their brand.

With a various portfolio, from traditional teams such as FC Argeş, to established athletes such as Alexandru Băluță, Andrei Ciolacu, Iulian Teodosiu or Robert Popa to the influence of IT in sports, defined by Playerfy, from their ASSIST, we score!



Valentin Albu

Scrum master

- 10+ years experience
- scrum manager
- UX/UI

Thank you!

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   @playerfy

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