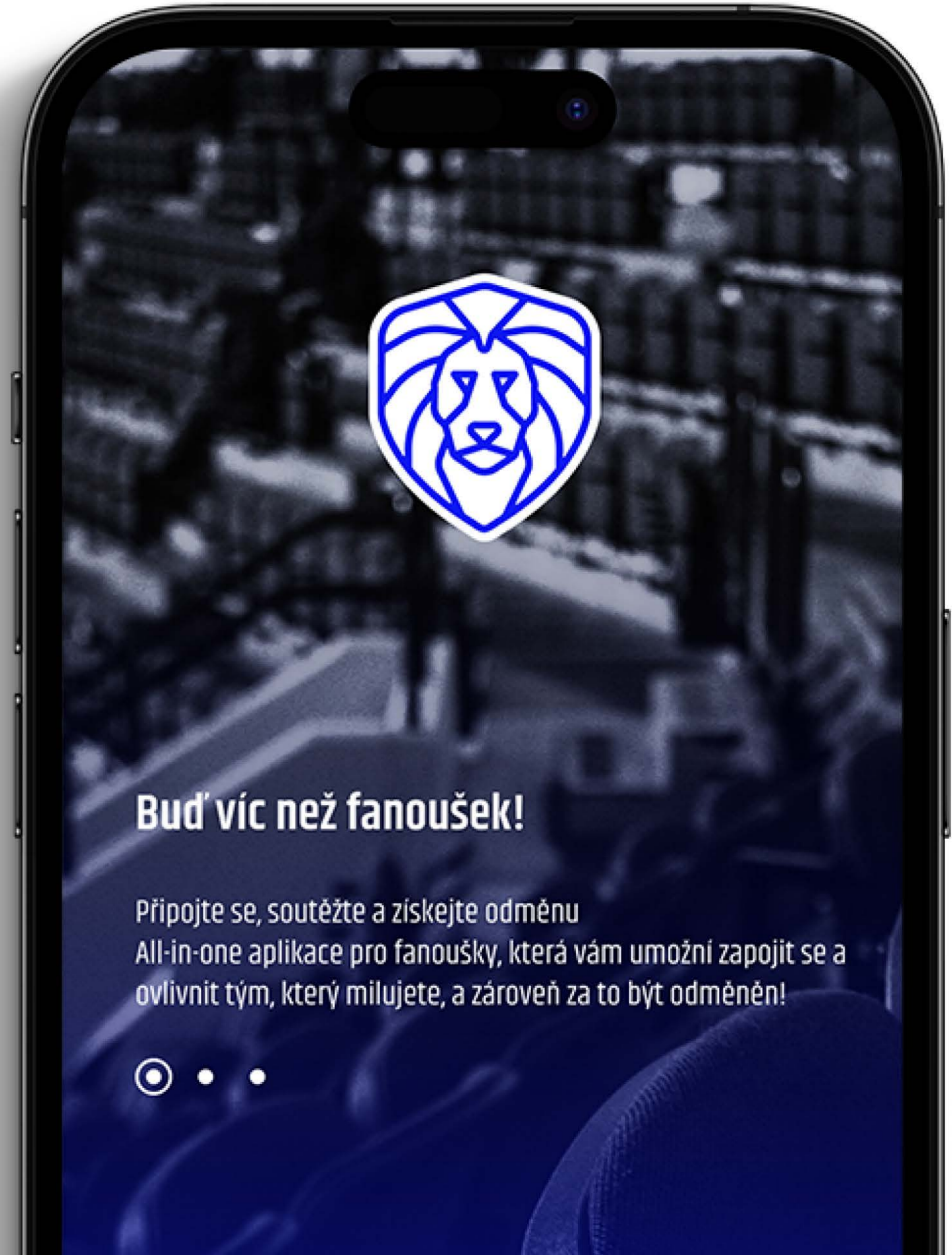


nagano Pitch deck

We help sports clubs make
a better experience for their fans

 Confidential



Sports Clubs



know only **1 of 3 fans** on average in the stadium and even fewer of those in front of the TV at home



compete with social events like cinema or even watching Netflix rather than attending stadiums



have **limited space for sponsors** and the campaigns are not measurable



want to provide match entertainment but are forced to use **complicated & expensive tools** or do not have enough workforce



nagano

A help for sports clubs to engage with their fan base with various activities.

A tool that helps sports clubs gain marketing data about their fans and improve targeting to maximise profits from sales.

Simple admin tool for a content creation.

Real-time interaction during sport events towards the fans in the stadium or at home.

Fans



have **changed their behavior** during the Covid-19 pandemic according to international studies



want to **be part of** the club, take decisions and communicate with others on a daily basis



want to **have fun** during sport events while clubs mostly compete with cinemas and other leisure activities



watching sports games on TV are not engaged and do not have possibilities to join interactive communities.

Today, sports clubs know **only 33% fans** in the stadium and even less of those watching from home.

Solution for sports clubs and their fans

Nagano solution consists of a mobile application for fans and an admin dashboard for the clubs. We build a platform that provides primarily sports clubs (later cultural events) a transparent and more effective interaction with their fan base to increase merchandising and tickets sales.

Through the platform clubs are able to create any desired activity in a minute and afterwards analyze collected marketing data about the users.

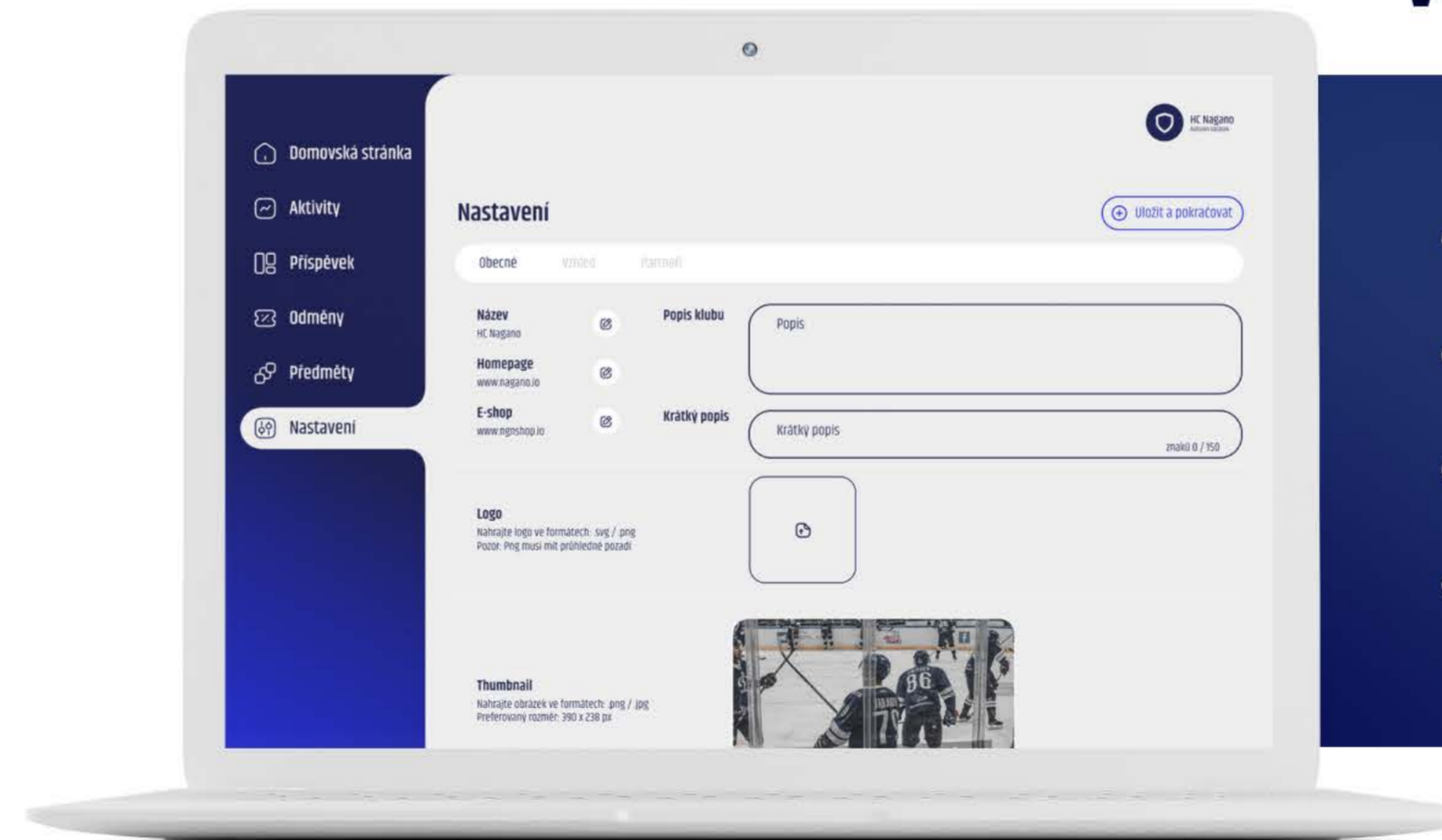
Mobile app for fans

- Quizzes
- Games
- Lightshows
- Polls
- AR Games
- Rewards



Web admin dashboard

- Content creation
- Statistics
- Marketing data
- Control panels for activities



Sports clubs' aim is to attract as many app users as possible because of the possibility to maximise revenues. Currently the **clubs cooperate** in making video spots and create rewards that will make the **fans join nagano platform**.

1. Benefits for sports clubs

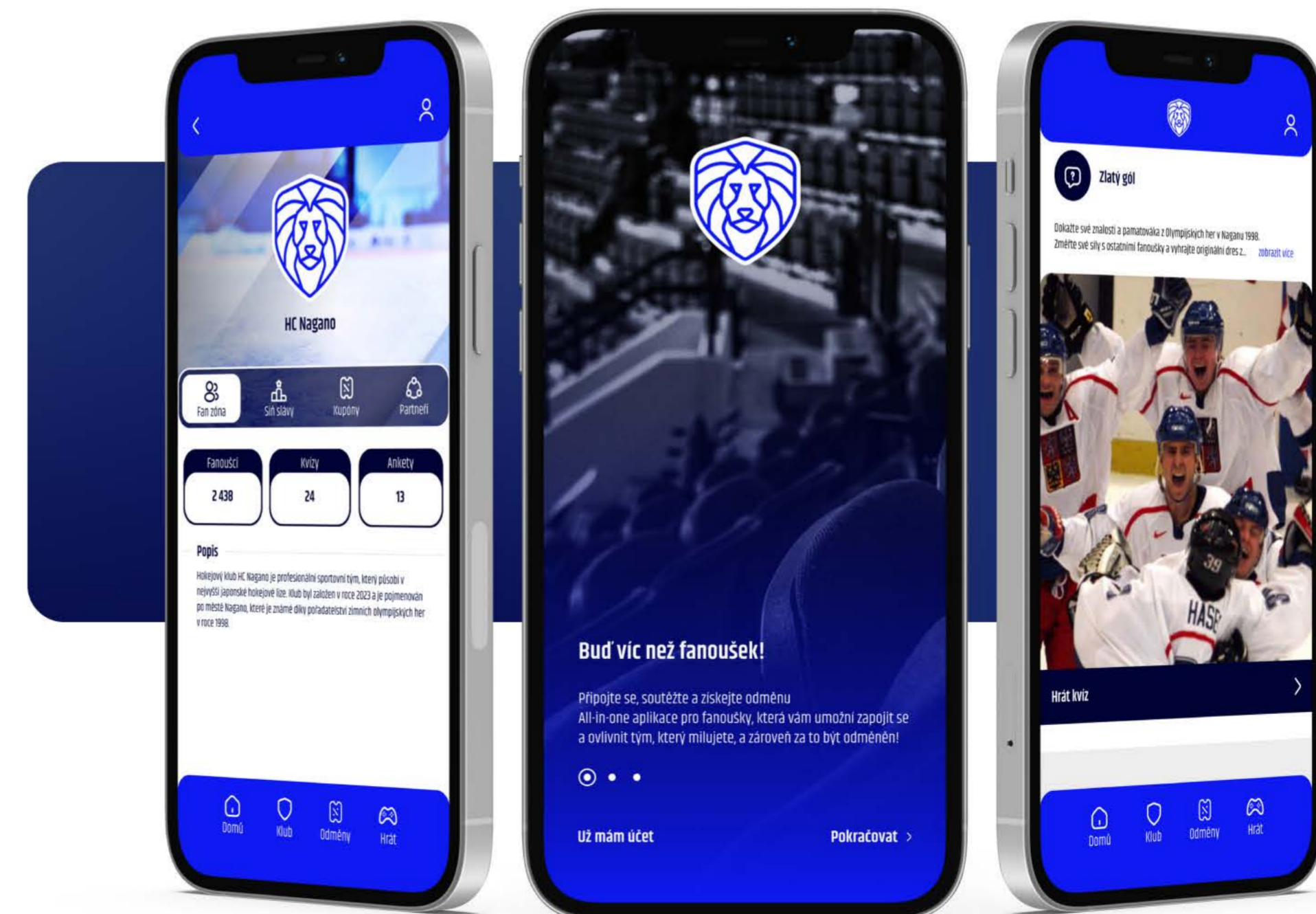
- increased attendance through a better experience at sports matches
- increased merchandising and ticket sales through discount coupons and notifications
- collecting relevant marketing data
- connecting fans with other business activities of the club (partners)
- possibility to offer clubs' partners another promotional channel
- increased fan loyalty = increased spends on the clubs' goods
- and **much more**

2. Benefits for fans in the stadium or at home

- better entertainment opportunities during sports events thanks to the crowd games, lightshows etc...
- sense of belonging when making decisions about club events
- access to exclusive information and data about the club and its matches
- interesting use of time when waiting in queues during match breaks
- chance to win interesting prizes as meet and greet with players
- and **much more**

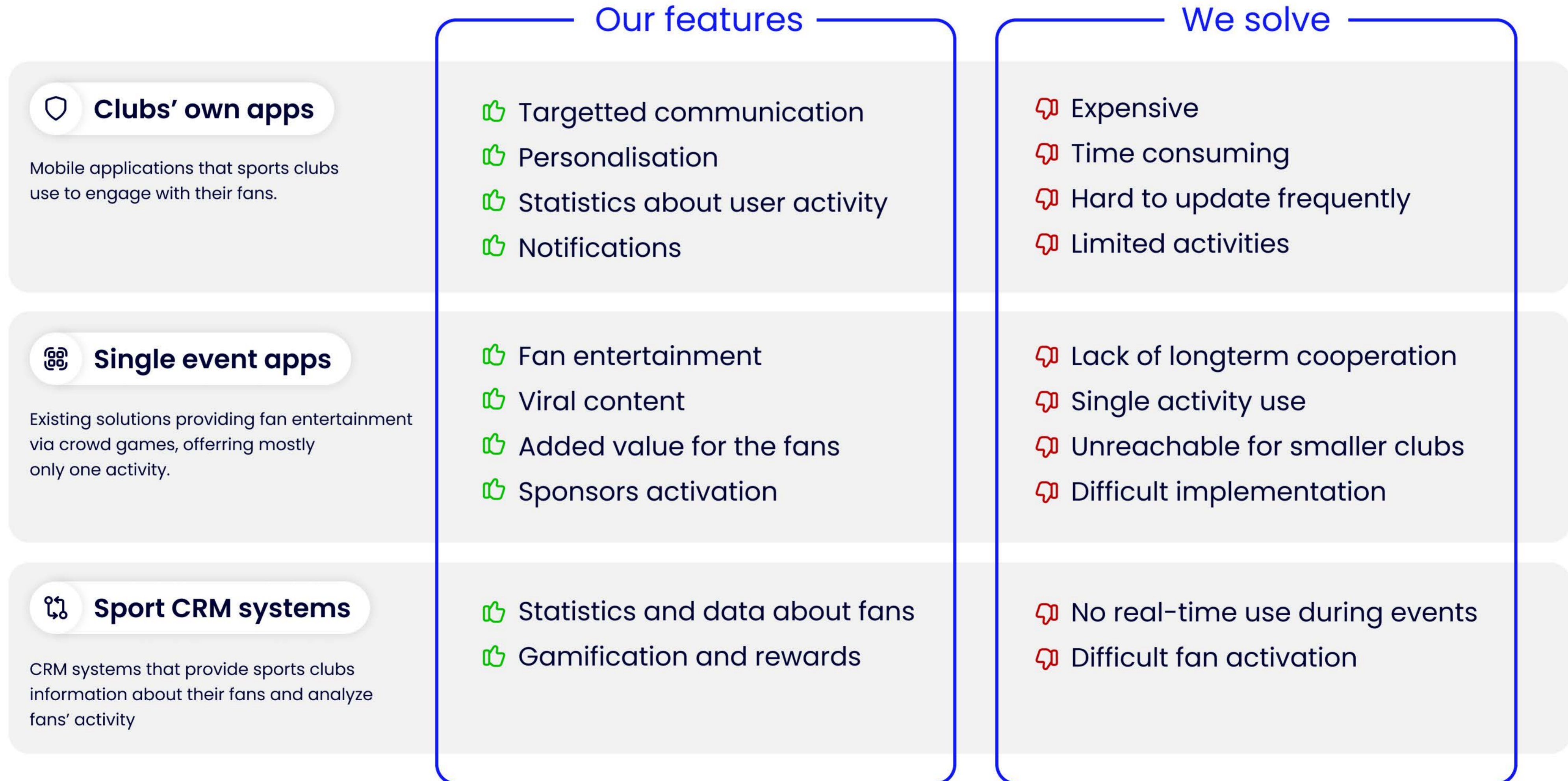
3. Benefits for production companies

- better engagement of the crowd in the stadium
- integration of the entertainment program into one platform
- ability to find out which activities fans enjoy the most and tailor the entertainment to them
- development of new activities and customized games in a short time
- use of the app for one-time and long-term events
- and **much more**



Competitive advantage

List of existing solutions on the market and its **advantages** and **disadvantages** for the best possible commercial use.



Business model

B2B Sports clubs & cultural events – SAAS monthly
First 3 appearances for free – then, according to the price list

EU clubs prices will be modified based on the targetted market

A clubs 5 000+ fans/match.

B clubs 1000+ fans/match

C clubs others

Ice-hockey clubs	monthly
CZ A Clubs	\$2,700
CZ B Clubs	\$1,800
CZ C Clubs	\$100
EU A Clubs	\$4,000
EU B Clubs	\$2,800
EU C Clubs	\$200

Football clubs	monthly
CZ A Clubs	\$1,800
CZ B Clubs	\$1,200
CZ C Clubs	\$100
EU A Clubs	\$2,200
EU B Clubs	\$1,800
EU C Clubs	\$200

Other sports clubs	monthly
CZ B Clubs	\$800
CZ C Clubs	\$150
EU B Clubs	\$1,000
EU C Clubs	\$150

One-time events	per Event
CZ A Events	\$4,000
CZ B Events	\$1,000
EU A Events	\$5,000
EU B Events	\$1,500

Other value adding services are in the commissions from sales of tickets, merchandising and special offers.

- Possibility to connect with broadcasting companies to engage their viewers
- Possibility to cooperate with brands sponsoring app activitise to gain marketing data
- Possibility of cooperation with betting companies with affiliate contracts.

Road map



Mobile app

Activities

The aim of the activities is to engage and connect the fans with the club in a fun and entertaining way, while giving clubs and their partners a tool to implement ideas on how to work effectively with fans both inside and outside the stadium.

nagano application currently involves real-time and standard quizzes, Club polls and lightshow using light torches on the devices. Thanks to the design of the stated activities, clubs can use a wide variety of games to entertain the crowds.

For the best possible fan engagement results we have developed a lightshow activity that gives clubs a possibility to connect fans' devices at one time and play a light show to chosen music or club anthem.

There has been made a test AR game that show possible direction of the activities development. The platform's aim are complex AR games, where fans can for example collect a certain number of virtual objects placed around the stadium and so on.

Curent activities

Standard quizzes

Real-time quizzes

Polls

Lightshow

Next steps

AR games

Web3 elements



Mobile app

Rewards

The aim of the rewards is to motivate fans to be more active in the app.

Rewards are given to fans for completing or participating in activities. nagano platform offers a set of rewards such as coupons or NFTs, that can be used to unlock meet and greet with athletes, merchandising and ticket discounts etc depending on the business requirements of the clubs.

Rewards will be easy to add and extend according to the clubs' needs.

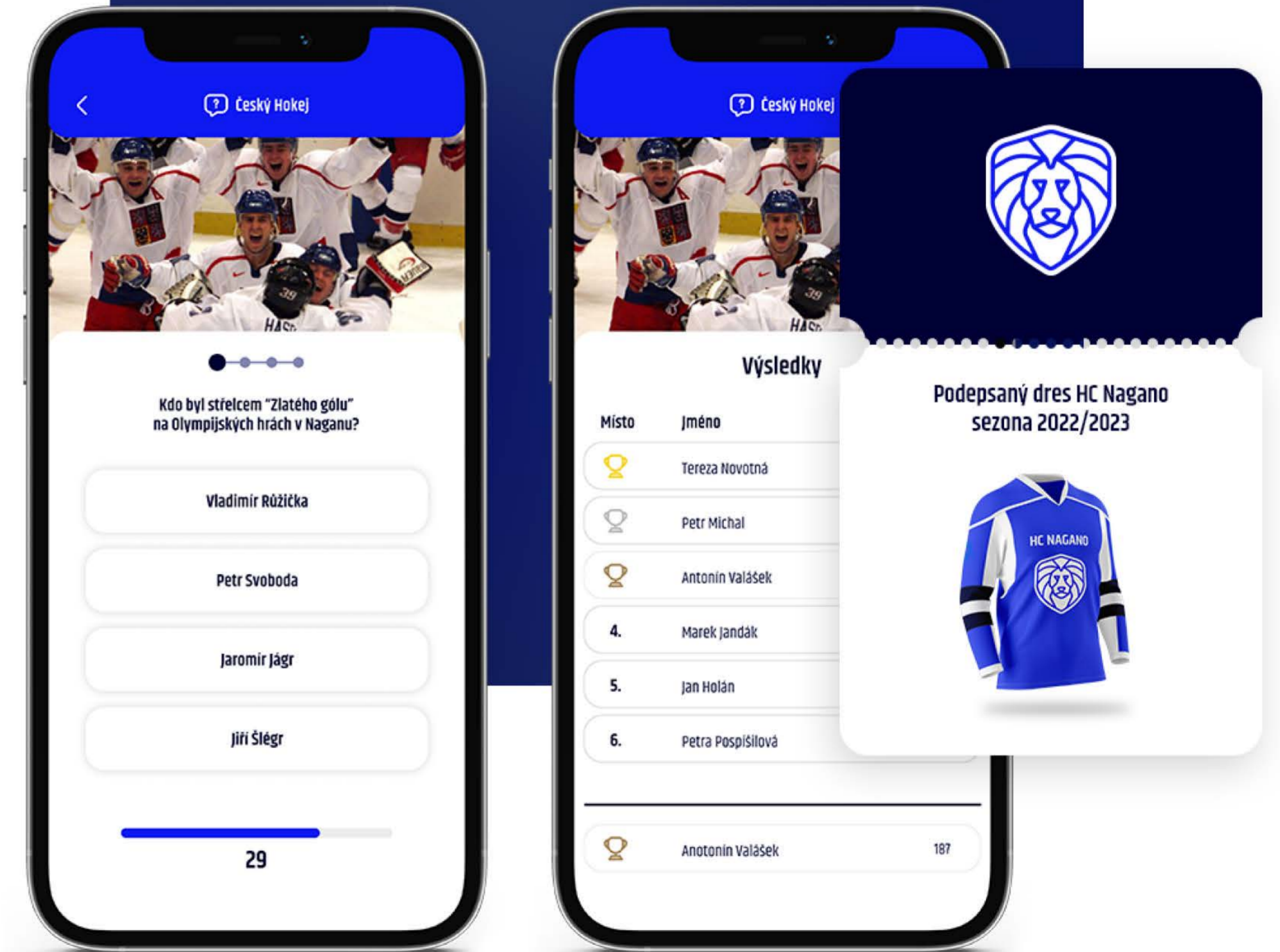
Mobile app

Gamification

Gamification elements, such as club points, leaderboards and rewards, help sports clubs create an engaging environment that encourages fans to stay connected with the club beyond game time.

For every game attended, item purchased, quiz won, questionnaire completed or frequent login to the app, the fan will be rewarded with a certain number of points.

In this way, the fans have a healthy motivation to collect points, that guarantee their advancement in the table of the most loyal fans.



Web admin dashboard

Admin environment provides clubs with ability to manage all the elements of the app, that are displayed to fans directly in the mobile app based on the selected settings.

The admin environment also allows clubs to tailor their nanago platform to suit their specific needs. Clubs can set the rules for each activity, create their own prizes and rewards, and manage the entire process from start to finish. A part of the dashboard are analytics and statistics on fan activity within the app so clubs can better understand their fans and adjust their marketing activities accordingly.

Activities manager

Quiz, Poll, Lightshow

News feed

Rewards

Data collection

Personal data

Activities statistics

posts & notifications

Activity screen mirroring

Screens with Q&A

Current rankings

Activity code mirroring

Control pannel for quizz masters

Remote control of the activities



Board team



Antonín Valášek

CEO & co-founder

- **6 years** of experience in managing a **web development** company and **e-commerce** projects
- Passion for **technology**, sports and their **interconnection**
- student in the final year of a **Master's degree** (University of Economics International Trade & Business Valuation)



David Šimek

CTO & co-founder

- **3 years of backend programming** in technology start-ups
- 1 year of **leading Python programming** courses at Software Development Academy
- 2 years of **blockchain application development** on demand

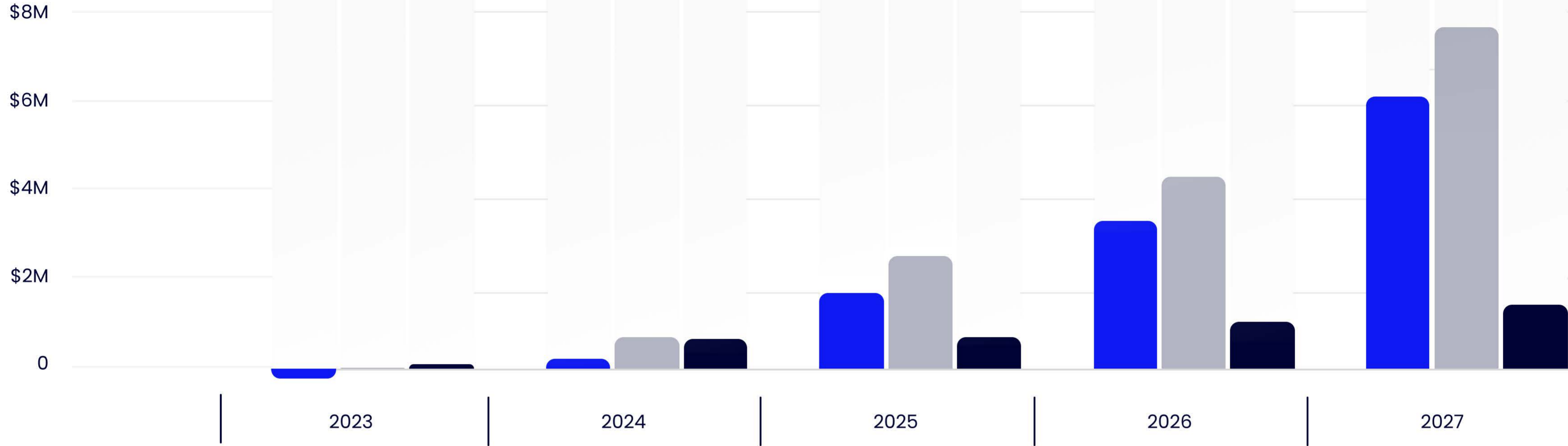


William Rayo

Lead frontend/mobile developer

- **10 years of experience** in frontend / mobile app development
- **Founder and CEO** of Macronaut - nutrition mobile app
- **Ex-CEO of StoryPress** - czech based software studio

Financials



	2023	2024	2025	2026	2027
EBITDA	-\$36,160	\$22,700	\$1,986,800	\$3,527,800	\$7,315,600
Revenue	\$2,700	\$477,500	\$2,568,200	\$4,473,400	\$8,562,400
Costs	\$38,860	\$454,800	\$581,400	\$945,600	\$1,246,800
Clubs + Events	2	23	61	191	290

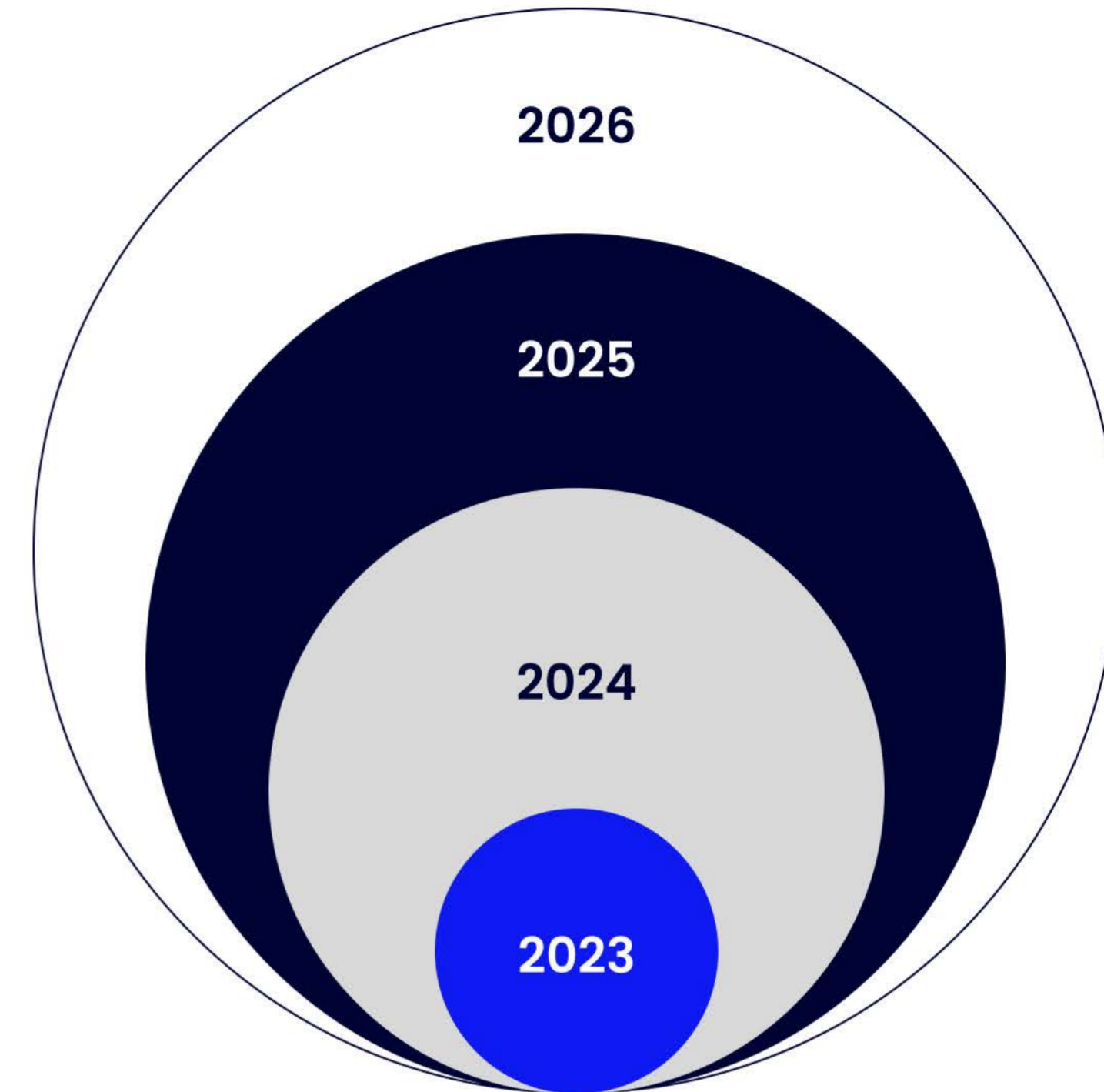
We are looking for **\$200,000** for an equity stake

To reach World Ice-hockey championship followed by European expansion

*** Pre-seed round:**

\$35K in early 2023 (Angels)

Go To Market strategy



- First Use of the platform (Bílí Tygři Liberec) and final development
- Czech Ice-Hockey clubs penetration, IIHF World cup and European expansion
- Expansion to other European countries and new sports
- Cultural events, potential use for broadcasting purposes and development according to R&D for the initial market

Partners





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