



**COUCH
COACH**

**U ACT
HELP YOUR
TEAM WIN!**

**FANS CAN DO SO MUCH MORE
THAN JUST WATCH. THEY WANT TO PARTICIPATE.**



INTERACTION ABOVE ALL REAL GAME. REAL TIME.



PRODUCT

NEW APP

COMMERCIAL
ADD BANNER

PLAYERS IN
THE COURT

REQUEST FOR
SUBSTITUTION

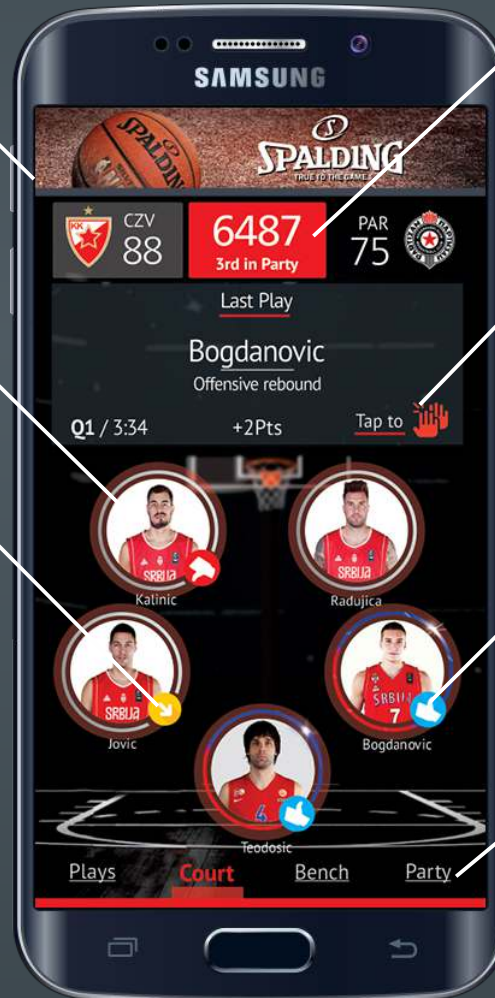
• USER GAIN POINTS
BY TAKING AN ACTION

• APPLAUSE TO
ACTION

• LIKE/DISLIKE
SUBSTITUTION

• COMPETE WITH
OTHER PLAYERS

NEW APP



ABA league

Traction – Pilot project

6 COUNTRIES

Slovenia Montenegro
Croatia Bosnia and Herzegovina
Serbia Macedonia

6594 Couch Coaches

79595 Actions

659400 minutes
playing game

2051280 points scored

192 prizes for best players



TEAM



Nenad Nikolin
Founder and CEO

CEO Fractal Dimension
ICT Consultancy company

Basketball player
National basketball referee
Coach, Sports director



Nikola Krstić
CTO



Vladimir Kuzmanović
CGO



Nataša Kovačević
UX/UI



Ivana Kostić
Sales



Dejan Vujić
BI



Žarko Petrović
Gameplay

SPECIAL ADVISERS



Igor Kokoškov
Phoenix Suns Head Coach



Zoran Šećerov
sport journalist



Vladimir Stanković
sport journalist

PARTNERSHIPS



SportKlub
Strategic Sport Media Partner



Cardinality
Strategic Technology
Data Partner



Euroleague Tech Challenge
Finalists at Euroleague Tech
Challenge 2018. powered by La Salle



Spark.me
Spark.me Startup
Competition Winner 2017.



Innovation Fund
The project is financed by the
Innovation Fund from the budget
of the Republic of Serbia from
the division of the Ministry of Education,
Science and Technological Development

TIMELINE

2016/2018



24 December 2016

App Launch

May 2017

Winner
Spark.me Conference

May 2018

Improved version for
Euroleague Final Four
Tournament in Beograd



25 January 2017

Basketball league
of Serbia

December 2017

Grant 80k€ from
Innovation Fund
of Republic of Serbia

September 2018

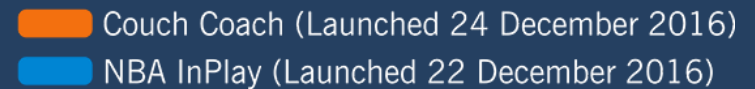
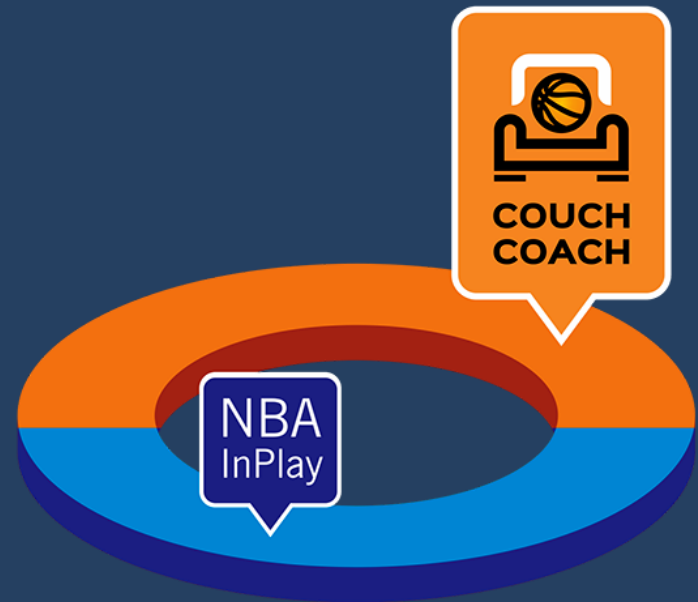
New version
of app

COMPETITION

FANTASY/ FAN CLUBS

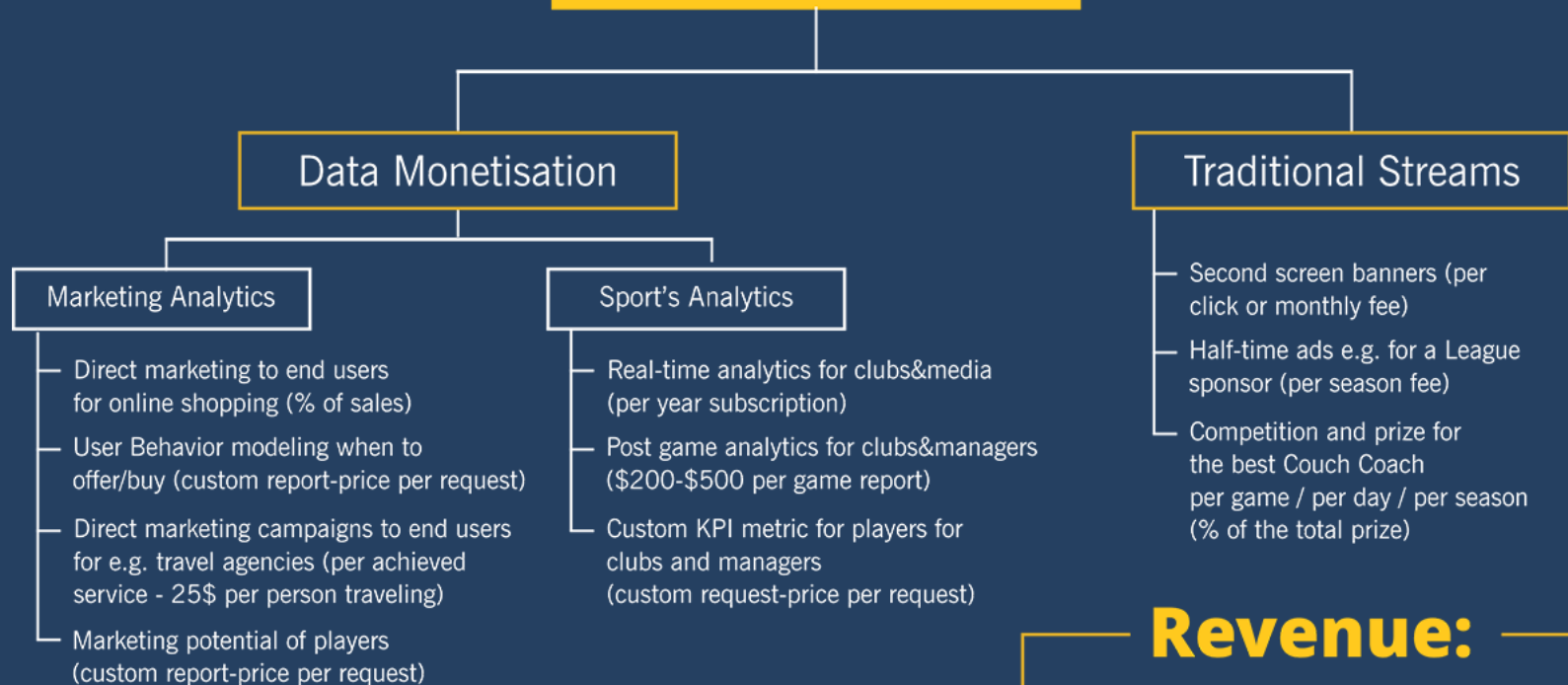


REAL TIME



BUSINESS MODEL

REVENUE STREAMS



CUSTOMERS: Players, Agencies, Leagues, Clubs, TV, Media, Telco, AI

Revenue:

0.11€

per active user (per game)

WINNERS

“FROM COUCH TO THE BENCH”



OUR EUROLEAGUE TECH CHALLENGE

„To Bring generic sports & entertainment fans into Euroleague“



TURKEY

80 million population
14 million basketball fans

Most popular football fantasy game has 5 million players

OUR GOAL

Introduce real-time second screen app for basketball game for them and switch them to watch Euroleague games

OUR EUROLEAGUE TECH CHALLENGE

„To Bring generic sports & entertainment fans into Euroleague“

Looking for the new experiences?



New experiences:

- Having fun,
- Compete with other players,
- Receive support from family, friends, colleagues,
- Win prizes and meet real players and coaches,
- Media exposure and recognition

**FANS ARE THE
CHAMPS!!!**

TIME FOR THE GAME, IT'S YOUR GAME



4 Basketball games

22 Million People can
compete for prizes

Everybody WINS!



IMPROVE VISIBILITY AND EXPAND EUROLEAGUE FOOTPRINT



- Balance between profit from TV rights and watching games for free in order to popularise the sports and improve overall Euroleague visibility (indirect vs. direct benefit, revenue sharing models)



- Promotional games with celebrities' concerts in a halftime (motivate non-basketball fans to come)
- Promotion by celebrities (visiting and promoting matches)
- Sponsoring non-basketball events and promotion through education about the sport



- Customer registration – KYC (know your customer) in order to understand the customer base, analyse it, segment it, exploit it
- Direct communication with underage millennials

IMPROVE VISIBILITY AND EXPAND EUROLEAGUE FOOTPRINT



- User registration (KYC) for statistics and analytics purposes
- Revenue stream diversification (online shop, direct marketing, game popularisation)
- Heterogonous data manipulation



- Engagement of other digital games users
- New gaming experience - Matches engaged in cycles, 1 to 1 and private leagues (follow same behaviour models, adopt to short attention span)



- Attractive prizes (tickets, couch, souvenirs) – create challenge
- Example – Promotion among Top 11 players
- Meet the favourite player and team, visit Euroleague
- Education about the game (history, rules, funny moments)

BUSINESS MODEL –REVENUE STREAMS

- **In-App purchase**

- Freemium
- On-line store

- **Enterprise clients**

- Ads
- Reports
- Affiliate program

- **White Labeling**

- Value added services
- Premium content

- **Customers**

- Clubs, leagues, players, TV, media, Telco, B2B, B2C, AI

REVENUE

0.11 EUR

per active user
per game