



Coaching Assistant for Sports Teachers Sports Playbook for Schools





School is the **first playground** for the child

Covid reinforced that learning in school is

- ✔ both inside + outside the classroom
- ✔ social & peer learning

- ✘ Not just inside classroom
- ✘ Not just academics





Sports is **broken** in Schools

Earlier the schools optimized for



Academics



Infra



Lack focus on sports & play



Lack focus on soft skills
development- leadership skills,
team work et al

Schools are seeking clear **differentiators** to stand out & attract
the best students





What is broken in sports?

❌ Curriculum

- No structured and progression led training
- No assessments

❌ Coach/Sports Teachers

- No training & development
- Lowest in teacher hierarchy in school
- Low self esteem

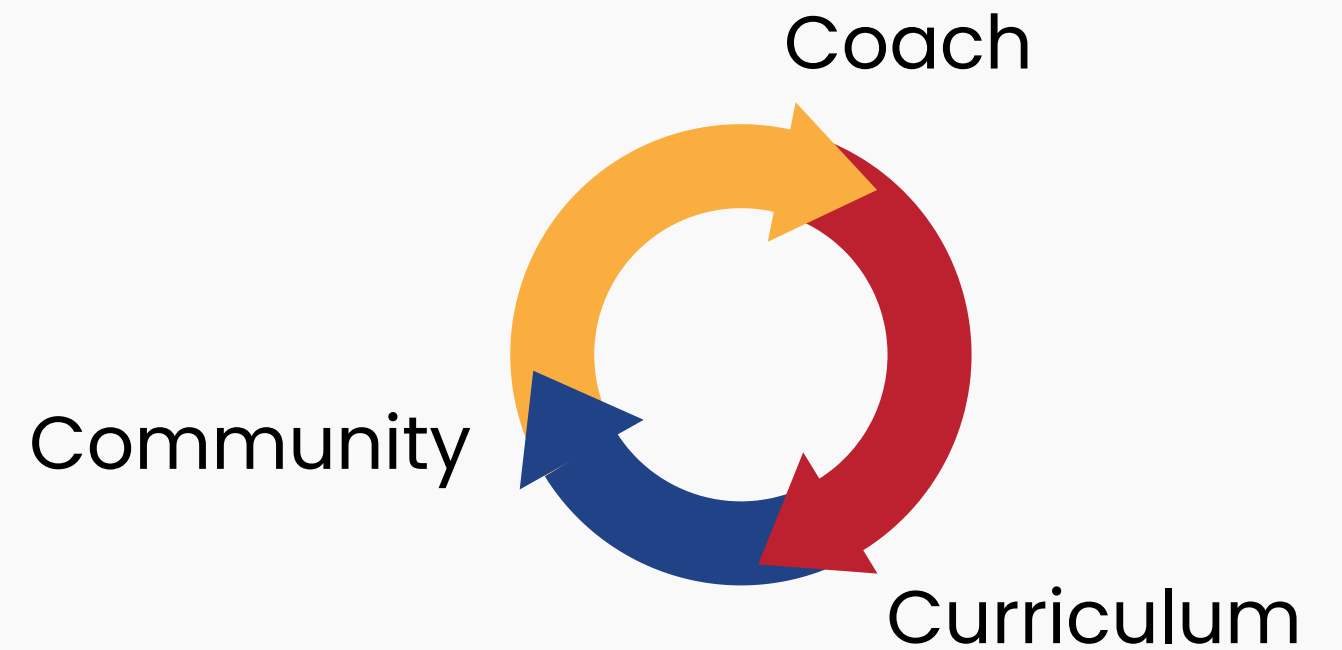
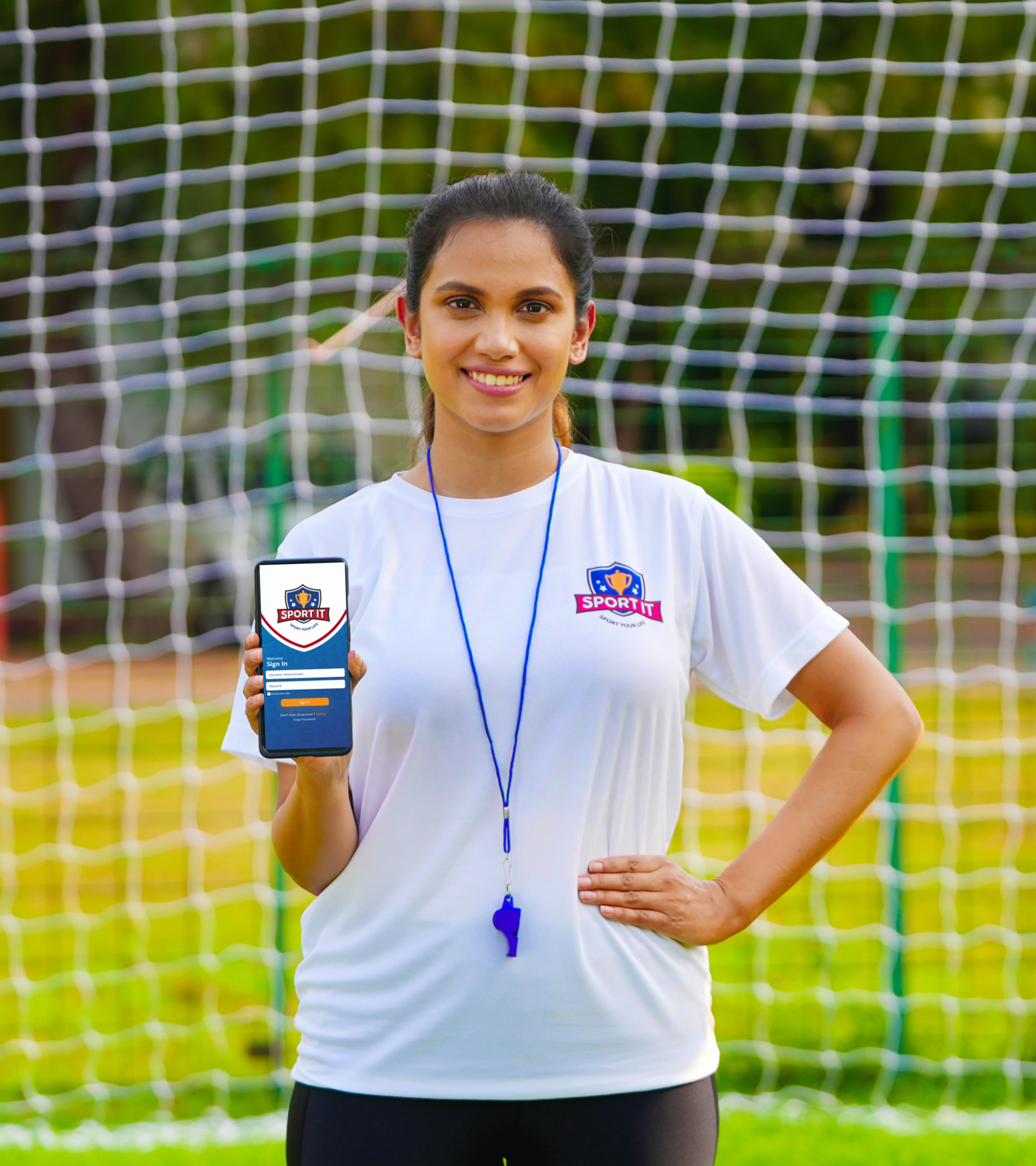
❌ Community

- No parent/teacher engagement
- Opacity on sports training program



Presenting SportIt

Powered by 3C approach



[Download the app](#)





Change the game where it matters most : **the school playground**





SportIt Delivers

Digitally enabled

- Digital coaching assistant
- Real-time learning, attendance, testing an assessment

Holistically Curated

- 360-degree sports playbook
- Guided by NEP policy
- Technical collaboration with international partners

Plug & Play

- Syncs seamlessly with every school's calendar
- Flexible with terms, grades and ages
- Free 4 weeks trial





The leadership team lineup



Rajesh Mehrotra, Founder

- 22 years of sports experience
- Launched India's first international football academy with Paris Saint-Germain
- Managed professional sports events – ICC Cricket World Cup, BCCI Cricket & Asian Tour Golf et al



Davide Marchini, Technical Director

- Bringing European coaching standards to Indian grass roots
- UEFA B licensed coach– highest qualification in grass roots in India
- 10 years of coaching experience





With a formidable **formation**

- **9+ years in sports development**
 - Launched PSG Academy, Partners to Roland-Garros, V Bundesliga etc
 - Running an International Football Academy
- **Working across formats**
 - Grass roots academy and Elite programs
 - Youth Development Leagues e.g. Gurgaon Youth League, Baby leagues etc
- **Partnership with marquee schools**
 - Inside school & After school programs
 - Conduct Baby Leagues, Football assessments etc
- **Technical & Operations team**
 - Team of coaches
 - Operations & Events team





Market Size*

Priority TAM

K12 Schools

No. of school students (Mn)	270 [Source: Redseer]			
	Govt.	Affordable	Private	Elite
Share of total schools	65%	30%	3%	3% [Source: Redseer]
Number of students (Mn)	175.5	81	6.75	6.75
Annual fee per student (INR)	5000	20000	40000	75000 [Source: NSS surveys, Redseer, market research on school fees in India]
Revenue (INR, cr)	87750	162000	27000	50625
Unbundleable services	0%	10%	20%	20% [Blume's assumption]
Revenue (INR, cr)	0	16200	5400	10125
Education Market	31725 INR cr			
	4.5 USD Bn			
Share of edtech	2.5% [KPMG Online Education report]			
EdTech Market	\$113 Mn			

*the blume ed tech report 2020





The Set Piece Strategy



Who to reach?

Schools in priority TAM

- B2B
- Sports As A Service for Schools (SaaS)
- Transparent Pricing Model
 - per kid/per day
 - no hidden charges and set up fee

How to reach?



SportIt School Championships

- Experience a professional Tournament
- Coaches
 - Engagement
 - Community
- Students
 - Tournament
 - Talent scouting & scholarships
 - Parent involvement in child's development



The Set Piece Strategy



Aveka Singh - Vice Captain
FIFA U17 World Cup Squad



Where are we **now?**

- **Technology Stack**

- App- Flutter for hybrid app development; android available
- Web- Angular 10
- Server- Express framework for NODEJS; deployed as AWS LAMBDA application; Dynamodb database



- **Sports**

- Football- training modules for four age groups; one term only
- MoveIt- motor skills for U7 kids; one term only





Where are we **now?**

- **School**

- Partnership for inside school program
- Baby League



- **Revenue**

- .Previous FY (8 months operation): Rs. 10 lacs
- Current FY: Aiming 3x growth





What is the **ask**?

Currently Bootstrapped

Seed Funding

- First institutional funding

What will the funding be used for?

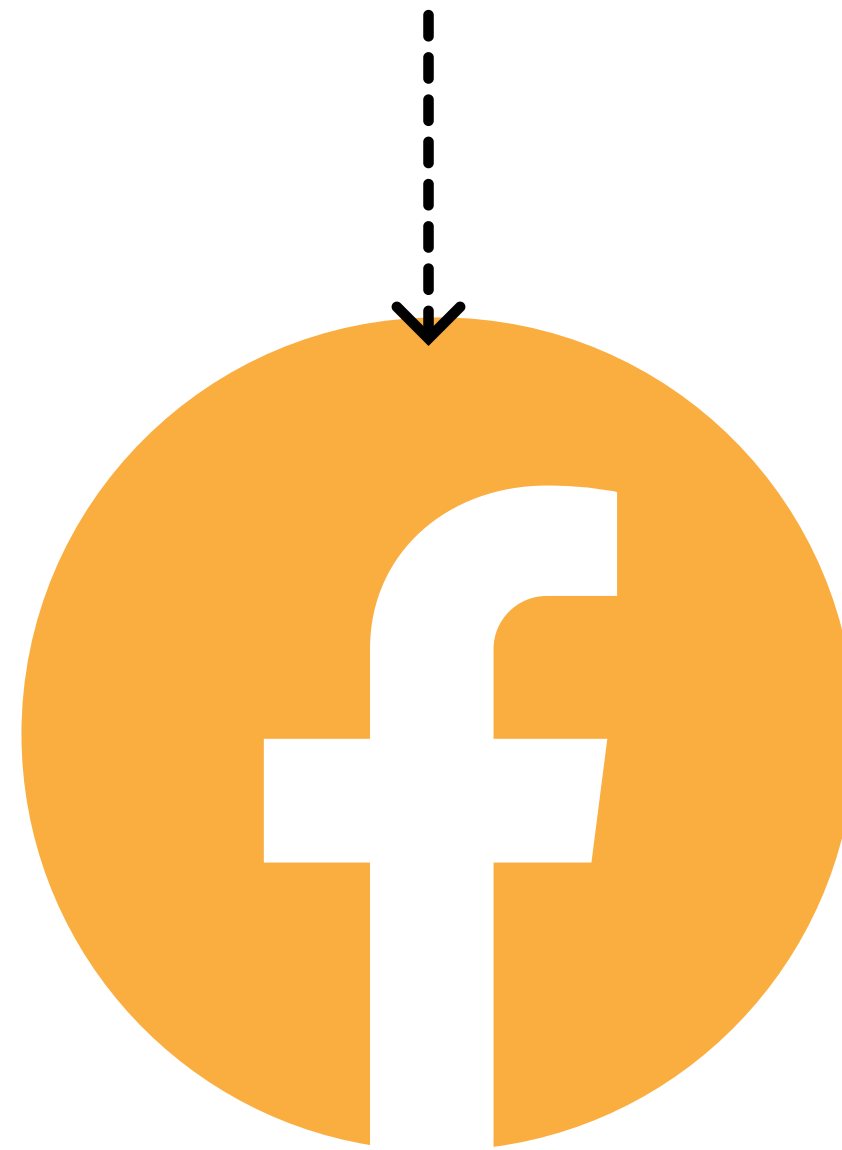
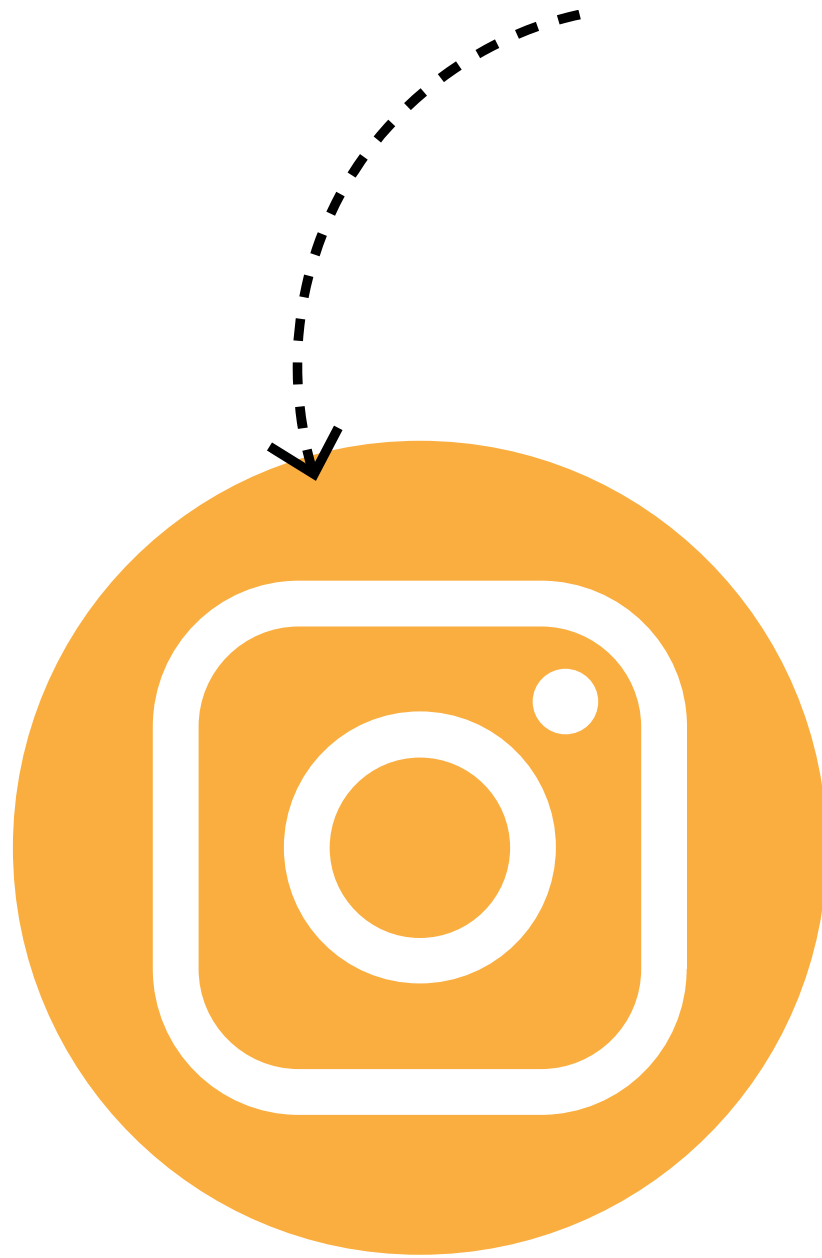
- Operations, Add sports curriculum & Mobile App
- On board 20 schools in academic year 2023-2024





We are **Social**

Click on icons





Contact

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