

Realplay

Leading the evolution of youth sports video

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The youth sports content market is
large and growing fast

PEOPLE AGED 6-17
PLAYING TEAM SPORTS

51%

ANNUAL SPEND ON
YOUTH SPORTS

\$26.5b

SPORT COMPLEX
CONSTRUCTION

\$2.5b

3STEP REVENUE

\$300m

IMG VALUATION

\$1.25b

PERFECT GAME REVENUE

\$220m

Youth sports companies are
growing

Live stream and video
products are ubiquitous

95%

of High Schools live
stream games

300m+

Live-streamed games in
'23
(+600% since '18)

60%

of Facebook streams are
sports video

65

“Sports Streaming
Solutions” companies
(75% launched since '18)

But watching live games is **BORING** and overly time consuming

Customers don't really care about the other players.
They want highlights of their own kid more than anything.

- ✓ Games are 2.5 hours of low-quality, single-camera footage
- ✓ 87% of viewers tuned in to only watch a single player
- ✓ Merely solves the challenge of not being able to attend games

Streaming continues to proliferate, and yet
streaming companies haven't been able
to act on the full opportunity...

Until Now

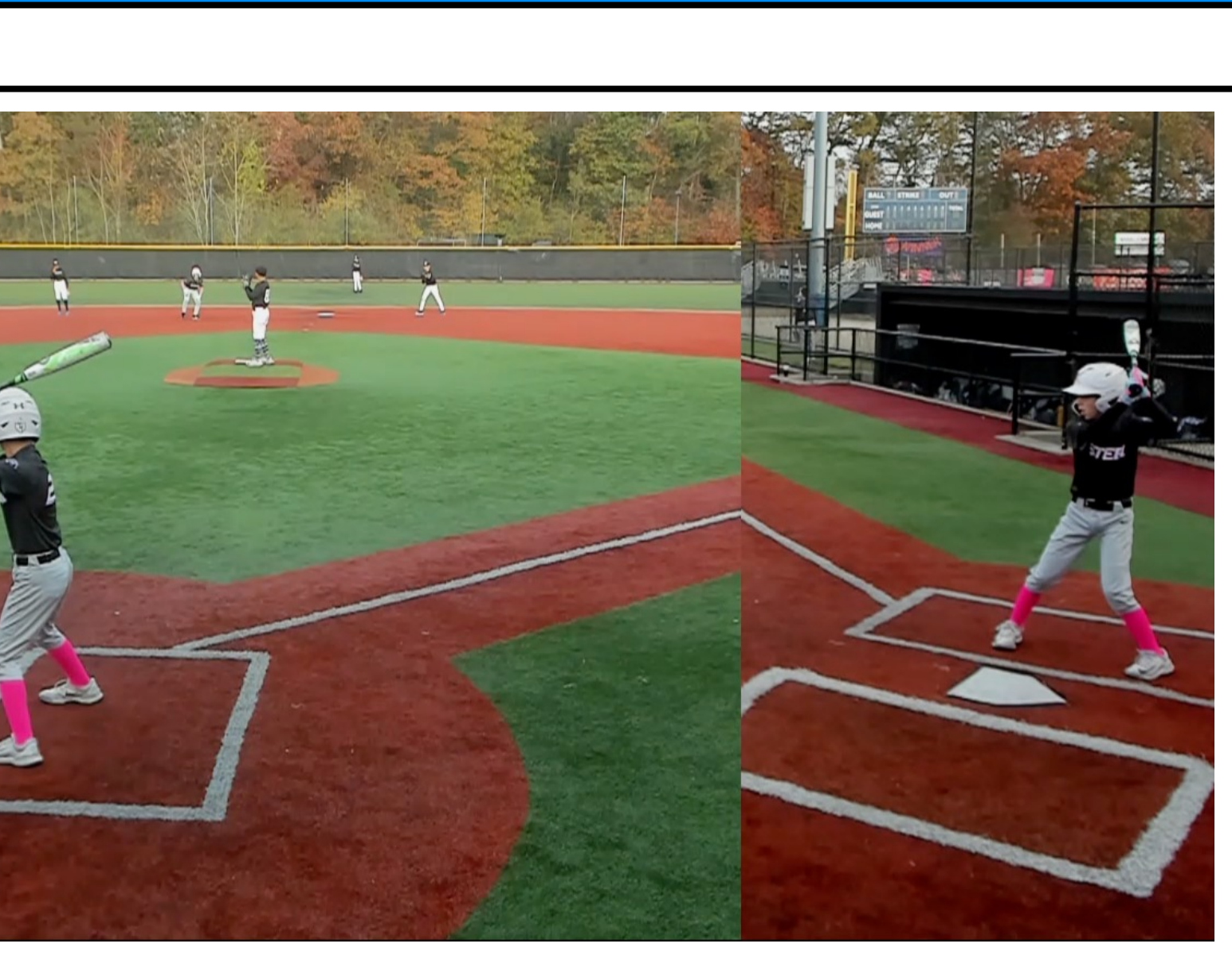
Realplay

Automated Video Production Software

Turning game footage into individualized video

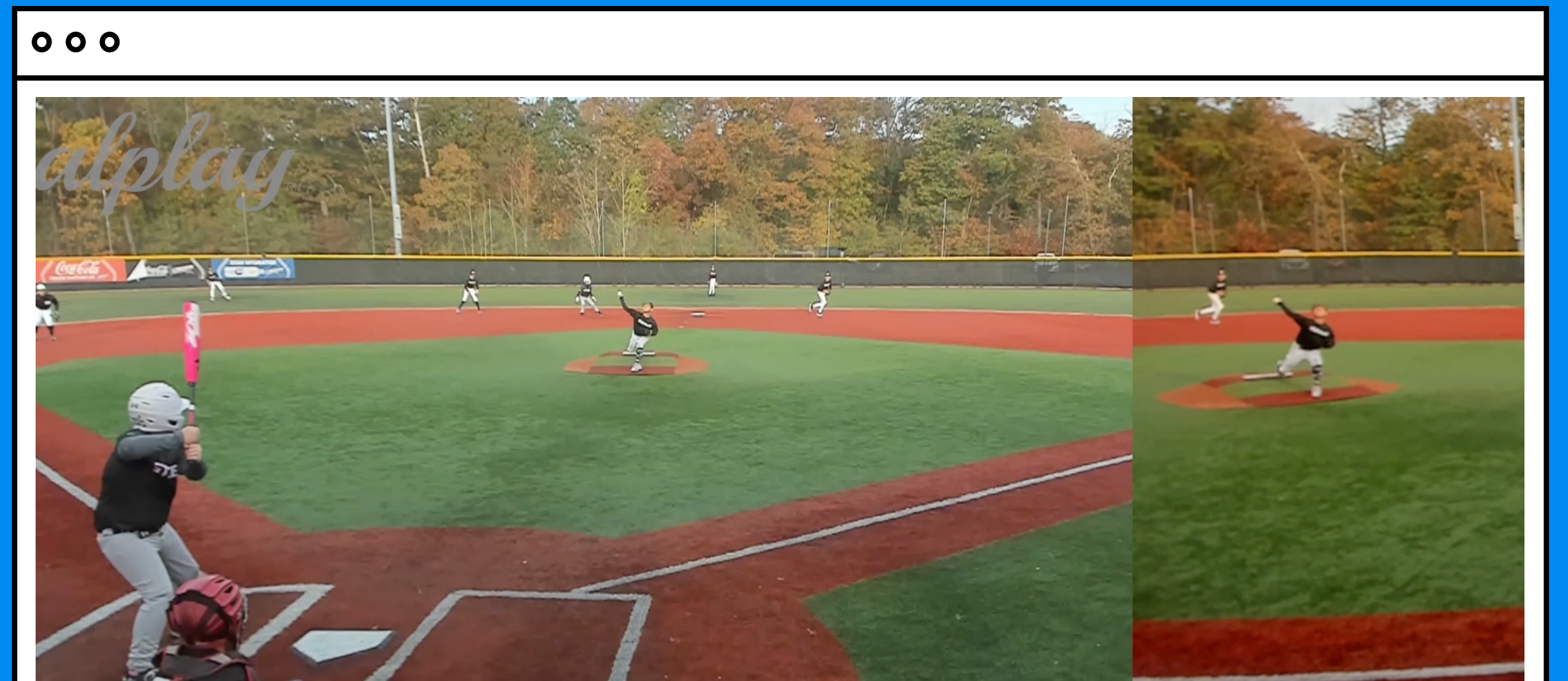
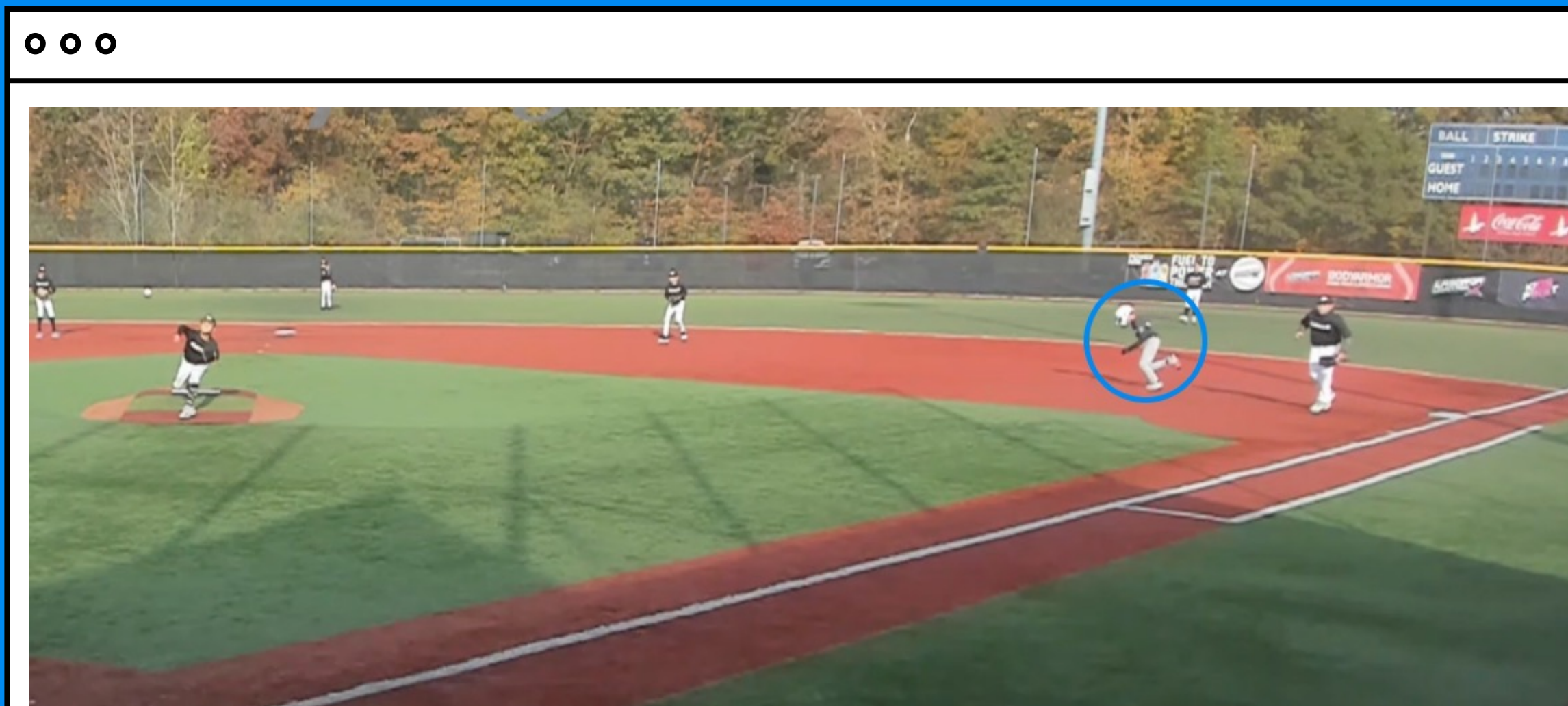
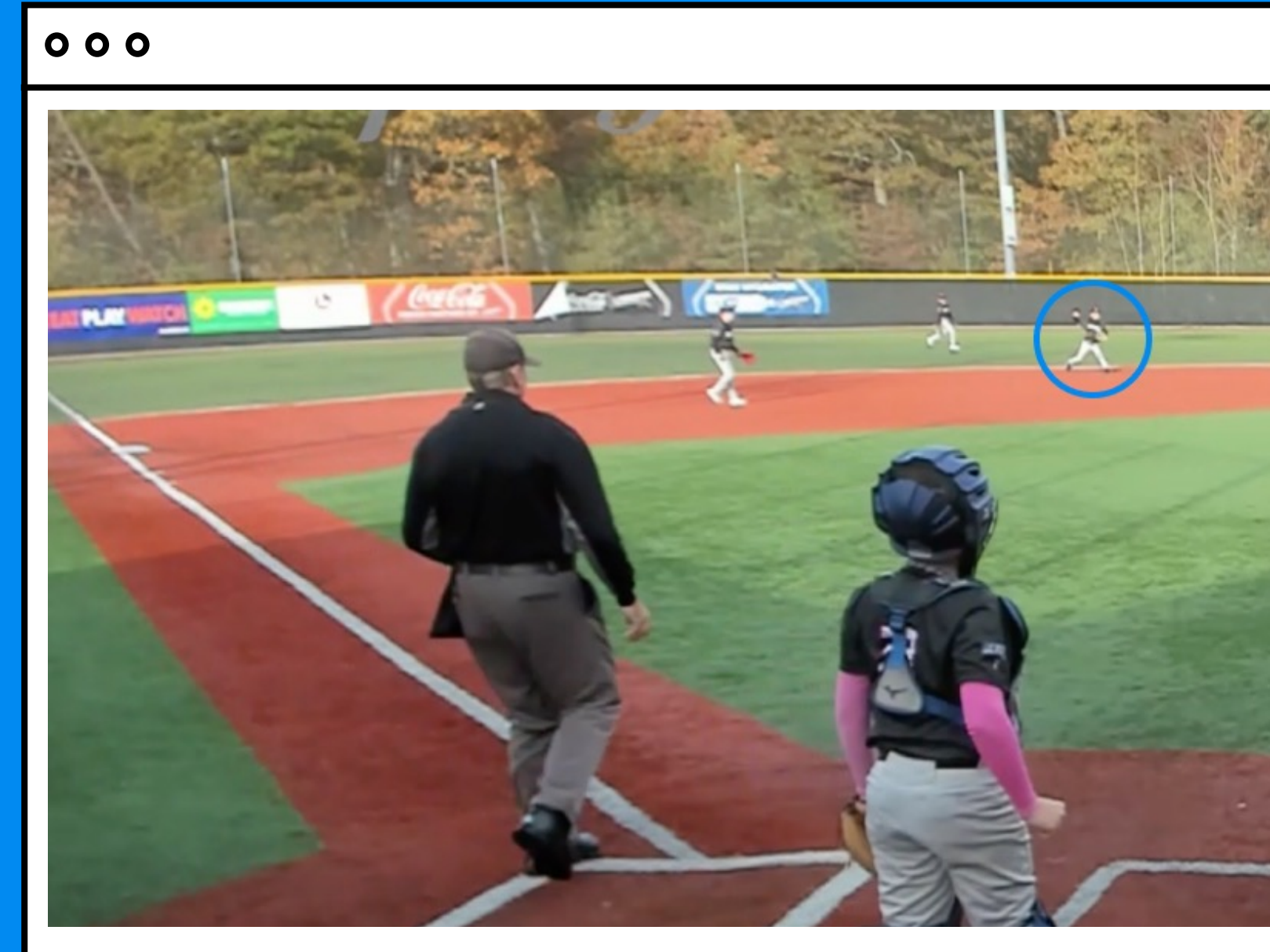


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Individual Player Experience



Our Mission: Drive incremental revenue by serving unmet demand

Realplay turns game video into individual experiences

What is required:

- ✓ No additional hardware investment
- ✓ No disruption to existing operations
- ✓ No addition to overhead

Why they want Realplay:

- ✓ Increase profit per field/event/game
- ✓ Increase customer engagement
- ✓ Expand marketing power

The Realplay Process

Realplay Software turns streamed video into individualized player clips on player pages for optimal user experience

1. Live Stream

The Realplay process starts with capturing video of an entire game from multiple angles

2. Editing Software

Next, game video is run through Realplay's proprietary game-editing software

3. Auto-generated 200+ clips per game

Realplay's software transforms an entire game into hundreds of clips, for each player, of every moment from multiple angles

4. Distribution Platform

Then, individual player clips are distributed on Realplay's user-facing web experience

5. Personal Profile Pages

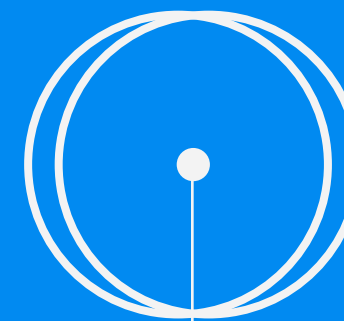
Finally, users have access to all their video on their profile and can share it with friends, family, coaches and scouts



1.

Live Stream

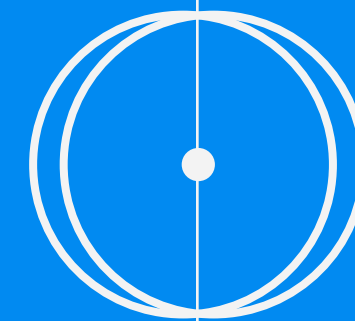
Realplay provides high-quality live streaming solutions for its clients and can seamlessly integrate with a client's existing live streaming configuration



2. Editing Software

3. Auto-generated 200+ clips per game

1. Live Stream



2.

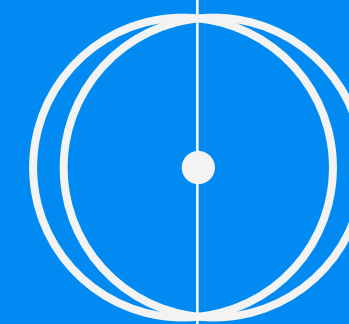
Editing Software

Full-length game video is run through Realplay's proprietary clip-generating software powered by AI to distill an entire game down into each individual moment for each player from multiple angles

3. Auto-generated 200+ clips per game

4. Distribution Platform

2. Editing Software



3.

Auto-generated 200+ clips per game

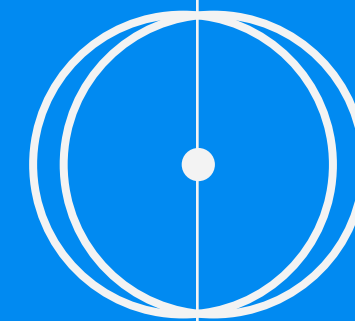
Each game generated 200+ individual player clips of every play for hitting, pitching, defense, and baserunning

4. Distribution Platform

5. Personal Profile Pages



3. Auto-generated 200+ clips per game



4.

Distribution Platform

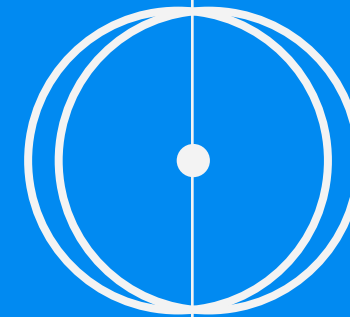
Clips are distributed to player profiles on Realplay's user-facing web experience by leveraging event rosters and Realplay's comprehensive database of player, coach, and parent data



5. Personal Profile Pages



4. Distribution Platform



5.

Personal Profile Pages

Finally, users have access to all their video and statistics on their player profile and can share it with friends, family, coaches and scouts

Realplay Monetizes in Two Ways

SAAS LICENSE SALE

Streaming company pays Realplay an annual license fee:

- \$/# Games Processed
- Tiered Pricing by Volume

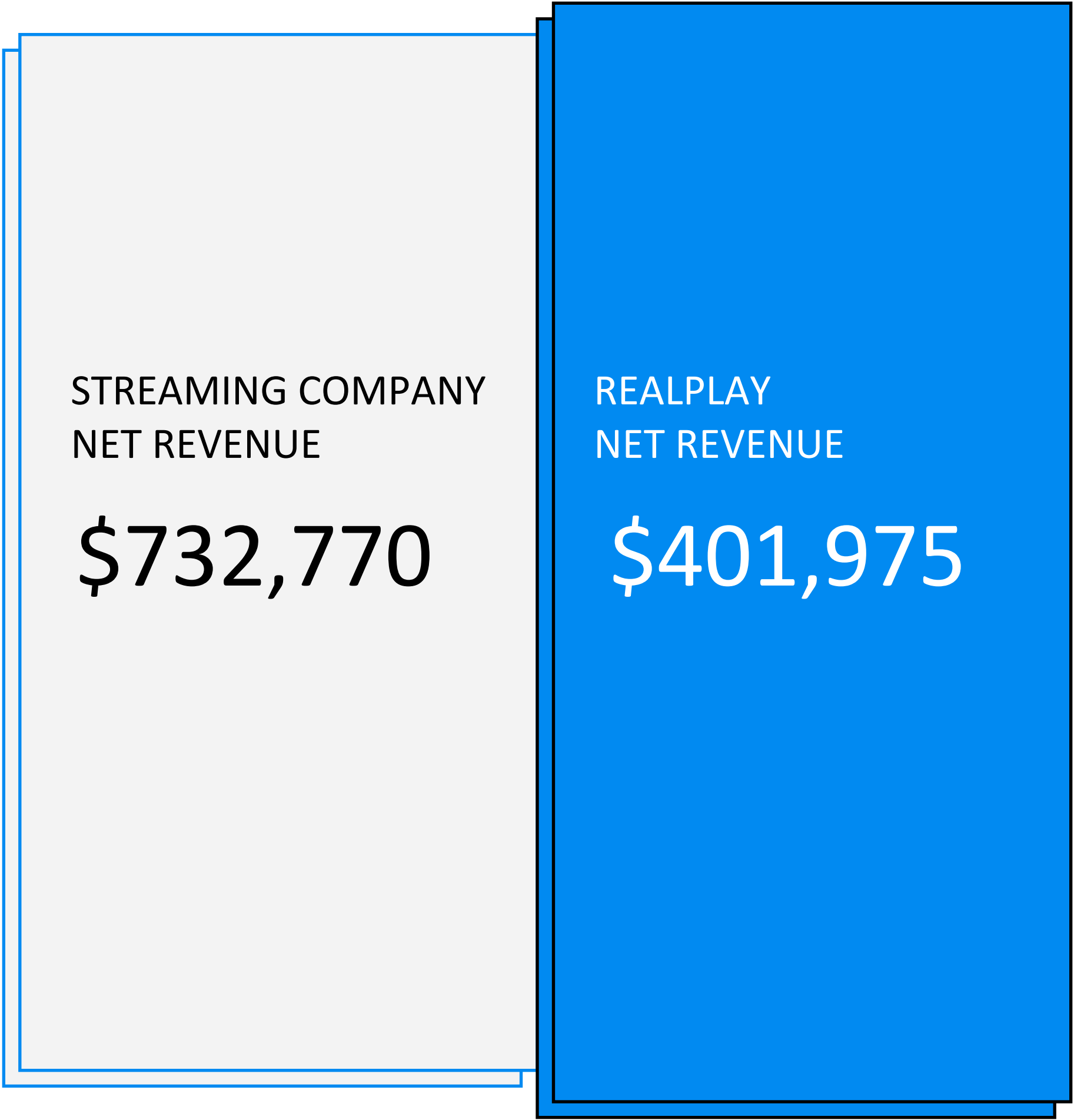
INDIRECT REV SHARE

Sale of Realplay created video

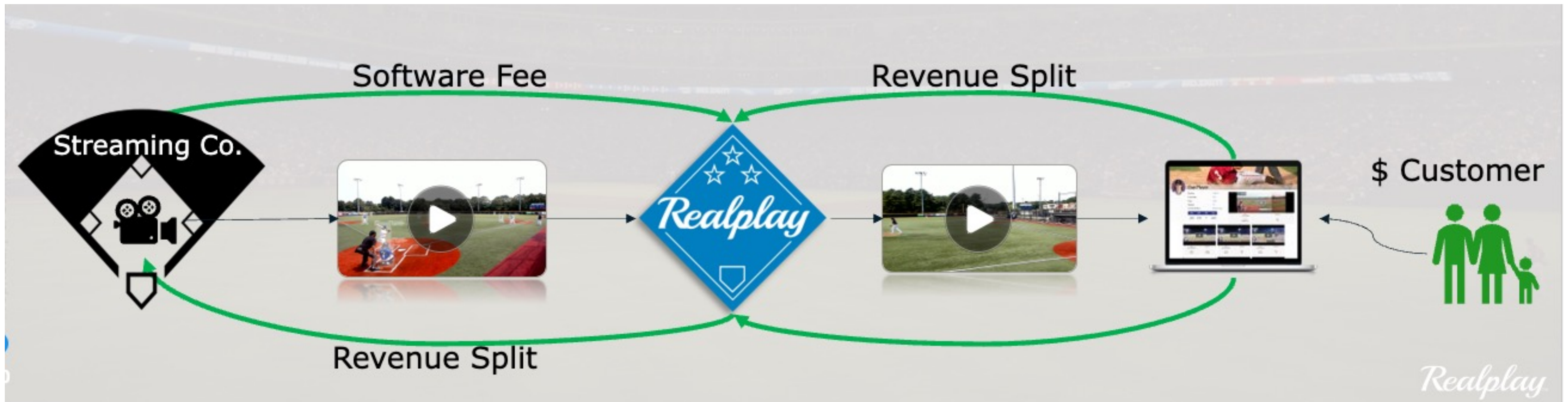
- Player/Parent pays for access to video
- Revenue split with majority to streaming company

Negotiated as terms of agreement





Keep this graphic
and re-design it or
scrap it?



SkillShow uses Realplay to increase revenue & reduce cost

Without Realplay:

- ⊗ Had to manually edit game footage for individual athletes
- ⊗ Averaged 6 weeks to produce individualized video
- ⊗ Couldn't sell to customers after the event
- ⊗ Cost of editing took 30% of margin

With Realplay:

- ☑ Produced 4x volume of individualized video per event
- ☑ Delivered individualized video within 48 hours
- ☑ Increased adoption rate from 35% to 60%
- ☑ Reduced cost of editing from 30% of margin to 5%

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LIVESTREAMED GAMES IN
2023

300m

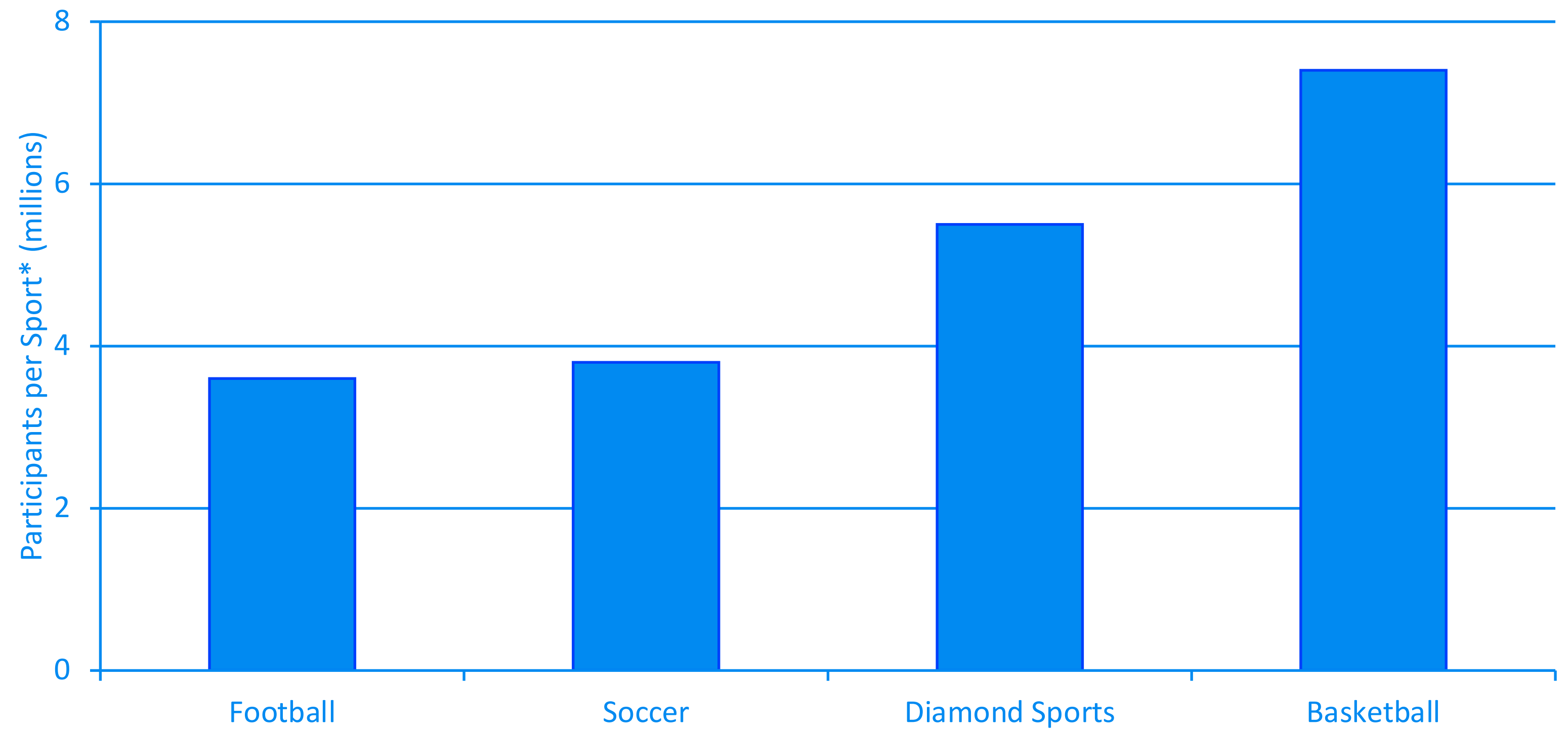
LIVE STREAMING
COMPANIES GENERATING
\$5-10M+ ANNUALLY

50+

PUBLIC U.S. FIELDS
OFFERING STREAMING

15%

YOUTH SPORTS VIDEO IS A \$6B MARKET WITH TENS OF MILLIONS OF PARTICIPANTS



* According to SFIA and/or Project Play

TEEING UP EXOLOSIVE GROWTH

CUMULATIVE PARTNER
REVENUE GENERATED

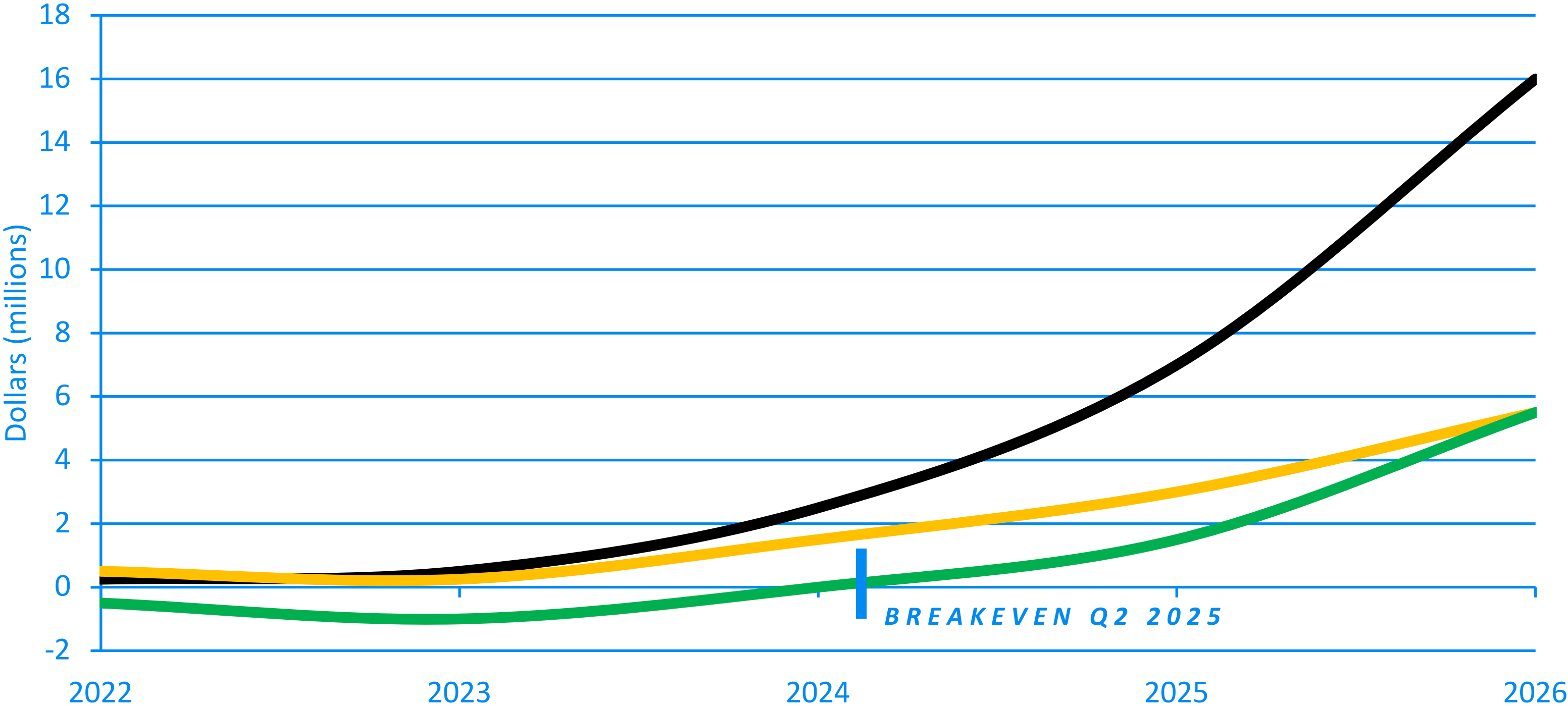
\$38m

DIAMOND SPORT MARKET
SHARE BY EOY 2026

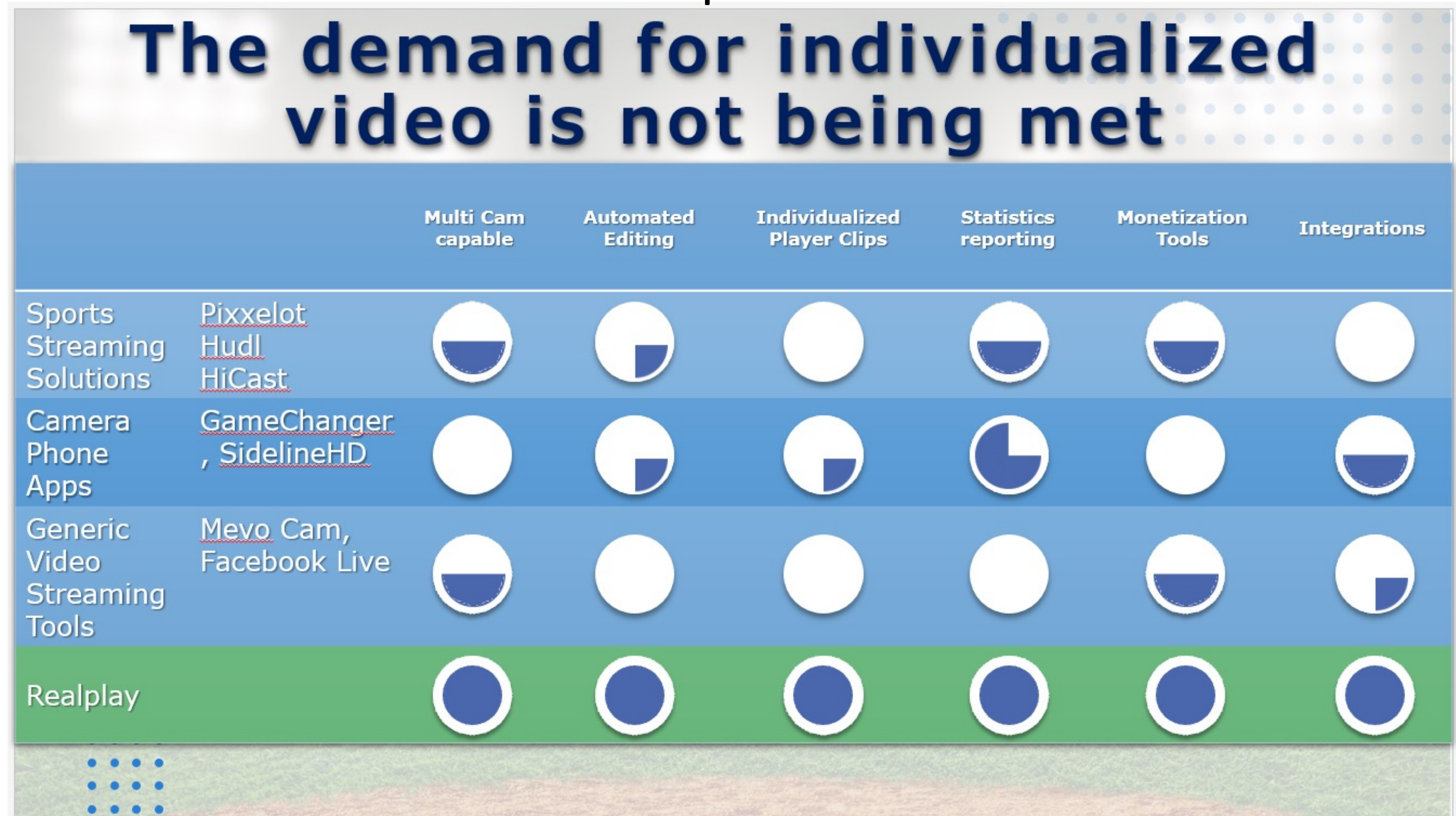
2%

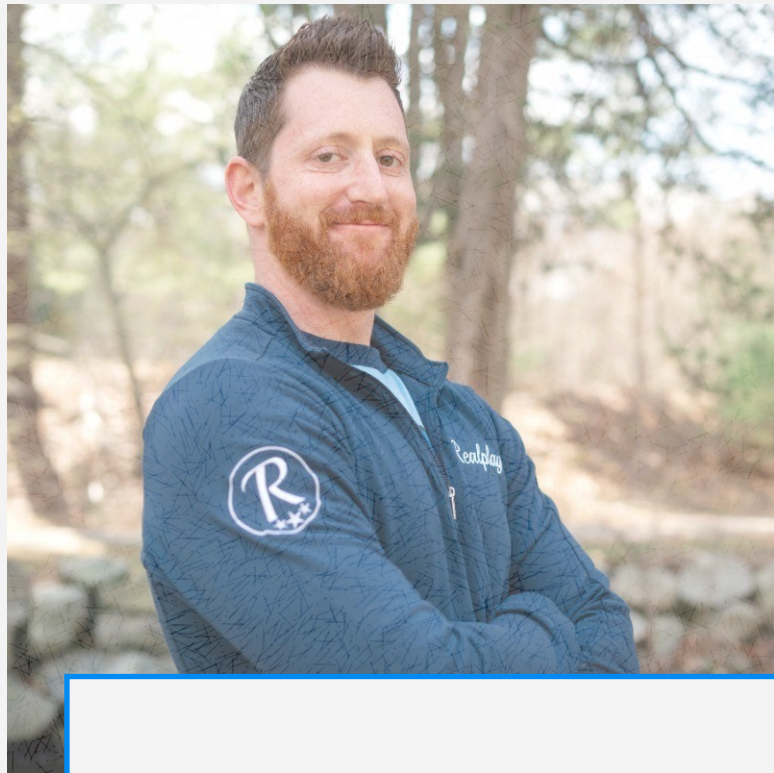
DIAMOND SPORTS YOUTH
VIDEO MARKET SHARE

15%



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scrap it?

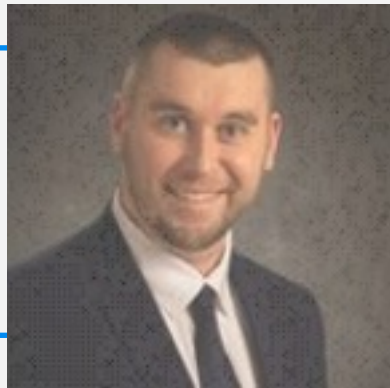




Justin B. Real
Founder, CEO



Andreas Randow
CTO



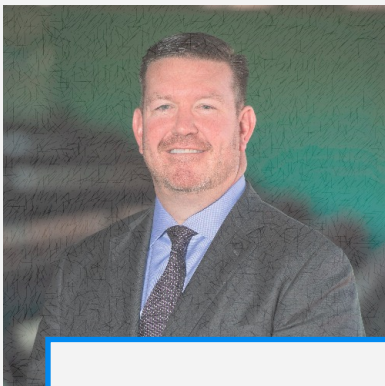
Brendan McGowan
Operations



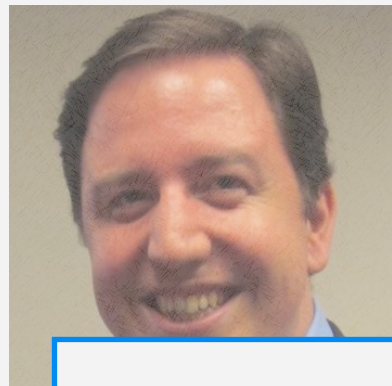
Mitch Pineault
Business Development



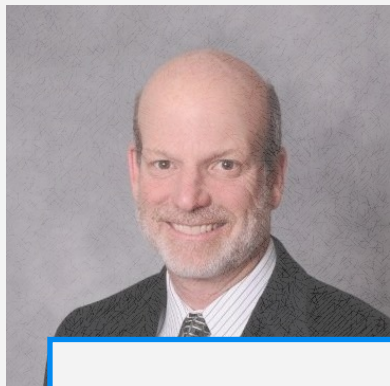
Nick Piovano
Director of Product



John Clark
Chief Business Development Officer
Fenway Sports Management



Jerome Taillard PhD.
Professor Finance
Babson College

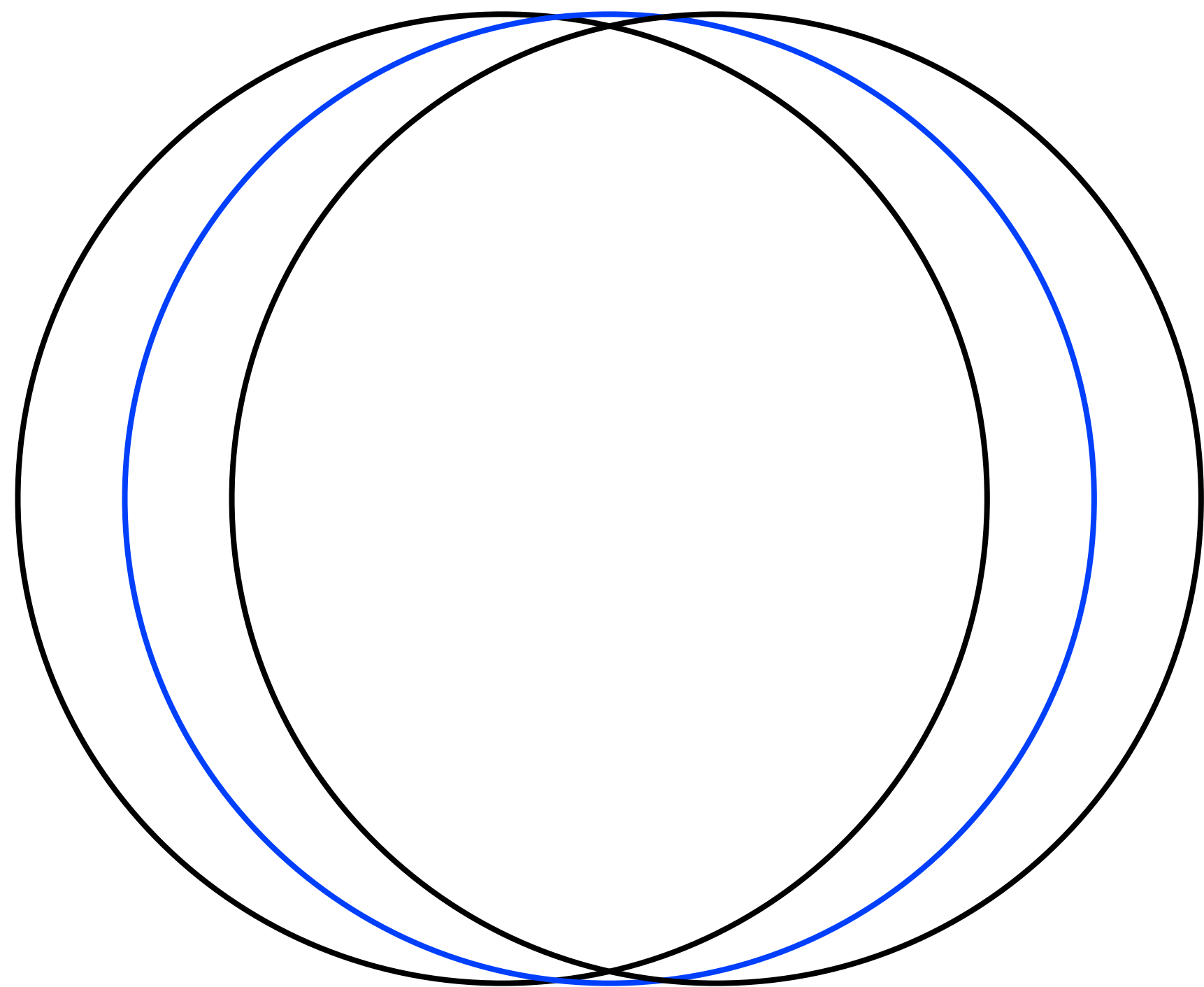


Barry Coffman
Angel Investment
LaunchPad Ventures



Alex Beletsky
Principal
Strathmore Advisors

Four years perfecting a product while becoming market experts



We know how to make a profitable business in this industry

- Built a 600% increase in revenue generating complete solution (???)
- Signed partnerships and tech integrations with influential stakeholders
(MLB, Stanford, Nike, Rapsodo, PocketRadar, Playbook 365, and more)
- Developed a nicely growing (?) direct sales business pipeline (projected \$1.4m in 2024)
- Achieved a 34% conversion rate across all events

Back of the Baseball Card

\$1.8m Individualized Videos Created

87/100 Customer Satisfaction Score

Doubled Revenue Annually Since 2020

0% B2B Customer Churn Over 4 Years

Convertible Note 12 Months of Runway

Raising \$1.5m aiming to close by February 15, 2024

\$6m pre-money valuation cap | 20% discount | 5% interest rate

Already raised \$875,000



RECENT AQUISITIONS

Flo Sports acquired
HockeyTech

BallerTV acquired
NextPro*

SlingerBag acquired
PlaySight

- Sports video tech market significant M&A activity revealing opportunity for quick turnaround option to exit
- Emphasizes the value of customer base
- Arms race amongst sport-specific PE firms to “tech up”
- S-curve of sports tech market maturity growth
- Use of funds used to increase customer base/exclusive broadcast rights

*If Part 1 of attractive acquisition is the tech, Part 2 is the customer base.
And we already have Part 1!*

POTENTIAL ACQUIRERS

CONTENT PROVIDER

Flo-Sports

SPORTS BRAND

Rawlings

MEDIA GIANT

Disney

* Realplay has been chosen to replace NextPro, their largest customer.

Realplay

THANK YOU

Justin Real – CEO

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