



Pro Soccer Tips

building the ultimate tool for every bettor from casual up to professional, that delivers everyone valuable information using blockchain transparency blending quantity with quality in a bespoke fashion

pitch deck v1.3



Our background



With over **203.000 predictions delivered** in our previous run of the apps, one might say that our experience in this field is quite substantial. And it is.

Our mission is to deliver a **high quality tool** that will provide everyone with access to **free information** resulted from our system analysis. Yes, **free!**

2014

when **Pro Soccer Tips**

apps were first published, right before the World Cup 2014 which was held in Brazil. Our fanbase increased rapidly getting the apps more and more **popularity**.

424.821 downloads

achieved for the previous version of the apps on both Android & iOS platforms. These numbers were achieved with no marketing investments, basically **organic growth**.

203.488 predictions

listed in the previous version of the apps. On average our system tracks **1800 matches per week**, from over **200 competitions worldwide**.

63% average win rate

achieved on past predictions. In our development we plan to build an **AI Module** which will handle the predictions, while over time improving based on past results.

Business core values

Having **retention**, **scalability** and a solid profit **margin** as key ingredients, our business presents solid opportunities for every investor. In addition we plan to expand our coverage for multiple other sports enjoyed by fans worldwide.



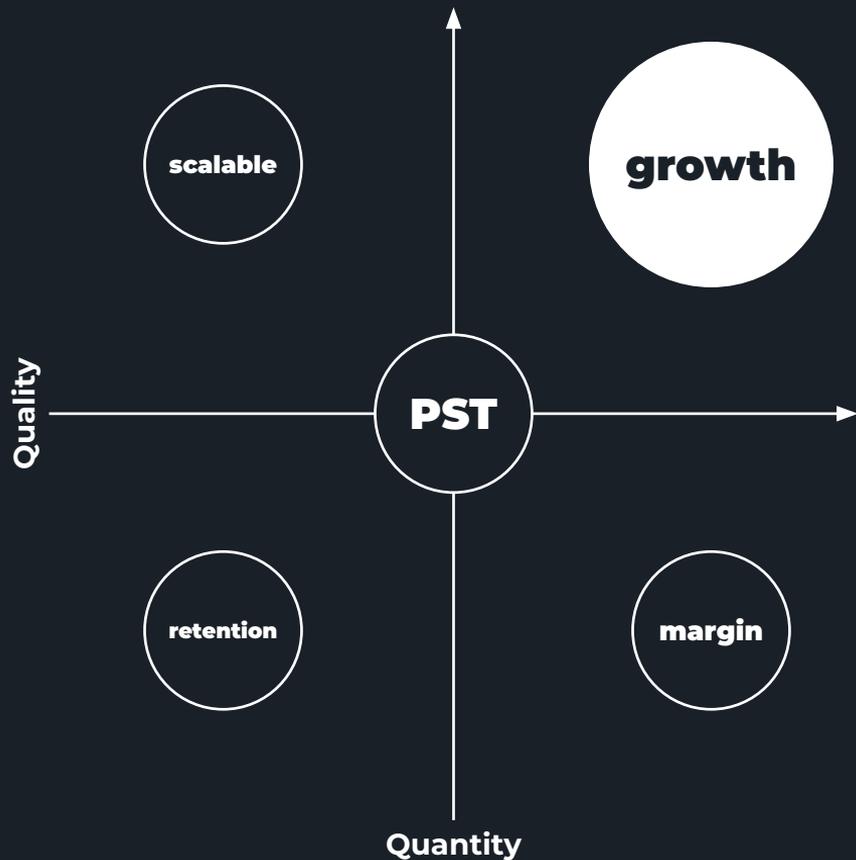
With a user **retention** of **over 65%**, our customers confirm they enjoy the products & services we provide.



New customers join the market on a yearly basis, therefore **scalability** is a fundamental value on which our business strategy relies on.



Optimized operational requirements, allow our profit **margin** to define our expansion worldwide.



Business model

Premium users will have access to our Premium predictions, a private chat lounge with limited access and also discounted promotions for the services or products delivered by our partners. In addition, Premium users that hold & stake our token will get an increased APR.

Premium subscriptions

We'll keep our promise to deliver our predictions for free on a daily basis, but there are costs into making this possible. For this reason we will integrate several places, non intrusive but chosen in a smart way where we will promote our partners products & services.

in-house advertising

Having a constantly expanding userpool will allow our business to exploit affiliate and email marketing. Our plan is to promote products & services that we believe. Our community is highly valuable for our business, therefore we believe that we should only promote products & services that we use or we believe in.

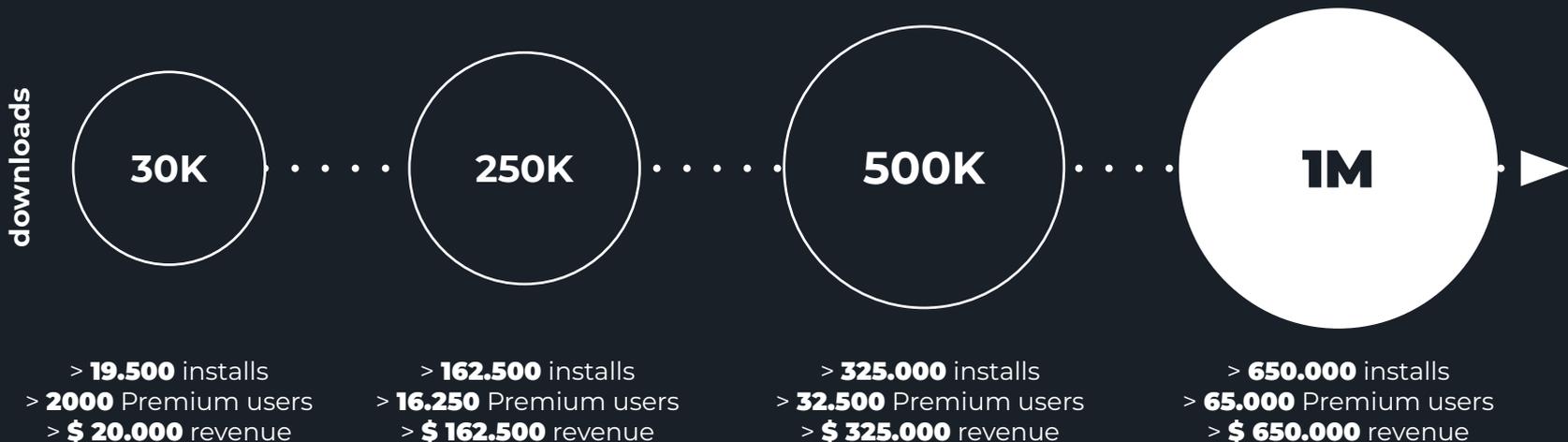
affiliate/email marketing



Financial projections

Feelings in business are represented by numbers, and our feelings stand proud & tall. With an average of **65% conversion ratio** between **downloads & installs**, and a **10% conversion ratio** for potential **Premium users** you can easily make an estimation on what potential revenue our business might have on a yearly basis.

It's estimated that **26%** of the world population are **placing bets** throughout the year. We have planned marketing campaigns on a monthly basis, with a total value of approximately **\$ 1.500.000 for 2022-2023** and our first goal is to reach 1 million downloads. You can find below a representation of those numbers for our 1st million app downloads.



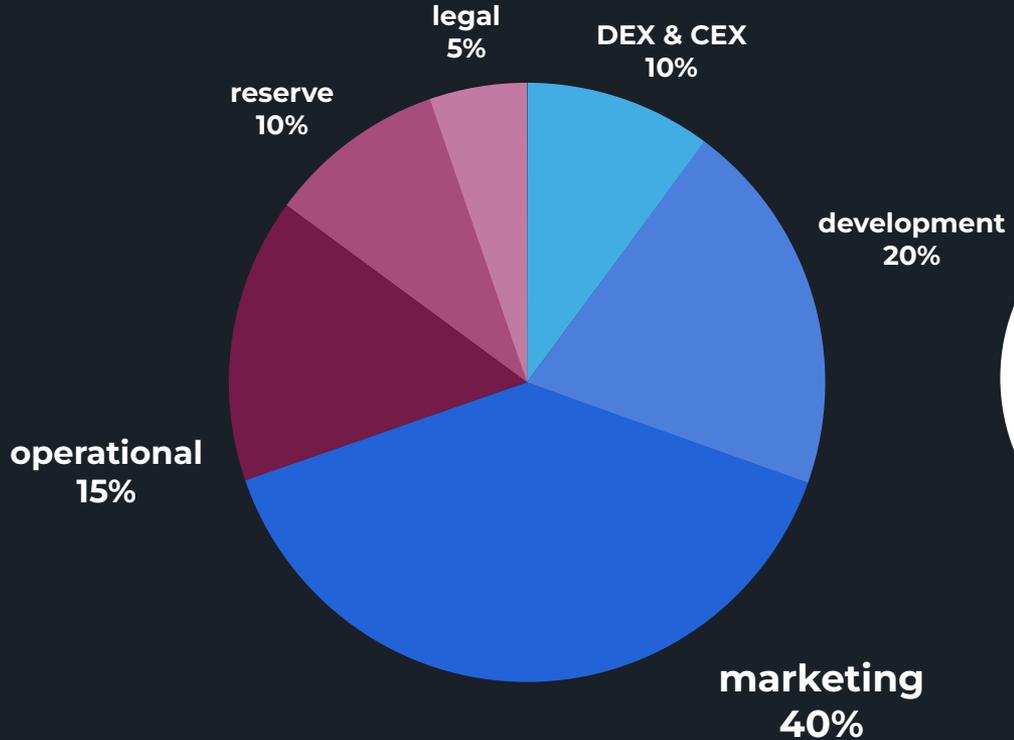
Use of funds

While many factors determine the evolution of a business, **development** and **marketing** are among the key verticals.

Based on our previous experience, we have taken the best decisions allowing a constant growth for our product, our community and our business.

We are in the product launch phase as development is close to 60% done. We have over 117,000 users registered in our database from our previous release, therefore our apps will have a strong usage from the moment they will be published.

We believe that any online business needs to focus their attention on marketing as it is the most ingenious way to provide constant growth. For this reason our marketing planning has campaigns scheduled on a monthly basis, assisting the awareness of the project on a worldwide scale.



These allocations are provisional and could be changed in accordance with market conditions and changes as well as unforeseen circumstances.



Thank you!

We would like to thank you for your time & consideration!
Please reach us for any inquiries regarding our project.

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website	https://prosoccertips.io
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