

TEAM FUNDRACE

EXECUTIVE SUMMARY

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1. PERSISTING PROBLEM

With a population of 1.32 billion and only 35 Olympic medals, it is evident that India lags behind in the sporting world. This is not due to the lack of talented individuals in the country but is a result of its failure to nurture them.

From lack of infrastructural development to non-affordability of medical expenses and improper nutrition, our athletes face countless struggles in their journey. All of this originates from a common setback i.e. **unavailability of adequate funds for athletes**. Even though the government is constructing numerous **schemes for sportspersons, only a handful are benefited** from those, and a major chunk of potential medalists are left behind. Taking the case of multiple non-profits and **scouting organizations, they have extremely rigorous procedures** for sponsoring athletes and they are selected according to their performance in prestigious competitions.

2. OUR SOLUTION

We provide a platform with an objective to eradicate the problem of inadequate funding of athletes. By calibrating the reach of the internet, we seek to **leverage the people around us to finance the journey of sportspersons** towards their goals ranging from the grassroots to pre-professionals and even in their professional careers.

3. UNIQUE SELLING PROPOSITION

Our unique approach towards solving this issue and careful integration of different services make our platform a one-stop location for all athletes to raise funds. We offer:

- Suitable campaign formation on the basis of time and financial goals.
- A wide array of registered sponsors on board.
- Financial experts for long-term financial planning and fund management.

4. BUSINESS MODEL

Our idea will unfold in three phases namely crowdfunding, B2C sponsorships, and investment consultation. This pricing strategy of starting a campaign for free would be beneficial towards the marketing of other segments of the website. Our revenue-generating model is as follows:

- Athletes/teams/organizations looking for smaller amounts of funds in essence less than 1 lakh INR would be suitable for crowdfunding their needs with minimal chances of not getting funded completely.
- The second part i.e. the sponsorship deals would be connecting brands looking for advertisements and athletes/teams/organizations looking for larger amounts of funding i.e. more than 1 lakh INR. Now, brands can sponsor the people by setting ad contracts taking into account the level of competition/event they are participating in.
- Lastly, the investment consultation will be for athletes/teams/organizations looking to grow their funds over time by investing small amounts in funds, equity, etc via SIP. We will connect them to financial advisors with over 20 years of industry experience.

The revenue streams are the commissions from sponsorship and fees charged for consultation. Additionally, if the website gains traction then advertisement fees would be considered as well.

5. MARKETING STRATEGY (CUSTOMER ACQUISITION)

- Social Media: creating an online community of sports and promoting through related influencers.
- Connecting to state and national sports federations and NGOs for increased organic reach and higher success rate of campaigns.

6. SOCIO-ECONOMIC IMPACT

Our startup engages with the adversely affected parts of society and improves our target market by following the ideas outlined by the government's schemes. They are listed as follows: ●

FundRace contributes to Indian society socially by promoting sports participation in the country along with the guidelines of KHELO INDIA.

- By this, we also provide the talent scouts a larger set of players to choose the best from increasing the quality of sportspersons and removing the monetary barriers from their journey.
- Additionally, it provides economic stability to families of sportspersons and others as well, via financial consultations thus helping them reach financial independence thus moving forward along the lines of ATMA NIRBHAR BHARAT.
- Lastly, it is India's first online structured overall financial assistance platform just for athletes that promotes the concept of MAKE IN INDIA.