

# • BE A PRO (KIND OF) •

## SUMMARY

Most out of our target audience used to play sports as a kids. Now they have not engaged in physical activity for years and have lack of motivation. Our goal is to make our audience return to sports ground again and revive feelings of playing sports, by providing them with a new personalized professional-like experience on and off the stadiums.

## CREATIVE INSIGHT

In reality we all had sports careers in our imagination, but most of us abandoned it. Main problem is the attitude, that is caused by a lack of motivation, they think there is nothing is achieved while they're playing on the amateur level. To change the attitude of amateurs they should feel like a professionals. By being constantly in competition, monitoring their performance, tracking their improvements, their kind of having sports career which is hard to abandon, and they gain a professional-like attitude. Careers, competition, statistics that's what sports fans, especially bettors, love, so we bring all of them to real life, right in their streets

## SOLUTION

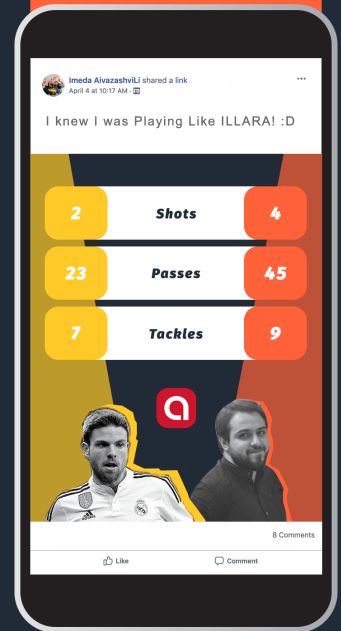
That is why we introduce personal level performance tracking and competition mongering application to help players maintain attitude towards the sport. We adapt more than 100 sports grounds in big cities with sports analytics technology "playertek"(already existing technology), which will count players and team statistics in depth (goals scored, Aces scored, conversions won, 3 point shoots and etc.). All the individual stats will be accumulated on web and mobile based platforms, where users will be able to explore their play, share their stats. They could compete in custom friend leagues, city leagues, and country league, where different nominations are announced.

## HOW IT WORKS?

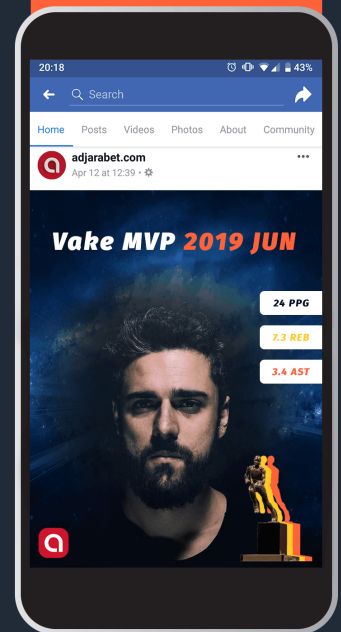
Sports lovers tend to visit and follow sports news website, watch highlights on youtube.

- While users are on adjara website we invite them to the nearest sports ground based on geolocation and tell them to start a new career. When they get to the stadium we register them to the platform. Whenever someone enters the ground we attach them playertek sensors and data is collected.
- Users watching highlights will see banner of best players stats and will be asked how much they can score - "Messi had 80% pass completion, How much is yours? Start your career now!"
- Celebrities will post their challenges on facebook - Tornike shengelia "I scored 10 three pointers, can you beat my score?"
- Platform will generate shareable content. "Which player are you" - Players will be compared to world stars based on their performance and will match to them with playing style. Player gains different kinds of badges throughout the career. Player also share last game stats and challenge another friend

### COMPARE TO STARS



### BECOME A LOCAL STAR !



### CAREER HUB



### CHALLENGE A STAR!!

